

MARKETING BLUEPRINT #1.0

How to stockpile customers & start harvesting profits on demand!

©2018 Hard8marketing Limited ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the expressed written, dated and signed permission from the author.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

The author and publisher of this book have used their best efforts in preparing this material. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought.

Before we start...

A quick word about this report

So you want a simple system for getting more customers into your business and keeping them coming back for more?

Then you'll definitely benefit from the information I'm going to share with you. Because this report contains a concise breakdown of a simple **3 Step System** allowing you to remain front-and-centre in your customer's minds.

But before we go any further

You'll notice I've used a dental practice as a fictional case study, to illustrate the basics of the system. And this is because I think using a dental practice is a good way to highlight the core benefits.

I mean, let's face it, nobody *wants* to go to the dentist – it's a really tough sell. So it's a perfect example to show you the sheer power of this system.

And I'm also confident the system will work for your business, regardless of your industry, or the economic environment.

But, if you start thinking it won't work for your particular business, please don't walk away feeling you're on your own.

Just email your concerns to me at phil@hard8marketing.com

And I'll be more than happy to prepare a no obligation and totally **FREE Marketing Plan** explaining how we can get everything up and running for you.

Oh and one last thing

I know I use the term 'small business' a lot. But, I don't believe there is such a thing as a small business.

Because, to you, the owner, your dependence on your business's success for yourself and your family is no small matter at all. And I want you to know I do appreciate this fact.

So do enjoy the report, make lots of notes, and I'll catch up with you at the end.

All the best

Phil Roast

Founder

Hard8marketing Limited

INTRODUCING THE 3 STEP SYSTEM

the big picture

Now listen to me very carefully...

Your customer is your only profit centre

This should be on every business owners wall...

As it's the fundamental truth of all business.

Yet, a large proportion doesn't seem to grasp this fact – or maybe just ignores it.

So I'll say it again...

Just so we're clear...

Your customer is your only profit centre

And if you've been struggling to bring in new customers, or convince existing ones to do repeat business with you, then what I'm going to share with you now will be the most crucial information you'll read this year.

Because, in this special report I'll explain how to leverage this fundamental truth and show you how to start harvesting more profits more often.

You'll discover simply by focussing on one customer at a time you can build a large stockpile of many.

I'll then show you how to make these genuinely profitable customers eager to buy more of your products or service more often...no matter what type of business you're in.

Because misinformation is killing your profits

You see, contrary to what you're being told, content marketing and social media aren't going to bring you the immediate results you need to build a profitable business.

They'll help, to a certain extent, but they won't reliably give you the control to track, manage and increase your profits on a regular basis.

And considering the hours it takes to write a post...monitor it...reply to comments...and all the while carefully avoiding controversial wording which easily explodes into massive online arguments and viral scandals...

Is it really worth all that effort?

Especially when you know it's not making the right sort of connection with your customers anyway?

What do I mean by right sort of connection?

Well surely if you want customers to do business with you...and what you offer will help them do or get what they want...then why not explain how you can help?

But more importantly – ***please ask for their business!***

Selling isn't a dirty word you know

And you shouldn't be made to feel guilty about letting your customers know how you can help them. I mean that's what business is all about isn't it?

But oh no. Not according to the social media gurus.

According to them, your job should be that of entertainer and free educator. Doing everything in your power to avoid the one thing you are in business for – making the sale!

According to them, you should slowly build up a so called '*loyal following*' for months and months on end...***trudging on the content marketing treadmill...*** so that one day, in the *not so* foreseeable future, maybe, just maybe, they'll trust you enough to buy from you...

Bullshit! (I'm sorry but it is)

That's just a re-hash of the old fashioned '*Awareness Advertising*' argument. Which is an argument designed to make advertising agencies and marketers rich without having to produce measurable results for their clients.

Sure it will have some effect on sales. But unless you have another system in place to actually bring in buying customers on a regular basis then you'll go out of business pretty darn soon!

And do you really have the time to wait 6 months to a year for your blog, Facebook posts, twitter or Instagram feed to gain enough '*traction*' to be at a stage where your followers may or may not trust you enough to buy from you?

Because a lot can happen in 6 months...a hell of a lot!

I mean you don't even know whether they're genuinely interested in what you're selling anyway.

All you know is they '*liked*' one of your posts or they '*follow*' you. And I bet even they don't know why they're following you now anyway – so how can you?

Trust me, until you get them to put their hands in the pockets and buy what you're offering – all you have is a bunch of tyre-kickers.

Although, to be fair, I'm sure if Woolworth's had a Facebook page all those years ago...

THEY STILL WOULD HAVE GONE OUT OF BUSINESS!

Why?

Because it's all well and good having people '*like*' you...treating you as if you'll be around forever. But unless you get them to buy your stuff...warm fuzzy thoughts won't help keep you in business. .

You must ask for the sale!

And for that you need genuinely interested people to ask...

So start building your customer stockpile now

OK. You're probably wondering where the heck I'm going with all this.

Well it's quite simple really.

All the best marketing ideas are.

And the beauty is, **this system has well over 150 years of positive proof** that it still rakes in profits regardless of the medium...regardless of the industry...and regardless of the state of the economy...

Although, in fairness, it really shines its brightest when the economy is going down the toilet...a bit like now...

Because it's a simple 3 step system which is easily tested and refined to bring in **more customers** for **minimum effort** at **minuscule expense**.

And while it's bringing in these new customers it's continuously talking to your existing ones ensuring they remain profitable – and almost on autopilot!

So you can then start harvesting profits from these customers **when you decide** – and not waiting around for them to work out that what you're offering will actually help them.

But before I go into the details, let me introduce myself...

So why should you listen to me?

OK. Good point. But I do hope you will

My name's Phil Roast, and I'm the Founder of **Hard8marketing Limited**. But, more than that I'm also a Direct Marketing junkie.

And to be honest with you, I'm sick and tired of seeing businesses make the same mistakes over and over again with their marketing.

Especially because I know, it's not their fault.

It's because now there's so much bad advertising around it's difficult to avoid thinking what we see everyday must be effective...because it's all we see...

But I can tell you now it's not effective...not effective at all!

Just listen to this...

*"Interestingly, the campaign gave virtually no indication of what MailChimp does – because Droga5 was confident that potential customers would find the content intriguing enough to take that next step themselves."*¹

This was from an article about Droga5 an 'Award Winning' Advertising Agency making millions from their clients.

1: Source: <https://www.fastcompany.com/40427324/advertising-superstar-david-droga-knows-how-to-get-in-your-head>

Now ask yourself one question...if you were their client, wouldn't you want a less vague and a more results driven guarantee? Wouldn't you want more than hope and pixie dust to hang the future of your business on?

Would you really want to rely on your customers deciding when, where, and *if* they want to spend their time hunting for whatever the hell it is you want them to do?

I didn't think so!

Or how about this...

"It's a bit of a grey area, isn't it? Where the sale comes from – it doesn't really matter, does it?" – Kristof Fahy Brand and Marketing Director, William Hill

Are you kidding me!

And it's this level of marketing stupidity that's influencing and infecting small businesses all over the world. Because it's what's considered good, effective advertising...it must be if the big-boys are doing it.

The trouble is, most small businesses don't have the deep pockets these huge corporations have to waste on such vanity marketing.

So now I'm making it my mission to help small entrepreneurial companies, consultants, and offline businesses acquire new customers through real results accountable marketing – regardless of what industry they're in.

You see for 13 years I worked as an artworker for a top direct marketing agency in London. Working on blue chip accounts producing revenue generating direct marketing packs for major banks, global charities, and familiar household goods.

Then about 9 years into this little career (2006) I discovered the wonders of internet marketing – and its obsession with resurrecting the '*old fashioned*' direct marketing and mail-order strategies.

And I was blown away by the results people were getting – and I wanted more.

So I signed up for every newsletter and mailing list I could find. From Armand Morin; Ted Nicholas; and Daniel Levis to Jay Abraham; Perry Marshall; and Yanik Silver.

I bought every book, I went to every seminar and I took every course. Learning more and more about the '*lost art*' of Direct Marketing.

But, I didn't stop there – because I'm a completist.

So I said to myself, if everything is based on selling...and it is...then I better learn all about selling...and I did. So from the Sandler institute to Brian Tracy, and Frank Bettger to Zig Ziglar I studied it all...

And now I can officially say I'm full!

And with the state of the world's economy – now, more than ever, consultants, small businesses and entrepreneurs need a tested, more reliable, and guaranteed

system for generating profits. So I've provided this system for you in this report.

And it runs on the simplest of ideas:

Get more customers...

Get them to buy more...

Get them to stay longer.

If you're managing to achieve any of these with your marketing then you're doing ok. But, if not, this report will be immensely valuable for your business.

All right...So by now you're probably hearing that little voice in the back of your head saying, "*Direct Marketing...mail-order strategies...really?*"

"It so old fashioned...It's too salesy...There's no way it can still work in 2018! People just don't fall for it anymore..."

And I get it. I do.

I hear these same comments bounced around the internet everyday. Saying everyone is mobile, and these techniques don't work anymore because people are more sophisticated now...

Sophisticated?

Really?

Have you looked outside and seen what's happening in the world?

People are fundamentally the same as they've been for centuries.

They have the same basic instincts, and the same drives – it's just now we're better at hiding them...but they are still there...and they're still at work.

And just so we're clear

When I talk about salesmanship ***I'm not talking about the cheesy salesman trying to convince you to buy something you don't need, or something of poor quality.***

I'm talking about giving your prospect all the relevant information so they can make a more informed decision in choosing whether your offering is a good fit.

Because, more often than not, people make assumptions. They don't realise they need something until they're shown the benefits. And this is the whole point of selling – to explain these benefits in a way they can understand.

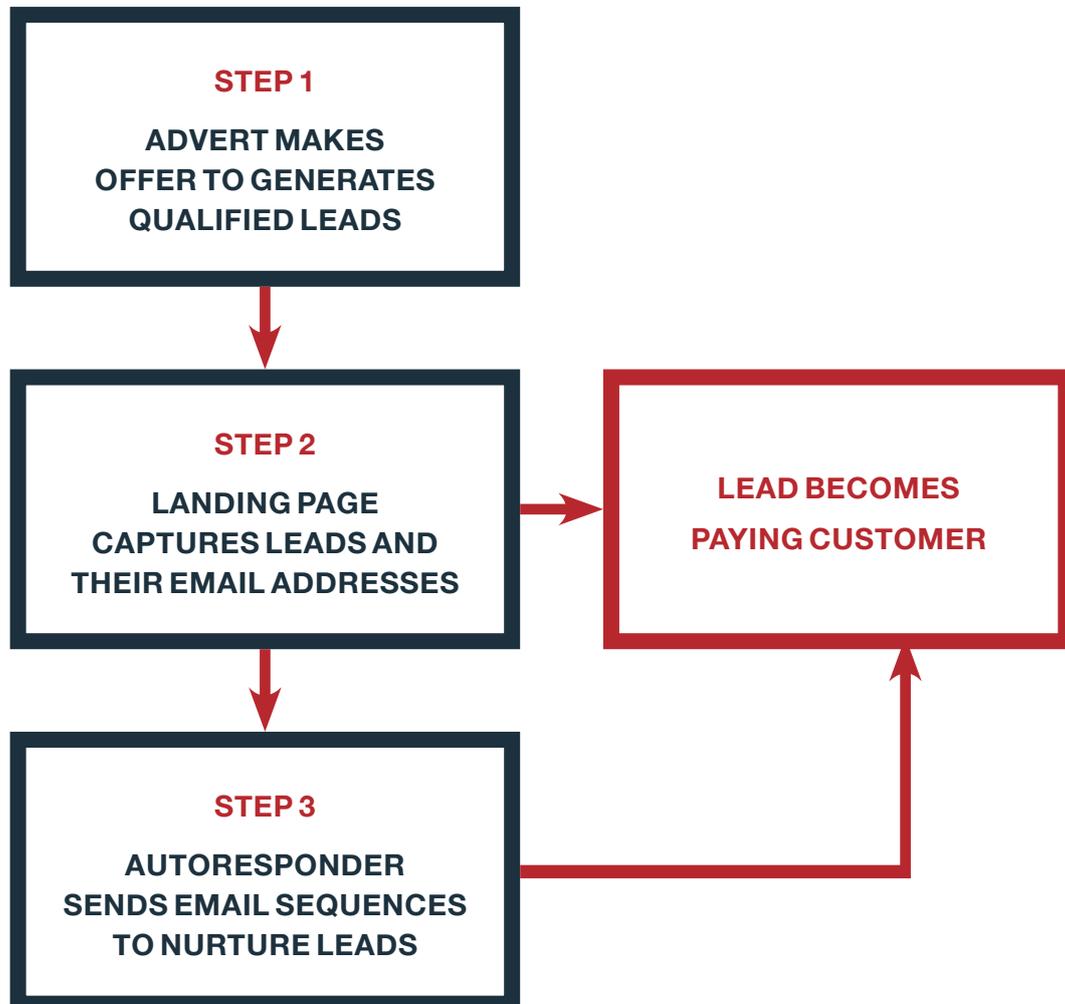
I could go on about this all day...and often I do...but I'm sure you want to get down to seeing how the system will work for your business – ***and start harvesting your profits.***

So on the next page I'll outline the whole concept for you so you can see how simple it is.

The 3 Step System

The most efficient systems have the least moving parts.

And this marketing system is no different. Below is a simple flow chart showing how the system works.



As you can see, it is so simple that it will take no time at all to set up and monitor. And once your leads enter **Step 3** and start receiving the autoresponder email sequence, you can really start to boost your profits.

Because, a well written and persuasive email sequence creates a loyalty that no social media platform can dream of competing with. Which I'll explain in further detail when we discuss it in **Step 3**.

For now let's dive into **Step 1**. Because before you can start converting your leads into customers...you first need to generate these leads.

And this is where good 'old fashioned' direct marketing comes in!

STEP #1: GET ATTENTION

the advert

Hey YOU! Call 911!

What CPR training teaches us about good advertising

I read a great book the other-day which summed up perfectly the whole point of a good advert.

The book was called, '*The Fundraiser's Guide to Irresistible Communication*' by Jeff Brooks. And I didn't know anything about Mr Brooks at the time, but the reviews were favourable so I took a punt. .and I'm glad I did.

In fact, I thoroughly recommend it as a brilliant, down-to-earth guide to direct response selling – because with charities you are asking someone to give you money yet receive nothing in return!

In the book, he explains how American CPR trainers teach you to get someone to call 911 at the scene of an accident.

Apparently, if you just say "*Someone call 911!*" most bystanders will stand around thinking someone else will do it – and nobody does.

So they tell you to point at someone directly and loudly say, "*YOU – call 911!*" This immediately puts pressure on that specific person to act.

And this is what you want your advert to do. Put pressure on someone to act immediately, and do what you want them to do. Because if you don't give them a reason to act now – it'll be a couple of seconds later, and they'll see adverts from other companies...maybe ones from your competitor.

So first thing's first with any advert – **GET ATTENTION.**

The Headline

If you study almost every book on advertising from the late 1800's all the way through to today, there is one thing that is universally agreed – everything rests on the headline.

Let me say that again...because I agree it was a bit weak.

Everything rests on the headline!

You can have the greatest offer in the world but, ***if nobody is interested in your headline they won't read any further.*** It's that simple!

Your advert is just noise. And it's competing with thousands of other noises, both auditory and visual...including the hundreds of thoughts rushing through your prospects head at any given moment in time.

So at this moment you need to work bloody hard to get their attention!

You need to break their preoccupation with whatever it is they're doing and achieve a zen-like moment of silence in their heads. And get them to listen to you...

And only you.

And a great example of this, is this little headline. It's from an envelope for a letter selling '*Psychology Today*'. And it's just begging for you to take notice and see what's inside:

“Do you close the bathroom door even when you're the only one home?”

It was written by legendary copywriter Bill Jayme – and was very successful. In fact, to show you the power of this idea just Google it – and you will see lots of people asking the very same question today.

And I love these provocative questions in headlines because they make you want to find out more...you just have to know where they are going with it.

However, it must be a question people are genuinely interested in, can't dismiss straight away, and is relevant to your offering. Otherwise, it will fall flat on its face.

A question like, "*Are you interested in earning more money*" isn't provocative enough. Because, of course you are, everyone wants to earn more money. And more importantly everyone talks about earning more money all the time.

So this question would be ignored. Yes the subject matter might be of interest to you. But, the question itself is one you've heard so often it doesn't even register above all other things competing for your attention.

I think the best way to think of what a headline must do, is to imagine yourself standing at a bus stop or on a tube...with lots of conversations going on all around you.

You're tuning in and out of each of them...as we all do...all mundane and boring... just everyday conversations about work, family, holidays etc...

Then, someone catches your ear saying:

“Do you close the bathroom door even when you're the only one home?”

Now wouldn't that grab your attention?

Wouldn't you wonder why the question was asked?

I'm betting you are wondering about the question right now? Is there a deep psychological reason for closing, or not closing the door when you're alone?

Is it normal?

In fact, the reason I told you people are talking about it on the internet now, is only because I wanted to find out if it was normal or not...

And no I'm not going to say whether I do or not...

However, for most small businesses, there is a more immediate type of headline to bring in profitable results. ***And the best thing about it is... You can steal it!***

The Groupon 'Deal' style headline

Now, I don't want to go into it here, but it's generally accepted running a deep discount offer isn't good business. Because it encourages customers to 'offer hop' from one business to another – without any loyalty to any one in particular.

However, when you follow up your offer with an email sequence, as discussed in **Step 3**, then there is an argument for offering a 'Groupon Style' discount to gain a customer. ***But, only if you follow up with them and start building a solid one-to-one relationship – getting them to buy more from you more often.***

This is how Groupon is making money from their client's businesses every day.

You see Groupon is using *their own follow up emails* to build relationships with the customers of every business running Groupon deals. And they do this simply by offering similar deals connected with the customers previous purchases.

It's Groupon who are the '*company*', and all the businesses running Groupons are effectively acting as their '*employees*'!

That's the sick dynamic of this little arrangement. You do all the work, and Groupon gets the customer loyalty!

Think about it. If you want a massage or a spa day; most people will now say, "Have you checked Groupon?" or even worse than that, "Hey, Nancy's Spa is good – check to see if they've got a Groupon running."

Sorry. I said I wouldn't go into this and I did...but there is a reason for it...

You see the system I'm sharing with you emulates what Groupon are doing – but running in your favour...***putting you back in control!***

And the great thing is, you can use Groupon to see what offers your competition is running and steal their ideas – without paying Groupon for the privilege!

Here's a quick example

OK. So let's say you are a Dentist wanting more patients but have no idea what customers in your local area want.

1. First visit the Groupon website and search for 'Dentist'.
2. Have a look at all the offers that come up and see which 'Deals' you can compete with. Also note how many people have bought the 'Deal'. This will give you an idea of the popularity of the service – as well and what people are willing to pay (also have a look at any customer reviews for additional ideas).
3. Decide how you can compete with this offer without it becoming too detrimental to your business – ***remember deep discounts are bad!***
4. And now write your headline in a similar fashion to your competition eg. "Dental Implants only £887 – over 30% Off!"

Now for a quick word on ‘Lifetime Customer Value’

The discount example is a great way to get people in the door, but only if you have a system in place to keep them coming back for more.

Because if you have an effective system in place where, after initial contact, you can consistently generate more business over the course of the year. Then maybe a deep discount up front is a good way to go...**but you must be sure of your numbers!**

Gym memberships are a great example of this. Because Gym owners know, once they can get someone in the door (and they offer a good service) then they have 6 months to a year of monthly membership subscriptions.

So make them an offer they can’t refuse

And this is where my years of Direct Mail study can help you...

Because discounts aren’t the only offers available to you.

And in fact they usually aren’t the most effective. Because not only do they have to be lower than everybody else to compete (a race to the bottom) but they also suggest what you’re offering isn’t worth the full price anyway.

So to get around this you must give your prospective customers a reason why you’re offering your product or service at such a discount – ‘fire sale’s’ and ‘errors in over stocking’ are good examples of this. Because you don’t want to annoy existing customers who may feel cheated having paid the full price

But what other offers can you use? Well here are a few profitable suggestions:

1. **Payment Options:** If you can offer a payment plan to reduce the initial outlay for your customers, you can word your offer so your price initially looks a lot better. “3 easy payments of £97” sounds a lot better than “Only £291”.
2. **Premiums:** A premium is giving something away for free just for trying out your product or service. However, the skill lies in what you choose as a premium. As it needs to be relevant to the final product or service you’re offering. And sometimes it just needs to be relevant to the interests of your target market. And I’m sorry; a crappy Pen won’t cut it anymore!
3. **Free Samples:** Offering a free sample can be very profitable as it taps into the ‘Law of Reciprocity’. Which means if you give someone something for free they are very likely to want to give you something back in return...i.e. their business.
4. **Free Trial:** Letting your customers try your product or service for a period of time before paying is immensely powerful. Because it alleviates the ‘Trust’ issue. If you don’t like it, you simply return it – how simple is that!? Obviously, this relies on your offering being top-notch so they don’t return it!

And now for a quick word on trust

Remember we spoke earlier about the Social Media Guru's saying you had to spend months and months of writing endless amounts of 'useful content' in order to get your potential customers to trust you?

Well these offers give you a short cut!

Because if you offer a no strings attached 'Free Sample', 'Free Trial', or an 'Iron Clad Guarantee' – then trust isn't an issue anymore because you're taking all the risk.

And if you truly stand by your product or service (as you should) then it's a win-win situation – **which is the heart of good business**. And tests show, the bigger the guarantee – the bigger the profits. Especially lifetime guarantees!

There are, of course, many more offers you could use. But the ones I've mentioned will work best with most businesses. And over the course of your follow up training I'll introduce you to lots more creative offers you can try out on your customers.

Writing the rest of your advert

OK so by now you've worked out your offer and hopefully have a few headline ideas growing in your brain – Now what do you write next?

Well using this system you don't have to write much more at all, as your headline and offer should do all the heavy lifting for you. The rest of the copy needs only explain more about the benefits of your offer and create a sense of urgency.

Why a sense of urgency?

Because once you have their attention, you must get them to act immediately otherwise they'll get distracted by another advert...a conversation about the X Factor...Eastenders...or maybe even a cute picture of a cat...

Oh yeah, people are much more sophisticated today!

No. Once you have their attention you must tell them what you want them to do. Which is go to your landing page (**Step 2** of our system).

So here's a rough idea for our Dentist Advert copy:

Attention Camden Residents

**Before buying discounted dental implants
please ask yourself this question...**

How can the Dental practice afford to make such a huge reduction?
Discover why paying £600 less than the recommended retail price for dental implants may end up costing you more.

[Click Here For This Shocking Report!](#)

Now the Advert copy on the previous page is just something I came up with quickly as an example for you. It hasn't been tested and isn't laid out for any specific medium.

But my thinking behind it is to turn the Groupon discounts on their head. Taking ownership of the market by muddying the waters of the competing Groupon 'Deals'.

The benefit offered is of course valuable information which could stop you making a big mistake if buying cheap dental implants.

It doesn't imply specific urgency, but it borrows the prospective customers urgency of looking for a cheap deal.

And because the advert would be competing with the discount ads, it taps into the "Are they too good to be true?" conversation going on in the customers head.

This type of headline appears a lot on Google, so you can be pretty sure they're working...however you won't know until you test. And the beauty of using a platform like Facebook, Bing Ads or even Google means you can run tests very easily and cheaply.

Now once the advert is clicked, the prospect is taken to the landing page and there the copy would go on to repeat the idea of why the competition is so cheap. Obviously there has to be a valid reason for this to work – as this just is a hypothetical example.

The copy would then go on to offer a free report to explain further.

And this report could also describe different types of implants available, as well as alternatives to getting implants – making the dentist appear as the caring expert.

Naturally this free report would be in exchange for an email address. Allowing the autoresponder email sequence to kick in – **building a long term profitable one-to-one relationship**. Which will give the dentist the opportunity to make further offers over the course of the year...which will more than pay for the cost of advert.

And of course your offers will have no competition now – **because email is such a focussed and personal way of communicating with your customers**.

So where is this advert placed?

Obviously, the ad could go anywhere, altering the layout depending where it was displayed. But, one of the most effective places to advertise online at the moment is Facebook.

You could use Google Adwords, but Google is very fussy about what types of ad copy you can run (especially for health offers) and the type of landing page you can direct people to – they are also very popular and therefore very expensive.

Microsoft's Bing Ads are a more forgiving alternative with regards to content and landing pages. And being less popular than Google are a lot cheaper.

But, currently Facebook seems to be the best choice now (2018). Mainly because they're more cost effective and you have access to so much more personal data (rather than just search results and email scans)

Just think about it for a moment.

Facebook knows: how old you are; where you live; where you work; the books you read; the music you like; the TV shows you watch...etc. And much of this type of information is available to advertisers!

So you can tailor your adverts to specific types of people. Running different worded versions of the same ad - maybe one for men and one for women.

Therefore you can easily run adverts targeted at women saying, "*Calling all Camden ladies – A special 10% discount just for you*" because you can choose for your ad to only be shown to women in the Camden area – ***how cool is that!!***

Or you could refer within the ad to some current news item in the area, tapping into local emotions – ***again how cool is that!!***

Because with this kind of information and targeting you can really get creative and play into peoples emotions – finding lots of different angles to get them responding to your offers. Because remember – people buy emotionally.

Now of course, wherever you run the advert whether it's Facebook, Google, or a classified ad (offline or online), you would need to adapt it. Because you need to understand where your advert is running and what distractions it will be competing with.

Sadly the finer points of the adaptation process are beyond the scope of this report. However, I will discuss it further in the follow-up email course you'll receive.

But so I don't leave you high and dry – a word of advice before writing your adverts. Ask yourself a few questions:

Who am I writing to?

Seeing as it's your business you should aim to be speaking to your average, most profitable customer – as if speaking with them face to face.

Where am I speaking to them?

Depending where your ad is displayed you must take into consideration all the competing distractions your prospective customer will now have when they encounter your advert.

Why would they be interested?

You must have a reason to be speaking with them. A salesman wouldn't just turn up at your door unprepared – and just have a chat about the weather!

Why should they trust me?

The most difficult thing to gain in business is trust. So remove the doubt early on in your advert. Make it abundantly clear your prospective customer has nothing to

lose by trusting you.

Why should they act now?

Have you made a compelling enough reason for them to act now. When they see your ad are they going to feel the need to click straight away. Will they feel they are missing out if they don't take a closer look now?

And one final question...

It's the one question you must ask before writing any advert...

It's something legendary copywriter John Carlton talks about in his seminars:

If your life depended on someone responding to your advert right now – are you 100% sure you've done enough to make that happen?

Summary

So in this section, we've discussed the purpose of the advert – which is to get your prospect to visit your landing page. ***So effectively we're talking about generating hyper targeted traffic.***

We've said how important the headline is as well as talked about the various offers you can use to entice your prospects to your landing page.

And we also mentioned Facebook, Google, and Microsoft Bing ads – although we didn't go into specifics about the individual platforms themselves.

And the reason for this is because I wanted you to become familiar with the fundamentals of good advertising practice without bogging you down with the technicalities of the different media.

Because media can come and go – but ***good direct marketing practice will work anywhere.***

You see, depending on your business, maybe advertising online isn't the way to go anyway – maybe a flyer-drop with your landing page details on it would be more effective.

However in the follow-up email training I will provide details about getting the most out of Facebook and Google Adwords specifically.

So for now, become an advert detective. Take a look at all the adverts around you and see whether they use all elements we've discussed today – And I bet most don't.

But, the for ones that do it well; make a note of how they do it – and steal the best ideas. Neat eh?

Now let's move on to **Step 2** and start building your customer stockpile...

STEP #2: BUILDING YOUR CUSTOMER STOCKPILE

the landing page

Why am I here again?

First rule for your landing page is to remind your prospective customer why they clicked on your ad in the first place. **You must restate your pitch.** Because you can't assume they haven't been distracted between the click and the landing page.

Heck, sometimes I forget why I've just gone upstairs!

But hang on what is a landing page?

If this is the first time you've heard the term:

"A landing page is a single web-page – with no distractions and solely designed to get people to buy one product or sign up to an email list."

Effectively it's the equivalent of an 'old fashioned' leaflet or flyer...***funny how these old strategies still work isn't it?***

And the beauty is, your landing page can be set apart from your website – thus avoiding redesigning anything. Because its sole purpose is making the pitch...

You do remember selling isn't a dirty word don't you?

If you're not selling something then you're not in business.

Types of landing page

There are several different types of landing page, each suited for different outcomes – from simple coupon offers to full blown sales pitches.

However for this 3 Step System we are mostly concerned with two types of landing page: the 'Coupon Offer' and the 'Free Report Offer'.

In fact, hopefully the landing page you downloaded this report from is a good example of a 'Free Report Offer'. As it simply stated the pitch and gave you clear instructions on what to do.

And yes, you've now realised the system I'm showing you is the exact same system I use...and the reason being because it works.

I also hope you are getting the valuable information I promised – as this will illustrate how this method should be a win-win for everyone concerned.

However, if you feel I haven't delivered what I promised, then please email me now at phil@hard8marketing.com Because I would love to know what further information you would like to see in the report or how else I can help you.

But let's carry on and get back to our (fictional) dentist example...

The offer we're making is to give information about how cheap dental implants aren't the value for money people think they are (assuming this is the case).

And so our highly interested prospective customer has arrived at our landing

page, and we now repeat what we told them in the advert.

In fact, for consistency, it's often best to use exactly the same headline used in the advert to maintain the idea in the prospects head. Because as I say, you don't know what's happened between the click from the advert to the landing page.

The copy then expands upon the reason why the information we have is so valuable and why it's important they download the free report. It also gives some teasing excerpts from the report – which act as mini headlines giving the prospect even more reasons to want to read it.

And finally, we include an unmissable '*Call to Action*' for them to download the report in exchange for their email address. Restating the selling points of the information we're providing.

And that's it. Once they download the report, they'll receive the information promised – written in such a way that it indirectly sells the Dental Practice as the go to place for dental work.

But, more importantly it builds up an irresistible reason why the prospect should buy dental implants from the practice.

And because the dentist knows the person downloading report will be interested in dental implants, the report has been written accordingly.

So ultimately the free report is just a sales letter in disguise.

Oops! You've caught me.

Yes I do have a confession to make.

This report you're reading is designed to make you an offer.

But, by sharing with you this valuable information, I also prove that I know what I'm talking about and I can help your business.

So, if you think what I'm showing you seems like a lot of extra work. And maybe you're worried you won't have time to implement it. Then find out how I can help you, by visiting www.hard8marketing.com/customer_stockpiling

Ok so what about Groupon?

Yes you're right. I have been talking about Groupon using this strategy, and how you can do without them.

So let's talk about the 'Deal' landing page. Because this is really easy to implement and is a fantastic way to build your stockpile of customers...

So let's say the dentist went down the Groupon route with their advert and said something like, "*Dental Implants only £887 – over 30% Off!*" and mentioned the deal expires that day, creating the urgency to act immediately.

Just a nice simple offer to get customers through the doors.

Now, the dentist runs the deal knowing once a customer buys from them they have a certain value over the course of the year for more treatments. And this is worth much more than the price reduction on the dental implants. And by employing **Stage 3** of this system means that can easily be true.

So the prospective customer clicks on the advert to receive the discount and is taken to the landing page.

Now, this landing page is a lot simpler because the prospective customer is sold on the deal. And all it has to do is get them to give their email address to receive the coupon – which is where the autoresponder kicks in.

This email autoresponder sequence then continues selling the idea of the implants, and the dentist's services, until the coupon is redeemed – where it then switches over to another less sales oriented, and longer term email sequence.

Alternatively you could set up a payment button requiring them to buy straight away - although this could scare some people off.

Now one last thing before we finish on landing pages.

I did say the beauty of this system is that it can work separately from your website, and it can. In fact, your company doesn't even need a website to use the system!

However, you do need to make sure your website is fit for purpose – because now your prospective customers know about you – they will check out your website .

So is your website fit for purpose?

What purpose?

Yep. We're back here again I'm afraid...sales.

Because so many websites lack the fundamentals of efficient direct selling. They revert to the generic '*Awareness Advertising*' I mentioned before.

Remember that one?

The ineffectual vanity advertising nobody cares about.

The sort of advertising that says, "*We also do this*", or "*look...we're over here*".

You see everything I've explained so far about using direct marketing strategies also applies to your website.

Because if your website just sits there and says things like this:

"Award winning cosmetic dental practice. At The XYZ Clinic, we have one goal in mind; to create beautiful, confident smiles for life"

Then it is just going to sit there...gathering digital dust...

Why?

Because I don't care what your goal is!

All I care about is my teeth – All I care about is having a strong set of teeth that will last long enough so I don't have to suck my meals through a straw when I'm older – or relying on someone to '*start my apple*' for me!

Always, always, always ask the question "*why would anyone want to read this?*" Because invariably the answer is not to hear about you...it's to hear about them and what you can do for them.

It's why they googled your business in the first place – because they have a problem that needs solving.

Imagine phoning a plumber and having to listen to their mission statement, their goals or their tedious history of how long they've served the community – All the while your living room is filling with water from a burst pipe!

Sounds ridiculous I know, but so many businesses don't bother to think why someone has landed on their website.

But discussing your website isn't really the point of this report. However, if you do feel it could be improved upon, email me at: phil@hard8marketing.com and I'll take a look at it for you absolutely free of charge. And, send you a report with my recommendations...again totally free of charge.

Summary

We talked in this section about how your landing page is where you get your prospective customers to apply for your offer.

And they do this by signing up to your email list – as this is where you build your customer stockpile.

We also discussed how there are two different types of landing page for this system:

- **The Offer Landing Page**

This is a very simple web page where you provide a coupon for your offer, in exchange for the prospects email address. Remember to repeat the main benefits of the offer they saw in the initial advert – ***because people get distracted easily.***

- **Free Report Landing Page**

This type of landing page is a bit more involved because it *must* outline the major benefits offered in the free report – remember you have to *resell* and expand upon the report to prove it has value – ***because people need encouragement.***

In your follow-up email training, I'll talk more about how to get the most from your landing pages.

But for now, let's move on to **Step 3** and ***start harvesting your profits ...***

STEP #3: HARVESTING YOUR PROFITS

the email autoresponder sequence

The money is in the list

And it's where you harvest your profits

You see email is the only way to speak with all your customers simultaneously – while keeping it on a very personal, one-to-one basis.

This is why, when tested, **email is 40 times more effective than Facebook and twitter combined - and about 32 times more effective than Linked-in.**

It's not difficult to figure out why.

It's because email is so personal.

It's a message from you to a single customer. As if you are standing in front of them speaking with them in person...or at least it should be.

Because so many businesses fail to appreciate the importance of this valuable one-to-one connection. They fail to see why communicating with someone as an individual is so powerful – especially in business.

We're literally coming back to "*Hey YOU! Call 911*". Because when a person feels singled out, they pay attention – and a good email can do this.

Facebook can't do this...

Twitter can't do this...

Linked in can't do this.

And do you know why?

It's because all the social media channels are just that...channels. Broadcasting to the many, not the individual...never to you personally.

Email however, when used correctly, is like receiving a personal letter. It speaks to you directly, and so you take notice. There are no '*comments*' muddying the message...no distractions...just the message itself.

But, it can do much more than just send personal letters..

So much more!

Ok so let's get back to our Dental practice.

Let's say they've run this offer:

"Dental Implants only £887 – over 30% Off!"

And they've explained in the advert there are only 30 coupons available that must be redeemed within a month – and are on a first come first serve basis.

So people now click on the advert and visit the landing page – signing up for their coupon by entering their name and email address.

What now?

Well the first email they receive is naturally a thank you email with their coupon and details on how to redeem it. It also lets them know they will receive further emails every so often.

However, because the Dentist hasn't received payment yet, this thank you email must also restate what the advert said and sell in some more benefits.

It must also push the customer into booking straight away to avoid missing out on the great discount. It could even mention how many people have already signed up for the offer to push the urgency further.

Remember, urgency is essential for any offer.

Because the downside of running a deep discount is the competition can always offer a better discount... racing you to the bottom...

But with this system you have an ace up your sleeve...email!

List Segmentation – the immediate buyers

The beauty of email autoresponders is you can segment email lists and send different messages to different customers depending on their actions.

So when the customer redeems their coupon and is booked into have their dental implants, they are now transferred to a different email list – and start receiving emails about having implants.

Do you see how powerful this is?

This dentist can have a series of emails, and they need only be once a week, talking to their customer about what to expect while preparing for their implants, giving general advice and reassuring them on the service.

I'll say again – ***Do you see how powerful this is?***

In the space of a few weeks, the dentist not only has a new customer, but they are already blown away by the personal service and genuine interest the dentist has shown with these emails.

And because the dentist knows the apprehension their patients show when having this procedure, they can alleviate these fears in the emails. Showing they really understand the feelings of their patients.

This sort of accelerated connection with a patient is impossible to build up face to face because the dentist only sees them for a short time each visit.

And this is impossible to build up with any of the 'Social Channels'!

And from my personal experience I know dental implants take a while to do. So the dentist would have many months of building up a valuable personal relationship with their patient at each stage. Building trust and familiarity, yet all

the while being able to subtly pre-sell the benefits of any further treatments.

And so once more with feeling – **DO YOU SEE HOW POWERFUL THIS IS?**

List Segmentation – the tyre-kickers

OK. So what do they do with the customer who doesn't redeem the coupon straight away?

Well the dentist continues to sell the benefits of the service – but in different ways.

Because not everyone is the same. Maybe one benefit to one person isn't such an important benefit to another. If someone hasn't booked it means they haven't had a good enough reason to book.

So a series of emails are sent to expand on the benefits, and offer new ones. And while these benefits are expanded upon, the customer is continuously made aware that the deadline to redeem the coupon is coming closer.

But, what if the deadline is looming and the customer still hasn't redeemed?

Well there are a few options:

1. Admit the customer isn't interested, can't afford it, or has got a better deal elsewhere and leave it at that
2. Have the last few emails of the email sequence offer a finance plan to alleviate any 'cost' objections. If the customer is concerned about price this might make them feel better
3. If the dentist can afford it – make a slightly better offer. For the last email of the sequence make a better discount available – but only for the day of that email and only if paid for immediately.

If the customer still hasn't responded to any of the offers then the dentist must ask why.

Because it is ok to ask your customers why they're not interested.

So if there's no response, send an email asking the customer what was wrong with the offer. Was it price? A better offer? Change of plans? Most customers will be happy to tick a few boxes – especially if your reason for asking comes across as genuine concern...which it should be.

And once they've told you why – you can deal with it.

But, more importantly you've got a bit more information about your customer's buying attitude. You now know what they value most in an offer - and can tweak future offers accordingly.

Segmentation – moving forward

So now, after the initial offer has finished, the dentist has separated their main

email list into two lists: one for immediate, maybe affluent buyers; and one for the more cautious and maybe less affluent.

This means emails can now be worded differently for each list – making slightly different offers depending on the individuals behaviour.

For the less affluent or more money conscious, they can focus on value and the generally less expensive services. Maybe focus on prevention to avoid more costly procedures later on.

For the more affluent patients maybe focus on cosmetic procedures – and longer term, more expensive items.

But please – ***never ever assume you know the people on your list until you do know the people on your list.***

There may be a 100 reasons why some bought immediately, and some didn't. And your email sequences should always be probing with offers, information and questions with the goal of learning more about how your customer's buy.

Yes, email lists can require a bit of management. But, if you're writing emails, as a sequence with a definite goal in mind, you can easily update your list after the sequence has finished with minimum fuss. And for our dentist example, a well segmented list could pay dividends.

Ok. My offer is over...now what do I do?

Obviously, you can't keep making offers, as people on your list will get bored and unsubscribe pretty darn quickly!

So how do you stay in touch?

How do you maintain this connection with your customers allowing you to make further offers in the future and continue to harvest those profits?

It's simple really. Every so often you send what's known as '*Broadcast Emails*' – to stay in touch and build up a long term relationship.

But, what do you write in these emails?

OK. Contrary to what might be going through your head at the moment – no your industry isn't different, and yes you do have something to write about!

Because all it comes down to is one thing...

Your Company Personality.

Now what the heck's that?

Well basically it's you – or some other senior person within your company. Because one thing the Social Media guru's are catching onto is personalities sell! Although they've been re-branded as '*Influencers*' to pretend it's a new concept.

You see a strong personality embodies the values of a company and is more approachable and trustworthy than a faceless corporation. Yes the company has a brand, but its communications must have a personality.

Think of Virgin. It's a funky and dynamic brand and is easily recognised. Look at any bit of marketing and you'll easily recognise if it's Virgin or not.

But, Virgin has something else too...it has Sir Richard Branson.

Whether you like him or not (I do) he is a consistent reminder of what Virgin is about. And his personality enhances the brand – even if technically he doesn't own certain parts of the business anymore.

Whenever he does something daring...so does Virgin! They are joined at the hip. And Virgin's brand gets a big boost out of it.

It's as if this huge corporation is still that young entrepreneur struggling to launch Virgin Records all those years ago. A company which was built on the power of 'old fashioned' mail order and direct marketing by the way – just saying.

So what does this have to do with the dentist in our example?

Everything.

Because everyone has a personality. It doesn't have to be as flamboyant as Sir Richard's – in business it just has to be real, honest, and trustworthy.

We all have different experiences and backgrounds which got us to where we are today. And we must tap in to these to create a unique personality and story for our business.

Many small businesses have a head start on this as often they are owned and run by same person. So the owner is naturally customer facing – and can use this established personality in their emails.

For instance, why did our dentist become a dentist?...What's their cultural background?...how long have they been a dentist?...what's changed in the industry?...what do they like?...what don't they like?...what annoys them? Are they married? Do they have children?

Asking questions like these will start ideas flowing about your emails 'tone of voice'. And once discovered, writing the emails will become a lot easier because little stories will start to appear.

You don't always need to talk business.

You can talk about other things, you know? So long as they are interesting. Remember this is a one-to-one conversation with a customer. So if you can talk to them as a friend they will think of you as such.

Always keep a notebook and jot down anything that happens during the day that would make an interesting story. People live on stories, and the beauty is, a good

story is timeless and can be told long after the event has happened.

So our lovely dentist could tell a story about when they were learning about Dentistry...maybe something funny happened in the lab?

I don't know – I'm just spit-balling here – but you get the idea right?

Or maybe talk about how their child reacted when they lost their first tooth...this would be very relatable to parents...and show the dentist is a real person.

The point is, **now more than ever, people are engaging with stories in an almost addictive way**. Just look at all the TV series on Netflix and Amazon. There seem to be new ones coming out every day!

People are trading sleep for binge watching for crying out loud!

Ok I'm not suggesting an anecdote from our dentist will be 'Game of Thrones', but as a minor entertaining distraction to someone's day, it could work wonders on the subconscious level.

Because stories are memorable. And being memorable our dentist will remain front-and-centre in their customer's head.

No longer will it be, "*I need to visit the dentist*"...it'll be I need to visit Jane or John or whatever our dentist's name is...because they are now a welcome guest in the customer's head – they feel that they know them personally.

And this is only because they've kept in touch regularly via email.

The 4 best types of emails to send

Ok so there are certain types of emails which do very well for small businesses. And it is very important with all of them, especially when talking to consumers, to use your Company Personality. So you can speak with them as a human being instead of a faceless corporation.

The Newsletter: A classic to be sure. You send these out once a week, once every two weeks or once every month. They contain news and interesting articles that your customers would be interested in.

But, I can't stress this enough – remember what we spoke about in **Step 1**? You must give the person reading, a reason to read it – **give them something they can use!** And whatever you do – **Don't Be Boring!**

The Case Study: Case studies are great for a series of emails. For example, if our dentist had a patient who was very nervous about a procedure and afterwards admitted why they got so worked up over nothing – the dentist could write a mini article about it. This article could then be spread over a few emails with useful information about how to combat dental anxiety.

In fact, the dentist could ask their email subscribers if they'd like more information and put them on an autoresponder series about dental anxiety – as well as

methods of alleviating it. This will not only show people are actually reading the emails, but it also gives a little more information about how many people share this problem - maybe giving ideas on writing the next advert?

And if the dentist knows of a practitioner who specialises in alleviating anxiety, maybe they could do a *'joint venture'* and split any profits. Pretty sweet eh?

The Offer: This is a special offer only for your subscribers. But please make sure you give them a coupon code and a price that is better than the price on your website – as this will prove they're special to you – and they will check your website!

The Slice of Life: These are fantastic! These are the ones that help make long lasting connections with your customers using your *'Company Personality'* – showing you are in fact a human being as well.

Basically they're short, interesting, everyday stories about you or your staff. Jokes, anecdotes, or interesting topics – it's surprising what everyday material you can use in your emails. Remember you are trying to build a relationship with your email list, and they will appreciate not being sold to every time you contact them.

And these are really powerful! Because they recreate the sadly missed, chatty *'local shop'* atmosphere with your business...***just like the good old days.***

In fact there's a marketing guy called Michael Senhoff and he is a genius at this sort of email. He's always got some little story about him and his sons selling stuff on Craig's list at the weekends. He's not selling his services...but he is subtly selling his experience and expertise....sowing seeds in his customers subconscious.

Summary

Ok, so there was a lot to think about in this section.

And that's not surprising, because this section described how you fuel the engine of the entire system – your email autoresponder.

Which allows you to maintain a strong connection with your customers so they keep coming back for more business.

Because with email, not only can you talk directly with your customers on a regular basis, but more importantly, ***you're talking on a very personal basis.***

And to create this personal one-to-one connection with your email list, we talked about your ***Company Personality.*** The friendly, trustworthy tone of voice you use in all your emails to become a welcome guest in their inbox.

Because, remember, you're not selling to them directly. You're chatting with them over the counter. Allowing them to know what you have to offer and how to get it, but in a way that's more subtle – thus reducing sales resistance.

And we discussed the four best types of email to continue this valuable conversation with your customers: ***The Newsletter; The Case Study; The Offer;*** and ***The Slice of Life.***

All these methods should be used so that your emails are kept fresh and interesting for your customers. Because, the one thing you must always remember is...**Boring emails will kill your list in a heartbeat!**

It's all about creating profitable connections with your customers so you can start harvesting more profits.

But obviously, without knowing your specific business, it's difficult for me to point you in the direction most suitable for you. However, I do hope you've realised how powerful this system is, and you've got some ideas about how it can work for your business.

Because once you get this right, and you have a strong connection with your email list, you can keep them buying from you. No matter what state the economy is in.

However, if you're thinking it won't work for your particular business, please don't walk away feeling you're on your own.

Just email your concerns to me at phil@hard8marketing.com

And I'll be more than happy to prepare a no obligation and totally **FREE Marketing Plan** explaining how we can get everything up and running for you.

So that's the system...but it's not the end

Because I'm providing you with some follow-up email inspiration to expand on the ideas in this report. And the following pages outline what to look out for in your email inbox.

ADDITIONAL TRAINING

your free marketing inspiration emails

Email inspiration overview

What to expect over the coming months

As I mentioned when you downloaded this report, I'll continue to support you with further training to help you market your business.

You'll receive regular (not relentless!) emails from me, expanding on different aspects of the system in this report – so you can get a firm grasp of how to market your business.

There will be no structure or order to the emails, because, I think inspiration prefers popping up when we least expect it – and so the more random the subject matter as well as the order, the better.

Remember: There are no new ideas, just new connections

And these emails will give you lots of random and profitable ideas to sink into your subconscious. Allowing you to form new connections and create innovative and powerful marketing strategies for your business

You do remember I told you I was a Direct Response junkie don't you?

Well you can now tap into all the random information I've picked up over the years and put it to work for your business.

ideas like:

Positioning your business for maximum profits...

Telling your story to get more sales...

Jason Bourne's killer marketing lesson...

Responding to a homeless man's killer headline...

Getting social media to build your list...

What children can teach you about customer's buying decisions...

Using takeaway selling to Increase urgency...

Resurrecting 'old fashioned' postcard ideas to bring more leads...

Using the 'Litigator's Art' to gain more customers...

and so much more...

My brain is chock-full of direct response ideas that I want to share with you. So to make sure you don't miss any of them, look out for emails starting with the prefix: [Customer Stockpiling] [#XX].....

FINAL THOUGHTS

**I genuinely want
you to succeed**

So what if I said I could do all this for you today...so you can start building your customer stockpile this week?

I mean wouldn't it be great to have your own direct response agency working with you every month?

Making your life easier, knowing there was someone qualified to take care of all your day-to-day marketing for you – bringing you new customers every week?

But advertising agencies are too expensive, and you don't have the budget right?

And yes you would be right...

If you go for an agency selling the sort of non-accountable awareness advertising we spoke about earlier – because then it will be too expensive... way too expensive!

But my vision for **Hard8marketing** is different. Because I want to provide your business with **100% accountable results** to improve your bottom line.

No clever slogans...

No expensive brochures with lots of pretty pictures *but no sales message*...

And no expensive 'state of the art' websites *that do everything but sell!*

No. All I offer is simple monitored systems giving you **100% guaranteed results**.

Bringing you a regular stream of customers through your doors every month. And convincing those customers to buy from you more often.

Sounds too good to be true?

Maybe it is...because I don't know how committed you are to your customers.

But if you do care about them, and you understand they're your only profit centre. Then with **100% guaranteed results** – surely it's got to be worth a look?

To find out more visit: **www.hard8marketing.com/customer_stockpiling**

Anyway, I hope you enjoyed the report, and I look forward to chatting again soon.

All the best

Phil Roast

Founder

Hard8marketing Limited

P.S. I know many small business owners are forced to think about their marketing only when they have the time. And I also know this means cutting into time reserved for family and friends. Which I don't think is fair...*and this is why I'm here to help.*

So find out more and visit: **www.hard8marketing.com/customer_stockpiling**

 **Hard 8 marketing**
no gambling – just a simple proposition – more sales Ltd