

# 47 TOP STRATEGIES

CASE STUDIES OF HOW GKIC  
MEMBERS USED OUR POWERFUL  
AND STRAIGHTFORWARD MARKETING  
STRATEGIES TO GET MORE LEADS  
AND MAKE MORE MONEY.



## You're On The Path to Magnetic Marketing Breakthrough

Here at GKIC, we're in the business of not only transforming small businesses, but creating financial freedom for the entrepreneurs who own them. As a GKIC member, you are part of this unique, global, small-business community, where we equip you, teach you, and catapult you into marketing results you have been striving for, and yet missing – but which you can now finally take hold of.

On a weekly basis, we receive outpourings from folks just like you, hard-working, self-driven entrepreneurs, who have longed for and then realized bonafide business breakthrough using the strategies you'll discover right inside this book. In fact, we're featuring many of their inspiring stories here to help you begin shifting your mindset off the grind and on to greatness.

I want to point out two key insights that need your particular attention. Because, if you accept these truths, you'll be ready to advance to the new heights of profitability.

(1.) While your business must have a *unique selling proposition*, your business is not fundamentally different. What I mean by that is, Magnetic Marketing methods work for every business. Period. Yours is not the exception. Keep your mind open to applying what you learn to your field/industry, because it WILL work.

(2.) The crowd is always wrong. If you have dollars to waste on ads whose results can't be measured, as well as copycat copy that only mimics corporate branding "B.S.," – AND you like it that way – then GKIC is not for you. But if you're ready start getting actual results for your marketing efforts and investments, **you're in the right place**. We ignore the noise of conventional marketing-speak, and instead provide our members with step-by-step, proven direct-response marketing strategies that produce a continuous flood of your ideal buyers and clients.

So welcome to our world! I promise there are good things in store for you as you begin to take action with these sound and proven marketing principles. It's going to click, and we're ready to help you take your next steps.



A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.

A.J. Mirabedini  
CEO

# 47 TOP STRATEGIES

## Strategy #1 - Send A Newsletter To Your Customers

Sending a newsletter is one of the most powerful ways you can keep in touch with your prospects and customers. GKIC Member Linda Sherfey, an attorney, outlines what she does to implement newsletters into her business:

*My ongoing marketing campaign is my newsletter. I send it out monthly except for December. The newsletter lets me have a relationship with current estate planning clients, keeps their contact information updated, and reminds them to call me if something in their family changes.*

*The newsletter lets me drip on potential clients. The informal tone of my newsletter lets them know I'm approachable and friendly. Not so for all attorneys. One of the issues with estate planning is that people have to be ready. Estate planning is not perceived as something you have to do "now." I've had new clients that read my newsletter for years before making the decision to get started. My plan is that when they are ready, I want them to choose me. It's worth it to me to mail a newsletter for \$24 a year to get a \$4,000 client.*

*It also speeds up the "getting to know you" part of the first meeting. I was talking with a potential client about how my granddaughter, Erica, at age 18, didn't understand money. Potential client said "Oh yes, I know all about Erica." She had gotten to know my family through the newsletter.*

*The newsletter is also fun to write. I've had new clients tell me they have tried every recipe. Another person told me that they have a file with articles they have clipped and saved.*

*I would not dream of stopping my newsletter. No other estate planning attorney in my area has one like mine.*

Newsletters open doors. Here are five secrets of a great customer newsletter.

**Secret 1** – Tell them what else you do. Many customers initially engage with a business by purchasing a single product or service. Over time they may do repeat business, usually reordering the same product or service, unaware of the other products or services that the company has to offer. How many times have you heard a client say “I didn’t know you did that,” or, “I didn’t know you also sold that?” These are all missed opportunities to increase your revenue and profits. So, every month, tell your customers what else you do!

**Secret 2** – Tell them what’s new. As business owners, we are always coming up with new products and services. A newsletter is a great way to get the word out to people who already trust you and find value in what you sell. This can often be done quite effectively by way of customer success stories and testimonials.

**Secret 3** – It’s not about you. This is very important. Your newsletter is not about you or how many industry awards you have won. Your newsletter should be about what’s important, interesting, and entertaining to your customers and clients. Every month, if you inform, educate, and entertain them, with a big emphasis on entertaining them, they will look forward to your newsletter

**Secret 4** – Recognize the expensive real estate! The back page of your newsletter is not simply the mailing panel; it is the first thing your readers will see when the newsletter comes out of the mailbox. This is a great place to put important items that you want readers to see. Also, never have a back page article with the headline, “continued from ...,” which is totally boring.

**Secret 5** – Frequency trumps everything. Frequency is more important than the size of a newsletter, whether it's color or black and white, or even the quality of the content! Yes, you heard us right – we would actually prefer a homemade cheesy looking black/white newsletter published monthly to a professionally designed newsletter done twice a year. You simply must have frequency to build trust and strong relationships with your customers and prospects.

## **Strategy #2 - Send A “Shock And Awe” Package**

Walter Bergeron was GKIC's 2012 Marketer of the Year and a savvy marketer in his own right. Here he outlines how to use shock and awe packages to get the attention of your target market:

*The campaign consists of strict prospect selection leading to multiple emails, 3D direct mail pieces, phone calls and then the secret weapon of a “Salesman in a Box.” The emails are my long form sales letter broken up into five parts. The direct mail pieces are the long form sales letter handwritten on yellow lined notebook paper with copy doodles and 3D pieces.*

*We then make follow-up phone calls to determine if they are still qualified and finally ship them the secret weapon. This secret weapon is what we call our “Salesman in a Box.”*

*This shock and awe package is an industrial case with a battery-powered video player mounted inside. It has a delicious treat inside the box with multiple marketing pieces and a contract. When the client receives the package, delivered by UPS Second Day Air, it is marked on the outside of the package, “Open Immediately, Perishable Goods Inside,” and they open it immediately.*

*When they unbox and then open up the case, a video automatically starts to play; at the same time, they see a beautiful Louisiana Mardi Gras King Cake inside the box. The personal video message explains that we want them to enjoy the cake while they watch a*

*34-minute video, we even supply plates and utensils to make it unnecessary to do anything but sit and watch our video.*

*At the end of the video, we urge them to sign the contract, put the signed contract back into the case, affix a pre-paid return shipping label to the outside of the box and return it to us for an immediate refill on the king cake. Each signed contract is worth \$34,575.98 to us over a 22-month period, and so will gross us over \$1.1 million with just what we have done so far.*

*The cost of the case is about \$200 plus shipping, but we ask them to return it to us so the ongoing cost is the King Cake and round trip shipping, about \$90. This pales in comparison to the business it has brought to us.*

*Believe me, shock and awe packages are a great way to make a big impression on your prospect – especially when you are selling high-dollar products or services. The package, designed to overwhelm the recipient, is stuffed full of a variety of materials and convincing information and delivered to him or her unexpectedly.*

*Typically, the package arrives in a large box by courier or some other impressive delivery service.*

Here are some of the items you might want to include in your shock and awe package:

- *Folders or binders with testimonials and case studies about you*
- *A sales letter*
- *DVDs of yourself giving a presentation*
- *A collection of articles you've written or that have been written about you, your product or service*
- *A book you've written; or, if you don't have your own book yet, consider including a book about the topic or problem your product or service will solve that you*

*recommend the client read to get a better understanding of the subject.*

- *CDs of audio recordings of interviews with you on teleseminars*
- *A sample of your product*
- *Items relating to you, your product or service (For instance a high-end spa might send a pair of plush slippers or a robe.)*

So here's what you must decide: How can you use shock and awe package within your own market?

### **Strategy #3 - Choose Your Target Market**

GKIC Member Jay Henderson has spoken at several of GKIC's international events. Carefully choosing his target market, along with implementing other GKIC marketing techniques, has led to a huge profit windfall for him:

*The best thing I've done so far was deciding who I was going to go after. Recreating everything I had just to speak to them – finding those who had already built the list/herd I'm focusing on, and creating a relationship or joint venture.*

*Then, quoting GKIC, **being someone** (interviews on CD, articles, free reports about and by me), **being somewhere** (being out and among them), **and doing something** (created a monthly newsletter, booths and or speaking at their conferences, summits, places where 'they' live).*

*I'm at 150% growth year over year and still growing fast. Start with one thing, no matter how small. The great psychologist, William James, was once asked, what's the greatest finding of the last 50 years of psychological research? He said, "Oh, that's easy. People tend to become what they think of themselves." Peace!*

*Business ideas don't have to solve world problems or even major problems. When we talk to people about types of businesses, most*



*think that they must create a product or service that has appeal to the mass market in order to get rich.*

*When you focus on creating something that appeals to a small market, chances are your product will have little or no competition – which means your product will be much more valuable than if you market more of a commodity to the mass market.*

*So find a small gap and test it out on a small level. You never know what might be a huge moneymaker. Finding and selecting a specialized target market is a safer and better bet than targeting the masses when starting out.*

*Look at it this way: If you want to sell your product or service to the general public, you need a substantial marketing budget because you'll need to run ads in major publications, do massive direct mail campaigns and spend larger amounts on advertising on the Internet.*

*Try out your product in a small niche first. Find out if you can make money there first before rolling it out. This will allow you to really rake it in when you expand it to larger markets.*

## **Strategy #4 - Follow Up With Your Prospect**

Businesses often leave a lot of money on the table because they don't follow up. Most businesses only send one or two pieces (postcards, newsletters, etc.). If you followed up with clients more aggressively, you will quickly achieve "top of mind" status when clients are ready to buy.

Below is an example of a multistep campaign from GKIC member Daniel Hanford. When reading this, think about how you can use a similar campaign to get more customers, clients, or patients to your business.

*It took me a long time to design this multistep campaign, but I know for a fact that no other chiropractor in my community is doing it. Even if they knew I was doing it they would not want to take the time and effort to implement it.*

*I am a chiropractor who, as of January 2012, specializes in treating patients with bulging, herniated, and degenerative discs. I do not accept general chiropractic patients. I actually turn those people away. I will only accept a patient who has a serious disc problem.*

*I currently spend about \$10,000 per month on advertising, not including the costs of the follow-up sequences, which run approximately \$100 per person. In our entirely GKIC-styled marketing, we use radio commercials, a weekly one-hour radio show called “SpineTALK,” free reports, email follow-up sequences, email reports (I have a very unique approach here), online Google ads to lead-gen pages, Valpak, newspaper, billboards, various local papers (over 20 total) for lead gen ads, bi-monthly seminars at local hotels, and more.*

*This is just a piece of our current marketing campaign. I decided in May 2012 to write a 40-page report titled, “Avoid Back Surgery,” and I do some pretty heavy GKIC-style lead generation marketing to mail out the free report.*

*I spent \$2,000 to do a run in the local Valpak. I did not offer any type of coupon or discount offer. The insert had a large title that read “Avoid Back Surgery” without drugs, spinal injections, or costly surgery – with a prompt to call for the free report.*

*The first time I ran the lead generation ad we received 74 leads. So basically, I spend about \$27/lead, and when they call for the free report we get their email, phone and address so I can start marketing to them right away.*

*These were amazing results. Here is the follow-up sequence that I used after mailing out the free report:*

- 1. Mail Free Report along with research article and printed MRI example for discussion in report. Sending patient testimonials along with this report, as well.*
- 2. Immediately – Email sent right away confirming their order of the free report with a link to the website with more testimonials.*
- 3. 1 Day later – Inform prospect that the free report is on the way and what's included with the report.*
- 4. 4 Days later – Call prospect to confirm receipt of the report and ask if they have any questions or would like to schedule for an evaluation.*
- 5. 1 Day later – Mail personal thank you note from the doctor (that's me).*
- 6. 4 Days Later – Send email letting them know about the letter they are about to receive in the mail.*
- 7. 1 Day later – Mail letter with a return envelope for them to send me their most recent MRI for me to review. I include a pre-paid envelope for them to return their MRI along with a quick questionnaire about their current condition. This free MRI review is only available for 14 days from the receipt of the letter.*
- 8. 7 days later – Another letter in the mail to talk about the free MRI review and let them know only 7 days left.*
- 9. 3 Days later – Postcard is dropped in the mail reminding them of the MRI review offer.*

*10. Added to the monthly newsletter list and will continue to mail them the monthly newsletter until they die or call and ask to be removed from the mailing. As we have new testimonials we mail them along with the monthly newsletters. Sometimes these testimonials are on audio CD, DVD, or printed along with picture of patient.*

*Well, that's the gist of the mailing sequence that goes along with the free report, and since May 2012 when I started mailing out the free report I have mailed over 300 free reports. I am currently the most expensive for the treatment that I provide in my area, and I am also consistently booked out one to two weeks before someone can see me as a new patient.*

*GKIC, on a personal note, I want to thank you for all your inspiration and advice! I never hesitate when I see a new product come out with the GKIC name on it. I have read just about all of the books since I began following in October of 2011 and refer back to them constantly. I have even gifted the Magnetic Marketing program to other people that I know with businesses that need help*

Daniel is a perfect example of “hustle.” So what can you do to summon more customers, clients, and patients to your business?

## **Strategy #5 - Raise Your Prices**

What to charge for your services and products is one of the biggest obstacles business owners face, and they routinely underprice their goods and services to try and “beat” their competitor’s price.

The fear of losing customers of being judged as too expensive, are things that keep businesses from charging what they should for their products and services. Charging too little can and does cause businesses to go under.

Often at GKIC, we hear business owners say things like, “I can’t charge more than I already am” or “I can’t get away with charging that much.” The truth is, when you look around, chances are you will find someone charging more than you are.

And, when you charge too little or surrender to your “fear of price” by reducing prices, you are not only undervaluing your product or service, but you are jeopardizing your business in the long term.

Member Robert Bilger shows how raising his prices changed his business:

*Very simple strategy. Raised our prices 20%. Made our availability very limited. Eliminated the bottom 10% of clients (aka the whiners, price shoppers).*

*Results: In less than three months we are only serving customers that desire our service without the price shopping, and we get treated with respect as opposed to just another service provider. We have more time and money and about 90% less headaches. It’s been great!*

Raising your prices is the easiest thing you can do right now to improve your business. And you can start as soon as you read this section.

You can also test different prices and price strategies. Instead of picking a random price, test out different prices and offers. For example, try different payment terms such as a one-payment term, three-payment term and six-payment term, etc.

We’ll talk about price more later on in this book, so stay tuned!

## **Strategy #6 - Use “Unusual” Communications And Dimensional Mail**

Why do unusual communications and dimensional mail work? Why do they increase response? Well, at GKIC, we are convinced

that the simple reason is because it adds a bit of intrigue to the mailing, which allows it to overcome the toughest task in small business marketing: getting your email and mail opened! Opened FIRST – and getting read!

Because email is so pervasive, an intriguing piece of traditional snail mail with a unique shape, color or texture makes your piece stand out from the rest of the mail in the mailbox.

### **“Unusual” Communications**

But developing a unique mailing is not limited to traditional snail mail alone; the same results can be accomplished via email or even on social media.

One easy technique is to match your service or product offerings to any special day or event throughout the year. For example, January 24 is National Compliments Day. Send random compliments to your customers and prospects; don’t ask for anything in return and don’t pitch anything, just send a “You Look Great Today” message, and you will see how the good vibes ripple back to your business.

Or in April, celebrate the anniversary of YouTube going live by creating and promoting your own series of videos that highlight your products, your company’s charity work, your interesting staff members, or any topic relevant to your business. And if you do not have a YouTube channel for your business yet, this is the perfect time to start one.

If video’s not your thing or if you’re camera shy, start an e-newsletter. Or target your marketing to more narrow niches. In September, in addition to back-to-school specials, you could offer additional bonuses or discount to teachers.

The beauty of email and social media marketing is that its costs are close to zero. However, free does not necessarily mean better or even good. But with a little creativity, it is very possible to make your digital marketing stand out as much as lumpy snail mail.

### **Dimensional Mail**

We are also convinced that the importance of using dimensional mail is rising due to the increased competition in the inbox. Direct mail has to work harder than ever to stand out – and dimensional mail can help.

GKIC Member Dave Gagner shares his results with dimensional mail:

*After reading GKIC's Ultimate Sales Letter book, I decided to write a letter. Then the fun began and still continues.*

*I put the letter in the infamous green bank bag, hand addressed it to the person a company I researched and mailed it. One out of four people call me and ask for a time for me to visit them. Of the remaining three of four who didn't call me, I call them within seven days.*

*If I get directly to the person I mailed it to, they have excitement in my voice when we talk, obviously remembering the bank bag. If I get to the gatekeeper, I get through and at least get to their voicemail and about 75% of the time I get a call back. I booked 43 appointments out of 81 bank bags mailed.*

*It just plain works.*

*Since I am the sole coach, I use it sparingly as opposed to blasting out hundreds as I couldn't handle the responses or appointments in a timely manner.*

*In this past year, it has put over six-figures of cash flow into my business. Even in today's economy. I raise the rates of my coaching so that I don't have to overwork at a lower rate to pull in a full time income (another GKIC strategy of raising prices to make the amount I want to make.)*

*The letter/sales-copy was written using several of GKIC's tips from the book as well as the gold and mass-affluent newsletters. And here's the bank bag I used for the mailing. Don't worry, it's not a real bank bag...the bank is fictitious, but prospects who get it in the mail cannot help but to open it up!*

*The use of object-mail, grabbers and freemiums plays a role in almost every direct-mail campaign we develop for our members as well as for our own use.*

*One recommendation that we have is to explain to the recipient why you are using the dimensional item you have chosen, so they do not feel duped...and so there's a logical "tie in" with the letter.*

Here are some dimensional mail examples:

- A packet of aspirin with the claim that your offer will fix their headache
- A padded band-aid making the point that this is the way the competition fixes the problem....but your solution is permanent.
- A compass that relays the message that we are still looking for you.
- A wooden 'Round Tuit' coin that tells the prospect that since he hasn't gotten around to it as of yet...now he no longer has that excuse.
- A 'thick' shoelace enclosed with a fundraiser appeal for a non-profit organization that's operating on a shoestring budget.
- A neon-colored squeezable smiley face ball with a message that "I've sent you this because you'll be smiling BIG after you read my letter."
- A miniature racecar that reinforces to prospects that they are in easy driving distance to get to your seminar.
- A one-ounce packet of red-hot cinnamon-flavored candies that provides an intriguing introduction for a letter about a red-hot offer.



## **Strategy #7 - Find Related Products To Sell To Existing Clients**



Many marketers make the mistake of putting too much focus on creating new products to sell to their existing customers, clients or patients. Walter Bergeron was in the GKIC Platinum Mastermind group in 2012 and we gave him several tips that allowed him to almost instantly add to his sales. Here's Walter in his own words:

*The most powerful one that I could quickly take advantage of was to take my existing sales channels and find related products and services to sell to my existing clients.*

*This enabled me to quickly ramp up sales in an area that did not require any additional personnel, no lead generation and much easier sales to a proven client that already bought from me. Thank you, GKIC!*

One way to do this is to go for the immediate upsell. Hardly any businesses go for the immediate upsell, but when you do, 20% of your prospects will say “YES.” Take McDonalds for example: When you go in to buy a Big Mac they'll ask you, “Would you like fries with that?”

Coming up with your own list of upsell questions will give you the opportunity to offer an immediate upsell directly after a consumer purchases from you, but you should go even further. Add a follow-up email campaign to keep the conversation going with your customer. We've already stressed the importance of follow-up in this book, but this also goes for upsells.

For instance, you could offer to mail a free CD or DVD of a live presentation you did, which complements or demonstrates how to use your product or service. Then, include an upsell offer with the free item.

So, brainstorm what else you can offer your customers, clients, or patients immediately after they buy from you. They can even be affiliate products that will pay you a commission. In other words, you don't even have to create another product!

## Strategy #8 - Put Some Personality Into Your Writing

We already talked about the importance of having a newsletter, but GKIC member Mark Sharp talks about how injecting personality in his writing helped his business:

*When I started putting out a simple newsletter my returning clients and referrals from old clients went through the roof. And I often hear from people that they love to get the newsletter and always read it.*

*They seem to like reading about me though – not sure they read my great advice. Just yesterday my wife had an appointment with our physician and she asked how our vacation had gone, then said, “I guess I’ll just read about it this month.”*

The information you provide your customers won’t keep them for life. What keeps people coming back again and again, and gives your business longevity is inserting consistent personality in your copywriting and your writing in general.

What do Rush Limbaugh, Howard Stern, and Glenn Beck have in common? They are colorful personalities who aren’t afraid of what people think about them, and they let their personalities shine through. And they have a “cult” following that’ll always stick with them – a lot longer than some “vanilla” personality that just feeds “information.”

So, adding a consistent personality to your copy is our No. 1 copywriting secret that most marketers will never know. It’s provided GKIC with the ability to keep customers for decades. But it’s not just in your copy where you will benefit from capitalizing on your personality. If you want to make your products and services more memorable and add longevity to your business,

you have to inject it into everything you do...including your newsletters.

GKIC Member Kevin Eikenberry agrees:

*I continue to find that as I write with more of myself in my work that it draws our perfect customers more closely to us – but it's also helping with initial sales and building long-term customer value.*

This is one of the most powerful strategies we have to reveal in this book and probably one of the top strategies you should be implementing right away. It has literally made us millions of dollars and it can for you too!

## **Strategy #9 - Build Ascension And Continuity Into Your Business Model**

This strategy is the “bread and butter” of almost every marketing campaign GKIC is involved in. And you need to implement it into your own business, too. GKIC member Pat Rigsby implements ascension into her business – here’s what she has to say:

*The best piece of advice I've received from GKIC has been building ascension and continuity into everything that we do. What started out as an e-book in one business has evolved into almost a dozen continuity programs and a franchise with almost 200 locations.*

*We've applied these same concepts in other businesses to create an additional franchise with over 60 locations and more than a dozen additional continuity programs.*

*While there is never a newsletter or product of GKIC's I don't get great tips or advice from, these have been real game-changers for us.*

Ascension is a model in which customers move on a predetermined path from level to level, with each level, of course, giving you more money. That model is now in place in at least 80 different niche market information businesses that we've helped launch.

Each level increases the value they get, along with the money they pay. This is a great way to filter out your best customers who spend the most money with you. At GKIC, we have Gold, Platinum, and Diamond levels, with each level getting closer to our "gurus" of the business.

You see, 20 percent of your customers are going to give you 80 percent of your business. This model is about pushing these people up the ladder to identify that special 20 percent of customers, and then pushing them through levels of membership, different products, or higher product price-points they can buy, levels of loyalty, and so on.

You want to keep a good grasp on them, because they're the ones who are going to spend the most money with you and be the most profitable.

Also, continuity income is the kind of income entrepreneurs want to generate. It creates ongoing, low-cost profit. Why limit your interaction with buyers to a single payment when you can have them pay you every month?

Think of your electric company as the best continuity program in the world. Nobody wants to go without their power, so they'll gladly pay the monthly bill. So, if you have an "addictive" product or service – or a product or service they cannot do without – you can't afford to ignore the possibilities of this income model!

Identify ways you can implement continuity and ascension into your business model. This is how your customers "self-select," so you know who is going to spend the most money with you. This will allow you to communicate with them differently, invest more

money in some than others, and design offers for them.

## **Strategy #10 - Sell Big Ticket Items**

GKIC Peak Performers member Shaun Buck mentioned that the best piece of advice he ever got from GKIC was to move away from small ticket items and start selling more expensive products and services:

*I have always been good at sales, but for most of my life I was selling small ticket items. On some GKIC CD somewhere I heard the comment about many times it is easier to sell 1 person an item for a million dollars than it is to find one million people to buy something for a dollar.*

*I thought about that for a bit and realized they were right, and I finally put that information to good use a few years back and personally would never want to go back to trying to make a million small sales.*

Big-ticket items you can sell include coaching programs that can range in the thousands to tens of thousands of dollars. You can also sell entrance into Mastermind groups and memberships for even more money. Another idea is to sell a “Platinum” level of your product/service.

At GKIC, we sell something called the “Whole Enchilada,” where prospects can buy all of our products at once. This can go for over \$15,000 depending on the products that are available at that time!

So, what big-ticket products and services can you sell? This will allow you to raise your prices and make the same amount of money with fewer customers, clients and patients.

## **Strategy #11 - Segment Your List**

One of the most powerful ways you can maximize your marketing

dollars is to segment your list. This was GKIC member Bhaj Townsend's big breakthrough in his business, as he describes here:

*So far, the best marketing advice I have received is: SEGMENT the list. In segmenting the list, I can take the time to test copy. In segmenting the list, I can learn what works better as I introduce different strategies and tactics. In segmenting the list, I have been able to more specifically speak to the different segments for greater results. Thank you, GKIC.*

By segmenting your prospects and customers and having them subscribe to different lists based on their interests and needs, you will be able to send very targeted messages to each reader. This gives you excellent **Message to Market Match**, which is essential for effective marketing.

This increases your chances of getting a sale. Yet most marketers just have a "prospect" list and "customer" list and that's it. This is like swinging blindly in the dark – you're not going to get anywhere!

There are many ways to segment your list. These include buying frequency, purchase cycle, and purchase topics. You can do what GKIC member Stuart Estler did and use pre-and post- purchase surveys to segment your list via interests:

*We created an entirely new leg to the business, teaching photography in classes and workshops. We developed a new client acquisition process which uses pre-and post- class surveys to determine specific client interests. This allows us to identify unique interests and segment our list in a sub- culture market. We then develop specific products for those segments.*

According to eMarketer.com, 39% of email marketers that practice list segmentation see better open rates; 28% see lower opt-out and unsubscribe rates; and 24% see better email deliverability, increased sales leads, and greater revenue. Just a few tweaks in

your existing customer and prospect management can pay huge dividends for your business.

## **Strategy #12 - Spend More on Leads Than Your Competitors**

GKIC Member Forrest Walden of Iron Tribe Fitness reveals one of our favorite marketing tenets that we teach our private clients and espouse in GKIC courses and Mastermind groups:

*My favorite strategy by GKIC is to price my services right from the very beginning so that I could be able to spend more money than any other competitor to acquire the right customers.*

You see, this is an ongoing discussion we have with our clients – no matter the size of the company or the spending power. What we’ve found is that when it comes to attracting a lead, a customer or a patient, they ask...

“What is the cheapest thing we can do to get customers?”

This is the wrong question to ask. Be forewarned, if you think this way, you too are in need of a mind shift and **MUST** train yourself to think differently. If you don’t, you will deprive yourself of the opportunity to outspend every direct marketer in your market space thus limiting yourself in what you can do.

You see, by outspending your competitors, you can buy speed and growth and you can create discouragement to your competitors.

The marketer with the willingness to invest in acquiring customers – and even lose money on the first sale – with an effective strategy for maximizing customer value has an enormous competitive advantage, including being able to use many media others cannot use.

Instead of asking, “What is the cheapest thing I can do?” the right question to ask is: “How can I structure my business so I can do it

more expensively than everyone else?”

Or, “What can I do to outspend everyone else?”

Another advantage of outspending – you can give more value to a customer, which attracts more valuable customers, which gives you more money to spend per customer. For example, you can offer better bonuses or send a shock and awe package. We covered shock and awe packages earlier.

The smartest marketers, like Forrest, structure their business so they can outspend their competitors. Show up like no one else – spend the most you possibly can to get a new customer and you’ll attract more valuable customers, which means you’ll minimize the number of units you need to sell to reach your target income.

### **Strategy #13 - Create A ‘Category Of One’ In Your Market**

Most people who go into business just follow what everyone else is doing in their market and copy what they’re doing. Craig Valine reveals one of the strategies GKIC implements for all our clients:

*Best advice I ever got from GKIC was, “The last thing you ever want to be compared to is just another [fill in the blank].” “Create a category of one.” I went from being a Marketing Consultant to “Marketing Performance Strategist.” I no longer have to compete with other consultants because “I am not one. :)”*

Creating a “category of one” in your marketplace involves creating a **Unique Selling Proposition** (USP). It’s a way of explaining your position against your competition. When a supermarket chain or big-box retailer like Wal-Mart labels itself as “THE Low Price Leader,” it’s made a positioning promise.

A USP is also a way of summarizing and telegraphing one of the chief benefits, often the chief benefit of the business, product, or



service being marketed. See Chapter 1.

In the early 1990s, Chrysler was making much out of being the only American carmaker to include driver's-side air bags as standard equipment. That briefly worked for them as a USP, but competition quickly caught up.

A few years back, the Subway chain enjoyed great success repositioning itself as a weight-loss business, first with the story of Jared, one of its customers, and currently by comparing the number of fat grams in its sandwiches to those from McDonald's.

Your USP may express the “theme” of your business, product, or service. Think: Which coffee is “mountain grown?” Which beer is made with “the cold, clear water of the Rockies?”

These examples show that a USP can be based on just about anything: price, product, ingredient, positioning. There are USPs based on color, size, scent, celebrity endorsement, location, hours of operation, and on and on.

As you concentrate on developing a new USP for your enterprise, you'll be newly aware of the USPs of other businesses, and you can learn from their examples. To hone your marketing mind, you need to become USP sensitive and ask these questions about every business, product, and service you encounter in your daily activities:

Does this business have a USP? Does it stand out so it's “not just another \_\_\_\_.” If not, can I think of one for it?

If so, is there a way I can think of to improve it? Is there any idea here I can “steal” for my use?

A good source of ideas is the public library. There, free of charge, you can wander through directories and newspapers from cities

all across the country, as well as hundreds of consumer, business, trade, and specialty magazines.

Another source of ideas is the Internet: As you roam cyberspace, visit websites within and outside of your business category in search of inspiring USP ideas. Then you can boldly go where few others go: into the marketplace with a really exciting USP of your own.

This will immediately make you stand out from your competition so you're not thought of as "just another \_\_\_\_" in your market. And they'll think of you automatically when they think of your product or service.

## **Strategy #14 - Become A Welcome Guest Instead of An Annoying Pest**

This strategy ties into the previous strategy and it's the favorite of GKIC member Craig Valine. It's all about going from an "annoying pest" to a "welcome guest" in your marketplace:

*I use 'Welcome Guest' strategies that attract ideal qualified prospects to me, rather than me hunting and competing for business. It's made all the difference in the world.*

GKIC's own Dan Kennedy loves to tell the story of his own "annoying pest."

*I used to live in Phoenix, Ariz., which is unbearably hot in July and August. One day I'm home alone, a weekday afternoon, everybody's out of the house; I've got the house to myself, and I'm at the kitchen counter. I've got a pitcher of iced tea, I've got a client on the speakerphone, I'm intensely involved in*

*a conversation with my client when someone uninvited, unexpected, and in fact unknown to me, begins to ring the doorbell and bang on the front door of my home with earthquake intensity.*

*I figured it was either an Avon lady or a Jehovah's Witness, but I ignored it and hoped it would go away. Most people who knock on your door in the middle of a weekday afternoon are just interruptions...thus I considered them "pests," since they interrupted my workflow.*

*But he's ringing and banging, ringing and banging, ringing and banging. But finally, after ignoring him for a sufficient length of time, he gives up and leaves – ever so briefly.*

*He goes around to the rear of my property, he climbs over an eight-and-a-half-foot-high masonry wall with shards of glass embedded on the top to discourage this method of entry, comes down past the cactuses, the shrubs, the pool and the spa, and he's now on the patio deck, immediately behind me. He can see my back to him through the panes of glass on the doors, up on which he is now banging with incredible violence.*

*This is, by far, the most annoying pest ever. But I'm like the most stubborn guy ever. So I keep my back to him, raise my voice to carry on my conversation. We have the contest of wills that seems to last an eternity. Finally, he wins. I can't handle it anymore. I turn around to deal with the most annoying pest ever. It turns out the reason he's there is my entire backyard is in flames!*

*Literally, everything but the water in the pool is on fire. This good Samaritan, who thinks I'm an idiot, which is arguable by now, is there trying to save my house.*

*At that precise moment in time, he went from being the most annoying pest to the most welcomed guest ever to visit the Kennedy household in 15 years, because he was there with just the right message at just the right moment in time. In this case, "Call 911, stupid, I'll work the hose."*

This is what GKIC helps you do: position yourself as a "welcome

guest” instead of an “annoying pest” in your marketplace. And that involves getting that triangle from Chapter 1 correct:

The first main issue in marketing is right message. What is that marketing message? What do you say to your marketplace, to your past, present and future prospects, clients and customers that is compelling, that is magnetic, that cannot be ignored, that must be responded to, that draws them to you like a light on a dark night draws moths? Do you have a great marketing message?

Secondly, to whom do you say it? And by deliberate strategy, to whom do you not say it? Be efficient in your marketing. Are you efficient? Are you smart about this? Or are you throwing mud against the wall?

And third, the media, how you deliver the message to the market. Do you do that effectively? Do you do that affordably? Do you do that efficiently? Do you do that in a way that involves little or no manual labor and magnetically attracts people to you?

If you want to increase your conversion percentage, if you want to close more sales, you don’t do it with a new magic seven-word manipulative phrase you pop out of the box at the end of the process.

You do it from the beginning of the process. And if you become a welcomed-guest marketer, then your closing percentage goes up without improving any of your sales skills whatsoever.

## **Strategy #15 - Don’t Get it Right, Just Get It Going**

One of the enemies of entrepreneurship is perfectionism – or the desire to impulsively “get it right” before you launch anything or perform an initiative in your business. GKIC Member Shane Jones talks about how getting things “just right” was hampering his progress:

*One of the first pieces of advice I ever heard at GKIC was so*

*simple, but it went straight to my heart. It was simply, “Good is good enough.”*

*I’d been planning on making a monthly CD for my English school for a long time, but was always waiting to get it “just right” before I started selling it to our students. Well, after hearing that, I decided what I had was good enough and I could tweak it as I went. The first month we sold them to around 60% of our students.*

*Later, instead of making them optional to buy, we raised our monthly lesson fee and started to include the CD for “free.” No other school around offers a free English CD every month. It’s really a great asset to our school.*

Shane is a perfect example of why placing action and IMPLEMENTATION above “perfection” is how you achieve speed and massive breakthroughs in your business.

What if you have a “great idea” and begin putting it together while agonizing over every little detail to make it perfect in your mind – and then find out the idea was a flop? You just wasted a pile of time.

Instead, spend half the time putting the idea together so it is just “good enough.” If it gets traction, THEN go back and tweak it and make it even better. If it nose-dives, then you did the best to cut your losses.

“Good is good enough” and “fail fast” go hand in hand. GKIC member Mike Litman says, “You don’t have to get it right; you have to get it going,” which is something you should tattoo on your forehead.

Anybody who has ever used the earlier versions of Microsoft Windows can attest to this. The earlier versions of the operating system was rife with problems – and there are still “issues” present depending on whom you talk to. However, did Microsoft withhold the release of Windows until they got it “right”?

Heck no! If an issue came up, they would simply send an update to fix whatever problem existed.

So, if you've been stalling in your business because of perfectionism, then take action today and start implementing. And fix the problems later.

## **Strategy #16 - Use The Right Message For Your Market:**

We've talked about choosing who you want to do business with in a previous strategy in this book. And now we're going to talk about honing your message for your target market – which is a tip GKIC Member John Sharp outlines here:

- 1. Hit your prospects vertically with a stratified message using media appropriate for each hierarchy within the organization. If you sell mops to janitorial staff, use a media and a message appealing to the janitor: Hey look, the yellow handle doesn't hurt your hands. Take the same product and move up to the janitor's manager, about how mops with yellow handles are safer to use than wooden handle mops because people can see them if they fall down and land on the floor. Tweak the message for the executive and say, reduce your insurance rates by X% when you use safety mops proven to reduce on the job accidents. Rotate the offers until one works, use that offer as your control, and keep trying to beat the control. The offer to the janitor may be game points on Facebook or something. The offer to the manager might be a coffee cup that reads: World's Best Boss. The offer to the executive might be a calculator.*
- 2. Keep tweaking and testing the message until one works, use that message as your control and keep trying to beat the control.*

You see, a lot of advertising and marketing messages are really

not messages at all. They're just "business cards." Name, rank and serial number. Who we are, what we do, where we are.

As Joe Friday used to say on 'Dragnet,' "Just the facts, ma'am." This is no message because it lacks differentiation, and it lacks a reason to respond now.

Your marketing message must encompass your unique selling proposition, which we talked about in a previous strategy in this book.

So what message will hit home for your target market? As John explains above, you'll have to test different messages and offers for your customers and prospects.

## **Strategy #17 - Become A "Problem Solver" In Your Market**

GKIC member John Sharpe also talked about a very important strategy most entrepreneurs don't do very often when it comes to getting customers, clients, or patients to do business with them:

*As entrepreneurs, we quickly move from problem to solution – we have to.*

*When working with the customers, it seems you have to do exactly the opposite! Talk about the problem 80% of the time, the solution small percentage of the time.*

When you see yourself as a problem solver, you will capture the attention of your customers because "you're entering the conversation already going on in the minds," as Robert Collier once said.

Here's an example of this, taken from Perry Marshall where he outlines the importance of becoming a problem solver in your market.

*Great ideas are a dime a dozen. Even well executed great ideas are on every street corner, but that doesn't mean they're successful in the marketplace. Winning products and marketing messages talk to people about things they're already wanting and thinking about. They address irritations that have been lurking under the surface. They solve problems that people have been lying awake at night wondering about and worrying about.*

*Several years ago I was working with a company whose "great idea" was scheduled delivery of household consumer products. The idea was that just when you were about to run out of something like taco shells or Kleenex or vitamins or peanut butter, the service would replenish your supply automatically. All you had to do was decide on a delivery schedule and you'd never have to think about those items again. It was a great idea because it was convenient for customers and it was an automatic revenue stream for the company.*

*This looked very promising, but nobody was losing sleep because they might run out of toilet paper or shaving cream. Nobody was really thinking about this at all. It was a great idea from a salesman's point of view but not from the customer's point of view.*

*It was a flop. I, and a lot of other people, lost money in that business. Why did it fail? Because that business did not enter the conversation that was already going on in customer's heads. It didn't harmonize with what they were already thinking about.*

So what pain does your product or service solve? What conversation is already going on in your prospects mind that you can attune to in your marketing? In other words, if your prospect was sitting at their kitchen table and talking to their spouse, dejected about a problem, what are they saying when they lament: "If I could just \_\_\_\_."

Fill in that blank and you'll be ahead of 99% of your competitors.



## Strategy #18 - Don't Follow The Crowd In Your Market

If you only take away one success secret from this book, let it be this one. This alone could explode your income and give you a HUGE advantage over your competition!

This concept is not new. Earl Nightingale, considered to be the father of Personal Development, described this in his program Lead the Field. It goes like this:

*If you want to achieve success in any endeavor, and have not an example to follow, look at what everyone else is doing and do the opposite. Because the majority is always wrong.*

This can be said for pretty much anything in life, but it can be HUGE when it comes to your marketing. This is something that GKIC member Christopher Yates realized for his photography business.

*The (main) thing is to follow GKIC's teachings about not following the crowd in my industry. If I did, I would be walking over a cliff. Instead, I am challenged to not look at industry norms and develop new ways of marketing and growing my business.*

If you're just starting out with GKIC, you're going to come across a lot of uncommon marketing strategies that might make you feel a little "uneasy" or you'll question whether or not they'll work for you. In fact, some of them are going to be a little crazy and you'll easily dismiss them.

That's because what you're going to learn is vastly different than what the majority teaches about marketing and advertising – and probably what you've heard as well.

You're here because what you've been doing to market your business hasn't been working. Or your business has stagnated and you're looking for more "arrows in your quiver" that you can pull out and summon more customers and clients at the drop of a hat.

And to accomplish this, you simply need to do what most of your competitors will not! You simply need to "go against the grain" of how other people in your industry market themselves – or "how things are done around here" in your market.

So the question for you is this: What are you going to do differently? You've already been presented with a whole host of marketing strategies in this book your competitors will NEVER know. You just have to take massive action (more on that later) and implement them into your own business – and the wealth and prosperity you desire will be inevitable.

## **Strategy #19 - Focus On The Affluent In Your Market**

Christopher Yates also experienced another breakthrough in his business that we at GKIC espouse all the time to our members: focusing on the affluent individuals in your market. Here's what he had to say:

*The first (strategy) was to keep focusing on the affluent market for my photography business. Our industry has been through some major changes. The affluent market has made up the foundation of my business and as a result I have survived while many others have gone out of business. I continue to learn this market as I read GKIC's Marketing to the Affluent newsletter and study their other materials.*

The truth is, it takes no more work to attract customers/clients from the explosively growing Mass-Affluent, Affluent and Ultra-Affluent populations eager to pay premium prices in return for exceptional expertise, service and experiences.

This is the fastest and surest path to prosper in tough times (selling to those least affected by recession) and to get rich in good times. And the best part is there's a skyrocketing demand for premium services – and the cheerful willingness to pay for them. There's also an explosion of affluence and a BOOM in luxury spending.

This 'special buying behavior' is concentrated in a minority – but a very significant minority – of customers. And if you know WHO they are, WHAT they desire, and WHAT they respond to and how to connect your business to them, you can profit wildly.

Did you know that 22% of households have over 55% of all earned income? That means that more than half the income is generated in one of five households. Surely it must be more profitable selling to the 1 in 5 than the 4 in 5, right?

This is something GKIC member Alicia Kramer also realized:

*Focus on selling to people who have money (aka marketing to the affluent) has been my most important strategy. When I launched my hypnotherapy practice in 2010 I had a full schedule for months; unfortunately, they were not my ideal clients and I was grossly undercharging for my services.*

*Over the years, I have restructured my business to cater to a better clientele, charge more/get paid more, and expand to a global market of motivated success oriented entrepreneurs. I enjoy what I do more than ever before, I “work” less hours and make more money.*

So don't be one of the “masses” of businesses marketing to the 80% of U.S. households with LESS than half the money, hoping you're going to be the “lucky one” that gets their business. If you're interested, we highly recommend our Marketing to the Affluent course ([www.gkic.com/affluent](http://www.gkic.com/affluent)) that will teach you how to be one of the few smart marketers targeting the minority of customers that control the majority of the money.'

## Strategy #20 - Use A Free Report To Collect Names And Email Addresses

GKIC Member Mark Martella describes how he used free reports to get more bankruptcy clients for his law practice in the first 8 months of 2012 than he did all of 2011 using our methods:

*The best advice I have been able to turn into clients for my practice is the creation of special reports and adding an opt-in page on my website for people to request one as a means to collect names. Clients and non-clients have raved over my special reports on bankruptcy and foreclosure mistakes and how to avoid them. Once I get their name and address, I follow up the special report with a shock and awe package including an audio CD.*

*Using these and other GKIC tools, I have obtained more bankruptcy clients in the first eight months of this year than all of last year (when bankruptcy filings are down over 10% nationwide) and the other big difference is I am getting paid much faster!*

A free report is just one type of lead generation magnet designed to do one thing and one thing only: It is designed to get people who are interested to identify themselves by raising their hand and requesting this information.

That is its only purpose.

It is designed to get people to raise their hand and say, “I’m interested.”

What is happening here is that, as opposed to cold calling and trying to grab people, you are attracting them like a magnet.

They are identifying themselves by saying, “Hey, I’m interested in what you have to offer.” Their way of showing that interest is by requesting this lead generation magnet.

Other examples of lead generation magnets include:

- CD/DVD sent in mail
- PDF report or White Paper to download
- MP3 audio or online video to download

Any of those or a combination of those works well. One of the ultimate lead generation magnets is an actual book, because it has such high perceived value. GKIC has used books as lead generation magnets for many years and we strongly recommend them to our members.

## **Strategy #21 - Realize That People Like Stories, Not Things**

Member Dave Keys implemented one of most powerful strategies GKIC teaches when it comes to influential writing and persuasion: using stories to influence buyers and build trust.

*At the beginning of 2011 I was earning about \$2,000 a month from a fledgling SEO business. Within six months I was earning \$12,000 per month. GKIC's strategies in Game Changer DNA Supernatural Influencer Code transformed my business.*

*It's hard to pick which piece of GKIC's Game Changer DNA product had the most influence, because they weren't really designed to operate alone tactically but together as the basis of a new strategy – for me a complete paradigm shift in my approach to marketing my business, but I think [most of all is] understanding the basis behind one single concept: “People like stories not things.”*

*This enabled me to move from bone dry analyses guaranteed to make those reading them, yearn for a simple waterboarding session (!) to marketing messages in my presentations that engaged the emotions of prospective clients so powerfully that I was shocked at how consistently my new, much higher prices were*

*hardly noticed!*

Stories are extremely powerful because everyone loves stories. That's why movies and television shows are popular – each one of them tells a story and we've been raised to appreciate stories.

Stories are extremely hypnotic in nature as well. Since stories aren't seen as "sales pitches," they slip from the conscious and into the subconscious mind. So having a riveting story related to your target market can be used as a powerful persuasion tool to communicate any message you want.

Think of stories you can use in your marketing. The subject of the story could be you...or it could be one of your clients, patients, or customers. The best stories are "rags to riches" type stories that depict the solving of a problem. Stories will boost the selling power of your copy and complement the direct statements that you'll make in your copy that could easily be dismissed by your prospects.

## **Strategy #22 - Realize The Business You're REALLY In**

Newer GKIC Member Jeff Campbell had a major "Aha" moment when he realized one of the biggest secrets most marketers will NEVER know when it comes to their business:

*I am a new member of GKIC and have already learned a lot, and realize I have more to learn. One piece of advice that stands out for me, and convinced me to join, was that I can't stay in the business of providing my service if I want a high income – I must be in the business of marketing my service. In the few months I've been a member I am already seeing success.*

If you ask 99% of business owners what business they're in, they'll more than likely tell you, "I'm a Chiropractor," "I'm A Doctor,"

or “I’m a Copywriter.” In other words, they’ll simply tell you the “thing” they do for a living.

Sadly, that’s what most people focus on when they attempt to improve their income. They simply focus on improving the “one thing” they do for a living and believe that more money is suddenly going to pour into their bank account.

For example, most copywriters think that learning how to write a better headline, a stronger close will allow them to magically command higher fees. However, the No. 1 mindset shift you NEED to have that’ll give you more wealth and abundance is to realize that the REAL business you’re in is the MARKETING business!

You see, without marketing you’ll simply be hoping and praying that targeted customers and clients will magically contact you for your product and services.

While the line “If you build it, they will come!” worked for Kevin Costner in the movie *Field of Dreams*, it won’t work for you in your business!

Why? Because it doesn’t matter how well you do your “thing” if you have a dearth of customers and clients coming to your office, emailing you, or calling you. And that’s why you have to get in your head that the REAL business your in is the marketing of the “thing,” rather than the thing itself.

## **Strategy #23 - Collect A Swipe File**

GKIC Member Sabra Sasson realized the power of having a collection of proven ads – called “swipe files” – at her disposal:

*I had a consultation with a client (I should more accurately say, a potential client) who seemed eager to move forward and said they “Definitely” wanted the service I offered. But they didn’t move forward.*

*I received a GKIC swipe file (which was so timely!!). It provided a “how to” write an email that would move the client to purchase. I followed it precisely and tailored it to the services I am offering – and voila! I got hired!!! Just got the check in the mail today too! Woohoo!*

There is no reason to reinvent the wheel. Use swipe files of proven promotions in your market that you know have worked before. The key here is to use something you know is successful.

For example, you can grab ideas from your Million Dollar Swipe File in your No B.S. Marketing Newsletter (if you’re not a member, you can sign up immediately at [www.gkic.com/marketing-rockstar](http://www.gkic.com/marketing-rockstar). Not only does this make it easier and faster, but because these are proven to work, you will be more successful and more profitable.

Also when you come across a system you like, bookmark it so you can easily find it later when you are ready to use it. For example, the aforementioned incredible free gift offer above is a great example that every business can use to attract new customers and boost sales.

If you aren’t ready to set this up in your business, bookmark it in a “to-do” file online. You can also save direct mail sequences to see what other businesses are doing. Also, if you are holding an event, look at what GKIC is doing and save all the pieces we mail. You should also get on relevant lists in your target market. Purchase some of their products and save the pieces they send you in the mail. If you see the same pieces mailed over and over again, then that’s good evidence it’s a “control” piece and you can save it as a proven ad in your swipe file.

This strategy alone could save you a lot of time, money and headaches and get you toward profitability faster than ever.



## Strategy #24 - Create A Herd And Keep An Iron Fence Around Them

GKIC member Greg Hawkins hit upon one of our most popular strategies for getting and keeping customers, clients or patients – and not allowing them to run off to another competitor:

*The best advice I got from GKIC was developing a herd and how to keep an iron fence around it through newsletters and direct mail!*

At GKIC, we always talk about “The Herd,” a group of customers who bond with you and read all your emails, blog posts, free reports, and buy your product. And we don’t use the term “herd” as a derogatory term either.

Throughout this book, we’ve revealed strategies that separate you from the pack in your market. This includes implementing personality in your copywriting and marketing. We also talked about telling stories in your marketing. Well, this is the exact stuff that’s going to get your prospects to stick with you long-term and BOND with you.

One very important tip: There’s a difference between a healthy herd and a “diseased” herd. Marketers with a diseased herd just have a “list.” They’ll brag about their email list size but the fact is, 80% of them have absolutely NO relationship with the marketer.

Don’t ignore this. You can probably make money with them in the short term, but it’ll destroy you in the long term. We have members at GKIC who have been with us for 5, 10 and 20 years, whereas other companies in our industry would be lucky to keep customers for two or three years.

Greg also hinted at one of the most powerful ways to fence in your “herd,” and that’s through newsletters. This keeps you in touch

with your customers and keeps you “front and center” in their minds.

In fact, chances are the value of your “herd” is going down every single minute you read this. You should be in their life pretty much daily. The value of a customer is either going up or going down every single day. Therefore, if your primary connection with your customers occurs once a month, there are 29 days of value lost in that herd before you try and pump the value back up. That’s a bad equation.

So figure out how you many times you can “touch” your customers, clients, and patients through a multitude of media: mail, email, social media, etc. etc. This is how you fence in your herd and ensure they’re going to keep giving you money over and over again.

## **Strategy #25 - Your Business Is NOT Different!**

GKIC member Yung Li mentioned one of the common tenets of GKIC marketing...something that we’ve preached over and over again at our seminars and to private clients. Here it is in Yung’s words:

*The best advice that I received from GKIC is that “my business is not different.” I am in the marketing business. Mainly, marketing of my business that does the selling of the products. It literally changed the way I approached my business from now on.*

You may think, “...But MY Business IS Different.” Thinking this way is a huge temptation. But it is also a huge roadblock to any progress.

If you insist on paying attention only to examples, ideas and information from your specific business, you guarantee status quo; continuing to get the same results you get now. In fact, most businesses sequester themselves, only read their industry trade

journals and the other ads in their business category.

You see, breakthroughs in sales, income and growth are only possible for the business owner who eagerly looks at EVERY example and idea of effective marketing that we deliver to find something he can translate and transfer.

We don't mean to brag, but *Success Magazine* once said this about us: “[GKIC] moves with remarkable ease applying strategies to one very different business after another.”

So don't just examine strategies other marketers are using in your niche. Look at other markets for ideas in your business and “test and tweak” for your own business.

## **Strategy #26 - Create A More Irresistible Offer**

Many small businesses know how to write copy, drive traffic, and choose their target audience. But they fall short when it comes to creating an offer for their prospects.

This is a realization GKIC member Joe Uhl recognized and implements in his own business:

*NEVER send any direct marketing without a Magnetic Offer that has real value to the customer.*

Free mousepads just don't make the cut, do they? Indeed, they do not. That's why your offer has to be a virtual “no-brainer” to your target audience. Here are four elements of an irresistible offer. Run your current offers past this short list – and, going forward, base any and all offers you create on this quick checklist.

1. The offer must be clear. People must be able to understand it instantly. Confused people do not respond. For example, half off is better than 50% off and a lot better than 35% or even 60% off. People have difficulty understanding

percentages. Two for one is usually better than half off.

2. The offer must be a good value. It has to be understood as a good value. That's why percentage off coupons doesn't usually work well. People get suspicious. They think as soon as they see I have coupons they'll just raise the price to recover the discount. Percentage off coupons work well where there are known published prices.
3. The offer should involve either a discount or a premium or preferably both. Sometimes premiums work much better than discounts. A premium is something you give away as a free gift to someone who comes in or who makes a purchase.

For many years, Bill Glazer (one of the two founding fathers of GKIC), operated two of the most successful menswear stores in the country. He meticulously tracked results of all his offers and found that by adding a premium, he averaged a 30% increase in response.

4. There should be a logical reason for the offer. If you discount or give something away without an explanation you create skepticism and suspicion. People have been told all their lives there's no such thing as a free lunch. You have to explain. We're doing this to introduce ourselves to the neighborhood as an introductory offer in celebration of opening our new store, as an anniversary sale, a clearance sale, customer appreciation week. Just about any explanation will do but there needs to be an explanation.

### **Strategy #27 - Take People Offline As Soon As Possible**

There are many Internet marketers who are addicted to online marketing, and the ability to siphon traffic instantly to a website at the flick of a switch. However, here's a tip that 2012 GKIC Marketer of the Year Walter Bergeron shared a few years ago:

*I got some great advice during a one-on-one meeting at Mailbox Millions when it comes to bringing clients from offline to online. I was warned that when you bring your clients online, you are bringing them to a place where it is very easy or just as likely that they will view messages from your competitors as well.*

*It is just like going into a sales meeting with your client and then inviting 10 other competing sales people to come into the meeting with you. You would never do that!*

*So the advice was to add a third part to the equation. When you bring clients from offline (direct mail piece, radio, TV, whatever) to online (capture lead information) then you must as quickly as possible take them back offline, so you can be received and viewed in a category without your competitors or, worse, distractions.*

Further, one of the other benefits of getting people offline immediately is that direct mail and other offline marketing has greater “staying power” in the prospect’s mind. Here are some other stats about direct mail and other offline marketing:

- 50% of consumers say they pay more attention to postal mail than e-mail (Epsilon Channel Preference Study, Epsilon. com/channelpreference2011). That means, if you insist on communicating entirely or mostly with e-mail and neglect use of direct-mail, you may very well miss HALF the sales opportunities of any given campaign or within your list.
- 26% of consumers rank direct-mail as more trustworthy than e-mail; only 6% ranked blogs and social media as trustworthy. – Epsilon.
- 60% of consumers say they enjoy checking their mailbox and receiving mail. – Epsilon. This research indicates there is

positive emotional pay-off to consumers in finding letters and other direct-mail that matches their interests in their mailbox, and further, that the opening of “fresh” mail and discovery of interesting information and offers is an activity they look forward to! Against this, consider that 65% say they receive too many e-mails every day to open them all. –Epsilon

- A fast growing percentage of people express frustration and RESENTMENT at e-mail marketing, even from sources they have a good relationship with. – E-Commerce Alliance Research.
- The preference for direct-mail even extends to the 18 to 34 age group. – Epsilon
- Tangible materials such as direct-mail trigger a much deeper level of emotional processing and generated more activity in the area of the brain associated with integration of visual and spatial information than any other media. This deeper emotional processing better imbeds the images and ideas in the memories of test subjects. – “Using Neuroscience To Understand The Role of Direct-Mail,” from a study by Bangor University and Millward Brown
- 98% of consumers retrieve their mail from the mailbox the day it is delivered, and 77% sort through it that same day. – USPS data, reported in DM NEWS 2/11.
- In 2011, the total volume of first class mail was depressed by 7%, but direct-mail for commercial purposes was up 3%. – Target Marketing 12/11
- So if you’re getting customers, clients, and patients online, it would behoove you to take them offline as soon as possible. In fact, GKIC consults with some of the largest Internet marketers in the world, and some of them secretly use “ancient” direct mail for their businesses!

## **Strategy #28 - Become A Master**

## Of Time Management

Time is the only asset you cannot renew. Once time disappears, it's gone for good. And it's something that members acknowledge after reading through GKIC materials and teachings. For example, GKIC member Eric Stone writes:

*GKIC's time management advice has been extremely valuable for me. Particularly, the way they advise scheduling and scripting out a day in advance. In addition to helping me market and run my music teaching business more effectively and efficiently, this advice has been helpful for me to transform the way I practice and get faster results on the guitar.*

And from GKIC member Leevi Romenik:

*Although there are a ton of great marketing tactics, principles and tricks plus loads of copywriting advice that GKIC has shared, I would have to say the best advice I received is the stuff about time management.*

*Money comes and goes but time is finite and we never get it back, so we must value it. "Ideally, you should schedule your day by the half-hour, from beginning to end."*

*If you don't decide what you want to do with your time, it will be decided for you. Pivotal advice for entrepreneurs and business people alike that should be used throughout our careers. Thanks, GKIC.*

Both members hit upon our most important time management tip, which you can implement right away: Script your day in advance. Ideally you'll want to do this the night before, so that the subconscious has time to work on it throughout the night.

This will catapult your productivity like nothing else. You'll wake up ready and rarin' to get to work. And you won't perform the mistake most people make when it comes to time management: just waking up and wondering to yourself, "Gee...what am I going

to do today?”

If you fail to plan, you plan to fail when it comes to time management. And scripting your day in advance is the most powerful time management strategy you can implement.

## **Strategy #29 - Avoid The Number “One” At All Costs**

GKIC member Mark Gruposso mentioned one of the GKIC “pet peeves” when it comes to business:

*The worst number in any business is one!*

What does this mean? It means if you have one major customer/client, one source or vendor for a product/service, one piece of vital equipment, or one employee, you’ll be left scrambling for a solution or replacement if something happens to “it.”

One of our members, John Melley, talks about this on his blog.

*I learned this lesson myself with my AudioMERCIAL™ product. We replicate the program on CD with artwork, a nifty case, MP3 files, the works.*

*I have a CD duplication company in the U.S. that is terrific.*

*The problem came when my clients in Canada needed to get them shipped from the U.S. into Canada and deal with Customs Charges, etc. The shipping costs shot up. Unforeseen problem. That happens.*

*So, I’m left scrambling to find a CD duplication company in Canada – which was a surprisingly difficult thing to do, by the way.*

*It took a bit of figuring it out due to currency exchange rates, different tax laws, etc., but we got it solved.*



Take a look around you and your business. What do you only have “One” of? It’d be smart to work on finding and putting together a back-up plan for the time when (not if) you’ll need it.

John summed it up very well. You could waste a lot of time and money dealing with just “one” in your business.

## **Strategy #30 - Design Your Business Around Your Life**

GKIC Member Steve Mash brings up the subject of autonomy in your business, or the ability to do business as you choose, and charge as you please for the value you bring to the marketplace.

*The best advice I received? You need to give yourself permission to conduct your life and your business by your own rules. All the other decisions you make are derived from this:*

*Work vs. free time....the quality of client you accept and your management of them....time with your family....the amount of compensation you deserve.*

Most people are terrified to accept that level of responsibility, and would rather leave their fate in the hands of the client or market.

Frequent GKIC speaker and longtime member Ali Brown exemplifies this very well. She runs her business from the comfort of her home and designs her business so she can create an extraordinary life for herself. You don’t have to get anyone’s permission, and don’t be afraid to dictate the terms by which you do business.

You can either live the big life and occasionally be seen on CNN Financial and participate in reality shows like Ali Brown, or you can be a hermit like Michael Jans. It’s up to you. And I guarantee when you implement these strategies one-by-one, you can do it too!

## Strategy #31 - Have Prospects Jump Through Hoops

GKIC member Ahmad Alzahrani has experienced significant strides in his business after implementing one very important strategy that has allowed him to charge more and position himself as an expert in his market:

*The best advice I received from GKIC was to have an assessment test to gauge my current client situation and to help them see the importance of my training. And another great one is that they should pay for that assessment. There are so many other things, but these two have helped position me in my market.*

Many people assume that having prospects jump through hoops will dissuade them from doing business from you. However, what really happens is you end up working with better-qualified customers who will value your product or service better.

This is the best way to do business, in our opinion. To work with people who are already predetermined to do business with you – instead of having to “persuade” people with cutthroat selling tactics.

If you have a service business, you can easily attach a survey or form, which they have to mail or email back to do business with you. Or, you can ask strategic questions to see if a prospect is pre-qualified to do business with you. This seems like jumping through hoops to an outsider who is not familiar with GKIC marketing, but savvy GKIC marketers use this to “weed out the tire-kickers” in your industry.

## Strategy #32 - Harness Celebrity in Your Marketing

GKIC Member Mark Geraci had a very simple answer when asked which GKIC strategy meant the most to him:

### *Build your Authority, Celebrity and Exclusivity!*

Let's cover celebrity first. There's simply nothing more magnetic than celebrity. We have often used GKIC client, Guthy-Renker, as an example of how they have become the 'top dog' in the infomercial world by using famous celebrities such as Victoria Principal, Jessica Simpson, and Sean John (a.k.a. P-Diddy).

Why is a celebrity so powerful? Think about it. What happens when you're up late at night and you're pushing the remote control button while watching TV and all of a sudden you arrive at a show where you see Jessica Simpson (or some other celebrity you recognize)?

It grabs your attention and makes you watch it for some period of time. It ALSO has another big benefit. It makes the product that is being sold much more believable and credible because if a big star is endorsing it, it must be good!

And you don't have to have the millions of dollars in your ad budget to use celebrity. Often, you can think of very low cost ways to use celebrity locally. You can use local retired athletes, newscasters, and sportscasters, too. These are people that your clients/customers/patients/prospects also know because they see them on TV every day. Surprisingly, these people don't get paid a huge sum of money and can be hired very affordably.

We hired Gene Simmons from KISS to speak at SuperConference several years ago, and we ended up paying him more money to speak than all the other speakers combined. Many people came to the SuperConference just so they could get their photo taken with Gene. Heck, one guy brought his entire 8-track collection for Gene to sign!

## **Strategy #33 - Build Up Your Authority In Your Marketplace**

This strategy builds on member Mark Geraci's most powerful GKIC strategies.

The easiest and most beneficial way to build up authority in your marketplace is by writing a book. And you don't need to be a national celebrity or best-selling author either.

Even if you are a proprietor of a local hardware store, a landscape company, home remodeling company, etc., you need to write and publish your own book as well as other information media such as newsletters, special reports, how-to-guides, and more. Anyone who seeks trusted authority and advisor status will publish or perish.

This is critical in this age of diminishing trust. Establishing credibility and authority are increasingly becoming key factors to success. And there's no doubt that published authors are considered trusted authorities.

Let's say you moved into a new town and wanted to hire a personal trainer. You perform a Google search and come across two potential trainers. One of them is "just another trainer," but the other one has written a book called, "How To Lose 30 Pounds In 30 Days."

Which trainer will automatically get your immediate respect? Most likely it will be the one who has written a book on the subject – it just positions them as an established authority.

Of course, there are many things you can publish. In fact, information products don't even have to be written. You can create video and audio information products, too. Or create an audio program and have it transcribed to create a book or report.

But society gives great reverence to individuals who are published authors. So creating a book is one of the top things you can do right now to start attracting more customers, clients, and patients to your business.

## **Strategy #34 - Turn Adversity Into Opportunity**

GKIC Member Dr. Eric Dohner knows adversity. In July 2006, five feet of water ran through Dr. Dohner's main office and he ended up losing a half a million dollars. Dr. Dohner is a skin and vein specialist in New York and was in danger of losing a substantial part of his income.

In fact, his accountant told him he'd better declare bankruptcy because that's the only way he'd be able to get out of it. He remembers saying, "Hell no!" and decided he was going to market more – and do more.

Thanks to GKIC marketing strategies outlined in this book, he was able to recover and even triple his income. He went on to do a major renovation and purchase a \$1.5-million building. He also opened a fourth location!

Most businesspeople cower into a corner when problems or adversity hit. They think to themselves, "Woe is me!" and will do anything to prevent problems or adversity in the future.

However, *Renegade Marketers* trained by GKIC are able to use adversity as opportunity. They see adversity as a way to strengthen themselves and pursue opportunities that end up becoming "life changers" for themselves and their businesses.

Another great example of adversity-created opportunity comes from Stephen Snyder.

He underwent the embarrassment of bankruptcy many years ago and thought his business life was over – until he started teaching

people how to regain their credit rating after bankruptcy! Now he has a successful info-marketing business teaching people how to recover financially from bankruptcy.

As you continue your entrepreneurial journey, you're going to experience some ups and downs. If you've "been there," you understand. And if you have yet to experience a setback, then be prepared.

You can either do what most businesspeople do and retreat to a "comfort zone" of mediocrity. Or you can run into the fire and transform adversity into opportunity and create a prosperous life for yourself.

We love this next example of a member who turned adversity into opportunity: He is Sean Greeley of Net Profit Explosion. He created his own fitness business after dropping out of an MBA program, surpassing the norms in his industry by creating a 653-strong client base in just 36 months – starting from nothing.

But then Sean got hit with Stage-4 cancer. He took some time off to regroup and focus on his health. He eventually sold off his fitness business and was back at the drawing board.

He then started doing some consulting and saw the potential in coaching fitness experts how to get more clients. He created his fitness consulting business, Net Profit Explosion, or NPE and became a millionaire in three years... in the worst economy since the Great Depression!

Sean ran into the fire and saw the recession as an opportunity. If you overdose on the mainstream media's news of gloom and doom or listen to losers around you who have surrendered, you won't even know how many people are making more money than ever before in their lives.

We covered how the majority is ALWAYS wrong earlier in this book, and they are more wrong in a down economy!

Seriously, this can be the best time of your lifetime to make serious money. The best time to attract people and money to you as never before – despite what “everyone else” has to say about the economy!

## **Strategy #35 - Build and Leverage Repeatable Systems**

Longtime GKIC Member John Alanis always had a passion for art. So he decided to start running an art business.

His marketing system was basically make up a bunch of stuff, load it and haul it to a fair, and then hope someone walking by would buy. No lead gen, no follow up, no nothing. They see, they buy. Or not. (Mostly not.)

It ended up turning into a disaster. That is, until he discovered GKIC’s insights for building and leveraging repeatable systems, which proved to be the formula to unlocking the potential in John’s business:

*My old system was inefficient, left money on the table, and was unpredictable.” Now – based on what I’ve learned from GKIC – I have a very specific way to think about business... and every aspect of my marketing became 100% systems based.*

If you were to survey 100 businesses out there, they probably have a standard operating procedure for how a product is created. However, when it comes to producing a marketing system, most businesses would just shrug their shoulders.

That’s why systems are very important to GKIC Renegade Marketers. They have systems for creating products, hiring staff, and other critical elements of their business. But they also have marketing systems that allow them to have more certainty and stability in their business. They can almost predict how many customers and clients they’re going to get two,

three and four months from now, whereas most businesses practice “hope and pray” marketing. When business starts to slow down or they’re in a cash flow crunch, they send out a bunch of postcards (usually to an untargeted list and without a defined offer) and “hope and pray” they’ll get more customers and clients.

It also helps when the systems are complicated. This prevents “knockoffs” and unscrupulous marketers who want to copy you and duplicate your success.

Systems will also help you if you decide to sell your business, as most buyers will want to see impenetrable systems in place so they can “step in” and take things over.

McDonalds is a great example of systems: Ray Kroc joined McDonalds in 1954 and was able to automate the process of making cheeseburgers and fries so they can “systematize” the creation of fast food. It didn’t matter who was flipping the burgers or taking the fries out of the fryer and dashing salt on them. As long as they followed the system, they were able to make burgers and fries in less than a minute.

In other words, Kroc created systems for creating hamburgers, Big Macs, and the rest of their food line. That way they could just hire 16-year-olds for minimum wage to create their burgers. And when they would quit three months later, they hired another one to replace them with no drop-off in productivity or profits.

Best part: They didn’t have to be expert chefs. They didn’t have to have any cooking experience. They just had to follow the system, which is why a Big Mac tastes exactly the same at a New York City McDonalds as it does at a McDonalds in Los Angeles.

This allowed McDonalds to multiply like a virus and become the biggest franchise in the world. It’s because Kroc discovered a system that can easily be duplicated over and over again. Just after Kroc died in 1984, McDonalds sold their 50-billionth burger.



Imagine knowing when and how you're going to get your ideal customers and clients four to six months from now. And think about what that'll do for your psyche, and how well you sleep at night.

That's what implementing systems can do for you. Your worries will just about disappear. And you'll experience awesome sustainability most businesspeople dream about.

### **Strategy #36 - Add More “Done For Them” Packages**

GKIC member Bill Harrison had been in business for 15 years when he attended his first GKIC seminar in 2000. The co-owner of Bradley Communications Corp., which serves authors and entrepreneurs who want to get publicity, Bill says his business tripled in five years from the time he attended his first GKIC event and continues to grow. Listen to what he says:

*Radio-TV Interview Report (RTIR.com) was almost our entire business when we found GKIC. Today our business includes a membership site, training programs, coaching, events and more.*

Harrison says the biggest thing that contributed to the growth of his company was implementing one strategy we at GKIC talk about all the time:

*We had all these happy advertisers who would get interviews on radio and TV shows, but after observing how GKIC did things we realized we should offer a premium priced event. We had all these customers who wanted publicity and all these media relationships, so we created an event called the National Publicity Summit, where people get a chance to meet top national TV producers and print journalists one-on-one – almost like speed dating with the media.*

We already talked about having “big ticket items” earlier in this book, but including more “done for you” services tends to command larger price tags. Because there is a segment of your list that just wants everything done for them so they can do other

things in their business...or just take the day off and goof off for a change. So they'll pay big money to get everything done for them.

Now, think about anything about your product or service you can have “done for them.” You could easily command \$5,000 to \$100,000, depending on your product/service if you play your cards right.

## **Strategy #37 - Selling One-To-Many**

GKIC Member Bill Harrison shares another one of his biggest breakthroughs gleaned from GKIC teachings:

*We learned the idea of selling to groups through teleseminars rather than one to one, and we've made millions of dollars through teleseminars as a result. (For an example to follow, check out [www.steveharrisonteleseminars.com](http://www.steveharrisonteleseminars.com))*

Speaking to groups is extremely powerful for two reasons:

1. Increased social proof. All of the people in the group are reassured knowing that there are others that are going through the same problem and are looking for the same solution. It validates that they are like others, and not some freak of nature. This creates a sense of belonging that tends to increase sales. This is something that cannot occur when they're by themselves, sitting in their living room reading a sales letter.
2. Increased social pressure. By default, having people in a room or on a teleseminar applies buying pressure on others. Seeing others stampede to the back of the room tends to create a “sheep effect” where others will follow to buy the product. Some marketers even stage this in their infomercials. Plus, selling in groups makes your work more efficient, since you're selling to more than one person instead of a bunch of “one-on-one” sessions that consume a lot of time and energy.

Think of ways you can sell in groups in your business. It can be via a teleseminar, webinar, or live in person. If you're using a teleseminar and webinar, you can still simulate the "group effect." One marketer we know makes sure the audience can hear the order notifications that go through by amplifying the "dings" in the middle of the event so everyone else on the teleseminar can hear them. Brilliant.

## **Strategy #38 - Seize The Riches In Niches**

Dr. Donna Galante, GKIC member and runner-up for Marketer of the Year in 2012, never thought she needed to know how to market. After 10 years of school training to become an orthodontist, she was told, "All you have to do is get your degree and put up a sign." She knew nothing about how to run a business and had never taken a class in marketing.

Things were great until 2007 when her income tanked:

*The phone stopped ringing and in 12 months' time we had lost 30% of our revenue and production." At the same time, competition had risen from seven orthodontic practices in the area to 28 within six miles from her practice. One of the hardest hit industries, orthodontics, (considered an elective) was down 47% nationwide.*

Fortunately, she started going through the GKIC strategies and attending our international events: SuperConference and Info-SUMMIT. And thus she learned a very important lesson:

*I've always been in my comfort zone and needed to get out of it – so I started trying bolder things. I wouldn't have done that if it hadn't been for GKIC. Because they were always saying, 'there are riches in niches' I started thinking about how we could niche our practice.*

*The answer came with a product called Invisalign, a proprietary orthodontic treatment that uses a series of clear, removable teeth*

*aligners as an alternative to traditional braces. That is when things very quickly turned around for us. Things got so big that Invisalign contacted me and asked me to speak at a convention. We went from being one of the lowest Invisalign producers to one of their top 1% producers nationwide in 18 months' time.*

We already talked about the importance of finding your target market earlier. But really niching down your target audience is a great way to “specialize” so that you can charge more and be the “go-to” person in your marketplace.

A general rule of thumb is there shouldn't be more than 100,000 target prospects. If there are more than that, consider niching yourself to narrow your target and get below this number. This way you can target these people better with your advertising and tailor your message-to-market match just for them.

### **Strategy #39 - Double Your Prices Today**

Yes, we already covered raising your prices earlier, but we felt we needed to include a separate strategy of simply doubling your prices without question – instead of fretting about whether to raise your prices 20%, 30%, 35%, etc.

GKIC Marketer of the Year Finalist Mark Mehling took part in one of our hot seats and we gave him this simple advice. Here's what happened to Mark in his own words:

*I doubled my prices for a small business I operated and it worked! Things really started happening for me after doing a GKIC hot seat. I thought doubling prices was crazy, but they convinced me to do it. Am I glad I did! I was able to dump all the 'cheapie, time-consuming problem clients,' and gain high-end, affluent clients who understood what I was doing in my business and wanted to be a part of it.*

We've already talked about how perfection is the enemy of good-enough in this book. The number of days spent fretting about how much to raise your prices can be eliminated by just doubling what you're charging right now and see what happens.

This also ties in with another previous strategy: targeting more affluent customers. This is what happened in Mark's business, and we know that if you doubled your prices right now, you could be targeting more affluent customers, clients, and patients who are easy to work with, and price is no objection.

Remember, perfection is the enemy of good. If you try to get perfection, you will never deploy whatever it is you are doing, whether that's an idea, sales letter, video, book, or whatever. It's better to get it out there and make revisions than to keep trying to perfect it and never see if it works.

The same goes with doubling your prices.

## **Strategy #40 - Become An Entrepreneur, Not A Business Owner**

There's a huge difference between a business owner and an entrepreneur. Most people think these terms are interchangeable, but they're not.

Some business owners are satisfied with growing their business by 5-10% every year. They might add a new product line, hire another staff person, or incrementally raise their prices so they can marginally improve their revenue year after year.

So if you go up to any business owner and ask them if they're satisfied with 5-10% increase in profits every year, they'll more than likely say, "Yes."

However, an entrepreneur – especially our Renegade Entrepreneurs – will not only increase the profits of their main business, but also

create a second, third, or fourth business stemming from that main business – thus exploding their income by 200% to 300% and MORE!

GKIC Members Keith and Travis Lee are perfect examples of how entrepreneurial thinking can lead to huge breakthroughs:

*We run a company called American Retail Supply, a distribution company servicing independent retailers throughout the U.S. We do a lot of purchasing and importing from overseas to supply their retailers. We were frustrated with hunting around for items we can put in their direct mail packages to get people's attention – otherwise called 3D Mail or "lumpy mail."*

*So we started a new business called 3D Mail Results that stemmed from American Retail Supply. The business fits in perfectly with the parent company since we know where to get unique items people can put in their direct mail packages, which get people's attention.*

Nowadays Keith and Travis Lee help clients choose the right 3D item, guide them through the copywriting process, and even coordinate printing and fulfillment of client's direct mail campaigns – all while running the parent company at the same time.

As you go through your entrepreneurial journey, you might experience a breakthrough of your own that could lead to the start of your OWN secondary business that stems from your main one. And very often that second business could be more lucrative than the first!

The only way you can achieve this breakthrough is by "thinking outside the box" and considering yourself an entrepreneur instead of a mere business owner.

## **Strategy #41 - Diversifying The Media You Use To Market Yourself**

Architect Larry Lane thought he had to do things the hard way when it came to marketing his business. They didn't teach him how to bring in business in architect school. Whatever clients he received seemed to appear just through pure luck:

*The dean actually said that in order to succeed in architecture, one needs to be already born into money, or marry it. We were led to believe that 'work will set you free' by paying your dues for many years, and if you outlive your competition, you might succeed!*

Larry knew there had to be a better path. He discovered GKIC and became a GOLD member in 2006, and learned how to create a marketing message that allowed him to pluck his ideal customers and clients out of the crowd.

But the biggest jump in Larry's business came when he discovered how to use the right media to send out his marketing message. He learned how to build a list, create weekly radio shows, perform podcasts, start a blog, and also started sending out a monthly newsletter.

Further, Larry authored a book, fine tuned his marketing, and is now known as a "Celebrity Architect," whose projects have included the George W. Bush Presidential Library and Christies Auction House. Larry says:

*Most businesspeople think picking the right media will solve all their problems. So it's a shock to hear that there is no such thing as a right or wrong, good or bad media....any more than a hammer is a good or a bad tool.*

It depends on what it's used for and the way it is used. The key is to use as many types of media as possible.

## Strategy #42 - Implement “Hustle”

Read what GKIC Diamond member Dr. Jeff Anzalone, a dentist and periodontist, shared a number of years ago. He was a 2013 GKIC Marketer of the Year runner-up, as well.

*Every October for the past three years, we have been mailing out a “your dental insurance benefits are expiring at year end” notice. Before GKIC, we would only mail this out once with little or no response. WITH GKIC, we mailed out multiple steps.*

*This year, we added a new twist. We mailed out initial notices to 88 patients, then two additional notices 10 days apart (always using a headline, offer, and deadline). After the three mailings, spending about \$50 on paper and postage, we collected \$2,400 (4700% ROI). But this year I also had my staff CALL the patients who had not responded to the mailer and I gave the staff cash bonuses for patients scheduled. Eight more patients scheduled, bringing the Grand Total to \$19,688, a whopping 39,236% return on my complete investment.*

That’s hustle.

Listen, there’s money to get. Acres of diamonds right below your feet. And the good news: You don’t need to build a multi-media, interactive website with video and live-action cartoons. Just a little hustle will do the trick.

The strategies in this book worked for GKIC members who took action. There are examples of ordinary people making extraordinary incomes thanks to these strategies. But we cannot provide you the hustle. That is up to you.

So think of leaks in your business that could be shored up with a little bit of hustle. That could mean placing more follow-up calls, promote harder, do a little more “grunt work” or think of more ideas for your business.



## Strategy #43 - Shore Up Your Incoming Calls

Dr. Charles Martin is a practicing dentist, performing Advanced Restorative Dentistry. He also operates an “elite” coaching program that teaches other dentists how to be successful in their practices and businesses.

He also happens to be GKIC co-founder Dan Kennedy’s personal dentist. Here’s a paraphrased story Dan relayed to an audience at a seminar:

*I was in the waiting room and overheard one of Dr. Charlie Martin’s receptionists speak to a prospect on the phone. They were interested in becoming patients but I overheard the price objection. Mind you, Dr. Martin’s fees are extremely high – his fees are almost 10 times what other dentists charge thanks to the strategies GKIC teaches.*

*Anyway, I overheard the receptionist tell the potential patient that the fees are large so that Dr. Martin can send his kids to private schools – and she even recommended other dentists who were cheaper. I recommended Dr. Martin immediately fire that receptionist, which he eventually did!*

Who knows how much money this receptionist cost Dr. Martin and his business!

Many times at GKIC we’ve heard, “My advertising isn’t working.” But when we checked into it, we found the advertising was producing plenty of calls, but the callers were not being converted.

You see, handling an incoming, promotion-generating call is telemarketing, yet most businesses let someone do it who has no training and no experience and no skill in marketing. Or they have self-limiting wealth beliefs that end up sabotaging the sale.

You need to get smart by doing the following:

1. Train, role-play, rehearse, motivate, and reward the person responsible for handling incoming calls. And also create scripts for repetitive incoming calls.
2. Shop your own operation. Play the role of prospect. Have someone else call as a “prospect” and record the conversation for your review. Do this frequently. And don’t expect what you don’t inspect.
3. Monitor the conversion effectiveness. In most businesses, it should be at least 50%.

This step alone could siphon more money straight into your business.

## **Strategy #44 - Have An Inbound Call Script**

This builds upon the previous strategy of shoring up your inbound calls. If you get the same types of calls over and over again you need to have an inbound call script. Get your people to use it religiously, and if they deviate, fire them.

If you watch a movie, you’ll notice that the actors on the screen aren’t just “winging it” and making up lines as they go. They were given lines to memorize, rehearse, and repeat over and over again – mostly through multiple takes.

The director and screenwriters want to make sure all the production time creating the set, hiring crew, and producing the movie don’t go to waste thanks to actors and actresses muddling through their lines.

The same goes for the people who answer the phones for your company. These could be salespeople who take inbound calls for your company, whose responsibility is to do the actual selling for your product or service. Or they could be an administrative

assistant who answers the phone when a prospect calls to inquire about your product or services.

If you have salespeople, you need a carefully created call script that eases the prospect toward the sale. If you let your salespeople “wing it” your sales volume will drop and all the effort you’re taking to drive potential leads to your business will go to waste.

And if you have an administrative assistant taking inbound calls, an in-bound call center script is necessary to ensure they collect the prospect’s information for future follow-up. This can be through offering the prospect your lead generation magnet – which we talked about earlier.

You can also create a pre-recorded message when people call in to claim your lead generation magnet if you’re driving people to your business through a lead-generation ad. Here’s an example of a pre-recorded message:

“Hi! Thanks for calling Bill’s Landscaping. You’ve reached our natural landscaping tips hotline where we’re giving away a 30-page report full of ways to make your yard a showcase you can be proud of, without using any harmful pesticides or chemicals. You’ll learn over 25 natural landscaping tips from the pros plus a whole lot more! To get your copy of this insightful free report sent right to your door, simply leave your name, phone number, and mailing address after the tone and we’ll rush it right out to you.”

The pre-recorded message is a good way to have a non-threatening first contact with your prospect. Some people do not respond to some advertising because they are afraid the person they call will “hammer” them. The pre-recorded message is a good intermediate step for these timid folks to take.

## Strategy #45 - Manufacture Celebrity

Nick Loise GKIC's President made the following comment on our blog about celebrity:

*It is infinitely easier, cheaper and quicker to make oneself a celebrity today as opposed to even just a decade ago, thanks to technology.*

He is right. We have talked about manufactured celebrity, and why and how it is such a valuable asset. One that anyone can create for themselves out of thin air.

We frequently talk about Bob Stupak, for years the brilliant marketer, promoter and operator of Vegas World (now the Stratosphere), and how he made himself a celebrity his customers were eager to meet, be photographer with, then breathlessly tell their friends and family about meeting him – as if they'd met Elvis.

We talked about using a celebrity in your business and promotions, but why not become a celebrity yourself? All the strategies in this book can make you into a celebrity in your market if you take action on them.

The simple truth is, if you aren't deliberately, systematically, methodically – or rapidly and dramatically – establishing yourself as a celebrity, at least to your clientele and target market, you're asleep at the wheel, ignoring what is fueling the entire economy around you, neglecting development of a measurably valuable asset.

## Strategy #46 - Accumulate Wealth-Building Skill-Sets

Donna Krech is a former member of the GKIC Titanium Info-Marketers Mastermind Group. She told us about a life-changing moment for her:

*I finally grasped the possibility that it's impossible to pile up enough money or assets to achieve true security, for there is always possibility of loss or confiscation. Real security is in a skillset that empowers you to make money at will, as needed, as desired.*

You see, many of us were taught early on that the only real security you have is the ability to produce. The only question being, what should “produce” mean?

We firmly believe that info-marketing is the quickest way you can break free of the work-money link and create leverage in your business.

Think about what you would need to do right now to triple your income. Chances are, it involves working extra hours or hiring extra staff. Understanding the processes and psychology of info-marketing enables you to materialize money almost out of thin air – all you need is your knowledge and a group of reachable people with a known interest!

Entire industries and professions have been made to sit up and take notice of info-marketers who “made themselves big.” Joe Polish was a dead broke, ready-to-quit carpet cleaner when he transformed his business with info-marketing – thus influencing his entire industry.

GKIC member Craig Proctor used info-marketing to transform his industry of real-estate and, thanks to his leadership, hundreds of thousands of agents follow a direct marketing rather than a prospecting or image advertising model.

Another testament to the power of info-marketing: In 2012, a GKIC member mailed over eight million sales letters, sold over 240,000 books on a health topic, and pocketed net income of over \$4 million.

Of course, you can accumulate other wealth-building skill-sets, like improving your time management, getting better at selling, and being more aggressive about marketing. But when it comes to summoning wealth out of thin air, nothing else beats info-marketing.

Every year, GKIC swings open the doors to this “secret world” at the Info-SUMMIT. You can learn more by visiting: [www.GKIC.com/info summit](http://www.GKIC.com/info summit).

## **Strategy #47 - Take Action And Implement!**

This isn't really a ‘strategy’ per se, but we saved it for last for a reason.

You've read through this chapter and have received so many great pieces of advice and so many different ideas to choose from. But sometimes instead of ending up with “a success story” most entrepreneurs end up with a big “to do” list and a case of overwhelm.

Even just seeing 47 strategies that are shared as the one “best piece of advice” makes it hard to pick. Right?

There are a lot of people with good ideas out there. But very few who take immediate action. They wait to gather all the information, or have enough money, or hold off for the “perfect timing.”

Don't worry about having all the details figured out, just get moving. Just by getting into action you'll leapfrog ahead of 95% of the people around you!

It's a million little things. Not one. Often we hear of the “overnight success” story. People want to know how someone arrived at success so quickly. The thing is, there is no such thing as overnight success. It's doing a lot of different things that all add up.

So just pick one or two strategies and focus on getting those done. When you've finished with those, pick two more and focus on those. Give yourself a deadline to shoot for so you keep moving forward. Before you know it, you'll have done a lot of different things and you'll have long out-distanced your competition.

We close this section with member Pete Williams from Australia, and how he put multiple strategies into action to generate \$30,000+ immediately using an elaborate marketing campaign. Here's his story:

*This campaign is a few years old, and was actually a marketing campaign to revive an old stagnant product I hadn't really sold for the prior six years – a series of authentic sports memorabilia.*

*Back in 2003, when I was 21-year-old, the Melbourne Cricket Ground (MCG), Australia's version of Yankee Stadium, was getting redeveloped ... after a few phone calls I tracked down the wrecking company and 'saved' some of the old grandstand timber and 'crested carpet from the members dining room,' which is quite famous.*

*I had a series of sports memorabilia created with a photo of the MCG, a commemorative plaque and a piece of the crested carpet. I wrote a press release with the headline "21-Year-Old Sells MCG For Under \$500," and I got a lot of media exposure and sold a lot of frames.*

*Fast forward about 10 years, and I decided to revive this project, release a final series of memorabilia and clear out Mum's garage that was storing the remaining rolls of carpet.*

*To do so, I decided to go back through my archives, and combine as many 'GKIC Style Marketing Principles' I'd learnt from the various books, newsletters and audios into this marketing campaign as I could.*

*I didn't have a list, and the only relevant direct mail list in Australia wouldn't allow me to mail, as the product I was selling was in direct competition with the list owners. Therefore, I had to get creative and "create" a list with some online lead generation.*

*As it says in the "Ultimate Marketing & Entrepreneurship Boot Camp Course," if you don't have a list or can't buy/rent a list, it's always best to do lead generation marketing first, to build your own list; that way you can subsequently mail multiple times... so that's precisely what I did: some lead gen style banner advertisements driving traffic to a pre-notification, pre-release opt-in page.*

*The video on this opt-in page told a great narrative about me just trying to help save the "People's Ground" (stadium's tagline) and let "the people" own a piece of it, and when I tried to team up with some of the larger sports memorabilia companies to help get it out and available, "they" didn't want to be part of it...[meaning] "they" don't really care, etc.*

*Once the list was built during this lead gen phase, I decided to incorporate a product launch style approach to this campaign to ensure I built up significant demand, social proof and took the prospect for a journey before making the frames available for purchase; so over the following two weeks leading up the release, the true 'GKIC Style Marketing' was able to be implemented in the sequential marketing sequence.*

*The first piece of the campaign was a short email to the list to reinforce social proof by telling them how many people had pre-registered already, and continuing "the story," as I included a video of me at my mum's house (where the carpet was stored) "cutting up the carpet so the framers could start work on the frames." This was an attempt to incorporate "demonstration and proof" through video, as I had read about in the "Copywriting In A Box Seminar."*



*Unfortunately, straight after this campaign started I received a “cease and desist” letter from the MCG itself, as I was using their brand in the domain name of the website.*

*Once I made that adjustment I decided to incorporate that into the marketing campaign to help reinforce the significance of the MCG and enhance “the story.”*

*In that same piece of copy, I also leveraged an implied endorsement from a national celebrity who interviewed me on his national radio show that week.*

*GKIC continually talks about the benefits of using celebrities in your marketing, and at the same time this campaign was occurring, Tiger Woods was all over the news with his “incident,” so I decided to leverage that into the campaign as well. We found a video of him in a U.S. sports memorabilia company’s offices just sitting there signing poster after poster... and sent out an email with the subject “Tiger Woods Caught On Tape.”*

*In the email, I framed the video as a way to differentiate the authentic sports history piece I was selling, from the ‘traditionally manufactured not-truly-authentic memorabilia’; which would help “break free of the price-product link” and expand price elasticity in my prospects’ minds due to the differentiation.*

*As I had read about in GKIC’s “Look Over My Shoulder,” I used a different take on ‘Borrowed Authority,’ and incorporated some of the responses I was getting from the list to “say some things” I wanted said, but didn’t want to say directly myself; which helped differentiate my products from the “questionable” and “commodity style” products I was competing against.*

*To really hammer home Principle #17 from GKIC’s 63 Killer Marketing Strategies Report: “Create comparisons that favor your product or service” I created another short screen-capture video of me looking through other online sports memorabilia company’s*

*websites and comparing their “manufactured over-priced non-authentic” products to the authentic + historic MCG frames I was selling.*

*I also continued to incorporate the copywriting tactic GKIC continually talks about, the P.S., in every piece of communication – primarily to reinforce social proof, scarcity and “manufacture demand.”*

*One of the final marketing pieces prior to making the frames available was another video sent to the list, [incorporating “demonstration” again and “making the thing personal” as discussed in GKIC’s No BS Marketing Letter] showing the attention to detail and process the framers went through to make the frames themselves.*

*All in all, after incorporating all this GKIC-style marketing into my campaign, when we made the frames available for sale online we made over \$30,000 in just the first hour!*

*Given the production and delivery time of the frames was up to two weeks, I also made sure to reduce buyer’s remorse with a personal thank you postcard to each buyer. We also made ordering via fax available (given the demographics of the list) and made a few sales that way, too!*

*I hope you implement at least one or two of the marketing strategies you discovered in this book. All you have to do is take action, and you could be getting similar results with your marketing.*



