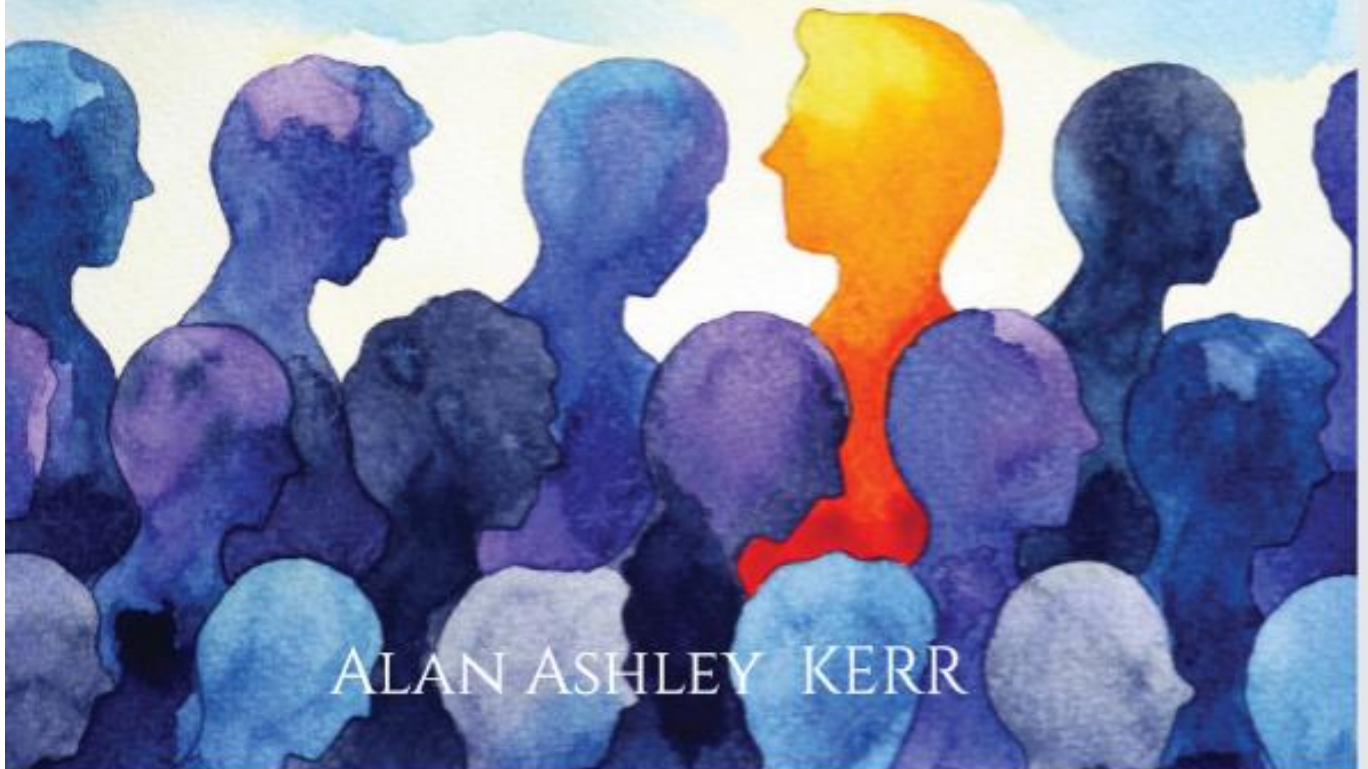


2020, Immunise Your Business

Business Survival Breakthrough Formula



ALAN ASHLEY KERR

2020 * Your Best Year Ever *

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Foreword

Chris Cardell

Chris Cardell is a trusted advisor to business owners across the world on Marketing, Internet Marketing and Entrepreneurial Success. His Company, Cardell Media, is a World Leader in digital marketing.

If you are a business owner, In the weeks ahead there are 7 vital steps you can take to protect your business and do whatever we can to minimise loss of sales and most importantly, prepare your business to emerge from this chaos as strong as humanly possible.

To be clear, I don't have a magic wand. And I'm well aware of the enormous difficulties that many business owners are facing. But you should also be aware that many successful Entrepreneurs are viewing this as a time of enormous opportunity. Your competitors will stop everything. You shouldn't.

So here are the big lessons we learned from those who didn't just survive the last recession but thrived through it. These are not my ideas. I'm not claiming they're right or wrong. They're just what the people who survived last time did.

1. Don't stop Marketing

This is the single biggest mistake that businesses that fail make in a recession. If you had a profitable business before this virus outbreak, low or zero sales for a few weeks won't destroy you. What will destroy you is, when we emerge from this, if you have stopped all customer communication, you'll have no backlog of pent up demand and customer goodwill to fall back on. It will take you another 2- 3 months to catch up when you turn the Marketing back on and by then it may be too late.

It doesn't make sense for some businesses to continue with paid advertising: restaurants, hotels, etc. But for others, if you can continue, you should. Even if you can't get the sales right now. For example, I have a relative with a sofa store who spends 30k per month on Google. His store is now closed. We've reduced the budget but his Google ads will continue. When someone stuck at home three weeks from now starts dreaming of the new sofa they're going to get when this is all over, he must be there when they search on Google. They won't be able to buy that day, but he'll be their first choice when they are finally able to go out and buy.

Meanwhile, his competitors will all stop marketing and advertising – and clicks will be cheaper. This is a major opportunity for most business owners.

2. Ring Fence Your Customers

Do you care about your customers? If you do, why would you stop communicating to them just because they can't give you money right now? The business owner who ignores their customers during this time is telling them they view their relationship as purely transactional: When the money stops, the relationship stops.

People aren't stupid. They'll remember this and they'll treat those business owners accordingly when the time comes. Meanwhile, if you take the time and trouble to keep communicating with your customers, you will be rewarded. It's also just the right thing to do.

So if you're still selling, step up the marketing and customer communication: Emails, Facebook, even direct mail if it's feasible.

If you're not currently selling, just get in touch with your customers and see how they're doing. Nobody is bothering doing that and it will blow their minds. So email them, call them, text them. I have several clients with teams working from home with not much to do. They've given the team contact details of all the customers and asked them to just give them a call to check in on them. People are going to crave connection in the weeks ahead. Do the right thing and you will be rewarded.

3. Don't Cut Prices

Add More Value. We are obviously in a Recession and that Recession is going to continue when things get back to 'normal.' In the months ahead I urge you, implore you, do NOT cut your prices.

The natural inclination when selling gets hard is to reduce prices. It doesn't work. It destroys your profit margins and you end up in a negative, destructive circle.

Also, this is going to be a weird Recession. There will still be millions of people with plenty of money. It's just that the money is coming to a standstill for a while. When it starts moving again, those with money will not need a price reduction.

If your customers are having a hard time and you want to help, the solution isn't cutting prices. It's adding value. Add more value. Look at everything you do and ask how you can enhance what you offer them. Sky TV is launching new channels and adding more movies for everyone stuck at home. It's adding more value. But it's not cutting prices. In my business, we have clients where we manage their websites. But they're having problems in other areas of their business. My team is jumping in to help wherever we can, whether or not we're technically being paid for it. We're adding more value.

So step into your customers' shoes and ask yourself how you can add more value in the weeks ahead.

4. Take The Money

Across the world, governments are putting billions into funding small businesses. You may or may not agree with how they're doing it, but if there's cash available, take it. Even if you don't need it right now. Take it. Cash is King.

In the UK, the government is guaranteeing business interruption loans from the banks. The next VAT quarter's payments have been postponed and as far as we can tell, they are agreeing to postpone most current tax, VAT payments if you ask. In the USA, the April 15 tax payment deadline has been extended by 3 months.

In most countries, you can take a three month mortgage break. Take it for yourself and bear it in mind for your staff if you're feeling guilty about paying them less. Make sure they're educated on everything they can claim too.

All of these schemes are somewhat chaotic because they're being run by politicians, not Entrepreneurs. But be patient, beaver away with the paperwork and Take The Money!

5. Fix The Holes in The Bucket

All businesses have 'holes in the bucket' through which money falls, even in the best of times. The most obvious are wasteful costs. But the biggest holes are actually with ineffective Marketing.

An obvious example is websites. Every visitor who arrives at your website who does not convert to a prospect or buyer is lost money. Fixing your website is fixing one of the big holes in your bucket.

Other examples are: not emailing customers at least twice per week, not following up with leads and prospects, not selling more to existing customers, not testing premium priced offerings, a Google Ads campaign that's not being run properly, not having video, not having a 'Mobile First' strategy, not doing Remarketing on Facebook, Google and Youtube. I could go on. It's a very long list.

All of the smart Entrepreneurs I know are using this time to fix the holes in their Marketing bucket. Let's face it, you never get around to the Marketing because you never had enough time. You've probably now got some time. So please use it to obsess about making your Marketing brilliant.

Here's some good news in all this chaos. The fact is, the money your business might lose in the next few weeks is nothing compared to the money you've probably lost over the last few years and would have lost over the next few years by not having great Marketing.

While none of us want the current situation, it's no exaggeration to say that for some businesses, being forced to finally sort out their Marketing over the next few weeks will be one of the best things that ever happened to them.

6. Consider Scaling Up Your Marketing Now

The opportunity, not for everyone, but certainly for around 60% of the business owners we're working with. If your customers can still buy, or if you can get leads and prospects who could buy in a few weeks – and you have access to cash, you should seriously consider scaling up your Marketing.

Cost per click on Facebook and Google is plummeting. Your competitors are disappearing. Sadly, many of those competitors will go out of business. We can hate coronavirus while simultaneously acknowledging that this is a major opportunity.

Anyone who knows about the world of investing knows that the time to buy is in a downturn. If you understand that Marketing is the process of investing to buy leads and customers, now is the time to buy, if you can.

So we have Ecommerce companies increasing their budgets over the last week by 50% or more. We have physical stores converting to Ecommerce sites in a few days. We have B2B companies changing their websites to lead generation pages.

Just because everyone around you is panicking, doesn't mean that you have to. If you see even an ounce of opportunity in the weeks ahead, seize it.

7. Prepare for The Morgan Freeman Moment

I'm sure you've seen those films, where the world comes close to ending, either from aliens, earthquakes or similar disasters.

At the end of those movies, there's always a scene that shows the rubble, the sun rising on a new dawn, and in the middle of the rubble – the President, who for some reason always seems to be Morgan Freeman, giving a stirring speech about the dawning of a new world. Everything is finally going to be OK.

You should be preparing for our Morgan Freeman moment. We are all understandably fixated on the now. But some time travel into the future would not be a bad idea. When Morgan speaks, make sure that your business is in the finest possible position to rise with him.

Finally, for those of you who are having a really hard time, some words of wisdom from someone who knew a few things about dealing with adversity.

*“Never give in. Never give in. Never, never, never, never -
in nothing, great or small, large or petty - never give in”*

Winston Churchill

**Stay Safe
Chris Cardell**

2020 From Despair to Hope & Beyond

How to Immunize Your Business

My goal with this book is to give you everything I believe you will need to help you immunize your Business, and survive and prosper in 2020

I wrote this book in late 2019. Back then we were obsessed with Brexit and Climate change. A wave of optimism swept through the country when the political stalemate was broken just before Christmas 2019. I genuinely thought that 2020 was going to offer the greatest business opportunities.. but then came the Corona Virus.

To help business at this difficult time we're now offering a **FREE** Strategy Session to help the owners of small and medium-sized businesses.

There is nothing to buy – so why not use the time on your hands to do some work on your business as opposed to working in your business. We can show you how to automate and systemise your business, and reduce human interaction whilst (ironically) adding personality - so you work smarter not harder; and show you how to maximise all possible leads and sales in this crisis.

All you have to do is:
Book Your Free Strategy Session Today
Call 0800 011 2428

To your success,
Alan Ashley Kerr

PS: due to high demand, the spots for Free Strategy Session are limited

[Click Here to Join The FaceBook Group](#)

**How To Quickly and Easily get a Constant Stream of
New Clients/Customers and More Profits from
Existing Clients - Guaranteed**

**BUSINESS
BREAKTHROUGH
SECRETS
2020**

Business Survival and Success in Difficult Times

In this book, I want to show you how to grow, systemise and automate your business. If it is not doing so well, to turn it around, or if it is “just OK,” to make it excellent. To create more freedom and far more profitable business that you can sell if you want to.

Not generating enough leads, clients or profits are symptomatic of a much wider, deep rooted problem. A lack of volume of clients leads to a lack of systems and procedures. This can all be remedied. Do you know what the number one job is for any business? **Marketing!** Nothing else in any business matters as much or means as much to its success. At the end of the day, the business with the best marketing wins...

It's not necessarily about having the best service or product. However, if you have a good product or a good service and great marketing, you are always going to be onto a winner.

Most small and medium sized business owners view their sales and marketing with uncertainty and an increasing feeling of overwhelm. The sheer pace of digital marketing innovation frightens them. Thus they adopt a rather haphazard, shotgun approach trying various strategies here and there.

However, there is a much better way. By using a proven scientific marketing formula predicated on evidence based best practices, which builds and systemises your sales machine, you can guarantee that your marketing will be the best it can be. Moreover, use this and the multiplier effect will give you the potential to do more business in the next 12 months than in the last 12 years. A bold claim indeed – but this *phenomenon* is well known and documented. The truly amazing thing is that adopting these new strategies costs next to nothing. Adopt just one, and in a few hours, you will start to realise the power of this system. Creating systems and order, reducing overwhelm and, the bottom line, making you much more money.

Getting new clients and more income from existing ones determines the success of your business. Even the smartest businessman can go broke without this - just improving your expertise and services will not solve this! The solution lies in the systemised transformation of your sales and marketing, creating an “Automated Client Acquisition Machine”, and getting your website onto the first page of Google.

It is not surprising that all businesses are spending more money online in digital marketing than ever before. Simply put - that is where your customers and clients are... The Problem is that 99% of Search Engine Optimisation Services sold in the UK/US today do NOT work!

Whilst digital marketing has become commoditised and is offered by every man and his dog, there are precious few people around who actually have the tools and skills to “move the needle” and actually, bring in revenue. You do not need more management and sales tactics, but less overwhelm and simple, effective strategies that deliver results.

The big agencies (e.g. that used to run paper directories) have huge sales teams who appear to be more focused on signing up clients for lengthy contracts than getting their clients reviews and results! Smaller agencies may care more, but they do not have access to the little-known sales and marketing secret formulas that get results...

Many businesses (big and small) spend thousands on sales and marketing that they are unsure of or hire marketing consultants or gurus with **No Guarantee of Success**. We live in the information age, and things are moving faster than ever before. Technology is advancing exponentially, and the world of commerce is shifting to a digital-based one in more ways than imaginable. It is against these developments that you need to take a step back.

How Effective is Your Marketing?

For all too many the answer is – not effective enough. The normal solution – just throw more money at it and repeat what you have always done...?

“The definition of insanity is doing the same thing over and over again but expecting different results.” Albert Einstein

But here is an alternative - that flat out works

Would you be surprised to learn that there is a sales and marketing system that contains the essential and proven business building techniques to literally guarantee your success in the new digital marketing landscape?

This guide is designed to help you start this system and transform your business marketing as quickly as possible, enabling you to find your first new customers and clients in the next 30 days.

****Special Limited Invitation****

If you want to see exactly what you can do to kick start your business in 2020 and banish Digital Marketing Overwhelm then ...

book a free strategy call with me today- Now it's up to us (you!) to put in place counter measures that will put a protective shield around not only your clients' businesses, but those of your prospects too, by explaining to them just what you can do for them. For example, here's a simple '5-Point Disaster Eversion Plan'... #1. Implement The FORMULA: As you know, The FORMULA is our proven business growth system. It's founded upon over 20 years of testing and improvement. It works irrespective of the business type and protects the business from market shifts due to factors outside their control. You should urge ALL your clients to implement at least 3 tactics and strategies across each of the 5 elements of The FORMULA... (T × L × C × M)S = EXPONENTIAL BUSINESS GROWTH #2. Instant Impact Strategies: Your clients will each have received the 21-Day Training Course. As you know, inside the course, there are six 'Instant Impact Strategies', that help to safeguard the client's business and significantly increase their sales and profits, for zero or very little cost. Better still, they're quick and easy to apply. Urge your Next page, please... 3 clients to implement ALL of them (if they haven't done so already). Here's a list of them... DAY #03: INSTANT IMPACT STRATEGY #1: Customer Welcome Letter - Watch Here DAY #04: INSTANT IMPACT STRATEGY #2: Up-sell & Cross-sell - Watch Here DAY #05: INSTANT IMPACT STRATEGY #3: Referral System - Watch Here DAY #06: INSTANT IMPACT STRATEGY #4: Lead Magnet - Watch Here DAY #07: INSTANT IMPACT STRATEGY #5: Testimonials - Watch Here DAY #08: INSTANT IMPACT STRATEGY #6: Moments Of Truth - Watch Here #3. Focus on the 'C' Of The FORMULA: There are 12 Conversion tactics and strategies that will ensure your clients significantly increase the number of leads that convert into customers. They all cost zero to apply. Recommend to all your clients that they should be implementing as many of them as possible. #4. Focus on the 'M' Of The FORMULA: There are the 11 Maximising Customer Value tactics and strategies. Almost all of them can be applied with zero cost. Make sure your clients are implementing as

many as possible. #5. Work Harder: Unfortunately, there's no substitute for hard work. Guide your clients to prepare for the extra effort needed to offset any challenges until the business impact of the virus subsides. Whilst this may be a temporary measure, working more 'on' the business than 'in' the business in tough times almost always delivers stronger results. Now is NOT a time to sit back and contemplate all the things that could happen. Now is the time to get busy. More active. And more productive. Don't let clients sit on their laurels and wait 'to see what happens'. It's too late then. More effort now spent to avert a downturn in sales will give your clients greater security and protect their business. Without question these 5 points will have a significant and positive impact on your clients businesses. 3. How To Protect & Grow Your Business In Spite Of Major Factors Occurring Beyond Your Control As I've just explained, as a Business Growth Mentor, you are perfectly placed to help your clients safeguard and grow their businesses even in challenging times. Moreover, a far-reaching 'event' that has a potentially negative impact on Next page, please... 4 hundreds of thousands of businesses, really can be a significant opportunity for those with the right mindset and approach.

You will also receive Services worth over £600 in value:

- Digital Profile Analysis: Value £150
- Really Useful Website Report: Value £50
- Review the strengths, weaknesses, and omissions in your sales and marketing: Value £300
- A Free Google Video Personalised to your Business: Value £100
- Your Own "Business Mentor" Monthly Newsletter Packed with Cutting Edge Strategies: Value Priceless

- *NB. Not ready to speak to me yet, but would like to see the Business Mentor Newsletter that is jam packed with the latest marketing tips ?*

- [Download the 1st Edition HERE](#)

Just Read this Guide

My name is Alan Ashley Kerr. I have worked as a Barrister, run a £10 million business in the UK, a Norwegian AS in Scandinavia, and I started a Digital Marketing Agency over 10 years ago. I now work exclusively with digital marketing, and as a Business Mentor specialising in small and medium sized businesses. My clients range from Lawyers and Accountants to Leasing Companies, Care Homes, Dentists, Chiropractors, Shops and Restaurants.

I am here to tell you the truth about Business Marketing today

We enter 2020 with the Greatest Business Opportunity that most of us have seen in decades. The paralysing uncertainty of the last few years has given way to a mood of optimism and certainty. Many people and businesses in the UK had placed their plans on hold, and the New Year heralds a new Decade of Opportunity.

If you have a business, then this could be a Phenomenal Year for You. It is no exaggeration to say that you could do more in 2020 than you have done in the previous 10 years. Not only is there now a certainty, and a paradigm shift in digital marketing, but there is also an unprecedented congruence of phenomena.

Add to this, the revolutionary, almost magical effects of a Scientific “**Formula**” on all of your sales and marketing efforts, and you can really shoot for the Moon. There has never been a better time to be an Entrepreneur!

I would also like to highlight an important point. That is: **follow consumer behaviour!** Focus on where your customers are spending their time and attention.

Here are the three BIG trends that will impact the way you sell in 2020.

#1 Mobile First

Recognise that your consumers’ smartphones will be the easiest and most effective way to reach them in 2020 and beyond, and make sure that your sales and marketing strategy reflects this fact.

#2 Video Consumption Continues to Grow - the facts:

“By 2019, internet video traffic will account for 80% of all consumer Internet traffic.

The average user spends 88% more time on a website with video.

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. 51% of marketing professionals worldwide name video as the type of content with the best ROI (Return On Investment.)”

With the exponential growth of platforms like TikTok and YouTube, video has become a necessary part of every smart marketing strategy. Invest in more video content in 2020.

#3 Dominate the Search Engines with Voice Search

Voice search is your opportunity to have another chance at search supremacy! According to DBS Interactive, “current statistics show that 41% of adults use voice search at least once per day, and projections show that by the year 2020, at least 50% of all online searches will be voice searches”.

Let’s Get Started!

If you feel that:

- You are not getting the results your hard work deserves
- You are busy all the time, but getting nowhere
- You feel you need to do marketing to get more leads and clients, but do not know where to start
- You do not really understand how Google Local Search, and Social Media work

Then this is for you!

The most important part of your business is getting clients. Let’s start with a quick look at customer referrals.

Probably the number one way to grow a business is through referrals. Clients who refer another client are golden. These clients are FREE and usually, people who are referrals, are better clients. They are predisposed to feel good about you. The real magic of referrals is that if each new client recommends one new one in turn, then theoretically you only need one client to grow your business!

Now almost every business gets the occasional referral. They often happen by accident since you may rarely seek them. However, if you position yourself as the expert in your field you will acquire, if you did not have it already, the confidence and authority to be proactive and actively seek referrals in *all* of your sales and marketing pieces.

As for getting other clients – this is down to your sales and marketing strategies.

The future of your business, therefore, depends on sales and marketing, but times have changed. The clients who used to find you on Yellow Pages, and would take the time to look at your website on their PC or laptop, are now running around searching on Google on their mobile devices. They are less patient, hate advertisements, do not fill out online forms, do not open emails and increasingly live on social media. Since your prospects’ habits have changed, you need to adapt to them.

The good news is that it is not difficult to transform your marketing efforts and become so good at gaining clients, that these new behavioural shifts will actually work to your advantage.

Your Sales Message

So, let's take a step back and look at the essence of your business. It is fundamentally important to determine your primary sales message and ask: "What is my business trying to accomplish? Why should someone choose my firm?"

You then need to take an objective look at all of your business marketing assets, for example: Websites, Landing pages, Social Media, etc. Also, analyse the numbers – what are your gross sales, overheads, profit margins, etc.. Diagnose what can be improved and take immediate action.

Crafting a compelling sales message is key. Once you have refined and distilled your primary sales message you should predicate your entire marketing on it, and it should run through your business like a message in a stick of rock.

Marketing is futile if it does not result in immediate or future sales, and it is important to ensure that every marketing activity you undertake should ultimately result in a positive Return on Investment (ROI.) Remember that initially, all you may need to achieve is to make potential clients to contact you. Unless you are selling products, the aim is not necessarily to try and sell your services in the initial stages of marketing.

If you have decided that you want to change tack, reinvigorate and transform your marketing and really focus on your target audience. I can highly recommend [this book](#) by Russell Brunson who goes into far more detail about finding your message and building your audience of loyal followers.

WARNING: in all cases, it is important to constantly monitor, measure and test performance so you know what is working. If you have a website, install Google Analytics and track your Key Performance Indicators such as Total Visitors, Page Views, etc... this information is priceless.

Back in the day, all you needed was an entry in Yellow Pages and perhaps your Local Chamber of Commerce Directory and you were all set for a steady stream of enquiries and leads. Things are undoubtedly more complicated these days, but that does not mean it needs to be impossible.

Recent advances in demographic targeting and artificial intelligence are opening up a lot of new possibilities. Digital marketing 2.0 is now upon us and is really exciting. Nearly everyone has a mobile phone in their pocket - which has the power of a PC, and this means you can get your message out to everyone. All you need is a Landing Page, Website or App....

Get Your Marketing 2.0 right and never worry about growing your business again. You will be able to generate leads, convert them into clients and maximise your sales and profits. Most business owners have no idea what makes marketing work. This is your opportunity to join the small number that does...

"Marketing is your ability to influence people to purchase your services"

Create Your Own Automatic Customer Acquisition Machine

You will need to examine and CHANGE every marketing and sales strategy you are currently using, both now and in the future. Your aim is to transform your business into an Automatic Customer Acquisition Machine.

In order to set up your machine, you need to take the following **7 steps**.

NB: incredibly - making the recommended changes to your sales and marketing strategies will not normally cost you anymore, yet they have the power to 10x or more your results.



Proven, Fast, Cost Effective, Business Growth

Now being used by 26,000+ Businesses Worldwide

Seven Ways to Better Influence Your Target Market and Set Up Your Automated Customer Acquisition Machine to find your “Golden Nuggets”

In order to set up your Automated Customer Acquisition Machine, you need to apply the following 7 steps to your Sales and Marketing strategies:

1. Decide on your niche and target market
2. Make yourself stand out from the crowd
3. Put together an irresistible offer and guarantee
4. Draft a stunning banner and headline
5. Create great content; list the features and benefits
6. Reputation Proof – Reviews/Testimonials/Professional Associations
7. Draft a compelling call to action

Niche and Target Market

Decide upon your niche and identify the people you are trying to reach. Do not rush this part since it is critical that all of your marketing efforts are laser focused on the people that want to hear your message. You must meet your target market’s needs and ensure that you become the logical “go to” choice for them.

If people think the message is aimed specifically at them, they are far more likely to respond. If you have been in business for a long time, then revisit this exercise and review who comprises your target market. Of course, you may have more than one ...

You will Need to Stand Out from the Crowd

Do not be the same as your competition – you need to differentiate yourself. Establish a local reputation as the local expert and best in your field and broadcast your benefits. Concentrate on your clients’ problems and what your products or services can do to solve them. Do not forget the importance of how you deliver the service, the way you look after your customers/clients and the aftercare service. Finally, don’t forget to communicate this to the market at every opportunity. The communication of your uniqueness is powerful and should be an integral part of every sales and marketing piece you produce. Without this, most businesses appear the same and so customers and clients make their choices based onPRICE - which is never a good thing!

Create a Ridiculously Good Offer, Backed up with a Guarantee

This has to be a “no brainer” offer – rather like the hot dogs in Ikea, it has to be so loaded with value that most clients will consider/go for it. “We want you to make a specific offer that solves a specific problem.” What is that major problem your prospects have and how does your offer solve it?

If you can, also offer a guarantee and give a reason why you are able to offer it. This always increases conversions, but remember that you can only guarantee what you control.

Make your Offer your Headline

Include what you're selling, at what price, and what problem it solves. Practice writing headlines – [see https://sumo.com/stories/headline-formulas](https://sumo.com/stories/headline-formulas).

A good headline should *connect* with your target market, grab your prospects' attention immediately, arouse their curiosity and seek more information.

Headline Guide

- *The only purpose of a headline is to encourage people to click on the article and read on*
- *Stick to current information i.e. not outdated and do not be economic with the truth*
- *Tell people what the article is about:*
- *The name of your publication or your firm must not be the first thing in the headline*
- *Use words that your readers care about (this means you need to know who your target audience is)*
- *Do not be boring and use emotion*

Compelling Content, Features, and Benefits

The written content of your sales and marketing pieces is important. Be careful to keep this congruent with your target market. Your content should contain the best features of your services and the benefits to the clients.

Remember: *“If you can't explain it simply, you don't understand it well enough.”*
Albert Einstein

Reputation i.e: Reviews, Testimonials & Case Studies

You should always endeavor to support your sales message with reviews and testimonials, case studies, membership of associations, etc. The more aligned to your target market, the better the social proof will be. It should be noted that client reviews are becoming far more important in the buying process.

Indeed, reputation is now so important that it has become an industry in its own right and people rarely make buying decisions without checking reviews first.

Call to Action

The purpose of every marketing piece is to get your prospects to take action. Simply adding your phone number and website URL is not enough. It is important to tell your prospects what they must do - and add scarcity to it.

Finally, give them numerous ways to respond and make it easy for them to do so and tell them what will happen when they act.

Make everything easy for your clients:

- Easy for them to find you
- Easy for them to deal with you
- Easy to buy from you
- Easy to have a relationship with you
- Easy to complain to you

..... you get the idea!

Creating Your Automated Client Acquisition Machine: Leads, Enquiries, & Prospects

Lead generation is vital to your business. Without it, you will be unable to acquire clients or customers. Your lead generation process is the second part of setting up your “Automatic Client Acquisition Machine.” The secret is having a lead generation process that gets you new clients on autopilot. Lead generation is vital if you are selling services. If you sell products, then you simply need to shorten the sales process.

Thought for the day:

- If you have new clients coming in on autopilot every single month, you can figure out everything else.
- Not enough time for project management? If you have clients coming in all the time, you can easily just hire someone to help you out.
- Need some software to make your life easier? If you have clients coming in, just buy it.
- Want to spend £5,000 on advertising? If you have clients coming in every month, so go for it.
- Think an SEO agency could help you grow? Hire them, you will have more money coming in next month anyway.

It is important that you diversify the methods by which you get leads – do not rely on just one. For your sales machine to work at its best, you need to employ a number of lead generation strategies.

The first step is to consider the media channels open to you. These are E-Media, Published Media, and Direct Marketing Media. You should test all three of these media categories to reach your target market. In order to choose the correct strategies, ask these two questions:

1. Where can my target market be reached?
2. Where would the target market look to source our legal services?

Whilst the main focus of this guide is on E-Media, you should not neglect the more conventional sources of marketing and test them using the strategies contained in this guide.

One of the best tactics to employ vis-a-vis lead generation, is the “Irresistible Offer/Lead Magnet/Cheat Sheet.” These can lead your prospects directly to a page on your website or a landing page, and deliver it free. You can use other lead generation strategies to promote the lead magnet, such as email or direct mail and follow up.

Probably the best lead magnet to employ is a *special report* on how you can solve a common problem in a given legal field of expertise. This is normally delivered as a PDF (Portable Document Format).

Special Reports

You should deliver your prospect quality information that they cannot easily find anywhere else. This should have the effect of demonstrating your expertise and give them a valid reason to choose your services.

Pro Tip: create a name for the report that is irresistible to your target market. You may even deliver your report as a video or e-book and provide them with as much information as possible, and *over deliver* value.

How to Create your Special Report

The easiest way is to make a list of guidelines on a topic that is relevant to your service. The aim is to educate the prospect and establish you as the specialist in your field. Creating these reports will afford you considerable benefits in the market and position you above your competition.

- Choose the Subject and Title
- Create the front page of your report and include the title, name, address and contact details of your business.
- Create your report adding as much practical advice as possible. The object is to educate the reader on how to achieve a certain objective or avoid a problem. Break it down into easy to understand sections and keep it simple, personal and conversational. Use only relevant factual information and always be mindful of what the reader wants to achieve.
- The final page of the report can contain information about your services. Perhaps you can include a Bio of your resident expert in this field.
- If you are producing hard copies of the report, it is worthwhile making them look and feel professional. Digital copies should be PDFs .

Automated Client Acquisition Machine: Your Website and/or Landing Page

Your website should just have one purpose – to sell and/or generate leads for you 24/7 - 365 days a year.

Creating a website that ‘sells’ for you each and every day is vital to the growth of your business. Whether you sell a product or a service, or whether you need to sell via the website or collect enquiries, you need to be aware of the following developments in digital marketing:

Precious few businesses use the strategies you are about to learn. This will put you ahead of 90% of your Competition.

Components for a Successful Website

- You need to establish what the principal objective of the site is. This may sound obvious to you, but it is worth giving this some thought. Identify your target market and consider how you can best contact them. All too often websites have been constructed with a “kitchen sink” approach and are packed with information, sliders and stock images that are irrelevant – or they are OUTDATED. If your site is like this, I would suggest you also employ landing pages to laser target your market.
- Your website should act as the central [Sales/Lead Funnel*](#) for your entire business. (*Click to learn More.)

NB: [A Lead Funnel](#) is a funnel that generates leads, but it also does much more. It not only attracts leads, but it also builds trust, grows a list of leads, clients and customers, builds relationships with your list, converts leads into customers and ascends them up your value ladder.

A lead funnel has five simple parts: lead magnet, landing page, thank you page, sales page, and follow-up funnel.

- Every page should be considered as a landing page and constructed and have a single objective.
- Selling products on your website. If you need a site that sells products rather than services, I highly recommend that you use Shopify. You can use other platforms, but Shopify is the best.
- Today 80% of online traffic comprises video – it is really engaging - so you need to use it. Sites without video are like the old silent movies and just about as popular! Video is great on mobile devices and engages the prospect better than anything else.
- Your site needs to be Mobile 1st, i.e. not a site built for desktops that can also be viewed on mobile.

- Your site needs to **Load Fast** – after just 3 seconds you start to lose most visitors to your competition. If you are not sure how quickly your site loads you can test your site [Here](#).
- You need to keep your prospects engaged and interested, and not lose them – known as Bounce Rate!
- Automate the follow-up process with an autoresponder to send out emails.
- Once you have set this up, then send targeted traffic to your site.

Your website should be the focal point of your entire marketing system. All of your marketing material should drive targeted traffic to your website, which then acts as an automated funnel to produce enquiries for you.

It is an unfortunate fact today that most websites do not work, and actually, are harming the business that they were built to serve. If most visitors never proceed beyond clicking onto the site, then it is not working for you.

The reasons for ineffective websites are many. One issue is that they are normally created by “Web Designers” who like to produce a pretty site – they are not produced by marketers. Also, many business owners think of their site as a sort of shop window and pack it full of information. The chances are that these sites are really cumbersome and slow to load. They are also difficult to navigate and lack focus.

Time to be Honest

Ask yourself honestly – does my website bring in leads? Am I happy and proud of my website? Is it quick to load (under 3 seconds?) Is it easy and fast to navigate, does it have click to call or email facilities? Was it built as Mobile 1st? i.e. not as a desktop site that kind of works on mobile devices?

Beyond Websites – The Mobile Revolution, Artificial Intelligence and Bots

Are you familiar with the phenomenon known as “Mobilegeddon” (did you click and watch this Video?)

Mobilegeddon is now officially here, and the era of the desktop PC is Dead! Up to 8 out of 10 of your prospective customers now view your websites on their mobile phones. Think about that for a moment...

“Mobile Friendly” is just not good enough today –these sites were built for Desktop Computers and are too slow, hard to navigate and have poor showings in Google Search Results. Google’s algorithm has recently changed to give preference to sites actually built for Mobile. These are called Mobile 1st.

It is likely that your online strategy in general, and website in particular, was NOT created to deal with online marketing 2.0 in 2019. To find your prospects you need to realise that they are now living in a Mobile, Multimedia world. For your marketing to succeed, it must be predicated on a Mobile Strategy, and the chances are it is not.

Many sectors are seeing their response rates crumble, but if you get it right, the opportunity for more business is actually greater and easier.

SHOCKING REVELATION! Your website is probably out of date and does not function properly on mobile devices. You may have made it “mobile friendly” but the truth is that is not enough. Increasingly, viewers like to be able to scroll down the entire site and do not like to have to click through to other sections or pages. In fact, many prefer that the entire site is to be found on *one page*. If you want to see what a modern landing page looks like just click [here](#); and be sure to view it on your mobile – and then look at your own site!

Whilst it is now essential that your site looks great on mobile devices - these days over 60%-80% of your potential customers and clients see your site on a mobile.

The 8 second Limit. On average, 50% of visitors leave your site within 8 seconds. Why?.. they are surfing and most likely checking out your competition. They will make an instant decision on the value and suitability of your site. It must be compelling. Most website designers do not take this into account. When designing your site your focus should be on the 8 second test.

It is also important to design your site so that it acts as your sales assistant, working 24/7 with the sole aim of collecting leads and making your phone ring. Many big, pretty sites do not serve the primary purpose they were built for and do not bring in enquiries. Sliders in the header and many contact forms are pretty much obsolete.

There is an internet myth (propagated by many website builders) that if you build a big, beautiful website they will come; and if you build a big beautiful website, it will attract visitors. However, the idea you can sell immediately to people online simply does not work so well.

Instead, the purpose of your website should be to begin a relationship with a customer. Give them something of value, i.e. a video, free consultation or information in exchange for their email/contact details. This is known as permission-based marketing. If you try to sell something you may achieve 1 sale out of 100 visitors; however, permission based marketing can increase this by up to 25 people.

People are often “on the go” and want to have facilities like “Click to Call “or” Click to Email.” In a word they want **SIMPLICITY**. You must make it easy for people to contact you and want to contact you. Avoid disclosing prices if possible. If you have a service business, state that initial consultations are free. Importantly, you have to demonstrate that you are the trusted professional that they are looking for and provide proof in the form of reviews or testimonials.

Video

Another Internet Marketing 2.0 feature that is often lacking on most business websites is video. Online video is now a vital component of your website. Your internet presence should now be on a multimedia level. Embrace the new technologies – don't be scared of them. Speaking to potential clients in this way can increase engagement by 200%.

Putting a video on your site is not as hard as you might think. One easy way is to arrange a simple interview and reply to the commonly asked questions in your business. This can be done with a smart phone. You do not need to be concerned about creating a Hollywood movie. Take imperfect action. People like genuine people, imperfections and all!

Remember that your site should be easy to navigate and have a natural flow so the visitor can easily understand how to find the information. It should also have a loud and clear CALL TO ACTION inviting them to contact you, or if you are providing a service, requesting a no obligation, complimentary consultation.

Use YouTube and other Free Video Marketing Channels

1. Create your own channel
2. Create videos. It can be filmed on a phone or buy them
3. Upload videos and share them on social media
4. Syndicate videos to other video channels i.e Vimeo
5. Did you get your free video? Fully customised to your business? **Contact us.**

How to Set-up your Website or Landing Page to get Results

1. Decide on the principal objective of your site e.g. get leads.
2. Support this with well written content that explains the benefits of your business or service and any lead magnet. The page should be congruent with the marketing message.
3. Focus on your irresistible offer and getting the client enquiry. Do not forget to instruct your prospects what they need to do with a strong call to action.
4. Lay out the home page with this objective in mind.
5. Create a powerful banner headline.
6. Add what is known as a hero shot – should be congruent with your principal objective.
7. Add a suitably scripted explainer video - if technology allows you can make it “sticky” so it follows you down the page.
8. Add an optin box; you may want to also have a pop-up optin upon exit intent.
9. Add live chat or FB Messenger. ([Collect Chat](#) is a Good option.)
10. Add [GDPR compliance](#) i.e. cookie warnings, T&Cs, and Add SSL security certificate.
11. Content is key – an ugly website with a well written copy will always outperform a beautiful site. The written word is fundamental to persuading your prospects to take action, so your copy is critical.
12. Install Google Analytics to monitor all your critical webpage statistics. In particular, you should track how long people stay on your site and the number of clicks/enquiries your prospects are making.
13. Collecting leads ...most importantly, you need to collect a visitor’s name and email address. This is normally collected via an optin box. This is really simple to do if you are using a landing page/funnel. Alternatively, if you have a WordPress site you can use a plugin.
14. NB: it is now also possible to collect prospects’ details with Facebook Messenger.
15. Make sure you have stable, secure, fast hosting for your site. I use [this one](#) which employs superfast Amazon servers. *Please note that you do not require hosting if you use Click Funnels for your site.*

If you want to make this process fast and easy then use a template. Here, most of the work is done for you and customising it to your business if easy. (I recommend that

you take a look at this simple and effective advice. The [landing page/funnel swipe file](#) is available for around £5. NB: it also contains *lots* of extremely useful information.)

Automation

Streamlining your sales and marketing process means automating whatever you can and ensuring that where human intervention is necessary, it is the best it can be.

One of the keys to making your sales machine work efficiently is for you to automate and delegate, so that the machine or at least parts of it, run on autopilot allowing you to focus your time on what is most important.

Your objective is to institute a SYSTEM to achieve the maximum results with the minimum effort, and put your business on “Autopilot,” so that you can reduce the necessity of you having to constantly be there, and start to actually enjoy running your business. This system will inevitably make things easier. It will allow you to release control whilst enjoying more control. So, this is what you need to do – and there are four basic areas to set up your system.

1. Improve, systemise and perfect your existing and new marketing channels. Ensure that your website or landing page is optimised for mobile use and acts as a lead funnel.
2. Systemise and automate (as far as possible) the process of customer/client conversions.
3. Systemise and automate (as far as possible) the process of increasing customer/client value.
4. Pricing: the prices you charge are the foundation of your business model. You need to ensure that your profit margins are enough for you to achieve financial freedom. At the heart of this is putting the client first and foremost and delivering excellent value and service. Only then can you charge the prices and achieve the profits you deserve.

A word about **ecommerce** product sites. These days your online store can be set up so that almost everything is automated – even product fulfilment. This could be the subject of a separate e-book, but suffice to say that new technological developments mean that if you are selling products or services online it is a whole new world that is at your fingertips.

Email Marketing

A good place to start considering where automation can be super effective is email marketing. Generally speaking, more money is made from follow-up email marketing than other online activities such as websites. Building a list of potential clients who are interested in what you have to say and keeping in touch with them is really valuable.

There is an old marketing expression that the money is: “in the list.” Marketing from your list is efficient and easy. The key here is action. Set up a system whereby all enquiry emails (subject to GDPR) are transferred to your list. It may be worth automating this process with what is known as an autoresponder. I use one called [Aweber](#). Click on this link to find out more about them.

There is a small monthly charge, but they do offer a free trial so you can take it for a test drive! They are one of the market leaders and the beauty of this software is that it enables you to build sequences of emails in advance and then put them on autopilot. So, for example, you could send out an e-book in one email, a video in the next and then discuss points of interest in another, or, if appropriate, invite them to call in for a free consultation in the next week, etc.

NB: If you would like to receive 45+ email content templates and the complete course to writing great emails absolutely free of charge just [click here](#). You can learn how to craft the perfect message or just use the templates and fill in the blanks!

When deciding what to send out, it is important to focus on adding value for the subscriber. It is good practise not to attempt to sell your services before delivering value and building trust. If you add value, your emails will not be perceived as a nuisance or even worse, spam. However, always ensure that the Unsubscribe process is clearly visible and simple. The aim is to consistently remind subscribers that you are the authority in the area. The tactics to use here are similar to those that you can employ on social media to build your profile i.e. getting people to know, like and trust you.

I would add that many marketing books have been written on the subject of emails. Suffice to say that plain text emails are normally the best option. Keep the subject line short and elicit curiosity. The body of the email should be interesting and offer value so that the prospect thinks about your products or services. The aim here is to stimulate action on the part of the reader i.e. perhaps to call or visit the website for more details. Check out this “[what to write](#)” pdf...complete with free templates!

Postscript: Marketers are constantly complaining that email open rates are falling. Whilst it is true that email is not what it used to be, the critical factor in whether it works for you is whether you are delivering VALUABLE INFORMATION to your subscriber. If it passes this test, then email marketing will work and you will be able to increase the frequency that you contact your database.

Whether you sell products or services via a website, do not forget to automate the follow up email sequence and stay in touch with your customers. This will pay great dividends over time.

How to Automate the Follow up Process

Automated Email Sequence

1. The first mail should be delivered to the subscriber thanking them for requesting your offer. You may include a link to the lead magnet at this point.
2. You can draft all your follow up mails in advance and load them into the autoresponder.
3. Remember that this is an opportunity to reach out to your prospects and get them to know, like and trust you. Generally speaking, the more points of contact you have, the better.
4. Most businesses are reticent to send out too many emails. You must, of course, ensure that you are complying with [GDPR legislation](#), but it is advisable to send at least one email every few days (minimum one per week.) Try to make the emails interesting – perhaps include relevant tips or news in them.

Letters and Quotes

Just a quick word about letters and quotes. If you send out a quote or proposal you could take this opportunity to promote your products or services. You need to tell the prospect why they should use you. You can do this by integrating the quote as part of a sales letter.

Sales Letters

If people don't make up their mind to proceed, you should consider following up with a sales letter which can greatly improve your conversion statistics. This is another case where content is key. Remember to include the following elements:

1. A great headline highlighting the prospect's situation, needs, and fears.
2. List the benefits of dealing with your business. Remember to be personal and friendly and identify with the prospect's situation.
3. Include a call to action and try to include relevant reviews and social proof.

Online Reputation: Reviews

Always put the client first in everything you do. Amazon has grown into the economic giant it is today by following the formula that the customer is king. Jeff Bezos realised this and constructed his business on this principle. Indeed, the whole concept of customer reviews has become an integral part of Amazon and may be seen everywhere today on sites like TripAdvisor, etc.

How many times do you check out customer reviews before making a purchase? Your client has to be your Number 1 priority! You probably already receive leads (and hopefully clients) via word of mouth and referrals. This source of business is extremely important and should be rewarded and cultivated. By constantly delivering value, having a client first philosophy and a streamlined, efficient lead conversion process, you are already on the way towards putting this source of business on autopilot.

These days people are increasingly interested in reviews and the more the better! It is amazing how few sites feature good reviews from satisfied clients. Moreover, hardly any feature reviews on directories other than Google. You should not forget that you should have directory entries (called citations) in **all** the major UK directories i.e. Google, Yelp, Facebook, Yell, Yahoo, Bing etc. These must be entered in a very precise and consistent fashion or they will show as errors and could be counterproductive. However, having these (and more!) correct entries will help you to show up on the first page of Google's local search and enable potential clients to find you!

Check How Your Customers/Clients Think of Your Business!

Simply Enter Your Business Name
Here is the Link:

<http://addtocart.repgrader.com/MTU2MTk=L>

(Works for All Businesses If you are Registered with Google)

Local SEO and Ranking on the First Page of Google

Why doesn't Google list the best businesses at the top of the search results?

"Google knows the best marketers, NOT the best Businesses!"

Fact: Most local small and medium sized businesses do not invest in Search Engine Optimisation - yet local SEO is one of the hottest trends in marketing since it evens the playing field between large and small businesses.

Is this your view of SEO?

Reason #1: "It's not worth bothering – I am too late!"

Business owners are reluctant to spend money *competing with the competition who may have been working on their* SEO for years. They cannot visualise how they could ever overtake their competitors and achieve search rankings. So Why Bother?

However - local SEO is a great equaliser and can lead to easy and great success.

Make sure your website is working for you and not against you. Strengthen your position in local searches by registering with online review sites. Generate content that is relevant to your city, your district, your neighbourhood - even your street.

It's not ever too late to begin working on local SEO rankings.

Reason #2: "SEO services are too expensive."

Investing in SEO services can be scary for small business owners because of the lack of guaranteed tangible results.

However, good SEO professionals do not improve your Google Search rankings with magic. They will use proven strategies and you can monitor the results. In some cases e.g. Youtube - you can see results almost instantaneously!

They can help you with your website and ensure it performs at its best 24/7 for your target audience and help you create high-quality content for your online channels. They will ensure that you are listed in all the local search directories, you will be highly likely to see marked improvements in your Google search rankings.

Even if you cannot afford to hire an SEO professional, there is much you can do on your own to get more local search traffic. Far better to take action to improve your SEO strategy than do nothing.

Reason #3: “I cannot keep up with all the changes.”

SEO does evolve and there are numerous algorithm changes, but the central values stay remarkably the same.

The most important factor is your content.

A good mobile friendly website with engaging and valuable content will have the best chance of high rankings.

Reason #4: “Where should I start?”

Rising to the top of Google and winning over your competitors will normally take time...

Initially, your focus has to be on your website. Ensure it is not killing your business!

The next step is to work on your content. Every website page should work as a landing page with suitable keywords. Use video if possible, and you may wish to have a blog on your website and keep it updated with excellent content.

The next step is to register your website with Google My Business and all the major online review sites such as Yell. Try to elicit and publish customer reviews on these sites. Your customer experiences are increasingly important.

Local SEO

Finally, a word about Search Engine Optimisation (SEO.) Many marketing companies are obsessed with SEO. This is the practice of manipulating search results to get higher listings... **you should not do this... better to work with Google.** This does not mean that you should not optimise your site with the correct titles and tags or have backlinks to your site. Known as “On Page Optimisation”, this is desirable - if it all complies with Google’s terms of service.

The Holy Grail of Local Marketing is fast becoming ranking on the first page of Google’s search results. If you achieve this for your principal search terms you will always receive many more enquires.

How to achieve this *without* upsetting Google? Read on!

If a website is not listed on Google’s first page..... your business is missing 90% of the online client getting traffic! Most businesses we examine are not even listed in the most popular online directories, so it is no wonder they do not show up in Google Search.

In order to rank a website to appear on the first page of Google, there are a number of factors involved. If you would like to go deeper into the subject of SEO, there are many publications on the subject. The problem is that Google constantly changes its algorithm. However, what Google wants to see is valuable content that is congruent with the keywords (search term).

In addition to this, you need to pay attention to your website and ensure that your pages are correctly optimised. If you use WordPress, then employ a plugin like Yoast to help with the optimisation process. Ensure that your page titles contain key words and that you have relevant back links.

If you have not already requested the no charge website report, please visit [my site](#) to do so. The report will point you in the right direction to address any SEO issues that your site has.

Why Google My Business is Big Business for You

It is amazing how a low priority is given to Google My Business by many businesses. It is just as important to you whether you are selling products or services. Completing your listing with Google is free, BUT there is a world of a difference between simply listing your business and listing it correctly.

When it is done properly (and this involves a lot more work than simply listing your business) this alone can get you on the first page of Google!

If you rank a business on Page 1 of Google Maps (also known as Google My Business) you will generate calls and new business. Google Maps is great for local business and ideally, you want your business to be listed in what is called the “3 pack”. Let us take the example of looking for a *solicitor* in *Belfast*. So, you type into the Google search box “*Solicitor in Belfast*”.

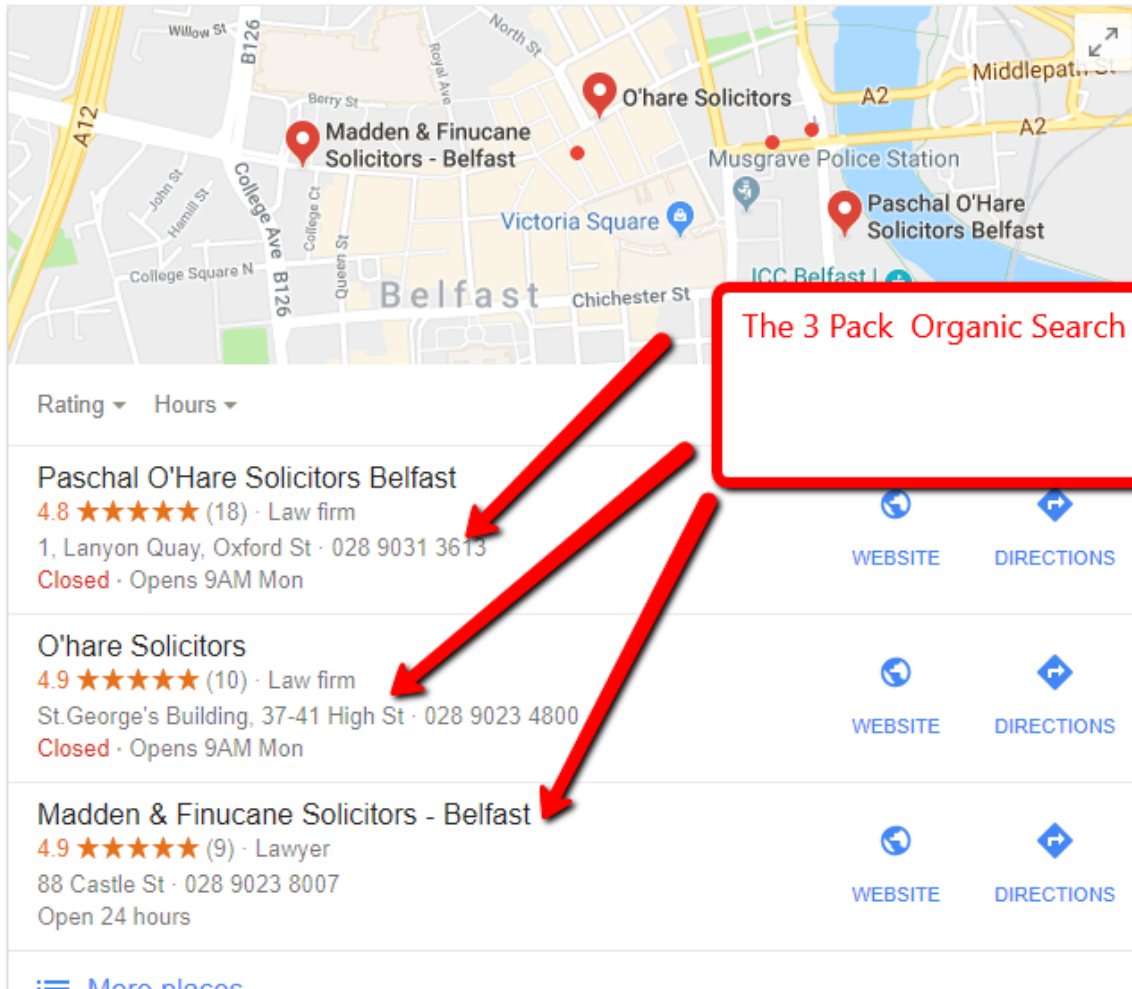
The search results will bring up some paid ads. This is where people are paying Google Ads on a Pay Per Click (PPC) basis. In this case, there is just one paid advertisement listed. Under that is what is known as the “3 Pack”, where 3 more solicitors’ firms are shown.

These results are appearing from organic search. These firms do not need to pay for this listing. As you can imagine, getting into this 3 pack for your firm is extremely beneficial and can bring in a great deal of business.

Look at the example on the next page ...

[Ad] www.philipgallen.co.uk/Solicitor 028 9066 3364
When only the best legal help will suffice. Whole range of legal services
195 Lisburn Road, Belfast

Paid Search



The 3 Pack Organic Search

Here are some tips on verifying your business with Google Maps and the subsequent ranking process.

Be careful though... you must be extremely thorough and consistent in your entries or it will not work for you. Also, this is not a set it and forget it process. It needs regular reviews and nurturing to see results. Ideally, you may be able to stop advertising with expensive Google Ads if you have highly optimised Google Map and Directory citation listings.

Step 1

Verify your Google My Business/Maps Listing.

If you are going to use Google Maps as an online strategy you must adopt and verify your Google listing. There is no charge for this, but you may wish to get a professional to do it for you since the difference between just creating a listing and doing it properly is significant.

In most cases, you will then receive a postcard from Google containing a verification code. Alternatively, you may be able to do it right away. In our experience business owners often find it difficult to edit their profile, publish changes, images, and posts, or correct mistakes made by Google. Resolving problems can be challenging when you aren't familiar with Google. Do not be afraid of asking Google's experts for help.

Step 2

Optimise your Google Maps/My Business listing. Choose the correct categories for the listing and write a short description explaining what your services are, and why you are an expert. Add at least 10 professional photos. I recommend a good group staff photo and a few smiling staff working photos.

You may also want to add a video. If you do not have a suitable video contact us – we can normally help.

Also, you should add these GEO TAGGED IMAGES TO YOUR CITATIONS!! <https://www.geoimgr.com> and arrange to complete the Google Schema. **Schema markup** is a code (in the form of semantic vocabulary) that you should put onto your website to assist the search engines to return more informative results for your users.

Step 3

Make sure that you carefully complete 100% and keep it exact. No keyword stuffing or trying to fool Google!

It is particularly important to be rigorous to keep the same entries for the N:A:P: Name, Address and Phone – same across ALL sites on the entire Web... your website, Google My Business, and the various Directory Listings.

Another important factor in ranking a Google Maps listing is something called **Citations** i.e.

NAME ADDRESS and PHONE NUMBER. WHEN THESE 3 COMPONENTS ARE LISTED ON ANOTHER WEBSITE IT IS LIKE A VOTE FOR THE BUSINESS AND HAVING MORE VOTES CAN PUSH YOU TO THE TOP OF THE 3 PACK.

It is important to have entries (called citations) in the top listed Directories. These provide backlinks to your Google site and will also help rank your website. Usually, the best sites are Google, Yelp, Yahoo, Yellow Pages, Facebook, YouTube, Twitter, etc.

Check how many Directory Listings/Citations your Business Has!

**Simply Enter Your Business Name
Here is the Link:**

<http://addtocart.repgrader.com/MTU2MTk=L>

(Works for all businesses if you are registered with Google)

Going hand-in-hand with these citations are the comments put on these sites by your customers or clients. These are known as reviews and are increasingly critical. In this age of instant gratification, people are just as likely to check their mobiles for reviews of lawyers as they are for plumbers or restaurants. We have a [free review handout](#) which you can begin to use right away and start building that 5 Star Online Reputation!

If you really want to do it properly, you can get a **Custom Designed Link** which walks your client through the process, making it as painless as possible.

Here is a Pro Tip for you. Simply Google “Moz Citations by Category,” or “Moz Citations by City”- you can use a keyword such as “Croydon Criminal Solicitors” Be careful to copy what Google has in the Maps/My business listing when you make the entries.

You are now on the way to ranking in Google Search.

Press Releases

A shortcut to Google Page 1 can be achieved with the use of a Press Release. This has the effect of creating a large number of back links which can boost ranking - often literally overnight. Press Releases must be interesting and newsworthy. They can be up to 1000 words in length and should be written in the third person. They are released to up to 500 News Outlets and can deliver amazing results. [More Press Release Details.](#)

“PressCable (The Press Release) has managed to really drive our business forward. The results in just 3 months of working with PressCable have been incredible. The business has really taken off and I never thought we'd be too busy to cope, it's a good problem to have and I cannot wait to see what we can achieve together moving forward.”

– Kam Bassi, **Physio Dynamix**

Latest News: A fairly recent development is the advent of Social Media and Google Stories. The latter is particularly interesting since these use a mobile technology that is ranked highly by Google and the Search Engine Rankings stick!

Other Lead Generation Strategies: Google Ads

NEVER LAUNCH YOUR GOOGLE ADS CAMPAIGN UNLESS YOU HAVE A WEBSITE OR LANDING PAGE THAT GENERATES SALES AND/OR ENQUIRIES

Google [Ads](#) are a brilliant way to reach your target audience and perhaps the most revolutionary thing to hit marketing in the past 10 years – and it is getting better. Right now, people are searching for your product or service on Google and if you are not there you are losing out. If you are not on the first page of Google's organic results, then you need to be doing PPC (Pay Per Click) on Google; you should try it and become really good at it.

The advantage here is that your advertisement is **ONLY** seen by prospects who have typed their search term into Google. Google Ads today is more effective than ever. AI (Artificial Intelligence) and superior targeting place it firmly in the realm of Internet Marketing 2.0. It is possible with Google Ads to only pay when someone actually clicks on your ad. Think about this for a moment! You are only paying for interested leads – isn't that wonderful?

Setting up Google Ads campaigns is complex and best done by [professionals](#). You will get a better return on investment and not wasting money.

Bing and Yahoo operate a similar system and are actually cheaper. I would highly recommend also using them since they can give you around 25% of your PPC leads.

LinkedIn

Traffic coming from LinkedIn has a 277% higher conversion over traffic from other Social Media and attracts people looking to grow their business and careers. It is so effective that all the huge marketing agencies use LinkedIn as their sole source of new leads and clients.

I've recently discovered a way to use LinkedIn's search algorithm and leapfrog any profile to the top search result AND it works for any keyword in minutes. This means you can be the first local business that owners in your market see when they are looking for SEO, marketing, social media, or any other service. It is also possible to use a tool to obtain LinkedIn members' emails and contact them directly. This is important when moving to the next phase of engaging business with members.

Just adding these tweaks to your profile is enough to generate 10-15 leads per week.

Keywords

Keywords – do you absolutely know what your top keywords are? Are your marketing efforts focused on them? Make a list of your top 20 buyer keywords or phrases and test them in your sales and marketing campaigns. You can use Google's free resources or purchase a great keyword tool like [Keyword Researcher](#).

Facebook Ads

Facebook ads are paid messages from businesses. They are written in their voice and help reach the audience that they are targeting i.e. the people who matter most to them. Advertisers create campaigns that have specific goals and advertising objectives and they create advertisements within the campaigns to help them attain their objectives.

For example, a business may create a campaign because they want to get more people to visit their website. When they create the advertisements within that campaign, they will choose images, text and their target audience that they think will help them increase the visitors to their website. Businesses should decide on their advertising goals before starting to advertise on Facebook. Some goals can be reached simply by boosting a post whilst others by creating a Facebook ad.

Facebook Ads offer you the additional benefit of choosing placements in Facebook News Feed (Side Ads), Messenger ads, Instagram stories, instant articles, and Audience Network.

Use specific ad objectives: choosing the Ad objective early on helps you to focus on which campaign type is congruent with your current business goals. Boosted posts, for example, allow you to focus on website clicks, page engagement, and local business promotions.

Conversely, the full ads system in Ads Manager lets you choose objectives like store traffic, conversions, and lead generation. Also, you can create and manage ads through the Ads Manager mobile app.

Maintain creative control: with Facebook Ads, created through Ads Manager, you can design an ad that fits your goals. Create carousel ads, add specific descriptions and add a call-to-action button that'll drive more of your audience to take action. These are only a few of the creative and formatting options available in Ads Manager that aren't available when boosting a post from your page.

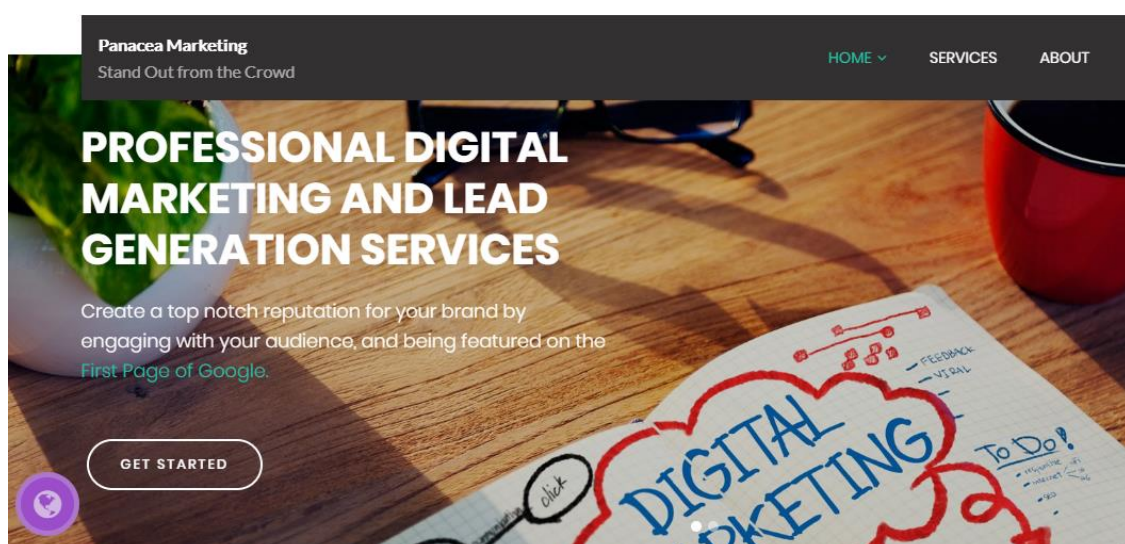
Use advance targeting capabilities: boosting posts let you decide on interests, age, and gender for your ad targeting. This helps you reach people who most likely care about your business. With Facebook ads, you can use more advanced tools to create overlapping audience types, lookalike audiences and more.

Whilst Facebook has some advance targeting capabilities and uses AI to refine your audience, I recommend enlisting a professional to help you with FB ads if you intend it to become an integral part of your business. They will also have access to more efficient targeting tools which can save you money.

Facebook also owns Instagram and you can target Instagram with your ads and posts. Depending on your audience you may want to use Instagram as an additional platform to deliver your sales message.

When to use Facebook ads as against boosted posts

It's important for any business to identify exactly what they're hoping to achieve with an ad. For example, if you want audience engagement on your page or to develop your brand awareness, boosting a post is a great way to maximize visibility and grow your audience. To create more advanced ad types and campaigns, use Ads Manager.



Social Media Posts: Facebook, LinkedIn and a Big Secret Tip!

Looking through the vacancies on Indeed.com recently I was shocked by how many jobs are being advertised for digital marketing. Many businesses, particularly larger ones, are hiring marketing experts. If you hire the right one then this may be a great solution, but what if you cannot afford this or cannot find the right person – then what?

These days having a website is simply not enough. You also need to be found on Social Media. Having a Facebook page and putting up the occasional post or ad does not really help. Similarly, getting likes does not really help and marketing should only be carried out if it produces income.

Developing your brand, and your authority with social media is and will become increasingly important. Also, tapping into Facebook's targeting power and AI allows you to acquire clients, practically on demand. The costs associated with this revolutionary new development are insanely low and it is essential that you are conversant with the opportunities this offers you. I recommend you take a look at the Facebook Case Study strategy on Page 51 for a deeper insight into the potential of social media.

Facebook Secrets Pro Tip

If you want to increase your customers who arrive via your Facebook page AND Google take the time to verify and optimise your Facebook page. If done correctly your main keyword can be ranked on the first page of Google within 72 Hours.

If you need help with this, you will have to give your marketing person the relevant permission to work on your Facebook Page – Here is the Link:

<https://www.facebook.com/help/187316341316631>

How to Fix your Facebook SEO....? Ever see those blue or grey checkmarks on a Facebook Page? These checkmarks are called verification badges and establish credibility by being like an endorsement from Facebook.

Celebrities, major companies, sports teams, and some high-profile bloggers all have this badge to tell their visitors that their page is the official one.

Did you know that local businesses can have the same badge - very few businesses are taking advantage of this, even though it will make their business stand out on Facebook and would also help to lower ad costs. Business owners LOVE having this official badge on their page and it's surprisingly easy to get if you follow a few steps and go through the verification process.

You can also use Facebook to flag messages onto prospects' phones when they are within a certain radius of your business. Imagine if you have a café and people walking nearby are advised of today's special!

Facebook Messenger – Better than email?

Facebook Messenger has emerged as an exciting communication platform and list building tool. While email open rates are dropping, Messenger open rates are often near 100%. It can, therefore, pay to use Messenger as a means of communication with your prospects. Coupled with this innovation is the emergence of Messenger chat bots.

These can vary from a simple response to complex funnels utilising AI. It is possible to easily customise chat bots for use by all types of businesses.

Conversions: Setting up Your Automatic Client Acquisition Machine

Do you Have A “Sales Conversion” System?

Converting your enquiries into Clients is a Biggie. This process of conversions is critical and is a vital step for anyone looking to grow their business. Whilst not as immediately attractive as other forms of marketing, remember that farming is easier than hunting, and this is where you should start. So a good place to start is the process by which your leads or enquiries become clients. This is critical to your business and improvements here will directly increase your income.

Step 1 is to **measure** your current conversion ratio i.e. the number of enquiries who become clients.

Step 2 is to **analyse** each stage of how incoming leads are dealt with and improve it wherever possible. It is important to track them from the time they come in - they are the life blood of your business and should be treated as such. Such simple things as “How did you find us”, to how to answer the phone. Being as helpful as possible, putting the client first and taking a genuine interest in them, are all important. For example, in the legal profession, can potential clients gain access to actual lawyers when they want to discuss important issues? It is essential they do not feel that they are being fobbed off or treated as a number.

Who deals with them? What do they say? If it is a receptionist or staff member, are they properly trained? Do they filter out promising leads? What protocols are in place? How can current systems be improved? Should I consider using a Call Centre? It may go against the grain and seem too “salesy” but in essence, you want to create a sales funnel with leads coming in one end and clients coming out the other and track the results. Sales funnels and landing pages are currently all the rage in internet marketing circles – if you want to learn more about them you can find out more at Clickfunnels.com or Convertri (UK equivalent).

It is best to listen to what your prospects have to say and gain their trust. People make purchase decisions from those they: know, like and trust.

It is preferable to concentrate on understanding their needs and give yourself the best chance of turning them into a paying client or customer. Offer them a high quality, personal, attentive and professional service.

You may lose some leads who are in the business of price comparison, but your end game will pay dividends.

Pro Tip: Suffice to say, you should NEVER serve prospects anything less than the best your business can be. Incidentally, this also applies to leads coming in via other forms of communication, such as emails. Always seek to engage and empathise, but not discuss or mention prices. That can come later – once the relationship is established.

Step 3 following up on leads is the last stage of the conversion process and is incredibly important since it represents an opportunity to demonstrate your professionalism and personal service. You can employ phone calls, emails, text messages and posts to follow up. The key is to deliver VALUE and differentiate yourself, so you stand out from the crowd.

Enquirers should receive an email, follow up letter (NB. letters possibly carry more weight than previously, since they are rarely used these days) and a phone call detailing the enquiry response the very next day. You may also wish to use text messages to contact clients. This is really effective too, for example, confirm a table reservation in a restaurant, or a dental/chiropractic or hair dressing appointment.

In most cases, it is prudent to contact them again some days later to follow up again if you have not had a response. The cost of this is negligible when compared to other marketing efforts, but the rewards in terms of increased conversions are great.

It is important to realise that enquiries are VALUABLE and cost money. Just divide the cost of marketing by the number of leads and voila – your cost per lead! Attaching a monetary value to leads can have the beneficial effect of taking them more seriously. Once you are satisfied that you have optimised your client conversion process you can turn your attention to getting new leads and enquires.

(NB. I am assuming that you comply with the latest GDPR legislation – Suzanne Dibble, an award winning solicitor has an excellent [GDPR guide/Compliance Pack](#) and [check list](#))

Summary

It is futile having a brilliant lead generation system that brings in leads each month if you then only convert a small percentage of them – you are wasting a valuable opportunity. Few people realise that putting in place a system to convert more enquiries into clients is much simpler and cost effective than they thought. Every business needs a sales conversion system. Simply put, a sales conversion system is used to ensure the business generates more customers from the number of enquiries generated. Starting from the moment the enquiry is received, to the point where that enquiry becomes a client. (NB. enquires can come from prospects or existing clients.)

It is an established fact that most prospects must reach the appropriate level of interest before they are prepared to hire your services.

To increase conversions, you need to increase the prospects' interest each time the business makes contact with them and increase the number of times you do make contact. On average it takes 7 positive contacts (which is known as 'The Rule of 7') before the prospect says, 'Yes'.

By using sales conversion, these actions are instantly built into the system, which increases the possibilities of obtaining a favourable result with the most extremely targeted potential customers. Regardless of what the business is, there are several very easy recognisable actions between the lead coming in as well as when the prospect states, 'yes'. The sales conversion system focuses on each stage and consequently, many more leads become your customers or clients.

Increasing Customer or Client Value

To recap, it is important to set up a system to collect enquiries and leads and to optimise the conversion process. However, once your leads become clients, you can also maximise their value over time. There may be many situations where you can endeavour to create a fruitful and long-lasting relationship with your customer or client and encourage them to be a regular buyer of your products or services.

Remember! There are just 4 ways you can improve the value from your customers or clients:

1. Get them to purchase products or services more frequently.
2. Increase your average price (NB. Most businesses do not charge enough for their services. You should always check if you can charge premium prices.)
3. Increase referrals.
4. Retain and do not lose customers or clients over time.

Focusing on the customer or client and delivering value over and above what they expect is key.

BONUS: Grow your Business with Social Media - A Case Study

How to Get New Clients with Just One Social Media Post

How have you been using Facebook? The chances are you set up a business page and put the occasional post on it.

You may have even written a blog for your website and then created a Facebook post promoting that blog. Unfortunately, Facebook has restricted the reach that you can get without paid advertising on Facebook posts, and so it is unlikely to have been successful.

You can pay to boost a Facebook post and hope that somebody reads your post. This is a bit like playing the lottery since it is not likely that you will find a prospect who is interested and needs your help and calls you. There is little chance of success with this strategy and the probable result is no calls, no leads and no clients.

It is equally futile if you don't create content, and just run ads e.g. "XYZ Accountants – best for contractors, or XYZ Plumbers best prices in Croydon....etc."

The reality is that people don't go to Facebook to look at them. It is a social media network and they want to see pictures from their friends and family, watch videos, etc.

Multiple Touch Points

We have already mentioned this, but recent evidence suggests that as far as the internet is concerned, the "7 contact protocol" has now moved up to more than 20 touches!!

Clearly most existing and conventional sales and marketing methods currently employed on Facebook do not work since your prospects are only seeing your message one time and you are unable to follow up with them again.

You're hoping that when they see your advertisement, they trust you enough to call you. Remember that even if they want to call you, they might be at work, or are unable to call. So, they leave and forget about you. There's no reason for them to follow up and that they cannot find you again.

New Method – Do it THIS WAY

You do not need numerous posts. Focus on the creation of one post with great content. Remember to use all the marketing strategies outlined earlier. Aim it at your target market. Devise a great Headline that captures their attention. Differentiate yourself from the competition and include an Irresistible Offer/Lead Magnet. This can be a special report on a compelling subject of interest to your Target Market. List all the features and benefits and provide as much social proof as possible. Finally, add a call to action and some sort of scarcity to push prospects to take immediate action.

The second step is to promote the post that features the lead magnet/cheat sheet. You can simply opt to boost the post (payable with the simplified system) or set up a business account and pay to promote it that way.

You then arrange to capture the email addresses of everyone that views the post. This is achieved by the use of a landing page (which we discussed earlier.) Then simply continue to follow up with high-value content until the prospects know, like and trust you. At this point, they are far more likely to take the decision to become your clients. In fact, you will be their automatic choice.

The flow is therefore as follows:

First Day

- They click on your Facebook ad, and
- Are added to your Facebook Audience
- They download your e-book (lead magnet)
- And are added to your email list via your [Aweber](#) autoresponder.
- They can join your Facebook group (if you have one)
- They receive day number one's email and may also start seeing *remarketing* Facebook ads (optional)

NB. Remarketing ads are not essential to this, but can be extremely effective.

After day one, they start receiving daily emails and further Facebook group posts.

The key is to follow up over and over again. You're ensuring that they know your name and your business.

Creating A Cheat Sheet/Lead Magnet

Let's look at your great piece of content. First, it should be a lead magnet/cheat sheet that is saved as a PDF file that they have to download, and it is emailed to them. This is how you capture their email addresses.

It should be 500 to 1000 words and evoke interest and curiosity. One of the best tactics is to make a list, for example, detailing the benefits of your product or service.

NB. It should not be a sales pitch, just focus on creating 100% pure value.

Why This Works...

This method is much easier. It is totally automated and you don't have to create, post, and boost every day. This is less work and far more effective than the old method and it does not matter if people are not ready to contact you right away.

Many will contact you eventually, once you've proven your authority and value.

How To Set Up The System

This case study relates to selling professional services, for example, lawyers, accountants etc.

1. Create your lead magnet/cheat sheet.
2. Write this yourself or outsource it.
3. Record 10 videos that are related to your lead magnet/cheat sheet.

Please do not panic - these videos are not complicated. Just use your phone. You will be able to use the videos in your follow-up email campaign. Ideally, you can set this up to send an email every day, or at least every few days.

You're going to send an email with a few lines of text introducing a video, saying "Hi, watch this video where I discuss x, y, and z." This video will be connected to a problem that they have and will provide them with solutions and value that's related to the lead magnet topic i.e. the reason that they opted into your email list!

Each video should only be a couple of minutes long. The topics can cover the questions that clients ask when they meet with you. Each one of those questions can be the subject of a different video. Use the PPSA formula to informally script your video i.e. Pattern Interrupt, Problem, Solution, Action.

Remember to tell relevant stories that you can think of, whether it's your client, whether it happened to someone else, or anecdotal.

This will provide value and establish you as an authority. The more you can get into the habit of producing these videos, the better. You will find that they become easier as you improve your skills.

Alternatives to Making Your Own Videos

If you really cannot produce smart phone videos yourself there are alternatives. Perhaps someone else in the office can do it? Another solution is to create what is known as Video Sales Letters. These display the message text and an audio commentary. They can also be extremely effective. Yet another alternative is to produce videos comprising relevant images or video clips with subtitles and audio commentary.

Video Creation Tips

Remember you're talking to ordinary people. Don't worry about making the videos perfect. Just try to deliver value.

Focus on making great content that is useful for the people who are watching these videos in your email sequence. Hold the phone sideways, not vertically. Using a phone tripod is really helpful – available on Amazon for under £10.

Remember not to pitch or sell anything. It is important that your prospects see your emails as delivering value and not spam. All you have to do is provide value, whilst building your authority and they will contact you when they are ready.

What To Do With Your Videos

Once you have finished the video, you're going to create a YouTube channel (if you have not done so already) and upload the videos to YouTube.

The email should only be three to four sentences long and should not give away all of the secrets in the video since you want them to get into the habit of watching the videos.

Remember to write a short YouTube description for every single video. This should only be about a few hundred words long. You can also use this (or a variation of it) for a blog post. You can then arrange to load the different emails onto your Autoresponder ([AWeber Free Trial](#)) so everyone on your list and the new enquiries will receive the emails.

Landing Page

You can use a page on your Website if it is congruent with the lead magnet/cheat sheet. Alternatively (and recommended) create a landing page for this exercise. I recommend that your landing page be built using [clickfunnels](#). This is currently the best landing page software around. It is easy to use and provides a stable platform. Even comparative internet novices can set up a Landing Page in under an hour using this system!

Click funnels have a [Free Trial](#) and if you decide to use it, it is \$99 monthly, but it is great value. You can view samples of many landing pages in the [Resource](#) section below. Kindly note, that we have access to landing page and website templates in most niches, so please contact us if you would like further information.

Creating Your Facebook Post

I am assuming that you already have a Facebook Business Page or Facebook Group. If you don't it is really easy to set one up. (Alternatively, just contact us and we will help: 0800 011 2428.)

All you have to do is create one Facebook post promoting your great piece of content. Once you have your post created, you can pay Facebook to promote the post.

After you have set this system up it will run automatically and keep you in front of the prospect. You are aiming for a situation where the prospects will know that every time you contact them, they appreciate that you are sending them valuable and useful information and not spam.

What About Open Rates?

Look to achieve a 20%-30% open rate on the emails, which is pretty good considering the industry standard. NB: You can operate this system with Facebook Messenger too.

It is possible to grow this system by continually recording these mini videos. Every single day record another two to three-minute video on your smart Phone. Upload it to YouTube and share it with your Facebook group.

A consequence of creating YouTube videos is that the videos show up in Google search results. Placing this fresh content on your website and social media will help you to rank in Google.

Video Topics

The trick here is building a list of relevant video topics that relate to the lead magnet you have already produced. Focus on issues and questions that you are repeatedly asked about by your clients. These are the best topics to concentrate on and most likely the ones that your clients/customers will be most interested in.

This strategy works for all types of businesses. It is not a get rich quick strategy, but stops you relying on Google and has little or no competition. You can quickly become an influencer and expert in your speciality. This system allows for multiple and continuing touch points. When your clients are ready, they **will** contact you.

Reality Check

If you want to drive a Rolls Royce, you need to pay the Rolls Royce price. If you really want to become an expert and dominate your market (locally or internationally) my recommendation is this.

Invest in yourself and in your team. Spend the time to acquire the best knowledge, tools, and resources then learn how to do social marketing/advertising in house. Hire a strategist or consultant who actually knows what they're doing. And... here's something you already know. Any professional who actually knows what they're doing is going to be expensive.

Master the science of social media marketing and sales. Create systems and automate the process. This ebook can set you on the right track and a small budget can will acquire some traction, but for real domination, you will probably need more...

If you want your content or brand to go viral, 95% of the time you're going to have to pay a premium to play. Otherwise, you're relying on luck and that's NOT a good strategy.

Conclusion - A Final Word

The free flow of information on the internet has created great changes in the way we live and do business. It is increasingly difficult for businesses to hide what they're really doing. If a business rips off a customer - that customer can easily place a negative online review, exposing their experience with that business.

What is more, this is double edged. If a business excels for a customer, the positive reviews can go online in a flash. Businesses simply cannot hide bad practices any longer and will soon be found!

To succeed in business today you want to do business in a way that you would be proud of. It is now possible to let the world find out who you really are. Is it time to change your thinking and motive for being in business? Previous corporate thinking was that you were in business to exploit your market and make profits. However, in this modern age your clients and customers soon find out if a business does not really care about them, and businesses that only care about profits have no real customer loyalty.

Customers will go where they're appreciated and businesses who view serving their customers as their priority will succeed. Did you know that in a recent survey a staggering 50% of surveyed consumers stated that they would "happily pay more for products from companies that gave back to society"?

It is now critical to do business in an ethical way and truly care about everyone who encounters your business, otherwise the Court of Social Media will judge yours harshly. Paradoxically, consumers will pay far more to businesses they like and trust, *and*, who make a genuine difference to their lives.

This change in the ethical business landscape brings great opportunity (as well as a great risk for those who do not change.) All you need to do is to make it your mission statement to really care about your customers. This means making their entire interactive experience positive and rewarding. Try to make your business stand for something good in the lives of your customers. Always think "How can I make things better for them?"

It is this ethos that is driving the success of the world's most successful businesses. In many ways, it is easier for a small business to achieve these aims and base their business on good service and trust. Deliver what your customers really want and need and do it professionally and efficiently and the magic will start to happen.

Final thoughts

Build your business on these sound principles:

- Try wherever possible to avoid competition
- Provide value
- Work smart as well as hard
- Always be professional
- Overcome challenges: don't give up at the first hurdle
- Relationships matter: in business and life!

Resources

The Formula Newsletter <https://tinyurl.com/alankerr>

Get Your Copy [Expert Secrets Russell Brunson](#)

Get The [2 Page Lead Funnel](#) and much more – that generates Leads on Autopilot for just £5 (with 30 day Refund Guarantee if you don't like it!) “All it takes is one Lead Funnel to set you FREE”

Get Your [Click Funnels Free Trial](#)

Get Your [AWeber Free Trial](#)

If you would like to receive 45+ email content templates and the complete course to writing great emails absolutely free of charge just [click here](#).

Get Your [Super Fast Hosting](#) Here

Get Your [Keyword Researcher Tool](#) Here

Kindly note: I have recommended certain products in this Guide where I genuinely believe they can grow your business. In most cases they offer a Free Trail so you can test them out. In some cases if you subscribe we do receive an affiliate commission.

https://www.amazon.co.uk/Ultimate-Business-Growth-Formula-Unbreakable/dp/0956790747/ref=as_sl_pc_tf_til?tag=villcent-21&linkCode=w00&linkId=6c14e1b5dff5a81a447432e3ac07b29f&creativeASIN=0956790747



https://www.amazon.co.uk/-Myth-Revisited-Small-Businesses-About/dp/0887307280/ref=as_sl_pc_tf_til?tag=villcent-21&linkCode=w00&linkId=4a847908e5a0ddf4f32353b55d0f01dc&creativeASIN=0887307280



[Return to Landing Page information](#)

Landing Pages

To give you a better idea, here are some examples of Landing Pages: the pages can be fully customised to your business with all content and images changed and relevant custom videos inserted. This is just a small selection – we can offer literally hundreds in every niche you can think of, so please contact us for more details!

Kindly note that unauthorised use of these pages is not permitted and all rights are reserved.

ACCOUNTANT

<https://panacea.convertri.com/accountantlandingpage>

AUTHOR

<https://boomdailydeals.convertri.com/author>

AUTO INSURANCE

<https://mynewwebsite.convertri.com/autoinsurance>

BARBER

<https://myrestaurant.convertri.com/barber>

BUSINESS CONSULTANT

<https://boomdailydeals.convertri.com/businessconsultant>

COFFEE SHOP

<https://myrestaurant.convertri.com/coffeeshop>

<https://myrestaurant.convertri.com/coffeeshop2>

COMPUTER REPAIR

<https://boomdailydeals.convertri.com/computers>

DAYCARE

<https://mynewwebsite.convertri.com/daycare>

DOG TRAINING

<https://mynewwebsite.convertri.com/dogs>

ECOURSES

<https://boomdailydeals.convertri.com/ecourses>

ELECTRICIAN

<https://mynewwebsite.convertri.com/electrician>

ERECTILE DYSFUNCTION

<https://malebuzz.convertri.com/viasilworks>

ESTATE AGENCY

<https://virtualhomes.convertri.com/>

GADGET SALES

<https://boomdailydeals.convertri.com/gadgetsales>

GDPR

<https://gdprmysite.convertri.com/>
<https://gdprmysite.convertri.com/gdpr2>
<https://gdprmysite.convertri.com/3>
<https://gdprmysite.convertri.com/4>

GARDENING – LANDSCAPING

<https://croydongardeningservices.convertri.com/landscaping>

GOOGLE STREET VIEW VIDEO

<https://videomatters.convertri.com/google-street-view-video>

HAIRDRESSER

<https://ademhairpurley.convertri.com/1>

LAWYER

<https://legallanding.convertri.com/personalinjuriesexamplelanding-page>
<https://legallanding.convertri.com/legallandingpage>
<https://legallanding.convertri.com/divorce>
<https://legallanding.convertri.com/family1>
<https://legallanding.convertri.com/solicitors>

MOBILE APP

<https://panacea.convertri.com/mobileapp>

RESTAURANT MARKETING

<https://panacea.convertri.com/restaurantmarketing>
<https://myrestaurant.convertri.com/restaurantlp>
<https://myrestaurant.convertri.com/lp2>
<https://myrestaurant.convertri.com/lp3>

RESTAURANT FOOD ORDERING PLATFORM

<https://panacea.convertri.com/food-platform>

SPAS

<https://panacea.convertri.com/spalandingpage>

SSL

<https://sslcertificate.convertri.com/ssl>

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