



# The Business Builder Newsletter

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### Motivational Quote Of The Month

“The Pessimist Sees Difficulty In Every Opportunity. The Optimist Sees Opportunity In Every Difficulty.”

Winston Churchill



## THE HARDER YOU WORK THE LUCKIER YOU GET

BY MARC LAWSON

**I** hope you and your family are all well. In these challenging times, I hope my newsletter is inspiring ideas to help you to overcome some of the obstacles the pandemic has thrown up over the last or so. It could be that your business is prospering... it could be that your business is struggling... it could be that there's been no noticeable difference... but irrespective of where you are right now, my aim is to help you increase your sales and profits.

In fact, one of the things that Covid-19 has given virtually all of us is extra time. Or at least time not taken up with previously 'normal' activities.

I wonder how you're using this time to further the growth and development of your business?

It really is an opportunity right now

to put more time and effort into your business. There are fewer everyday distractions. Use this time effectively and it could make a huge difference to your business.

I've been around many successful and not so successful people. There are of course a number of reasons why some people are successful and others are not... but one of the constants is WORK ETHIC.

In other words... how hard and smart you work (both are important... you can be a 'busy fool').

I've also been around many business owners and, to be frank, although many 'talk a good game' and say they want to grow their businesses and increase their profits, only a small percentage of them is actually really committed to doing what it takes to get results.

*Continued on page 2...*

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## THE HARDER YOU WORK, THE LUCKIER YOU GET

...continued from page 1

But in most cases all that's required is more effort. More application. More time spent on the business.

What about you?

Are you really willing to put the effort in (hours and hours) to hit your targets? Hit your goals? Hit your dreams?

As I said, in my experience, very few business owners really are that serious about growing their businesses. They love the sound of it, but fail to put the effort in. Ultimately, there's nothing wrong with that. If that's where they want to be and where they want to end up, that's fine.

But achieving success, unless you're very, very lucky, depends on hard work, implementation and several other important behaviours which I from time-to-time will touch on in this newsletter.

There's nothing you can do to change the fact that there are only 24 hours in a day... but you can change what you do in those hours. One of the easiest ways to get more time for yourself is to get up an hour earlier. Just an hour less sleep will give you an extra 365 hours a year.

That's an extra 45, 8-hour days. 45!!!

Most people can function at a high level with 7 hours sleep each night (in fact it's been proven that more than 7 hours sleep per night is detrimental to performance).



*The golf legend Gary Player was right when he said 'the harder you work, the luckier you get'. But don't be a busy fool!*

While most people are in bed, why don't you take control of your own destiny by making better use of your time. Choose NOT to sleep for that extra hour.

Better still that extra hour in the morning (as long as you use it for building your business) is very productive time. Your phone won't be ringing. Emails won't be pinging in every few minutes... and there are very few other distractions (family etc.).

When most look at successful people... they just see the success... they often assume it was luck. What they don't see are the hours and hours and hours of time, effort and commitment that enabled them to become successful. Your work ethic is the fuel that will drive you and your business to

success... or, yet more success. It's not rocket science! It has very little to do with being lucky.

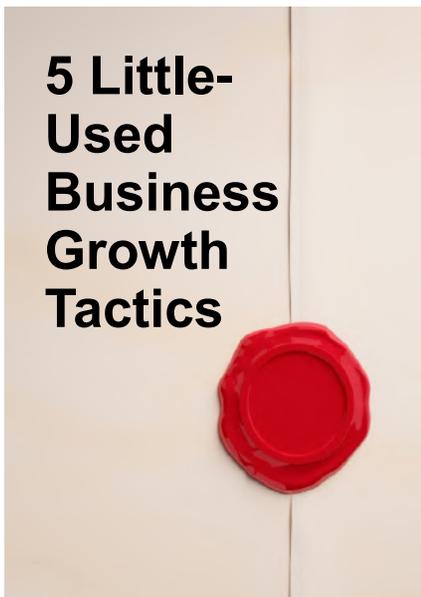
So, use Covid-19 as the opportunity to put more time and effort into growing your business. If you have to get up an hour earlier... do it. If you have to cut out an hour a day on your mobile phone... do it. If you have to take 30 minutes for lunch instead of an hour... do it.

You CAN control your own destiny. Don't make Covid-19 an excuse for under-achievement... make it the 'excuse' for increased success.

Just keep in mind, success is attracted to people with a great work ethic... and, as the great golf legend Gary Player said, 'the harder you work, the luckier you get'.

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## 5 LITTLE-USED, BUT PROVEN BUSINESS GROWTH TACTICS



**I**n these pages everything I reveal is proven. Nothing is BS or theory... and I only include tactics and strategies that can be used effectively by 99% of all businesses.

No matter whether you run an online or offline business, or whether you sell business-to-business, or business-to-consumer... everything is applicable. Equally, it doesn't matter what industry you're in, or how new or established your business is. Everything I give you is universal in its application.

I know people choose not to apply certain tactics or strategies,

because they think their business is 'different'. But I can assure you in terms of growing it and increasing profits, it isn't. So what follows are 5 little-used but highly effective tactics and strategies that I of course believe every business should be using...

### **Growth Tactic #1:**

#### **Always Test To Improve Results**

Testing minimises your potential losses and increases your success across each of 5 components of 'The FORMULA' (see issue 1 of this newsletter).

To explain why you must test, here's a quote from advertising legend John Caples...

"I have seen one advertisement sell 19 times as much goods as another."

This result was achieved through testing! For the same cost, one ad outperformed the other by 1900%. That's staggering. Now, I'm not saying you'll achieve similar increases in leads or sales, but I guarantee you'll see big improvements in the performance of all of your

Marketing Pieces as long as you test.

Remember, you transform your marketing pieces using the 'Core Elements' (see issue 1)... And it's the Core Elements that you'll tweak when testing.

Your BIG 3 wins will be your 'Target Market', 'Irresistible Offers' and 'Headlines'.

### **Growth Tactic #2:**

#### **Always Track And Monitor Results**

To be able to test accurately, you must track and monitor ALL your results from every Marketing Piece you use.

Being able to measure every response provides invaluable information for your business and will help to transform it.

And note... every media channel you use will produce differing results. So it's imperative you record how each one performs.

### **Growth Tactic #3:**

#### **Always Follow Up**

What would you say if, with a little more persistence, you could

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## 5 LITTLE-USED, BUT PROVEN BUSINESS GROWTH TACTICS

convert up to five times as many prospects into customers as you do now, would you be interested?

Let me explain...

A Sales Conversion System is the process you use to keep in contact with your prospects to increase the likelihood of converting them into clients, customers or patients.

In simple terms, this is often referred to as 'Prospect Follow-Up'.

The crazy thing about Prospect Follow-Up is that very few people do it. Research has shown that 80% of sales are made on the fifth contact, yet by then almost 90% of salespeople have given up (Thomas Publishing Company).

This means those who follow up correctly will always gain more customers.

You may also find the following research results very interesting...

- A recent study conducted by Performark showed how few companies follow up properly or even at all:

Out of 10,000 people who responded to advertising, 22% never received the information they requested, 45% received the information more than 65 days after their request, for 12% it took more than 120 days to receive their information, and 87% were never contacted by a sales representative.

- A recent study conducted by Tom Rayfield, a UK direct marketing expert, showed that companies are very poor at follow-up. Taking 200 randomly selected advertisers, he replied to them all to measure follow-up responses.

To his amazement, the average time taken for people to reply to him was eight days, and 17 companies (8.5%) didn't even bother to reply!

- Dr Jeffrey Lant, a renowned marketing and research consultant, reasons that most buying decisions are made after seven contacts over an 18-month period.

He calls this the 'Rule of 7', and many more studies support this.

What you need to do is make a positive impression on the prospect at each contact ('Moments Of Truth'). By doing this, you speed up the sales cycle and keep more prospects in it – resulting in more sales. Eventually, your persistent (but not so persistent that it pressures the prospect) communications make it virtually impossible for the prospect to refuse you.

If one of your contacts has a less-than-positive impact on your prospect, their interest drops, making it harder for you to close the sale.

This is a basic but very important strategy for you to apply and understand.

The diagram on page 6 shows why follow-up is so important.

### **Growth Tactic #4:**

#### **Never Forget Your Customer**

Believe it or not, I can go into almost any business and generate thousands of pounds of revenue and profit, literally overnight. I can do this NOT just because I'm an expert Business Growth Mentor but because I tap into 'The Acres Of Diamonds' that every business possesses.

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What is this 'Acres Of Diamonds Principle'? Let me explain...

One of the most interesting Americans who lived in the 19th century was a man by the name of Russell Herman Conwell. He was born in 1843 and lived until 1925. He was a lawyer for about fifteen years until he became a clergyman.

One day, a young man went to him and told him he wanted a college education but couldn't swing it financially. Dr. Conwell decided, at that moment, what his aim in life was – besides being a man of the cloth, that is. He decided to build a university for unfortunate, but deserving, students. He did have a challenge, however. He would need a few million dollars to build the university.

For Dr. Conwell, and anyone with real purpose in life, nothing could stand in the way of his goal.

Several years before this incident, Dr. Conwell was tremendously intrigued by a true story – with its ageless moral. The story was about a farmer who lived in Africa and through a visitor became tremendously



*'Swear' an oath that you'll never forget your customers!  
They are the 'Acres Of Diamonds' hidden in your business.*

excited about looking for diamonds.

Diamonds were already discovered in abundance on the African continent and this farmer got so excited about the idea of millions of dollars' worth of diamonds that he sold his farm to head out to the diamond line.

He wandered all over the continent, as the years slipped by, constantly searching for diamonds and wealth, which he never found. Eventually, he went

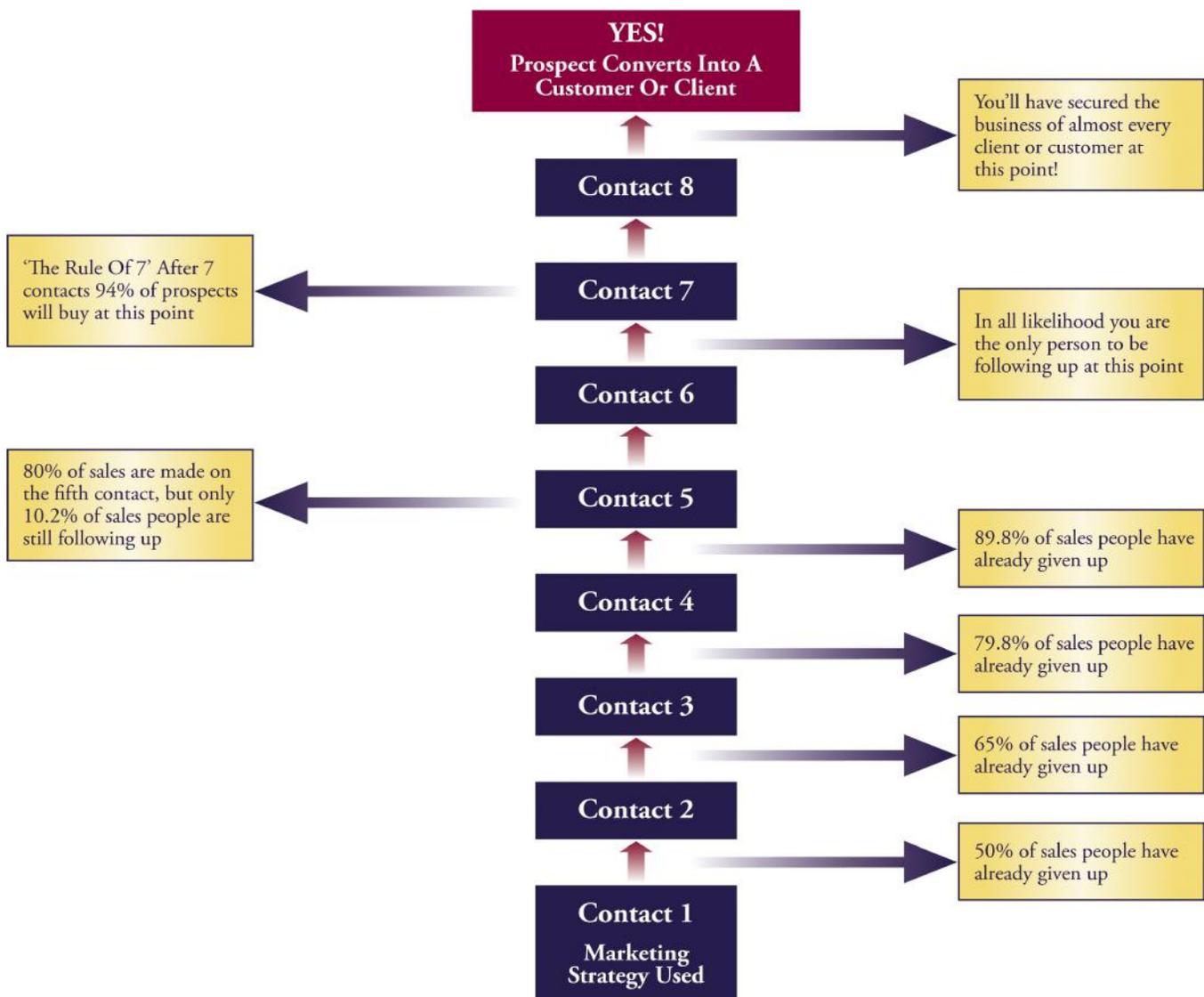
completely broke and threw himself into a river and drowned.

Meanwhile, the new owner of his farm picked up an unusual-looking rock about the size of a country egg and put it on his mantle as a sort of curiosity.

A visitor stopped by and, viewing the rock, practically went into terminal convulsions. He told the new owner of the farm that the funny-looking rock on his mantle was about the biggest diamond that had ever been found. The

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Data based on Thomas Publishing Company research findings

*As long as you keep following up—you'll get more clients, customers or patients!*

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new owner of the farm said, "Heck, the whole farm is covered with them" – and sure enough it was.

The farm turned out to be the Kimberley Diamond Mine...the richest the world has ever known. The original farmer was literally standing on 'Acres of Diamonds' until he sold his farm.

Dr. Conwell learned from the story of the farmer and continued to teach its moral. Each of us is right in the middle of our own 'Acre of Diamonds', if only we would realise it and develop the ground we are standing on before charging off in search of greener pastures.

Dr. Conwell told this story many times and attracted enormous audiences. He told the story long enough to raise the money to start the college for underprivileged deserving students.

In fact, he raised nearly six million dollars and the university he founded, Temple University in Philadelphia, has at least ten degree-granting colleges and six other schools.

When Dr. Russell H. Conwell talked about each of us being

right on our own 'Acre of Diamonds', he meant it. This story does not get old... it will be true forever... Opportunity does not just come along – it is there all the time – we just have to see it.

So how does this relate to you and your business? Well, by far and away the most lucrative part of your business is your customers...

It's your customers who are your own 'Acres Of Diamonds'.

Yes, no surprise there, yet 99% of organisations fail to tap into this most lucrative part of their business.

Once a new customer is acquired, it's your opportunity to provide them with more value, more services, more products and more benefits. This is known as 'Back-End Selling'. And when this is carried out successfully (it isn't hard when you know how!) you'll generate considerably more business. Strategies such as up-selling and cross-selling, for example, will enable you to increase the profitability of each client, customer or patient.

The key, however, is to have what I call a Maximising Customer Value System in place, which

constantly keeps selling to existing customers.

As long as you look after your clients, customers or patients, they'll keep buying from you – but you must keep selling to them – or someone else will!

### **Growth Tactic #5:**

#### **Use These Tactics Forever!**

And finally, promise yourself you're going to apply all these tactics – and everything else in each newsletter – to your business.

Don't make the mistake of thinking things will improve, WITHOUT CHANGING HOW YOU GROW YOUR BUSINESS. If you keep doing what you've always done, you're going to get what you've always got.

Investing time in marketing and growing your business is the best time you can invest. I've made it easier for you with this newsletter and the other services I provide.

Now is the time to start implementing.

Even if all you do is apply one or two new strategies a month—your business will be unrecognisable in 12 months' time.

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## HOW TO CREATE A WEBSITE VIDEO THAT CHURNS OUT LEADS AND SALES

There have been several seismic developments in the short history of the Internet. Without doubt, in my mind, the biggest is VIDEO.

The onset of broadband and now fibre-optics has accelerated download speeds, making video a superb medium to communicate your message to your website visitors. Whilst a number of businesses have embraced video, I would hazard a guess that it's still less than 1% of all businesses across the world.

If you've not got a website video or you've got one but it's not translating into more leads or sales (or both), then listen up because this is how you do it.

So where do you start? What do you have to do to get results with video?

Let me take you through the 5 steps I use when developing a new video.

All you need to do is follow the exact same steps...

### **STEP #1: DECIDE ON THE PRIMARY OBJECTIVE**



*The 'Animated' Video*

Before doing anything, you need to write down what your primary objective for the video is. In reality there are only two primary objectives for any website or landing page: to generate a lead or to get a sale (or a combination of both).

### **STEP #2: CREATE THE SCRIPT**

It's easy to plough right on in and just want to get the video produced, but your video is worthless if it doesn't get your message over. So now you know what your primary objective is, you have to write a compelling

script that 'SELLS' the primary objective.

**THIS IS THE MOST IMPORTANT PART OF CREATING YOUR VIDEO.** And it's where the biggest mistakes are made. Just because you're communicating on video doesn't mean you can take shortcuts. Your script must still be compelling to get the desired outcome. If your primary objective is to get the visitor to meet with you, then you must explain WHY they should meet with you. Why their time with you will be more than worthwhile. Why they should

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choose to meet you above everyone else. You can see a good example of this here...

Most importantly, at the end of the video make sure you tell the visitor exactly what you want them to do next. This is your CALL TO ACTION.

For example, 'To arrange a no-obligation meeting, simply complete your details in the form on the right of this page.' You have to be this clear!

In terms of length, there is a lot of misleading information out there. All I know is that, from our testing, we have videos that perform well from 2 minutes up to 50 minutes. As always, it depends on your objective and how many 'words' it takes to get the job done. For a video where the primary objective is to get a meeting, 5 minutes should be ample, but it does of course depend on the product or service you sell.

### STEP #3: DECIDE ON THE STYLE

For this purpose, there are three styles you can use: Animation,

Authority and a combination of both.

You can 'do-it-yourself' or you can outsource.

If you're going to do it yourself, use software such as Camtasia.

This is an excellent screen recording piece of software that also enables you to record audio.

Alternatively, search online for a video production company and choose the style you prefer the most.

### STEP #4: HOST THE VIDEO

The easiest and cheapest way to host your video is via YouTube. You can also use cost-effective

platforms such as Vimeo or Wistia. Both are excellent

### STEP #5: PUT IT IN THE RIGHT POSITION

This last step is easy. Your video needs to be positioned on your landing page, above the fold (so it can be seen when your page loads). And now you're good to go!

In summary, it really isn't a complex process to get a video produced. Not does it need to cost the earth.

Often you can produce studio quality video in your own office, on your laptop or at home.... And do it on a shoestring budget!

### **FREE SCIENTIFIC MARKETING MAKEOVER**

Want to improve the results of your marketing for ZERO extra cost? During the month of June I'm offering **FREE** 'Scientific Marketing Makeovers' (normally £297) to **12 lucky businesses**.

I'll analyse your marketing piece and give you a 22-page easy-to-read report showing you EXACTLY how to optimise your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' (as mentioned earlier) making it easy for you to make instant improvements. Full details here:

<https://www.bvision-accountants.co.uk/smm-marc-lawson>

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## HANDLING CUSTOMER SERVICE THROUGH SOCIAL MEDIA

**S**ocial media is no longer just about getting more custom and spreading the word about your business. If you look at established companies, you'll find that most of the time they're dealing with complaints and queries.

Great customer service matters, and social media allows you to connect with your clients, customers or patients on a personal level in real time. Social media isn't just to market your business, but to manage its reputation also.

The number one thing clients want is a quick response, and social media allows you to do that, so why wouldn't you embrace that feature? Too many businesses only focus on promoting their products and services, and neglect answering and asking questions. Social media isn't about you, it's about your followers.

The first issue to tackle is to be where your 'customers' are. From

there, you should then analyse their activity.

For example, are they more active on Mondays than the weekend?

All such analytical questions can be answered using social media analytics.

Automation has become a huge tool for businesses – so you can schedule your content in without having to be at the screen when the post goes live.

The downside of this is that many companies neglect monitoring their accounts for engagement, which doesn't make sense because the whole point of social media is to get engagement.

Every 'Moment Of Truth' you have with a client, customer, or patient, or online audience, should always be professional and leave them happy.

### HOW TO HANDLE CUSTOMER SERVICE ON SOCIAL MEDIA

- **Pay attention to what is being said about you**

This means checking your

notifications daily. If you only check once a week who is writing to you, you're giving yourself a massive disadvantage.

If you outsource your social media management, choose a company that will regularly check your notifications (not all companies do!).

If you don't, your profiles are just talking to a brick wall.

- **Develop relationships with clients online**

Show that you care, really care about your followers.

Don't sit around hoping they'll talk to you, be proactive and ask how their days are going, what their plans are for the weekend, etc.

- **Always follow through on your promises**

You represent your brand at all times – offline and online. Don't make promises you can't keep. For example, if you're posting

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about providing excellent customer service, and yet you don't write back to urgent queries, you're not staying true to your word.

- **Know when you are wanted, and when you're not**

A Netbase survey found that 51% of people want to talk about services and products WITHOUT these businesses listening to them.

Even if you're mentioned in a post, that isn't always an invitation to step in. You might not believe it, but some people want privacy on their social media sites.

Unless their comment/question is something that needs addressing, don't step in. Only engage when your comments will be valued.

- **Speed matters**

We've already spoken about checking your notifications regularly, but complaints and questions should be addressed within 1-2 hours of being

received.

You might not be able to resolve the issue straight away, but a quick response lets the person know you're dealing with it and often calms them!

### HOW NOT TO INTERACT WITH PEOPLE ON SOCIAL MEDIA

It's just as important you understand what you shouldn't be doing when it comes to handling your social media.

- Don't overwhelm people with too much information. If your response is lengthy, get straight to the point, or direct message the person instead.

- Don't be defensive or aggressive. Everything that you post is online for the whole world to see, and if you come across as hostile and unhelpful, what does that say about your company?

The most IMPORTANT thing is to REPLY. We've all been in a situation where we've contacted a company and not received a reply. It's frustrating and

unprofessional.

If you're still not convinced that online customer service matters, read some of these statistics:

- 67% of consumers have used a company's social media platform for queries about their service.

- 33% of consumers prefer to contact businesses through social media rather than by telephone.

Social media doesn't have to be too serious (it wasn't designed to be!).

When customers reach out to you online, they've deliberately avoided the funnel. Emailing or calling back isn't instant or personal enough. If someone writes to you on Facebook, they want to be responded to on Facebook.

You'll create personal relationships with your CLIENTS, customers OR PATIENTS and increase the visibility of your business to the rest of the online

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## **THE LAST WORD**

### **The Easy Way To Bring Cash In Quick**

In these pages my focus is to write about tactics and strategies that can bring in instant cash. Unfortunately, for a number of reasons, there comes a time in most businesses, when you need to generate quick cash, but it's not something you should despair about. The good news is that there are many ways to do it (without having to go cap in hand to your bank!).

Perhaps one strategy that doesn't get used anywhere near as much as it should... is contacting your existing clients, customers or patients with an offer.

Not only is this easy to do, it's quick and the cost is virtually zero.

Plus, this is such a great strategy... you shouldn't just save it until you need an injection of cash, you should use it often (at least once a month). Believe me it will make a huge difference to the sales and profits of your business.

The two easiest ways to do this is by repackaging and bundling. It's relatively easy to repackage an existing product or service and very easy to bundle two or more products or services together.

When you do it correctly you'll find that a decent percentage of your clients, customers or patients will happily hand over their cash.

Remember, you still have to work hard at this. You can't just send one letter, or one email and expect a rush of orders.

You have to treat any offer as a CAMPAIGN. That means multiple approaches to your customers, complete with a strict deadline and limited to a set number of products or services.

Ideally you'll want to use multi-media. That means you'll contact your clients, customers or patients using more than one method—such as mail, email, SMS texts, direct mail, telemarketing and so on. This will bring you the maximum returns.

When you approach each offer in this way, you should count down the offer and on the last day send 3 or 4 emails throughout the day bringing the offer to a close.

I guarantee you'll be staggered how many sales you make on the last day and even in the last hour as you bring the offer to its end.

Seriously, of all the strategies I talk about, this has to be one of the best, easiest, and most lucrative ways to bring cash into your business on a monthly basis. Just don't wait until the business desperately needs it... and with the effects of Covid-19 still being felt by most businesses... now is a great time to create a compelling offer to your clients, customers or patients! Keep safe and have a great month!

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"TRANSFORM THE RESULTS OF YOUR MARKETING IN JUST 5 DAYS"

## **Introducing the... 'SELL MORE STUFF' CHALLENGE**



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE...**

Better still... you can do it WITHOUT spending a penny more than you're doing right now!

Get all the details here:

<https://www.sellmorestuffchallenge.co.uk>

