



The Business Builder Newsletter

ISSUE 1 - £97

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THE FORMULA TO QUICKLY GROW YOUR BUSINESS

BY MARC LAWSON

Welcome to the very first issue of my monthly newsletter. I'm thrilled to be bringing this to you each month. I'm on a personal crusade to help as many business owners as I can to maximise their potential, multiply their sales and profits and increase the value of their businesses.

Each issue will be jam-packed with proven, actionable advice which can be applied quickly and easily to your business, even if you have little or no sales and marketing experience or expertise.

What you'll discover through these pages is that growing any business comes down to applying a few simple 'business growth practices' to your business. The foundation of everything I do to help businesses

grow quickly is by using a proven foundational system. I call it 'The FORMULA'. It has 5 key components. Here it is...

(T × L × C × M) S

= EXPONENTIAL BUSINESS GROWTH

Every sales and marketing tactic and strategy I reveal to you in these pages will fit in one of these 5 key components. Let me take you briefly through them...

'T' - TRANSFORM

To start with you need to TRANSFORM the results and performance of EVERY sales and marketing strategy you're CURRENTLY using and those you add in the future. To do this you must deploy something I call the 'Core

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Elements'. This is the science of marketing. The Marketing DNA.

The best way to think about the Core Elements is that they are the tactics that make marketing work.

There are 9 Core Elements and I've covered them in the next article. And here's the thing... the 9 Core Elements DO NOT cost a single penny to incorporate into your sales and marketing strategies.

'L' – LEAD GENERATION

The lifeblood of every business is its ability to generate a constant supply of leads or enquiries. Without leads, you can't acquire clients, customers or patients.

Lead generation, however, is often (not always) the most expensive way to grow a business. So you need to add as many cost-effective and proven lead-generation tactics and strategies as you can – the more the better. I'll cover a number of them over the coming months in this newsletter.

'C' – CONVERSION

Just being able to generate a constant flow of leads isn't enough. Once you've acquired them, you now need to convert as many of those leads as possible into paying clients, customers or patients.

You do that using a number of conversion tactics and strategies. These are tactics and strategies which help move the lead through to

becoming a customer, ideally at the right price or fee.

For very little or no extra cost, you can get more clients, customers or patients from the leads you generate, maximising your return on investment on all your lead-generation tactics and strategies.

'M' – MAXIMISE CUSTOMER VALUE

Once you've acquired the client, customer or patient, you then need to maximise their value.

Without doubt, this is the most neglected part of almost every small and medium sized business. I don't mean businesses neglect their clients, customers or patients; I mean they neglect the money-making potential of them.

There are four key areas that will help you maximise customer value:

1. Increase frequency of purchase (getting clients, customers or patients to buy more often).
2. Increase referrals (getting customers to recommend you more often).
3. Increase average order value (increasing the value of every sale).
4. Reduce attrition (keeping hold of customers for longer).

'S' – SYSTEMISE

So far we've covered the first four

elements of THE FORMULA. They will become the backbone of your entire business.

They will provide your business with... solidity, growth and profit.

...and ensure it's immune to outside forces, such as your competition and a changing economy.

However, to take it to an even higher level, one that accelerates your growth even faster, you need to systemise and then automate these four elements.

In other words, you get them working even while you're asleep or on holiday!

By systemising and then automating the growth of your business, you reduce the reliance on people, free up a huge chunk of time for yourself and ensure your business keeps moving forward at pace.

Furthermore, systemisation and automation reduce human mistakes and enhance results.

So it's a win-win-win.

Clearly I've covered the key components of The FORMULA really quickly here, but I'll expand on each one in future issues.

Having said that, the next article explains how you can use the 'T' of The FORMULA and transform the results of all your existing and new sales and marketing strategies... and do it for ZERO cost. Enjoy!

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HOW TO OPTIMISE YOUR SALES & MARKETING STRATEGIES

The quickest and least expensive method to improve your current results is to *review your existing sales and marketing strategies* and improve or better still, transform them.

My coaching clients automatically get their sales and marketing assessed and improved by me using my 'Scientific Marketing Makeover'. Even if that includes you, it's worth me taking you through a good example of what you can achieve when you take your existing pieces and then apply the 'CORE ELEMENTS' to them. The difference can be (and often is) significant, resulting in instant improvements in leads, sales and profits, WITHOUT spending an extra penny or cent!

Page 4 shows an example of a covering letter that was enclosed alongside a glossy brochure.

Now in fairness 'artspec' have tried to communicate to us rather than just saying 'please find our brochure enclosed' - which most people do - but overall there is no use of any of the CORE ELEMENTS.

So the results from this letter will be poor. Now remember, by transforming this letter we're NOT increasing costs. We're merely optimising the current marketing piece using the CORE ELEMENTS in order to greatly improve its effectiveness.

So let me take you through the process of 'OPTIMISATION'.

Now I don't know anything about this

company (they're not members or coaching clients) so I'm going to make some assumptions—but it still serves as a great example of how to systematically improve what you're using at the moment.

Remember, in this particular example, the sole purpose of sending the letter and brochure is to generate a lead or an enquiry. That MUST be the focus of the letter. I often talk about 'laser-beam focus'.

What this means is that for every sales and marketing strategy, you must write down what its number one objective is. This gives you complete clarity on what you're trying to achieve.

So first, let's do a very quick summary of the letter using the CORE ELEMENTS as our guide (see the summary on page 5). Let's address each CORE ELEMENT in turn...

1. TARGET MARKET: They are targeting 'marketing companies' which is a good fit—but notice there's no tailoring of the letter to marketing companies.

So even though they have chosen the target market (one of them) correctly—they've sent a 'Mass Market' type letter out! The letter has to scream out and say to the reader 'this is for me'. When you achieve this, you've created the perfect targeted mailing.

2. DIFFERENTIATOR: The lack of any differentiator, especially in this very

competitive market is a killer (as it is in EVERY industry). I'd build the differentiator around a 'Guarantee' that's focused on things like delivery times, quality of print, etc.

3. HEADLINE: As with 99% of marketing pieces it's no surprise that this letter comes with no headline. My headline is going to be an 'Offer Headline' based around the offer shown below. Here's the headline...

"Attention Marketing Companies - FREE—5000 Full Colour & Double-Sided Leaflets With Your First Order"

4. IRRESISTIBLE OFFER: Every sales and marketing strategy has to have an irresistible offer. This letter does not. My offer is going to be 'FREE - 5000 Full Colour & Double-Sided Leaflets With Your First Order'.

5. FEATURES & BENEFITS: You may have been 'tricked' into believing that 'in order to meet those tight deadlines we can take both your artwork and data online and even supply proofs for approval online', is a benefit, but it's not - it's a feature.

One important point to reiterate here is that the whole purpose of this letter is to get the recipient to request a quote (the lead or enquiry). Therefore the features and benefits need to be based around 'WHY' the reader should request a quote.

6. GUARANTEE/RISK REVERSAL: See above (differentiator).

7. REASONS WHY: Their letter

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doesn't contain any—but with my offer, the letter will need to explain we're giving away 5,000 leaflets on the first order. Here's my Reasons Why...

846 Customers Can't All Be Wrong – Here's Why...

You see, our customers (all 846 of them) know how good we are – but just like you, before they ordered from us – they had no idea.

8. SOCIAL PROOF: No evidence of any social proof here. It's important to try and tie in the social proof to the objective of the marketing piece.

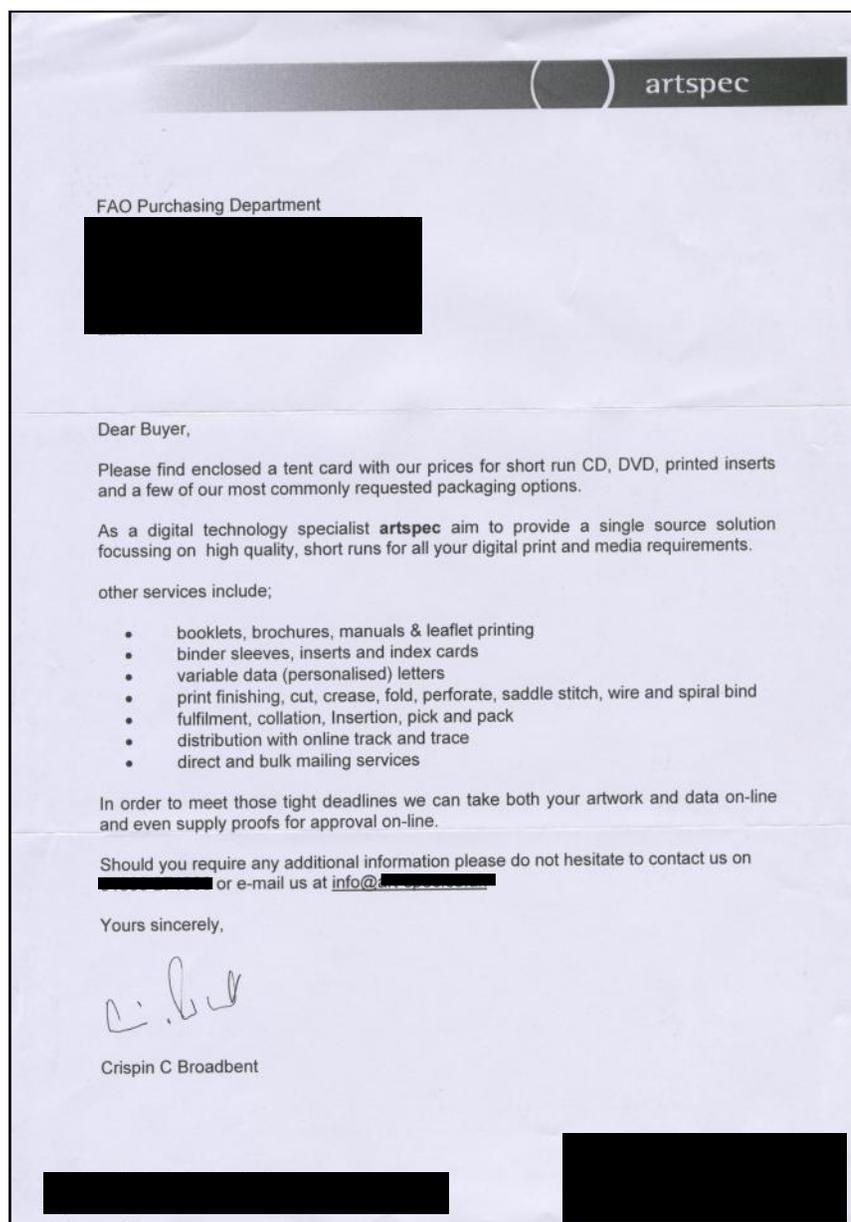
So you'll ideally want your testimonials to say something like: "I was actually very happy with our current printer, but I thought I'd give artspec a try.

"What astonished me was the quick turnaround of the quote, and combined with their competitive prices their quality of printing is unmatched. Two years later and I would never choose anyone else."

9. CALL TO ACTION: Their call to action is very weak. My call to action will reinforce the offer and state a deadline to help reduce procrastination.

Here it is...

To request your Instant Quote all you have to do is complete the enclosed 'Instant Quote Request Form' and fax it back to us at **0800 123 456**.



This is a typical example of a 'covering letter' sent with a brochure, catalogue, leaflet, etc. Notice it is devoid of any of the CORE ELEMENTS. This is operating at about 7% of its true potential at the moment!

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Alternatively phone us on 088 456 789 or complete the form online here...

www.artspec.com/instant/

...and remember to reply within the next 14 days to receive your FREE 5,000 leaflets. Thank you.

Other important points to mention...

- **RESPONSE MECHANISM:** I would include a reply form with the letter which will repeat the offer.
- **SUB-HEADS:** Lead generation letters are typically only one or two pages long—but they still require sub-heads to help drive the skim readers back into the copy.
- **P.S.:** A P.S. is relevant and very powerful in ALL letters. My P.S. will again reinforce the offer and the deadline. Here it is...

P.S. To get your FREE **5,000 full colour leaflets** please place your order within the next 14 days.

- **OPENING SENTENCE:** I'd replace their weak opening with...

Here's the deal: As long as your first order is over £300 we'll give you 5000 full colour, double-sided leaflets. There are no strings. No obligation. This is a good old-fashioned offer to help you sample our work.

Hopefully you can see, as long as you follow this simple process you can't go

wrong. Take a look at my completed letter on pages 6 and 7. Notice it's completely focused on getting the quote. In this instance it makes sense to use the guarantee because this will enhance the chances of getting the

quote. Once the quote request comes in, the CORE ELEMENTS need to be reinforced once again to help convert the prospect into a customer.

...and that's how you transform and optimise any marketing piece!

THE CORE ELEMENTS

COLUMN I: Marketing Elements
COLUMN II: Sales Elements
DNA STRENGTH: Each element can either be Strong (10) or Weak (0) or anything in between.

#	CORE ELEMENT	DNA PRESENT	DNA STRENGTH
1	TM	YES	3
2	D	NO	0
3	H	NO	0
4	IO	NO	0
5	FAB	NO	0
6	G	NO	0
7	RW	NO	0
8	SP	NO	0
9	CTA	YES	3
DNA Total			6
DNA %			7%

Notice how low this letter scores (the average across all the marketing pieces we evaluate is around 16%). The rule is simple: The more CORE ELEMENTS you include in your marketing piece and the better the quality of them—the greater the 'DNA Score' and the greater the success.

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HOW TO OPTIMISE YOUR SALES & MARKETING STRATEGIES

The Print Buyer
<Company Name>
<Address>

Attention Marketing Companies...

FREE - 5000 Full Colour & Double-Sided Leaflets With Your First Order*

Dear Print Buyer,
Here's the deal:

We'll give you 5000 full colour, double sided leaflets FREE OF CHARGE, as long as your first order is over £300. There's no strings. No obligation. This is just a good old fashioned offer to help you sample our work - at very little risk to you.

846 Customers Can't All Be Wrong – Here's Why...

You see our customers (all 846 of them) know how good we are - but just like you, before they ordered from us - they had no idea.

All you have to do is browse the enclosed brochure and complete the enclosed '**Instant Quote Request Form**' and scan and email it back to us at sales@artspec.com. Or call us on **0800 123 456**. We'll then prepare your quote and email it back to you the same day (as long as we receive your quote request before 4pm).

Perhaps one of the biggest reasons why our customers choose us is because of our amazing '3-Step Better Than Money-Back Guarantee'. The unique guarantee completely protects you and puts your mind at rest. Take a look...

The Artspec 3-Step Better Than Money-Back Guarantee

- #1:** We guarantee your job will be delivered on time.
- #2:** We guarantee the quality of the job will be of the highest specification.
- #3:** We guarantee FREE delivery.

If we fail to deliver on any one of these steps not only

Over, please...

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will your job be FREE, we'll give you £250 for the inconvenience and give you the next job (to the value of this one) completely **FREE**.

That's how confident we are that we can over-deliver on our promises.

In this day and age of cut-throat pricing - one thing has vanished from almost every printer - service. You'll notice we're not the cheapest (although we're very competitive) but our high standards of service and quality control plus our guarantee gives you and all our customers complete peace of mind. For example, here's what one of our customers said...



John would never
choose another
printer!

"I was actually very happy with our current printer, but I thought I'd give Artspec a try. What astonished me was the quick turn around of the quote and combined with their competitive prices their quality of printing is unmatched.

"Two years later and I would never choose anyone else"

John Brown, ABC Marketing, London.

5,000 FREE Leaflets - But Hurry

Plus, as long as you place your first order **within the next 14 days** we'll give you 5,000 high quality, full colour, double-sided leaflets. And for only £47 we'll even design them for you!

That's why I urge you to at least put us to the test. You've got very little to lose, and everything to gain.

To request your Instant Quote all you have to do is complete the enclosed '**Instant Quote Request Form**' and scan and email it back to us at sales@artspec.com. Alternatively call us on **0800 123 456** or complete the form online here...

www.artspec.com/instant/

...and remember to reply within the next 14 days to receive your FREE 5,000 leaflets. Thank you.

Kind regards,

Crispin Broadbent

P.S. To get your FREE **5,000 full colour leaflets** please place your order within the next 14 days.

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7 PROVEN STRATEGIES TO CAPITALISE ON YOUR 'ACRES OF DIAMONDS'

When you're constantly looking to acquire more clients, customers or patients it's easy to forget about your most prized asset—your EXISTING ones.

This is a mistake I see often.

In many ways, it's easy to understand why existing customers are neglected, but it's no excuse.

Growing your business is challenging (I don't need to tell you that). But having strategies to retain existing customers and to maximise profits from them are without doubt the quickest, easiest and most cost-effective ways to grow your business AND give you the income and earnings you desire.

So let's take a look at the different strategies you can use right now to capitalise on the relationship you already have with your existing customers...

STRATEGY #1: INCREASE YOUR PRICES/FEE'S ANNUALLY

Whilst to some increasing fees or prices might seem counter-intuitive in a tough marketplace, the simple fact is the majority of business owners do under-charge for the value they offer.

We all know that the best customers return for value, rather than price.

There's a significant element of added value which you can capitalise on—and increasing your prices is the easiest way to do this.

Looking to increase your prices or fees



Focussing on your 'Acres Of Diamonds' (your clients, customers or patients) is the quickest and easiest way to grow your business and attain your targets!

by at least 10% per year will make a huge difference to your profits!

STRATEGY #2: WOW YOUR CUSTOMERS WITH MOMENTS OF TRUTH (MOT)

One of the best ways to add value, build strong relationships and retain customers is to use MOT.

I will discuss MOT often in these pages, but if you're new to my work, MOT are the steps you take at each interaction with your customers to ensure their experience with you is exceptional. If you focus on every interaction you have with a customer and make this the BEST it can be each time, what you're doing is creating a world-class service.

You'll retain far more customers and strengthen the bond you have with them, making them less susceptible to the advances of your competition.

STRATEGY #3: TELL THEM WHAT YOU SELL

I know this sounds almost ridiculous, but guess what? Your customers don't know what you sell.

How many times have you spoken to a customer and they've turned to you and said something like, 'We've just gone to ABC company for XYZ.' Only for you to turn round to them and say, 'Didn't you know we do that?'

This is more common than you think. I guarantee it's happening right now!

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Plus, it also brings into focus that if they don't know what you offer, they won't even think of buying it. So making them aware of what you sell will prevent many customers from sourcing these products/services from other suppliers and also increase the likelihood of them buying from you.

The 2 easiest ways to do this are as follows...

1. Include a list of your products/services with short descriptions in your newsletter (see next strategy). This can either be within the newsletter itself or as an insert.
2. Send a letter 4 times a year making customers aware of what you sell. A good way to do this is to use a tick-box approach whereby you ask them to tick the products/services they would like more information on. You then follow up with those who want more information. This strategy alone will yield significant income opportunities for you.

STRATEGY #4: SEND A MONTHLY PRINTED NEWSLETTER

This is still one of the least-used strategies, but sending a printed monthly newsletter to customers is one of the best things you can do.

Done right, it can achieve all of the following for you...

- Help to retain customers
- Get customers to buy new products or services from you



Sending customers a monthly printed newsletter should be compulsory for businesses!

- Motivate customers to buy more existing products or services from you
- Generate more referrals
- Acquire more clients, customers or patients

To begin with, keep it simple. 4 pages is ample, but your goal should be to increase to 8 pages eventually.

STRATEGY #5: SEGMENT YOUR CUSTOMER LIST

Segmenting your customer list is something that very few businesses ever do. Instead, they treat every customer in the same way. However,

customers are not created equally.

Pareto's '80/20 Rule' is applicable to your customer base. 80% of your profit will come from 20% of your customers. 80% of your headaches come from 20% of your customers, and so on. It is vital that you identify who your best customers are, so you can focus on giving them the attention they deserve.

STRATEGY #6: CONTACT YOUR BEST CUSTOMERS

Now you've segmented your customer list, you can start to communicate more often with your best customers.

Of course 'how' you communicate with them depends on what you sell and can include meeting your better customers in person, by telephone, by letter or by email (ideally a mixture of two or more). This is such a simple strategy, but it is always successful.

STRATEGY #7: CUSTOMER APPRECIATION EVENT/SALE

Once a year you should organise a 'Customer Appreciation Event/Sale' either at your office, at a local hotel/restaurant or simply by letter or email. and treat your best clients.

Once again, you'll be surprised how much extra business this generates for you.

There are, of course, many more strategies you can use to generate more and more business from your customers. These 7 strategies are a good place to start!

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CREATING A 'CUSTOMER OFFER LETTER' TO QUICKLY INCREASE SALES

Here's an analysis of a winning Marketing Piece and an explanation of why it worked.

This will help you understand how the Core Elements work in harmony with this particular Marketing Piece and show you how to do the same.

The other important thing to mention about the proven winners I'll show you in this newsletter, is you can 'swipe' them for your own business.

Swiping doesn't mean copy, but you can use the basic fundamentals of each Marketing Piece and apply them to your own business.

In this first issue we're analysing a 'Customer Offer Letter', which will show you, firstly, how easy it is to generate significantly more sales from your existing clients, customers or patients and, secondly, how simple offers to customers on a regular basis will multiply your sales and profits (see previous article).

Remember it costs very little to market and sell to existing clients, customers or patients.

As the previous article mentions, your customers are your 'acres of diamonds' - your hidden goldmine!

If you're NOT creating an offer every month and sending it to your existing customers, you're missing a huge opportunity!

Here are the details (the letter is shown in full on page 11 opposite)...

Industry: Eyewear Distributor



'The Key To Success': Our Marketing Piece analysis shows you the component parts (Core Elements) and then we put them back together again ready for you to use and adapt to your own business!

The Results: This offer letter was sent to existing customers in an effort to sell off excess stock.

Within 7 days the entire stock was snapped up by existing customers.

Why It Worked So Well (see letter):

- When the offer (1) is strong it's so easy just to lead with it in the headline.
- The opening (2) is a proven way to start any letter on the proviso that your letter is going to be short and to the point!
- Communication of the offer in full (3). Remember, a good offer has to be easy to understand and include a 'stimulator' (getting people to respond now—rather than later).
- Expansion of the offer and the added incentive that the offer is

only available to existing customers (4).

- As I said above, scarcity is important with all your offers. What you want to do is reduce procrastination (5). The more specific you are, the better. As I explained earlier, this offer actually sold out in just under 7 days (not 10 as we initially thought).
- Strong call to action. (6).

In this instance testimonials weren't required because these customers had already bought the product. Notice the P.S.—it reinforces the offer! (7).

See how easy this is?

That's the power of a 'Customer Offer Letter'.

Now it's your turn—good luck!

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CREATING A 'CUSTOMER OFFER LETTER' TO QUICKLY INCREASE SALES

Buy 3 Atlas frames
and get one **FREE**

1

Good Morning <Firstname>,

2

This letter is going to be short and to the point...

3

Buy any three Atlas frames and get **one FREE**. That's it. No strings. All I ask is you choose your FREE Atlas frames from models A6, A7, A8, A9 and A13 (please see your Olympus Brochure).

4

We're getting to the end of the year and I've just finished doing my annual stock take. The children's models A6-A9 and A13 are surplus stock. Just buy any three Atlas frames and choose your FREE frame from these five models. By the way this offer is only available to our current customers!

5

There are only 694 FREE frames available. I expect to sell out within the next ten days – so you'll have to be quick to take advantage!

6

Call us now on <Number> or speak to your Olympus Sales Agent. Alternatively, you can order online here:

www.Olympus-Eyewear.com/atlas-offer

Thank you for your continued business.

Kind regards

Gary R Goulden
Managing Director

7

P.S. Remember this offer is only available while stocks last. Call us now on <Number> or place your order here:

www.Olympus-Eyewear.com/atlas-offer

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7 MISTAKES TO AVOID IF YOU WANT YOUR BLOG TO BE A ROARING SUCCESS

You may or may not currently have a blog on your website. Either way, when done correctly, a blog is a great way to build your online presence, multiply your subscriber list and of course help increase sales.

You see, getting people to your website is one thing, but having a blog that brings people back is even more important.

What's The Secret?

But why do some blogs thrive and others fail? If your blog isn't bringing in the folks back to your site, don't worry. The good news is you're not alone. Most blogs don't get the traffic or the attention they desire.

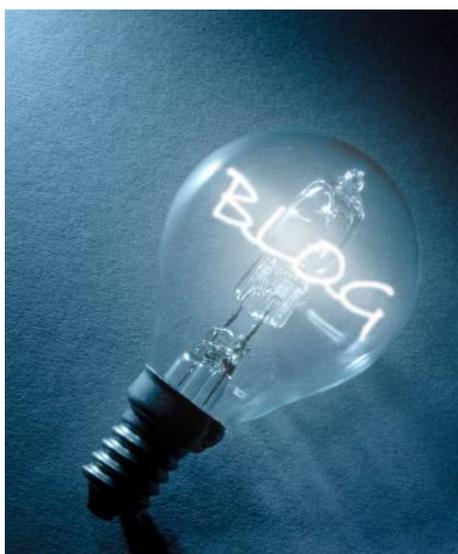
What follows are the top mistakes made by business owners with blogs (and how to fix them).

Mistake #1: It's All About You

Nobody gives a hoot about your products, or services or about you, or your company.

What do people really care about? Solving their problems, getting access to great information and recognition.

If you can provide content that



Writing a blog does take time and effort, but as long as you don't make these mistakes, it will be worthwhile!

focuses on the challenges faced by your readers, you'll grow much quicker.

Mistake #2: You're Overselling

Have you ever been to a blog that contains so many ads that there's almost no room left for the content? People are repelled by marketing messages. You wouldn't wrap a wedding gift with coupons, would you? If you want to keep readers, tone down the selling.

Great blogs deliver commercial-free gifts in the form of valuable content. That means very subtle ads.

And when you do use ads, promote free content, such as a newsletter subscription or a special report (see pages 14 and 15).

Mistake #3: You're Not Embracing Outside Experts

Whether you're a one-person show or you have employees, have you ever considered shining the spotlight on outside pros? If you're not working with experts who could bring value to your audience, you're missing out.

These are people who have great knowledge to share with your audience. Why not interview book authors in your space or experts at non-competing companies in the same space as you?

When you work with outside experts, you can grow a bigger following and form potential strategic alliances with the experts. You can also get their followers to read their post on your blog!

Mistake #4: You Don't Produce Useful Information Often Enough

Okay, so let's say that you buy into the notion that your blog shouldn't be about your products. The next mistake is producing content people don't find valuable.

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For example, let's say you produced an article titled, "10 Things to Look for in a Wedding Planner". Now that might be useful to people who've already decided they need a wedding planner, but what about couples who aren't sure of the value?

If you instead produced an article titled, "The Ultimate Guide to Picking Wedding Music" or "5 Ways to Prepare the Bride and Groom's Reception Table", you'll get a lot more interest.

Furthermore, research has shown that the more often you blog—the better your results will be. As a minimum you should aim to blog once a week (but start with once a month).

Mistake #5: You Haven't Made It Easy For People To Share

You might have great content that people love. But if you don't give folks an effortless way to share the content with their friends, that content won't live up to its full potential. Be sure to include relevant sharing buttons for your audience.

Mistake #6: You Aren't Engaging People

Have you ever entered a small store only to find the cashier on the

phone behind a desk, fully ignoring you? When people leave comments on your blog, you should engage them.

Try replying to nearly every comment left on your blog post and watch how quickly you create loyal followers.

Mistake #7: You're Not Giving People A Reason To Return

A surprising 80% of people who visit your blog are first-timers, according to some recent research. That means only 20% are returning!

If you want people to return, you need to encourage them to do so. You could offer people a free video tutorial if they sign up for email

updates (see example below and on pages 14 and 15).

You could also use social proof by showing how many people are on your subscriber list or customer list.

The other thing to consider is that it takes time to build your followers, subscriber list and consequently customers, clients or patients.

So commit to your blog as a long-term 'project'. Don't write a couple of blogs and then conclude it doesn't work!

With the fixes mentioned above, you'll get your blog doing exactly what you want it to do - generate loyal followers and customers.



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CREATING A POWERFUL, FREE 'LEAD MAGNET'

A 'lead magnet' is the term used to describe your free giveaway on your website, in return for getting the email address (and potentially other details) from as many visitors as you can.

I also call this your 'Secondary Objective'. So if your primary objective is to get the enquiry or sale, you use your free lead magnet to capture as many visitors as you can who don't initially respond to your primary objective.

But this is only half the story. You see, once they get your lead magnet, the key to your success IS to then follow up with them regularly (remember, only a small percentage of visitors will buy from you during their first visit).

If you look at how any successful online business operates, you'll often see the use of a free lead magnet.

I personally believe that a free lead magnet should be compulsory.

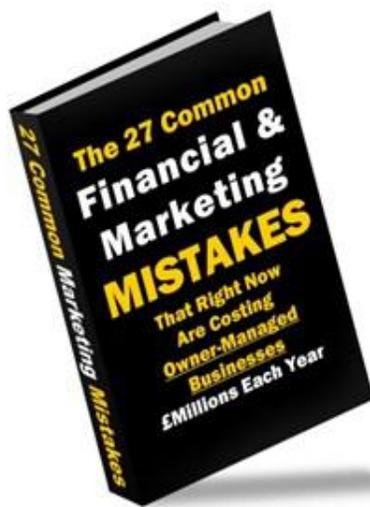
I can't think of any industry where the free lead magnet isn't successful.

So let's take a look at how you go about creating your free lead magnet ...

- Your lead magnet should be a free 'something'. But a 'something' that's of high value to your visitors. For example, the following lead magnets work really well...

Special Reports

These are best as PDFs (no cost to distribute). They should focus on giving your visitor quality information they can't get anywhere



A FREE Special Report is a great 'Lead Magnet' - here's one written for accountants!

else. Information that demonstrates and reinforces your expertise and why they should ultimately choose you.

The key, as with many of the things you do, is to create a name for the report which is irresistible to the visitor.

For instance, here are examples that an accountant could use...

7 Simple Yet Little-Known Accounting Tips That Add Thousands To Your Bottom-Line Profits

12 Legal Tax-Saving Loopholes That The Government Don't Want You To Know About

The 7 Secrets For Creating A Mega-Profitable Business

Buyer Guides

Buyer guides are highly desirable. Typically, they are written to explain the pitfalls of buying your product or service and explain the multitude of options available to the visitor.

Obviously, the guide is skewed towards you and how you operate your business. For example...

7 Common Pitfalls To Avoid When Choosing A Commercial Printer For Your Small Business

Training Videos

Training videos have a high perceived value.

Ideally, you should provide a transcript of each training video and a simple action plan or 'blueprint' to go with it.

Once again, your training videos should be focused on solving a big problem faced by your visitors.

Think of it as the 'Special Report' in video! They do, of course, take time to create and produce, which is why so few people do them. They don't have to be expensive to create, though.

For example Camtasia (www.techsmith.com) is an excellent screen and voice recording editing suite that's easy to use and is inexpensive to buy. All you need to do is create your slides, create your script and then record your training using Camtasia. It's that simple. No cameras required! No expensive software and HD quality production!

The Business Builder Newsletter

CREATING A POWERFUL, FREE 'LEAD MAGNET'

1-Page Business Growth FORMULA

(T × L × C × M) S

The 'T' represents 'TRANSFORM' (and includes the 9 Core Elements – the tactics that make marketing work – each one can be applied for ZERO cost...)

(T) TRANSFORM
The Core Elements:

1. Target Market
2. Differentiate
3. Highlight
4. Identify Offer
5. Research & Benefits
6. Social Proof
7. Guarantee
8. Remove Risk
9. Call To Action

“It is impossible NOT to grow a business when The Formula and the 9 Core Elements are applied”

Here are the strategies for each of the other parts of The FORMULA...

(L) LEAD GENERATION	(C) CONVERSION	(M) MAX. CUSTOMER VALUE	(S) SYSTEMISE AND AUTOMATE
<ul style="list-style-type: none"> • Email Generation Letter • Direct Response Advertising • Special Report • Information Pack • Online Ads • Facebook Ads • LinkedIn Ads • Seminars • Joint Ventures • Podcasts • Wholesale Email Lists • Email Marketing • Referrals & Partners • Blog/SEO • YouTube Channel • Facebook • Twitter • LinkedIn Group Page • Etc. 	<ul style="list-style-type: none"> • Quality Content Based • Linking From The Owner • Sales Letter • Brochures/Leaflets • Make Money On Your Web • 3 Sales Letter • The Question/Proposal System • Live Training Or Retaining Program • Sales Conversion Letter • Guarantee • Sales Barrier Demolition Strategy • Social Proof • W.A.Y.M.I.N.I.H. • Done Value • Dropbox Follow-Up • Etc. 	<ul style="list-style-type: none"> • Customer Contact Strategy • Microsoft Outlook • Customer Presentation System • Live Sell • Email Sell • Reaction Plan Guarantee • Referral System • Customer Welcome Letter • Dealing With Complaints • Identify Customer Segments • Etc. 	<ul style="list-style-type: none"> • Creating Your Lead Generation System • Creating Your Conversion System • Creating Your Maximising Customer Value System <p>IMPLEMENTATION</p> <p>Ensure that all 3 stages of The FORMULA are implemented into your business.</p> <p>For maximum results, each stage should have 1 or more strategies applied.</p> <p>Most strategies can be applied for zero or little cost.</p>

To FIX your marketing, accelerate the growth of your business and identify exactly what you need to apply to bring you the quickest and sustainable results, simply require a **FREE Sales Accelerator ROADMAP** analysis.

[Click here for all the details](#)

Our '1-Page Formula Blueprint' - another great idea is to create a 'BLUEPRINT' - people love blueprints because they convey a proven and systemised approach and can be consumed in just a few minutes

Books

Your own authored book is a great giveaway and of course represents fantastic value whilst demonstrating your expertise.

The key with your book is to NOT charge for it, otherwise you'll significantly reduce the number of people who request it.

Use your book as an awesome lead magnet that will demonstrate your

expertise. Offer it for free (you can charge a small fee to cover postage and packaging etc.).

Software

This is one of the best lead magnets you can use. Okay, it can cost to create, but by building your own piece of software, you immediately create something unique and highly desirable to your target market.

For example, our Sales Accelerator ROADMAP (details on back page) is a very successful lead magnet.

Business owners can get a completely FREE analysis of their sales and marketing and the software's special algorithm uses the information you provide to give a completely tailored ROADMAP on the best possible way to grow your business.

Business owners love it because they can use the information immediately to make significant improvements to their sales and profits.

DON'T MAKE THIS COMMON MISTAKE...

It's very tempting when creating your lead magnet to think you need to hold back on content, hold back on your expertise, hold back on your insights and shortcuts. THIS IS A BIG MISTAKE.

Give as much great content as you can. Sure, some people will take what you've told them and implement, but most won't. Over-deliver and provide outstanding content.

No matter what you sell, you have so much expertise, so make sure you don't hold back when creating your free lead magnet. Your results will soar when you take this approach.

Sales Accelerator Roadmap

Core Elements - The Things That Make Marketing Work

Page 1 of 5 - 16 Questions

20%

Consent for storing submitted data *

Yes, I give permission to store and process my data

No, I don't consent to storing and processing my data

01 Have you clearly identified one or more target markets? *

Yes No

A target market or niche represents a group of people or businesses with similar characteristics which are your best types of clients, customers or patients. Ideally the target market(s) needs to be easily identified, easy to reach and of course have the budget to afford your products or services. By identifying your best customers you can then target similar people/businesses in an effort to acquire MANY MORE of them.

Partial screenshot of our 'Sales Accelerator ROADMAP' software. Software tools and programmes are often excellent lead magnets!

The Business Builder Newsletter

THE LAST WORD **WHAT 5 WORDS BEST DESCRIBE YOU?**

A couple of months ago, there was an interesting article that featured on a well-known news website. It asked people to list single words to describe their team's performance.

It's surprising how insightful single words to describe something really can be.

In fact, it's useful to ask potential employees prior to interview 'what 5 words would people use to describe you?'

It's something I learnt quite early on in my career... that certain words create pictures in your mind and instantly 'mean' something to the recipient.

For example, if I said I was 'lazy', that creates a specific image in your mind about me (and it's not favourable - I'm not lazy, by the way, I'm just driving a point home!).

If I said I was 'fit', again that creates a word picture in your mind.

If I said I was 'ambitious', 'diligent', 'focussed', etc., each word creates instant meaning, and it's worthwhile writing down the 5 words you think people would use to describe you. Then ask them the question!

Of course, words are easy to say but much harder to back up. So when you're at interview stage with a potential employee find out why those 5 words used to describe the candidate are 'true'.

For instance, if someone says 'organised', their actions up to the point of interview are insightful. If they have a written-down set of questions in front of them—organised! If they say 'ambitious', a dead giveaway is how 'hard' they've worked 'on' their career. What books have they read? What publications have they subscribed to? What exams (if relevant) have they taken?

Words are cheap, actions are not.

I have worked with and studied a number of successful people. Many of the words I would use to describe them are similar. What words would I use to describe you? I'd like to think I'd use similar words. There's no right or wrong and, of course, it's highly likely your friends, family and work colleagues will all use different words to describe you. Do you like what you see? If not, you can change. A leopard can change its spots, but it depends how much you want to!

FIX YOUR SALES & MARKETING **Quickly Grow Your Business With The FREE Sales Accelerator ROADMAP**

Amazing Algorithm Shows You Exactly How To Grow Your Business

Arrange a **FREE** 'Sales Accelerator ROADMAP Analysis' and let the software algorithm take over and show you exactly what you need to do to grow your business **FAST**.

Using the power of The FORMULA the Sales Accelerator ROADMAP pinpoints the strengths, weaknesses and opportunities in your sales and marketing and then the algorithm takes over and in less than a minute gives you a step-by-step ROADMAP on what to do first, second, third and so on.

It is the only software tool of its kind and for a limited time I'm offering it **FREE** (normally £297). Get all the details here:

www.bvisionaccountants.co.uk

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