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**The**  
**Business Owner's Guide**  
to *Life-changing*  
**Business Growth**

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At the center of your business is a product or service.  
It's what you've spent years and countless dollars learning to provide  
people. And it has *very little* to do with growing your business.



Growth, for any business, comes from specific **upgrades**.  
This report reveals them and how to apply them to grow your business.  
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## Important! Read this first!

Thank you for downloading this report. There is so much to gain from this 30 page report. But if there's only one thing you take away from it it's this:

**Until you can generate new customers on demand, your business and your life are never going to expand like you want them to.**

Think about it. The lifeblood of any business is its customers. The reason so many businesses fail can always be traced back to an issue with their inflow of customers.

**Not enough cash flow ← Not enough sales ← Not enough customers**

But can you just press a button and new customers start coming into your business?

Well, I'm quite sure the answer to that question is a big "No."

But hey, neither can the vast majority of businesses out there. What separates you from the crowd is that you're doing something about it, right here with this report.

If you could generate new customers with the press of a button, I think we can both agree it would change the way you run your business, and your life.

What would you say if I told you that you can spend \$1,000 on advertising and make \$10,000 back in new customer or client sales. That's the kind of math that enables you to scale up your business.

When I say scale up, I mean you can go on to spend \$10,000 and make \$100,000 in sales. Hire the help you need in the business, leverage yourself out, have more time to yourself, and more cashflow coming in. This is what it means to generate new customers on demand.

And that's exactly what you're going to learn how to do in this report.

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## Part 1: What A \$5,000 an Hour Consultant Taught Me

In 2007 I was teaching middle school kids, making about \$20 an hour. I love teaching, and I'm very good at it. But it didn't come close to paying the bills.

Fate had it that I pivoted from teaching school children foreign language to teaching Fortune 500 companies how to use cloud technology. I was using the same core skills—communication, motivation, and education—but making twice as much money.

Same core skills, double the pay. It was a game changer for me. I realized that the amount I can charge for my talents is *relative*...what someone pays me goes up and down depending on my customer.

The company I was working for at the time saw my talents. They gave me a raise and moved me from their training team to their marketing team.

School teacher, technology trainer, online marketer...each new position required essentially the same core skills. But each new position made me progressively more money. I was on to something.

And this is where Jay Abraham, the \$5,000 an hour consultant comes in.

If you don't know Jay Abraham, he is a world leader in marketing and business strategy and is responsible for an estimated \$9 *Billion* in added revenue to businesses around the world over the past 30 years. It's probably a good idea to listen to what this man has to say...unless you like hitting your head against the wall.

Without realizing it, I had been doing what business leaders pay Jay Abraham \$5,000 an hour to teach them.

Maximize, then Multiply.

## Maximize, then Multiply

While I was busy maximizing the dollars I earned with my core skills, Jay Abraham was traveling the world teaching businesses how to maximize their dollars earned per customer.

Now, the secret rule to keep in mind here is “The one who can afford to spend the most on advertising wins the market.”

Therefore, Jay Abraham’s first step in winning your market is to maximize the value you’re getting from each customer. This is called the Lifetime Value (LTV) of your customer.

### Here’s a quick way to figure out the LTV for your customers.

1. How much does a customer spend with your business on their first purchase?
2. How many times over 12 months would they purchase?
3. How many years will they continue to purchase?

Sometimes it can feel hard to answer these questions because they can vary from customer to customer. Just use an *average* between the minimum and maximum numbers that you can reasonably expect.

Let’s say a first purchase with you is typically \$750. And usually the customer will purchase twice a year. And they will stick around for 4 years. Your customer LTV is \$6,000.

First Purchase x Purchases/year x Number of years = LTV

$$\text{LTV} = \$750 \times 2 \times 4 = \$6,000$$

Does that make sense?

People are often shocked to see how much each of their customers is really worth to them. But it's a critical perspective shift to have if you want the kind of business growth we're going to cover here.

Now, if you're making \$750 on a first purchase, how much of that is actual profit?

Let's say for the \$750 purchase your total profit is \$250. If the customer averages two purchases a year for 4 years, that's \$2,000.

At \$2,000 profit, you can easily spend \$250 on advertising to generate this customer, break even on their first purchase and still walk away making \$1,750 over their lifetime.

(You may want to re-read that last section to get the math).

But here's where it gets exciting.

If you can **increase** the LTV per customer, you can be making more money per customer, and as a result be spending more money on advertising than any of your competitors. You will then win the market for new customers.

This is how huge companies like Samsung, Nike, and Wholefoods are able to scale out their businesses and dominate their respective markets. They can afford to spend more on acquiring new customers than any of their competitors.

Let's imagine two competing companies, Slow Co. and Grow Co., and both companies make the same profit per customer of, say \$400 LTV.

Slow Co. decides they want to spend \$300 on advertising. They hope to increase their customer base. They try to multiply first.

Meanwhile, Grow Co. decides to first figure out how to make more money per customer. They came up with an added service to their core offering, renegotiated lower rates with their supplier, and increased their prices by just 10%.

Suddenly Grow Co. has increased their LTV, ending up with a profit of \$650 per customer. At this point, they can afford to spend \$550 generating a new customer, which is nearly *double* the advertising power of Slow Co. They've Maximized, then Multiplied.

**First you have to figure out ways to maximize your profits per customer. Then you can use that extra money to multiply your customer base for serious growth.**

What if you maximized and multiplied your own business? What would that allow you to do?

Up next we're going to talk about ways to do that. But just to get you thinking, what are some new services or products you could sell beyond your core offering?

Alright. If you want to grow your business, if you want to scale up and leverage yourself out (i.e. hire help to take over the nitty gritty), you must understand something. There are only three ways to grow a business.

### **The Only 3 ways to Grow a Business**

You might be thinking, "Only three? There's got to be more!"

Yep, there's just three. I call them Upgrades, and here they are:

- 1) Upgrade the amount each customer spends
- 2) Upgrade how often each customer buys
- 3) Generate more customers

There you have it. The only three ways to grow your business.

It sounds simple enough, but unfortunately, most people approach it all *backwards*.

They think "Once I have enough customers, I can start to increase my prices and then add to my offerings."

That's why they end up spinning their tires and going nowhere. They're waiting for a breakthrough to happen without giving themselves the resources to actually go do it!

Let's look at it from the "Maximize, then Multiply" standpoint.

When you try to acquire new customers *before* increasing your LTV, you will quickly hit a brick wall in terms of how much you can spend on advertising to get new customers.

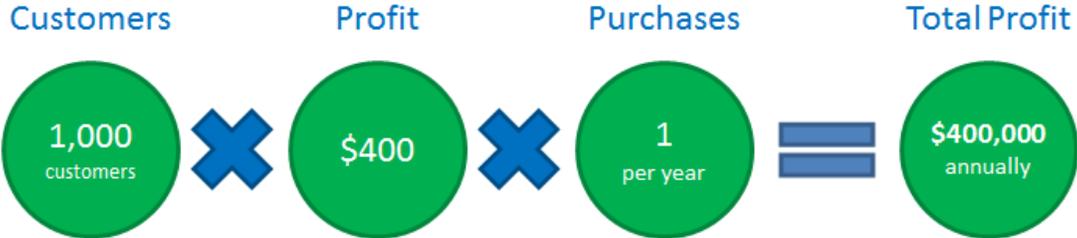
But, if you first increase your LTV, you'll have the money to spend on advertising that multiplies your customer base...and beats your competitors.

*"But if I hike up my prices, I'll lose the customers that I already have!"*

Listen, I don't believe a 10% price increase will kill your customer base. In fact, I think it's going to increase it.

Here, check it out:

Let's say you have 1,000 customers, and they each spend \$400 with you.



Now, what if you increased each of those by just 10%?



You'd end up with a 33.10% increase in profit! That means serious resources for building up your business and getting new customers in the door.

By just increasing each one of the factors by 10%, a business can trigger a permanent change in its growth capabilities.



This is exactly what successful businesses are doing. They're maximizing their LTV, then multiplying their customers.

The rest of this report will give you real, actionable ways to use these three methods to upgrade your business to where you really want it to be.

If you haven't already got a pen and paper going, grab them now, because you're bound to start brainstorming ways to upgrade your cash flow as you finish this report.

Let's go.

## Part 2: Upgrade how often each customer buys

By now your mind should be racing with excitement at the possibility of upgrading your business. Buckle up, because you're about to find out how to increase your sales (even if you're a dentist or don't see yourself as "selling"). And this is one of the easiest and most effective ways there is to increase sales.

What I'm talking about is advertising to the people who most want to buy from you.

Now, let's say we wanted to send out an offer to your local area that gets people coming into your business, ready to make a sale.

Who would be the best group of people we could target?

**Option #1** - Send your ad out to a random local selection

Not recommended. There are far too many people that simply aren't interested in what your business can do for them. Money down the toilet.

**Option #2** - High income neighborhoods

This is a nice idea. But in these neighborhoods there are too many non-prospects living there as well. It's not a pure pool of high income earners (I'm assuming you'd like to target high-income earners).

**Option #3** - Known high-income professionals

Now we're getting somewhere! This is a list consisting only of top executives, lawyers, doctors, accountants, real estate agents, owners of expensive homes, etc. This option really whacks away the weeds on our mailing list. But we're not matching your product/service with the people who need it.

**Option #4** - People who've purchased in your product/service category (and are known high-income professionals...)

Well this is getting much better! I mean, this is quite good. High income earners, in your local area, who have purchased something along the lines of what you offer. But we can do even better.

**Option #5** - People who've purchased similar product/service to what you offer (and are known high-income professionals...)

This is really great. Because we're no longer in a broad category, "health care" or "home improvement" or "finance". We're now talking about your specific niche, "Chiropractic" or "Landscaping" or "Retirement Planning"!

**Option #6** - People who are repeat buyers (and are known high-income professionals, who have bought the same type of thing you offer...)

Yes! Not only have these people bought something just like you offer, but they've done so many times!

**Option #7** - Big spenders (and are known high-income professionals, and repeat buyers in your niche...)

Wow, we're smokin' hot now!!

**Option #8** - Recent buyers (and are known high-income professionals, and repeat buyers in your niche, and are big spenders...)

This would actually be the ultimate, perfect group to send your mailing to.

Recent purchasers are some of the most likely people to come back for more. They are actively in touch with their problem (to which you offer a solution), and they either still need a solution or they just want more of it.

Would you believe it though, there's still one more group of people that you could send to that almost always beats any of the options we've covered so far.

Any guess as to who they are?

Ready? Ok.

**Option #9** - Your own list of current and past customers!

Yes! Your own list of customers is almost always the strongest group to send out an offer to. Not only do they have all or most of the qualities we've covered, but they already know and trust you and your product/service.

There's one catch though. They can't just be your customers.

They need to be your SATISFIED CUSTOMERS!

Now that you've got your own mailing list of your own customers, you are armed with a surefire way to increase income.

This is absolutely critical for businesses that work on regular purchases throughout the year, such as a store. But even if you sell one-time purchases,

you can still leverage a customer email list, as you'll see in the second example.

### **Example #1: Multi-purchase business**

A small business lingerie and women's hosiery store I was advising had a list of hundreds of past customers. Occasionally they would send out an email announcing an upcoming sale, and some of the past customers came back for more. Great.

Now, the problem is that this store was sending out the same exact offer in local print ads. The same people reading the email offer were reading it in the local paper too!

What that did was make their mailing list no different than the very expensive local paid ads.

A far more powerful approach is to make the email subscribers privy to exclusive offers...sales, deals, and other buying opportunities they won't find in the local print ads.

This does three things, and they all increase your income.

#1 - Creates a pattern of sales and offers that cost NOTHING to advertise. And remember, this is the hottest list of people to advertise to. Goodbye money-wasting ads!

#2 - Increases signup rates for the mailing list. Because customers know they're going to get value they can't get anywhere else. The more people on the list, the less you rely on expensive print ads alone.

#3 Increases total sales for the year. Since exclusive offers are for a VIP group of customers, the offers can be tailored to maximize sales from these repeat buyers. You can add things like urgency ("Next 48 hours only!"), or big-purchase motivators ("Buy 2 get 1 Free!"). This allows the local print ads to focus on creating new customers, not getting old ones to come back.

Once you get them coming back for more, you can put that extra cash into advertising that gets you NEW customers. Can you see how much more powerful that is?

But what about someone like a personal injury attorney, whose clients are likely (hopefully!) not repeat customers. Keeping them on an email list is still gold!

### **Example #2: One-time customers list**

Let's imagine a personal injury attorney whose collected a list of 100 past clients.

Of course there's no 48-hour sale he can make, but all it takes is a twice-yearly "Seasons Greetings" email to potentially rake in a handful of referral cases from his past clients' friends and families!

What a business gains in this case is...

- a) A pile of money he wouldn't have had, "but for" (attorney pun) his email list.
- b) A grand cost of zero dollars to acquire new clients.

Can you see how you're sitting on a goldmine of past and current customers?

Now, past and current customers are not a scalable source of income; there's only a limited amount you can make from that pool of people alone. But what you're doing is maximizing your investment in each customer.

You've spent money getting these customers to your business. Now we need to maximize what you get out of them (not forgetting customer satisfaction, of course).

**Take away action**

Think of 2 - 3 ways you can tap into the pool of people who have worked with you or your business in the past.

If you can do this, you will be earning more money for every customer that you work with. You will increase the amount you can afford to spend to generate every new customer, and be ready to work with a scaleable source of customers on demand (discussed in Part 4).

### Part 3: Upgrade the amount each customer spends

Now we're going to talk about something we all love: making more money.

You're going to see three powerful ways to do that. Increase prices. Upsell. And, Resell.

#### Strategy #1: Increase Prices

This is easy money.

The main issue people have with increasing their prices is they fear that customers will stop buying.

But you don't need to double your prices in one go to make a difference in your business.

Remember, we're trying to maximize what you make per customer so you can afford to acquire even more customers.

With a mere 10% price increase, you will have the funds to do just that.

That's it. 10%.

I think it's safe to say that you will not lose 10% of your customers from a 10% price increase. Studies show that 10% is around the level where customers only begin to notice you've changed the price!

In fact, if you price your products and services wisely, an increase in price can sometimes lead to higher sales volume.

The best part is, this requires almost no planning and strategizing. Just a simple 10% bump.

There is one caveat that can make an even bigger difference though.

Studies show that you will get more sales if you round close to the magic number 9. Even if it means a little less than, or more than 10%, round it to 9.

So if you currently charge \$180, adding 10% would make \$198. Go ahead and make it \$199. Or if you charge \$1,500, instead of increasing by \$150, just up it by \$149 to make it \$1,649.

I agree with you. I thought “no one falls for that.” But that’s what multiple studies continue to show.

The extra money you’ll glean off of your new pricing will give you even more leeway with your advertising.

## **Strategy #2: Upsell**

Now, this is the fun part.

This is where you figure out ways to have your customers happily spending more money with you, because you’re offering them more of what they want and need.

Let’s dive right in with an example.

I recently bought a new bed for my wife and me. We had intended to buy just a specialized mattress with extra back support. We ended up buying *two* mattresses, two pillows, a mattress protector, and set our eyes on a new bed (we later bought) and specialized house slippers (upcoming birthday gift).

How did this happen?

Well, from our perspective, as customers, I work really hard, and my wife suffers from back and foot pain. So quality sleep and comfort are really important to us.

What the bed store did was match their offering to our wants and needs. Once they helped us pick the right mattresses, they whipped out more items that can enhance our sleep and minimize my wife's pain.

The salesman brought out pillows made from the same awesome material as the mattresses. I absolutely love this pillow, and even travel with it!

Since we have a 4-year old who climbs on our beds, they pitched us a water-resistant mattress protector. We bought it, because a \$50 insurance policy against toddler spills and baby accidents makes us sleep even better.

We needed a new bed frame, and could easily have bought it elsewhere. But...since we were there in the store, and saw the one we liked...bingo! (Helps to have a sale going as well.)

As for the slippers...what do slippers have to do with beds?

Look, the lesson I'm trying to teach you here is—picture your own business, but listen carefully to the example—a bed store can either be a store for beds and mattresses, or it can be a store for sleep and comfort solutions.

Because that is the exact frame of mind many customers have when walking into the bed store. Just like we were. So naturally, house slippers that actually alleviate my wife's chronic foot pain push all the right buttons, and we happily buy!

Let me stress here that I strongly believe in win-win business. If your customers feel like they've won, then you've won too.

So when I say "upsell to your customers to increase your LTV", I'm not suggesting you manipulate your customers into bait-and-hook style traps, like hidden fees, etc. You may make more money in the moment, but you'll also develop a bad reputation. It kills your LTV in the long run.

Alright. Time for a take away...

### **Take away action**

Think of 2 - 3 ways you can add products or services to your business that complement your core offering.

When you add the right products and services to your core offering, you will certainly increase the lifetime value of your customers.

Even if only 1 out of 5 people make upsell purchases, you'll be making 20% more from the exact same advertising cost!

### **Strategy #3: Resell**

Has your business started reconstructing in your mind yet?

Well, if you thought the previous business upgrades were good, it's about to get even better.

Reselling is a bit like the upselling we just covered, only better. Because it's easier.

Whereas upselling can sometimes require stocking up on inventory, reselling only requires up-front work, and easy earnings after that.

What am I talking about?

Instead of selling physical products that you house in your office or warehouse, reselling is where you match your customer with someone else's product or service. And you keep a percentage of the sale!

Again, these are products or services your customers are likely going to need after working with you anyways. You do them a favor by pairing them up with the other business' product or service. Everybody wins!

All you have to do is speak to the other people selling these products or services and offer to sell them to your own customers for a percentage of the sale.

This could be anything...

- If you're a real estate agent, you could resell landscaping services to new homeowners.
- If you're a personal trainer or health coach, you could sell subscriptions to FitBit or other tools that your customers are likely going to want to use.

You might not resell to a ton of customers. But even if just 1 in 10 buys, say \$500 in services, of which you earn 20%, that's \$100 easy dollars added to your advertising firepower.

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If you apply these three powerful upgrades to your business, you'll easily see an increase of 20-30%.

That's 20-30% more energy you can spend on expanding your customer base, and 20-30% more advertising power that your competitors can't compete with.

Can you imagine an extra \$25,000 put toward advertising your business?

What would your business look like if \$25,000 worth of advertising were placed right in front of your potential new customers?

## Part 4: Generate Customers On-demand

This is where the real magic happens.

Remember page 1 of this report when I asked "Can you just press a button and new customers start coming into your business?"

Well you're about to find out exactly how to do that.

I'm going to show you how I build online marketing funnels that literally pump new customers into businesses with the flick of a switch.

If you want 10, 20, 30, or even 50 new leads/prospective customers a month, you can have that.

I'm not talking about random people calling you up.

These leads are as close as you'll get to organic word-of-mouth referrals. People who know who you are, are interested in what you offer, and are ready to book an appointment with you.

The best part is, this on-demand customer generation system can be scaled up to whatever capacity your business can handle.

What's scaling up look like?

When you can spend \$1,000 and make \$10,000, or spend \$10,000 and make \$100,000, that's scaling up.

How would that change your business? How would that change your personal life?

This kind of perpetual customer stream gives you the cash flow to hire extra hands, leverage yourself out, expand the business, build your reputation, and *seriously upgrade your income.*

So. Before I show you how to do all that, I want to teach you how to make sure the new customer leads are top quality leads, eager to speak to you.

## **The Four Elements of Client Generation**

When you get a client referrals, it feels great for two reasons.

**1)** It means a past client gained so much from you that they told their friend to work with you too. *Ego stroked. Customer satisfaction validated.*

Very nice. But more importantly...

**2)** You just got a new client in the door who knows who you are, what you can do for them, and has taken action to seek your help. *Money is just around the corner!*

I can't stroke your ego, but I can reproduce that second experience for you.

My goal is referral-quality leads. To meet my goal, the leads have to have these four qualities.

1. **TRUST:** They must feel that they can trust you. They have to feel comfortable spending money with you, and not be afraid you're going to turn out to be a fraud, or work against their interests.
2. **CREDIBILITY:** They've got to feel you are capable of solving their problem. It's not enough to be honest and trustworthy - they want to know you can get the job done.
3. **DESIRE:** Even if they trust you and see you can get the job done, if they don't want what you have to offer, it's not a good lead. They've got to know what you can do, and *want* it.
4. **VALUE:** They need to see the value of what you're going to bring them. Wanting it is not enough. They need to know that it's a worthwhile investment that justifies their desire.

When you've got leads coming in with these four qualities, there's so much less friction in bringing them onboard and actually helping them out.

Ready to see how we do it?

## Building Trust

Notice I said “building” trust. That’s because prospects are starting out with *distrust*. That’s just the way we operate. So how do you build up their trust in you?

You’ve got to be open, honest, real, and vulnerable.

These are also the qualities of our favorite leaders. Your customers want to look up to you. When you’re real, open, and vulnerable, people respect that and they will see that you’re trustworthy.

## Earning Credibility

Trust is the first step. But you’ve also got to earn credibility, to show them you’ve got what it takes.

This will be easy for you because you’re not just starting out. You’ve got experience on your side.

Now, here’s the thing. Degrees, certificates, and other wall-hanging credentials can help (sometimes they’re required), but what people actually want to know is *“Will this person get me the result I want?”*

Use testimonials, success stories, and your own track record to show off the results you’ve achieved for others.

You can also put in place guarantees. People love guarantees because

- a) it minimizes the risk for them, and
- b) you wouldn’t make a guarantee unless you know you can get the job done!

These are powerful ways to earn credibility.

## Creating Desire

You would think trust and credibility were enough, and that people already know what they want. Here’s the funny thing...

People get *comfortable* in their problems.

You've got to snap them out of it. Wake them up to the possibility of something better! But how?

You use comparison.

Show them where they are now, and compare that to where they want to be.

Too many people say "I'm an accountant." What they should be saying is "I can show you how to make the most income and pay the least taxes as possible, and put your future investments into tax-free assets."

Compare where they are now, to where they want to be.

"Right now you're wasting thousands of dollars every year from going it alone in your taxes, and it's a headache to file. Let me do the dirty work, and I'll show you how to put several thousand dollars back into your pocket every year, so you can make the most money and pay the least taxes, legally. Plus, I'll help you put your kids' college funds and your own retirement funds into tax-free accounts. Wouldn't a few thousand extra bucks a year buy a nice vacation?"

How much more inclined are you to go speak to an accountant now?

This is not a trick.

What you're doing is getting them to *stop settling for less* than what they could be having. To stop being comfortable in their predicament.

### [Showing Value](#)

The last pillar is showing the value of the result they now want. This is important because people have a hard time justifying investing in themselves, even when they desire it.

So, put it into dollars.

If you're going to save them \$5,000 in tax returns and strategic tax planning, spending \$500 with an Accountant is a great investment. Throw in saving them the headache and stress of doing it on their own, and they'll have no excuse but to help themselves to your services.

Show them why it's an amazing deal. And show them how they will benefit from doing business with you.

—

If you have all four elements in place—they trust you, see you've got credibility, desire what you offer, and see the value in doing business with you—the leads coming through will be as close as possible to good 'ol word-of-mouth referrals.

Now let me show you what this looks like in practice.

### Example Funnel



This is the exact marketing funnel I use to turn \$100 into \$1,000.

Likely you've been through a funnel like this before—are you on any mailing lists?—but you didn't even realize it. That's because they work.

This may not make 100% sense just yet.

What's important to understand at this point is that you're not selling or even advertising your services/products to them on Facebook.

What you're doing is offering them genuine value, creating a relationship with you, and pretty soon, they'll see every reason to speak to you further about how you can help them solve their problem.

Let's break down each piece of this funnel now.

### **Item #1: Ad**

This ad was for an educational program that teaches teenagers to start investing. The ad was targeting their parents.

 **Young Investors Alliance** Sponsored ·  Like Page

Parents of Teenagers...Find out what's missing from our children's education, and how they can use their personal strengths to build a million dollar retirement in just \$5 a day.



**Your Teenager - Confident, Wealthy, and Successful**

Parents of Teenagers...Find out what's missing from our children's education, and how they can use their personal strengths to build a million dollar retirement in just \$5 a day.

[YOUNGINVESTORSALLIANCE.COM](http://YOUNGINVESTORSALLIANCE.COM) [Learn More](#)

 Like  Comment  Share

What kind of person do you think is going to click on this ad?

Parents who have teenagers of course. 75% of them were women, actually. And they were all interested in how their child could succeed financially.

This Facebook ad was costing \$0.23 per click. That compares to Google Ad Words ads that usually cost 5-50x that price per click, depending on the industry.

Prospects click the ad and go to our Landing Page.

## Item #2: Landing Page

After clicking on our ad, the prospect arrived at our landing page where we offered them our free report.

**The Young Investor's Self-Discovery REPORT**

Teaching teenagers to discover their money-making sweet spot, and build a million dollar retirement with just \$5 a day.

**What's inside...**  
Learn what American high schools are NOT teaching our teenagers that can disable their earning power for decades!

**1** The missing ingredient to motivate your child to succeed in school and outside of school

**2** What your teens must know to stand out as high achievers

**3** How your teen can amaze college admissions and be recognized as unique

**4** The one simple secret that ensures your teen will succeed in life, anywhere.

**5** What your own child can do this year to set themselves up for financial stability

**The Young Investor's Self-Discovery REPORT**

Email me the report now

Free For A Limited Time Only **A VALUE OF ~~\$69.97~~**

It's important to realize that we're not selling them anything here. We're just giving away valuable information that's going to actually help them.

This gives you instant credibility as an expert in your field. The fact that they've already gotten help from you, completely free, shows that you're all about giving them value.

Of course, we can't expect every person who visits this page to download the report. This page was getting a 14% conversion. That's actually low for our standards. We like to get closer to 25% or more.

When we spend \$0.23 per click, and 14% convert to leads in our mailing list, it costs us \$1.63 to add someone to our mailing list.

Let's pretend you could buy a ready-made mailing list of, say 1,000 interested prospects like these. I don't believe there's a sane marketer out there who wouldn't advise you to invest \$1,630 ( $\$1.63 \times 1,000$ ) to purchase that ready-made list.

If each sale brings in \$1,000, all you need to do is convert 2% of your mailing list to turn a \$20,000 profit off of less \$2,000 investment. And at a bare minimum to just *reimburse* your ad spend, you'd need to make a measly 0.2% sale rate from your 1,000 person mailing list. That's 2 people out of 1,000.

In the next step of the funnel they read the report.

### **Item #3: Report**

If your report is junky, you shouldn't even bother advertising. If this funnel is going to work, the report must be top quality.

I don't know if you've noticed, but you're actually going through this exact marketing strategy *right now*.

You saw an ad on Facebook, opted in on my landing page, and have read 27 pages of solid business and marketing advice. Advice you can begin implementing today!

Can you see how this type of strategy is so powerful?

But if your report is low quality...no one will read it. Your funnel will have a big blockage, like an artery with a blockage where nothing flows.

On the other hand, a smashing report allows you to show prospects what you're made of, gain credibility, and well-earned trust. It's also a perfect opportunity to show them the true value of your offering.

### **Item #4: Offer**

Now that you've used the 4 elements of high quality lead generation to construct your funnel, it's time to make them an amazing offer.

What's an amazing offer look like?

An amazing offer should build off of what you've already got going in your funnel: you've shown them you're the real deal, and that your approach is to provide value to customers. Your offer should be just that. Something highly beneficial to your prospects that has real value.

For example...

In a minute I'm going to actually invite you to have a free 30-minute strategy session with me. This kind of time usually goes for \$150. And anyone who reads this report gets to have it for free.

In those 30 minutes, you're going to have a strategy building session where we'll start putting together a marketing plan customized to your business.

If at the end of the call you'd like to do business with us—terrific! And if not, that's great too, because the most important thing is that you gain value from all this. That you walk away from the strategy session with a plan you can implement, feeling good and excited about your business.

Can you see how my own offer is more about giving value than trying to make a sale?

With an offer like that, your business will win new customers with ease.

When you can spend \$1,000 to make \$10,000 or more, everything in your business and your life will change for the better.

And the best part is, when you have that kind of ROI, you can scale it up—as much as your business can handle. Can you imagine what your life will look like when you can hire the right staff and leverage yourself out?

## Part 5: Catapult Your Growth

If you've read this far, I commend you for investing in your business growth.

How would you like to have someone like me personally develop a lead generation funnel like this for your own business?

My unique on-your-side approach to marketing is (sadly) hard to find. But this offer is not for everyone. This offer is only for people who are serious about growing their business well beyond where it's currently floating.

### Why would I give this away?

There are 3 reasons I've created this offer.

1. Right now I'm looking for business owners I can personally work with to help upgrade their business and bring it up to \$250,000 or even \$1 million+ a year. People who have serious potential and want to take their business to the next level.
2. If you're an ace like that, then my biggest desire is to build you a free marketing plan that unleashes your potential. A plan so strong that it brings hundreds of thousands of dollars more to your business, so that you'll want to work with me too.
3. I love doing this. The way I see it, I'm helping give people financial freedom *and* unleash their talents on others who desperately need their help! It's a thrill for me because everyone wins. So, even if after 30 minutes it's not a good fit, I still want to give you as much value as I can.

As you can imagine, this takes up a sizeable amount of my time. This is only open to a limited number of people at any given time and closes on a first-come first-served basis.

If you're interested to book a free strategy session, contact Rebecca at [Rebecca@GreenStreamMarketing.com](mailto:Rebecca@GreenStreamMarketing.com)

Or click on the link below to book a session directly from my calendar.

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[calendly.com/green-stream/30min](https://calendly.com/green-stream/30min)