

H M A

HIDDEN MARKETING ASSETS

University

Special Marketing Seminar

How To Uncover Ten Thousand
To a Million Dollars Or More
In New Found Sales From Your
Business In The Next 60-90 Days
Without Having To Spend
More Money On Advertising

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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HI THIS IS YOUR NAME! IN THE FOLLOWING FEW MINUTES YOU'LL LISTEN TO AN INNER CIRCLE CONSULTING SESSION THAT CAN MEAN THE DIFFERENCE BETWEEN SUCCESS AND FAILURE FOR YOUR BUSINESS. I'M HONOURED TO GIVE YOU THIS CHANCE TO LISTEN TO A RARE SESSION, FEATURING ONE OF THE WORLD'S ABSOLUTE MOST CLEVER AND GENIUS MARKETING CONSULTANTS. HE HAS A PHENOMENAL ABILITY TO TURN STRUGGLING SMALL BUSINESSES WITH RED NUMBERS INTO EXTREMELY PROFITABLE BUSINESS VENTURES. IN A FEW MINUTES YOU'LL DISCOVER HOW HE HAS HELPED BUSINESSES TO BOOST THEIR PROFIT MARGIN AS MUCH AS 2000% WITHOUT SPENDING MORE MONEY ON ADVERTISING. I WISH YOU HEARTY WELCOME TO THIS LIFE CHANGING PRESENTATION. BEFORE YOU START READ A FEW COMMENT FROM OTHERS WHO HAVE EXPERIENCED THIS PRESENTATION.

Comments

Wow! Michael I have to tell you the quality and depth of this presentation knocked me out. I've been in business for nineteen years, I've been consulting with a few close friends in their businesses for a while, and I've bought/studied almost all the books, tapes and courses there are. In short, it takes something special to impress me - but Richard pulled it off - and then some. While there are a lot of segments, they are in easy to follow bit size chunks, and the fact that this is a one on one, with a real business owner and questions and answers, helps us understand how marketing system can work in any business. Lots of people say they have a system, but when it comes to it, it's little more than a bunch of re-hashed ideas cobbled together in an ill-conceived manner. Richard's system is dynamite, easy to understand, easy to explain to business owners, and the three methods of growing a business 'calculator' will whip prospects into a frenzy of excitement. Use this information and you'll have more business than you'll know what to do with.- Dino Biagioni

Michael, you and Richard have served up 30 bite sized portions of the most remarkable business education that I have ever had the pleasure of viewing! If I had know about the quality of the material I would have gladly paid handsomely for the privilege. The remarkable thing is you are giving this away for free!!!. So that's fantastic. The presentation opened up my mind to a great number of new opportunities for my business, especially the section on the 3 key secrets to

exploding business profits and obtaining exponential business growth, and for that matter the 15 paths to optimization were unbelievable. Coupling that with your promise to find \$10k- \$1m of hidden assets within any business (which I think I have already found) and leveraging what I am already doing, it was both extremely welcome and rewarding. As for the 8 pillar principles, well I am sure there is not one single business owner who could not improve their business buy understanding this simple but incredibly powerful concept. Your presentation shows your knowledge, information and insights are not only first class, but completely relevant to me and my business and I am sure every other business out there. You presented in a logical and orderly sequence that was jargon-free, and on a level where it was free from condescension. The presentation was energetic, entertaining and had the type of content that only someone with a great deal of knowledge and passion about the subject could provide. All in all a "tour de force" of business and marketing insight. Well done.- Neil Phillips United Kingdom

WOW, this presentation really opens my eyes to all the money that is being left on the table. I never realized that so many things could be utilized and made into productive assets that are right there in front of my face. This presentation tells it like it is and does so in a warm, down to earth and natural way presented by someone that definitely has his finger on the pulse of what a business faces in the day-to-day world. On this one Richard sounds as if he were talking to his brother in law and trying to help him with his business, speaking from a point of view of someone that truly knows what it is going to take to make him successful. Since it is taken from an actual presentation he is doing with a prospective client, his sincerity shines through and the listener gets a warm feeling of hope that maybe there is a chance that his business will be taken to the next level so that he can enjoy what he went into business in the first place for, FREEDOM. It leaves you wanting more, more and still even more of this information. You can tell that there is something there that you have been missing and you know Richard has the keys. Since it covers all the obvious and not so obvious points that every business person has touched on yet shied away from, it gives them a feeling that this is truly different and will be the 'Magic Bullet' he has been looking for. It's so SIMPLE yet if it is not focused on it may be missed and if this fellow Richard or one of his associates is not there to guide them to implementation, something may not get the attention it needs and fall short of what they know their business can be. Michael I could go on and on about this presentation, I just love this stuff that much. Thank You. Mark Martin

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1. MARKETING STRATEGY WORKSHOP

Richard: Well, Michael it's great to meet with you and talk about the marketing and selling system that you had interest in, and we'll go through a presentation that will give you a great overview of the system, and we'll give you everything that you need to know whether or not it's something you want to move forward on. The marketing and selling system, how you can uncover \$10,000 to a million dollars or more in new found sales from your business in the next 60-90 days.

2. SMALL BUSINESS ADMINISTRATION STUDY

A Small Business Administration study found out that 60 percent of all new business fail within the first six years of operation. Dun and Bradstreet estimates that 82 percent go under by their tenth anniversary,

3. TWO REASONS WHY BUSINESS FAIL

and then they went on to find out why and there were two reasons why one was a failure to understand the market for the business's product or service. One of the biggest problems with small business owner is that they have a great idea about going into business, but they don't have a clue about the amount of work it will take to get their product or service to their clients. And, Michael, I think that's somewhat the situation that you found yourself in. Is that right?

Michael: Yeah, that is correct. I did.

Richard: You've got a skill in the manufacturing, and you were excited to develop this product that you have and bring it to market, but really didn't have an idea of how much work it would take to get it to your clients. Is that right?

Michael: That's correct. I didn't know how to get the information on what I offered to them.

Richard: And, most business owners are like that. They've created a great business because they had a good idea, and they wanted to get into business for themselves and you've had your business now about five years, and so you've done well because you've had a good product and you've had good service and you now have a good group of customers

and you have good relationships with other kinds of businesses. So, we just need to solve this marketing problem for you. Is that right?

Michael: That's correct.

Richard: The other reason that businesses fail is inadequate capitalization. Well, today, I'm not going to propose to you that you go to the bank and borrow a lot of money so that you can capitalize your business. That may be a need that you can determine with your CPA, but what I want to do is find out if we can capitalize your business through more sales. Wouldn't you rather do that?

Michael: I would.

Richard: And, that's what all businesses would rather do is rather than borrow and get into more debt, they'd like to build their business through more sales, and that's what this system will teach you about.

4. How should your marketing and selling be different today?

How should your marketing and selling be different today? In the 21st century, it's important that we talk about asset marketing. Traditional marketing is media. It's copywriting. It's direct mail. It's now Internet is part of that traditional marketing tools. Today, we want to talk with you about asset marketing to help you discover hidden assets within your business that you already have, show you how we can optimize those assets and leverage them, and increase more sales. We're going to talk about a multi-pillar marketing system. We're going to talk about systemization of your marketing process because Michael you already have a system down to make your packaging for CDs, don't you?

Michael: Yes, I do.

Richard: It's already set. You've learned that back in manufacturing and you even had some manufacturing groups come out and meet with you on your shop floor processes and everything's down to a system as far as making your packaging, right?

Michael: Right, I've got the manufacturing down.

Richard: So, what we want to do is do the same thing to your marketing process. We're going to talk about three ways to give you exponential growth. We're not talking about growth of maybe five, six, seven or eight, ten

percent, but growth of 25, 50, 100 maybe 1,000 percent. Would that be exciting for you?

Michael:Very much, thank you.

Richard:And, your marketing system needs to be performance based. You need to be able to know if it's working and be able to monitor it. You need to be able to track it. You need to be able to measure it, and

5. YOUR MARKETING & SALES MINDSET:

OPTIMIZING & LEVERAGINE HIDDEN MARKETING ASSETS

so that your marketing and sales mindset is what we have to help you get into first and that is we want you optimizing and leveraging hidden marketing assets. And, those assets are already sitting within your business. Let's take a look at a few of them, Mike, and make sure that you see them as potential opportunities for more revenue. Do you have past customers?

Michael:I do.

Richard:How many do you think you have on your customer base?

Michael:I've got about 2,000.

Richard:Two thousand, and of those how many would be past customers? Ones that maybe haven't purchased from you in the last year or so.

Michael:Half of that.

Richard:Is that right? Well, one way that we're going to be able to optimize and leverage that asset for you is work on some marketing systems that will reactivate those customers. Is there any reason why you know that they're not with you anymore?

Michael:I just haven't had time to get back with them.

Richard:Is that right? Well, that's we want to do. That's an asset. That's an asset that's sitting in your business right now. We worked with a medical company that was in the diet business, and this doctor had 500 clients that had been through his diet program. And, in working with him, I asked him the same question. I said, "So, how many clients have you

worked with in the past that you haven't heard from on your diet program?" Because his program required that they purchased product from him for their diet. And, he said, "Well, I've got about 500 past customers or clients that have been through in the past." So, we did some marketing to that group of customers and increased revenue for his practice 25 percent just in 30 days. So, that'd be exciting to get some more money from those past customers wouldn't it?

Michael: Yes, it would.

Richard: Owner expertise – Mike, I know that you've been in your practice now five years, and you've developed some expertise that impacted you for your customers and there may be some things that we could talk about that takes that expertise and talks about it in a different way, and that's a big asset in your business. Your staff might have some expertise. Most business owners look at their staff as expenses. You have about ten employees. Is that right?

Michael: Correct.

Richard: And, that's probably your number one item on the balance sheet or income statement, isn't it?

Michael: Yes, it is.

Richard: You enjoy paying for all of them, don't you?

Michael: Sometimes I do.

Richard: And, that's the way most business owners feel is that they've got this large employee expense and we want to look at it and help you look at it today as a marketing opportunity, as a way to use the expertise that you might have within your staff to generate you more sales. You have about how many salespeople of the ten are there?

Michael: I have four salespeople out in the field.

Richard: Four salespeople and they're out making calls everyday?

Michael: Correct.

Richard: Okay, they're part of that staff, and we'll want to work with them as well. Underpromoted USP, or Unique Selling Proposition – most businesses like yours that have a five year to ten year track record have something unique that they've developed over the years, but it is just not getting out there. It's not getting communicated to prospects, to customers and to

past customers. Have you sensed that? From time to time, Michael, have you sensed that you've got something really good, but you just don't know why it's not making you more money?

Michael: Yeah, I don't know how to put it into words.

Richard: And, that's what we call optimization and leverage is to take that uniqueness and put it into the right packaging and the right articulation and words that we need - a unique product or service or delivery. Some companies are sitting on unique products or unique ways of delivering those products, but they just haven't used those uniquenesses in their marketing. Now, let me ask you Michael, do you know about what your closing rate is for your salespeople?

Michael: I have no idea.

Richard: So, they're out making contacts, but you're not really sure how many they're bringing in as customers compared to how many they're contacting?

Michael: No, I've never figured it out.

Richard: Okay, that's going to be a big marketing asset that we want to take and we want to leverage, we want to optimize because if it's ten percent now and we can raise that to 15 percent, that would make a big difference. Wouldn't it?

Michael: Yes, it would.

Richard: So, a subpar sales performance is a big marketing asset in your business. Relationships with other businesses – in your manufacturing relationships, and I know you're a part of a couple of manufacturing associations, you have relationships with other business that might compliment your packaging, right?

Michael: Yes.

Richard: Well, they have customers as well, and it may be that we can team the two of you up or the three of you up and optimize and leverage the relationships you have with them and their customers. Location is a big asset, and sometimes that's really optimized and sometimes it isn't. Reputation – how customers feel, how they endorse you. You already get referrals, don't you?

Michael: Sometimes we do get referrals.

Richard:Do those usually come from the same customers or do you get them from a lot of different customers?

Michael:Well, we're really not sure where they come from. The girls just take the information.

Richard:Okay, well, that's a big marketing assets that's sitting in your business right now because we can usually then take those sources of referrals and the reputation that you build up with those customers and optimize them into finding and getting new customers.

Michael:Okay.

6. YOUR MARKETING & SALES MINDSET:

OPTIMIZING & LEVERAGINE HIDDEN MARKETING ASSETS

Richard:Your current sales and marketing process – why don't you take me through that for just a minute and tell me what is your current sales and marketing process.

Michael:Well, what happens is a call comes in for CD packaging, the girls take the information, and they write it down. Then, I usually call the person back and if we need to make a meeting I'll go out and meet with the prospect. Based on that meeting, he'll either order or he won't. It's just been pretty much working like that over the last five years.

Richard:Do you usually handle those or do you give them to your four sales people?

Michael:Well, I'll handle all the ones in town, and then the calls that come out from the different areas that I don't cover, I'll just leave a message on my sales rep's voice mail to call this guy.

Richard:And, how are those calls coming in generated? Just the phone book?

Michael:Yeah, they're coming in from our Yellow Page advertising.

Richard:Okay, and are you doing any other kind of advertising?

Michael:No, not right now, just the Yellow Pages. One time we did some radio, but we don't know if it worked or not.

Richard:Well, that's how you're making money now. That is your current sales and marketing process, and as you look through and describe that, there are ways that we can optimize that. There are ways we could leverage each step of that process to get more out of it so that you're not spending more money. Wouldn't that be nice?

Michael:That would be very nice.

Richard:That's one of the big advantages of this unique marketing and selling system is that we can usually generate more money for you from these assets so that you're not having to spend more money on bigger Yellow Pages. I'm sure they come down and try to get you to do that. Don't they?

Michael:Yeah, we spend about \$2,000 a month just on the Yellow Pages.

Richard:Yeah, that's a big ad, but it's important for you. Would you say you've made money with it?

Michael:Yeah, I mean it's really the one thing that we rely on for our business.

Richard:Sure, that's been a good one. Number eleven is current customers and clients – you have 2,000 of them. That means that you've indicated about half of them are past and so that leaves about 1,000 that are current. Would that be right?

Michael:That's correct, within the last six months I would say current.

Richard:Okay, how often do they buy from you?

Michael:They're buying from us as long as our projects continuing, I would say most of those thousand only buy one time, and we never hear from them again. Then, you've got maybe about 30 percent that are buying maybe twice a year.

Richard: Well, that's a great marketing asset. If we could get some of those customers buying twice from you instead of once, that would double your business, wouldn't it?

Michael: That would be, and if I just had the time to call them, maybe we could do that.

Richard: Okay, that's what we want to optimize. That's what we want to leverage is that big marketing asset that's sitting in your business. Perspective customers – I'm guessing that from your Yellow Page ads and your sales people out in the field, you've got a group of prospects that haven't bought now but could later. Is that right?

Michael: Yes, definitely.

Richard: So, we call those perspective customers, and what we want to do there is take a look at that and find out ways that we can improve and increase the conversion rate of those perspective customers to your current customers, and that's a big marketing asset. How do you track those now? Do you keep those in some kind of database tracking at all?

Michael: We don't. We just write them down on the message pad, and I just leave them on my sales rep's voice mail. So, if someone becomes a client after I meet with them, we'll enter them into a database, but the perspective ones we don't track.

Richard: Okay, number thirteen, upselling and packaging opportunities – you're familiar with upselling and all these fast food places were the ones that really brought that to light in bumping you up to fries and shake and drinks and putting them into the combo packages. Do you have opportunities to upsell? Do you have opportunities to combine products with other products at all?

Michael: Sure, yeah, we do. It's just a matter of getting the time to actually do it.

Richard: What we find is that a lot of that is a matter of packaging and just taking time and looking at ways that customers might be from you in new ways and new packages, and that results in increasing. Do you have a feel for what your average sale might be right now?

Michael: The average sale with a client, I would say, is around \$500 to \$700.

Richard: Okay, you have about 300 of your 1,000 customers that might be buying on a fairly consistent basis.

Michael: That's correct.

Richard: So, they're buying \$500 to \$700 and we could increase that to \$600 to \$800. That would be significant money for you, wouldn't it?

Michael: Yes, that would.

Richard: So, that's a big asset and we want to take a look at that, and make sure your average client value is exactly what we talked about. If we could increase that a few dollars, that would be significant revenue for you. Community relationships – we want to take a look at those and what you're doing in the community and how we might – have you gone to shows or have you conducted any kind of demonstration of your packaging?

Michael: Yeah, we do the local manufacturing show when it comes here to town.

Richard: Great.

Michael: And, that's once a year.

Richard: And, does that generate some traffic?

Michael: Yeah, it generates some trade traffic, and we'll get a couple clients from that.

Richard: Okay. Well, we'll look at some ways that we can build on that.

Michael: Okay.

Richard: Those are your 15 marketing assets, and as we went through those, Michael, and I'm sure there's others. We just haven't covered them all, but can you see some ways that we can maybe make some more money there?

Michael: Yeah, I see multiple ways.

Richard: That's what this multi-pillar marketing system is all about because we want to be working all of those ways, not just one or two of them.

7. OPTIMIZING AND LEVERAGING

So, optimizing and leveraging is what this system is all about. Getting the maximum return for the least amount of expense for the longest

duration of time on everything you're currently doing now, have done in the past, and will do in the future.

8. Many companies won't survive the challenges of marketing because they're only using one or two pillars

Many companies won't survive the challenges of marketing because they're only using one or two pillars. Now, we identified those two pillars exactly for you today. What are those two?

Michael: Yellow Pages advertising and the trade show I do once a year.

Richard: Yeah, and then it's your sales staff.

Michael: And, my sales staff.

Richard: Those are three pillars that you're using that you rely on, and that's generating your 1.5 million a year. Is that right?

Michael: That's right.

Richard: So, you've got your Yellow Page ads. You've got your sales staff. What happens if your top four sales people leave.

Michael: That pillars going to be a little shorter than the other one.

Richard: Would that hurt your sales?

Michael: Yes it would.

Richard: Let me ask you this, if you're out of the office for two or three weeks, does that hurt your sales?

Michael: It does.

Richard: And, you've had months where your Yellow Page advertising didn't produce anything?

Michael: Absolutely, right around Christmas and in the winter months, it's pretty slow.

Richard: Yeah, you're still paying the same money.

Michael: Yes.

Richard: So, the risk to you is that if at anytime one or two or a couple of those pillars falls short, your revenue drops, doesn't it?

Michael: Yes it does.

Richard: And, that hurts. If we could find some ways that would even all of that – the ups and downs – out, that would be good, wouldn't it?

Michael: Yes.

9. THE “EMYTH”

Richard: It's one of the things we want this multi-pillar marketing system, see? So, most companies – in order for any business to work, it must become a system so that the business works exactly the same way everytime down to the very last detail. You've heard about what's called the Emyth?

Michael: I have.

Richard: Well, it's a best seller. Can you tell me Michael what the Emyth is?

Michael: The Emyth is the entrepreneurial myth that people believe that they are entrepreneurs, but they are actually technicians working in their business.

Richard: And, would you say you're a technician or are you an entrepreneur?

Michael: I would think of myself as an entrepreneur, but after talking, I'm probably just another technician in my business.

Richard: Well, that's the way most business owners are is that they are really good at what they do, but let me ask you it this way – if you were to leave for a month, what would happen to the business?

Michael: It would fall apart.

Richard: It would go away, and that's what Gerber is emphasizing here is that you ought to build your business so that it can keep going without you, and that's what we want to help you do in developing this marketing system is so that it can keep going whether you're there or not.

10. THREE WAYS TO EXPONENTIAL GROWTH

There's three ways for exponential growth. This is another unique benefit of implementing this marketing and selling system into your business is let's take the example you're advertising on the Yellow Pages. Its goal is to generate new prospects, right?

Michael:Correct.

Richard:And, that is one way to grow the business is more prospects. The unique approach of this marketing system is that it works with two other ways to grow your business. Second is that it increases the conversion rate of prospects to customers and third it increases the value of each customer by increasing the average transaction value, and increasing the number of transactions. So, number two and number three are going to be implemented into your business as part of your marketing, rather than just number one. So, can you see if we can do two and three the chances for getting significant growth or increase, aren't they?

Michael:Yes, they are.

11. THREE WAYS TO EXPONENTIAL GROWTH

Richard:Let's take a look a little bit about what that might mean for example. Now, you've told me that you would be interested in a growth of 20-25 percent or more, is that right?

Michael:Right, let's say 20 percent.

Richard:Okay, so, that means that of 1.5 million, you'd like to grow that by about \$300,000, and take you to about 1.8 million. Can you handle 1.8 million without increasing your overhead?

Michael:Yes, I can.

Richard:You've got the capacity.

Michael:I do.

Richard:It's not a problem, okay. Let's just take an example, and what we want to do eventually with you, Michael, is identify these numbers as they relate specifically to your business, but here's just an example. Let's say you have 200 prospects now, and 20 percent of them are closing. So,

you've got 40 customers. The average customer's worth \$1,000. That's \$40,000 in gross sales.

Michael: Okay.

12. THREE WAYS TO EXPONENTIAL GROWTH

Richard: Let's say we grew number one. Let's say your Yellow Page ad did very well for a year, and it gave you 240 prospects. At 20 percent, you'd have 48 customers. At \$1,000, you'd have \$48,000. So, you grew 20 percent. Right?

Michael: Okay, yes.

13. THREE WAYS TO EXPONENTIAL GROWTH

Richard: Let's take a look at conversion rates. Let's say your Yellow Page ads didn't work for a while, but we were able to help your salespeople do better, and so they closed 24 percent instead of 20. You've still got 48 customers at \$1,000. You've got your gross of \$48,000, right?

Michael: Okay, yes.

14. THREE WAYS TO EXPONENTIAL GROWTH

Richard: Let's also then say that your salespeople didn't do any better, your Yellow Page didn't do any better, but we did some upselling or we did some marketing to increase the average customer value of \$1,000 to \$1,200. So, if we did that and kept the 40 customers, you've got \$48,000 or you've got your 20 percent growth. Right?

Michael: Okay, yes.

Richard: So, any one of those three ways, we can grow 20 percent, and that's the way most businesses grow is by one of those three, or none of them or they might usually rely on number one especially to get their growth.

15. THREE WAYS TO EXPONENTIAL GROWTH

But, if we go in and we increase 20 percent in all three areas – so, we get 240 prospects, we have 24 percent closing, giving 57.6 customers, and we increase our value to \$1,200 that's \$69,000 instead of \$48,000 gross, 72.8 percent actual growth. Isn't that amazing?

Michael: That is amazing.

Richard: That's the power of this marketing. There is no other marketing system like this. This is what sets this apart from anything else out there because it is the only system that works on all three ways to grow. That's why our clients have seen 25, 50, 100, 150, 200, 250 up to a 1,000 percent growth because we work on all three ways. So, it makes sense, doesn't it, to focus on all three?

Michael: Yes, because the growth is geometric.

Richard: That's right. That's right. The compound effect on each number is exactly geometric, and that's the exciting things that our clients have seen happen. The other thing that you looked at is if you take a close look at those numbers, and let's say all we did was increase conversion rate by 20 percent, that's 20 percent growth in profit not just revenue because you haven't gone and increased any expense, right?

Michael: That's correct.

Richard: Same with average value of your customer. If we increase that to \$1,200 and didn't spend any more money to find new customers, that's a profit increase, isn't it?

Michael: Yes.

Richard: So, that's what makes this system unique. Any other marketing system focuses just on making you more money on the front-end, on the top line the number of prospects, but in order to do that you have to keep spending more money, right?

Michael: Right, that's right.

Richard: You've got to go to more trade shows. You've got to have a bigger Yellow Page ad or you've got to do something else on top of what you're doing. So, it's not quite as profitable, is it?

Michael: No, using these other ways are just about pure profit.

Richard: That's right. That's right. So, what you're getting is tremendous improvement and growth, not only revenue, but profit, profit margins and all those other areas as well.

Michael: So, here's where you're showing me how to do without spending more on advertising?

Richard: That's right. I'm convinced that we could increase your business 25-100 percent or more finding you \$10,000 to a million dollars or more maybe as quick as the next 60-90 days based on everything you're currently doing now, and simply helping you do it better by implementing a marketing system. Now, would that be exciting?

Michael: Yes, it would. That would be nice.

16. PERFORMANCE BASED MARKETING

Richard: It's called performance based marketing. Performance is maximized only when all marketing assets are leveraged in a multi-pillar system growing your business in all three ways.

17. PERFORMANCE BASED MARKETING

There's no better investment in your business than marketing. Marketing and innovation make money. Everything else is a cost. I'd bet it's been hard for you from time to time to pay that Yellow Page bill, hasn't it?

Michael: Yes, I get sick everytime the bill comes.

Richard: And, the trade shows aren't cheap are they?

Michael: No, they're not. They're outrageous.

Richard: Probably what, \$10,000, \$15,000 just to go to one?

Michael: At least.

Richard: The thing that we will want to help you remember is that the Yellow Page ad even those it's been hard to pay, has made you money, hasn't it?

Michael: That's right. It's an investment.

Richard: That's right. It's an investment that \$2,000 a month that's getting you back your gross every month, and resulting in 1.5 million dollars in revenue. That's a pretty good return. So, marketing and innovation should make money. Everything else is a cost, and that's why we want you to be thinking of building and innovating and marketing more and more into your business.

Michael: Okay.

18. PERFORMANCE SUCCESS STORIES I

Richard: Some of the performance success stories – I've worked with retail stores that have paid as small as a \$2,000 investment into the system, and getting back \$250,000 sales increase, 5,000 percent return on the investment. Professional companies we've worked with have had the same kind of results in their returns. Service companies we've worked with and manufacturing companies we've worked with as well. Those are all different stories, and examples of tremendous returns on investment. The reason they're so large is because we've been able to create the increases from the hidden marketing assets that you already have in your business, and not asking you to necessarily spend more money on advertising. Does that make sense?

Michael: Yes, it makes sense.

19. MARKETING MULTI-PILLAR SYSTEM

Richard: We're going to implement a marketing multi-pillar system into your business. It's going to have a Unique Selling Proposition or an Extra Value Proposition. It's going to create some exponential marketing working on all three ways to grow your marketing to grow the business. We're going to implement a pillar of relationship marketing where we optimize your customer database. We're going to help you form strategic marketing alliances. We're going to take your advertising and do some customizing with it, and maybe even look at the web as a way to

optimize your media. Community relationships marketing – we’re going to build on that, and we’re going to do some one-on-one direct marketing. That means then you’ve got seven marketing pillars instead of three, and then of course, you’ll keep the word of mouth referral marketing that you’ve enjoyed. We’ll probably find some ways that we can increase that, and so you have eight pillars working for you instead of three. It’s probably then likely that you’re going to be able to stay in business longer and grow.

Michael:Even with me out there.

Richard:That’d be great.

20. PILLAR # 1

So, let’s take a quick look at each of those pillars and make sure that you kind of get a good feel for what has to happen. The Unique Selling Proposition is the first pillar that we want to make sure gets implemented into your business. There’s a great book out there called, “Differentiate or Die” by Jack Trout, and that’s what businesses have to do today. We have to differentiate you and set you apart from your competition. There’s two questions that you need to answer to implement this marketing pillar into your business. One is why do people do business with you now? And if they are not doing business with you now, why should they? And, there’s three ways that we can find the Unique Selling Proposition or an Extra Value Proposition. One is that you might be the price leader. Do you think you are, Michael? Do you think that you are the low price leader in the business?

Michael:No, not necessarily.

Richard:Do you want to be?

Michael:No, I don’t.

Richard:Then, what we have to do is look at number two, find a way to differentiate you from your competition. Do you have a pretty good feel of how many competitors you have that are taking market share from you?

Michael:Oh, yes I do. I know exactly.

Richard: You've got their names.

Michael: Yes.

Richard: And, how many do you think there are?

Michael: In my geographical area, there's three that are my big competitors.

Richard: You kind of run up against them on every bid.

Michael: Yes.

Richard: The third area we might be able to differentiate you is in targeted niche that you go after, and within that targeted niche, we might be able to establish you as a price leader or we might be able to differentiate. So, the first thing you have to do in step number one is answer those questions. Michael, let me ask you, do you have a feel for why people do business with you?

Michael: Well, they do it because there's a particularly packaging that we use on our CD that a lot of people are slow in getting. So, we're able to deliver that faster for the customer.

Richard: Okay, do you think if we asked your customers why they do business with you, they would tell us the same thing?

Michael: I'm not really sure.

Richard: Okay, that's one thing that we want to do is make sure that we know what the customers wanting, and then are you convinced that your three competitors do not package that same way?

Michael: From what I've heard from the customers that call, they say that they can't get it from them.

Richard: Okay, so that might be a Unique Selling Proposition, and one that we'd want to confirm, and the way to do that is to check with customers, check with competition, and make sure that we're differentiating or targeting the unique ways.

21. PILLAR # 2

Pillar number two is we want to optimize current marketing for exponential sales. We want to then take the Unique Selling Proposition that we got in step number one, and integrate it into all of your current marketing efforts. So, you went and described for me your sales processes as they are right now. One company that we worked with, they were doing about \$60 million a year, and I asked the owner the very same question that I just asked you and that was, "What makes them unique?" He told me what he thought was unique, and then we went to their salespeople – he had five of them – and asked them what they thought was unique, and got five different answers. And, we may find out with your four salespeople. We may not. They may be selling the same thing you are. Have you ever gone out with them on sales presentations?

Michael: No, I haven't.

Richard: So, you're not really clear on what it is that they might be selling?

Michael: No, I don't know.

Richard: And, what they're saying to the customers, and as long as you can fill the orders.

Michael: That's right, they're pretty much on their own.

Richard: So, what we'd want to do in your situation, of course, is to make sure that you and the sales people are on the same page selling the same thing. When we do that, we begin to consistently work at increasing the conversion rate. So, I would identify Michael what's probably the most powerful part of this marketing system is the ability to increase conversion rates. So, for example, with you, if we could take your closing rate, spoke to you personally and your salespeople, and bumped that up five to ten percent – not 20, 30, 50. We're not looking for something unrealistic, but that would make sense that we could probably boost it five or ten percent.

Michael: Yes.

Richard: That'd be done through some sales training. It would be done through some follow-up systems, making sure that your salespeople are following up with the right prospects. Always work at increasing the average client value. So, one of the things that we want to do is get your Unique Selling Proposition working for you past customers and your present customers to try and upsell and sell more and sell more often to them, giving you a higher transaction value, and giving you an increase in the number of transactions. So, all of that is step number two.

22. PILLAR # 3

Pillar number three is we want to optimize your customer base, your customer relationship marketing. We want to set up a system for capturing and segmenting the different types of clients, and those are past. So, you've got a thousand of them that we want to separate from your 2,000 and talk to them and market to them in a different way because you'd like to recapture. If we could get a hundred of those thousand giving you business again, that would make some extra money for you. Wouldn't it?

Michael: Yeah, it would be great.

Richard: The present ones, we want to keep them. Do you find that you've lost any customers to those three competitors?

Michael: I do, definitely.

Richard: Is it usually because they low price them to get them away from you on price?

Michael: Price is a big factor, and sometimes we've just fallen short following up with them.

Richard: So, what we want to do is implement some marketing that retains them and works the back-end meaning after you get them as a customer, we want to go back to them and get them buying more often. Then, perspective – you've got a group of perspective customers. If we start to capture those and require the salespeople to keep them and capture them and follow-up and educate them and closing them, then we can grow your business. That's step number three is making sure then that we're working with all those types of customers.

23. PILLAR # 4

Pillar number four is marketing alliances. You want to look within your own client base. You've got a thousand current customers, 300 of them which are even more current, and let me ask you this, are some of those customers other manufacturing companies?

Michael: Yes, we've thought about doing stuff with them.

Richard:And, they likely have some customers that might need packaging, is that right?

Michael:They sure do.

Richard:So, right within your own client base, you probably have some alliances that we could form. If we could find a thousand customers that are potential packaging customers from your own client base, then you can see you don't have to spend money on another sale, did we?

Michael:That's right.

Richard:So, we found them without spending any more money on advertising. We want to get an endorsement from them if we can, and you're already getting some referrals so it would be pretty easy wouldn't it to get some endorsements from them?

Michael:Yes.

Richard:Complimentary businesses outside your client base – there might be businesses that compliment yours that don't compete with you directly, but have some products and services that go along with packaging and they might have customers that could use your packaging as well.

Michael:Yes, I can think of one in particular.

Richard:So, we could cross-sell other services. You've got your packaging. Are there any other services that you offer, or is it just the CD packaging?

Michael:Well, we've been getting a lot of people requesting the cases for the CDs as well. It's not something we usually do.

Richard:Good, and so you've got some customers that have had the cases and others that don't, right?

Michael:That's right.

Richard:Well, that would be a cross-selling opportunity where would we take the ones that don't and offer them an offer on your cases as well.

Michael:That's true.

Richard:And, there's some money for you there. We'll work their client base. One of the things we find exciting that clients begin to share their customer base one with another, and you've got 2,000 customers that maybe on

of these complimentary businesses might like to access. So, we'll trade customer bases from time to time. So, that way we're finding new customers without spending more money on advertising. Does that make sense?

Michael: That's a great idea.

Richard: See, we're just tapping into the assets.

Michael: Right.

Richard: That's what we're doing.

Michael: I never looked at my customer base as an asset.

Richard: Right, right. That's what we're doing.

24. PILLAR #5

Pillar number five is your advertising. We want to look at customer advertising, web and ecommerce as well. Do you do anything on the web right now?

Michael: We've got a website, but it's not doing anything really. It's there with our company name and our phone number and a couple pictures.

Richard: Okay, right now they're not able to place orders?

Michael: No, not yet.

Richard: Are you able to sell out of your geographic area?

Michael: I guess, yeah, I mean if someone calls in an order, we can ship anywhere in the world really.

Richard: Okay, so we might look at that as an opportunity. All media members work. You must learn to create synergy if you're going to maximize your marketing advertising investments. So, we want to just make sure that our advertising is working together, have your first four steps in place and working. This marketing system is very orderly. In other words, it's placed in an order that is logical in that you want to make sure that you've got a Unique Selling Proposition before you do any advertising, right?

Michael: That's right. It makes sense.

Richard: You want to make sure that you and your salespeople are using the Unique Selling Proposition to your fullest before you want to do anymore advertising, right?

Michael: Yes.

Richard: You want to make sure that your past customers are getting reactivated, that your current customers are being worked better, that your prospective customers are getting followed-up on before you spend more money on advertising, right?

Michael: Yes.

Richard: It's silly to develop more prospects if you're not taking care of the ones you currently have. So, that's why this step is where it's at is we might want to do more advertising, but we're not going to do until we've got all the other four steps in place that don't cost anymore money for advertising because then we might be able to generate the capital that you need to do more advertising. Does that make sense?

Michael: That does. That's perfect sense.

Richard: So, you want to have those first four steps in place and working. You want to have a specific objective to accomplish with the media. You want to use each member of the media for its strength. Let me ask you a little bit on your shows. When you go do a show, how many names of prospects do you usually get or do you capture those names?

Michael: We give away a free CD set, and we get the fishbowl out there that people can just drop their business cards in there if they want.

Richard: Good, good. Is there any follow-up to those?

Michael: We give them out to the salespeople, but I've really never determined if the people are following up on them.

Richard: All right. Well, one thing then that we want to do is take a look at that show and see if there's a way that we can follow up on those prospects better to make more money from your show. The three elements will determine your success. You must maximize all three. Who does the media reach? How often does it reach them? And, what's the message? And, so we're taking everything we learned from the first four steps, and getting them into this media step. Does that make sense?

Michael: Yes it does.

Richard: Because from alliances and prospects, step number four, it may be that we find some media that targets another group that you haven't thought of, and then we want to test against control measures in terms of profitability, and if it's profitable, we want to do some more. Have you ever really tracked your Yellow Pages or tested it for profitability?

Michael: I have not. I mean I know we make something on it because, but I've never put pencil to it.

Richard: Okay, that's one thing that we want and try to do. \

25. PILLAR #6

Pillar number six is community marketing, community relations marketing. Community Marketing is image marketing and results marketing. One thing that this system helps you to see, Michael, is that I meet a lot of business owners that say, "I just need to work on my branding. I need to work on my image. I need to get my name out there. I've got to do more and get my company profile out there." And, then they'll kind of do shows like you do in your community, and not do that, and so what we want to do is help you maybe get out in the community, your thousand customers, your 300 more active ones, they're all in a kind of geographic community. Is that right?

Michael: Yes.

Richard: And, there's shows going on all the time, aren't there?

Michael: There are.

Richard: It may be that we do some things that get you out in the community and build your image without spending \$40,000 a month in public relations.

Michael: That would be great.

Richard: Leverage the donations – I bet you're hit about once a week with someone who wants a donation, aren't you?

Michael: Yeah, they always want donations. You're right.

Richard:And, so what we want to do is take a look at those, and find out if there's ways that we can get some leverage or optimization. For example, one of the group's associations that may be asking you to donate might have a customer base or a customer list of other companies that could use your packaging. So, what we might do is say, "Well, in return for this donation, we'd like to have access to promoting to your customer base."

Michael:Okay.

Richard:You've never thought of it that way, have you?

Michael:No, I haven't. That's good.

Richard:All you've thought about is giving the money, haven't you?

Michael:Yes.

Richard:That's what this system does is help you think about it differently. Then, we want to educate and teach. You've got some new and proprietary ways that you do your packaging and the more that we can educate and teach the community, then the more they buy from you. Press releases are and can be effective. These are free, and so during this step we want to take a look at your business and if there's unique products or unique approaches that we could send out to the press, we want to keep doing that. Press releases are kind of like sales pitches. You just kind of have to keep pitching. You never know when one of your editors might take you up on it and write an article. Have you ever been written up before?

Michael:No, but I've had one of the magazines ask me to do one, and I just haven't had the time to do it.

Richard:That's what we want to do in this step.

26. PILLAR #7

Then pillar number seven is direct marketing. I think in our discussions it was indicated that you've got a lot of prospects out there that haven't bought or haven't been contacted by your sales people. Do you have a feel for in your geographic area how many prospective customers you might have?

Michael: There are just thousands, thousands of them, Richard.

Richard: So, you just have a small part of that, don't you?

Michael: That's correct. We just don't have the time to see them all.

Richard: So, what we want to do is kind of take your salespeople and whatever presentation that is to see if we can reduce that to some writing where we could create a one-to-one direct marketing system that would go after those prospects without you having to physically go after them. Does that make sense?

Michael: Right, like a sales letter or something.

Richard: Right, well, these are types of direct marketing. We might look at some direct mail. We might look at some telemarketing and teleprospecting, some displays. We'll work with your salespeople. That's a big direct marketing tool that you're using. Web, ecommerce, we can look at your website. We can turn it into an ecommerce site and generate business. We want to make all of the tools direct response oriented, making sure that we have an offer. Every direct marketing effort needs to be the same thing that you would do in person. So, what we'll do in this step is leverage you and your four salespeople, making sure that if we do mailings or if we do telemarketing of any kind that we're getting the same kind of presentation that you would make as if you were in person.

Michael: Okay.

Richard: And make sure that we have a reply mechanism, and more ways that we can help people reply the better. Then, we want to test, test, test. Marketing is testing. We don't always know which ones are going to work. That's why we recommend seven pillars because we're not always sure which ones might do better than the other, but our revenue then is based on seven chances instead of just three. Does that make sense?

Michael: Yes.

27. PILLAR #8

Richard: And, then pillar number eight is of course your word of mouth marketing, and that's important. We want to keep that going, but we'll want to leverage it through some alliances and endorsements. So, those are your eight pillars. It would be fun to have your marketing and your whole business built on eight instead of three, wouldn't it?

Michael: Yes, that would be nice, Richard.

Richard: So, that's what we want to do.

28. HOW WE WORK WITH YOU

So, this is how we can work with you. A coach is someone who makes you do what you want to do so you can be who you want to be. Tom Landry, the Dallas Cowboys coach said that, and Michael, I don't know what your situation is, but it's probably similar to other business owners in that you've got all these things you have to do everyday, and marketing isn't always comfortable for you. Is that right?

Michael: It is because there's just so many things to do, and as we talked about, I'm working in the business. I just haven't made it a priority.

Richard: No, and so we can coach you. We can become a marketing coach for you. That is one way that we can work with you.

29. MARKETING GAME PLAN

A marketing game plan would be to customize a marketing system, customize marketing system and make sure it gets implemented for you. We've got a fast start program that we can help you get started quickly so that your growth comes more quickly. We don't know if we can end up working together, but it appears from this discussion we had Michael, that you've got a lot of marketing assets. It would be silly to have them just sit there and not be doing anything. So, we'd like to take a look at ways we could customize a marketing system for you. We could coach you through it. You might say, "Listen, I need more than a coach. I need someone who can actually implement this. I need someone that can actually get it done." So, you might ask us for implementation help. You

might want to go fast. Other clients want to take it a little more slowly. So, we can customize the whole system around your situation.

30. THE 8 PILLARS

So, in the end then, you're going to have a very successful company that's marketing is systemized through multiple marketing pillars, leveraging and optimizing all your marketing assets, so that you're growing your business in three ways. There's a list of these eight. The Unique Selling Proposition is pillar number one. Exponential marketing is two. Relationship marketing, your customer base, three. Strategic alliance is four. Advertising is five. Community relations are six. One on one direct marketing is seven, and word of mouth referral is eight. So, Michael, you probably heard about a lot of this stuff, haven't you?

Michael:I have heard about it.

Richard:You've probably read books. You've probably gone to a few seminars, and your trade shows the have addressed marketing, and that's great. There's probably really nothing in this marketing system that's different as far as the content. What we're finding is why business owners like you get onboard with this system is that it finally gets done. It's finally structured in a systematic way where you can wake up one week and say, "Oh, I need to do this week for my marketing, and then I need to do this week." So, the system actually structures all of this marketing content around your hidden marketing assets so that you finally get it done. Wouldn't that be great?

Michael:That would be very nice.

Richard:It's probably been the biggest obstacle for you just knowing exactly how to go get it done, right?

Michael:That's right.

Richard:And, that's what this system does. So, as you looked at your pillars there, you've got advertising, sales staff, and now you want to add a lot more so that you have eight pillars that are working for you. The foundation being your assets.

Michael: Well, I'd be interested in having someone come out and look at the specifics of my business. I can have some numbers in there. Can you guys do that?

Richard: You bet. In fact, if you'd like to, the best thing to do would be to kind of take a minute and find out how many prospects you have that are inquiring on a weekly and monthly basis and then get a feel for maybe what you think your closing rate is and then gather some numbers together on your average client value because what we'll do is we'll kind of talk about these assets in more detail and see which one of those three they impact the most and where we can get a lot of money for you.

Michael: Okay, very good.

Richard: Do you have any questions?

Michael: No, I think that's going to do it. Let's set up a time. I'll get those numbers for you, and let's set up a time. Let's go through it and see how it'll specifically relate to my business.

Richard: You bet.

Michael: Okay, well thank you very much for your time.

31. FOR MORE INFORMATION

This is the end of this special Marketing Workshop How To Uncover Ten Thousand To a Million Dollars Or More In New Found Sales From Your Business In The Next 60-90 Days Without Having To Spend More Money On Advertising. If you'd like more information or would like a more detailed analysis of your business, please contact the Michael Senoff at 858-274-7851

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