



Master of the Moment

The Art of Follow-up Marketing

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SECTION I

SECTION I

Most small business owners experience one of three situations: success, survival, or failure. Follow the story of Robert Jenkins as he experiences his first small business failure. Find out what lessons he learns to help him become a successful small business owner.

CHAPTER

1

Forced to Sell My
“Baby”– The Story of
Robert Jenkins



“Here you are Mr. Jenkins. A check for \$50,000. The rest will be wired to your account within two weeks.”

The man stuck out his hand. Holding my breath behind clenched teeth, I begrudgingly responded. The handshake was perhaps a little more firm than usual, but we both had a point to prove.

By anyone’s standards, I was getting the better end of the deal. My company had slowly lost money for three straight years. One more year of decreasing revenue, and the entire business (including all my personal investments) would have found itself dissolved. Finding a buyer had been a miracle.

Even so, I didn’t like the smug look being offered by the buyer. I barely resisted the strong urge to punch him in the face and tear the check in half. Sure, he’d saved me from financial ruin, but what did this man care about my company? He’d acquired several just like mine. For him it was simply another business transaction. To me, it felt as though I’d sold my soul, my baby.

With a resolute sigh, I stuffed the check deep into my limp wallet and walked out of the office.

Leaving my car in the parking lot I wandered down the street, choosing to walk along the curb rather than the center of the sidewalk. Although my wife had hinted at a post-sell party, I couldn’t face

the music yet. Everything I’d worked for was now in the hands of a corporate giant. A small part of me felt as though I had died, but there was nothing for anyone to bury.

My business had not started out on the wrong foot. Quite the contrary! I’d read all the books, I’d talked to small business owners, and I’d done a thorough job of researching my market. And my hard work was rewarded.

For years my family and I enjoyed a modest living. We may not have had a lot of excess, but we had enough. And then... I became selfish. If my business was good enough to keep my family and I living well, I reasoned, shouldn’t it be able to do more? Besides, in reading about the successes of other small business owners, I became inspired. I wanted to turn my one-man shop into something a little bigger.

So, taking what extra money my family had (and then some), I attempted to “build out” my company. Soon, I had employees, payroll, extra customers, extra prospects, extra bills, and zero time. The larger the business became, the less time I had. It wasn’t long before the business consumed me.

I forced myself to work long hours just to keep the company afloat. My cell phone stayed attached to my hip – in case one of the new customers I fought so hard to get should need to call me. My family

and I stopped vacationing. And still the demands of the company grew.

Ironically, the more my business grew, the less time I had and the more money I was losing. I just couldn’t keep up with it all. I made promises that were nearly impossible to fulfill on. Expensive mistakes took their toll on the budget. And although I had employees, they worked their eight hour shifts and then disappeared, even if I was forced to work through the night.

And then came the brutal reality that if I didn’t do something different, the business would dissolve and my family would suffer a major set back. So I swallowed my pride and entertained the offer of a large, competitive corporation. Each phone call and personal meeting tore at my self worth, but I didn’t know how to keep my business running. Ultimately, I gave in to my sense of survival. What other choice did I have?

Slowly I made my way back to my car, carefully avoiding the cracks in the sidewalk. During the short trip home, I flipped through radio channels, searching for something to take my mind off my pain. But, much like a poorly written love scene, every song reminded me of the company I’d betrayed. When Chicago’s “*Hard to Say I’m Sorry*” blared out of the speakers, I switched off the radio and continued the trip in silence.

As I pulled into my driveway, I steered

myself against the temptation to cry like a little girl. The last thing my family needed was for me to become a watering pot. Staring at myself in the rearview mirror I practiced my, "There's something in my eye," excuse and got out of the car.

"I'm home," I hollered as I walked through the front door. The sound of my voice echoed through the entry. The house seemed abnormally quiet. There were no sounds of screaming children, no barking dogs, and no dishwashers or washing machines running. The house was as silent as a grave. Perfect for a man who'd been lost in dark thoughts all day.

While I stood contemplating the silence, my wife, Laura, wandered out of the kitchen holding a suitcase in one hand. Without a word, she handed me the bag. "What's this?" I asked.

"A suitcase."

"I know it's a suitcase. What's it for?"

"You're leaving." I raised my eyebrows, questioning my wife's response. With a quick kiss she wiped away my doubts. "I rented a cabin for you in Big Bear. You've got the whole weekend to yourself."

"You're not coming?" I asked.

My wife smiled and shook her head. "I can't help you through this one. This is something you've got to work out on your own." She handed me a map printed from the Internet and guided me out the door

again.

"I love you, honey," Laura shouted as I climbed into my car.

"Great," I thought, "A whole weekend for me to brood alone." But I suppose it beat moping in front of my family. Little did I know... what started out as a weekend retreat would transform the way I looked at the entrepreneurial world forever. Through a series of seemingly unrelated events, I would learn some of the most important lessons of my life. ■



CHAPTER

2

The Road-Side Café

The last signs of sunshine slipped behind the surrounding pine trees as I pulled my car into the parking lot of a road-side café. Three cars sat on the gravel lot in front of the building, and the lights shining from inside seemed to indicate the café was open.

I took my chances. After climbing out of my car, I locked it. Glancing up and down the rarely traveled road in front of the café, I congratulated myself on being so conscientious. "Good thing I locked the doors," I thought. "The last thing I need is a deer or a moose taking a joy ride in my car."

Resisting the urge to live on the wild side and *unlock* the door, I took a moment to observe my remote surroundings. It was a wonder I'd even found this place. Taking note of the café's rusting door hinges and rotting wood siding, I walked inside.

The building had once been a house, converted to include a single dining area that wrapped in an L shape around supporting beams. The paint on the walls had cracked and a few white peelings dotted the corners of the floor where a broom had unsuccessfully reached.

A free-standing sign read, "Please seat yourself." I chose a small table in the back corner of the room and sat down. An elderly couple made up the only other occupants. They both held their menus close to their faces, scrutinizing every word.

Occasionally, the husband tapped his finger on the menu, apparently trying to make up his mind.

I was fully engrossed in my people watching efforts when a woman with a black apron slipped through the entry of a back room. Setting a glass of water and a menu in front of me she mumbled, "I'll give you a minute," before winking and attending to her other patrons.

I glanced at the few dinner selections, made a decision, and sat back to contemplate my life. What a great celebration party. How had it come to this? Dinner at a roadside café without a single person to keep me company, and no pressing responsibilities to keep me grounded in reality. I didn't even have the demands of my business awaiting me at home.

The same old questions flooded my brain. Had I made a mistake believing my business could grow? Had I acted foolishly? Although my actions led to the decline of my business, I couldn't bring myself to believe small business growth was impossible. I'd watched other small business owners grow their companies for years. So what made the difference? Why did their attempts bring more sales and revenue and mine simply created a chaotic mess? Did they have better products or services? No, I couldn't believe that either.

Years ago I read a frightening statistic: 80 percent of small businesses fail within the first five years. At the time, I hadn't regarded that fact with any interest. I'd long since passed my five-year mark. It wasn't until I decided to take my company a step further that I found myself in trouble.

I had two questions with no answers. What set the 20 percent of businesses apart from the 80 percent that failed? And why could one business owner grow his business when another, starting at the same line, failed to do so?

The voices of the elderly couple reached my ears, dismissing my own thoughts. I sipped at my water and enjoyed the wholesome conversation between the couple and the server. It had been a long time since a conversation so untroubled had come to my ears.

"Who's cooking tonight?" the wife asked.

"It's Phil," the server said. "Phil's cooking."

I watched the couple nod their heads emphatically. "Good. Phil's cookin'. I'm glad it's Phil. Nobody cooks steaks quite like Phil does."

The couple continued to chat with the server for a while. Trying not to eavesdrop, I couldn't help but hear every word they spoke. Most of it included their current illnesses, who was new to the area, and their children.

After a while, I heard the man say to the server, "Hey, did you know our son John got himself a LAP-TOP?" The way he emphasized laptop I nearly fell out of my chair laughing.

The waitress simply nodded her head knowingly and disappeared into the back room again.

As soon as I'd managed to suppress my laughter and had taken a long drink of water, a remarkable thought struck me.

Here I was laughing at the backward nature of this elderly couple, but why was I laughing? Because everyone knows what a laptop is. And why do they know what a laptop is? Because they have become an absolute necessity for much of the business world.

Technology, especially computers and the Internet, has revolutionized the way businesses both corporate and small function. Few things accomplished in this millennium could have been done without the speed and accuracy modern technology provides.

The server came back into the room with two heaping plates of food and I made another observation. This same side-of-the-road café will never get any bigger or bring in any more money than they currently are. In fact, I wouldn't be surprised to see the café disappear within the next few years.

It's not that the service was bad. Or the prices were too high. And once I got my food I had to agree with the elderly couple. Phil

really does know how to cook those steaks. But these people were living in the past. The building was old. The cash register may have come directly from a five-and-dime store. The idea of a LAP-TOP created speculation. And I wouldn't have been surprised to discover that the café lacked a dishwasher.

These people were sitting on the road less traveled by, and the rest of the world was passing them up. Without technology they would always be the little old café with Phil the cook. They could never be anything more. And they were probably more than happy with that. Like me when I first started my business, they were content to take care of their families.

Even so, here is the lesson I learned from the roadside café: whatever successful small businesses were doing to grow, chances were pretty good they were using computers and the Internet to do it. ■

LESSON FROM THE ROADSIDE CAFE:
Whatever successful small businesses were doing to grow, chances were pretty good they were using computers and the Internet to do it.



The Hinge-less
Wooden Box

I spent the rest of my evening reading a book in the cabin and trying not to think about what the new owners would do to my business. But it's not easy to read a book when all you can think about is what might have been.

Fortunately, the following morning brought with it a little clarity. Having moved my way through the grief cycle, I was no longer angry. Just sad. And sitting alone in a cabin wasn't helping. So I showered, dressed, and went for a drive. My intention had been to return to the little café. After all, that had been the only pleasant moment in the midst of a very disagreeable day.

But along my way to the café I spotted a local fair. At least that's what the sign said. Passing through one of the small mountain communities, my attention was drawn to a large white sign pulled tightly over the street. "County Fair this way →." I parked my car alongside the road and headed in the direction of the arrow.

A short walk from the main street, three dozen professional booths had been assembled. At each booth vendors desperately sought the attention of passers-by. To the west of the "fair" booths, the public library had their doors flung open. Behind the booths I spotted a city park full of young children.

Trying not to make eye contact with any of the vendors, I walked among the

booths. Most displayed the usual arts and crafts: hand-tied quilts, jars of homemade jam, and the typical wooden sign that said things like "Cancel my subscription, I don't need your issues" and "Unattended children will be given an espresso and a free puppy."

But then I stumbled upon something unique enough to make me stop. In the last booth I came across, a woman who was displaying hinge-less wooden boxes. Intrigued by the product I picked one up in my hands, turning it over several times admiring the workmanship.

The woman smiled at me. "Can I help you find the one you want?"

"Do you make these yourself?" I asked.

"Sure. It's kind of a hobby." She handed me a few different sizes and wood types. Each had its own special design and each was well crafted. The hefty price tags spoke volumes about the work she'd devoted to making these boxes. I could imagine them sitting on dressers as jewelry boxes or adorning the bookcases and desk tops.

"Just a hobby, huh? Why not make them for a living?"

The woman gave me an appreciative smile and shrugged her shoulders. "I would really like that. But I've already sold as many as I could to the people around here. The county fair is the only place I can find new buyers."

"Why don't you sell them online?" I suggested.

She shrugged her shoulders again, but I could tell she was interested. She'd gotten up from her chair and was as close to me as her display table would allow. "I don't have a computer. Besides, even if I did I wouldn't know how to do it."

"Man," I exclaimed, "If I had your talent and creativity..." I paused. "I'd probably wind up in massive debt and have to sell out" didn't sound like the best way to finish that sentence. Instead I mumbled, "I'd market these somehow."

For the next thirty minutes, the wooden box maker and I brainstormed possible business options. We discussed the pros and cons of eBay. I explained the basics of building a website and suggested she partner with other small business owners. We passed around the idea of boutiques, opening her own shop, and wholesaling her product to larger companies. With each idea she became more animated and I got more nervous.

The conditions I'd found myself in made me hesitate somewhat. Isn't this the very same reason I lost my company, because I wanted to grow it? Did I have a right to suggest someone else travel down the same road that left me near financial ruin? Despite my concerns, the excitement of a new business venture lured me back into the conversation. Something I'd

thought I'd lost was creeping back into my soul.

A sudden onslaught of people brought our conversation to an end. I bought two hinge-less wooden boxes and hurried back to my car. My wife had rented the cabin for an additional night, but the second night would be wasted. I'd done what my wife sent me here to do and I was ready to leave.

A single ray of sunshine burst through the clouds of gloom. **Whether others considered me a failure or not, one thing about me had not changed. I was an entrepreneur. And if I could just figure out the secret of small business success, I'd start again. I had to. It was in my blood. But this time I'd start smarter.** (And I would pass on my newfound knowledge to the box maker... and anyone else ready to listen.)

Call it a mid-life crisis, call it desperation, but I had enough money to easily support my family through several months. And I had every intention of spending at least the next couple of weeks discovering the secrets of owning AND GROWING small businesses. What I didn't realize is that each day, each interaction with business owners and consumers would bring me closer and closer to the one secret EVERY small business owner should know. ■

LESSON FROM THE HINGE-LESS WOODEN BOX:

Whether others considered me a failure or not, one thing about me had not changed. I was an entrepreneur. And if I could just figure out the secret of small business success, I'd start again. I had to. It was in my blood. But this time I'd start smarter.

CHAPTER

4

The Doctor's Office



A week passed before I had the chance to start my quest. The excitement of “having dad home” prompted my children to plague me with dozens of requests. I found myself at soccer games, the movie theater, playing board games, and even at a neighborhood barbeque.

But a small incident late in the week finally gave me a chance to start searching for small business solutions.

The doctor tapped on the door of the exam room and walked in without waiting for a response. He pulled my chart from the plastic wall mount and studied it without so much as an upwards glance.

He was a young man – early to mid thirties, with a clean shaven face and light brown, neatly combed hair. He wore a traditional white coat with a stethoscope around his neck, as if modeling for a medical journal. He even muttered words like, “hmm” and “aah” as he studied the notes before him.

“So, Mr. Jenkins,” the doctor said, finally looking up from his clipboard. “What am I seeing you for today?”

I'd already recited my story to the nurse, but repeated it for the doctor's sake. “I was playing basketball with my son. We'd been out there about an hour when I felt a pain in my arm. Normally I wouldn't worry about it, but it lasted through the night. My wife said if I didn't come see you she would call an ambulance.” I laughed,

“And if you think that's an idle threat, you don't know my wife!”

“Mm-hm,” the doctor responded, lifting his stethoscope off his neck and inserting it into his ears. He pressed the chest piece against my back and told me to take a deep breath.

After a thorough investigation of my lungs and blood pressure he sat down on the exam stool facing me. “Tell me, Mr. Jenkins, have you experienced anything abnormal lately?”

“With my body?” I asked.

“Sure. Your body. Circumstances in your life. Change in jobs. Anything like that.”

“I just sold my company.” For a brief moment an irritating pain squeezed my heart. But I didn't need a doctor to diagnose this one. Bitterly, I added, “For a fraction of what it was worth.”

“Business owner, huh? It figures. Why did you sell?”

This was not a discussion I wanted to have, but the thought of my wife calling an ambulance prevented me from being obstinate.

“My company was losing money. I had to sell.”

“Hmm. I see. And what about your weight? Have you gained or lost more than ten pounds in the last six months?”

“Gained.”

“Sleep much?”

“About seven hours.”

“Before you sold out?”

“Four or five.”

After a dozen more questions, each one more imposing, the doctor stood and pulled a ball point pen from his pocket. Scribbling notes on a prescription pad he tore off the top sheet and passed it to me.

“You have high blood pressure. It's not uncommon, but it does need to be monitored. I want you to exercise at least three days a week. And get this prescription filled. Come back and see me in a month or two and we'll figure out what to do from there. Any questions?”

“Yes.” I said, my curiosity peaked. “When I said I was a small business owner, you said it figured. Why?”

“I see it all the time,” he responded. “Business owners come in with all kinds of complaints. 90 percent of the problems are stress induced. Complaining customers, long hours, poor eating habits. No breaks. At some point it catches up to them.”

He chuckled. “I've got a patient who goes deaf in one ear when she gets too high strung.” He glanced at my chart again before saying, “Probably a good thing you sold your company.”

The doctor gave me half a smile and walked out of the room. The door had barely shut when a nurse fitted in. “Well

that does it. The doctor gave you your prescription so you should be good to go. Just stop by the reception desk and schedule your follow-up appointment.”

I thanked the nurse and headed back out into the lobby. A few individuals were spaced throughout the room reading magazines. They looked up as I came through the door then returned to their reading.

Anxious to get home and stop my wife from tracking me down, I stepped over to the receptionist's desk. The young woman behind the desk had a phone pressed against her ear. Her look of dismay was evident in the half-closed eyes and lifeless expression.

“That's right. This is just a reminder call. You have a doctor's appointment tomorrow at 2:00 p.m.” Pause. “Okay, we'll see you tomorrow.”

“Rough day?” I suggested, trying to be polite and make conversation.

“Day?” she asked. “Try life. I've only got 16 more calls to make in the next hour.” Her words dripped with sarcasm.

“It can't be that bad,” I encouraged.

“Really?” Grabbing the edge of her desk, she rolled her chair to the side, revealing three piles of paperwork on the floor. “You try updating customer records, making the reminder calls, scheduling appointments, and getting all of these mailed off.” She

picked up a postcard off her desk and flipped it in my direction.

I skimmed the postcard as the grumpy receptionist pulled up her appointment calendar, found the perfect day for my next visit, and wrote out a reminder card.

I walked out of the doctor's office wondering whether the receptionist ever experienced deafness in one ear.

As the door closed behind me, I was granted a moment of insight.

By my best guess the receptionist in the doctor's office might have been making \$10 an hour. And at that rate, what she was doing was little better than slave labor. The doctor, on the other hand, probably took long lunch breaks, cancelled appointments to go golfing, and closed his office when he vacationed. As long as he had others to manage the volume of mundane tasks, he was free to act as he chose.

So how did that relate to me and my business? When I calculated the many hours spent at the office and deducted financial losses, my own personal income was little better than \$10 an hour. As the business **owner**, didn't I deserve a larger paycheck? **To succeed I needed to discover how to become the doctor... not the receptionist. I needed to spend my energies working ON the business, not IN it. Otherwise what was the point of owning my own company? ■**

LESSON FROM THE DOCTOR'S OFFICE:

To succeed I needed to discover how to become the doctor... not the receptionist. I needed to spend my energies working ON the business, not IN it. Otherwise what was the point of owning my own company?



CHAPTER

5

The Nacho Cheese

Less than thirty seconds after leaving the doctor's office, the receptionist bumbled out the door after me. "Mr. Jenkins. Mr Jenkins. You left your wallet on the counter!"

I paused mid-stride and patted down my pockets. She was right. My wallet was not on me. I turned around and waited for the receptionist to reach me. "Thank you. That could have been a real disaster." She handed me the wallet. "I appreciate you running this out to me."

"Forget it. Just another one of the things I have to do. But maybe next time you won't be so careless."

Anybody else may have stormed back into the office and demanded the receptionist be reprimanded for her rude comment. But I understood her. So I acknowledged her sarcastic comment with a simple head nod and watched her grumble her way back into the office.

Having escaped further accusations I made my way leisurely through the parking lot to my car. The clattering of metal hitting pavement stopped me and I turned in the direction of the noise. Only a few yards away a man in a gray suit hovered over a seeping pile of orange goo. In his hands he held several metal canisters and an oversized bag of tortilla chips. On the ground an additional canister was slowly rolling away.

Being unhurried and more than a little

bit curious, I wandered toward the man in the suit. Distracted by his mess he didn't see me approaching. I watched in wonder as he placed each of the canisters on the ground and reached for the one still making its escape. Grabbing it and being careful not to touch the orange goo, he scooped the spilled substance back into the canister.

I closed the space between us and said, "That's quite a mess you've got there. Can I help you somehow?"

The man looked up briefly and continued, unsuccessfully, to gather the goo into his metal canister. "Not unless you're willing to offer me a new job."

I chuckled. "Wish I could help. But I'm kind of searching for one myself. What have you got there?"

"Nacho cheese."

"Nacho cheese?"

Nacho cheese man gave up his attempts and pressed a lid onto the canister. "Yes. Nacho cheese. I was trying to take it to the hospital." He pointed to the general hospital across the parking lot from where we now stood. "But I couldn't find a place to park."

"Interesting," I said. "Does the hospital have a great need for cheese?"

"I hope so," said the suited man. "Otherwise I'll be out of a job soon."

"Are all of these thermoses filled with

nacho cheese?" I asked, pointing to the containers my companion had set on the ground.

The man sighed, obviously uninterested in answering my questions. Nevertheless, he responded with a full narrative. "No. I have gravy, chili, and bean dip, too. The best of the Bryant Foods product line. And the bane of my existence."

My nacho cheese companion reached down to grab his other containers. Balancing one precariously in the crook of his arm and attempting to hold two with one hand, it was no wonder he'd already spilled. When another of his thermoses slipped from his grasp and tumbled to the ground (luckily without spilling), the poor man groaned, dropped all the canisters, the bag of tortilla chips, and sank to the ground with a hard thud.

"Forget it," he growled. "It's just not worth it."

I looked down at my jeans – my favorite pair of jeans – and squatted onto the pavement of the parking lot along with the dejected young man. Though I seriously doubted my wife would enjoy getting dirt and grease out of my pants, I could sense there was a lesson to be learned from the nacho cheese. And if I had to sacrifice a pair of jeans to learn it, then I had to sacrifice.

"Look," I said, "I haven't got anywhere to go today. If you'd like, I'll be more than

happy to carry a few thermoses for you.”

A brief moment of hope flitted through the man's eyes. But the look was closely trailed by a dark shadow of despair. “Forget it. I just don't think I can handle another rejection today. Maybe it's better if I pack up and go home.”

“Rejection? Who's going to reject you?”

“The hospital's cafeteria manager. If I'm lucky enough to get an interview with the guy. I'm a salesman. I sell bulk foods to cafeterias. Schools, hospitals, if it's got a cafeteria it's part of my market.”

I scrutinized the thermoses and the single bag of chips. “Those containers aren't going to feed many people.”

“No. This isn't for serving. These are for taste testing. Every morning I heat up one can of each product and put it into these thermoses. I then spend my afternoons talking to hospital cafeteria staff and school secretaries. I'm supposed to have them taste the products. If they like them, they place an order. And I, theoretically, get my commission.” He picked up a stray stick from the parking lot and ran it through the spilled cheese.

“And I take it you're not doing so well?”

“No. Most the time I can't get anyone to talk to me, let alone try this stuff.”

“Then why are you still doing it?”

The man shrugged his shoulders, “I need a job.”

A few alternative career options came to mind, but seeing the dejected look of the nacho cheese salesman, I kept my thoughts to myself. Instead I stood up and bent down to retrieve a few canisters.

“Mind if I give you a hand?” I asked. “I have a crazy feeling this hospital is in desperate need of some nacho cheese.”

“Sure,” the young man answered, following my lead and picking up the remaining thermoses. “I'll take all the help I can get!”

On my way home I couldn't help but think about the nacho cheese. Surely there was a better way to market bulk foods than sending some poor boy door to door. Or in his case... cafeteria to cafeteria.

Why did so many people insist on door-to-door selling? Didn't they know it was outdated? No one answers the door to a salesman anymore. And school and hospital staff undoubtedly had better things to do than listen to a sales pitch.

Somebody needed to explain to Bryant Foods that **the “old way” of doing things no longer worked. Not if you wanted to grow your business. Success was going to be found in adopting “new ways” of marketing and selling. But I'm not sure I knew what the “new ways” included.** ■

LESSON FROM THE NACHO CHEESE:

The “old way” of doing things no longer works. Not if you want to grow your business. Success is going to be found in adopting “new ways” of marketing and selling.

CHAPTER

6

The Rolodex



Though I spent time each day reviewing the lessons I'd learned, the majority of my new-found knowledge came from accidental observations rather than serious contemplation. It was purely coincidental when the next insight occurred.

"Robert Thomas Jenkins! This check has been sitting on the table for almost two weeks. I want you to deposit it and I want you to do it now!"

Like most men, I knew the use of the middle name meant I needed to act. And I needed to act fast. Although "Dirty Harry," "The Great Escape," and "Bullitt" were all playing on separate cable channels, it was the middle of the day. And probably the perfect time to head to the bank. Bidding a reluctant farewell to Steve McQueen I pulled on my tennis shoes, kissed Laura on the tip of her nose, grabbed the check off the kitchen counter, and headed out the door.

The bank was crowded with lunch-break patrons. A small line had formed between two metal stands. I took my place at the back of the line and, like the other individuals waiting their turn, looked around as if bored. I studied the banners lining the walls – promoting home equity loans and small business loans.

I snorted. This same bank had denied my application for a loan less than six months ago. Not that I could blame them.

I wouldn't have taken a chance on me either. But it didn't mean I had to forgive them.

At last the line dwindled down and I took my place at the next available teller. "I just want to deposit this check into my account."

The girl working behind the desk stared at the check for a minute before signaling for a manager. "I'm sorry," she said. "I'm not allowed to deposit anything over \$5,000. I'm afraid you're going to have to talk to one of our financial officers."

I was led to an oversized desk at the far end of the bank. I sat down on one of the small, plush chairs available to guests. "Wait here," I was told. "Mr. Anderson will be right with you."

Again I was forced to wait. Technically there was no rush, but waiting irritated me all the same. After all, I'd given up Steve McQueen to be here at this moment.

The walls of the bank reclaimed my attention first. Then, when Mr. Anderson still failed to appear, I turned my focus to the objects on his desk. A large calendar dominated the desktop. To one side of the computer a handful of picture frames displayed the perfect family. A wife and two young kids smiled cheerfully at their viewers.

"Nobody's that happy," I thought. "But it makes for a nice greeting card."

Bored, I shifted in my chair and took stock of the desk behind me. This desk also had a calendar and picture frames. But along with the typical office items, this new desk had something I hadn't seen in several years. A rolodex. And not just any rolodex. This rolodex filled an entire corner.

"Sorry to keep you waiting, Mr. Jenkins."

"Not a problem." I smiled half-heartedly. "Tell me, what's that on the corner of the other desk?"

"The rolodex?"

"Yes. The rolodex. What's it for?"

Mr. Anderson shrugged his shoulders, dismissing my curiosity. "Customer information. We keep the business cards of our high-priority clients in them." He reached into his top drawer and pulled from it a matching rolodex. "I have one, too. They're very handy."

I tried not to show my surprise. Under my breath I mumbled, "And you denied ME a loan?"

"I'm sorry. Did you say something?"

"Nope." We turned to the business of depositing my check.

Finally, having deposited a fraction of what used to be my personal wealth, I headed back home to catch the tail end of the Steve McQueen marathon. But it wasn't just my bank account that received a deposit. I was one experience closer to learning the secrets of small business

growth.

Like the nacho cheese salesman, the bank was suffering from the “old ways” of doing things. No, they weren't selling door-to-door. But they weren't taking advantage of technology either. Rather than managing their customers online, the bank wasted it's time with manual processes. **I was startled by the lack of ingenuity from a bank and instantly resolved never to perform unnecessary, manual tasks again. ■**

LESSON FROM THE ROLODEX:

Like the nacho cheese salesman, the bank was suffering from the “old ways” of doing things. I was startled by the lack of ingenuity from a bank and instantly resolved never to perform unnecessary, manual tasks again.



CHAPTER

7

The Couch on
Craigslist

"I'm sick of the couch." It was a simple phrase that to most people would have required a simple response. But the way my wife said it I knew she intended to do something about it.

"Well," I suggested, "We could put it on Craigslist and just see what happens."

It was Friday night somewhere between the decent television shows and the ten o'clock news. Rather than force myself to watch some poor-excuse-for-a-sitcom rerun, I grabbed my laptop.

Of all the furniture listings on Craigslist, over half were couches. Old couches, New couches, grandma couches, and couches that belonged at the dump. (Of course most of these were being offered free.)

I scanned a few pages and then started typing. Less than three minutes later, I had my listing:

Selling a light tan, "everyday suede" sectional couch. It's about four years old. \$600.

I browsed quickly through the job listings then returned to the hideousness of Friday night television. Once the news had run through the regular tragedies, celebrated a local hero, and made their not-so-subtle political viewpoints known, I was ready for bed.

Laura, thumbing through a pile of sales catalogues, stopped me as I headed toward the bedroom. "Has anyone

responded to the listing yet?"

I glanced down at my watch. "It hasn't even been an hour yet!"

"I know. But I really hate that couch. I don't know why we bought it in the first place."

"Because it was a good deal and it matched the house."

I returned to my spot in the recliner and opened my laptop. Much to my surprise six new messages sat in my inbox. And all six of them had the word "couch" in the title. Without a word the laptop was handed over to my wife, whose mouth dropped open.

"No way! Email them back. Let them know they can see it tomorrow."

Thirty minutes later we had an extremely interested buyer with an appointment to see it the next morning. Of the six emails, only one was serious enough to set up an appointment. The rest wanted pictures emailed to them, pictures I was too lazy to take, but it didn't matter. By 8:15 am we had a couple standing on the front porch.

"Hi," I said as I opened the door.

"Are you the people selling the couch?"

"Yep." I moved aside and let them in. The woman, a friendly person with way too much energy for such an early visit, surveyed the room. She glanced from the

book shelves to the pictures hanging on the wall to the knickknacks lining every free space. Finally her gaze fell on the couch.

"Oh!" She clapped her hands together excitedly. "It's just the color I was looking for. Can I sit on it?"

"Go for it." As the potential buyer took a seat on the couch, my wife wandered into the room. She sidled up next to me and watched as the woman dragged her reluctant husband to the couch.

"Isn't it soft?" she cooed.

"Soft," he agreed.

"I love it." She turned a pleading face to her husband. If I know anything about husbands (and I do) this one didn't care what kind of furniture he sat on. It was all one and the same to him. But he answered with a trained response. "If you love it, we better take it."

His wife clapped her hands again. Spotting Laura beside me she said, "You're home is just so beautiful. I love what you've done with it. And I think this couch is amazing."

"We've really enjoyed it."

I wasn't going to contradict her comment, but Laura pinched me just the same.

Our guest, oblivious to our actions, continued talking. "We're in such a bind. I'm hosting a big party tonight and I haven't got a couch. I need one

desperately, which is why I was so excited to see your listing last night."

Ten minutes later, the couch was out of the house and on a full size trailer bed. And I – I mean my wife – had an extra \$600. Though I might never see a cent of that money, I had something far greater in value... another lesson. The buyers didn't haggle with our price. Nor did they care that the warranty had long expired. They needed a couch and we happened to be selling one at the precise moment they chose to buy. Not bad work for "testing" the waters.

But I suppose I shouldn't have been surprised. **With millions of people living in L.A. County, there was bound to be someone who wanted a couch for \$600. We just needed to find that person. We needed to sort through the semi-interested and mildly-interested and find our enthusiastic buyer.**

As my wife took the vacuum to the newly exposed carpet, I looked for a place to sit down. My recliner was covered in freshly laundered clothes and the couch was gone. I had no where to sit!

"Wait a minute!" I said, rushing to turn off the vacuum. "The couch is gone, and my folks are coming for dinner tomorrow. Where is everyone supposed to sit?"

"Maybe they won't come," my wife suggested cheerily before starting up the vacuum again. ■

LESSON FROM THE COUCH ON CRAIGSLIST:

With millions of people living in L.A. County, there was bound to be someone who wanted a couch for \$600. We just needed to find that person. We needed to sort through the semi-interested and mildly-interested and find our enthusiastic buyer.



CHAPTER

8

Yosemite's Half Dome

“Robert, slow down,” Laura hollered. I turned back to see her trudging up the hill. Within a few feet of me she paused, leaned over, pressed her hands to her knees and panted.

I laughed and offered her what was left in my canteen. “Drink it,” I said. “You’ll feel better.”

“You know when the doctor said to exercise, I don’t think this is what he had in mind. An eighteen mile hike? This is crazy.”

We’d set out unreasonably early that morning from the Yosemite Valley floor. Friends of ours had recently made the hike up Half Dome and recommended we try it. Being of a competitive nature I took the challenge seriously.

“Maybe,” I said in response to Laura’s comment. “But I always wanted to try it and since I’m unemployed it seemed like a good idea.” My wife eyed me suspiciously. Her eye was still on me as she took another swallow of water from the canteen, wiped her mouth with the back of her sleeve, and handed the canteen back to me.

“I thought you were over that.”

“Laura, a man doesn’t recover from the loss of his business easily.” She glared at me and pursed her lips. “But I’m dealing with it. At least I’m dealing with it.” I shook the canteen lightly and handed it back to her. “There’s still a little water left. Why don’t you finish it?”

“Then what are you going to drink? We’re only half way to the top and we’re already out of water. If only you had stopped at Curry Village like I told you to, we could have bought water there.”

The first signs of daybreak had peaked over the mountains just as we passed Curry Village. I’d considered stopping, but could almost hear the sounds of the mountain calling to me. Within a few short minutes we would be on our way to one of the most celebrated hikes in the state. Silly it may have been, but if I could tackle a mountain, somehow I felt my faith in myself might be restored. Curry Village was an unnecessary distraction. I’d driven by without stopping.

“I wasn’t ready to stop. Besides, I did a little research before we came.” Letting my oversize backpack slip off my back and onto the ground, I opened it. From it I pulled a miniature water filter. I wandered a short distance to where a stream ran parallel to the trail.

“What is that?” my wife asked.

“A water filter of course.” The official Half Dome website warned visitors against contaminated water. Along the trail were more warnings to avoid drinking unfiltered water from the streams. Though we had failed to pack a sufficient amount of water, I’d carefully planned ahead.

I’d nearly finished refilling my canteen with clean, ice cold, purified water when a

fellow hiker joined my wife and me beside the stream. He held his elbow awkwardly positioned in front of him. Blood and dirt oozed from a fresh wound and the bottom of his shirt had been torn.

“Bad morning,” I suggested.

The man nodded his head. “Look, I don’t mean to bother you, but I’m out of water and I’d really like to get this thing washed out. Would you mind helping me fill my canteen?”

I looked at his bleeding arm and dirty face and went back to work purifying more water. Hardly had I started this task when a man and two teenage boys joined us. Though the morning was still early, sweat poured down the faces of the three newcomers and each held empty water bottles.

The man, who I supposed to be the boys’ father, held out a twenty dollar bill. “I’ll give you \$20 if you can help my boys and me. Guess we’re a little unprepared this morning, you know.”

Being the practical woman she is, my wife asked, “Why didn’t you stop in Curry Village and get some water?”

“Didn’t think about it,” the father answered. “Guess we were kind of anxious to get on the trail.” My wife gave me a knowing look.

I refused the man’s money. Handed the newly filled canteen to our first

companion and started the process again.

Before long our circle grew. Hikers without water asked for help. Tired individuals, deciding not to finish the hike, had greedily devoured their water without realizing they would need some for the trip *down* the mountain. And everyone had a different excuse for not bringing enough water. "Thought I had enough." "Accidentally spilled it." "Didn't think any stores would be open that early."

I could have made a fortune on the trail that day. These hikers would have paid me every dollar in their wallets to be relieved of their thirst. I accepted no money for generously providing them with relief. But had it not been a national park, I would have considered setting up a store right at this very spot on the mountain.

By the time our crowd disappeared, I was exhausted. My wife readily agreed when I suggested we try the hike another day and we started back down the mountain.

"I don't understand it," she said being practical again. "It's an eighteen mile hike. Why didn't anybody stop and fill up with water?"

The lesson I learned on the mountain that day was not a new one. But it reinforced what I had been taught several years earlier. I shared that knowledge with my wife. **"It's one of the great marketing truths: people buy when they are ready to buy.** And half way up the mountain, they were ready to buy. But

just then there was nobody ready to sell."

"That's ridiculous," Laura exclaimed. And we made our way back down the mountain together in silence. ■

LESSON FROM YOSEMITE'S HALF DOME:

*It's one of the great marketing truths:
people buy when they are ready
to buy.*



CHAPTER

9

Sailing the British
Virgin Islands

"I've got it," I declared.

"Got what?"

"The perfect way to spend our anniversary. How does a week long vacation on a sail boat sound to you?"

Laura grimaced, but I was undaunted.

As a child my father had frequently taken us sailing. Even now, when the wind blew just right, I could smell the salt from the ocean and imagine myself cruising across clear water to unknown destinations.

In each memory, my father stood at the bow shouting orders to my siblings and I as we adjusted and tightened first this rope and then that one. Mid-ocean we would take down the sails and spend the afternoon eating sandwiches and laying in the sun.

Taking my wife on the same adventure would be the perfect anniversary present. At least for me. So I got online and searched for the perfect charter company to charter us the perfect sailboat for our perfect trip.

Like any good consumer I called several companies, shopping the rates, and asking the necessary questions. And like all good companies, each business answered in exactly the same way. This phrase was particularly popular, "We've got the lowest rates around."

After the fifth company, and the fifth

identical response, I called my father.

"Dad? If I want to take Laura on a sailboat for a week, who should I charter the boat from?"

"The Moorings. We've chartered from them since you kids were little and I've never had any problems. Good company. Always live up to their word. If you're going sailing, they're the people you want to call."

So I called them. It didn't take long to figure out that my father had understated the value of The Moorings.

"Hello. Moorings. This is Brian."

"Hi Brian. My anniversary is coming up soon and I'd like to take my wife out on a sail boat for a week or so."

It was at this point that all the other companies insisted they offered the best rates and tried to nail me down to a date, boat, and deposit. Naturally I was expecting the same thing. But that is how The Moorings made the first positive impression on me.

"Anniversary? How many years?"

"Ten."

"Congratulations. Have either of you been sailing before?"

"Sure. I sailed with my family as a kid and as a teenager. It was my father who told me to call you."

"Excellent." Brian spent the next 15

minutes talking to me about my sailing experiences. We swapped a few stories, laughed about near fatal accidents, and discussed the pros (and cons) of taking a wife sailing for an anniversary. At no point in time did I feel rushed. Never did Brian mention deposits or force me to commit to a date.

By the end of the conversation, Brian promised to send me further information and told me to call him with any questions.

Less than one week later a small package arrived in the mail. In addition to the full color brochure displaying each style of boat, Brian sent a topographical map, tips and tricks for sailing like a pro, a pamphlet entitled, "Beginner Sailing in the British Virgin Islands," and a rate sheet.

I handed the pamphlet to my wife and together we scanned the beautiful glossy pictures included in the brochure. At last my wife was swayed and I called The Moorings to make the arrangements.

"Moorings. This is Brian."

"Brian? Robert Jenkins. We spoke last week. I want to take my wife sailing for our anniversary."

"Of course. Ten years. I guess you received the brochure. How is your wife feeling about it now?"

The remainder of the conversation reminded me very much of our first experience. Both times Brian remained laid

back, seemingly unaffected by a potential sale. And each time I grew to like Brian and The Moorings a little bit more.

At last the perfect trip was perfectly carried off. And I had The Moorings to thank for it.

Perhaps in retrospect they provided the same boats and supplies as any other rental company. But in my mind the trip could not have been the same without the dedicated assistance of Brian and The Moorings. After all, **they had taken the time to build a relationship with me first. And my experience was better because of it. In many ways I started to regret not building better relationships with my own prospects and customers. ■**

LESSON FROM SAILING THE BRITISH VIRGIN ISLANDS:

They had taken the time to build a relationship with me first. And my experience was better because of it. In many ways I started to regret not building better relationships with my own prospects and customers.



CHAPTER

10

The One Month
Anniversary

Just one month after I sold my company, I sat in a lounge chair on my back lawn reading a book.

With one hand I brushed the thick green grass beside my chair enjoying the comforts of summer. With the other hand I held my book. Though my eyes moved systematically back and forth across the page, my mind was far from the story. Not surprisingly it had wandered back to my current situation.

I'd successfully overcome the anger of selling my business, but somehow I knew I would always hold some regret about the company I lost. I'd taken the high road and learned from my experience. I'd analyzed every possible small business moment.

Problem was... there seemed to be something missing. Something that would tie all of my lessons together.

My mind wandered back to the beginning. Back to the day I bid farewell to my company. Back to the office. Back to the moment when I heard these words:

"Here you are Mr. Jenkins. A check for \$50,000. The rest will be wired to your account within two weeks."

Anger seethed through my body once again as I thought about that smug look on the buyer's face. The smug look that...

That was it! The one thing I had been missing for four weeks. The smug look on

the buyer's face. There was my answer. Had the buyer been smug because he acquired a new business? Certainly not! He was my biggest competitor and owned his own company in the same industry. So why the smug look?

Because he had the answer that I'd spent the last four weeks trying to find. Sure, I'd learned some great lessons over the last few weeks. But none of those lessons would contribute to small business success without this one missing piece.

I suddenly realized that my competitor had not purchased a business for \$100,000. He had purchased a customer and prospect database of over 50,000 names. He'd purchased my lists; the only valuable things left of my business.

With this addition, my buyer most likely doubled his own company. **For the only true value of a small business is in the value of its customers and prospects.** And for a mere \$2 per name, I had sold out!

I considered being angry again. Indeed it was the first emotion to well up inside my heart. But to be angry was to deny the lessons I'd learned. There was nothing to be done now. My business was gone, but not my brain or my heart.

It came a month too late, but finally I possessed *all the keys* for successfully growing a small business. Now the question was... what kind of business would I start next? ■

LESSON FROM THE ONE MONTH ANNIVERSARY:

For the only true value of a small business is in the value of its customers and prospects.

Robert Jenkins' Journal Entry

AUG. 7

THE SECRET TO SMALL BUSINESS SUCCESS

LESSONS LEARNED:

- Technology (computers and the Internet) will be the medium for achieving success
- True entrepreneurs are innately driven to grow their businesses
- Small businesses have too many tasks to complete - they're working IN their business, not ON it
- Too many of us using old methods to sell, market, & manage customers
- Timing is everything
- People buy when they are ready to buy
- It's about relationships
- The VALUE of a business is in the customers and prospects "The List"

To understand the ultimate secrets or strategies for small business success, you have to understand the basic principles behind them.

SECTION II

SECTION II

The lessons Robert Jenkins learned are powerful, important experiences that can help any small business owner on the path to success. Discover the strategies and secrets to growing your business quickly and profitably.

CHAPTER

11

Robert Jenkins
and the Challenge
of Small Business
Growth

Although the character of Robert Jenkins is entirely fictionalized, the basis of each story is real. I sold nacho cheese, gave water to dozens of thirsty hikers, sold my couch on Craigslist, and took my wife sailing in the BVI for our anniversary. The Roadside Café and Doctor's Office were anecdotes related to me by friends and family.

And each one of the stories taught me important lessons. Lessons that have helped me understand what Robert Jenkins was looking for. The secret to owning and GROWING a small business.

Growth is not an easy goal. For most small business owners, increasing sales and revenue means increased time at the office, increased customer complaints, increased bills, increased staff, time away from family and friends, and a myriad of other difficulties. In most cases, managing these new challenges is next to impossible. Although the ideas and intentions of the small business owner may be good, the end result can be disastrous. This is the same situation Robert Jenkins found himself in.

The Battle With Time

Once Robert focused on *growing* his business, he was forced to spend more time at the office. The desire to expand his company did not instantly free him from his other commitments. He still had to help customers, find leads, close sales, and pay bills. The only way to grow was to spend

time working **on** his business AFTER he finished working **in** it each day.

The Lack of Resources

As you know, it takes a lot of resources to *run* a small business. And it takes even more to *grow* that business. However, like Robert, if you're not prepared to grow quickly and profitably, you'll wind up investing your own money and your own time to keeping your business going. And it will be no wonder if your personal resources are insufficient for sustaining the business.

I'll get into this a little more later. But I want to *at least mention* the two critical resources you should never attempt to grow your business without:

A POWERFUL MARKETING PLAN – Growth has nothing to do with the size of your office or the number of employees you have. It's about how many customers and prospects you can market to. Unfortunately, many business owners find themselves chasing a handful of new leads rather than spending their time marketing to existing customers and prospects.

A FULFILLMENT PLAN – Adding more customers to your pipeline is an encouraging step in the right direction. But your growth could come to a screeching halt if you have no way to fulfill the needs of those customers. If you don't have the help or the means of following through,

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I sold nacho cheese, gave water to dozens of thirsty hikers, sold my couch, and took my wife sailing for our anniversary.

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not only will you lose out on **new** customers, your reputation could be critically damaged with your **existing** customers.

Obviously the list of necessary resources is longer than this. Depending on your business type you may need more partners to help you sell your products or services. You might have to add employees. And you'll probably want a system to more fully manage the new customers, prospects, partners, and other resources. But without marketing and fulfillment plans, these other resources are obsolete.

The Know-How Deficit

Often times, the real factor holding up small business growth is one little challenge: know-how. As a small business owner you have a million different marketing and sales directions you *could* pursue. Do you focus more on partners? Internet and web marketing? Branching out locally? Social media? Events? Webinars? Etc.

I call this jumbled mess of possibilities the "fish farm." Lots of shiny things to chase – not sure which ones to really focus on. It's the same phenomenon you experience as a kid in the candy shop. You know you want something, but it's impossible to pick one type of candy over another.

How can you possibly make marketing and sales decisions when you:

1. Have no idea what will work for your business

2. May not know **how** to implement new ideas and strategies

3. Don't have enough time to incorporate these strategies into your business

Unless you really do your research, you could end up on the wrong path having wasted time and money, and with nothing to show for your efforts. Focusing on the wrong things could be even more detrimental to your business growth than doing nothing at all!

Now don't get me wrong. Just because growth is difficult to achieve doesn't mean it's impossible. When you understand and embrace the right ways of growing, you will find yourself on the road to unlimited possibilities. I'll show you how to get on the road in just a minute.

First let me demonstrate why so many small business owners, like Robert, are unable to achieve the "next level" in their businesses. ■

Why the “Old” Ways
No Longer Work



OPEN

Yesterday's entrepreneur is not Today's entrepreneur. Although they have many of the same characteristics (passion, vision, risk taking, determination) their challenges are completely different. Yesterday's entrepreneur was something of a lone wolf. They started their businesses with little to no knowledge about the commercial world. They developed their business strategies through a method of trial and error.

Today's entrepreneur, on the other hand, is spoiled with books, strategies, coaching programs, network groups and other information about how to successfully build and run a small business.

But rather than listening to all this advice and embracing what is working now, a significant portion of small business owners choose to use "old" methods to run and grow their businesses. Either out of fear, disinterest, or simply not knowing, they depend on systems and processes that worked in the past to run their companies.

Unfortunately the "old" ways are not going to help you grow. Here's why:

Old Ways of Selling Don't Work

Consider the nacho cheese story. My real story. No, I did not spill my nacho cheese in the parking lot, but fighting my way into the offices of cafeteria and food managers was a regrettable reality for me.

You can, no doubt, guess why my efforts proved to be unsuccessful. People simply

don't have the time to listen to a random sales pitch. Most of us have trained ourselves to shut the door on salesmen and hang up the phone when a tele-marketer calls. Why? Because it is disruptive to our day and consumers are more obstinate with their time.

If a hospital cafeteria manager wants nacho cheese... THEN they will make the effort to find a nacho cheese provider. Bursting in and begging for a few minutes of their time immediately puts them on the defensive.

Old Ways of Managing Contacts Don't Work

You remember Robert's surprise (and my surprise in reality) when he saw a rolodex at the corner of the banker's desk. With all the available technological tools, rolodexes have long since run their course and become more of a burden than a benefit.

Just think of the physical dangers of having a rolodex. What happens if the business cards are lost, removed and never put back, spilled on, or otherwise destroyed? Does the bank lose their customers because they've lost their contact information?

And where is the efficiency? When the account manager wishes to send an email to several exclusive customers, are they forced to manually sort through the

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Yesterday's entrepreneur is not Today's entrepreneur. Although they have many of the same characteristics (passion, vision, risk taking, determination) their challenges are completely different.

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business cards of each of those individuals? Wouldn't it be faster to pull this information from some type of database?

Old Contact Methods Don't Work

In 1860, a new phenomenon swept the nation. The Pony-Express, a private venture, could carry mail from Missouri to California within 10 short days. By the end of 1861 the Pony Express disappeared. The completion of the transcontinental telegraph system dissolved the need for the horse and rider deliveries.

Now with the use of the Internet, an email (including files, pictures, and all kinds of documentation) can be sent anywhere in the world within seconds. But what's surprising is the number of small business owners who are not taking advantage of this marketing tool. Rather, they wait for customers to call or come in before engaging in conversation with them.

They fail to realize the value of instant messages. I'll get into this in detail later. As one of today's entrepreneurs, your ability to instantly connect with your customers and prospects is a "new" method you can't afford to neglect.

I could continue to share all kinds of "old" methods with you. Consider the impact websites have had on brochures. In most cases those who receive brochures instantly toss them. Why? Because it's paper. Paper is old. Computers are new.

Computers don't get torn, misplaced, or faded. And with the right webmaster, space is unlimited. Rather than using one or two photos to display your product or service, you can use 20, put up a video, or create a virtual tour.

And once you have that website, you also increase your selling capabilities with online shopping. Which of course diminishes the value of cash registers, checks, and other manual payment tools. Now don't take this the wrong way. Cash registers are still a necessary tool in stores. And accepting checks from customers is perfectly valid. (You still wind up with more money in your bank account.) But these are limiting. They can only be used if the person is physically present or mails you their money. An online shopping cart allows you to sell to anyone, at any time, and virtually guarantees you'll be paid.

Ultimately, if you're not keeping up with "new" methods of marketing and selling, you're going to be left behind and you'll be running time-consuming manual processes forever. (And not getting much closer to growing your business.) ■

CHAPTER

13

The “New” Way to
Market and Sell

If you've followed me so far, you've probably realized I would roll my way around to the "new" methods of marketing and selling. After all, it is your ability to market and sell that keeps your company going... and growing.

And in order to share this information with you, **I'm going to reveal one of the most powerful secrets for small business growth.** In fact, of all the marketing and sales techniques that have been touted in recent years, this one will have a bigger impact on your business than any other strategy you might use.

So if you want to experience real growth with your business, you must become:

The Master of the Moment

So what exactly does that mean? Who is the Master of the Moment? In a nutshell, the Master of the Moment is the business who is standing there the moment a consumer decides to make a purchase.

To explain this a little better let's look at three basic marketing principles you should already know:

People Buy When They Are Ready to Buy

Think back to the story of Yosemite's Half Dome. Despite the many warnings, signs, and trail maps with "recommended hiking gear," a surprising number of people tackle Half Dome unprepared. They don't take

the time to stop and buy water, because when the opportunity arises they don't need it. (Or at least they don't *think* they do.) In other words they don't buy because they're not ready to buy.

Let's experiment with this marketing philosophy for just a minute. Think of the last big purchase you made either professionally or personally. To make this exercise effective, think of a product or service you paid at least a \$1,000 for.

Okay, why did you make your purchase? Did you do it because someone followed you around and practically forced you to buy? (If the answer is yes, be sure to give me a call because I have something to sell to you, too!)

Did you buy because the deal was just way too good to pass up? Did you buy because you had a bunch of extra cash lying around?

Probably not. Most likely you bought only after the thought of this product or service entered your head. Maybe your neighbor or friend made a purchase that you admired. You probably imagined yourself getting the same product or service. Then... you started paying attention to how often you saw this product or service. You might have looked it up online. You probably discussed it with friends and family. And finally, once your thoughts were consumed with making a purchase, you acted.

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In fact, of all the marketing and sales techniques that have been touted in recent years, this one will have a bigger impact on your business than any other strategy you might use.

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In other words, it was a slow process that led you to your decision to buy. (Unless of course you're an impulse buyer. And if that's the case... I've got all kinds of things for sale!)

But for most people purchases are the result of a natural progression. People don't wake up one morning and think, "Oh gosh, I think I'll buy an expensive product or service today." The benefit of letting our minds wrap around an idea first is that, as a consumer, you make better, more informed decisions.

Now as a small business owner, this can't possibly work to your advantage, right? You need people to buy, and you need them to buy now. Which is why most businesses focus solely on the "hot" prospects.

But just because a prospect doesn't buy at this precise moment doesn't mean it's a loss for you and your company. In fact, it's the complete opposite. Because people take their time making up their minds to buy, you're in a position of competitive power.

I'll show you how in a minute, but first let's move on to the next marketing philosophy.

People Like to Buy, But They Don't Like to Be Sold To

Obviously people like buying things. We wouldn't have much of an economy if they didn't. But you know how irritating it is

to be "forced" into a sale.

There's a reason car dealerships have a bad reputation. When salespeople are working on commission, they need a sale and they need it now. And they will do everything they legally can to make the sale.

But what does that do to your customers and prospects? Those who are "pushed" into a sale might buy now, but more than likely they will not become a repeat buyer. They're going to feel tricked and a little bit ridiculous for becoming your "victim."

Well, if you were only concerned about the here and now, employing pushy sales tactics might work for you. But you're not. Your goal is to GROW your business. And in order to do that you must get the most value you can out of all your customers and prospects. You can't run the risk of alienating those that buy from you. Which, of course, leads to:

- Lost customers
- Bad reputation
- Returns
- Customer complaints
- Etc.

And you, as the small business owner, don't have time to deal with issues like these.

Let people buy on their own terms. Help them come to their buying decision. Don't force them into it. Every purchase should be a happy one. In a moment I'll show you

how that can be. But let's address the last marketing principle before we move on.

People Buy From Those They Like and Trust

There was one specific example in the Robert Jenkins story that demonstrated the importance of relationships... the sailing story. Again this was another story based solely on my reality.

When my wife and I decided to sail the British Virgin Islands for our anniversary, I was referred to a particular company. However they were not the first people I turned to. Rather, I followed the standard drill of looking companies up online, cruising through their sites, and then making a few phone calls.

After a half dozen calls, I finally contacted the company I'd been referred to. And their style and sales tactics connected with me. This company was the only one that took the time to get to know me. They weren't rushed. They asked me about myself, shared their own stories, discussed the benefits of sailing, and called to see how things had gone once we returned home.

Remember this... they, too, were a small business. They, like anyone else, needed sales. But their sales tactic was different than most. It was relaxed, friendly, and 100% focused on customer needs.

Let me give you another example that was

NOT included in Robert Jenkins' stories:

One of my greatest enjoyments is going out to eat. There's something very enjoyable about eating out while having a pleasant conversation with friends and/or family. And, in all the time I've gone out to eat, I've learned a few lessons. One thing I noticed is that the personality of my server can change the ambiance of the restaurant and make or break the dining enjoyment.

On a few occasions, I have had a server who was overwhelmed, apathetic, and in some cases downright rude. When such people serve me and my family, it is difficult to include a generous tip or want to linger at the table.

On the other hand, I have often had a server with so much vivacity and personality that I've been persuaded to do things I normally wouldn't do. Like eat dessert. Let me demonstrate how this happens:

"Have you saved room for dessert?"

"No, I couldn't possibly eat another bite."

"Are you sure?" the server says laying a dessert menu open before us. "Just one taste of these brownies and you'll be floating out of this place." At which point the server rubs her round tummy and says, "See, I'm about ready to take flight myself."

Connection made and personality laid on

the line, how can I possibly refuse to eat dessert now? Plus the server is getting a big tip for adding some enjoyment to our evening.

See this marketing philosophy at work?

Plain and simple, we enjoy buying from pleasant, personable people. I have often heard of purchases being made simply because the prospect liked the salesperson. It may not be a wise decision. They may have no intention of making a purchase, but they do it because they connected with someone.

Never underestimate the value of building solid relationships. It is your relationships that drive sales and repeat sales and help you grow your business. Now let me show you how. ■

IDEA

PLANNING
PROCESS

In order to explain how you become the Master of the Moment (and grow your business), I want to re-address an earlier topic: the “old” way of doing things.

When first starting their companies, most small business owners throw money at “opportunities.” Knowing they need to get the word out, they pay for magazine and newspaper space, billboards, pay per click ads, and any other advertising they think people will see.

Unfortunately the average human is bombarded with more than 3,000 marketing messages a day. No matter how brilliant your ad is – people aren’t seeing it. It doesn’t work. The less consumers pay attention to ads, the more ads companies produce until it’s all an informative mess. A mess that doesn’t work.

To compete in this age, to make your business grow, you need a “new” method for bringing in more customers and prospects.

This is where the Master of the Moment becomes the star. You see, this ingenious business owner has learned to incorporate the three marketing philosophies I just shared with you. And the way they do it is **through consistent, effective, value added follow-up.**

Let me give you two very different scenarios and then perhaps you’ll understand what I mean by this.

A friend of mine was in the mortgage business for a while. In her first few months, she decided to purchase leads. Regrettably,

companies that generate and sell mortgage leads give the same lists to several buyers. My friend got her list and hit the phones the very next day. But... she was already too late. EVERY person she spoke to had already been contacted numerous times and had no interest in speaking to yet another loan officer.

Around the same time, my friend talked to a neighbor that was “thinking” about buying a home. She spent several minutes asking the neighbor questions and offering some of her advice. Every time she saw the neighbor, she asked how the house hunting was going. By the time the neighbor got around to finding a house, she and my friend had built up such a solid relationship that the next logical step was to ask my friend for a loan.

If you are going to grow your business, you have got to be the neighbor!

Chasing after potential customers won’t get you very far. If you don’t have a system in place to stay in contact with your prospects and customers, you will always need fresh leads, and you will always be playing a game of hit or miss with those leads. There will be a handful of people who are ready to buy your product or service right now. But you’ll waste your time trying to capture those few individuals.

On the other hand, if you take the time to get to know your customers and prospects and let them get to know you through your follow-up messages, guess who they’re going

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To compete in this age, to make your business grow, you need a “new” method for bringing in more customers and prospects.

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to buy from once they're ready?

That's right! You! If you do this... if you continually follow-up through personalized and value-packed emails, direct mail, postcards, and phone calls, you will have streams of prospects coming to you when they are ready to buy.

So why does it work? Why is follow-up marketing the "new" technique to trump door-to-door selling, traditional advertising, cold calling, and every other sales and marketing method?

Good question.

You Can't Predict the Future

If you knew exactly when someone would be ready to buy your product or service, wouldn't you make every effort to be in front of them at that moment? Of course you would. It's an easy sale. You have a product or service – your prospect needs your product or service. It's a perfect match and a perfect sale for you.

But as much as you would like to, you can't read minds. You don't know when that magic moment – the moment your prospect or customer decides to buy – will occur. And if you're not standing there when that moment appears, your prospect or customer may turn to your competition to fill their needs.

That being the case, YOU have a very important role to fill in your business. YOU must **always** be there for your customers

and prospects.

I love movies, so I believe an example from the movies is appropriate. In "The Princess Bride" three men are devising a scheme for getting past 60 guards at the entrance of a castle. Wesley (the hero and genius mind behind this siege) says, "What I wouldn't give for a black cloak." At which point, one of his side kicks, Fezzik, played by Andre the Giant, reaches into his shirt and draws forth a black cloak.

His simple question is, "Will this do?" With the black cloak as a necessary prop, the hero and his comrades are then able to storm the castle, rescue the princess, and make their escape.

At some point your contact is going to say, "I really need this product or service." And, if you have been following up consistently, you'll become the person who says (and has been saying for a while), "Will this do?"

The result: your contact is grateful to you for being there when they needed your particular services or product. Now they are prepared to storm the castle and you have a new or repeat customer.

The "New" Way Builds Long Lasting (Profitable) Relationships

Naturally you have competition. No matter how rare your product or service might be, someone else is fighting for the attention of your customers. And although your small business might be different from anyone

else... in the minds of consumers you are just like the next company trying to get their business.

Because so few companies do anything to set themselves apart from the competition, you get a chance to truly shine.

Follow-up marketing gives you the opportunity to remind your customers and prospects about your products/services and what you can do for them. Send an email telling your contacts about the other products/services you provide *that they might not know about*. Give them some ideas on when they might want to use your products/services.

And in between sales pitches, include valuable, educational information that your contacts will appreciate learning. Let your contacts know about upcoming events. Write a newsletter with tips, secrets, and other interesting information about your product, services, or industry. But always find a way to keep in front of your contacts until that magic moment when they finally make a purchase.

As a small business owner you can try all kinds of things to grow your business. But in an age where the "old" ways don't work, and humans are training themselves to ignore advertisements... you've got to try techniques that get results.

And follow-up marketing has proven to be the most powerful strategy for helping you grow your business without spending more

on advertising or lead generation. Plain and simple.

When you master the "new" ways of selling and marketing, you'll be able to consistently impress your customers and prospects. How will your prospect react when you send out a message, not asking them to buy, but wondering if they have any questions for you? Can you imagine what your first-time customer will feel like when you contact them after a purchase to make sure everything was satisfactory?

Consistent follow-up is the best tool for building solid relationships with your customers and prospects. Once your customers and prospects know they can trust you... that you will always be there for them, you can guarantee your sales will go up. Furthermore, your customers will:

- Send you more referrals
- Be more forgiving if you do make a mistake
- Be less likely to ignore your marketing messages
- Become raving fans
- Be more likely to provide you with testimonials

Now the power of follow-up might sound too good to be true. You follow-up with your prospects and customers and suddenly you're supposed to grow your company? Even if you've spent months working on Internet marketing or paying for high priced radio ads, you'll find more

success following up with your contacts?

Absolutely! I wouldn't say it if I didn't KNOW what consistent follow-up can do for a small business. But I have seen thousands of business owners double their sales simply by learning to use this powerful "new" strategy.

Consistent follow-up is the one thing Robert Jenkins realized he WASN'T doing in his business. Rather than capitalize on his existing prospect and customer lists, he constantly sought new markets to sell to. And in so doing he missed out on his company's greatest value. ■

15

When There's Not
Enough of YOU to
Go Around



If you've been in business very long, you've probably come to many of these conclusions yourself. You undoubtedly understand the value of consistent follow-up. But like most small business owners, you've stretched yourself too far as it is. How are you supposed to constantly follow up with all of your prospects and customers on top of everything else you've got to do?

Well, for that answer, we have to return to the first lesson Robert Jenkins ever learned... the Roadside Café.

It was no accident that the laptop experience was the first story included in this book. It was meant to serve a particular purpose... to set you up for the lessons that follow. You see, none of the lessons hold any meaning for small business owners unless they realize what Robert did. The key to small business growth relies heavily (if not implicitly) on computers and the Internet.

The use of computers and the Internet has completely revolutionized the way small business owners drive and manage their growth. If a business owner is not keeping up with the challenges AND rewards of technology, they'll wind up in the same place as the road-side café... on the road less traveled by. And here's why:

The Internet Has Created a New Consumer

Much like entrepreneurs, Today's consumer is not the same as Yesterday's consumer.

Yesterday's consumer was content to rummage through the Yellow Pages or drive around town to find what they needed. Today's consumer wants things fast and at the best possible bargain.

They can't wait for you to get around to their needs. They need your immediate attention. If they email you a question and don't get a response for several days, you've lost them. But how in the world are you supposed to keep up with the demands of hundreds, even thousands of prospects and customers? That's a lot of follow-up!

Small Businesses Have More Prospects AND More Competition

Technology has increased the size and location of your target audience. You're not limited to the number of people who can easily drive to your office. Thanks to the Internet, you're able to reach a lot more prospects, which should add up to more sales.

But for all you know you might be competing for business with a company half way around the world. So unless you use technology to your advantage, this seeming benefit could actually be a disadvantage.

Computer Systems Have Streamlined Databases and Processes

In several of the stories I told you that the old ways don't work. Old methods of selling don't work. Keeping customer data in a

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The key to small business growth relies heavily (if not implicitly) on computers and the Internet.

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rolodex or filing cabinet doesn't work. You wouldn't send a letter to answer a prospect's question... you email them. And you wouldn't manually create an invoice. You print it on your computer.

But even as these systems and tasks have been streamlined, small business owners are doing little better than running manual, time-consuming processes. They still type individual emails or sort through files to find exactly which customer (or customers) they're looking for. It still requires a lot of time – time business owners don't have.

To grow your business, you must come to realize (as Robert did) that technology has created new problems... and some incredible, new solutions! Sure – you have demanding customers, larger audiences, and a variety of possible databases and systems. But you could also have one of technology's finest achievements at your fingertips. ■

CHAPTER

16

The Power of
Automation



When I wrote this it was with one purpose in mind... to share the extraordinary power of automation with every small business owner I could. And if I achieve nothing else with this book, I hope at least to achieve that.

Because marketing automation is the fastest, most productive way to become the Master of the Moment. It is the **ultimate** technological solution for helping you:

- Convert more leads to sales
- Get repeat sales from customers
- And grow your business without growing your staff

After all, once a small business owner discovers and adopts automated technology, they will see many of their challenges disappear. Suddenly the overwhelmed business owner takes control of the business. Rather than running the small business gauntlet they find themselves liberated and empowered to do the things they WANT to do most. And more than that... they find the time, tools, and resources for growing their business.

So how does automation simplify your business and leave you free to take your business to new heights? Through every step of your follow-up, processes, and tasks.

The Power of Automated Follow-up

As I said, the number one reason

small business owners fail to follow up consistently with customers and prospects is the lack of time. It's not an easy thing to run your business and keep in touch with all your contacts.

Unless... you automate your business.

With automated technology, it's easy to instantly send multi-step, multi-media, follow-up sequences to exactly the right person at exactly the right time. And to create powerful and effective messages by personalizing those campaigns.

Let me give you an example of how this would work. Imagine a random consumer winds up on your website. In an attempt to capture leads you've included a free report on your site. In exchange for someone's name, phone number, and email address, you're willing to part with an exclusive, high value report.

The visitor is interested so they sign up for the report. And since you understand the benefits of automation, rather than tracking their request, finding and sending the report, and following up with a phone call in a few days, you decide to let your automated follow-up marketing system take over. After all, you don't have the time to be constantly sending off free reports anyway.

Once this visitor fills out the webform with their personal information, your automated system kicks in. Instantly the new prospect is directed to a webpage that says,

“

When I wrote this it was with one purpose in mind... to share the extraordinary power of automation with every small business owner I could. And if I achieve nothing else with this book, I hope at least to achieve that.

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“Congratulations, your free report is being sent to the email address you gave us.” (So far you don't have to do anything.)

The prospect goes to their email and finds the report. They like it. They appreciate the information you freely shared, and they are a little bit more interested in your company. But not interested enough to take action yet.

Now under your old system, the person might have received the report, mulled over it for a day or two, and then forgotten about you entirely.

With an automated system at your disposal, you would never let such a thing happen. Instead the new prospect gets a “personal” email from you the next day. It says: *Hey, I hope you enjoyed the free report. Did you know that product x does exactly what the report suggests? And you send them more educational materials to go along with it.*

Okay, you just moved this prospect to SERIOUS interest stage. Now whether the person buys from you at this moment or not is immaterial. With an automated process you can continue to send **predetermined, prewritten, personalized** letters, emails, faxes, postcards, and voice broadcasts to this prospect for years to come.

And following a well-known marketing “truth,” this person will buy when they are ready to buy. Furthermore, your consistent follow-up is constantly building your

relationship with this person.

Think of where else this might be valuable. What if you wanted to let your prospects and customers know about your monthly promotion? Would you just send a postcard at the beginning of the month and leave it at that? No way! That's called “one-step” marketing, and it's almost completely useless. Rather, you send a postcard the first week, an email the second week, a fax the third week, and a voice broadcast the last week.

With your multi-step, multi-media, follow-up sequence in place, you'll drive more sales and build better relationships with your prospects and customers.

The more you can keep the communication flowing, the better off you're going to be. With the power of automation you can keep in touch with every single contact on your list...without adding more work to your busy schedule!

The Power of Automated Processes

As a small business owner, you wear many hats. Not only do you run your business, but you also act as salesman, marketer, accountant, and many other positions. And the more you grow, the more time you're forced to invest in these activities. But once again, technology has an answer for time-consuming processes.

I want to share just a few examples of how automation is your key to managing each

aspect of your business. Let's begin with the accounting side of things.

Think for a minute about the time you spend creating invoices, processing payments, tracking late payments, and dealing with the collections process.

Once you automate your business, billing and accounting processes can easily be simplified. With the right system you can automate your recurring billing programs and set up notifications for failed credit cards or other important indicators. In other words, your billing becomes a simplified process rather than a standard small business headache.

Let's take another critical aspect of your business... the sales process. Through automated processes you can turn selling into a science rather than a time-consuming art form. And whether you are your only employee, or you have a small herd of salespeople, automation will ramp up your sales efforts.

Consider how much effort you'll save when you can automatically distribute leads to your sales team or build automated triggers when it's time to actually call a prospect or customer.

Selling should not be about outbound hunting, but inbound harvesting. If you are constantly looking for new leads in order to keep your business going, you're doing something wrong. With your automation tools in place, prospects will be coming to

you instead of you chasing after them.

Learn to speak ONLY with the prospects that are hot and ready to buy.

I've mentioned only two facets of your business that automated processes can affect. But with automation you can also increase the effectiveness of your marketing tasks, customer support issues, calendaring, and so much more!

But before you become overwhelmed with automation capabilities, let me get into the last source of automation...automated tasks.

The Power of Automated Tasks

Now as amazing as automation is, there are still some things you must do manually. But that doesn't mean it has to be difficult or time-consuming. Even when you're forced to do a little work, automation can make each of your tasks faster and more effective.

Once again I am going to give you a few examples to show you how amazing automation is.

As you already know, not everyone is the same. On occasion, you may want to send a different message to your prospects than you send to your customers. Perhaps you're running a special and would like to know who purchased product A but not product B.

These are important questions that could

add significantly to your sales (without wasting your marketing dollars). After all, sending the wrong message to the wrong prospects does nothing but leave you with a depleted budget. Who's got the time to compile and segment customer and prospect data into specific lists?

The automated business owner does.

The business owner who has automated their tasks can manage their database effectively with powerful searches that allow them to slice, dice, and segment their customers and prospects into meaningful lists. The end result is ultra-targeted marketing, effective communication, and more profit. And a few minutes of work versus several hours.

And since the automated business has the ability to create these "super" lists, it will also need the ability to track communication. Luckily, automation technology allows that, too.

Once your business is automated, you'll also be able to track all your emails, faxes, appointments, tasks, and phone correspondence by automating the way you plug information into your database.

As incredible as all this sounds, these are only a few of the benefits an automated system provides small business owners. Nearly every task or process in your business can be simplified, time-reduced, or completed through automation technology. And yet this is the one tool

most small business owners are missing. Because they, like Robert Jenkins, are still using manual processes to complete their work.

Once you turn to automation as a solution to your small business challenges, you will have more time to do other, more important things. And with more time you will find ways to make your business more effective and close more sales.

In other words, you can be the road side café for the rest of your life, or you can choose to grow your business. Automation software gives YOU the choice! ■



C

Conclusion

Now the last thing I want to see is a small business owner who finds themselves in Robert Jenkins' shoes, wondering why his/her business failed. But when it comes right down to it, the statistics of successfully owning and growing a small business are against you, unless you know the right strategies and possess the right tools!

When it comes right down to it, the best way to turn prospects into customers and customers into raving fans (and successfully grow your business) is to be there when they need you. By creating powerful moments of interaction with your contacts and following up consistently, you'll build your business faster than any other method.

No amount of discounts, new products or services, or extra bonuses can compensate for failure to follow up. They might bring in a few additional sales, or smooth things over with unhappy customers. But they will not give you that extra push. They won't help you to significantly grow your business.

To truly master your moments with your customers and prospects... to be there when they need you most... to bring in more revenue and save yourself time... you need the type of power automated follow-up marketing provides.

Success will be yours as you ditch the "old" way of doing things and become the Master of the Moment.

Unfortunately not enough small business owners have turned to automation as a solution. They are still trying to manage their companies with "old" processes. And those business owners, like Robert Jenkins, will eventually get left behind. They will invest all their time into their business. They might find some success running manual programs, but at some point their ability to grow will come to a screeching halt.

Now I wouldn't share all this valuable information with you and then leave you high and dry. I know about the power of automation because I have seen it working within the walls of my own company. At Infusionsoft, automated, follow-up marketing has helped not only ourselves, but thousands of small business customers grow quickly and profitably.

For small business owners, automation is easily the most valuable tool you can possess. In fact, Infusionsoft is on a mission to revolutionize small business growth through the use of marketing automation software. So I'd like to invite you to experience the power of automation first hand. Join us for a FREE, online demo of Infusionsoft. This is a no obligation opportunity to simply see what all the fuss is about.

Come discover where the future of small business is headed. And better yet, get in on the latest technology that will put you a step ahead of your competitors.

You can easily view a demo of our marketing automation software at: www.infusionsoft.com/demo

With automated, follow-up marketing, you have the skills and the resources to become the **MASTER OF THE MOMENT**, drive more sales, and grow your business faster than you ever imagined!

Now let me show you some samples of follow-up that have helped Infusionsoft and other small businesses close more sales and increase their revenue. ■

SECTION III

SECTION III

Put the strategies for success into action. Learn how other businesses have grown their companies. See samples, sequences, and other valuable information you should be using in your business to increase profits, and grow your company.

Follow-up Success Manual

By referring this ebook to 2 or more friends we would like to provide you with a “Thank You” gift including 78 pages of marketing content, copy templates, tips and tricks, valuable links, and more (as outlined below). Refer your friends by visiting:

www.infusionsoft.com/motmbonus

Generate More Leads

Sample 1: Template for a Free Report

Sample 2: Infusionsoft Free Report

Sample 3: Free Ebook (cover and table of contents)

Sample 4: Free Ebook (cover and table of contents)

Sample 5: Dentist Profit's Lead Gen Website

Sample 6: Dustin Mathews Lead Gen Website

Sample 7: Voice Broadcast Script

Sample 8: Template for a Free DVD

Sample 9: Template for a Free DVD 2nd Offer

Sample 10: Template for a Free Gift

Sample 11: Template for a Free Gift 2nd Offer

Sample 12: Infusionsoft Newsletter

Convert Prospects to Customers

Sample 13: Infusionsoft Campaign Outline

Sample 14: Holiday Email

Sample 15: Additional Holiday Email

Sample 16: Holiday Voice Broadcast

Sample 17: Holiday Postcard

Sample 18: Holiday Promotion ROI

Sample 19: Demo Registration Follow-up

Tips and Ideas 1: How to Include Offers in Your Follow-up

Sample 20: Perry Marshall Offer Email

Sample 21: Education Piece

Sample 22: Infusion Insight

Tips and Ideas 2: Personalizing Your Message

Sample 23: Perry Marshall Emails

Sample 24: Introduction to “The Edge”

Sample 25: Sales Letter

Sample 26: Template for a Valentine's Day Promo

Sample 27: Template for an Independence Day Promo

Turn Customers Into Raving Fans

Sample 28: Infusionsoft Welcome Email

Sample 29: Infusionsoft Letter From the President

Sample 30: Template for a Welcome Letter

Sample 31: Template for a New Customer Gift

Sample 32: Template for a New Customer Survey Request

Sample 33: Up-selling Email

Sample 34: Up-sell Landing Page

Sample 35: Postcard to Infusionsoft's User Conference

Sample 36: Event Page

Sample 37: Infusionsoft Webinar Landing Page

Sample 38: Template for an Event Invite

Sample 39: Template for an Event – Special Offer

Sample 40: Testimonial Request

Sample 41: Customer Feedback

Sample 42: Template for Testimonial Request

Sample 43: Email Template for a Referral Request

Sample 44: Case Study #1

Sample 45: Case Study #2

Tie It All Together

What Do You Do Now?

To access the Success Manual (where you will find proven marketing samples, templates, and ideas) go to:

www.infusionsoft.com/motmbonus



ABOUT THE AUTHOR

Dave Lee is the Vice President of Marketing at Infusionsoft – the leading provider of marketing automation software. He is a veteran with web-based software (SaaS) and has been using the Internet since 1988 when he first logged on with a Prodigy account to check the Lake Tahoe ski report. Dave is not only a great marketing strategist, but is also extremely skilled in executing the plan. He attributes this skill primarily to the massive inefficiencies he saw at previous 'big' companies he worked for. At one point, he was so fed up with the lack of entrepreneurial drive and dealing with 'red tape' that Dave ventured off to form his own software business, which he ran for over three years before joining Infusionsoft. Dave comments, "This is the first time in my career where I wasn't absolutely bored within the first month of employment! It's strange, but many of my professional and life experiences have groomed me for this role at Infusionsoft." His prior decade working in technology & software companies combined with an entrepreneurial spirit, political science & MBA degrees, and his love of marketing, sales, & working with people make Dave a powerful contributor on the Infusionsoft executive team. Outside of work, Dave loves spending time with his family, lives to ski, and enjoys world travel and reading. ■