

The New Customer Attraction Formula



How To Quickly Generate As Many New
Customers As You'll Ever Need

By

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What Are You Going To Learn In This Report?

Firstly, thanks so much for grabbing a copy of this report.

What I am going to share with you is a simple idea that will help you to get more customers more quickly than you ever imagined.

This strategy has been used by thousands of businesses around the world both big and small, but unfortunately most business owners have seriously dropped the ball when it comes to this idea. The bottom line is that it will work for you if you choose to use it.

It's extremely powerful and I have no doubt it will generate additional customers for you if you apply it, just as it has and continues to do for me. It won't take a lot of effort to implement, and the financial rewards can be very large. If you're smart, you won't be like 90% of the population who will try to find reasons not to try it out; take action.

You'll be glad if you do.

Why Should You Use This Strategy In Your Business?

These days, prospects and customers are subjected to thousands of marketing messages every day, and they have developed a way to screen out this enormous amount of information to avoid being overwhelmed.

This is a BIG problem for business owners like us, because with pretty much every form of advertising becoming more and more expensive, we need to find a cost effective way of reaching potential customers if we want to stay in business.

The strategy you are about to learn allows you to cut through the clutter in people's lives, and get your message through to potential customers by leveraging other people's hard work, relationships, assets and affinity, at virtually zero cost.

It really is the ultimate client attraction technique, but most businesses either never use it or don't use it to its fullest extent. In fact, for some firms, this could be the ONLY form of marketing you'll ever need.

The Theory Behind the Strategy

“Making money in any business can be hard work, but it doesn't have to be you that's doing that work...”

There are so many multi-million dollar product launches online these days that they're not even a big deal any more. And the key to making all of that money is in ***harnessing the power of other people's lists***.

So that's what we're going to do - we're going harness other the loyalty, the affinity, the reputation of other people so customers get better service and a bigger choice of products and services to choose from, and everyone makes more money.

The Mathematics

Making sales in business really is pretty basic.

The idea is to put an appealing offer in front of interested people and ask them to buy.

Appealing Product Or Service + Deep Distribution Network = Sales

For Example...

Imagine you created the most delicious chocolate cookie anyone had ever tasted. Now imagine Hungry Jacks decided to sell that cookie for you in their stores. Virtually overnight your cookie would be available for literally millions of people to buy in stores around the world.

You could sell thousands of times more cookies than you ever could if you were trying to sell them on your own.

That's because you're tapping in to an powerful, existing distribution network...

You are harnessing other people's assets, relationships and affinity to sell your products or services. And you can quickly tap into that trust when you approach the situation in the right way.

Here's How...

This principle of lead generation applies to ANY business, including yours and mine. We can generate potentially unlimited buying leads, with no upfront costs or any risk to us, in no time....

...by creating a referral program for your business, then recruiting other business owners to send you their paying customers.

We want to make sure that the people with access to the prospects we want have the incentive they need to send them to you to become your customers.

When you do this, you will have people sending you leads, with no upfront risk to you. You have:

- No advertising to pay for
- No risk
- Very little work
- Fast results

How To Use This Strategy

How does this work in practice?

What we're going to do is contact people who **already have relationships** with prospects and customers who would be interested in buying from you too.

We're going to let them know that if they send business your way, you'll:

- 1 - Pay them on a performance basis, (a commission), and/or

2 - Reciprocate by recommending their products and services to *your* customers

You just let them know exactly what it is you offer, how passionately you want to help and care for their customers, and how much you want to help *their* business get more customers as well.

That last part is very important.

We're not in business to screw people over; we always want to deliver as much value as we possibly can to everybody in the transaction.

If you can convey this philosophy to your prospective referral partners, they will be more eager to send business your way.

A lot of the time the leads they send you will be friends or even family, so make sure they know you are NOT OUT TO SCREW PEOPLE.

So... a recap:

- 1) Give 3rd parties a reciprocal deal or a cash incentive to send you leads
- 2) Let them know you do good work, and you will maintain their good reputation

This strategy will work very well if you look for businesses that offer products and services *that people buy before, during or after they buy from you.*

Who Do You Target?

Who are the best people to approach in your local community?

Pretty much anyone (friends, business owners you know) can potentially send you some good leads.

You are looking for people who are interested in -

- a) Growing their business without having to spend a lot of money on marketing

b) Creating additional marketing channels to diversify away from what they are doing now

c) Expanding their list of contacts through partnering with other local business owners

Getting In Touch

If you don't know any of these business owners personally, that's no problem. You can find complementary businesses by searching on Google or in local directories and contact them via email.

Here's a template email letter you might use to get in touch with these business owners.

The Email Contact Template

Hi xxxxx,

I'm the owner of _____ and we're also based locally here in xxxxx.

I'd like to increase my customer base and I'm sure you'd like to generate more new customers as well.

There's a good chance that some of your customers could benefit from my services, and I know some of my customers would certainly be interested in buying from you.

Some of the things I offer are: (insert your products and services here e.g. an Accountant might say something like:)

- Tax Strategy & Planning to help Small Business Owners make more sales and pay less tax
- Self Managed Super Fund Administration Services so Fund Trustees and Beneficiaries know they are complying with the rules and making the most of their retirement savings

- Bookkeeping Services for Small Businesses Owners so they can be sure they have all of the records they need to complete their BAS and taxation returns in an accurate and timely manner

I think we might be able to help each other out. And of course, I'll really take care of your customers when they come to buy from us, just like I'm sure you'll look after mine.

What are your thoughts?

Would you be open to discussing?

Just reply back with a yes... or if your plate's full right now, no worries, just let me know.

Kind Regards,
(your name here)

NOTE: This is a good starting point, but I encourage you to tailor the letter and personalise each one for the specific business owner.

You could do this by mentioning something complementary about their website or business so they know it's not just some canned message sent out by the thousands.

Once you get a dialogue started, you can take these relationships pretty much anywhere you want to go. And of course you can also call business owners on the phone to present this proposal to them if you're comfortable doing that.

Also in relation to the finders fee, you can make this whatever you feel is appropriate. Remember you are going to be attracting new customers who could be worth *thousands* of dollars to you in lifetime value **WITHOUT** any marketing expenses, so you can afford to be generous in the compensation you pay for each new customer referred to you.

Or you may just want to offer a reciprocal mailing, an ad swap, or some other kind of promotion in exchange. The more incentive you give people, the more new customers you are going to attract. It's completely up to you.

A Better Way To Get New Customers

Can you see how much better this works than trying to contact prospective customers directly one at a time, or spending a bunch of money on ads that are of zero interest to most of the people seeing them?

By creating partnerships with other local business owners, you are both leveraging the efforts of others, and approaching marketing in a MUCH more strategic, intelligent and efficient way than most people do.

You are 'buying' the trust, the relationship, the goodwill and affinity other business owners have built up with his customers with your Finder's Fee, or the promise of doing some reciprocal marketing, and earning it with your pledge to your referral partners to deliver on your promises and take good care of the customers he sends to you.

Conclusion And Your Next Steps

As the name of this method suggests, the aim is to help your business attract new customers as quickly as possible, and have leads flowing to you without any continual effort on your part.

I know from experience that this works. The only thing holding you back is whether you implement it.

Start by making a list of 5-10 local business owners who offer related but non-competitive services to yours. Then contact them to create relationships. You'll be surprised how quickly this will get you leads and new customers.

There are hundreds of businesses out there that could use your help and are willing to try something like this, and now you've got a great idea to share with them.

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I've created a web page with all the details – so jump over, check it out and grab this powerful system by clicking here:

[OK, show me how I can sell more by using The 5 Golden Rules Of NEW Marketing and let me claim my membership of this special program for just \\$19](#)