

Sales And Marketing Summit



Awakened

HELPING YOU CREATE YOUR LEGACY

Entrepreneurial Authoring • Executive Mentoring • The Person You Must Become

**"How To Triple Your Net Profits Instantly While
Positioning Yourself As The Intentional
Choice In An Over Crowded Market Place."**

Presented by Glenn Dietzel & Awakened, LLC.

Don't Move Beyond This Page Before You Read The Following?

Are You The Intentional Choice Of Your Market?

Are you the Knowledge Broker for your Optimum Clients who want to choose ONLY you?

If this does not sound familiar to you, **then this is why you are here today.**

WARNING: What you will discover today has never been revealed before.

This is so powerful that clients have invested upwards of \$100G to have my company create their own system and write their marketing program for them that position them in the new era we now live in: The Recommendation Age.

Your target market is faced with a very real problem. With limited time and opportunity to experiment, your ideal clients intentionally narrow their choices to those who are on top.

And this is acutely true in the Recommendation Age in which you now live.

This is not about how to make money. This is about how to use a little known law called Zipf's Law to compel your target market to want to **crave** a relationship with you.

It is a proprietary model that will show you specifically how to take an idea and strategically transform it into a Recommendation.

A Recommendation where your optimum clients can ONLY say **Yes** to you. Over and over again.

A model that will ensure you accelerated Business Profits just like it has done for hundreds of our successful client's world wide.

It is NOT that it is expensive and difficult to separate yourself as the only choice like most would tell you. It is that there is a very specific model that few truly understand.

Here's the Proof. Over 90% of businesses fail to make a profit with their products! And the new business reality in the Recommendation Age requires that this be so!

How can you command Zipf's Law to your advantage?

The answer lies in your ability to become an Insider in the Recommendation Age to reap the untold wealth as a Knowledge Broker.

Research shows that the best lead generator is your book. Bar none.

Not just any book. But an Entrepreneurially Sound Book which aligns your passion to the right distribution channels where you are more than an Expert. You are the Intentional Choice.

You have qualified for this system where you will discover a new business technology to manipulate Zipf's Law as the Intentional Choice for your Optimum Clients.

As a former Vice Principal, my goal is to teach you specifically. I will reveal to you the exact Attitudes, Skills and Knowledge to win in any economy.

That's why I have created this system for business owners just like you to prove "in real life case studies" the dynamics of the most powerful business lead generation system in history.

It's much more than an authoring course. It will teach you How to become the Intentional Choice for your ideal clients.

Congratulations on investing in your future!



P.S.

Your future begins today!

P.P.S.

"The effectiveness in terms of the revenue that my business is earning has increased exponentially. Having Glenn as my coach has changed things dramatically --I have a more effective and efficient business model. I can't recommend Glenn's coaching strongly enough."

-Joel Comm, Edmond, Oklahoma
NY Times Best Selling Author

"I can unequivocally recommend this program to anyone who wants major impact in their life. Using the strategies that Glenn takes you thru, I have been able to do over \$600 million in increased profits with my clients in the past 3.5 years!"

-Robert Smith; President, Genimation Group, Colorado

Pre-Summit Questionnaire

1. What is the lifetime value of an existing client? (What is the dollar value of that client?)

2. What is cost to acquire a new customer for your company?

3. What is your marketing system for prospected client conversion?

4. Describe your marketing system for generating leads?

5. How do your best clients discover you?

6. Describe your trackable marketing system?

7. How many contacts does it take your company to convert a prospect into a client?

8. What is your return on investment for **every** marketing dollar you spend?

9. How do you test your marketing strategies to determine which performs best and how to improve them?

10. Answer the following question as soon as you finish reading it from a gut, visceral level: Is your marketing system a one dimensional or tactical approach or is it a marketing system: multifaceted, strategic, incorporating online and offline combinations?

Three Important Questions to Ask Yourself to Prepare for Today's Summit:

What is your current biggest **marketing challenge**?

What is your current biggest **marketing opportunity**?

What is your current biggest **marketing strength**?

Describe Where You Want Your Business To Be Including Revenue?

A. 6 Months From Today?

B. 1 Year From Today?

C. 2 Years From Today?

9:00 Introductions, Agenda and First Assignment?

Why are you here? What was it about the email that the Chamber of Commerce sent to you that got your attention, made you invest a nominal \$130 and show up?

I am here because:

What do you want to walk away with? In other words, when you go back to the office and your colleagues ask you whether the day was worth it or not, what will you need to have learned to say that the day was worthwhile.

When I leave here I want to know:

1.

2.

3.

Three Key Business Principles

1.

2.

3.

Three Key Entrepreneurial Ethics

1.

2.

3.

To Command Zipf's Law In The Recommendation Age

1.

2.

3.

9:45 Why Emotional Direct Response Marketing That Uses Zipf's Law and Milgrim's Law Is Your Only Option

Key Principles:

1. Entrepreneurship is the ability to take a lower-form of productivity and raise it to a more productive level.
2. Marketing begins with the inception of an idea, creating a natural lead generation system to convert a first time customer into a long time client where your ideal client naturally refers other people to you.
3. Selling is the most important metric of all your marketing. Its effectiveness is measured by the exchange of your value for money.
4. Another way of viewing the relationship of marketing and sales is the following? Selling is the highest form of influence and Marketing is the most powerful way to change lives.
5. Leverage in the Recommendation Age is powerfully demonstrated by discovering how to control Zipf's Law. To control a market you must create your own unique system and set of vocabulary and marriage this with an automated sales and marketing funnel.

Zipf's Law

Because of an increased constraint on people's time and opportunity to explore options, people will naturally choose individuals, companies and organizations who are on top. In other words, the market place loves a winner and will

constantly choose a winner over anyone else.

Milgrim's Law

People tend to listen to authority figures/experts even against their own good judgment. They even do so when they feel uncomfortable with what they are being asked to do. In other words, people will obey experts almost blindly.

Goal Of Today's Sales And Marketing Seminar

In today's seminar, you will discover how to leverage Zipf's Law using Milgrim's Law. You will discover a system to create value so that you differentiate yourself uniquely. You will leverage Zipf's Law through an automated lead generation

system where you become the Intentional Choice of your Optimum Clients?clients who only want to do business with you!

Marketing Is Your Communication To Your Market To Engage Them Immediately.

Effective Marketing is a diversified, systematic approach to driving pre-qualified, pre-interested, pre-motivated prospects that are pre-disposed to doing business with you. It involves a system that will run _____ and does

not require active, manual labour on your part. If you implement proper marketing practices, they will be accountable, trackable, and measurable. The net result is that your ideal clients will call you!

What Marketing Is Not!

Knowing what not to do is as important as knowing what actions to take when it comes to effective marketing. Effective marketing **is not** name recognition. **It is not** "Building a Name." **It isn't** building an image or ego. **It isn't** getting your

name in front of as many people as possible. **It is not** bragging about how superior you are. **It is not** copying the Fortune 500 marketing strategies. **It is not** following what the school system teaches about marketing. **It is not** begging

people for referrals. **It is definitely not** using unethical and manipulative tactics in the market place. **It is not** taking people to lunch. **It is not** playing tennis or

golf. **It is not** having a sales brochure and a business card. **It's not** having letters after your name, or a professional degree or course. **It's not even** being good at what you are doing. Finally: effective marketing is **NOT SELLING!**

Three Principles of Advertising

One: Never do anything if you can't directly track its results

Two: Never run an ad a second time if it did not work the first time

Three: Never fall in love with your ad. Never!

Marketing In The Recommendation Age

1. **CREATE** information that interrupts, educates and compel your target market to reach your predetermined conclusions.
2. **DELIVER** optimum experiences and sell your clients a long term relationship with you.

How Zipf's Law and Milgrim's Law Work Together In The Recommendation Age:

1. The goal of marketing in the Recommendation is to utilize Zipf's Law to compel your target market to only want to do business with you.
2. To become the Intentional Choice today you need to create more than an ad as your only source of educational material.
3. Today's market place is incredibly well informed thanks to the Internet. To make marketing thrive for you in the Recommendation Age you must educate your target market more powerfully than your competitors. By doing this you will be able to reap the benefits of Milgrim's Law! You must also educate thru

a continuity program that involves a way to educate and lead your optimum clients through a natural progression of automated marketing steps.

4. It is imperative that you must market completely different than what your competitors do. If you rely on cutesy ads and other forms that traditional ad agencies will sell you, you will continue to get the same results.
5. Understand this important principle: ***"Greater sameness will never get you better results."***

You must market with information that educates your target market around a system that you have created, communicated in terms that addresses their negative perception of what you and your competitors do and provides them with key purchasing criteria.

Definition of Image-Based Marketing

Any type of marketing that focuses on the company and/or its products and/or services. The focus usually stresses the features of the company's products. Often the type of marketing resembles an ad that attempts to be funny or incorporates something glamorous.

Definition of Emotional Direct Response Marketing

This type of marketing focuses on marketing to what your target market wants. In a world of increasing skepticism because of the increased number of marketing messages, your message must cut through the chase and zero in specifically on how your products and services will benefit your target market.

Marketing According To Zipf's Law Makes Selling Easy And Essentially Unnecessary!

Step 1-Get off your _____

- Step 2-Automated mountain climbing experience
- Step 3-Idiot Proof Your client closing systems
- Step 4-How to turn existing customers into clients
- Step 5-Referral Systems-How to spread your good news
- Step 6-Emotional Direct Response Marketing Systems
- Step 7-Systemize your efforts
- Step 8-Rocket to the top thru Entrepreneurial Authoring
- Step 9-Instant cash flow tools
- Step 10-Autopilot your efforts

Don't sell me things, sell me _____.

Key Formula For Sales To Position Zipf's Law For Your Benefit

**Sales = The Sum Total Of Amazing Benefit + Amazing Credibility
+ Amazing Difference.**

Key Principles:

Features are tangible (can be described with the senses) aspects of a product or service. Feature = What a product IS or HAS.

Benefits are intangible aspects of a product service. Benefits focus on feelings.

Benefit = How your product HELPS your target market.

Advantage = What your product DOES.

Example

Let's look at the example of a pen. Let's say you design a new fangled pen using a proprietary ink formula that you have developed.

Feature: Has non-blotching ink

Advantage: Won't leave blotches of ink and hence smudge marks on a page

Benefit: Saves your frustration of making a mess by smudging blotches of ink. Saves you frustration trying to get your ink to flow properly. Saves you money since you don't have to purchase pens as often.

Simply take any feature and ask yourself what it means to your customers or prospects.

Since features are about products, you need to give it a new twist, making it about the prospect.

Here's an easy way to convert any 'fact' about your product into a prospect

benefit. Simply take a feature and add the words "_____". When you think in terms of 'You get' -- you're thinking about how the prospect/customer is greater advantaged by having or using the product.

Here's an example?

Fact or Feature: Fax machine prints on regular paper

Benefit: As a result, **you get** clearer printouts on standard size paper. No need to buy costly fax rolls again. In addition, there's no cutting required. Plus, never again will you ever have to deal with unsightly oversized pages that jam your

filing cabinet and make a mess of your files.

Another way to phrase it is "*so that you get*". State the feature and follow it up with "*So that you get?*"

"How To Get More Done In Less Time is a concise, 21-page tips booklet

so that you get only the most crucial, hard-hitting, time saving information -- without any filler. Read it all in a single sitting and put these time saving ideas into practice immediately. No need to read hundreds or thousands of pages to uncover the key ideas - you get it all in just minutes!"

Think the answer through from your prospect's point of view. See it how he's likely to see it. What's the advantage from their perspective? What is it about that

particular feature that makes it valuable and advantageous to the audience? That's what you need to think about? and that's what you need to communicate to your prospect.

Activity

1. Choose a product/service you provide in the market place.

2. What is the product or service you sell?

3. List the features and benefits of this product/service:

FEATURES	BENEFITS

4. What are the features of that product or service? What does it do?

5. What are the benefits to your clients?

6. What are the key benefits (play the "which means what" game with yourself or with a partner)?

Chief Benefit Chain

How to find your Chief Benefit Chain? Use these words, "**Which means what?**"

This way you can create layered benefits. List the key benefits of your product/service. Play the "Which Means What" With Yourself or With a Partner.

7. The Key Benefits of my product/service are:

10:30 Break**10:45 Principles of Human Behaviour You Must Know For Your Business Success**

Sales and Marketing is really the application of key scientific principles of behavioral psychology.

Be a student of Human Nature. People buy for one of 4 reasons: Pride, Protection, Profit or Pleasure. Which "P" would your product or service fall under? Figure that out and then put yourself in the client's shoes. What do "you" really

want? Safety? Value? The envy of your peers? Return on Investment? Remember: Sell them what they want, not what you really want them to want!

1. The following "P" is what my target market wants from my product/service:

_____.

Key Principles:

1. People buy what they _____ and not what they _____.
2. People purchase first based on an emotion and then justify rationally afterward.
3. People come into your business and always want to know "what's in it for them." Remember, their mental radio station is tuned to WIIFM (What's In It For Me!)
4. The greatest way to subconsciously control someone is to give them something for free.
5. The way to build long and effective relationships is to empathize with a client's problems. Show them you can not only relate to their problems, you relate with them.

6. Be so in love with your products and services that you can't help but 'sell.' Realize once and for all that you are literally robbing people if they don't get what you have.
7. Eliminate people's natural resistances to working with you. You do this by establishing trust.
8. The first rule in gaining trust in the Recommendation Age is be able to tell a powerful story that by-passes the gatekeeper of your target market's minds preventing them from attending to your message.
9. The second rule in gaining trust in the Recommendation Age is to be perceived as the expert in your field. Trust is manifested long term as the Intentional Choice and ultimately the Knowledge Broker of you target market. This is best demonstrated as an entrepreneurial author.
10. Once people trust you and purchase from you because of your differentiated value, and not because you are the lowest price in town, your opportunity to sell other products and services over and over again will be magnified because in the Recommendation Age your target market has limited time and opportunity to experiment. This is where Zipf's Law works powerfully to those who understand this. Remember, your ideal clients intentionally narrow their choices to those who are on top. Use Milgrim's Law to leverage this concept.
11. The one sure way to prevent someone from becoming a long-time client is to compete on price. This is very dangerous as people will tend to low-ball you and go somewhere else when someone has a lower price. (Later on we will present nine reasons why you never want to compete on price.)

11:00 Who Is Your Target Market?

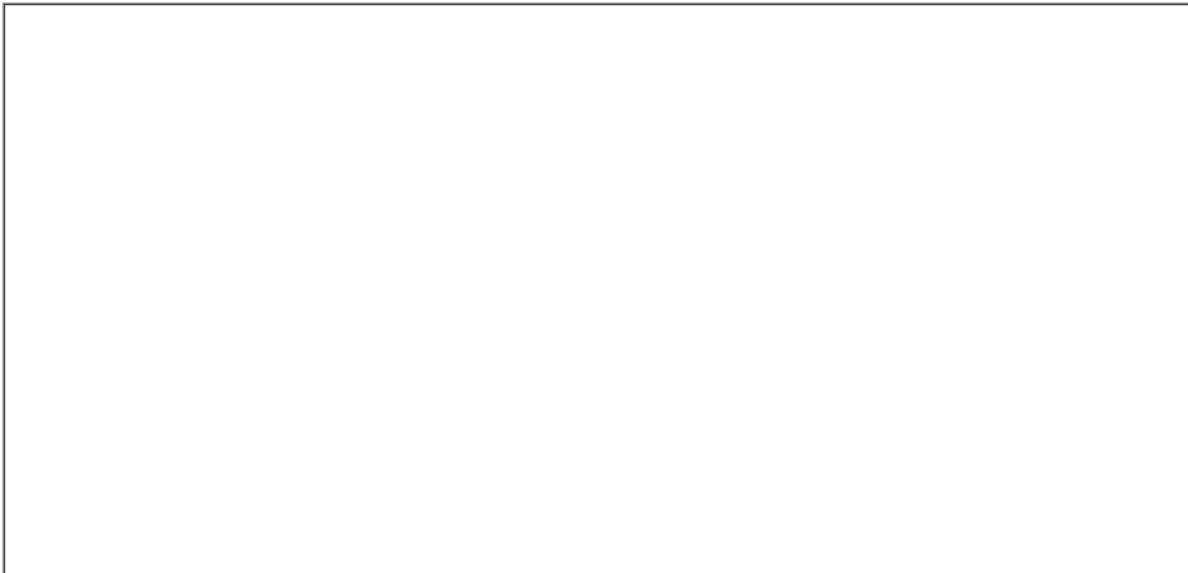
Key Principles:

A very important question that you must have answered is "Who is my target market?" Who is your ideal client? Who typically walks through your door? What are their problems? And, most importantly, what are your _____ to their problems?

Unless you know what kind of wild game you are hunting, you won't know what to bring to the hunt. Don't get caught with a fishing pole when you see your first elephant! Once you know who you are aiming at, you can build the kind of bait that will get their attention. This 'bait' is called your USP. USP stands for both

Unique Selling/Sales Position and Unique Selling/Sales Proposition. We are going to help you craft Your USP by looking at one of the five different areas of your business-products, services, process, marketing, and personality.

1. The difference between Position and Proposition is the following:



Here is An example of a USP written as a powerful proposition?

"Finally A Used Car Warranty With NO Fine Print!"

There are five different categories to consider when you are developing your USP:

Your - What is different about what you sell as compared to the thousands of competitors out there.

Your - How do you deal with your clients on a day-to-day basis that will make them remember you and want to come back with more money?

Your - The entire experience, from first contact to first contract, is there some way of handling the prospects that set you apart?

Your - How are you pulling people into your doors and building traffic?

Your - What is it about dealing with you personally that makes people choose to deal with you even if it is cheaper or more convenient to deal with someone else?

2. Three keys to market domination using Zipf's Law

a.

b.

c.

Activity

1. Pick one of the following three areas that you believe is the most important area for your business to compete in. (Product, Service, Process)

2. Whom do I most want to persuade, right now?

3. What action do I most want them to take?

4. List the key benefits that your product, service or process offers?

5. List your top three competitors.

6. What do your three competitors do to distinguish themselves in the market place?

Competitor A

Competitor B

Competitor C

7. List all the ways you are different from your competitors.

8. Record the negative perception that your target market has of your industry.

9. What is it that you can do that your competitors can't do?

10. What is the big promise that you can offer?

NOTE: The key is to tie what you do using the vocabulary of what your target uses that congruently ties into their negative perception of your industry.

11. My Unique Selling Position includes the following:

12. My Unique Selling Proposition is:

11:50 Wrap Up and AM Review

12:00 Lunch

12:30 Interactive Review And Preview For Afternoon

12:45 The Importance of Headlines

The most important thing a headline delivers is a relevant _____-a key benefit(s) positioned from the stand point of the target market's negative perception of your industry. Add fast action, convenience and a guarantee.

Big New Benefit + Quick & Easy Solution + Guaranteed Results = Powerful and Appealing Headline

Here are a few examples of strong headlines with a combination of appeals:

"How To Write Your Money-Making Book or Information Product On Your Favorite Subject In Less Than 12 Hours - Guaranteed 100%!"

"Want To Write Copy That Can Make You Rich? Here's My GUARANTEED, Market-Tested, A-Z Formula For Writing Words That SELL -- Plus \$979

Worth Of FREE BONUSES -- If You're One Of The First 47 People To Respond To This One-Time-Only Offer!"

"Sell More Suits At Full Price TODAY Than You've Ever Sold In A Single Day Before! Remarkable Quick New ABC Technique Fills Your Store With Customers Eager To Buy More Suits, Shirts, Dress Pants, and Ties Than Ever?And At Full Price - Guaranteed!"

Your headline is your ad WITHIN the ad.

Here are a few simple techniques the pros use to bring in customers with **EVERY AD?**

Forget Your Product. Deliver The Dream!

What do your prospects want most? You already know the answer. It's always the benefits that they seek. They want an advantage or a better way of doing

things. They seek solutions to problems and new alternatives that save time, money, and effort. And there's no better option for prospects than the one that does it all. This product is the solution to their dreams.

The idea of this headline technique is to transform your product into an ideal answer to your prospects deepest desires and aspirations. In order to supply the dream solution, you have to know what your prospects want? Their likes and

dislikes? Their frustrations and disappointments with other apparent solutions. What is it that annoys prospects most regarding your type of product, service or industry?

Armed with this valuable knowledge, it's easy to see what it would take to provide a better alternative. But you don't want to simply settle for being better than the

other choices available. You want to be the _____ to your prospect's problem. The One Stop Shop! What would your prospect really like to have, to be, or to accomplish, that his present choices don't provide? What is the perfect solution-the best-case end result?

So now it's time to play the role of the wizard. Put on your cape, reach for your wand and create a 'magical' solution. Pretend that you have almost God-like

powers and that you can give your audience the 'ultimate solution'?the big benefit they really want.

Your job is to bridge the gap between where your prospects are and the place they want to go. Imagine the perfect end result. Create the vision of the

underlying desire your prospects hold within. Then, present your message as the ultimate answer, the ideal solution. Fulfill that desire with your miracle product.

Examples:

In the following example, the writer obviously knew his audience well. Most people who attempt new diets, have tried others before without much, if any success. Talk to anyone who has been on a diet and they'll often tell you that afterwards, they gained more weight than they previously had lost! Yet the

search goes on for the perfect diet, one that delivers results without taking away one of life's greatest pleasures. How could any dieter resist?

Here's how copywriter, **Jerry Fisher** created a dream solution:

Lose 30 Pounds In 30 Days On Strawberry Shortcake!

In the next example, direct marketer, Ted Nicholas shows his thorough Understanding of the prospects he wanted to target. Anyone who has ever given a speech, has the goal of delivering a stellar performance. What better way to feel the accomplishment than with a standing ovation?

How To Get Enthusiastic Response-Even A Standing Ovation.

Every Time You Speak!

In the next example, marketer Gordon Alexander knew something about his audience before he conceived the headline below. I'm sure you've heard the line,,,*Give a man a fish, you feed him for a day?but, teach him how to fish, and you feed him for life..* Learning how to make extra money one time, is appealing to many opportunity seekers, but?learning how to do it as often as they'd like has much more appeal.

**12 Weeks To Freedom. Make \$5,000 Within The Next 3 Months.
And Never Look Back. Learn How You Can Earn \$5,000 In The Next
12 Weeks, And Then Make \$1,000 or \$2,000 or Even \$3,000 Or More
-IN CASH-Every Week For The Rest Of Your Life!**

Or take a look at this headline from another one of our top clients?

How I Made \$15,691 In AdSense Commission In July 2007?And How You Can Too!

"You Are About To Learn Secrets That 98% Of AdSense Publishers Will NEVER Know. But You Can Choose To Be A Part Of the Remaining 2% And Make A Fortune With AdSense?It's Your Decision!"

Be a dream provider and your headline will attract more qualified and interested prospects and your sales will skyrocket as a result.

Activity

Create a Compelling Headline For A Key Product/Service That You Offer.

12:50 13 Direct Costly Marketing Mistakes

The 13 Most Costly Direct Marketing Mistakes: How Many Are Killing Your Profits Right Now?

Without a doubt, the questions that my clients ask most frequently all center on how to get better results with their direct marketing. I'd say that at least 85% of the calls I take are from people who are disappointed with their results and

frustrated with their attempts to correct this costly problem.

You're probably in the same boat because your mailings and ads are drawing minimal leads-or making very few sales. And they're not generating the kind of profits you need to keep your business healthy.

Are you ready to turn that around completely? Are you ready to put an end to the costly mistakes that flatten your sales and profits? Great because I'm going to show you precisely how to do just that right now!

In this report, I'm going to show you which mistakes are killing your profits. And precisely what to do to correct them. Once you've completed this report, you'll have a powerful new set of weapons to make sure all of your direct marketing efforts are cash generators.

Mistake #1: Marketing To The Wrong Audience

Mistake #2: Assuming You Know What Products Your Customers Want The Most

Mistake #3: Focusing Your Copy On You, Your Company, Or Your Product

Mistake #4: Assuming You Know What Benefits Your Customers Value The Most

Mistake #5: You Think That Your Ad Or Your Product Are Important

Mistake #6: Blindly Accepting That Your Mail Will Actually Reach Its Destination

Mistake #7: Blindly Accepting That Your Mail Will Get Opened Once It's

Been Delivered

Mistake #8: Assuming You Have Your Prospect's Undivided Attention

Mistake #9: Lying, Being Deceitful, Or "Standing Too Close To The Shade"

Mistake #10: Failing To Track Your Results And Use What You've Learned To Compound Your Profits

Mistake #11: You Don't Have A Profitably Planned Follow-up Campaign

Mistake #12: You're Trying To Sell Unrelated Products

Mistake #13: Changing Your Marketing Out Of Boredom

And Bonus Mistake #14?

Mistake #14: Thinking That You Can Do This Without A Mentor

You've just taken a giant step toward getting the most out of your direct marketing. You've seen which mistakes can have the most disastrous effects on your marketing. And you now know precisely what to do to keep these mistakes from killing your _____.

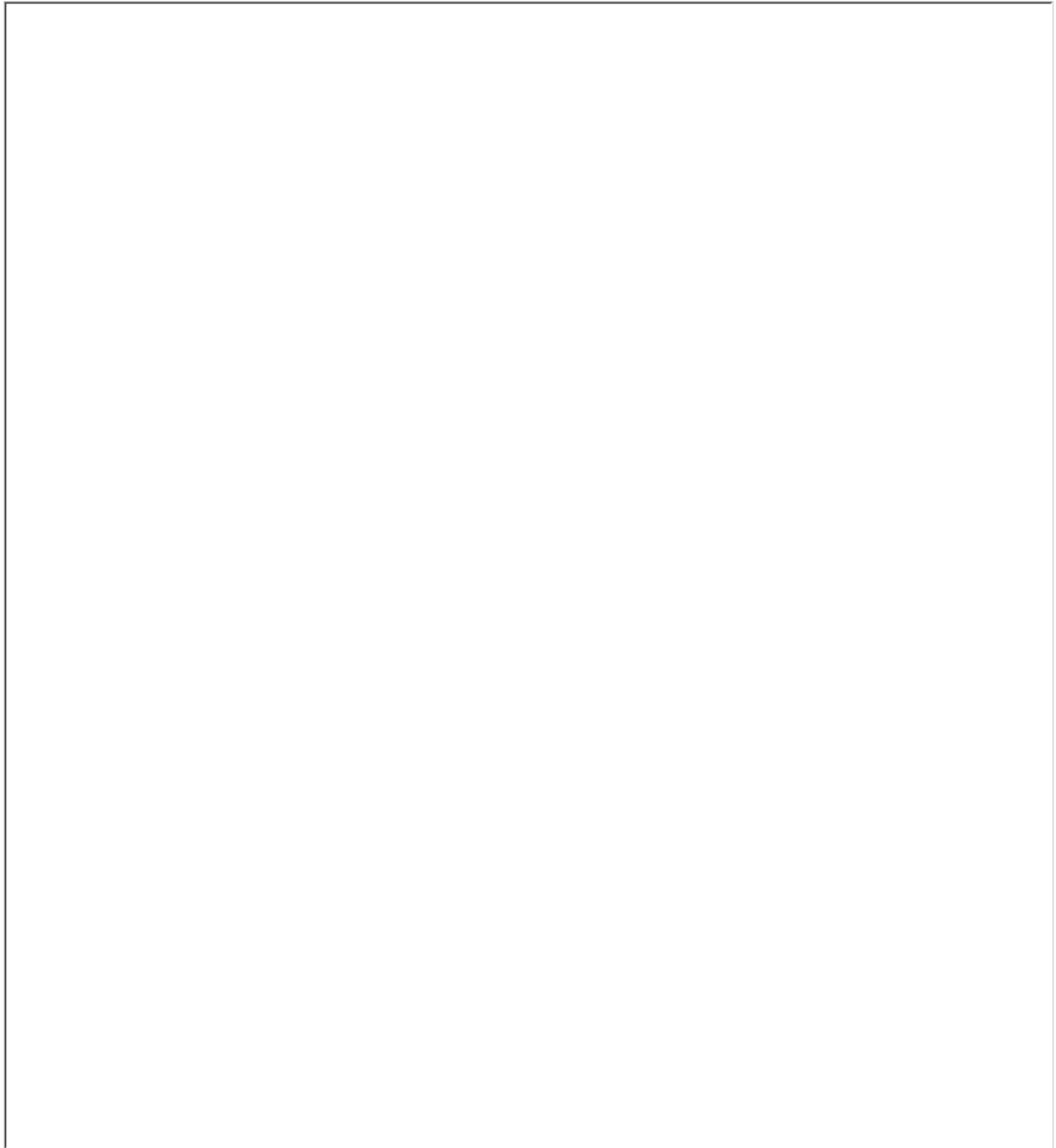
But just knowing what to do isn't enough. You have to take action to remedy the errors that are hurting you. If you don't, you'll continue to put your business at risk.

Fortunately, none of these mistakes are particularly difficult to correct. All it takes is a little diligence to make sure you carry out these solutions. And there's good

reason to. Once you rid yourself of these debilitating mistakes, your sales and profits can grow like crazy!

Activity

The Mistakes That I recognize in MY business include:

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

1:30 Automating Your Marketing To Only Sell To Pre-Qualified People By Creating a Tracking System

Phase I - Prospecting

1. Sales letter with offer for sample package if prospects are not convinced.
2. Emails and Toll Free Number offering sample package.

Phase II - Tracking

Get all contact information prior to sending out sample package/emails with Free Gifts.

Phase III - Sequential Relationship Marketing to Prospective Clients-Based on Education-based marketing. Education-based marketing will deliver a

constant stream of prospects who are predisposed, pre-qualified and pre-interested to do business with you.

Breakdown of the Three Phases

1. Yellow pages, newspaper, business cards, sales letter, website attracts people into your _____. There is a call to action with this marketing piece: either a free recorded message or website to access a "hook." A "hook" creates the opportunity for you to market over and over again to them. The hook is something they really, really want and they must exchange their information for this report, e-course, Consumer Awareness Guide etc.

2. Free recorded message or website allows you to begin to begin to market repeatedly to your target market. The use of testimonials and personal endorsements build instant credibility.
3. All sales letters make an irresistible offer with a deadline. The deadline should reflect limited numbers or a time limit to help ensure your target market makes the necessary action. Remember, if your target market does not get what you are offering them, you are literally robbing/stealing from them.
4. Repeated mailings each month create a top of consciousness experience.
5. Sales force follows up with phone call.
6. Prospective clients become long time clients.
7. Referral system rewards happy, satisfied clients for sending you additional business.

Activity

What will you say on your business card?

Who will provide you testimonials and endorsements?

What is your "hook"?

Describe your referral system. How will you "compensate" people who provide your referrals?

2:00 How To Turn Customers Into Loyal, "Spread The Good News" Clients

What is your best advertiser?

Any marketer worth his salt will tell you that _____ is and always will be your best advertiser.

Why?

When you advertise, you say great things about your company (especially if you SUBSCRIBE TO IMAGE-BASED MARKETING). However the problem is that the public knows that you are biased, so they take it with a grain of salt or discount it altogether.

However, if you can get one of your best customers (John Brown) to sing your praises, people will listen and more importantly BELIEVE!! Why? They know that John Brown has nothing to gain from telling the truth about his experience with

your company. And don't underestimate the power of John Brown's influence! He is the neighbour to a few, the guy down the street to a few, a fellow golfer to a

few, a member of the congregation to a few, the parent of someone's kids to a few etc etc. AND ALL OF THESE ADD UP TO HUGE MONEY TO YOU!!

John Brown pays the same taxes as we do.

John Brown has the same desires as we do.

John Brown has the same problems as we do.

AND YOU SOLVED JOHN BROWN'S PROBLEMS!! Where do we sign up?

So how do you get your customers to spread the good word?

Here are a few ways:

#1 Ask them. Ask them to tell their friends and family about you. Ask them if they know of anyone that would benefit from the savings or other great things that you have provided them.

#2 Reward them. Maybe monetarily. Maybe though, you can think outside the box. What about a round of golf? What about tickets to the theatre? How about a copy of your book? What about just saying 'Thank You'? Make sure that each

time you DO reward them, you tell them why. ***"I appreciate clients like you and I want you to know it."***

#3 Give them something to talk to other people about. People like telling stories. They won't tell a story about something boring or a common occurrence. They

WILL tell a story about how you went way overboard in delivering service and satisfaction and they will tell that story many, many times.

Nine Reasons Why You Don't Want to Compete On Price

The Importance of Value vs. Price

It is a fact that no matter how low we go on price, sooner or later there will always be someone willing to go one dollar lower. Thus begins a cycle of seeing how

much value you can shave off of your product so that you too can drop your price by yet another dollar. In the end, there are three losers: you and your competition lose your profits (and most likely go out of business) and the customer loses. The customer loses because he ends up getting less value for his dollar AND he will

probably have fewer places to get what he was looking for if you and your competition go out of business.

Are there customers that shop price? Definitely! Should you aggressively go out and get all the business you can? Of course! **But you should never, never, never make it a habit to compete on price. Ever.**

The Common Law of Business Practice prevents you from paying a little and getting a lot. Competing on price is short term thinking. Giving extra value is a long term focus and businesses that want to be around for the long term must focus on giving their clients as much value as they can.

NINE Reasons Not To Compete on Price

Reason One: Price buyers take up all your time. You end up spending precious hours trying to sell somebody and negotiating. They take up all your sales time.

Reason Two: They do all the complaining.

Reason Three: They "forget" to pay you.

Reason Four: They tell your customers how little they paid you. They brag about it. And then what happens???

Reason Five: They drive off your good customers by talking about what they paid.

Reason Six: They are not going to buy from you again because once they find a lower price they will go somewhere else. If their loyalty to you is only price, they are going to purchase from you once, which is the most expensive way of

acquiring a client, then they are going to leave you for someone else.

Reason Seven: they will acquire you at the lowest price and then try to blackmail you for a lower price yet. They consider this a negotiating tool and start the

negotiation at your lowest price. They will promise they are going to purchase all kinds of products and services from you and never live up to their word,

especially after you have invested financially and in time to provide for these presupposed services.

Reason Eight: They will destroy the _____ of your price and service in the eyes of your clients.

Reason Nine: They will steal your ideas, information, knowledge?anything they can get their hands on and make you sorry you gave them a deal in the first place.

Activity

What You can Do to Create a Great Client Process/Environment That Would Provide The Knowledge That You Are Over-delivering?

2:30 Break

2:40 How To Create An Information Product and Sell It With Profit Margins of 90% or Higher

As stated from the outset of today's seminar, the easiest way to leverage Zipf's Law and become the Intentional Choice of your target market is to become an author. Authorship will allow you to become the noted expert in your industry.

According to Milgrim's Law, when you are an author you automatically gain mind share with your optimum clients.

A Harvard study offers that an expert's skills are usually highly developed in one domain and do not transfer to other areas. What does that mean?

It means this: People who are significant experts are very, very good at one particular thing. It doesn't mean that this perfection carries over to all parts of their life or business.

Remember, we live in a day and age when of the specialist. Your target market wants very specific answers to their problems. Welcome to the Recommendation Age!

Imagine, though, going to the library and having the librarian tell you EXACTLY which book would best suit your needs. Or finding on the internet the one person who is the EXPERT in your subject of interest and he will provide you the specific attitudes, skills and knowledge to show you how to solve your problems!

Hence the reason Entrepreneurial Authoring is growing like wildfire! We don't need more information. We don't need more facts. What we need is information and facts filtered through the lens of an expert's experience. And that is what an

Entrepreneurial Author does! She takes a subject she is comfortable with and well-versed in and boils it down to its key components. She simplifies things for us. Then she offers her system, approach, or guidance to us to help us

understand, grow and satisfy our needs. She becomes, in word and deed, the expert that we are looking for.

You must specialize yourself and be known for something. It's much easier to be an expert in selling a specific type of insurance to a particular demographic than a general understanding of selling insurance to wide demographic.

Your expertise will come from an area where you have talent and ability. You must also have the expertise plus have spent time thru personal self reflection to uncover a system and a powerful languaging to position your talent and/or ability.

As you are creating your positioning, it's important that you do something new. Become an expert in a category that is not oversaturated.

In fact if you really want to eliminate any competition, you need to create a unique category where you can go on to become the Intentional Choice of your Optimum clients.

If you can't make it new, cutting edge, or different, spin it a different way. Focus specifically on a unique part of your expertise.

Positioning, when done correctly, changes buying criteria in the minds of prospects.

True expertise is time invested x recognition.

There are four main benefits recognized experts have:

1) **Relatability:** People relate to experts better than they do to laypeople, for the simple reason that laypeople tend not to question experts as much as stated by Milgrim's Law.

This is exactly why you must author create an information product-including authoring a book-on your subject. When someone is a perceived expert, people listen. This puts you in a unique position because it allows you to set criteria for interacting with you.

2) **Differentiation:** In order to be competitive in your industry, you must be differentiated. Being a recognized expert means you stand out in the marketplace.

3) **Credibility:** Recognized experts have more credibility than those who are not. Experts are almost immediately believed, whether they are right or wrong. When they are presented as experts, we perceive the value of their information to be much higher than that received from someone else.

4) **Value:** Recognized experts are perceived as having more value. When someone doesn't know who to select, they will choose the expert over everyone else. Experts stand out and are perceived to provide more value; which breaks down sales resistance and makes it easier to persuade. Also, being an expert is

fun! For example, being an expert can get you attendance at special events, and to get paid for your opinions, and you get more respect.

Activity

Record your ideas for creating an information product that spells out the key buying criteria that your target market should understand before making any purchase in your industry.

Something that would be useful to my clients is:

3:15 How To Create Your Million Dollar Story

If the Information Age was characterized by easy access to facts, the Recommendation Age is identified with your ability to transfer emotion to your target market. This is facilitated through the leverage of your million dollar story. When you engage the hearts of your ideal clients, you are able to by-pass the

gatekeeper of their subconscious minds which houses their resistance to you.

Remember, people have pre-conceived ideas about what you do. To help them save time, they rely on this perception to block out you message. They do this for self preservation do to the thousands of marketing messages that come their way on a daily basis.

Testimonials of satisfied clients are one of the best ways to communicate social proof. Seth Godin, author of ***All Marketers Are Liars***, and numerous other

business books, states that in a day of over-communication, the key marketing principle is to be able to tell a powerful story. Furthermore, your story should be communicated from a number of angles. These various viewpoints are your

happy clients who gladly tell your story.

Let your clients do the persuading for you and let them explain your system of differentiation. This is key in creating your automated sales and marketing system.

As Malcolm Gladwell pointed out in his book, ***Blink***, people don't need a lot of time to reach a decision. And, like those commercials used to say, "You never get a second chance to make a first impression."

Ask yourself:

- What do you want to be known for?
- How must people perceive you for you to achieve that goal?
- What must you embody to meet their expectations?

Persuasion expert Dave Lakhani defines persuasion as the following?

Position x Presentation x Influence

Another way of saying this from today's seminar is the following?

**Your Market Differentiation X The Experience Your Clients Have
With Your Company X Your Million Dollar Story**

Activity

1. Who do I most want to persuade, right now?

2. What action do I most want them to take?

3. Record important aspects of your company story

4. What are some key points from your story that you can use to facilitate exposing the pain of your market?

Use Your Customer's Own Words And Their Stories

The actual words of satisfied customers hold a lot of weight with prospects in virtually all markets. Somehow, the words of others-people who once were in the same situation, as the prospects themselves has greater power to influence a prospect's decision to buy.

Gather any feedback that you may have already collected from customers. Review all the letters, faxes, words or appreciation and general comments you've heard in the past. Survey past customers for additional feedback or solicit a

review by a well-respected authority in your field. The more material you have to draw from, chances are, the better and more explosive your headlines will be.

If you don't have such a collection, now would be a good time to start one.

Record all words, phrases, reviews and comments and attach the attributed real name of the actual person who made the statement. Jot these comments down on a card, and send it off in the mail to the customer requesting permission to

use their words in your marketing material. Most customers are happy to help out

this way and they appreciate being asked for their permission first. Using testimonials gives you a different perspective; one that prospects can more easily relate to. A good testimonial headline speaks to the prospect in a language he

understands, about something he truly desires.

Examples:

Refer to the video testimonials from the presentation. Note the power of multi-media.

Which one do you relate to the best?

Testimonial #1

"Glenn Dietzel is a marketing genius! There are only a handful of marketers that I trust and Glenn Dietzel is in the top three. I can't recommend his services enough."

-Len Foley, Bestselling Author of Sales Without The Sucker Punch!

Testimonial #2

Things are really busy around here these days and our business is on a steady rise each month as I work more of what I learned from Glenn. Only decide to go with Glenn if you are going to commit yourself to action because that is exactly what Glenn is going to require of you! I feel I got 10 times my money's worth out of my time with Glenn. My business has more than tripled with Glenn's help!

-Wes Waddell, Colorado Springs, Colorado

Testimonial #3

"My name is Dr. Kevin Kaurich a chiropractor in South Bend, Indiana. I want you to know why you should be working with Glenn Dietzel and AwakenTheAuthorWithin.com. Glenn's ability to help companies with sales and marketing using their information products that Glenn helps to create is simply terrific! I want to give Glenn a glowing testimonial.

Glenn has helped us revolutionize the way we do business. He has showed us exactly how to get media coverage, audio and visual endorsements. He has tweaked our newsletter, showed us how to send out media releases?all basically free advertising?and so much more.

Since working with Glenn, our services our up 15% in a matter weeks and our new patients up 75% in this same time frame. Thank you so much, Glenn! You are the best and this comes from someone who has paid for many other sales and marketing services."

-Dr. Kevin Kaurich, South Bend, Indiana

Stuck for words? We have included an extensive list of headline words in your workbook for you to peruse, and use! Find the addendum at the back of your workbook!

Review Agenda

COMMITMENT PAGE

WITHIN THE NEXT 24 HOURS, I PROMISE TO MAKE GOOD ON MY INVESTMENT BY:

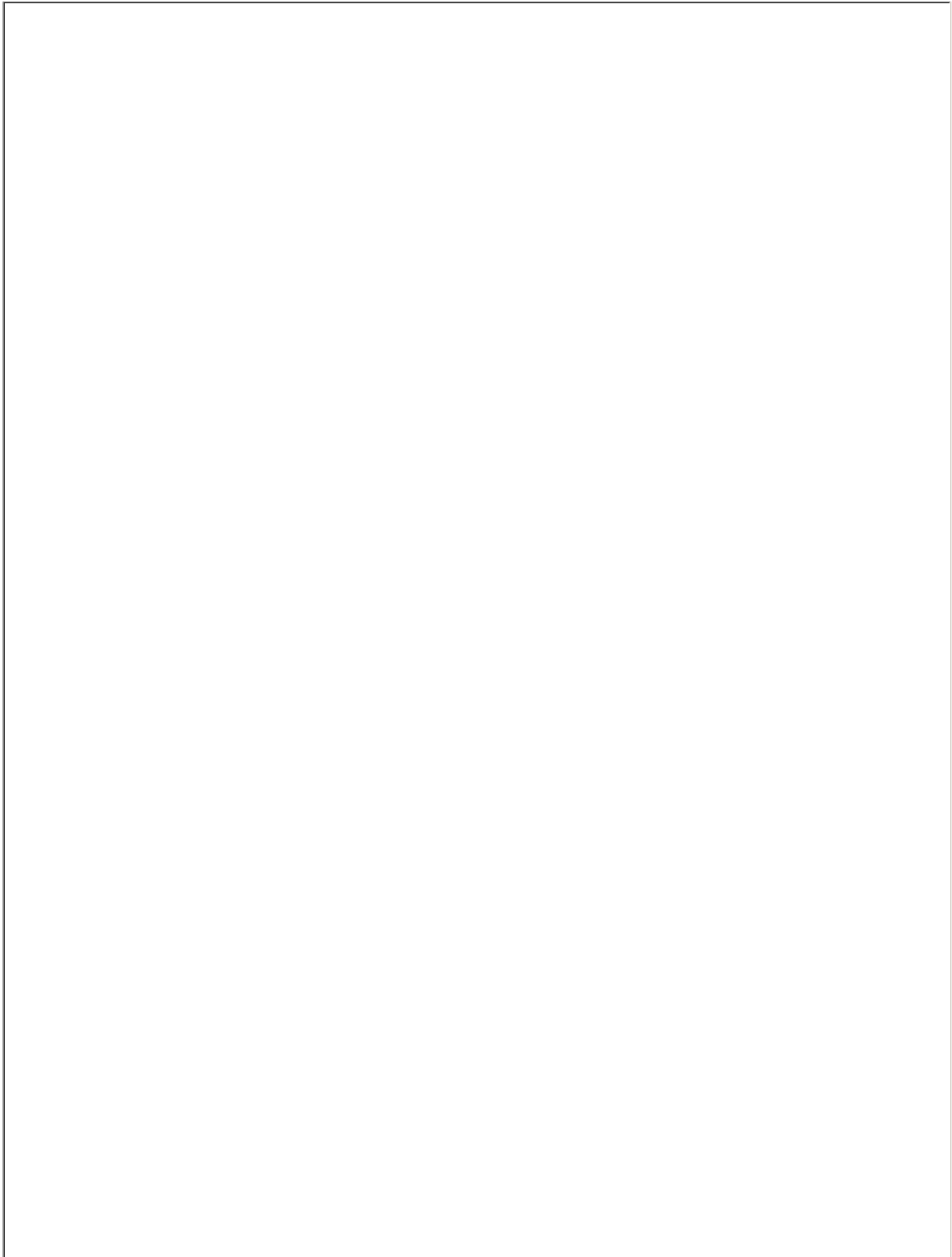
Activity

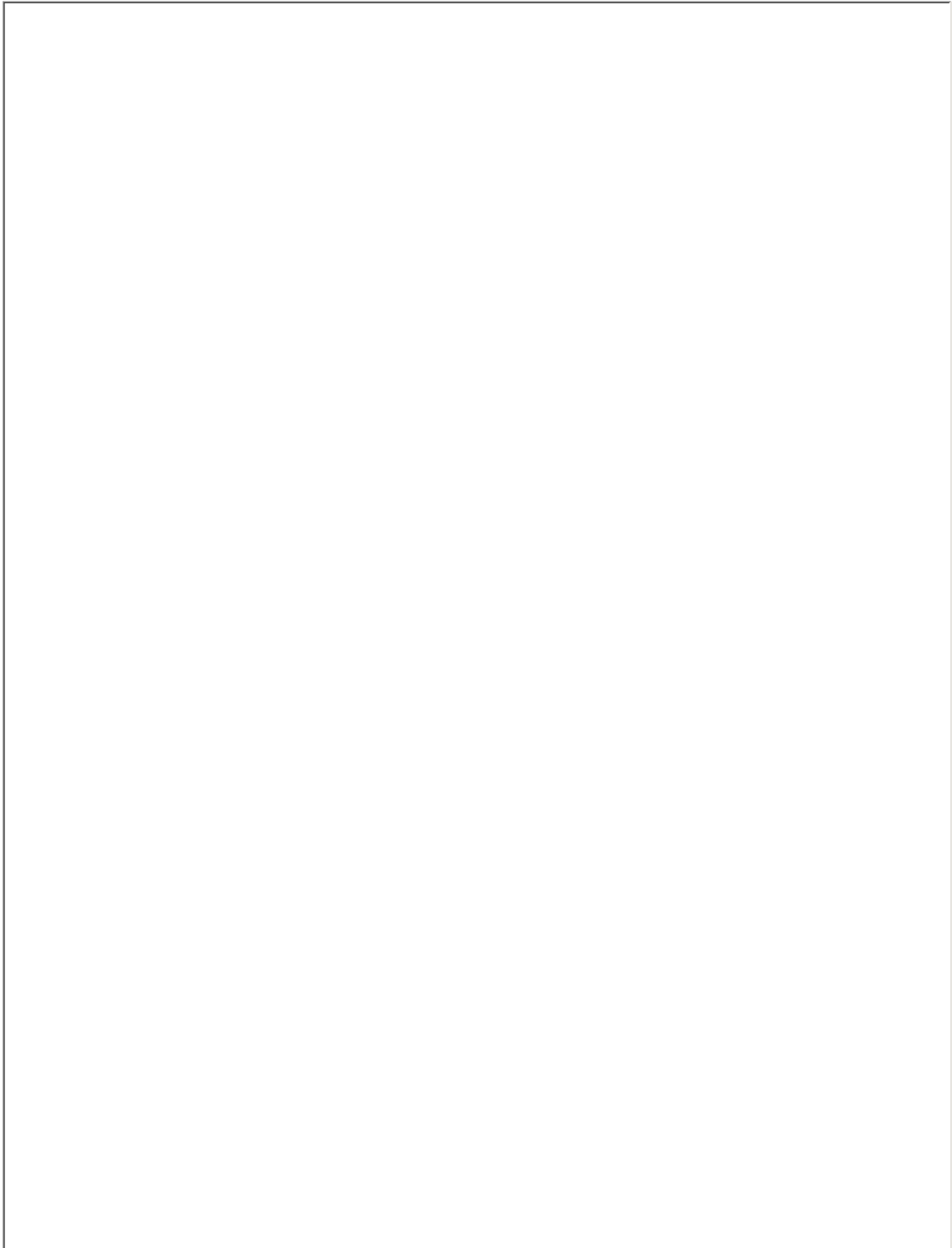
Share your commitment with your partner.

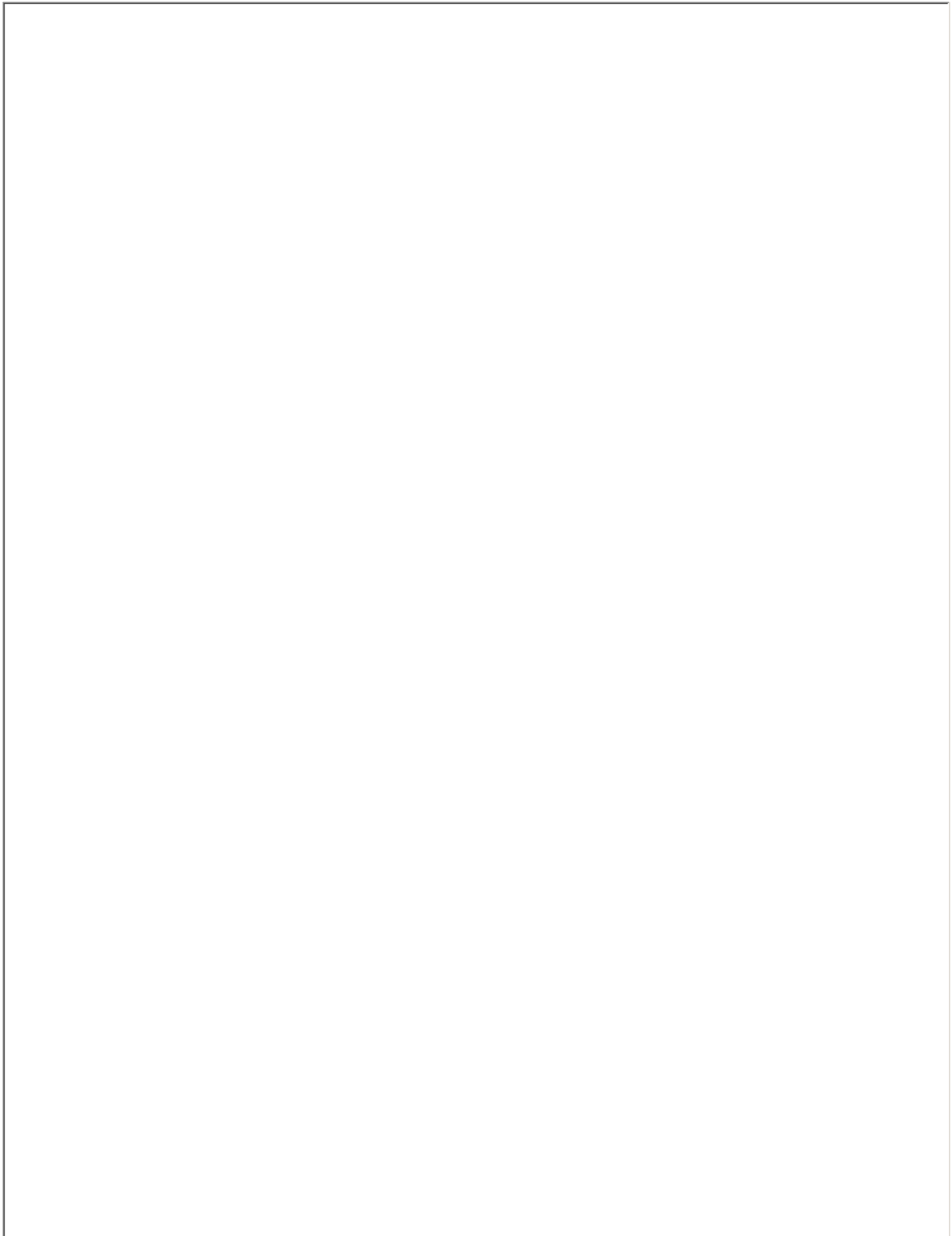
3:30 Continuing Education/Q&A

3:55 Closing

NOTES:









<http://www.AwakenTheAuthorWithin.com>

Do You Really Have What It Takes To Grow A Hugely Successful Business?

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PHONE STRATEGY SESSION-"How To Become the ONLY **Game in Town**"

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Glenn and his team are looking for a small group of bright, focused, action-oriented business owners who are tired of status quo and want to **experience the same explosive power Glenn used to replace his and his wife's income in 127 days!** These same strategies will allow you to explode your business! Never has it been easier using insider sales and marketing strategies not taught in any MBA program? Anywhere!

Picture yourself traveling the world, having more time for your family, and earning money even when you are sleeping! Just imagine yourself using a system which will take you by the hand and show you *exactly* what to do. The best part is that it is created by a master educator who knows how to teach and will give you the mindset and correct action steps to quickly launch you into the market place where you never have to "sell" again with a proprietary system that works!

Stop fooling yourself. You don't need more information. In fact information is your enemy. What you need is the right action steps?executed properly?to save you time, energy and money.

- 1 Operate so powerfully that you have people making an investment in you.
- 2 Explode your business with proven, insider secrets that Glenn is asked over and over again by the media to reveal.
- 3 Launch the business of your dreams and sell yourself back to possibilities.
- 4 Involve yourself in a money making product which will gain you massive exposure. Wait until you see this for yourself!

This is your chance at having **Glenn Dietzel and His Team** assist you as you eliminate your competition, and become quickly "The Only Game In Town"! Glenn Dietzel's proven strategies and techniques have touched thousands of successful entrepreneurs all over the world...even IRAQ!

Yes Glenn! I WANT to increase my bottom line profits by 25% in the next 60 days, I want to automate my marketing, I want to take my business online and/or take my current business to new heights with your proven action-oriented strategies! Sign me up to receive my absolutely FREE 20 minute phone consultation. I understand that this Strategy Session will help me get clear on my goals, but more importantly provide the framework for me to fully understand what I must do.

Name:

Email address:

Telephone number:

Best times to call:(S&MS)

**Use the button at the top of this document to email it to Glenn
or print and fax it to: 519.542.8525**