

**SPECIAL REPORT**

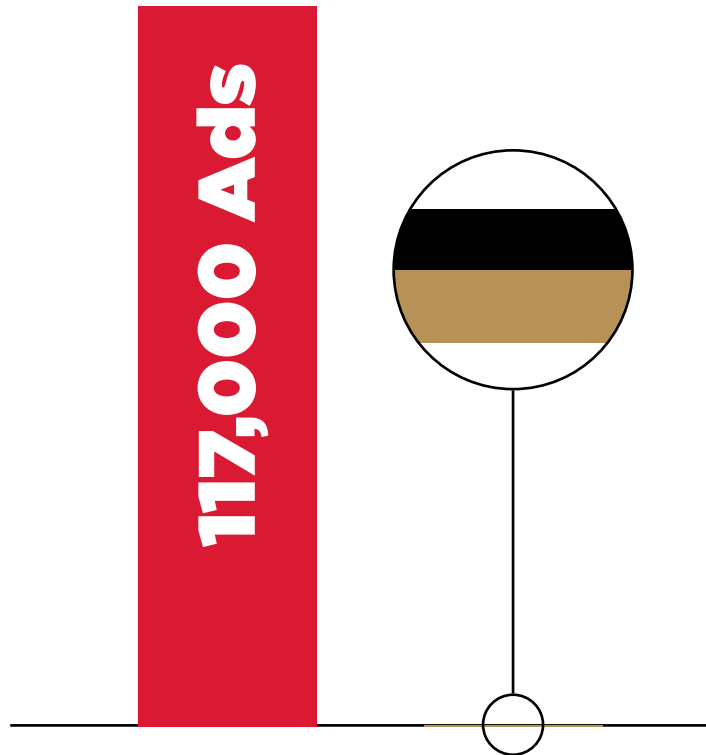
**THE THREE  
BIGGEST LEAD  
GENERATION  
MISTAKES  
SMALL  
BUSINESSES  
MAKE ...**

# HOW MANY OF THE ADS YOU'VE SEEN THIS WEEK CAN YOU NAME?

If you have been looking for simple and proven step-by-step method for generating more leads for your small business, **read every word** in this guide.

But before you delve further into this guide, I want you to stop for a moment and think about all the advertising you have seen over the past week.

How many of those actual ads can you name?



Out of 117,000 ads you've seen this week, how many can you name?

It may surprise you that researchers estimate that **over the past 7 days, you have been exposed to as many as 117,000** ads based on national averages.

If you are fairly attentive, you may be able to come up with three or four specific ads, right? Although I'll bet that is because you probably see those ads over and over, week in and week out.

The fact is that **repetition works! When you see any advertisement multiple times every day, you will eventually begin to recall it.**

But now answer this question. Of the few ads you remember, how many of their products or services have you bought?

I personally love the Meerkat ads. You know the ones. It's a series of ads that star the very charismatic Russian meerkat, Alexander Orlov, as he navigates through various scenarios with his family and friends. There is just something about a talking Meerkat in a cravat that makes me smile, and every time the ad comes on TV I take on the Russian accent for the next hour or two.

But, let's be honest, how many people could actually name what is being advertised?

If you don't know, the ads are for 'Comparethemarket.com' - get it, 'Compare the Meerkat?'.

And despite loving the ads and how quirky they are, I have never signed up to the platform... and I never will. Why should I? What benefits do they offer me as a consumer that are different from any of the hundreds of other options I could choose?

See my point?

# WHAT ARE THE 3 BIGGEST LEAD GEN MISTAKES?

Do talking Meerkats have any relevance to my daily life whatsoever? Well of course not. So why does this company continue to make these types of commercials?

Believe it or not, there is a reason and by the end of this guide, you'll fully understand what that reason is.

**Businesses today are led to believe that all they have to do to build a successful business is create some type of attention-grabbing form of marketing, and great leads will follow.**

Nothing could be further from the truth.

**What about generating fast cash flow?** EVERY small business needs to generate fast cash flow. So how do you do that as a small business owner? **What about generating profits?** Generating more cash flow is great, but not if you don't get to put any of it in your pocket at the end of the day.

There is a lot to consider.

**How would you like it if I could cut through ALL the hype, eliminate the B.S., and give you our proven step-by-step roadmap for making your phone ring, herding prospective clients to your website and marketing your business like a rockstar?**

I'm about to reveal to you the 3 Biggest Lead Generation Mistakes Small Business Owners Make... And Show You How You Can Overcome Them All.

**MISTAKE #1:**

They fail to get professional help.

**MISTAKE #2:**

They don't know the fundamentals required to successfully market their business and attract as many new clients as their business can handle.

**MISTAKE #3:**

They have no idea how to use their marketing to generate immediate cash flow.

Now, let's explore these three in more depth and show you how you can easily and systematically overcome them all.

# MISTAKE #1

Small Businesses fail to get professional help.



# NAME ONE PRO ATHLETE WHO DOES NOT HAVE A COACH

Can you **name just one professional athlete who does NOT have a coach?** There aren't any. Tiger Woods actually has a total of 9 coaches guiding him for everything from his golf game to his financial investments.

But **do small business owners really need professional help?** Absolutely. But the trick is in finding the right people.

Remember the flurry of ads we mentioned previously? Most of those ads are created by professionals. Unfortunately, those professionals don't have any clue what they are doing. **Everything they are doing in marketing and advertising today is WRONG!** But let me prove that to you right now.

# WHAT WOULD MAKE FOR AN EFFECTIVE AD FOR YOUR BUSINESS?

## TASK #1

**If you currently use any form of marketing such as a print ad, a brochure, postcards, flyers or, for that matter, your company website... take out a sample and look at it carefully.** If you don't have any form of marketing right now, stop and complete the following.

On a blank sheet of paper sketch out what you think would make for an effective ad for your business. Now listen, it doesn't have to be anything formal or fancy.

- Just create a basic outline of the ad
- Locate the various elements on the page

**Do it now!**

Now that you have your ad or a mockup of your ad sitting in front of you, here's a little-known secret that can produce more leads than your business can handle.

Around 99% of all marketing professionals DON'T know the lead generation secrets I am about to reveal to you. This information is powerful and compelling and will position you in the top 1% of all lead-generation professionals today. This example will show you why every small business owner should acquire our step-by-step roadmap as they start to generate leads for their business.

Here's what a true marketing professional will know... and help you to implement into your marketing. It's known as the "Marketing Equation".

# LET ME INTRODUCE OUR MARKETING EQUATION...

Our marketing equation will:

- ✔ help you quit competing on price;
- ✔ start selling your product or service for what it is really worth;
- ✔ drive in more leads;
- ✔ increase your advertising responses by 10X to more than 100X;
- ✔ convert a higher percentage of those leads; and
- ✔ dramatically increase your number of sales

You will get a bigger bang for your marketing buck!

And the bottom line is this. You will literally create a profit faucet that you will have TOTAL control over.

# MISTAKE #2

Small Businesses don't know  
the fundamentals required to  
successfully market their business

# WHAT IS MARKETING SUPPOSED TO DO?

**Before launching any form of marketing campaign, you MUST first understand what marketing is supposed to do.** Its purpose is actually three-fold:

1. Its first job is to capture the attention of your target market
2. It must give your audience enough information to help them make the best decision possible when buying whatever you sell.
  - In other words, train and teach them to recognise the true value of your product or service and conclude that you and you alone offer the best value versus your competition.
3. Marketing's third job is to lower the risk of taking the next step in the buying process and, if necessary, continue to educate the prospective client regarding the value you offer.

Marketing that accomplishes these three objectives will result in prospects and customers coming to one single conclusion, that **they would have to be an absolute fool to do business with anyone else but you, regardless of price.**

It's estimated that as many as 80% of all small businesses fail within their first 5 years. One of the main reasons for this tremendously high failure rate has to do with the lack of expertise when it comes to generating leads and making the phone ring.

Many small businesses don't know anything about the three things that marketing is supposed to do. But... there is also an additional problem to consider. **Most small business owners use a tactical marketing approach instead of a strategic approach.** Let me explain.

# TACTICAL VS STRATEGIC MARKETING

Running an ad in the local newspaper, sending out an email or direct mail letter, and airing a TV or radio ad on a local media station are all examples of tactical marketing.

Now, don't get me wrong, the newspaper, radio or direct mail can be successful marketing channels IF your marketing message is powerful and compelling. BUT that's the problem. The message is the strategic side of marketing and yet it is the most neglected.

**The distinction between strategic and tactical marketing is huge, and one you need to be acutely aware of** anytime you start talking about generating new leads.

Many companies mistakenly assume that when you talk about lead generation, you're automatically talking about **tactical** lead generation. Placing ads, sending out mailers, joining a networking group, attending trade shows, implementing a prospect follow-up system and so on. They fail to realise that the **strategic side of the coin, what** you say in your marketing and **how** you say it is almost always more important than the marketing channel or medium **where** you say it.

**When lead generation results are less than optimal, small business owners almost always blame the marketing channel or medium...** like the newspaper the ad ran in, or the postcards they sent out... **they blame the tactical part of the plan without any regard for how good or how bad the strategic messaging in that marketing piece was.**

They will say things like, “Well, we have tried radio and it doesn’t work for our kind of business” or “We sent out 50,000 pieces of direct mail and only generated 3 orders. It just doesn’t work.”

If you fail to make a clear distinction between tactical and strategic marketing, you risk becoming jaded towards certain forms of marketing and advertising that **should be a part of your tactical plan**, but you eliminate them from consideration because they haven’t worked for you in the past.

Just because it DIDN’T work, don’t assume that it WON’T work. Most people don’t have the evaluation skills or the know-how to judge whether poor marketing results from poor strategy or poor tactical execution. This is where the step-by-step roadmap we offer our customers can generate more leads than your business can handle.



# GREAT COFFEE, FAMILY OWNED BUSINESS SINCE '82...

Most small business owners rely heavily on platitudes in their marketing. A platitude is something that is unsubstantiated and said so often by so many it becomes meaningless. It includes things like:

"We have the lowest prices."

"The best service."

"We're family owned and operated"

"We offer convenience ... or convenient hours."

"The best value or quality."

Not to mention my personal favourite...

"We have been in business since 1431 BC"

## TASK #2

Look at your own marketing that I asked you to grab or create earlier. How many platitudes did you use?

This is not YOUR fault. Small business owners have been conditioned to believe that this is the proper way to market a business since most advertising follows this same questionable marketing formula. Including many Fortune 500 types.

# MOVING AWAY FROM PLATITUDES

As **human beings, we're all after just one thing** when we buy something... **THE BEST DEAL. Unfortunately, when you use platitudes in your marketing, there's absolutely no way to tell who is actually offering the best deal.**

Everyone says they have the lowest prices, the highest quality, and the best rates. So, who do you believe?

There's only one way to know, and that's to research every single business that offers what you want to buy, and how many of us have the time or patience to do that? So, most of us just automatically assume that everyone is pretty much the same and therefore **we default to calling on the business offering us the lowest price** or the most convenient (next door).

When you can't communicate the true value your business offers, you're doomed to forever compete on price. Our marketing equation will change all of that for you forever.

How you articulate your true business value will be the backbone of your strategic marketing plan. It is the foundation on which everything else we build for you is based.



## **MISTAKE #3**

Small Businesses have no idea how to use their marketing to generate immediate cash flow.

Our marketing equation has **FOUR** main components.

## COMPONENT ONE: **INTERRUPT**

**First, we must interrupt your prospective clients.** We must get your qualified prospective client to **pay attention** to your lead generation marketing. Simple enough to say but a lot more difficult to pull off in real life. **UNLESS** you understand what you are about to learn here.

The 'interrupt' is done through your headline whether your marketing is an image or advertisement (a visual medium)... or whether it is the first thing you say if you are marketing through a webinar, radio, or TV (audio medium).

## COMPONENT TWO: **ENGAGE**

The second component is '**engage**'. Once your prospect is interrupted, it's critical that we give your prospective client the promise that the information forthcoming will help the prospect make the best buying decision possible. In other words, it must help facilitate their decision to pick you over anyone else. **This is the job of the sub-headline.**

As a quick summary, the 'interrupt' is our headline that highlights a specific problem that your prospective clients are looking for a solution to, and the 'engage' is our sub-headline that promises them that you offer a solution to the problem that you mentioned in your headline. Pretty straightforward right?



## COMPONENT THREE: **EDUCATE**

The third component we need to include is **'educate'**. Once we have interrupted and engaged your prospective client, we must **give information that allows them to logically understand how and why you solve the problem they are facing.**

This is accomplished by giving detailed, quantifiable, specific and revealing information, and you will typically find this in the body copy of your ad, the body of your post, or the education portion of the webinar.

When we educate, **we need to reveal to your prospects the important and relevant information they need to know when making a good decision, and that your business - and yours alone - can provide it to them.**

Quite simply, the 'interrupt' and 'engage' hit the prospective clients' emotional hot buttons, but 'educate' is the logic they need to justify making contact with you.

## COMPONENT FOUR: **OFFER**

The fourth and final component of our marketing equation is **your offer**. Now that we have interrupted your prospective client based on problems that are important to them, engaged by a promise of the solution, and they have examined the educational information that makes your solution real and believable...

... the last step is to give them a **low-risk way to take the leap in your sales process.**

To do this effectively, we need to offer a free marketing tool, such as a report, brochure, seminar, audio, video, or something that will continue to educate them. Your offer will allow your prospective client to feel in control of their final decision to call and buy from you.

# NAILING THE EQUATION

So, our marketing equation is  
**Interrupt + Engage + Educate + Offer!**  
Altogether, they equal market domination!

Now here is the problem, **most marketing today only contains two of these components.**

They might **'interrupt'** by throwing something at you that is either familiar, like Tiger Woods or a monkey or talking pets. Sometimes they like to use both, as in the case of the Meerkat ads. Once they grab your attention, they make you some kind of **'offer'** such as "call now for whatever." However, when they leave out the **'engage'** and the **'educate'**, marketing seldom succeeds.

In fact, **the only time this type of marketing will succeed is when a business can afford to run the ad over and over, nonstop for an extended period of time** – which is how many Fortune 500 types get traction.

When slogans like "Plop, Plop. Fizz Fizz", "Melts In Your Mouth Not In Your Hands" and "Things go better with Coke." are literally rammed down our throats and **we hear them thousands of times, of course, we are going to remember them.**

But without the billion-dollar marketing budget required to achieve this, how can a small business owner like you successfully market your business?

The answer... you can't! **UNLESS** you follow our **entire** marketing equation. Here are some simple examples to prove this to you.



# EXAMPLE #1

## The Moving Company



Years ago, there was a moving company that was on the verge of bankruptcy. They paid \$3,000 per month for a full-page ad in their Yellow Pages directory. They would average just 70 calls per month and their conversion rate was just 16%. So, out of 70 calls every month they would only get 11 moving jobs. No wonder they were sinking.

The reason their ad wasn't working, was due to their failure to **follow our Marketing Equation.**

In fact, the only Marketing Equation component they had in their ad was an offer... AND that offer was CALL US... and then they listed their phone number. That's it.

They had no 'interrupt' at the top of their ad whatsoever, just the name of their company. Then they listed all the generic and "me too" services that every one of their competitors also listed in their ads. Things like:

- Local and long distance
- Residential and commercial
- Reliable and Careful
- Fully licensed and insured
- Free quotes
- Quality services at reasonable prices
- Complete packing services
- Local, Regional, National and so on...

Sadly, some 99% of all small businesses follow this **EXACT** format, and then they wonder why they aren't generating any quality leads.

# IMPROVING YOUR PROSPECTS

## TASK #3

Look at your own marketing. Does your marketing format sound exactly the same or similar to the one the moving company has used?

Answer the following questions:

- Did you place the name of your business at the top?
- List your products or services in the middle?
- Along with a layer of worthless and meaningless platitudes such as lowest prices, best quality, top service and best value

If you want your phone to start ringing, then you must follow our marketing equation of **Interrupt + Engage + Educate + Offer**.

When the above moving company used our Marketing Equation to redesign this lead generation ad, here is what happened.

Firstly, they identified the biggest problem their customers and potential customers had when moving. Without hesitation it was DAMAGE! 72% of all moves result in something being damaged.

As this was the case, it would be the area they needed to focus on to create what we call a **'marketing dominating position' around that hot-button issue**.

But why was damage such an important issue since all moving companies that were listed in the Yellow Pages (at that time) said they were "fully insured"?

Let's dig a little deeper into this claim.

It turns out that all movers **HAD TO BE** fully insured, but the general public had **NO** idea what "fully insured" really meant. Think about it. When you hear someone say that they are fully insured, wouldn't you automatically assume that it means if they break your \$8000 home theatre projector, they will reimburse you \$8000? I certainly would.

Well, it turns out that in the moving business, that isn't what "fully insured" means at all.

Legally, a moving company can claim that they 'fully insure' their customers' belongings based on "per kg of damage". The Australian average is \$0.80 per kg!

So, in other words, if a mover destroys your \$8000, 20kg Home Theater Projector... they are only legally obligated to pay you \$16 - and unfortunately, the poor unsuspecting customer doesn't find that out until **AFTER** the damage has taken place and they receive their miniscule reimbursement.

The difference identified with the moving company in question is that they never bought into this deceptive industry practice.

In fact, they provide their customers with what is known as "full replacement value" insurance. If they break your \$8000 home theatre projector, the customer is reimbursed \$8000. No questions asked!



**How can they afford this more expensive insurance? It was due to their extraordinary 3-step packing process** that only their company offered. What is more, thanks to this process, their actual breakage and damage totals were below 3%.

What little damage did occur, typically involved a broken dish or plate; relatively minor items that have little to no replacement cost and certainly no sentimental value to create an emotional situation with their customers.

This unique packing process allowed them to carry a \$5000 insurance deductible, and their premiums for this superior insurance were actually lower than what their competitors paid for the inferior and deceptive insurance.

Their 3-step packing process, coupled with their superior “full replacement value” insurance coverage became **a clear and outstanding ‘market dominating position’**, so all that was left to do was to **position that information in their ad and follow our marketing equation.**

# RECREATING AN AD WITH IMPACT

To get started, we first created a headline for the top of their ad that **interrupts**. It needed to address the main hot-button issue or problem that their prospective clients are looking to solve. In this case 'damage'. So, this is why the headline says;

**"Last Year, More Than 4,000 Damage And Negligent Lawsuits Were Filed Against Moving Companies By Outraged Homeowners!"**

Think that headline would grab the attention of prospective movers? You bet. But let's not stop there.

Next, we needed to **engage** the prospective client by promising them a solution to the problem referenced in the headline.

What do you think of this sub-headline?

**"Ask Any Mover These 2 Questions To Insure You Won't Be Victimized Or '*Ripped Off*' By Deceptive Industry Practices."**

Now, when a prospective client reads this sub-headline, do you think they will want to immediately find out what those 2 questions are? Of course they will.

## Last Year, More Than 4,000 Damage And Negligent Lawsuits Were Filed Against Moving Companies

### By Outraged Homeowners!



**Ask Any Mover These 2 Questions To insure You Won't Be Victimized Or "Ripped Off" By Deceptive Industry Practices**

**1. Do you follow a minimum 3-step packing process for every item you place in your truck?**  
Most moving companies haphazardly "toss" their stuff. They fail to consider variations in weight distribution which leads to items shifting during transportation and resulting in damage and lawsuits.  
Last year alone, 12% of all moves resulted in significant damage to personal and irreplaceable items.

*How We're Different...*  
All of our leaders follow a strict 3-Step Damage Avoidance Loading Process that we developed and tested over a 3 year period.  
1. Our trained and experienced leaders estimate the weight of every item they transport and create a location map where each item will be positioned in our truck. This ensures equal weight distribution and minimal shift during transport.  
2. All large items are double wrapped in heavy blankets and secured using both rope and adhesive to maximize the protection of your most valuable items.  
3. Our staff carefully disassembles all furniture and appliances, and individually wrap each part in double-layered bubble wrap for safe transport.  
Last year, our damage claims averaged just 2% versus the national average of 12%.

### BUDGET MOVERS

Moving can be a tedious task and as a woman-owned and run business, we understand the concerns and worries that come with it. We are here to provide excellent service at affordable rates and to set new standards for customer service and care.

- FREE full coverage insurance (up to 10k)
- Fully bonded
- Detailed inventories
- State of the art computer tracking system for over-the-phone estimates
- FREE on-site inventories and estimates
- Day and flexible adjustments of inventories, prices and services until right before the move
- Comparison between hourly and inventory rates
- Same day service
- Loading and unloading of your rental truck or portable storage container
- Full service packing and unpacking
- Dis and reassembly of furniture
- Dis and reattach of mirrors, doors, refrigerators
- Courteous, trained, professional moving specialists
- References upon request

**HOMES, APARTMENTS,  
LOFTS and FLATS,  
OFFICES**

LOCAL 980 5555-1234

**CALL US NOW!**  
or fax us your estimates, and we will call you back with a quote

**(555) 555-1234**  
**(555) 555-1234**  
**(555) 555-1234 fax**

Metro 800-555-1234

Even if you don't move with us – call and get our **FREE Moving Company Comparison Checklist.**

Now to **educate** them. We provided 2 questions that the prospective client can ask any mover that they choose to contact:

1. Do you provide a minimum 3-step packing process for any item you place in your truck?
2. Do you carry "full replacement value" insurance?

*Cheat sheet: We already know that their competition's answer to both of these questions is no since this mover has previously researched all of them.*

Not only does this ad educate prospective clients on the realities of what actually takes place in the moving industry, it also highlights this moving company's market-dominating position and makes them the obvious choice to do business with.

Finally, their **offer** was a free moving company comparison checklist that highlights the research they did, which showed the prospective client that they were the only company in town that offered all these desired benefits. This would make them the no-brainer choice in the moving industry.

**1364%**  
**INCREASE IN  
CALLS**

**425%**  
**INCREASE IN  
CONVERSIONS**

Do you want to know the results this new ad generated?

Instead of averaging just 70 calls per month, this new ad averaged **955 calls per month**. Instead of a 16% **conversion rate**, their rate **jumped to 68%**!

Their new ad generated so many new clients asking for their services that they had to **partner with four of their competitors to handle the increased volume**.

Now get this, those four competitors bought this company out 9-months later for \$2.3 million, and it all happened by simply changing the strategic message in their Yellow Pages ad... and all of it **without spending an extra cent**.

If you were in any doubt, **THIS IS WHY** every small business needs to seek out our professional help.

Still need convincing. Here's another example:



**EXAMPLE #2**  
Child Psychologist



Dr. John Smith is a child psychologist who specialises in helping parents with out-of-control kids from 6yo right up to teens. Dr. Smith's original website had all the classic mistakes that are typical in small businesses today.

He had the name of his practice at the top of his site. The only thing resembling what you might call a headline said, "**Parenting Advice & Resources from Dr John Smith**".

Does this headline really appeal to a parent who is dealing with a screaming out of control kid? Would that headline hit their emotional hot button? Would they really care at that point in time about advice and resources?

Or, are his prospective clients looking for a solution to their problem?

Remember, you must always start your marketing with an **interrupting headline that's focused on a problem** that your prospective clients are experiencing, then you must have a **sub-headline that engages the prospective client that promises them that there is a solution** to that problem.

Remember our first two marketing equation components; 'Interrupt' and 'Engage' and the job of a headline and sub-headline? This applies to every form of marketing... including websites.

Dr Smith's website headline, "Parenting Advice & Resources from Dr John Smith" does not address the problem his frustrated parent clients are experiencing with their children. To make matters worse, his website has no sub-headline whatsoever. There is literally no way for his website to engage with prospects and keep them interested.

In fact, it is doubtful that any prospective client visiting this website would stay there for more than a few seconds.

The latest research shows that the typical prospect visiting a website remains on the site for just 3-5 seconds. If during that brief period they don't find something that looks like it will provide a solution to their problem, they're gone for good.



The third component of our marketing equation is to **'educate' the prospect**. This simply means that you must educate them about what it is that makes your product or service so much better than the competition.

On a website, this is done in either body copy or, in Dr Smith's case, by video - just make it short and sweet when it's the first point of contact, you can then offer them much more information once you have them compelled to want to know more.

The **final component of our marketing equation is your 'offer'**. A low-risk, or better yet, no-risk offer to get them to take a specific action, such as request more information, take a test drive, register for a free 30-day trial, an educational presentation or any similar offer.

The key here is to make the offer so compelling that it is literally irresistible to the prospective client - you want them to be thinking to themselves that they would have to be an absolute fool to not take your offer.

Dr Smith's offer was a whitepaper titled, **"The Secret for Parents: A Special Report On How You Can Learn The Secrets To Nurturing Well-Behaved Children"**.

Well, the problem with Dr Smith's prospective clients is that they don't have well-behaved children. Theirs tend to scream, yell, swear, be belligerent, back-talk and are completely out of control.

Nurturing a well-behaved child is not the solution they are looking for. Getting their kid under control RIGHT NOW is what they are looking for.

Can you see why this website would have failed in every area?

This site just wasn't building his business. It wasn't helping generate leads. It wasn't attracting new clients or generating additional revenue for the business.

It simply doesn't follow our marketing equation, so Dr Smith changed his website so that it DID follow our proven step-by-step roadmap.

# BOLSTERING ONLINE TRACTION

Firstly, Dr Smith placed a headline at the top of his website that said;

**"Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?"**

Well, he got the viewer's attention. Would you say that headline hits the major hot button for virtually every prospective parent that comes to this site? Do you think that these prospective clients, the moment they read this headline, will immediately know they have come to the right place where they can find a solution to their problem?

In other words, did this headline just interrupt Dr Smith's prospective clients? Of course it did!

Now to engage those prospects. Dr Smith promises a solution in the sub-headline. It says;

**"Now you can discover the secrets to controlling your child and instantly restore peace and quiet in your home."**

Isn't that what his prospects would want? And wouldn't they do almost anything in order to get that? Absolutely.

See how the headline and the sub-headline work closely together in order to 'interrupt' and 'engage' every single prospective client that would land on this site.

**Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?**

*Now you can discover the secrets to controlling your child and instantly restore peace and quiet in your home*

“Learn the secrets to Gaining & Maintaining Complete Control Of Your Child In Less Than 60 Seconds.”

Enter Your First Name:

Enter Your Email Address:

[Sign Up Now](#)

TerrificParenting.com

Now that they are engaged, the video can spend 1 to 3 minutes reinforcing the fact that our good doctor has the solution they so desperately seek.

The offer on this site has also been changed so that it's not only more relevant to the prospect's situation, but so enormously compelling that it's virtually irresistible.

The offer says;

## **“Learn The Secrets To Gaining & Maintaining Complete Control Of Your Child In Less Than 60 Seconds.”**

Show me just one prospective parent in this situation that won't want to download that toolkit. They all will, and when they do Dr Smith will capture their contact information so that he can continue to keep his prospects informed until they are ready to buy his services.

This revised website exploded Dr Smith's business to unprecedented levels. Best of all, our marketing equation will work for your business as well. Producing immediate results.



# OBLITERATING THE COMMON MISTAKES

By the way, did you notice that in covering Mistake #1 **we also covertly covered mistakes #2 and #3?**

Earlier we mentioned that **the second biggest mistake that small business owners make involves the fact that they don't know the fundamentals required to successfully market their business and attract as many new clients as their business can handle.**

Well, now you do know the fundamentals and you can use them to outsell and out-market your competition.

What you now need to do is create a market domination position for your business - what business are you really in? Insert that position into your marketing by following our marketing equation **TO... THE... LETTER.**

**The third biggest mistake small business owners make focuses on the fact that they have no idea how to use their marketing to generate immediate cash flow.**

When you follow our Marketing Equation in every form of marketing you do - we're talking everything from your business cards to your website - the financial results are instantaneous and immediate.



**CUTTING THROUGH  
PROFESSIONAL  
CRAP!**

Finding professional help is often frustrating and at times... a crapshoot at best. That's why we wanted to clearly demonstrate the power in our marketing equation; Interrupt + Engage + Educate + Offer.

In the case of the moving company, they trained their prospective clients on the relevant and important issues they need to know when moving so that those prospects knew exactly what to ask for when they sought out the services of a mover.

Now that you know our Marketing Equation, YOU can use it in the same way when seeking out the professional help you need for your business.

A black and white photograph of a chessboard. A hand is holding a white chess piece (a king) over a black chess piece (a king) on the board. The text "TIME TO TAKE ACTION!" is overlaid on the image.

**TIME TO TAKE  
ACTION!**

Are you ready to take the leap and grow your business to unprecedented levels?

To quickly recap the 3 biggest lead-generation mistakes that small businesses make. They are:

**MISTAKE #1:**

They fail to get professional help.

**MISTAKE #2:**

They don't know the fundamentals required to successfully market their business and attract as many new clients as their business can handle.

**MISTAKE #3:**

They have no idea how to use their marketing to generate immediate cash flow.

Our Marketing Equation contains the fundamental components to instantly make your phone ring and position your business as the dominant force in your defined market.

It provides the marketing foundation that will enable you to generate immediate cash flow and, as a small business owner, you can use this information as a minimum standard when seeking out professional help for your business.

When you can overcome these 3 biggest lead-generation mistakes you will generate all the leads your business can handle.

**IN FACT, LET US PROVE THAT TO YOU ...**

## I am about to offer you **free business consultation.**

If you choose to partake in that consultation, I will guarantee you 4 strategies specifically designed to help you generate more leads and produce a significant amount of cash flow for your business ... And we will do it without you spending a cent on marketing or advertising.

These 4 strategies will help you begin to out-think, out-market and out-sell your competition.

Oh, by the way, did you notice that this guide was the third example of the conversion equation?

### TASK #4

#### **LOCK IN YOUR FREE BUSINESS CONSULTATION**

by sending an email to [evolve@mjbseminars.com.au](mailto:evolve@mjbseminars.com.au) with the subject line:

SHOW ME HOW TO OUT-THINK, OUT-MARKET,  
AND OUT-SELL MY COMPETITION.



**MIKE JOHNSON;** Co Founder and Architect behind the Evolve Business Community

Mike has built 2 Eight Figure businesses, and over 30 seven figure businesses, and he did this by working them from the ground up, taking advice from senior mentors. He has worked with 2 Forbes 500 presidents, built a division within one of Australia's largest companies. He passed on following the 'popular leader' spewing 'popular catch phrases', and whatever else came out of this weeks marketing book.

In 2020 Mike created the Evolve Business Community, and within 3 years it had expanded to 100 amazing businesses owners across Australia. "I wanted to provide a complete business support community that would provide the insight, tools, mentoring, education and a step by step roadmap that could find any business owner 30 - 250% growth without them spending a dime on marketing or advertising."

Mike is an out of the box thinker, that provides real results for his clients, and content that will have you reaching for your notepad.





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