

**The 11 Most Overlooked  
Marketing Principles & How To  
Use Them to**

**SUPER CHARGE**

**Your Business's Marketing,  
Sales & Profits**

By Nationally Renowned Marketing Master  
Jim Ackerman

Dear Business Owner,

Make no mistake about it. What you think and feel about the nature of your business and your role in it, will have a greater impact on your ultimate success than anything else...

- More than your location
- More than your experience
- More than your qualifications
- More than your history
- More than any line or merchandise you buy or bring in
- More than your technical abilities or skills
- More than your affiliations with any group

In this report, you'll discover new ways and new priorities about the way you think about your enterprise and the role(s) you play within it.

In it, I'll reveal the 11 most overlooked marketing principles. But revealing won't be enough. If you think you're really ready for a quantum leap forward in your business, you'll have to go "all-in" regarding these 11 principles and put them to work in your enterprise.

Your success will be determined - long and short-term - by whether you actually ACT on these concepts.

They are...

1. Chase & Embrace Your Role as DIRECT RESPONSE Marketer
2. Focus on Lifetime Profit Value of a Customer
3. Think Like a Customer
4. Define a Powerful, Compelling Unique Purchase Appeal
5. Make Strong Offers (that doesn't mean discount)
6. Test, Track Analyze & Adjust
7. Stop Overemphasizing Digital Marketing
8. Sell the Benefits
9. Emphasize GREAT Headlines
10. Integrate All Marketing in a Lead-to-conversion Funnel Process
11. Shoot for More Often, More Money, More Customers

Regardless of whether you can make the jump, I wish you prosperity and joy in your jewelry business.

Success,  
Jim Ackerman & Shane Decker

# Principle #1: Chase & Embrace Your DIRECT RESPONSE MARKETER Role & Functions...

## Dedicate Yourself to DR Marketing Habit, Skill & System Development

We begin with the basics. Not just the basics of your industry or even the basics of marketing. We're going back to the basics of business. What it means to be in business; to *own* a business.

Let's start with a question. What business are you in?

Careful... How you answer IS guiding your success for your entire career. Ask 100 business owners what business they're in and 97 of them will tell you what they *do*. That *isn't* the question.

Ask 100 owners what business they're in and they'll tell you, "I'm a jeweler," or, "I own a plumbing company." Some may say, "I'm a veterinarian."

**Nope!**

If you *own* the shop, you may *think* you're a jeweler, plumber or vet, but the day you took ownership is the day you became something different. That's the day you became a **marketer of jewelry, plumbing services, pet healthcare, or whatever** and you were no longer an operator. You became a MARKETER.

When you own the business, your primary function is to "**bring in the business.**"

Other people can be found to do virtually everything else; buying and managing inventory, managing employee schedules, training, accounting, design & craftsmanship; you name it. But if you fail in the function of *bringing in* the business, you *have* no business.

**Dare you abdicate this responsibility? Nay, thrice nay!**

Unfortunately, most owners never realize these important truths and that accounts for their lack of prosperity.



*Congrats! You're a Marketer! Because NOTHING good happens until something gets sold, you are a member of the most honorable profession on earth!*

Discover your options for becoming a member of The BizKaboom™ Alliance. Go to...  
(web address)

*For example, one retailer has been in business for 5 generations in a very affluent area, and yet is generating less than a half-million dollars a year in gross revenues. Another opened just three years ago and is already enjoying a multi-million dollar business.*

**“The business owner who focuses on DIRECT or PERFORMANCE-based marketing will be the one who makes the most money, even if his skills, inventory, and location are inferior.”**

How can this be? Some would chalk it up to luck, location, up-front capital, etc. But the truth is, the difference is *marketing*. The business owner who focuses on marketing will be the one who makes the most money, even if his skills, inventory, and location are inferior.

*John owns 4 retail stores in Northern California. Each year he takes a two-month trip to Fiji, where he enjoys the sun, the beach and lots of scuba diving. His multi-million dollar operation allows him to do that.*

*Ken owns a commercial bakery, producing packages of frozen dough for homemakers to use in their baking. He’s a manufacturer. He spends half the year in Hawaii, the other half on the mainland. He can do that because he realizes his primary function as the business owner is to handle the marketing; something he can do from anywhere. “His people” take care of the rest.*

**But if he saw himself as a baker, he would never have been able to build such a business or enjoy such a lifestyle. He’d be too busy “in” the business, instead of working “on” the business.**

Odds are you have spent considerable time and money to become the professional that you are. You have time and experience; you may have paid for substantial training to become certified in your profession; you unquestionably have countless hours invested in learning your craft.

In addition, you may have taken business courses, even gotten a degree. You may have taken special classes on accounting or other business disciplines.

## **What have you done to become the marketer you need to be?**

**Have you invested the same kind of time developing and honing the skills you need to run the “engine” that truly drives your business?**

### **Repetition is the mother of skill...**

To download a **FREE** audio version of this report you can listen to time and again, send your email request with your Name & Company Name to [mail@ascendmarketing.com](mailto:mail@ascendmarketing.com). Put Audio Report in the subject line.

Why do we work so much & so hard on virtually every aspect of the business EXCEPT Sales & Marketing?



## There are only three ways to grow your enterprise...

1. Get more customers
2. Increase your average sale
3. Get your existing customers to come back and buy more often.

What have you done to insure you have the know-how, skills, habits, practices and systems in place to make sure ALL 3 of these things happen in your enterprise?

**Start with a simple commitment of 30 minutes a day.** Set aside at least a half hour a day to work on the marketing systems of your business. (Remember, that is to work on *developing and implementing* marketing systems, *not* operating them.)

Identify a marketing project and work on it in 30-minute bites until it's complete. Then select another project and repeat the process. Put in your 30 minutes and stop at the end.

## **Become a relentless DIRECT RESPONSE marketing machine...**

DIRECT RESPONSE (or PERFORMANCE-BASED) MARKETING is the ONLY kind of marketing you should be doing as a small business.

You must be relentless and unyielding in demanding accountability of your marketing. If you're to "build your brand" – whatever that means – it must be a FREE BY-PRODUCT of the DIRECT RESPONSE, "Genetically Engineer-able" marketing that you do, which is tested, measured, analyzed, adjusted and redeployed.

That means making offers, testing & tracking, keeping and improving what works and FIRING everything that doesn't.

The key is to remain true to the commitment. Set an appointment with yourself and honor it. Unless the building is literally burning down, do not let anything – even clients – interfere with this effort.

Finally, if you're not skilled as a DIRECT RESPONSE marketer, get help. This doesn't mean *abdicating* your marketing responsibilities. It means getting some training, and gathering some resources. Consultants, ad agencies, trainers, books and audio programs... these are all resources. But remember that resources are there to help you accomplish your responsibilities to bring in the business, not take over that job for you. Ultimately the responsibility can only rest with you, the owner.



*Focus your time & attention on building a DIRECT RESPONSE Marketing System. That means testing and tracking, making offers, measuring and analyzing...AND SAYING GOODBYE to "awareness", "image" and any and everything that can't be held directly accountable to the bottom line. When you do, you'll be creating a well-oiled Money Machine that will give you unparalleled prosperity, freedom and satisfaction in your business.*

## Principle #2:

# Focus on the **LIFETIME PROFIT VALUE** of a Customer, Instead of their **TRANSACTIONAL Value...**

**Knowing What a Customer is Worth Reveals That You Can Do MORE – Perhaps a LOT MORE – To Acquire That Customer in the First Place**

How much is your average customer worth? Be careful... I didn't say your average **TRANSACTION**; I said average **CUSTOMER... IN PROFITS!**



If your average transaction is \$100.00 and your average gross profit is 50%, you make \$50 a transaction. If you offer a 10% discount, you only collect \$90, you only keep \$40, and you've decimated your profits by 20%. You may believe you can't afford to do that.



*How much profit do you make from the average customer over the entire buying lifetime of that customer? That's*

Trouble is, a 10% discount is a pretty crummy offer and most people won't respond to it. When they don't, you blame it on the advertising, when it was really just that *you* didn't get anyone motivated to buy.

When you realize however, that bringing a new customer through the door actually brings in an entirely new **INCOME STREAM**; when you look at the **LIFETIME PROFIT VALUE (LPV)** instead of the **TRANSACTIONAL** profit value of that customer, a far more enticing, compelling and irresistible offer is easily justified.

If you gave 40% off, you'd only collect \$60 of the original \$100 value and 80% of your profit will have disappeared... **ON THE INITIAL TRANSACTION.**

But by making an offer that is so much more compelling, you could double, triple, quadruple or more the response to your advertising, thereby lowering – perhaps dramatically – the **COST OF ACQUISITION (COA)** of the transaction or customer.

That lower COA automatically increases your profits, but that's just the beginning. Because getting existing customers to come back is typically much *less costly* than getting them through the door in the first place, your subsequent transactions with these newly purchased customers will be even more profitable And the LPV goes UP!

## When you fully understand the Lifetime Profit Value of a customer...

1. You realize that you can do a *lot more* to bring a *new customer* through the door.
2. You'll be empowered to make much better decisions about marketing and advertising.
3. You'll make policies that do whatever it takes to KEEP your existing customers.
4. You'll do whatever it takes to make that LPV go up!

The OFFERS you make and when and how you make them, will have more of an impact on the results you get than almost anything else, including which media you choose with which to promote those offers.

### So, what about the up-front costs of advertising?

Again, make sure you're looking at the right numbers. It isn't what an ad costs you that counts, it's the cost of what it brings you that you want to concern yourself with.

*Let's take a look at two radio stations for example. Station A charges \$120.00 for a 60-second commercial. Station B charges just \$60.00 to run the same 60-second spot. Which station is more expensive?*

*Of course it's a trick question. The answer is, you don't know, until you measure the response you get.*

*If station A brings you 12 new customers for that \$120.00 commercial, you bought each customer for \$10.00.*

*If station B brings you just two new customers for that \$60.00 spot, you bought each customer for \$30.00.*

*Obviously, station B was more expensive than station A in this case, and the up-front "cost" of the advertising was deceptive. Most businesses would have been taken in by this deception. They would have been fooled by the wrong numbers.*

Now you know the true numbers you must consider when paying for your advertising and marketing – Cost Of Acquisition and Return On Investment



**LPV-COA-ROI**

But even ROI can be deceptive, if you only look at the immediate or short-term return.

**Truth is, most advertising does not pay off up-front.** In other words, in most cases, it will cost you more to acquire the customer than you profit from the initial sale.

Well, if that's true, why would anybody ever advertise?

**Because of the Lifetime Profit Value of a customer, that's why.**

People continue to advertise because once a customer is acquired, they can be re-sold again and again. They do, indeed, become "your customer" and you generate that positive ROI over time. You must consider the LPV when you calculate the effectiveness of your marketing efforts.

Unfortunately, most companies never test, track and measure this stuff. It just happens beneath the radar and they therefore remain frustrated with their advertising.

*"I think about half my advertising is working," they cry.  
"Trouble is, I don't know which half."*

They're afraid to quit any of it, for fear they'll kill the one goose that is laying golden eggs.

Don't be this foolish. Always make an offer in your advertising and always track the responses that come from those offers.

OFFERS are at the heart of Direct Response Marketing. They're at the heart of Lifetime Profit Value.

**The LPV Concept is what makes advertising pay. Just make sure that once you've acquired a customer at retail rates (expensive, mass advertising), you get them back again and again using wholesale advertising (direct mail, digital, mobile, phone).**

### **To calculate LPV**

Average Transaction  
X Average Profit %  
X Frequency of Purchase

### **To calculate COA**

Advertising Spend  
÷ # of New  
Customers Acquired


### **To calculate Cost of Transaction**

Advertising Spend  
÷ # of New Transactions  
Acquired

**Principle #3:**  
**THINK LIKE A CUSTOMER...**

**“The best way to get what you want is to make sure that other people get what they want.”**

We're so wrapped up in ourselves – our business, our wants, our needs, our sales, our profits – that we forget that not everybody sees the world the way we do. And that especially goes for our customers and prospects. Because they're all wrapped up in them-selves – their business, their families, their relationships, their wants, their needs, their sales, their profits – their world.



If you want to sell them stuff; if you want them to respond to your marketing, be favorably impressed by you, desire to do business with you, like your products and services... and ultimately hand their hard-earned money over to you – **STOP THINKING LIKE YOU AND START THINKING LIKE THEM!**

That has a lot more to it than just thinking about what they want from YOU at any given moment in time.

**YOU BEGIN BY FIGURING OUT EXACTLY WHO THEY ARE...**

So many business owners claim that everybody wants and needs what they have to offer. Just ain't so.

First, no, not everybody wants and needs what you have to offer and second, even if they did, not everybody would want to get it from YOU, for all kinds of reasons. They range from simply not wanting to travel far enough to get it from you, to your prices being too high, to them being too low, to the color being wrong, your version of it being wrong, to not liking your ads.

The good news is there IS a group of prime customers for you, and you can figure out exactly who they are. And once you do, begin to speak specifically and exactly to that profile of prospect and to no one else.

Here me now and here me good. **STOP TRYING TO BE ALL THINGS TO ALL PEOPLE.** Just be the **BEST** thing for YOUR people.

Start by looking at...

**GEOGRAPHICS** – Where are your best clients located? Do you market internationally, nationally, regionally

or locally? And does locally mean your entire city or state, or does it mean within a 5-mile radius of your store or office? If you're dealing with a neighborhood, it probably doesn't make sense to use broadcast advertising, paying for a huge population to which you have little chance of appealing. Better to become the big fish in a little pond.



*Avoid the "shotgun" approach and "scope in" on just your best targets, with rifle accuracy.*

### **DEMOGRAPHICS –**

What does your best customer "look" like in terms of age, gender, education, socio-economic level, income, race, religion (or lack thereof)? What kinds of neighborhoods do they live in?

**PSYCHOGRAPHICS –** What kinds of cars do they drive, clubs do they belong to, recreational activities do they engage in, sports they watch and/or participate in, cultural events they frequent, charities they contribute to, etc.

But don't stop there. Closely examine your best customers to try and determine what makes them tick. Are there any characteristics they share that you wouldn't tend to think of on the surface.

For instance, if you're selling B2B, is there a type of business or businessperson who is more likely to do business with you, compared to others. I'm not talking about an industry niche, here, although that could be a differentiator, but if you're dealing with retailers, for example, do you notice anything about the personalities of the owners who tend to buy your products and service, compared to those who don't.

My flagship product is the **Principle-Centered Marketing™ Coaching Program**, for example. Well, what business doesn't want and need more customers who will pay them more money, more often? (*Actually, you'd be surprised to find that there are many who don't want that.*) But of those who do, it's difficult for us to help a retailer who is doing less than a half-million a year in business, simply because they can't free up the time to focus on the program. Yet, we have found that once a business eclipses about \$5 million, they become a little big for their britches. They hire agencies or in-house marketing directors. And that's okay, but do you see what it does for our customer profile? It allows us to narrow things on both the high end and low end.

And it doesn't end there. We also notice that there are some business owners who embrace marketing and find it one of the most rewarding parts of their business life. Others abhor it and want to abdicate the responsibility to others entirely. Which do you suppose we'd prefer to work with in our Coaching program? And we can craft the language of our marketing messages, to specifically appeal to the one and to specifically repel the other.

[CLICK HERE](#) to download our

### **Think Like a Customer Matrix**

It's FREE & will help you create killer copy that sells!

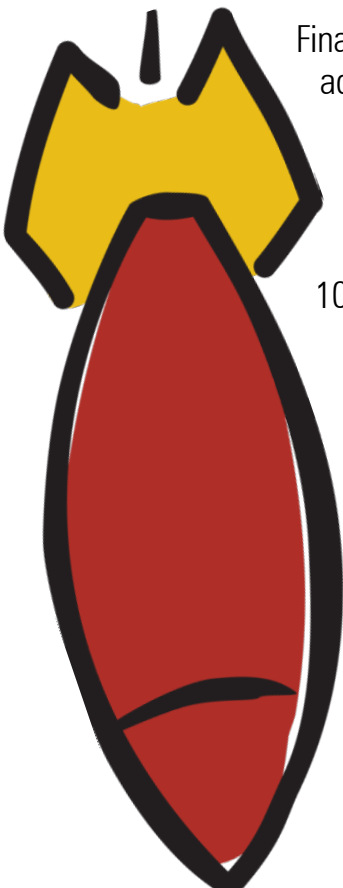
So far, this sounds like it's all about TARGET MARKETING, but I assure you, it's about more than that.

Yes, you DO have to know who your target prospect or customer is, but you've also got to think like they think, talk like they talk, and to at least some degree, act like they act, if you're going to suck them into your enterprise and extract cash from them in exchange for the value you render.

Look, while there are obviously similarities between the white, middle-aged, upstate Minnesota farmer and the inner city black or hispanic kid just starting out in life, you certainly wouldn't talk to the two in exactly the same ways, with the same appeals, in the same language. (Or am I assuming too much?)

The truth is, few business people customize their messages for their audience or audiences. It's one size fits all. When was the last time you created 2 radio ads, for example? One for the talk station you run on and the other for the country or pop station? Different audiences... why would you send them both the same message?

You've got to question your own assumptions as well. What do you think your prospects know about your industry, product, service or company, that they almost certainly do not? What language do YOU use that they're probably totally unfamiliar with? What do they THINK they know about your industry, product, service or company, about which they are almost certainly completely or partially wrong? And what impact does their knowledge, lack of it, or misinformation play in their decision-making and buying process? Important to know, don't you think? FIND OUT!



Final point which will be reinforced in the OFFERS section, but definitely bears addressing here...

You just gotta start thinking like a customer when it comes to the offers you make.

*Want a way to GUARANTEE your advertising will bomb? Make no offer at all or offer 10% off. Are you kidding? Nobody responds to that!*

Do you also realize that whenever you ask people to come in or call or surrender information to you, it makes them nervous? Of course you do, because it makes YOU nervous when somebody else wants stuff from you! The more you ask of them, the fewer there are who will respond.

Maybe you should shift to a lead-generation offer model, that is as painless and risk-free as it can be for your prospect, and still gets you a launching point for developing the relationship.

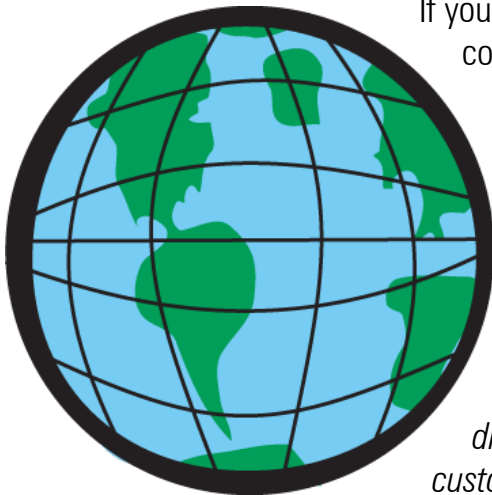
That would be thinking like a customer!

## Principle #4: Define a Powerful, Compelling Unique Purchase Appeal...

### How To Favorably Set Yourself Apart from the Competition & Consequently Have Clients & Customers Flooding in Your Door

**You wouldn't recommend poor quality products or services to your customers, but are you poorly presenting your business to your prospects, customers, clients or patients?**

If you're feeling the pinch of increased competition, it may be because it isn't clear to the marketplace *why* they should do business with you. Perhaps you should give them some clear cut reasons in the form of a **Unique Purchase Appeal..**



If you're not seen as different and unique in a favorable way compared to your competitors, it's your own fault and it's costing you BIG TIME!

Fortunately no individual business has to "buy in" to the "commodity myth." You have the power to *break out of the commodity mode* and *be seen as desirably unique in your marketplace*.

To do it, you'll have to differentiate yourself using **the most powerful marketing concept on the planet**. The **Unique Purchase Appeal or UPA**, is one sentence to one paragraph that describes how your business is different from the competition, in a way that appeals to your target customers.

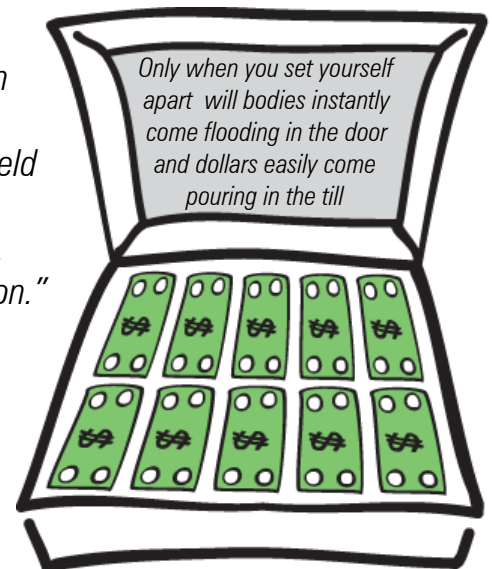
**So what is it about doing business with you that would make Mr. or Mrs. Jones want to come to your store, rather than your competition? What is your point (or points) of ONLINESS?**

*Elizabeth is a very successful jeweler in a Michigan resort town where the "hot season" only lasts about 2 months a year. Yet she serves people from all over the state and nation. How does she do so well? She has a "Pearl Salon" not a jewelry store. How many of those are there? As a result, they flock to her store when they're in town, and buy from her website afterwards, when they're not.*

*In a rapidly-growing mid-west town a retailer in business just 5 years has put up 1/2-million dollar numbers. But things are stagnant now. He has positioned himself as a "wholesaler" and boasts prices 40-60% BELOW the chain stores. So why aren't people coming in far greater numbers? Because, he concedes, when they see the prices so low, they question the quality of the merchandise.*

You see, THIS retailer *has* a UPA, but he hasn't articulated it effectively. He has purposely adopted this "wholesaler" position, but he has failed to "educate" his clients as to what that means to THEM! When he does, they'll beat a path to his door.

*Cordell & Cordell is a law firm with offices all over the country, and now even in England. They specialize in handling divorces exclusively for husband/fathers. They have no female clients. They work for men, and that's it. In a field where the public perception is that men often get taken to the cleaners in divorce cases, their UPA is particularly appreciated by their would-be clients. They call themselves "Men's Divorce Advocates" "A partner men can count on."*



There are a number of ways you can differentiate yourself. You can offer exclusive lines, broader selections, extended hours, gift reminder services, in-home services, one-of-a-kind designs, special formulations, exclusive services, and on and on it goes. You can specialize in certain niches or certain price points. You can even specialize in serving certain types of people. You don't have to focus on the high-end, custom market. You can make a living offering the lowest prices in town, although that isn't necessarily recommended.

Could you focus your enterprise on a specific affinity group? Suddenly the geographic limitations may come off of your business, and you could easily find you have a national or even an international market. Think what could happen to your passive, online sales!

But before you select any of your own options, it would be a good idea to find out what your best clients want. So you ask them.

Call between one dozen and three dozen of your best clients – the kind you want a whole lot more of – and ask them 3 key questions...

1. Why did you begin doing business with us in the first place?
2. Why do you continue to do business with us?
3. What do you dislike about our competition?

By answering the first question, your customers will be telling you *how you are perceived in the marketplace*, by those who haven't done business with you yet.

The answers to the second question tell you *the ultimate value you bring to your best customers*, at least at the present time.

*Discover your options for becoming a member of The BizKaboom™ Alliance. Go to...  
(web address)*

The last question allows your best customers to *reveal the "holes" in the industry in your market*. In other words, where is (or was) their pain. If you can *fill a hole in the industry*, you will certainly attract customers to your business, almost automatically, once you get the word out.

Once you have the answers to these 3 questions, write your UPA using this template...

**"We are the only (company category) in the (market area) that...  
(fill in this blank with your point or points of onliness)."**

**Once you have your UPA,  
what do you do with it?**



Why, blast it from the rooftops, of course. Your UPA should be woven into the very fabric and fiber of everything you do from a marketing point of view. You've got to blow your own horn. Nobody else will, that's for sure!

Ideally, it should be reflected in the name of your business. It should be reflected in your business practices.

Your UPA should be stated on your business card and your letterhead and envelopes. It should appear on your invoices, on your fax forms, on your repair tickets, your signage, and in all of your ads.

Your employees must understand the significance of your UPA. They should have it memorized and be fully indoctrinated in the benefits it provides to your clients. When that happens they will take greater pride in working with your organization. You'll attract better employees as well as clients, and their sense of mission will translate into better salesmanship and more revenue for you.

**"Does this sound  
like MAGIC?  
Well it really IS,  
once you have it  
all in place"**

Does this sound like magic. Well, it is really, once you have it all in place. But it's not easy. If it was, everybody would do it. It is worth the price you'll pay to research and hone a powerful, compelling Unique Purchase Appeal. It will take some time and effort, but once you distinguish yourself as something special in your marketplace, you'll enjoy a powerful marketing edge that will skyrocket your business and leave your competition in the dust.

## Principle #5: **MAKE STRONG OFFERS?**

**A Great OFFER to the Right Prospect Will  
ALWAYS Produce a Superior Response...**

Let's begin by talking about what an offer is NOT. An offer is NOT a discount.

Or rather, an offer *need not* be a discount at all, or it could be. But while a discount MAY be an offer or part of one, it isn't necessarily the best offer you can make and the real point is, the words offer and discount are not synonyms, even though many business people think they are.

The reason they think that is, they simply don't know better. They don't know what a real offer is, or the many reasons to create one besides or in addition to, getting people into your business right now, today.

### **ANATOMY OF AN OFFER...**

Offers consist of 2 main parts... conditions and appeals.

*Conditions* of an offer are those elements of it that the prospect or customer would rather do without. Price, for example, is a condition of the offer. Full price or discounted price, there is generally A price. And that is something the prospect has to be willing to pay if they want the product or service connected to the price.

No offer for purchase is complete without price.

But there are other conditions as well. They are any limitation or restriction on the prospect's ability to take advantage of the offer.

- On Approved Credit – a condition
- Preferred Customers Only – a condition
- Limited Supply – a condition
- Limited Time to Buy – a condition
- Must Buy X in order to get Y at Z Price – a condition.

You get the idea.

**“Discounts & Offers are not synonyms.”  
They're not the same thing. You don't have to discount to have an offer. And sometimes discounts can WEAKEN a good offer.**

*Appeals*, on the other hand, are the thing people WILL LIKE about your offer. They're the pot-sweeteners.

- Price Manipulation (discounts) – an appeal
- FREE Trial – an appeal
- Bonuses (more of the same without additional cost) – an appeal
- Premiums (other FREE stuff with purchase) – an appeal
- Risk Reversal (Guarantees) – an appeal

These are things that make you say, *"Gee, with all those extras, I'd be nuts not to buy."*

And that's exactly the reaction you're trying to get. By skillfully crafting a combination of conditions and appeals, you can create an offer your prospects simply won't refuse.

### **URGENCY AND THE ROLE OF OFFERS...**

Often people come to us and say, *"I don't want to make offers. I don't want to discount my products or services. I don't want to risk my price integrity. Why would I or why should I do that?"*

And very often they say that, right up until the time comes for their going out of business sale, where they discount and "offer" the dickens out of everything, right down to the fixtures.

Everybody needs to be pushed into buying, even if they know that doing so is in their own best interest. And OFFERS provide you with a warm, friendly and even no-pressure way – or excuse – to "push."

*"But I don't want to be a pushy salesperson."*

Fine. Then make good offers and let them do the pushing for you.

There are all kinds of perfectly plausible, legitimate (and contrived) reasons for limited supply, limited time, special terms and other conditions that INFUSE URGENCY into an offer. These relieve you of having to close hard and be pushy and they serve the prospect by giving them what they generally want anyway... an excuse to say yes.



**People want to say yes. They want to do things in their own best interest, but they sometimes have a problem pulling the trigger. A good offer helps them do what they want and need to do anyway.**

## 8 CATEGORIES OF OFFERS...

Remember what we said about the lack of creativity in offers; the lack of knowledge about what an offer even is? You can't afford to be one of those *"Duh, I guess I'll give 'em 10% off."* business owners.

To craft a compelling offer, begin by defining what you want to accomplish with your offer. You want to sell something, sure. But does it have to be done all at once? And if you want to create a sale, to an existing client, do you make the same offer to her as you would trying to bring in a new one?

Here are 8 categories of offers, defined by what you're trying to accomplish...

1. **Lead Generation** – The ONLY purpose of this kind of offer is to get the prospect to figuratively "raise the hand of interest." That hand is officially raised when they give you contact information, thereby giving you permission to market to them more. MORE, IF NOT MOST, OF YOUR OFFERS NEED TO BE LEAD GENERATION.
2. **Lead Conversion** – Once you've got a lead, you have to convert the lead into a customer and from custom to client. You may make several offers throughout the conversion process, but ultimately you'll need to extract the sale.
3. **Initial Trial** – This asks the prospect to make a small, safe investment to test the waters and see if he likes doing business with you. The offer may be quite aggressive. You're not worried about profit. You're trying to shift the relationship from prospect/merchant to customer/merchant. A major victory.
4. **Straight Sale** – Nothing fancy. Just an effort to get the prospect to buy your main product or service.
5. **Up-Sell/Add-on** – Once they're through your door (literally or figuratively) up-selling and adding-on are designed to help you maximize the transaction. These should be planned for.
6. **Repeat Purchase** – These offers are made specifically to get existing clients to come back and buy again.
7. **Re-activation** – This may sound like repeat purchase, but it's a little different. It's an offer that is specifically designed to bring a dormant or lost client back into the fold. It is usually quite aggressive.
8. **Referral** – This is an offer designed to get your existing clients to refer their friends, relatives, neighbors or business associates.

There are others, such as continuity or subscription offers, offers to secure testimonials, and more.

**Get our report on offers alone by calling 800.584.7585 x3, or text your request to 801.918.4117.**

## Principle #6: **WHAJAGIT?**

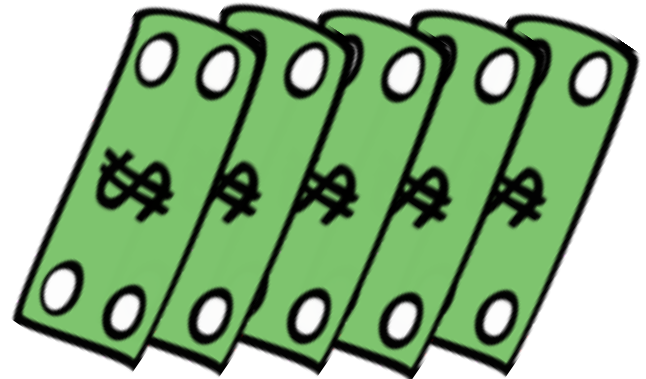
### **Test, Track, Analyze & Adjust Your Way to Remarkable Prosperity...**

**In Today's World it's a SNAP to "Genetically Engineer" YOUR Marketing & Sales for Ever-increasing Success.**

Whajagit for your last advertising investment?

How much money did you spend to get whajagot, and how much of a return on your investment dijagit?

*"Oh, that's not why we advertise. All we're trying to do is get our name out. there. We want people to recognize us. We're just using our advertising to create awareness."*



*Are you tracking your advertising to determine how much it costs you to bring in a new transaction & how much you make vs how much you spend? Shouldn't you?*

- Okay, then how much awareness did your last advertising investment buy you?
- How many more people are aware of your business, brand, products or services because they saw and read your ad? Who are those folks, specifically?
- How much did it cost you to buy that awareness? Not the cost per thousand you paid to "reach" the entire audience of the ad medium you used, how much did it cost you per viewer, reader or listener, for each one who actually viewed, read or listened?
- Were they favorably impressed?
- Were they impressed at all?
- Will they really remember you at buying time?
- Did your ad actually increase the likelihood that the viewers, readers or listeners who were exposed to your ad would actually say yes when you finally get around to trying to sell them your product or service?

### **And most importantly... HOW DO YOU KNOW?**

*"Oh... well, you gotta understand, that's not how advertising works. You can't measure it like that, it's not that scientific. You see, advertising is meant to create an image. Everyone who is exposed to your ad in any medium sees it and remembers it a little bit. The more they see it the more they remember it. The more they remember it, the more they favor your "brand." And the more they favor you brand, the more likely they are to buy when it's time for them to buy. But it's something that happens over time. You can't just plug in an ad and expect money to start pouring in."*

**Receive our Campaign Tracking Spreadsheet for \$9.70!**

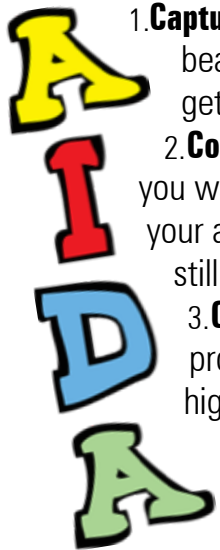
(Normally a \$197 Value - Save 90%!) **Click Here!**

You can't? Tell that to Bill, a North Carolina jeweler in a city of 4,000.. He added 88 new customers and \$21,000.00 extra in sales, in one month, by making specific offers and asking people to actually do something in his advertising.

Or Bonnie, the Ohio retailer who took an old promotion that had become barely profitable, changed her approach and generated over \$110,000.00 in 1 weekend, with a split-run test that PROVED her sales letter worked dozens of times better than a postcard mailed to the same list at the same time, promoting the same event!

## Advertising exists to make the sales curve go up... period.

Trouble is, most ads are a waste of money because they're not being used to sell. If you're tired of that, here are the four things you must do with every ad.



- 1. Capture attention.** Most ad agency types stop here. They come up with the cute, the clever and the beautiful, and it may momentarily arrest the attention of an audience. But seldom does the person get to the next step...
- 2. Convert attention into interest.** Fail to do this and your ad is history. It won't accomplish anything you want it to, even if all you want is awareness. The vast majority of ads fail to do this. You won't if your ad is packed with the BENEFITS of buying your products, rather than the FEATURES. But you're still not done. Because once you have captured attention and converted it to interest, you must...
- 3. Cultivate wonton desire.** They gotta want it. They gotta want it bad! More benefits and more proof that will allow them to believe you can really deliver those benefits, and their desire will be higher. And then you must get them to...
- 4. Take ACTION!** You want them to DO SOMETHING. Not just *like* you more, or be more *aware* of you, but actually come to your store, call you on the phone, send for something, raise the hand of interest... **SOMETHING!**

If you want your advertising to raise awareness, help people remember you, prefer you to the competition, make sure it gets them to do something; focus on not just the first, but all four of the above principles. And the great news is, you can "genetically engineer" your marketing to do those four things ever-more-effectively by TESTING, TRACKING, ANALYZING & ADJUSTING!

*Larry owns a plumbing & heating company in Pennsylvania. Some time ago a public crises arose that caused his old standby SALES LETTER marketing to stop working. He split-run tested an oversize postcard with the same message and saw a 100% increase in results with the postcard over the letter. He tested; he tracked. A couple of months later, Larry was asked how the postcard was doing. "The results are the same," he said. "Still outputting the letter 2:1." (Larry analyzed, but he didn't adjust. Why was he STILL sending both pieces? He should have stopped sending the letter. He'd have 4 times the response!)*

## Testing, Tracking & “Genetic Engineering...”

You can “genetically engineer” your marketing for ever-increasing success, by **TESTING** your ads, **TRACKING** the results, **ANALYZING** your findings, **MODIFYING** or adjusting your approach and TESTING again.

Some businesses TRACK. But what do they learn from it? Little, because they never **SPLIT-RUN TEST** one ad against another, head-to-head. And they never actually evaluate the results to see what they can learn.

To Split-run Test, send half of your list one package and the other half a different package. The big things to test are...

- List (test who you market to)
- Headline (The packages can be identical except for the headline)
- Offer (The packages can be identical except for the offer. For example is your audience more likely to respond to a discount, or a value-added offer?)
- Price (Notice there is a difference between offer and price)

*“That which is measured, improves.”  
“If you can’t measure it, you can’t manage it.”*



In today’s digital world, testing is easier than ever. If you run PAY PER CLICK advertising on *Google Ad-Words* or *Facebook* or any of the other social platforms; if you run email marketing campaigns; if you drive people to landing pages or your website, you can easily set up and execute split runs to see which audiences, headlines, subject lines, offers, prices and landing pages work best. You can also test 1-step vs. multi-step campaigns.

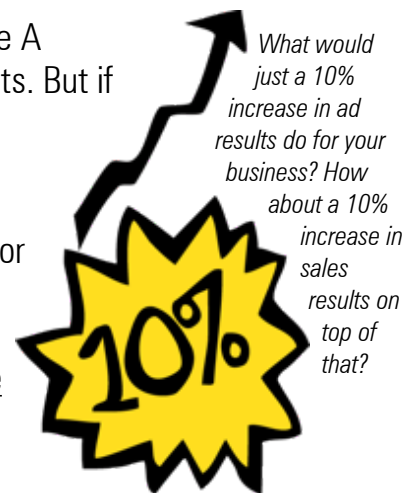
Any of the service providers for these digital advertising channels can show you how it’s done. And best of all, they have all set up *tracking systems* that will easily show you the results you get, including cost-per-lead and cost-per-sale calculations.

**Consider this...** The record for 1 headline out-pulling another is **2,100%**. If headline A resulted in \$1,000 in profits, headline B would have generated \$21,000.00 in profits. But if your were the advertiser and ran headline A without ever testing headline B, **YOU WOULD HAVE LEFT \$20,000.00 ON THE TABLE!** What a tragedy!

Can you afford to do that? Even if 1 approach only out-performs another by 100% or 50% or 33% or 17%, isn’t it better to go with the better performer?

Over time, you’ll discover how your audience wants to be sold? Then you can give it to them that way, and watch all your marketing and sales results improve.

**That is why you must test and track and analyze and adjust your marketing.**



*What would just a 10% increase in ad results do for your business? How about a 10% increase in sales results on top of that?*

## Principle #7: **STOP OVEREMPHASIZING DIGITAL?**

**If you had to rely exclusively on digital marketing, would your business thrive?**



Okay, at this point you're probably asking yourself, *"Is this guy nuts? The whole world's gone digital! Why, if I don't pursue a total shift to digital marketing, I'll be the laughing stock of my industry!"*

Maybe. But you may also find that *YOU'RE* the one laughing... all the way to the bank.

Look, I got into Internet marketing way back in the mid-90s, before almost anyone else did. So I get it. I know better than most that digital marketing can be wonderful. And it's particularly useful for a business like mine. *But what about a business like yours?*

Well, if you're not an information marketer, it's not quite such a slam dunk. The facts just don't bear it out, despite the fact that virtually EVERY conference you go to is overrun with speakers and educational sessions suggesting that digital marketing is the ONLY way to go, and anyone who isn't ALL IN for it RIGHT NOW is both out of touch and headed for economic disaster.

Again, however, the facts don't bear it out. I've polled audiences all over the country for the better part of a decade, and despite the ever-louder din in favor, the number of businesses that say they could thrive – or even survive – on their digital marketing alone remains about the same as it was 10 years ago... next to NOTHING!

But that's just my own personal, informal research. You don't have to rely on that. Here are some more harrowing facts that suggest an over-reliance on digital marketing just doesn't add up...

- Average open rates for email are substantially below 20%
- The average "click" on an AdWords ad costs about \$2.69
- The average action (conversion) on an AdWords campaign is about \$60.
- Facebook usage has been shrinking in the US for several years (although growing outside the US)
- All of the major social media platforms are experiencing dramatically less usage in 2016 compared to 2015. Some are off nearly 25%.
- Most social media platforms are heavily viewed on mobile devices and the research indicates that consumers DO NOT pay attention to or respond to ads placed on social media platforms on their mobile devices, even though they sometimes do on their desktop computers.

None of this is to suggest you should not be using digital marketing at all. That would be as foolish as using it exclusively.

I'm calling for a level of balance between both digital and traditional marketing. And indeed – as you will discover in principle #11 – your real aim should be to integrate both digital and traditional media into a process of selling that will bring you the greatest levels of sales, profits and prosperity.

For most businesses, that will require swinging your own businesses pendulum back toward the more traditional approaches... and probably quickly.

Consider this...

If you have to spend \$60 to get an action (conversion step) in an AdWords campaign, how many of those steps will it take to get you to a sale? If the number is 1, well, your online marketing efforts are basically commensurate with results achieved in DIRECT MAIL.

If, on the other hand, it takes you 3 "actions" to get to the sale, you've spent \$180 to generate whatever money your average transaction is. That may be commensurate with TV in a lot of cases. Not saying that can't be profitable, but the point is, digital marketing seldom outperforms other media in terms of cost of acquisition, but seldom generates the gross numbers that traditional marketing does.

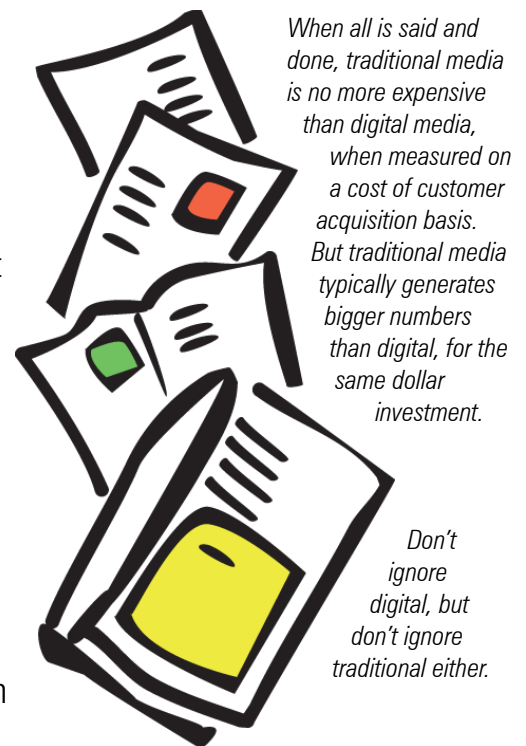
### **SO WHAT DO YOU DO ABOUT IT ALL...**

Start by rethinking your priorities. Have you been over-emphasizing digital recently? (By recently I mean the last 3-5 years or more?)

Next, realize that some of the alleged diminishing performance of traditional media is a function of self-fulfilling prophecy. People have lost faith in direct mail, broadcast and print, so they don't expect it to do well. They reduce their usage as they shift their focus to digital, give their traditional efforts less priority and less thought, and not surprisingly, get worse results.

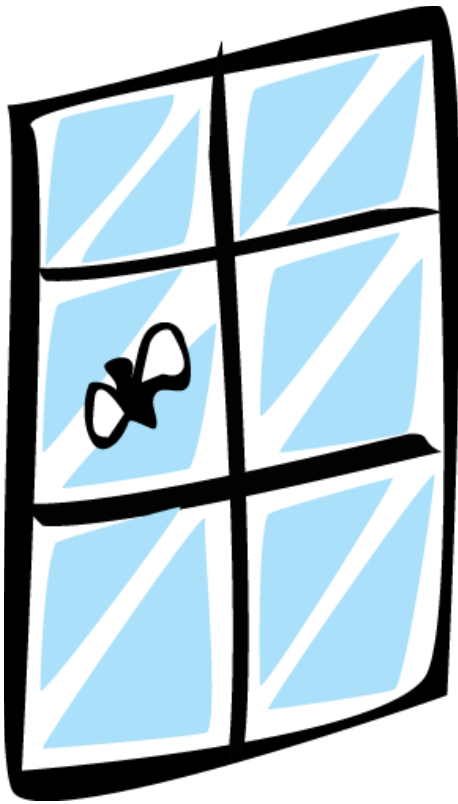
Trouble is, with all of this, digital isn't performing all that well either, despite the pundits, courses, classes and more.

Re-emphasize all of the principles found in this report as you craft both your traditional and digital advertising and see if you don't experience an improvement in performance on both sides.



*When all is said and done, traditional media is no more expensive than digital media, when measured on a cost of customer acquisition basis. But traditional media typically generates bigger numbers than digital, for the same dollar investment.*

*Don't ignore digital, but don't ignore traditional either.*



## **BEWARE THE SHRINKING WOO!**

In the world of marketing, each new medium or platform comes with a *Window Of Opportunity*, during which that medium or platform can be exploited for maximum gain.

Unfortunately, in the world of digital marketing, that WOO shrinks ever more quickly with each passing new medium or platform introduced.

When email was first introduced to the world, a bunch of marketers exploited it to make millions.

*Incidentally, many of them made far more money selling courses and boot camps about how to exploit the new medium than they ever did actually exploiting it themselves.*

Email marketing was quite successful for a number of years, if for no other reason than the world was gearing up to using it. Millions became new email users each year for over a decade, until now, virtually everybody in both first and second-world countries has email and many in third-world countries do as well.

And now there is CLUTTER... So much so, in fact, that many consumers now prefer to get their solicitations by snail mail, compared to email.

Then there was SEO and then AdWords. Followed by... no, not Facebook... *MySpace*... Remember those guys? Where are they now? (And incidentally, where is AOL now? Still around, yes, but they were once the email leaders. Now, barely more than a laughing stock. *"You're still on AOL? You kidding me?"*)

All these new platforms start out FREE. Then comes the flood of users. Then the marketers begin exploiting it and the platforms themselves begin selling advertising, because it's the only way to monetize their enterprise. Then the users get fed up with the clutter and look for a new platform. And it happens more quickly with each new iteration, as the end-user has ever-less tolerance for the predictable process.

## **BOTTOM LINE...**

Bring balance back to your marketing plan and bring balance back to your marketing education. Beware of pundits and prophets suggesting digital marketing is the only way. Odds are they have an agenda and they're pushing it.

Our approach, by contrast, is to studiously apply sound, direct response marketing principles to all your marketing, online and off, and keep the stuff that works (is profitable) and can the rest.



**Principle #8:**  
**SELL THE BENEFITS?**

**Talk to people about WHAT'S IN IT FOR THEM...**

What is it your customer really wants?

This sounds like a reiteration of the Think Like A Customer principle. And to some degree it is. But this principle includes a little more than that. It includes the idea that people buy for a reason. They buy because they have a hole in their life and it needs filling.

Your job is to focus on delivering a result.

They don't care about your logo or your packaging. They don't care that you're family owned or that you've been in business 120 years. They don't care about what a nice building you have, that you're environmentally friendly, that you "give back" to the community, or most importantly, that your advertising has won a crap-load of creative awards. They care, first and foremost, about 1 thing and 1 thing only...

**What's In It For ME!**

We're all tuned to that same radio station, and while all the other things may be nice, they're all off the table and out of the picture UNTIL you answer the "what's in it for me" question.

You begin by addressing the distress they're in – it may be little or a lot, but it demands your acknowledgement. It's best if you show some empathy for their challenge, worry, inadequacy, problem, or whatever that hole is in their life.

You begin where they're at, and where they want to go. Then and only then do you lead them to the truth that you have their solution.

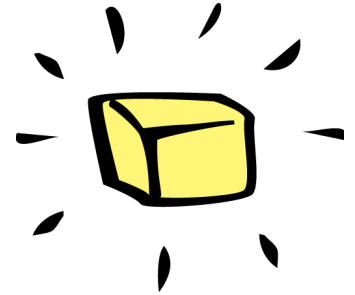
Of course, it will be deadly for you, if you put your solution into terms of "I", "me", "us" or "it". Talking to people in benefit language is all about talking about "you".

## THE WAY MOST BUSINESSES DO IT...

Look at just about any ad and you'll discover a dizzying list of features, and that's about it.

"We have this..."  
"We've done that"  
"Our product has this"  
"Our service is that"

*When you're all wrapped up in the features of your company, product or service, the prospect is left to figure out how that all connects to him or her. They could figure it out wrong, not figure out how important it is to them, or just not bother to do the work of figuring it out at all. None of those spells a good outcome for you, or them.*



Now, not all advertisers are that bad. Just most. But some are better...

"We have this, so that you get that"  
"Our product does this, so that you can do that"  
"Our service provides this, so you don't have to do that"

But again, it all begins with you, your product, your service, or your company.

## How 'bout talking about the prospect, customer or client first?

"You get this, BECAUSE we have that"  
"You can do this, BECAUSE our product does that"  
"You don't have to do this, BECAUSE our service provides that."

Can you see the difference? Can you FEEL the difference?

Try it yourself. Take all of the above sentences and plug your own customer's needs and wants in, in place of the this's and the that's. You're sure to begin to appreciate for yourself, the dramatically different "pathos" of the benefit-oriented approach.

**Whether prospects get happily engaged with your product or a competitors may be due in large part to whether you effectively convey to them how and why your product delivers to them the BENEFITS they want and need.**

## GO FOR THE TEAR OR THE TICKLE...

Buying is emotional for people. Even the most logical of purchases is emotional.

You think buying widgets as a part for a machine you manufacture is based on pure logic? Not emotion involved? Think again.

If my widget performs substantially better than the competition, you may be able to make your machine cheaper or sell it for more money, or differentiate yourself from the competition better. Any or all of those things can result in bigger profits for your company.

But maybe you don't care about your company's profits. Maybe you're just a procurement officer doing a routine job, and your compensation isn't tied to profits.

Well how 'bout this... If you screw this up you could lose your job! If the widget doesn't perform as promised, your company could get sued.

On the other hand... If you get this right, you could be in line for a raise or a promotion. If the company reaches its revenue goals, you and your team might be in for a bonus!

You don't think there is an emotion attached to these benefits? You bet there is!

Benefits come in 2 big varieties...

1. Move Toward Pleasure - raises, profits, comfort, enjoyment, etc.
2. Move Away From Pain - loss, struggle, disappointment, negative consequences, etc.

Often, people will act more quickly and spend more money to avoid pain than to gain pleasure. Make sure you talk to people about both the pleasurable outcomes they'll experience when using your products, and the painful outcomes they'll avoid at the same time.

Either way, when you can get the prospect to experience that little tear of emotion or tinkle of excitement, you can bet you're talking benefits... and that you're well on your way to getting the sale!

### **Repetition is the mother of skill...**

To download a *FREE* audio version of this report you can listen to time and again, send your email request with your Name & Company Name to [mail@ascendmarketing.com](mailto:mail@ascendmarketing.com). Put Audio Report in the subject line.



## Principle #9: **CREATE GREAT HEADLINES**

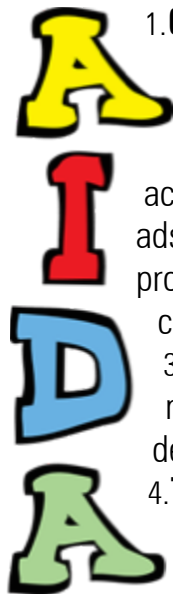
**Up to 80% Of the Success of Your Advertising Can Be Traced to Your Headlines...**

As alluded to earlier, most business people are pretty fuzzy about the role advertising should play in your business. They're chasing elusive outcomes like "awareness" or "image" or "brand."

Others – more enlightened – realize that advertising's ROLE is to generate sales... or at least facilitate directly, the generation of sales.

And in that role, advertising has 4 jobs to accomplish. Fail to accomplish all 4 and you don-maka-no-money!

We talked about the four jobs of advertising back in Principle #4: Testing & Tracking. Here they are again...



1. **Capture ATTENTION.** Most ad agency types stop here. They come up with the cute, the clever and the beautiful, and it may momentarily arrest the attention of an audience. But seldom does the person get to the next step...
2. **Convert attention into INTEREST.** Fail to do this and your ad is history. It won't accomplish anything you want it to, even if all you want is awareness. The vast majority of ads fail to do this. You won't if your ad is packed with the BENEFITS of buying your products, rather than the FEATURES. But you're still not done. Because once you have captured attention and converted it to interest, you must...
3. **Cultivate wonton DESIRE.** They gotta want it. They gotta want it bad! More benefits and more proof that will allow them to believe you can really deliver those benefits, and their desire will be higher. And then you must get them to...
4. **Take ACTION!** You want them to DO SOMETHING. Not just *like* you more, or be more *aware* of you, but actually come to your store, call you on the phone, send for something, raise the hand of interest. . . **SOMETHING!**

But here's something we didn't talk about earlier... This is a LINEAR PROCESS. The jobs progress from one to the next. In some cases the progression may be so fast it appears and feels simultaneous, but make no mistake, there are 4 decisions a reader, listener or viewer of your advertising has to make in succession, in order for you to successfully "convert."

He must 1) decide to pay attention; 2) decide whether he's interested; 3) decide on his level of desire; and 4) decide if he'll take action.

The implication for your ad writing is colossal!

Think about it. The HEADLINE is tasked with accomplishing AT LEAST the first 2 of those jobs – capturing attention and converting it into interest.

**FULLY 50% OF THE WORK OF THE ENTIRE AD IS THE EXCLUSIVE RESPONSIBILITY OF THE HEADLINE!**

Yet, so many ads have no headline at all, and the majority of those that do, have weak, ineffective headlines.

No wonder headlines get 14 TIMES the readership of body copy. **MOST HEADLINES DON'T WORK...**

They **FAIL** to capture enough attention and convert it into interest, to get people to read, view or listen to the rest of the ad. (Yes, video and audio ads have headlines too.)

**HOW CAN YOU AVOID THE SAD, PATHETIC, BAD-HEADLINE BLUES...**

There are actually 3 strategies you can use to make sure your headlines are always captivating. Here they are...

**1. THE SWIPE FILE...**

Do you realize you get better than a master's degree in marketing and advertising every day for FREE! It comes in your mailbox, to your computer, to your radio, TV and even to your cell phone or other mobile device.

It's other people's advertising. And while most of it really is JUNK (hence the term "junk mail") some of it is actually good. Some of it is effective. Some of it makes YOU want to buy, or at least check out what's being offered.

**SWIPE THAT STUFF!**

Put it in that Swipe File. Some of those headlines you'll be able to use verbatim. Some will serve as instruction. Still others will serve as a source of ideas and/or inspiration.

If you want to be a screenwriter, read great screenplays. A great novelist... read great novels. A great writer of compelling headlines that make people read the rest of your ads and then buy... read great headlines, then COPY them.

*You wanna make sure you never have a bad headline again? Well, there's no substitute for good ol' fashioned, **hard work**. Never again release an ad for which you haven't written at least a dozen headlines, just for warm-up.*

*Practice writing headlines and you'll become a good headline writer. Fail to practice and your ads will fail to produce.*



## 2. HEADLINE SCRABBLE...

Once you have a decent swipe file... or even before you do, you can play HEADLINE SCRABBLE. It's the process of mixing and matching. You take a good headline from anywhere you find it. Then remove the words that don't pertain to your business and replace them with words that do.

For example...

*Nationally Renowned Horticulturalist Reveals 5  
Key Secrets for Doubling the Yield of Your Garden*

Now that's a great headline. It has news value, curiosity and self-interest... IF... you're a gardener. But what if you're a jeweler and your not nationally renowned and you only have 3 secrets?

*Locally Renowned Jeweler Reveals 3 Key Secrets for  
Getting Twice the Diamond Value at Half the Cost*

Or maybe you're a boat dealer...

*Regionally Prominent Boat Dealer Reveals 7 Key Steps for Protecting  
Your Boat Investment & Insuring the Longevity of your Boat*

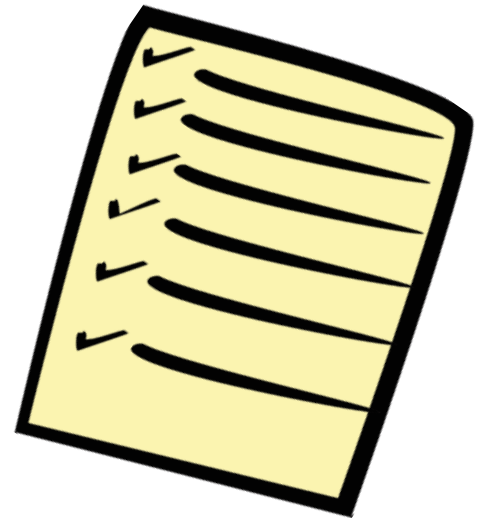
See what I mean?

## 3. MULTIPLE STYLE HEADLINES...

Take the same headline concept and write it in a dozen different headline styles. (We could devote an entire report to headline styles – and we probably will – but here's what we mean, using just six examples...

NEWS: Online Jewelry Buyers Report Major Disappointments. Consumer Alternatives Offered  
HOW TO: How To Avoid Being Ripped Off by Online Peddlers of Inferior Diamonds & Jewelry  
INTERROGATIVE: How Can You Avoid Being Ripped Off By Online Peddlers of Inferior Diamonds & Jewelry  
COMMAND: Don't Be Ripped Off By Unscrupulous Online Peddlers of Inferior Diamonds & Jewelry  
BOGUS QUOTE: "If Only I Had This Information *BEFORE* I Got Ripped Off By The Online Jewelry Peddlers"  
NUMBERED WAYS: 6 Money Saving Keys To Recognize Inferior Diamonds Peddled By Online Discounters

There are more of course, but the bottom line is this... *Get the headline wrong and your ad is going NOWHERE... and so is your business.*



**Principle #10:**  
**INTEGRATE ALL  
MARKETING**

**Into a Lead-to-Conversion, FUNNEL Process...**



As we've suggested, the days of simply running an ad and having people crash down your doors are all but over. (There are still reasons to run immediate purchase offers, but with exceptions, this approach doesn't work as well as it used to.)

It is now becoming ever-more-important to ID and attract PROSPECTS earlier in the process, then have a system of PROGRAMMED FOLLOW-UP to establish the relationship, nurture it, and ultimately get the prospect to actually BUY.

Frankly, we have the Internet to blame (or thank) for this. For better or worse, while it hasn't changed human nature, it has changed human behavior that results from human nature.

It's human nature for everybody to get the greatest value they can get – however THEY define it – in every acquisition they make, buying or otherwise.

The Internet has facilitated the quest for the greatest value, taking it out of the realm of the best deal being offered in the ads today, and shifting it to the best deal I can find anywhere, anytime.

You can now simply go online, educate yourself, and check out your alternatives. Or at least you THINK you can. (The absolute truth of this is very much up for debate, but the PERCEPTION is not. And people ACT on their perceptions, not on truth.)

**THE IMPLICATIONS...**

They are profound, as follows...

- As important as it is to shift to a DIRECT RESPONSE approach in advertising & marketing, you must also shift to a LEAD GENERATION approach.
- Job 1 is to ID prospects early and secure their CONTACT INFO.
- Job 2 is to render value UP FRONT... well before you invite them to buy
- Job 3 is to help them define their own buying criteria (making sure their resulting choice MUST be you.)

**Receive our Campaign Tracking Spreadsheet for \$9.70!**

(Normally a \$197 Value - Save 90%!) **Click Here!**

- Job 4 is to consistently nurture your relationship with the client using a subtly-programmed process, that continues to offer value and builds trust, using multiple media (not just the digital stuff.)
- Job 5 is to ask the prospect to buy with compelling offers, and do so consistently at appropriate interludes for the prospect’s wants and needs.

Sheesh! Tall order, no? Oh for the good ol’ days when all you had to do was run an ad and open the doors. But alas, it just ain’t that way anymore. If you expect to prosper in the “millennial age”, you’d better embrace the process we’ve described.

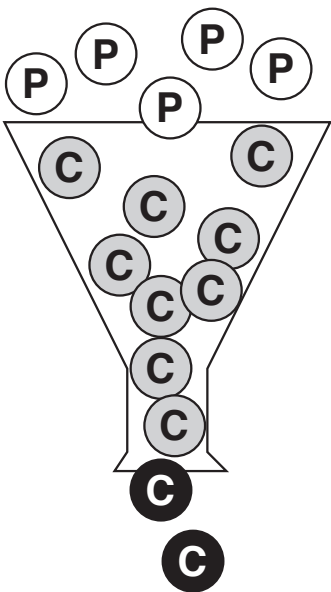
But how do you keep all of this straight? Well, you can’t. Not for individual prospects who are all at different places in the buying cycle and therefore in different places in your system.

What is required is a way to AUTOMATE all of this, so nothing slips through the cracks.

Fortunately, the computer comes to the rescue again. You’re going to need a CUSTOMER RELATIONSHIP MANAGEMENT program (CRM) that will allow you to put all of this on virtual AUTO PILOT.

The right CRM will...

1. Automatically send out pre-configured emails at the proper time.
2. May generate “Robo calls” to your prospects (Pre-recorded calls. There is an elegant and effective way to do this that won’t annoy or offend prospects, customers, clients or patients.)
3. Let you know when letters or postcards or other “analog world” correspondence is to be sent. (Still must be executed by a real person, but that real person doesn’t necessarily have to be you.)
4. Let you know when live, personal phone calls are to be made by you or a member of your staff, AND will tell you what the purpose of the call is, and what should be said on the phone.
5. May generate text or mobile messaging automatically for you with predetermined content at appropriate, programmed intervals.
6. May automatically send faxes for you (yes, people do still use these occasionally) with a predetermined message.



Having extolled the virtues of a good CRM, don’t make the mistake of thinking the program will actually do all of the work for you. No, you are going to have to think through and create all this stuff in the beginning. The job of the CRM is to execute your plan, carefully guiding prospects through your funnel, until they pop out the other end as customers and clients. You’ve got the hard part. You’ve got to THINK!

## BEWARE THE POS DECEPTION...

Point Of Sale software programs often offer pieces of the CRM puzzle, but we've never seen a single one that effectively performs all the automation functions discussed here. Not to blame the POS systems. They don't misrepresent themselves, but sometimes their users misinterpret what they can really do.

## HOW IT WORKS...

A prospect surrenders contact info digitally to receive a free report. Your CRM AUTOMATICALLY sends the report and a series of follow-up email messages go out, also on auto-pilot. You don't have to think about it or even watch to make sure it happened, although you will get reports.

At some point a "snail mail" piece is called for. You assistant receives notification from the CRM that the letter is to be printed and mailed. She does so with the CRM printing out the personalized letter, complete with YOUR signature.

Next, more emails, followed by a notice to you that it's time to call the prospect personally. You do so and tell the CRM the job is done, which triggers the next set of actions.

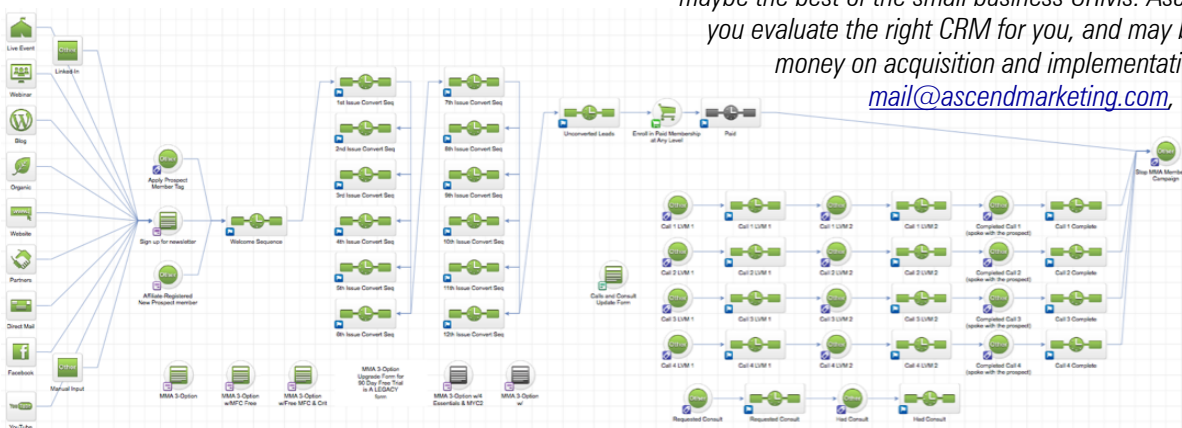
Ultimately, the customer buys. The CRM notes the purchase, sends the appropriate thank you email, instructs your fulfillment department to ship the product, notifies your assistant to send a personalized, snail mail additional thank you over your signature, and pings the customer service department to make the appropriate post-purchase customer satisfaction call.

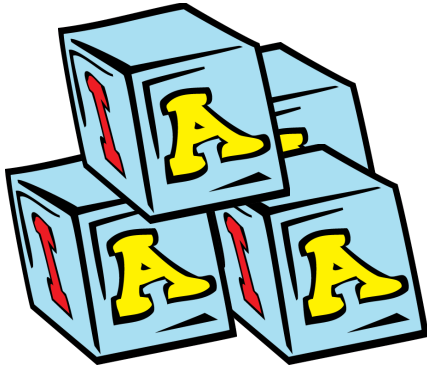
Later, the system triggers a sequence to get the – now customer – to make a repeat purchase. All with minimal involvement on YOUR part. THAT'S Integrated Marketing.



*When your CRM integrates its list handling functions with the ability to create and manage marketing campaigns & execute orders, you have a money-machine that can make your life a lot easier & more prosperous.*

*Below a 70+ step conversion funnel. Too elaborate? Perhaps. But it shows what a good CRM can do. This CAMPAIGN is created in Infusionsoft, maybe the best of the small business CRMs. Ascend Marketing can help you evaluate the right CRM for you, and may be able to help you save money on acquisition and implementation. Email contact info to [mail@ascendmarketing.com](mailto:mail@ascendmarketing.com), Subject line: CRM HELP.*





**Principle #11:**  
**SHOOT FOR MORE OFTEN,  
MORE MONEY, MORE  
CUSTOMERS**

**The Fastest, Easiest, Most Cost-effective Ways to Riches...**

The correct marketing goals of every business should be to...

**Get More Customers Who Will Pay You More Money, More Often™  
the fastest, easiest, most cost-effective ways possible**

But far too many businesses put far too much emphasis on the MORE CUSTOMERS building blocks and far too little emphasis on MORE MONEY, MORE OFTEN building blocks of their businesses.

This is exactly backwards, precisely because more money and more often are the fastest, easiest and most cost-effective ways to build both revenue and profits.

When a customer walks through your door, you have already paid for the advertising to get her there. But that's not all. You've paid for your inventory, your fixtures, your computers, your systems, your people, their training, the rent, the power, the taxes and everything else that goes into having your business.

Doesn't it make complete and total sense to maximize the transaction you have with that customer while she's there? (And there can be a store, an office or an online presence.)

Of course it does.

You've heard this a bazillion times. You need a systematic approach to up-selling and add-on selling. So why don't you have the system?

Such a system will cost you next to NOTHING and can instantly increase profits up to 30%; perhaps more.

**!!! WARNING !!! FAILURE TO DO THIS IS TANTAMOUNT TO BUSINESS MALPRACTICE !!!**

UP-SELLING is the process of getting a client – in their own best interest, of course – to buy a bigger, better product or service or package than they originally came in to buy.

*Discover your options for becoming a member of The BizKaboom™ Alliance. Go to...  
(web address)*

ADD-ON SELLING is the process of getting a client – in their own best interest, and after they have made their original selection, to buy additional things. (Those additional things may or may not be complimentary to their original purchase.)

Failure to up and add-on sell is also a *disservice* to your customers.

Why? Because most of them don't know exactly what they want or exactly what you have, that IS in their best interest. When you fail to educate them as to what you have and fail to invite them to secure it, you haven't served them at the highest possible levels.

Believe me. Your customers are adults. They know how to say NO. If you offer something that is truly beyond them or not right for them, they'll say no. But **DO NOT ROB THEM OF THE RIGHT TO CHOOSE.**

A good Up/Add-on selling system consists of 6 parts...

1. Predetermined offers
2. Scripts
3. Support Materials
4. Training for your staff
5. Rewards and Consequences for your staff
6. Tracking to make sure it's working and how well it's working

You can put the rudiments to work in your business within minutes of finishing this report. Then you can add the refinements over time.

Increases in transaction size of 10% to 100% or more are ROUTINE when such a system is deployed. Why on earth would you delay installing one for even another day?

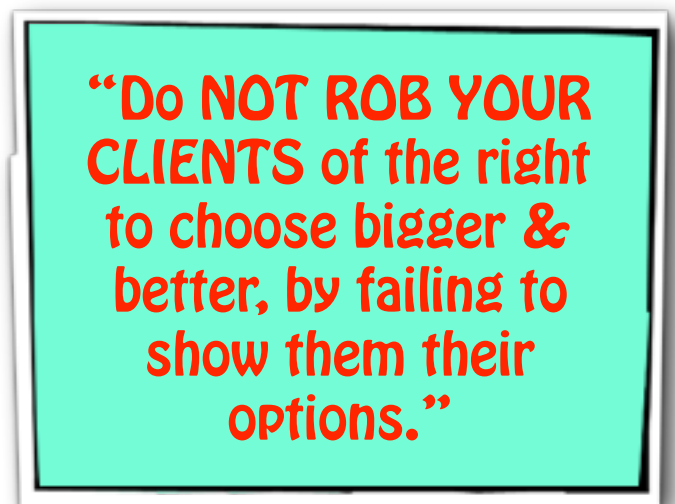
Just remember... test, track, analyze & adjust. Yes, that applies to up and add-on selling too!

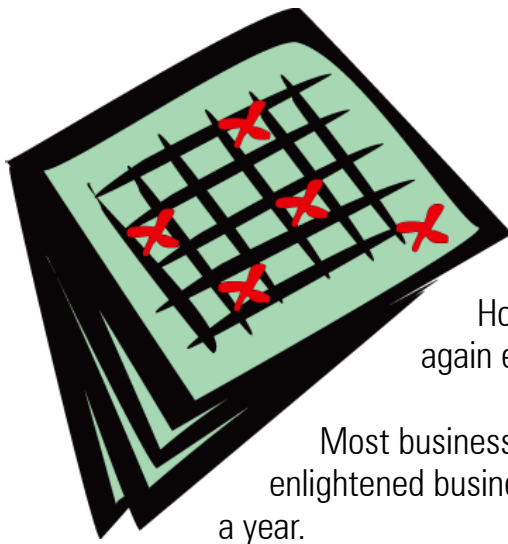
### **THE CASE FOR ASKING EXISTING CLIENTS TO BUY AGAIN, AND AGAIN, AND AGAIN...**

*The case is simple... If you fail to continue to SELL to your clients, they'll fail to continue to BE your clients.*

There should be no need to say more... but I will.

This goes back to the case for making offers. People will rarely act entirely on their own. If you want them





to buy from you more often, you're going to have to ASK them to buy from you more often.

How many times do you reach out to your customers and ask them to buy again each year?

Most businesses don't do it at all. Some will do so once or twice a year. More enlightened business owners may solicit additional business from their clients 4 to 6 times a year.

Would it surprise you to discover that top catalog marketers send a catalog as many as 15 times a year?

But doesn't that annoy customers? Apparently not. Although a small percentage do get annoyed and may even request removal from the cataloger's list, far more people buy, making all 15 mailings profitable.

Of course catalogers are consummate DIRECT RESPONSE marketers, so they're continually tracking. And what they have found is that 15 mailings is more profitable than either 14 or 16, or any other number.

This isn't to suggest that you solicit YOUR customers 15 or more times a year. But it isn't to suggest that you don't either.

To be sure, odds are you're nowhere close to asking as often as you should.

Obviously, if you're a dentist you can't ask your clients to come get their teeth checked every month. A doctor can't exactly put appendectomies on sale, and lawyers can't offer to sue somebody every month.

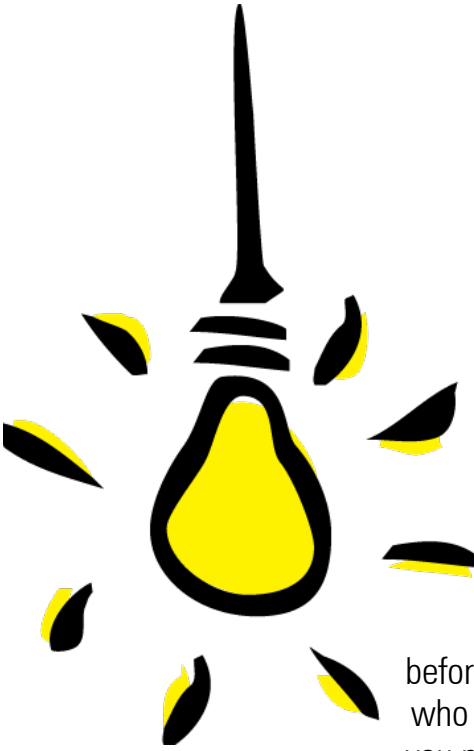
But there are many things they COULD offer with a little thought and imagination. And almost any other kind of business can help their clients, customers and patients get happily involved with their additional products or services far more often than they now do.

For many businesses, you can easily invite your clients to buy again a minimum of 12 times a year. Some can ask them to buy once or twice a week.



**As a rule of thumb for you, look at the 12X per year as a guideline.**

Certainly not all clients will buy every time you ask them to. But you will be PROGRAMMING them as to how you expect them to do business with you. And over time, you'll notice substantial increases in the LIFETIME PROFIT VALUE of your customer.



## ARE YOU THINKING DIFFERENTLY YET...

If you've read this far and are still thinking about your business in exactly the same way before you began reading this report, well... there may be no hope for you and anything else said here may be a waste of your time.

BUT...

If you are now seeing your business and your role in it differently than you did before – if you are beginning to see yourself as a DIRECT RESPONSE MARKETER who will relentlessly pursue ever-better, more effective and profitable marketing, you may be ready for a quantum leap forward in the prosperity of your enterprise and your personal wealth.

### “What do I do now?”

You're already on your way. By receiving this report and actually reading it, you have taken what may be your first steps toward a greater world. Or you may be re-setting yourself on the path to prosperity, having reminded yourself of key principles that you know, but may have allowed to slip to the back burner a bit, in the midst of the millennial shift to digital marketing.

Either way, you're off to a good start.

Your participation and affiliation with **BizKaboom™** can be a sensational resource for you. Continue to take advantage of our FREE content, through the videos, blog posts, online presence and more.

**But because you've found us and have taken the time to complete this report, we'd like to offer you – with our compliments – our unique marketing diagnostic tool, called the Marketing Fitness Check-up.**

This is normally a **\$397.00 value**, but we'd like you to have it for **FREE** just because you've read this report.

The process is simple. Go [CLICK HERE](#) and fill out the brief survey. It will take you but a few minutes. Once you submit your MFC form, we'll contact you to set up your **FREE CONSULTATION**, at which we promise to supply you with a minimum of 3, instantly actionable recommendations you can put to work in your business right away, to have an immediate, positive impact on sales, revenue and profits.

And if you want and need immediate help, right NOW, call **800.584.7585 x3** and say **“HELP NOW!”**