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WEB SOLUTIONS MARKETING RESULTS

IMAGINE ATTRACTING NEW CUSTOMERS ON DEMAND?

6 STEP PLAN TO EASILY GET 17 OR MORE NEW PAYING CUSTOMERS BY THIS TIME NEXT WEEK…

Please Read this first – Its Important

***Throughout this report we will use $ to represent currency in our examples. The same principles apply whether you work with Dollars, Rands, Pounds, Euro or any other currency.*

Thank you for taking the time to download and read this report. It is important that you read this page carefully.

What you now have in this report isover 10 years of in the trenches marketing knowledge that has generated Millions of dollars in sales for our clients.

The one key principle you MUST take away from this report is this:

The Easiest Way to Grow Your Business is to have a SYSTEM that can Generate Customers on Demand.

The real reason why 95% of businesses fail is because they don't have a consistent and reliable way to generate new clients and have the systems in place to sell more often to their current clients.

Let me ask you,

Right now in your business, can you generate customers on demand? Can you generate customers with just the push of a button?

Let me guess, the answer is most likely a resounding NO.

Don't feel bad. 99.99% of other business owners are in the exact same position you are. But what makes you different from them is that **you're actually doing something about it**.

So what do I mean by having a systemto generate clients on demand?

Well what if you had a system in place that enabled you to spend $1,000 on advertising, and you knew that would generate enough new clients to make back $10,000 in profit within the same week? Like clockwork.

But it gets even better.

What if you could continue to grow that marketing system to spend $10,000 on advertising and generate $100,000 in profit within the week? And be able to do that all at the push of a button. Whenever you want.**Generating customers on demand**.

That might sound like hype. And for most people reading this it is. But that is EXACTLY what I'm going to be explaining how to do in this report.

The thing is. If you don't have a system that can generate customers on demand you're always going to be hitting a brick wall with your marketing; throwing money at random tacticslike cold calling, online ads, newspaper ads and "networking" in the hopethat one of them will finally bring success.

You will never be in the position to expand your staff compliment because you willalways be at the mercy of *"what if we have a quiet month? How will I pay salaries?"*And that is not a fun position to be in.

On the other hand, when you do have a system that CAN generate customers on demand you can have a very secure future. You can predict what your profits will be. You can take on more staff to grow with the new workload.

You can use these new profits to get**leverage to 'grow' yourself out of the business**.

When you add an extra $500,000 profit to your business, you can afford to hire the best to look after your interests.

And THAT is where real freedom comes from.

You will finally be a position to work 'on' your business, not 'in' your business. You will be free to travel, spend more time with your family and your business will continue to grow.

You now have a saleable asset… a business run by a system which other companies will pay you goodmoney for.

So why do you need a business run by systems?Well, people don't want to buy a person. They don't want a business that requires the owner to run it. They want a business that can be run by anyone, not just you.

So if your business can run without you, it becomes very lucrative and desirable asset.

You can even get up to 10x its earnings *(or more)*if you choose to sell.

That is the power of having a system that can generate customers on demand.

And after working on these systems for over 10 years, I finally feel I've gotten it down to a science. An exact science you areabout to learn further on in this report.

So print this out, find a quiet place because this report will single change your life.

Section 1: The Current Situation

The current economy is expected to kill 70 – 80% of SME's in 2015 with similar figures forecasted for 2016. The fact is SME's are dropping like flies, according to a new study published in June.

Bizminer, a US based research firm, stated that 40.9% of all SME's are set to be shut down this year due to a lack of profits and other problems.

But It Gets Worse

The data is believed to have been collected before the economic meltdown that swept through the business community like a plague, affecting business owners in all the major economies around the world from the United States to the United Kingdom, South Africa to Australia.

But the declining economy isn't the worst of it. According to many business owners, the old means of attracting new customers just aren't working anymore.

Trusted Advertising Has Stopped Working

According to a broad industry study, most business owners rely on 'old' methods of advertising such as industry related magazines, banners, flyers, the yellow pages and even the phone book to get customers.

Yet recent trends show that those methods to be quickly nearing extinction.

"Nobody's using Traditional Media Anymore"

*"I don't use any traditional media anymore, so I don't really expect other people to use it either."*Says Marketing Specialist Kevin Nations with Strategic Training.

In fact, research done by Nielsen shows that 92% of local business searches are being done online using laptops, tablets and smart phones…and not in the phone book, Yellow Pages, Magazines or Newspapers.

Good News: Great Customers are Still Out There!

The proof is easy to find just by making a few clicks of your mouse.

According to a new study there are 140 billion local business searches (on desktop & mobile) expected in 2014 (BIA/Kelsey Local Commerce Monitor (LCM) Survey, Wave 16, November 2012).

That breaks down to an amazing 266 362 people searching for a local business every minute! And that number continues to grow just from Google, not even taking into other popular traffic sources like Facebook, Linkedin and Twitter.

According to Nations, this is no surprise. *"People still need local products and services and they always will…regardless of the economy. It's just a matter of putting your business in front of the people who are actively looking for you and the products and services you provide. If you do this, you can easily have your best year ever."*

And for savvy business owners who embrace Nations' methodology and the internet, the future is looking even brighter.

The Number of Customers is Actually Growing, In Spite of the Economy.

According to the internet live stats website, there are close to 3 billion Internet users currently and growing on average at 13.8% per year.

And that only means that the number of people searching for a local business is set to keep growing as well.

"This is a situation where the first business owner in their specific market (product/service/location) to act can really come out on top"

Nations says the opportunity for business owners to get more customers than ever is huge.

"This is a classic situation where the people who take advantage of this opportunity first are going to be the ones who make the most money."

No matter where your business is located and no matter what location it's in, you can attract high paying clients in droves...using little known but effective techniques I'll be showing you in this document.

Imagine what your business would look like if you had 5/10/50/100 new, high quality leads per day that had a very high possibly of converting into paying customers.

That's exactly what happened to Brandon Bryan who took his business from 0 online leads per month to over 210 high quality leads per month, who converted at 63% into paying customers...in just his first 60 days of implementing the systemexplained in this report.

And Brandon isn't the only one doing this. We have clients in various verticals from home improvement to accounting services and rehab centres doing the same or better every day.

What would your business look like if you implemented a system to get in front of lots of ideal customers?

Further on in this report we are going to walk through a 6 Step Plan to do it immediately…

Section2: Greatest Business Lesson Ever

Back in 2008 I was running a used car dealership which I owned at the time. Itwas the culmination of 12 years in the motor industry.

You see, growing up I always loved cars, everything about them. So when it came time for me to get my first real job I jumped straight into car sales.

But just because I was passionate about cars did not mean I was actually good at selling them. That took time. A lot of up's and down's later eventually led me to owning my own car dealership.

This is something most business owners can relate too. We start businesses around something we're interested in… something we are passionate about, and whilst we are very good at what we do, we're not necessarily good at business itself.

I learnt this the hard way. Instead of the freedom I have envisioned by owning my own business, I was running around, working 7 days a week for less than $40000 in personal income a year, with no time for my family.My business revolved around me,if I stopped working I wouldn't be able to pay my overheads.

I realized that if I was ever going to change my situation I had to do stuff differently, get much better at running a business and develop marketing systems.

So that's exactly what I did. I went out and bought and read over 100's of sales, marketing and business books. I attended seminars, had personal coaching and modelled anyone who was successful.

And there was an improvement but not much… but finally I got a piece of advice from one of the greatest marketing minds in the world today, Jay Abraham.

He taught me the core strategy I would use to build my entire business upon…

Maximize Then Multiply

So What Does That Mean?

Well essentially it boils down to this...

"He who can spend the most money to acquire a customer, wins."

And Jeff Bezos, Founder and CEO of Amazon.com, once said (in a tongue-and-cheek warning to his competitors)…

"Your margin is my opportunity."

Amazon.com sells on the thinnest of margins knowing that acquiring new customers, selling them more and selling to them more frequently is how you become unstoppable.

If your competitor can only afford to spend$200 to generate a customer before losing money, and you can afford to spend $400 and still make a profit, *who do you think will win?*

Exactly, you will. Why? Because you can spend more onadvertising. You can afford to get far more exposure in your market.

Let me give you more detail on this concept. What we're really talking about is the **Lifetime Value of a customer** *(LTV).* How much is every new customer worth to you?

Most of the time that figure fluctuates but we can work on averages.

Here is a simple strategy to use.

1. How much does the average customer spend with you on the first purchase?
2. How many times a year do they purchase from you?
3. And how many years do they remain a customer?

When you know those numbers, you will easily be able to figure out the lifetime value of a customer.

For example; if a client spends $1,000 on first purchase, comes back once a year for 3 years, your LTV will be $3,000.

Easy enough?

Next, for every client who spends $3,000 with you, how much of that is profit?

For instance, every $1,000 purchase you profit $400, then that is a total profit of $1,200 per customer over the 3 year average.

And it also means that you can afford to spend as much as $400 to generate that customer. You will break even on the first purchase and still make $800 over their lifetime.

Now this might be a little different to what you know, so I recommend reading that last section again to let it sink in.

Now,**if you can INCREASE the LTV***(lifetime value)* of a customer, you're going to be making more money per client, and as a result will be able to spend more on advertising than your competitors and still make a profit.

That is why big corporates like Woolworths or Sotheby'sare able to grow so big; because they can afford to spend more on acquiring each customer than any of their competitors.

But it has nothing to do with having a large bank balance, it is because they know what each customer is worth to them, they have maximized the amount of profit they can generate from each customer that comes through the door. Keep this in mind though as we will cover it further on, generating the maximum amount of profit from each customer does not mean you are trying to *'rip them off'*. Providing your customers with massive value is still the most important business principle.

Now let's look at another example. We have 2 companies who are direct competitors. Company A and Company B.

Both companies make$400 clean profit per customer.

So if you know that's how much money you'll make for each customer you bring in, how much would you be willing to spend to generate that customer?

The right answer is anywhere up to$400.

Most business owners scoff at the thought of breaking even on a customer. But that is a good thing. Because if Company A is only willing to spend $200 to acquire the customer, and Company B is prepared to spend $400, **Company B will soon be market leader**.

It is all about long term goal.

I hope this has been simple to follow so far? Great.Let's expand the concept a little.

We have the same scenario, but Company A is now prepared to spend the same $400 to bring in a new customer. Company A then goes out and starts finding the best ways to bring in new customers. **They are trying to multiply**.

Company B decides to focus on improving their profits *(value)*for each customer.
They develop a new service they can sell to their customers, they do a deal with suppliers to save money/costsand/or raise their prices by 15%.

Suddenly they are making up to $700 profit per customer. **They chose to maximize before they multiplied**. Company B will be the market leader in their chosen industry.

Maximize Then Multiply

First, you must figure out how to make more profit per customer (while still offering massive value) than any of your competitors. Then you can use that profit to generate customers with more certainty &control than ever before.

Think about this:

How can you provide more value to your customers?

Next,let's look at how you can grow and scale your business.So here's the next thing you must understand:

There are only 3 ways to grow a business

Sound to simple right? Only 3 ways to grow a business? Well it's true. They are:

1. **Generate More Customers**
2. **Get Those Customers To Spend More**
3. **Get Your Customers Coming Back More Often**

The problem is, that most business owners approach these 3 ways backwards.

They focus on generating more customers, before they focus profit.

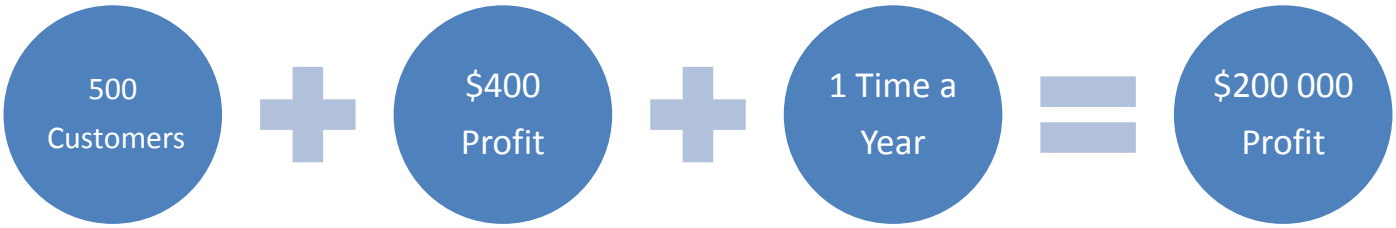
If you start by generating more customers, before you've improved the **LTV** *(lifetime value),* you're always going to be limited by how much you can afford to spend on attracting new customers.

But if you first maximize the LTV, you will be able to spend a lot more on new customer acquisition than any of your competitors.

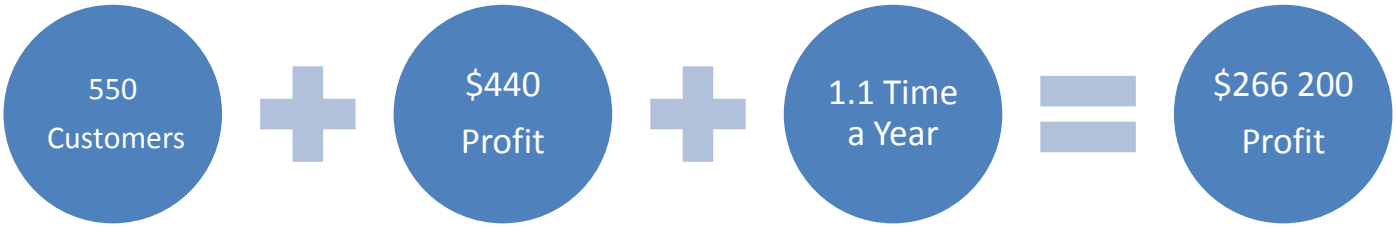
And the best part?Increase each of those 3 areas by just 10% and you will have grown your business by over 33%!

Here is an example.

Imagine that every year you generate 500 customers, you profit $400 from each one, and they purchase only once a year.



Now let's increase each of those factors by 10%.



By just increasing each of those factors by 10%, you've grown your business by more than $66200 in profit!

By sticking to these 3 simple metrics, you can add tremendous growth to your business.

But the most powerful aspect of this is it**allows you to take advantage of a scalable source of new customers**.

In studying marketing behind the scenes whilst still running my car dealership, it became a real passion and I decided to start another business. Yocal.

One my first clients, Security Experts, who specialize in all things home security, was looking to grow their business but weren't too sure how to go about it.

After just 12 months of working together, the business grew from $230 000/month to over $800 000/monthin sales and produced a massive profit. They achieved this by simply increasing the customer value, and then tapping into a scalable source of new customers.

Follow these 3 steps and you will have an unstoppable business.

1. **Get your customers to come back more often,**
2. **Generate more profit from each transaction,**
3. **Learn to tap into a scalable source of new customers.**

So let's move on to the exciting stuff.

Let me show you how to generate customers on demand…

Section3:
6 Step Plan toGenerate Customers on Demand

So finally we get to the good stuff. **How to generate customers on demand**.

And when I say on demand, I really mean on demand.*Like pushing a button*.

Towards the end of 2012, I began working with one of country's largest rehab centres.

Referrals from the medical professionals they usually relied on were down and with ever growing competition they felt they were being squeezed out of the market. The year on year occupancy rate had dropped from 77% down to 23%. Basically they were bleeding money.

By utilizing the type of funnels you're about to learn in this section, we were able to raise their occupancy rate to over 84% in just 60 days and have kept it there to date. This type of customized marketing funnel even works in a sensitive market like addiction.

So would you like to start generating10's or even 100's of high quality sales leads every week? *How much would that change your business?*

Well we have already done the ground work; maximizing profit from every sale. You should have some great ideas written down ready to implement.

Let's get into client generation.

It has never been easier to get your offer in front of potential customers than right now.We have an incredibly effective medium for generating customers with the Internet and the opportunities seem to grow on a daily basis. The highest quality leads currently come from Google. Why Google?

How often do you search for a product or service online? And it would be safe to assume you use Google to do your research?

Almost everyoneyou know uses Google in the same way. Your potential clients are doing the same thing!

And **we can easily tap INTO that**.

The goal is to generate a high quality leads who know, like and trust us. They know who we are, what we do and see us as a credible source of information.

First you must understand the four pillars of client generation.

The Four Core Pillars of Client Generation

The four pillars of client generation is the core that will hold all your lead generation efforts together.

The experience and insights I have gained from doing lead generation for more than 6 years, has helped me to develop a system that cangenerate a **lead that is as qualified as a referral**.To do that we need to have four things:

1. **Trust** – They must see you and your company as trustworthy.They must know, like and trust you enough to part with their hard earned money and believe they will be getting the service that is promised.

2. **Credibility** – They must see you and your company as credible. They must firmly believe that you can get them the result they desire. They might know, like and trust you but if they don't think you can deliver on your promises, they won't want to do business with you.

3. **Desire** – They must have a desire for the result your product/service delivers. If you call up a new lead and they don't want what you can do for them, you will end up wasting both of your time.

4. **Value** – They must see massive value in what you offer. If they're paying $5,000 for something that has a tangible value of$1,000, they won't see enough valuable in the investment.

When you can generate a lead that has each of these 4 qualities, they know, like and trust you, they see you as credible, they desire what you are offering and they truly see the value, you will start bringing in new sales with very little effort.

So how do we develop each of those 4 qualities within our potential customers?

Create Trust

In order for our potential customers to trust us, we need to first build rapport, let them feel like they know us because we even interact.

You must be real, honest, open and vulnerable.

Who do you trust more?

The CEO of your Bank or Sir Richard Branson?

You more than likely said Sir Richard Branson. Why? He is honest, charitable and open. He is someone we admire and look up to.

He is happy to share his story and he comes across as relaxed but professional. So whether you are representing yourself or your company, you must try to be open and honest with your potential customers in order to create trust.

Gain Credibility

To gain credibility, we must prove our results to potential customers. What results have you been able to achieve for others that would be relevant to a new customer?

Credibility has nothing to do with awards or academic achievement. Potential customers do not care about that. They care about results, their results. What is in it for them?

One of the best ways to achieve this is letting your past customers tell their story. Show them case studies and customer stories.

Show your potential customers there is no or very little risk in doing business with you by offering guarantees. If you can guarantee that you'll save me $50,000 on my home loan and can show me how you have done it for other people like me, I am much more likely to believe you can do it.

Create Desire

Next we must create desire for the outcome our solution can provide.

*How?***We use comparison.**

By comparing where they are now, to where they want to be. We build a virtual bridge between the two. Compare these two 'job' descriptions. Someone asks, *"What do you do?"*

"I'm a certified financial planner".

Vs.

"I can help you pay off your home loan5 years faster, and save you $50,000 in the process"

Then we compare where they are right now, to where they want to be.

"Right now you're spending every last cent trying to pay off yourhome loan and have no money left over to play with. But imagine if you could have your home loan in just 10 years instead of 20. Imagine if you could save $50,000 in the process. What would you spend that extra money on? Family Holidays, Your children's education?"

Can you see what I've done there? We paint the picture our solution can provide.

Who would you rather does business with? Option A or Option B?

Create Value

Value is key. You must be able to show them that what you do isof massive value to them.

Back to the example above.If you can save your potential customer$50,000 on their home loan, and it's only going to cost $5,000. Then that isa massively valuable deal for them right?

Give your solution a monetary value. Show them that it is a good deal. Show them how they are going to benefit.

By doing this, you're going to increase the value of your offer and they will want do business with you.**Everybody wins**.

Practical Example

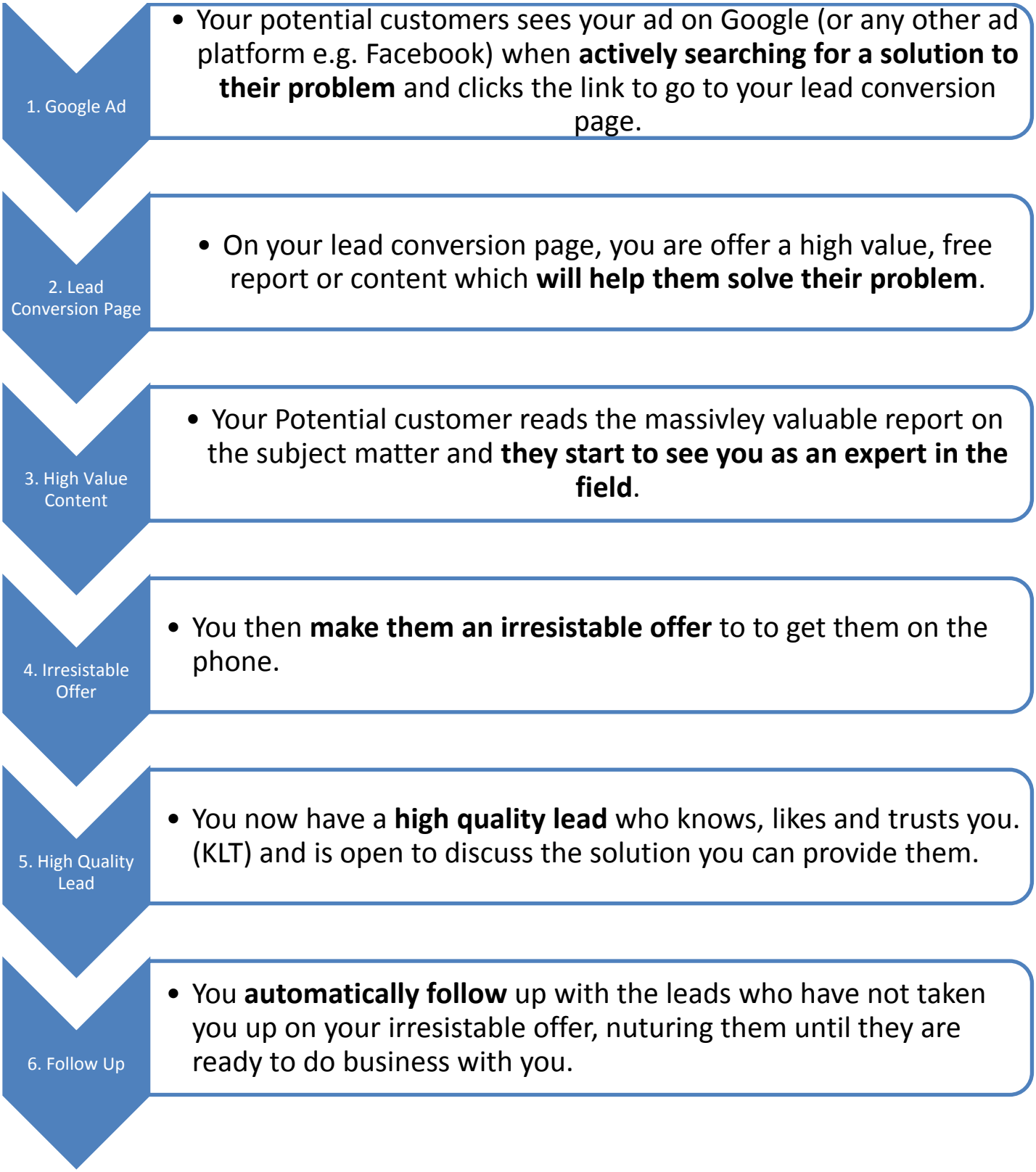
Great. Now let's get into the step by step application of client generation.

You should have a good understanding of the four core pillars, but now you want to know

"How do I actually use this to generate customers?"

You see, essentiallywhat we have been doing in this report islaying the foundations for a successful client generation SYSTEM. Making sure everything is working right so we get the most value and profit from our efforts.

Let's cover the overview of an online client generation funnel, and then we will get into the details of each step.



Let's get into more detail on each of these steps and it will make a lot more sense.

What's important for you to understand right now is that we are creating a client generation funnel. Our first goal is to build up the KLT factor not to ask our potential customers to buy from us immediately. We're not simply trying to sell our products or services directly from the ad.

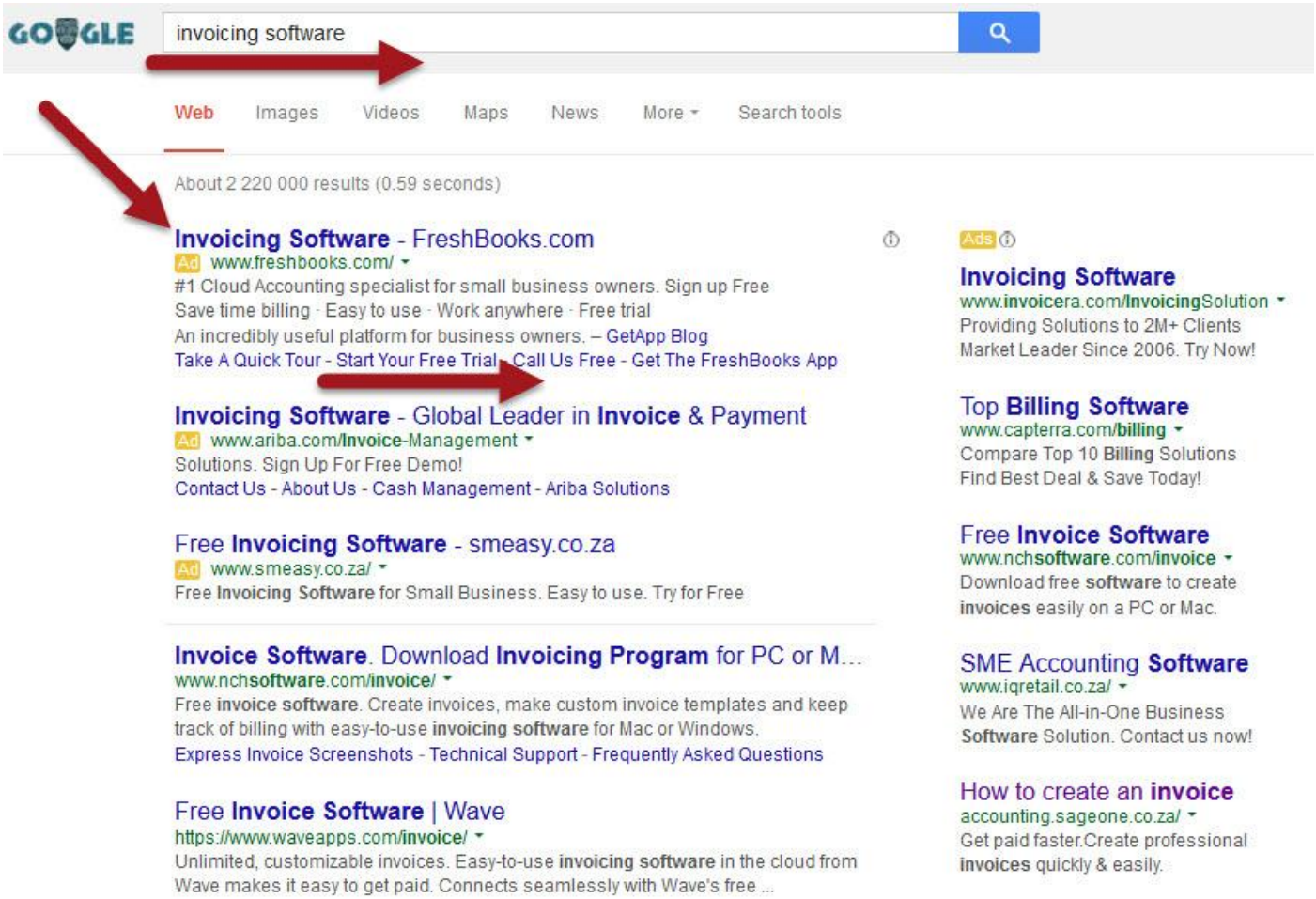
We're creating a smooth, easy to follow funnel. Initially we not even trying to sell them something, and next thing they know, they like and trust us enough to get on the phone where we can start a conversation and offer our solution.

So let's dissect all the moving parts of the client generation funnel.***NB – We will be going into in-depth detail on how to implement each step in your business over the next 6 days, so be sure to keep an eye on your inbox.***

#1: The Ad

This particular campaign is for an accounting software that you might know, namely Freshbooks.

The advert on Google looks like this:*(we did a search for Invoicing Software)*



As you can see there, the ad says *"#1 Cloud Accounting Specialist for Small Business Owners. Sign up Free."*

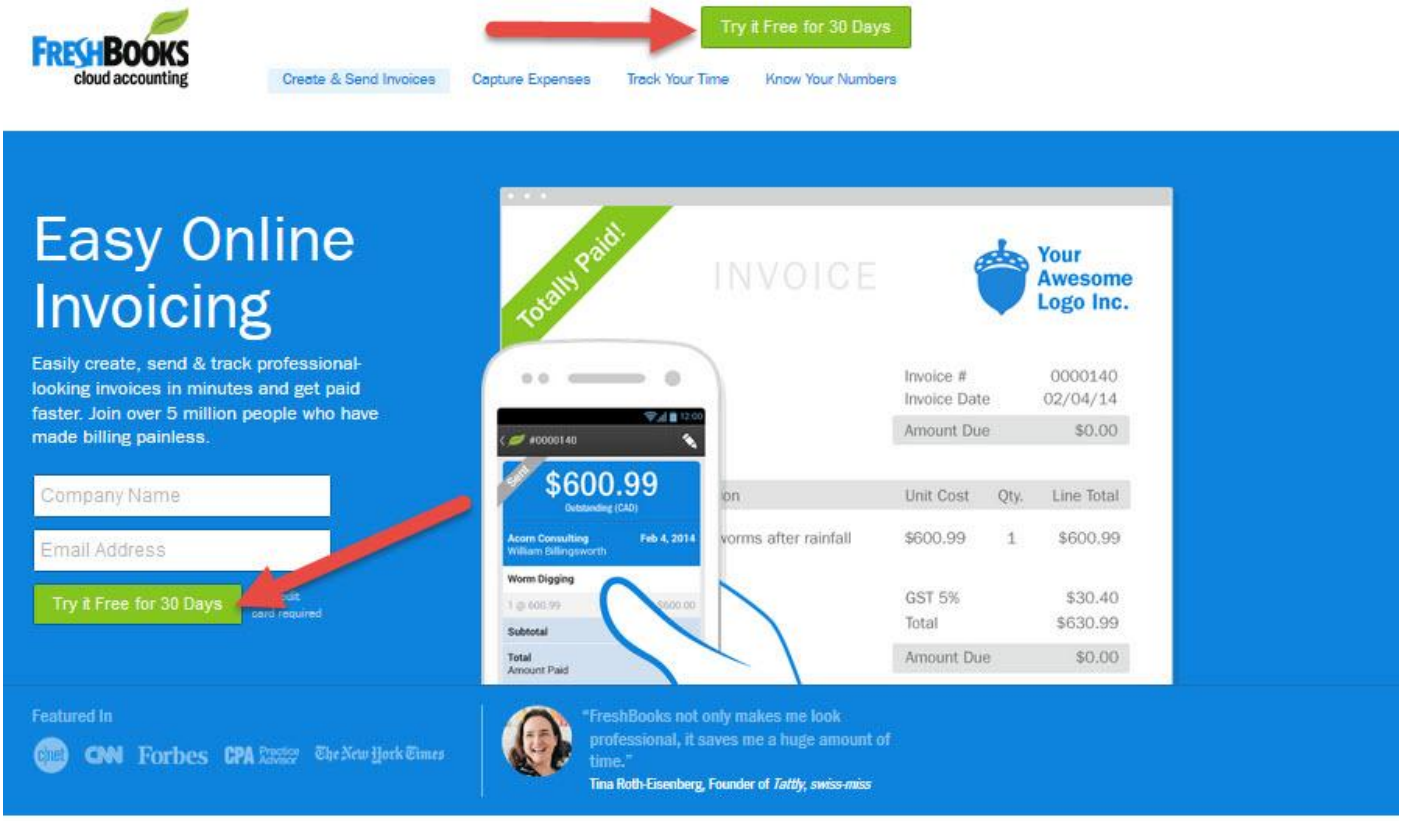
Now, who do you think is going to click this ad? Only someone who is interested in improving their current accounting and invoicing systems.

This ad is being targeted at business owners, admin managers, accountants and bookkeepers.

With Google ads you only pay when someone actually clicks your ad. This particular ad costsaround$6.25 per click. (This is a competitive market with a very high client LTV).

#2: The Lead Conversion Page

Once the ad is clicked, the potential customer is taken to a lead conversion page where they have an offer to try the software free for 30 days.



There is nothing for sale here. In fact they are just giving potential customers the opportunity to try their software for free, no obligation. Can you see how this builds trust?

By first giving value *(can be information for free like this report or in this example a demo of the product)* you instantly improve your trust and credibility. You are now an expert of sorts in the eye of your potential customer.

To be clear, not everyone who visits this page will sign-up for the free offer but we usually like our lead conversion pages to convert at 35%+.

For 1000 clicks they spend$6,325. Of those 1000 people, say350signed up for the free trial and are added tothe lead database. That means it costsFreshbooks$18,07 for every new potential customer who joins their database.

Next they will read a report or test the demo of our product offering.

#3: High Value Content

When you're giving away a report or any other content *(could be a video or a free class, a software demo)* it's important to make sure it's of incredibly high quality.

Take this report for example, have you found it valuable?

You saw an ad on Facebook or Google or even somewhere else, which took you to a lead conversion page and you began reading this report full of valuable information that you can implement in your business starting today. There is no need to buy anything and you will still achieve success by just taking action on what you have learnt. **Real Value.**

High value content is a great way to build the '**Know, Like and Trust'** factor with your new potential customer. It is also a great chance to illustrate how powerful the outcome can be and build up their desire.

#4: Irresistible Offer

Now that you have the 4 core pillars of client generation working in your funnel, it's time to make an irresistible offer.

Your offer has to be of massive value and benefit to your potential customer. Your focus needs to be on **HELPING THEM FIRST** and then offering your solution as an option.

The most important thing is that we provide value first and foremost. Can you see how that is more about helping you, than trying to make a sale?

If you can position an offer like that for your potential clients, you're going to be 10x more successful than your competitors.

#5: High Quality Lead

By following the 4 core pillars of client generation you have now attracted a high quality lead into your sales funnel for either you or your sales staff to engage with.

When you can generate a lead that has each of these 4 qualities, they know, like and trust you, they see you as credible, they desire what you are offering and they truly see the value, you will start converting new sales with very little effort.

#6: Ongoing Follow Up

Effective lead nurturing is the secret to generating highly qualified sales leads who are ready, willing and able to do business with you. Lead nurturing strategies start with email auto-responder campaigns using tools like Active Campaign, and can develop further to include automation campaigns integrated with your CRM system.

More advanced nurturing tools include Google & Facebook Remarketing where ads for your product/service follow people who have entered your sales funnel all around the internet.

Example below of a remarketing ad from Freshbooks on Facebook. Similar ads will show up all over the internet on sites like CNN, Gumtree even Auto Express. I see this ad because I have visited their lead conversion page and they use remarketing to constantly remind me about their offer.

The advantage of nurturing leads is that it allows you to spend more time performing high-value tasks like selling to qualified prospects and less time on low-value activities such as prospecting and administrative tasks *(e.g. sending out sales literature).*

Not every lead is ready to buy now, so we need a system that converts both types of prospects.

The first type has an immediate need. He's the "fast mover". He'll probably enquire with you within a day or week of receiving your information (from our conversion optimisation). The fast movers drive the whole process and keep it cash-flow positive.

The other type of prospect doesn't have an immediate need, but is nevertheless a member of your target audience. She's the "slow burner". And when she has a need for your service sometime in the future, it's highly likely that she'll give her business to you – IF and only IF you keep in touch and nurture the relationship.

"Slow burners" produce the residual revenue that makes this strategy so effective – momentum.

So that is the end of step 6 to attract up to 17 New Paying Customers, asking for your help by this time next week.

And the best thing is if you implement this plan you will get new leads week after week. You can even scale it up and generate 100+ leads a week if you can handle it. **There is room to grow and build the business**.

- So how would you like to generate leads and clients on demand like that?
- How would you like to be able to grow and scale your business?
- How would you like to have the ability to leverage yourself out of the business?

Well that's EXACTLY what I want to show you…

Massive, Fast Results

Now as you have been through these 6 steps and see yourself implementing them let me ask you a question.

What do you think your business would look like if you actually did all this stuff?

Do you want to find out?

This is not a Sales Pitch in disguise…

What I'm doing here is unprecedented. So keep in mind, this opportunity is NOT for everyone.

Would You Like Me to Personally Help You Double, Triple, or Even Quadruple Your Business?

This is specifically for Business Owners who want serious results.

(Click the link below to find out more)

Yes! I Would Like to Double, Triple or Even Quadruple my Business

Look forward to helping you grow your business

Michael Fard
Lead Generation and Conversion Specialist
www.websy.co.uk

P.S. Remember to keep an eye on your inbox as we will be going into detail with each of the steps outlined in this plan over the next few days.

Do you know a friend or associate who would benefit from this Report? Please feel free to forward itonto them.