

For Advisors, Coaches, Trainers And Consultants

Enjoy The *Security And Satisfaction* That Comes From
Creating A Stream Of High Quality Lead Enquiries Every Week



LEADS **SOLOGY**®

THE SCIENCE OF BEING IN DEMAND

“Fabulous! Leadsology® gives you the science behind figuring out EXACTLY how to create demand and generate a flow of high quality leads. Buy this book and put the formula to work in your business - the results speak for themselves.”

Dr. Ivan Misner

Founder of BNI & NY Times Best Selling Author.

Tom Poland

Internationally Acclaimed Lead Generation
Specialist For Advisors, Coaches, Trainers And Consultants



Tom Poland is a 59 year old serial entrepreneur who started his first Advisory business at age 24 and has gone on to start and sell four others, taking two of them international. In that time he's managed teams of over 100 people and annual revenue of more than 20 million dollars.

Tom's unique and proprietary Leadsology® model has helped thousands of Advisors globally to establish a systematic, predictable, flow of fresh, high quality, in-bound, new client enquiries into their business almost every week of the year.

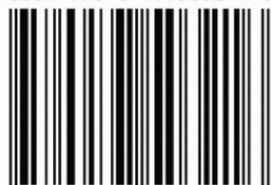
Many have gone on to add millions to their earnings and their stories are viewable in the last part of this book and on his website.

Tom has written three books and his work has been reprinted physically in 27 countries. He's also shared international speaking platforms with the likes of Michael Gerber of E-Myth fame, Richard Koch from the 80-20 Principle, Brian Tracey and many others.

Here's what you'll discover in Leadsology®:

- ☑ Sixteen common but costly marketing mistakes that most Advisors make
- ☑ How to create a marketing message that compels prospects to make an enquiry
- ☑ The four best lead generation sources for Advisors and how to use them
- ☑ The Pipeline: how to create a flow of new client enquires virtually every week
- ☑ Why premium prices will attract more clients and better quality clients
- ☑ How to tap into the power of marketing through other people's networks
- ☑ One simple but proven strategy to create an inexhaustible supply of leads
- ☑ How to maximize the power of Social Media in your marketing
- ☑ How to increase the value of your service and reduce your hours simultaneously

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LEADSOLOGY®

THE SCIENCE OF BEING IN DEMAND

An Ethically Cunning Lead Generation Model for Coaches,
Consultants, Advisors, Trainers and Teachers,
and Those Offering Services

**TOM
POLAND**



DEDICATION

The book is dedicated to my wife and soul mate, Ute Strenger.

Thank you for the many growth opportunities that you have so elegantly and generously gifted me.

I will remain eternally grateful for your seemingly endless patience, your seriously wicked sense of humour, and your astute and intuitive insights.

Thank you for you. I like me better when you're with me.

And hot damn, you're pretty!

Küss küss.

Tom Poland
Chief Leadsologist
January 17th 2016





LEADSOLLOGY® RESOURCES

With Leadsology® you benefit on two levels when you engage with our community.

For example, when you join the Leadsology® Facebook group you'll not only benefit from the new client generating tips, strategies and free events but you also get to see exactly how I attract new clients, members and followers. You also can “swipe and deploy” everything that you see me do and install those practices into your own business for great personal benefit.

Here are four ways to benefit from Leadsology®

1. Go to www.facebook.com/groups/leadsology/ and begin to benefit from regular advice on how to generate inbound new client inquiries as well as enjoying invitations to exclusive, free events. Just log into your Facebook account, search for Leadsology® and send me a request to join the group. It's completely free and your lead generation capability will be enhanced enormously.



2. Download the free, full-color, one-page Leadsology® Model to print out so that you can, at a glance, see all of the key elements that combine to create a truly powerful lead generation system. It is capable of delivering a flow of high-quality, inbound, new client inquiries into your business almost every week of the year. Go to www.leadology.guru/model/ and get your chart now.

3. Take our unique Leadsology® Diagnostic Assessment. By answering a few carefully chosen questions, you will be able to send us a succinct and accurate report containing recommendations on top-priority development opportunities for both scaling your revenue by scaling your value delivery, as well as identifying the best three lead generation sources for your business and personality style. The Leadsology® Diagnostic Assessment is completely free so you have nothing to lose and lots of fresh, inbound new client inquiries to gain. Go to www.leadology.guru/diagnostic/ to get your personalised Leadsology® Plan.

4. Join thousands of others who've benefited from my strategies by signing up for the internationally acclaimed Leadsology® Program and I'll walk with you, step-by-step, hand-in-digital-hand, as you bring Leadsology® to life in YOUR business. You soon will enjoy the security and satisfaction of having a stream of high quality, inbound, new client enquiries flowing into your business virtually every week of the year. Go to www.leadology.guru/program/ to find out more.



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PREFACE

WHY THIS BOOK

THE FIRST REASON why I wrote this book is that it simply doesn't exist.

What I mean by that is that there is no single book, that I am aware of, that specifically lays out a proven, step-by-step Lead Generation Model for Coaches, Consultants, Advisors, Teachers and Trainers and others who offer a Service. (For the sake of simplicity throughout this book I'll refer to these professionals as "Advisors").

Sure, there are plenty of books on marketing, sales and Lead Generation, but none of them addresses the subject specifically for Advisors.

And the reason that addressing the subject of Lead Generation specifically for Advisors is so important is that much of the generic marketing and sales methods which are taught simply don't work for Advisors.





For example, what works for retailers or manufacturers very often does not work for Advisors who essentially make a living from their ideas, rather than with a physical product.

Therefore, any book which addresses the subject of Marketing and Lead Generation in general terms is likely to be worse than useless for Advisors, because it will have them undertaking all sorts of marketing activity which is not specifically customised for those offering a service or advice, and thereby has them wasting time, energy and money with little or no result to show for it.

The second reason for writing book is that it's in me. What I mean by that is this: At the time of writing, I've spent 35 years in sales and marketing. That's 35 years of learning about Lead Generation, 35 years of observing Lead Generation, 35 years of doing Lead Generation and, for the last eight years, I've taught Lead Generation professionally and full-time.

It's said that good teachers will faithfully teach what they have been taught, but that great teachers will teach what they have observed. At the risk of appearing just a tad arrogant, I like to think that in my own modest way I've made some fresh observations about Lead Generation over those 35 years. So I guess you could say that, for me, writing this book is like giving birth. It's a natural consequence of having "incubated" Lead Generation strategies and tactics for the thick end of four decades. Like a newborn baby, eventually it just had to come out, at times kicking and screaming.

Reason number three is that I want to leave the world a better place. As you'll discover in Part One, effective Lead Generation transforms lives, businesses and organisations, families, communities and, indeed, whole states, territories and countries.





Lead Generation is the number one essential skill for creating fresh cash flow, and thereby in turn creating lifestyle transformations including the funding of better educational opportunities, better medical care, more choice in housing location and quality, holidays and also the funding of philanthropic or charitable pursuits.

They say that nothing happens in the world until something is sold, but the fact is that nothing gets sold until an enquiry (a lead) is generated. This book reveals a step-by-step model that increases demand for the services of Advisors and just as importantly, it also pulls back the curtain on what does not work in respect to ramping up demand for an Advisor.

Finally, a potentially damaging admission, but one that will benefit you significantly: a well-written and well-targeted book is, in itself, a great lead generator. To illustrate this point, you can refer to the bookmark that came with this book, or indeed visit us at www.leadsology.guru and look for our current totally irresistible offer.

When you take advantage of that offer, I will have ... ta daaaa ... generated a lead. (In fact, the very fact that you bought this book means I've already generated a lead 😊)

So there you have it — a clearly stated and open disclosure of the most selfish of these four reasons: like you, I like to enjoy the benefits of generating leads. You are welcome to “swipe and deploy” the idea of writing a book to generate leads. More on that In Part Three, Chapter Four.





THE LEADSOLOGY® STORY

Following on from the subject of why I wrote this book there is actually a deeper question to be answered, which is how the Leadsology® concept came about in the very first place and why, in addition to writing a Leadsology® book, I have I created a Leadsology® webinar, a Leadsology® Facebook group, a Leadsology® program and why, at every opportunity I get, I speak about Leadsology® at conferences, workshops and seminars. And there are two main reasons.

Reason #1

I created the Leadsology® concept first and foremost because of the absolute transformation that occurs in the life of an Advisor when they create a *system* (keyword) that brings in a predictable flow of high-quality, inbound new client enquiries into their business.

Until such a system is embedded into a business the owner's future, prosperity is precarious to say the least. It's different if you are an employee in a big corporation, because your paycheck is your security. However, for a business owner, security lies in your ability to bring in new clients on a regular basis, if not daily then at least weekly.

But I'm not just talking about the potential impact of Leadsology® on a business owner.

Leadsology® is like throwing a stone into a pond; a ripple effect emanates from where the stone lands, and in our metaphor, the ripples include the quality of life of the business owner's family, increased security for employees and suppliers, and of course the positive effect on local communities when each of these groups of





stakeholders benefit from a business that keeps growing.

In my mind, Leadsology® is about the fulfilment of my life purpose because of the positive impact it has on the lives of all who benefit from it.

Reason #2 and the Story Of Leadsology®

This reason may surprise you, but it explains the origins of Leadsology® and why it was born out of feelings of underwhelm, disappointment and frustration. I'll explain.

In between owning my own businesses, I had a period of several years working in a senior management role for a large international corporation. It was a very satisfying period of time. However the day came when I knew that, in order to fulfil my particular destiny, I needed to jump the job track and start up my own business again.

And so in 1995 I launched the Entrepreneur's Success Program, which went on to positively impact the lives of thousands of business owners across Australia and New Zealand.

However, the early days were tough because I had a big obstacle to overcome — how to create a regular flow of new client enquiries.

I should hasten to add that most Advisors not only suffer from the same hurdle, but they have the additional challenge of finally discovering what they need to do in order to create an effective lead generation machine, but failing to implement.

Maybe you've noticed that 😊?





If you are like so many of my new clients, you probably face the same distinct lead generation obstacles: knowledge and implementation.

The first of these two obstacles was not really a problem for me because I had been fortunate enough to have graduated from Brian Tracy's Phoenix seminar in 1989, some six years prior. It was a terrific experience not just in personal development, but also in the creation of a mindset to get things done. Brian Tracy said that there were four things I needed to do in order to accelerate the achievement of my goals:

1. Hire a proven, effective mentor.
2. Pay them as much money as I possibly could, because he said if you get a free mentor then you won't feel obligated to execute his/her advice, and the mentor wouldn't feel committed to keep giving you advice for more than a few weeks.
3. Sit down with my mentor and figure out my objectives, strategy and actions.
4. Rinse and repeat by creating weekly accountability meetings where my actions and results were reviewed and where I could also receive more guidance.

By following the above advice, I became a very good implementer.

But the first problem still remained, which was that of figuring out exactly what I needed to implement in order to create a proven system for lead generation.





As an avid consumer of information, I bought an incalculable number of books (and read them!), attended a similar number of seminars and workshops in various countries, all the while making notes on key points and action items which I then ticked off my rather long list.

In short, I learned and implemented like crazy.

It was like a continual and seemingly never-ending cycle of discovery, development and unfortunately, massive disappointment ,because everything that I had learned from the feet of so many marketing masters failed to make any significant difference whatsoever in my results.

Hence my underwhelm, disappointment and frustration.

When I relate the above story to audiences and ask them to raise their hand if they have had a similar experience, almost everyone immediately thrusts an arm into the air.

I find this to be absolutely staggering! That so many people, probably millions the world over, have spent so much money, time and energy in learning from supposed gurus, only to discover that what was being taught was, to put it frankly, worse than useless.

It was during this time of bewilderment that I was attending a seminar and the speaker said something that I've never forgotten some 21 years later. I can't remember the name of the speaker ,but what he said was this: *"good teachers teach what they have been taught; great teachers teach what they have observed"*.

It hit me like a lightning bolt: all the teachers I had been learning





from work at teaching what they had been taught without actually observing reality for themselves. Doubtless they had been to various seminars and workshops and read various books like I had. But my conclusion was that they never actually contextualised what they had learned to specific marketplaces (e.g. professional services), or what they were teaching was out of date and no longer worked. Either way, the result was the same — they were wasting their clients' time and money.

It was then that I set out on my Leadsology® journey by throwing out the marketing rulebook, starting afresh and testing and measuring everything. And making a lot, a lot, a lot of mistakes.

And that experience is why Leadsology® exists today.

After some 21 years of continual testing, refining, experimenting, trialing, and measuring, the Leadsology® system is ready for release so that the years of wasted time, money, and energy on ineffective marketing advice can finally be over.

Finally, Leadsology® is ready for the world. Hopefully you're ready for it.

MY CREDENTIALS

I've mentioned that I've been involved in sales and marketing for over 35 years, so I guess that's a significant part of my credentials.

However, in and of itself, that is not especially significant compared with the results that I've personally achieved in various businesses of my own, as well as the results I've achieved in helping over 2,000 business owners across 193 different industries from all around the world.





I started my first business at age 24 and I have gone on to start and sell four others, taking two of them International. In that time, I've managed teams of over 100 people and annual revenue of more than \$20 million. The Leadsology® model that I reveal in this book has generated many millions of dollars for my own businesses and for those of my clients.

To reference the latter claim, I invite you to go to www.leadsology.guru and check out the “Client Results” tab.

There are probably plenty of other people who have spent the thick end of four decades in sales and marketing, but I haven't seen many that are being credited by their clients with generating multiple millions in extra revenue.

That's why I don't regard my 35 years of experience as being enough to establish my credentials; it's got to be all about results.

It may also be true that I have a gram of entrepreneurial spirit in me which could also further serve to enhance my credibility. In addition to the above-mentioned businesses, I currently have significant interests and active involvement in three distinctly separate and different businesses, and I use much, if not all, of the 10 Step In Demand Model revealed in Part Three in each of these businesses. So I like to think that I'm walking the talk.

It may also give you some measure of confidence to know that my work has been reprinted physically in 27 countries and that I've shared international speaking platforms with the likes of Michael Gerber of E-Myth fame, Brian Tracy of Brian Tracy International, Richard Koch, who is the author of which sold over one million copies, Michael Port and many others.





Lastly, I operate a “Hype-Free” zone whereby I am 100 percent committed to giving you, my valued reader, only the strategies, tactics and *methods* that have been proven in the real world to increase demand for your services.

Hopefully the above will reassure you that this book is worth reading, and even more, that it’s worth implementing.

WHO WILL BENEFIT FROM THIS BOOK

Much of the information in this book, and especially in Parts Two and Three, will benefit any business, organisation or solopreneur. However, as mentioned previously, I’ve written this book specifically for Coaches, Consultants, Advisors, Teachers and Trainers, and anyone else who offers a Service.

You will benefit greatly from this book if you possess a strong determination to set up Leadsology® systems that will keep your Pipeline full of fresh, inbound, highly qualified leads and enquiries.

If that sounds like you, then please be warned that achieving this objective is neither simple nor easy unless you have the know-how. In that regard, think of it as being a bit like trying to crack open a highly secure safe. It’s neither simple nor easy until you have the combination. Leadsology® “cracks that code” and gives you the precise combination for setting up Lead Generation systems so that you can continually and confidently grow your revenue.

Also of great importance, Leadsology® introduces you to the concept of Scalability (Part Three, Chapter 9 especially covers this) so that you can not only grow your revenue to multiple six and seven figures, but also comfortably achieve the lifestyle of your dreams in 30-40 hours per week.





THE SCOPE OF THIS BOOK

As mentioned previously, this book gives Advisors a proven step-by-step model for ramping up demand and generating a high-quality flow of inbound lead enquiries. I reveal absolutely everything you need to know to systematically and predictably generate those leads so that you never have to worry again about where your next client is coming from.

The key word in the previous paragraph is “systematically”. Gone will be the days of random and desperate marketing activity where you wish, hope and pray that a prospect will make an enquiry, or that an enquiry will convert into a client.

You will, perhaps for the first time, feel that you are “Master and Commander” of your own destiny because you’ll be able to relax in the confidence that you are the owner of a business that operates like a conveyor belt, predictably and systematically producing a flow of inbound lead enquiries.

As also mentioned above, this book doesn’t stop there. I further reveal how to deliver value to your clients in much less time, for much more money, and with much more enjoyment (you’ll achieve this by avoiding the mistakes I outline in Part Two and by implementing the Leadsology® Model that I reveal in Part Three).

Note that I use the terms “Lead Generation” and “Being in Demand” and “In Demand” interchangeably throughout this book, all of which come about once you implement Leadsology®. Effectively, they all refer to the same thing, which is to generate high-quality, inbound, fresh enquiries to your business from people or organisations who represent your absolute Ideal Client. More on the latter in Part Three, Chapter Two.





A NOTE ON MY USE OF TITLE CASE

In this book I display in Title Case words that describe a term or concept that is especially important. For example, I do this when I refer to your Marketing Message or your Value Proposition or Being In Demand. I appreciate that this may not be the technically correct use of Title Case. However, I want a flag for you those terms and concepts which require extra attention.



PART ONE

WHY BEING IN DEMAND IS IN DEMAND





BEING IN DEMAND

SAM'S PROBLEM — AND MAYBE YOURS TOO?

SAM IS A brilliant consultant. He's a genius at re-engineering software systems and providing training during a merger and integration process. Sam's problem, however, is that he has a "10 service" trapped in "2 marketing".

In other words, while Sam is brilliant at what he does and while the few clients that he's worked with absolutely love his work, he has no effective Lead Generation systems in place, and therefore he is simply not In Demand.

Sam relies purely on Word-Of-Mouth Marketing, which means that he has absolutely zero control over the number of enquiries flowing into his business. As a result, Sam's life is the living personification of the term "feast or famine".

At times, Sam's anxiety levels are extreme and that in turn results in dysfunctional reactions such as panic attacks, escaping into alcohol, other acts of overindulgence including shopping sprees,





eating too much, and other dysfunctions such as *“going home when I’m tired of being nice to people”*.

When work dries up, he engages in random acts of marketing and the prospects that he approaches are turned off by what they perceive as his *“dance of the desperate”*.

At the heart of Sam’s problem is his failure to dedicate a specific block of time for Lead Generation.

This means his revenue and workflow are like a rollercoaster. At the top of the rollercoaster ride, Sam’s got plenty of client work and cash flow, but no spare time to enjoy it.

And at the bottom of the rollercoaster, Sam’s got plenty of spare time, but no money to enjoy it.

Either way, Sam suffers from numerous “lack of demand” symptoms that we’ll explore below.

For Pam, on the other hand, life is good. Many years ago she adopted one of my core recommendations and changed her calendar from the Roman Calendar system to the Poland Calendar system.

A work week in the Roman calendar looks like this: Monday, Tuesday, Wednesday, Thursday, Friday.

By contrast, a work week in the Poland Calendar system looks like this: Monday, Tuesday, Marketing Day, Thursday, Friday.

Did you spot the difference? I’m sure you did: I recommend that, like Pam, you dedicate one whole day to doing nothing else but focusing on Lead Generation.





And because Pam created the weekly Marketing Day habit, and because she implemented many of my other Leadsology® recommendations, she can relax because she's created a predictable, controllable flow of high-quality, fresh, inbound new client enquiries almost every single week of the year, including those weeks when she is enjoying holidays and overseas travel.

Both of the above examples are true stories. The first is typical of Advisors who rely on Word-Of-Mouth Marketing for Lead Generation.

The second example is typical of Advisors who create Leadsology® systems. The good news is that by reading this book you get to choose which of those two stories you want your life to look like.

YOUR REVENUE PROBLEM AND THE SOLUTION

To benefit from my Leadsology® model, it's critical for you to understand the nature of the problem of lack of demand, the symptoms of the problem, and also the causes of the problem.

Let's start with the problem itself.

A lack of demand results in lack of revenue, so we need to view the problem primarily in terms of a lack of revenue.

A problem is classically defined as the gap between what you have and what you want.

For example, if you have monthly sales revenue of \$20,000, but need monthly sales revenue of \$30,000 to support your desired lifestyle, then your problem can be identified as \$10,000 — that number being the difference between what you've got and what you want. Your business might add a zero or two onto the above





example, but the principle is the same: there is a gap between what you have and what you want.

I invite you to identify both the size of your problem and the solution by completing the following (note that I have inserted an example in brackets at the end of each line):

- E. My current monthly sales revenue is: \$ _____ (\$20,000)
- F. The monthly sales revenue I need to support my lifestyle: \$ _____ (\$30,000)
- G. The difference (B minus A): \$ _____ (\$10,000)
- H. Average sales revenue per month from one sale: \$ _____ (\$2,000)
- I. The number of new sales I need each month (C divide D): _____ (5)
- J. Conversion percentage from qualified prospect to a sale: _____ percent (50 percent)
- K. Number of new leads I need each month (E divide F): _____ (10)

THE LAST NUMBER IS THE MOST CRITICAL NUMBER IN YOUR LIFE

It's what I call your "#1 Number," because it is metaphorically the key to unlocking the door to a highly desirable future.

Your answer for row G needs to be not only your #1 Number but also your #1 objective in life. The reason is probably self-evident.



However, at the risk of stating the bleeding obvious, if you get enough high-quality leads flowing into your business, then you generate the revenue you need to support a highly desirable personal lifestyle, which may include providing top quality education for your children, medical care for loved ones, living daily in your dream home in your dream location, and funding sports, hobbies and charitable interests, and local or overseas holidays.

To paraphrase Neil Armstrong, the first man to walk on the moon, *“that’s one small number for you, but one giant leap for your lifestyle”*.

THE PRIMARY CAUSE OF LACK OF REVENUE

Most people believe that there are three primary causes of lack of revenue; however, in the vast majority of cases, I’d suggest there’s really only one cause.

Mark Twain said *“It’s not what we don’t know that hurts us, it’s the things that we think we know that just ain’t so”*.

Another way of expressing this might be that if we incorrectly identify the cause of the problem of lack of revenue, then it’s very likely we will waste time, energy, and possibly money trying to fix something that simply isn’t broken.

The three most commonly identified causes for lack of demand are the following:

1. A problem with Lead Generation
2. A problem with Lead Conversion (converting leads into clients)

3. A problem with Value Delivery (client work or service delivery that is not effective enough to generate referrals, and is therefore a missed opportunity in contributing to revenue growth)

To correctly identify the *primary* cause of lack of revenue/lack of demand, I need you to answer a couple of questions.

Question One: what percentage of clients have been happy with your work?

Question Two: what percentage of qualified prospects do you convert into clients once you are in front of them? Note that a qualified prospect is defined here as people who are aware of their need for what you have, have the money to pay you, and arrive when the timing is perfect.

If your answer to Question One was 80 percent or more, then clearly the primary cause of your revenue problem is not poor quality service or advice. So my strong recommendation is that you quit even thinking about messing with it.

If your clients genuinely feel that your service is more than good enough, then your service is more than good enough. Leave it alone and eliminate Value Delivery from your thoughts as a primary cause of your lack-of-demand problem.

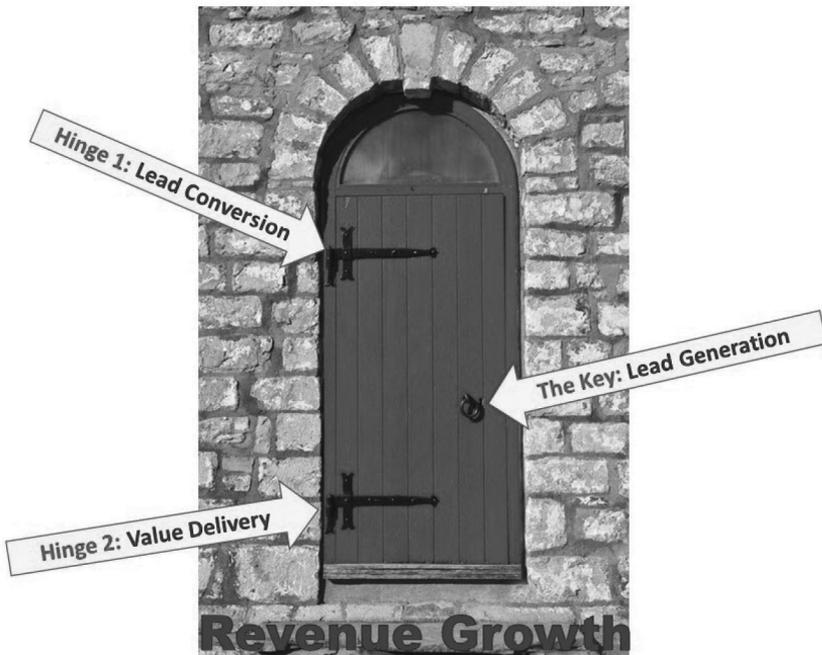
If your answer to Question Two was 50 percent or more, then your problem is not Lead Conversion (otherwise known as “sales” or “selling”).

A marketing research association that I studied with many years ago stated that top salespeople will convert 50 percent of qualified

prospects immediately; 25 percent will be converted later and the remaining 25 percent will either go somewhere else or will never buy. Therefore, if you're batting at 50 percent or more, then Lead Conversion also is not the primary cause of your problem.

We have therefore most likely eliminated both Lead Conversion and Value Delivery as the primary cause of your problem of lack of revenue, and so we are left with Lead Generation as the primary culprit.

Which is correct in approximately 97 percent of cases.



That's not to say that both Lead Conversion and Value Delivery are unimportant. On the contrary, they are critical.



But here is how I see Lead Conversion and Value Delivery relating to Lead Generation.

Imagine a massive brick wall with a door in the middle of it. And imagine that on the other side of that door lies significant and continually increasing revenue growth, plus all the lifestyle transformations that the extra cash flow will bring.

Now imagine that the door has two hinges and one keyhole with a key in it. In this metaphor, we can label one hinge “Lead Conversion” and the second hinge “Value Delivery”. And the key in the keyhole can be labelled “Lead Generation”.

In other words, you need effective Lead Conversion and Value Delivery systems so that the door will smoothly swing open when unlocked.

However, no matter how strong those two hinges are, the door is never going to open without the key. The best sales process in the world and the highest-quality service in the world are both completely and utterly useless without a flow of new leads to convert and deliver value to.

In summary, so far we’ve identified the size of your revenue problem and the solution, which is the number of new leads that you need each week in order to meet your revenue objectives.

We’ve also identified a lack of Lead Generation as being the number one primary cause of your problem.

And that’s what this book will give you: Leadsology® is the master key to Lead Generation, which in turn leads to a predictable, controllable flow of high-quality, inbound leads, which in turn





generate new clients and fresh revenue, which in turn gives you the lifestyle you desire for yourself and your loved ones.

THE SEVEN PRIMARY SYMPTOMS OF LACK OF REVENUE

Having defined the size of your problem (row C above) and identified the solution (row G above) plus the primary cause, let's now look at some of the symptoms of the problem.

It's important to do this because the symptoms can be turned into motivational reasons that will fuel your determination to implement Leadsology® and thereby become In Demand.

SYMPTOM #1 IS ANXIETY. Sleepless nights spent worrying about where the money is going to come from to pay the bills. Stress-filled days trying to figure out how to generate some leads. Anxious moments worrying about whether a prospective new client will go ahead. Relationship tension as your wife/husband/partner/parent expresses concern about mortgage or rent payments. Embarrassment at the supermarket when your card payment is declined. Tense minutes scratching around for a dollar here and a dollar there in order to fill your car with a little petrol. Worry as you look at the ever-increasing pile of unpaid bills on your desk. Actually, many of my clients don't have distress around getting new business or paying bills, but they do have a more positive form of stress called eustress (Google it!) that motivates them to continually strive for higher levels of performance. Whichever form of stress you are experiencing, you can use it to fuel your motivation tanks.

SYMPTOM #2 IS RESTRICTED CHOICES. This is where you experience significant limitations in where you live, the type of house or apartment you choose, compromises in medical and health care,





lower-quality educational opportunities for children, lower-quality holidays and fewer of them, inability to financially support a loved one or a charity of choice, less choice around indulging in your favourite hobbies or sports or pastimes, having to put up with inferior and less-efficient/effective technology at work, and pretty much everything else you can think of that requires cash.

SYMPTOM #3 IS THE LOSS OF SELF-ESTEEM. This is rarely spoken about, but in quiet moments people have mentioned this to me. Someone who is not In Demand often feels, rightly or wrongly, that they suffer from an erosion of respect from their wife/husband/partner/parents because they are living at a level which is far below their potential as a provider. This perception of a loss of respect from others triggers a loss of self-respect. There is no doubt in my mind that this is a tragedy of epic proportions, because we're talking about a person's inability to fulfil their role as a provider and, indeed, were also talking about nothing less than their inability to fulfil their life potential.

While, the above symptoms may seem somewhat depressing, but the good news is that pain is fuel. In other words, the more you can relate to the above symptoms, the more motivated you are likely to be to take the creation of Lead Generation systems seriously.

Nothing short of a 100 percent commitment to Being In Demand will get you over the line.

So if revenue is not at the levels that you would like it to be, then rather than feeling depressed, use the pain and disappointment that you have felt as fuel to move forward. As someone once said, *"reasons are the fuel in the furnace of motivation"*.





We could rightly describe the above as “pain-based” symptoms. The following are what I would call “desire-based” symptoms that can be used to equal effect as motivators for developing Lead Generation systems that have your services In Demand. This is particularly true if you’re comfortable with your revenue levels but you still have a burning desire to achieve more.

SYMPTOM #4 IS RESENTMENT. The symptom can probably be fairly described as a mixture of both pain and desire. A lot of people tell me that they want to do better in terms of Being In Demand because they see others with a lower-quality service doing better in the marketplace and that really annoys them. So they experience *resentment* because they see themselves as seemingly the world’s best-kept secret, and they also feel the *desire* to do better than others peddling poorer-quality services.

SYMPTOM #5 IS A KNOWING. What I mean by “a knowing” is that for many people there is a knowledge, or a deep belief, that they can do better, and that indeed they feel they must do better. However we articulate this knowledge, the fact remains that there is a deep-seated awareness that you can play the game of business at a much higher level. I use the word “can” in the sense that the capacity is in you, but you just have to figure out a way to release it. It’s a matter of stepping into your destiny and fulfilling your Life Purpose starting with Being in Demand through effective Lead Generation. Leadsology® will show you how to do that.

SYMPTOM #6 IS TAKING ON CLIENTS THAT ARE NOT A FIT. When revenue and cash flow are tight, it’s incredibly tempting to take on a client that is not quite the right fit for your services. We have all done it and we have all lived to regret it.





For example, my forte is working with professional advisors. But 10 years ago I was still taking on board retailers and manufacturers, not necessarily because I was short of cash flow, but more because I found it difficult to pass up an opportunity. Yes, I managed to keep my clients happy and they benefited from a modicum of results, but I never felt comfortable about going into client meetings.

And it's not just the client-to-Advisor fit; it is also the service-to-Advisor fit. For example, a specialist productivity consultant might be tempted by a project that called for recruitment expertise. While there might be some crossover, a specialist in the latter service is going to feel far more comfortable and have much more benefit than the productivity consultant.

The problem with this symptom is that it's hard to sleep well at night because you have that nagging thought in the back of your mind that each meeting with the client is going to be a struggle. So you end up stressed.

The difference between working with a client that is a fit, and working with a client that's not quite a fit, comes down to your ability to deliver value succinctly, easily/naturally, and effectively. And that's stress-free.

Get your Lead Generation happening systematically and effectively and this problem disappears forever.

SYMPTOM #7 IS KEEPING CLIENTS THAT ARE LESS THAN IDEAL. This problem naturally follows on from the previous problem but with a slight variation. Clearly, if we take clients on that are not a fit, then the problem morphs into keeping clients that are not a fit. The variation however, is that sometimes a client starts as a fit but fails to





implement on a consistent basis. In that case, you need to be able to gently inform them that they are wasting their money and that you'd be delighted to talk to them again when they have the time/mental space to commit one hundred percent to the implementation of agreed actions.

Once again, establishing effective Lead Generation systems is the key to you being able to relax in choosing both the clients you want to take on board and those clients you wish to retain.

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

THE PAYOFF FOR SOLVING YOUR REVENUE PROBLEM BY BEING IN DEMAND

Identifying the benefits or payoff for being In Demand is pretty much a matter of simply reversing the above symptoms. You get to relax, experience the sheer joy of having a greater breadth and depth of choices in every area of your life, feel confident in your abilities and satisfied knowing that you're playing the business game at the highest possible level of your potential.

Do those sort of benefits sound attractive, or did you have a different plan in mind? 😊





PART TWO

MAJOR MISTAKES

ATTEMPTING TO CREATE DEMAND





MOST ADVISORS MAKE THESE MISTAKES

INTRODUCTION

AS MORBID AS it may seem to start with mistakes that Advisors make in attempting Lead Generation, there's actually quite a lot of wisdom in doing so.

This morning I spoke with the previous owner of a business in which I've invested.

The 30-minute meeting I had with him was invaluable, because he outlined what had worked and what had not worked in 10 years of marketing the particular service that the business offers.

I could then confidently and immediately eliminate several options I had previously been considering. In discovering his mistakes, I'd saved myself and the other partners in the business countless dollars and hours and effort.



Additionally, I've seen wasted weeks, months and even years when Advisors follow Lead Generation advice that is simply never going to work. For example, some play around with Social Media every day for weeks, months and years on end and wonder why they aren't generating any new leads. More on that later.

In addition to the waste of time, energy and money, there is also an increase in negative emotions such as frustration, and as mentioned previously, a lowering of self-esteem that is extraordinarily damaging to the effectiveness of any Advisor.

I actually get a little angry when I hear marketing charlatans, or indeed well-intentioned but inexperienced business coaches, suggesting strategies and tactics that sound good but that will never produce high-quality leads.

In summary, a wise person does *not* learn from his or her own mistakes; they learn from the mistakes of those who have gone before them. Therefore, the chapters contained in this part are likely to be amongst the most valuable in the entire book. I would urge you to study them thoroughly prior to proceeding to Part Three.

MISTAKE #1: PUTTING TACTICS BEFORE STRATEGY

An effective strategy articulates exactly what you need to do in order to create Competitive Advantage, generate enquiries from Ideal Clients, and then scale your Value Delivery. More on that in Part Three.

Tactics, on the other hand, are all about how you will execute that strategy and, of course, in the context of marketing, it includes marketing activity.



Putting Tactics before Strategy is like putting the cart before the horse; in terms of Lead Generation, you simply can't move your business forward.

There are a bunch of Strategic Questions that have to be answered before marketing activity/tactics get underway. Questions such as:

- What does my Ideal Client look like?
- What significant act of transformation can I perform that would be highly desirable for my Ideal Client?
- What Marketing Message does my Ideal Client need to hear or read in order to make an enquiry?
- Where does my Ideal Client hang out and what Mediums will be most effective in reaching out to them with my message?

When these and other critically important Strategic Questions have been answered effectively, then and only then should marketing activity/tactics commence. We'll explore more of the strategic questions in Part Three.

Let's look at an example. Jill is a highly talented Consultant and Trainer. Her specialty is increasing workplace engagement. Her Ideal Client is the CEO of a mid-size company with perhaps 200 to 500 employees. Jill suffers from the Classic Rollercoaster Revenue Syndrome that most Consultants suffer from when they fall prey to the mistake of relying only on Word of Mouth Marketing.

At the bottom of one such rollercoaster ride, she wakes up in the middle of the night in a cold sweat because work is starting to dry





up and the normal referrals simply are not coming through. She gets out of bed, makes herself a cup of tea, and goes to a home office where she browses through various online Human Resource e-zines, then buys some advertising space in three of them to promote her business name, contact details, qualifications and the services she provides.

This is what we, in the marketing industry, referred to as “name, rank and serial number” advertising, and unfortunately it just flat out does not work.

The reason why Susan’s attempt to generate leads failed is because she hadn’t, first of all, answered the critically important strategic questions that need to be effectively answered prior to marketing activity.

Instead of name, rank and serial number advertising, I would recommend that someone like Susan first of all must figure out a Marketing Message that is most likely to generate an enquiry/response.

And in alignment with the questions that appear above, she would then figure out the best Mediums to get that message out to her Market.

For example, an effective Marketing Message for Susan could be *“we show CEOs how to increase engagement and productivity by 25% in just 12 weeks”*.

Think about this: if you were the CEO of a mid-sized organisation and you were concerned about the lack of employee productivity, would you want to know more once you heard that Marketing Message? I would bet you dollars to doughnuts that you would make the enquiry.





In Part Three, Chapter Three, I'll share more on how to create an effective Marketing Message, and in Chapter Four of the same part, I'll reveal the best Marketing Mediums for Advisors.

SOLUTION: answer the tough Strategic Questions prior to undertaking marketing activity.

MISTAKE #2: RANDOM ACTS OF MARKETING

Mistake #1 and #2 are really like two wings of the same bird in that they always go together.

By engaging in random acts of marketing that follow no consistently themed Marketing Message and/or that use ineffective Marketing Mediums, we actually create an "anti-marketing program".

In other words, random acts of marketing are counterproductive because, at best, they damage the quality and power of your brand. At worst, they send mixed, inconsistent and confusing messages out to your marketplace. In the eyes of your Ideal Client, you appear to be dancing the dance of the desperate, like so many of your competitors.

SOLUTION: once you have studied Part Three of this book, you will be in a position to both create an effective Marketing Message and identify the most effective Marketing Mediums through which to promote your Message. Then, you will be able to read about the antidote to random acts of marketing in Part Three Chapter 6, where I show you how to create a Marketing Calendar (critical concept!) so that effective marketing activity is being undertaken systematically week-in and week-out, giving you the joy of a full Pipeline of fresh, highly qualified inbound new client enquiries.





MISTAKE #3: RELYING ON WORD-OF-MOUTH MARKETING

Word-of-Mouth Marketing is very different from Referral Marketing. The former is reactive, in that you wait for a client to mention you to a prospect and, more often than not, you then rely on that prospect to contact you, which may or may not happen. Either way, you are not in control of generating the lead.

Referral marketing, on the other hand, leaves you in control. Using one of many proven, effective referral approaches, you can choose when to generate leads and you have a lot of control over the type and quality of lead you generate.

Don't get me wrong: I love Word-Of-Mouth Marketing because there is a great deal of satisfaction that comes when someone involuntarily mentions the quality of my services to another potential client. But to rely on Word-Of-Mouth Marketing solely for generating leads is like sitting on a stool with only one leg; sooner or later you're going to fall off.

Everyone who has a gram of common sense understands that in the investment world it is unwise to put all of your eggs into the one investment basket. Diversification increases security and the prospect of long-term success.

And it's the same in business. The number "one" is the scariest number in business: relying on *one* client for the majority of your revenue, relying on *one* supplier for the majority of your products/services, relying on *one* key team member to create value, and, in the context of marketing, relying on *one* lead source, whether that be Word-Of-Mouth marketing or a specific advertising medium.



SOLUTION: develop a minimum of three Lead Generation mediums so that your Marketing Stool stays upright. More on this Part Three Chapter Four.

MISTAKE #4: COPYING A HIGH FLOW MODEL

There are quite a few brilliant USA-based marketing gurus. They have built multi-million dollar revenues based on what is commonly referred to in the marketing world as a “Product Funnel”.

A Product Funnel is also referred to as a Marketing Funnel, and the essential principle is that the top of a funnel it’s very wide and represents a lot of prospects entering your business as subscribers. The objective is to move some of those prospects down the funnel to the point where they start purchasing your core service, and to potentially upsell a lesser number again into a premium-priced service of some sort.

In summary, you induce a lot of people to flow into the top of the funnel to receive some sort of value for free, and you slowly tempt them to move down the funnel to where you begin to, initially, charge a smaller amount of money, and then, later on, a larger amount of money. So this model produces a lot more people at the top of the funnel paying nothing, and as you move down the funnel, less and less people paying more and more.

To most Advisors, this model seems to make a lot of sense; certainly it works exceptionally well for some of the big-name American marketers. Many of them will teach a client how to create a “Lead Magnet” and offer that for free in exchange for the email contact details of visitors to their website. For example, you may be encouraged to offer a series of free video training, a Special Report, a Checklist or Mind Map, or something



else that visitors to your website can download for free.

Once subscribed, our American marketing friends teach that you can set up a series of automatic emails (“auto-responders”) with more valuable information and the occasional offer to buy something small.

Those who have purchased a relatively less expensive item have theoretically identified themselves as better quality prospects to purchase something more expensive.

I have worked with countless clients who have put such a Product Funnel into place only to discover, to their disappointment and regret, that they have no new leads flowing into the business whatsoever.

The idea of Product Funnel is taught by three categories of marketers. There are the genuinely successful marketers referred to above, who generate multiple millions in revenue and for whom the concept of a Product Funnel, complete with “tripwires” et cetera, works wonderfully. I suspect that the majority of these people teach the concept of the Product Funnel with full integrity and with the belief that this is what everyone should do, because it worked so well for them.

The second category of marketer who recommends the development of Product Funnels contains those who have attended the courses and undertaken the programs of the first category mentioned above. Then, without successfully implementing a Product Funnel of their own, they go out and promote and sell the concept to unwary Advisors.





Most marketers in this category are so desperate for revenue that they shortcut the process of validating what they have been taught, and in doing so perpetuate the ineffectiveness of the traditional Product Funnel concept as it applies to Advisors.

The third category of marketer knows full well that the traditional Product Funnel won't work for most Advisors, but continues to make money from teaching the concept because they have no conscience and are prepared to live knowing that they are ripping people off.

Here's why the traditional Product Funnel probably won't work for you.

To make a Product Funnel work effectively in the way that I've described it above (which is exactly the way it is taught by most marketers), you need a High Flow website. By that I mean you have more than 10,000 visitors to a landing page on your website each week. Of the 10,000 visitors, perhaps 1,000 will opt in by entering their contact details on the landing page in exchange for some form of valuable content.

Those who have opted in will then begin to receive a series of emails with further content and the offer of a small purchase, typically less than \$100. In a well-constructed funnel, we might expect 100 to make such a purchase.

Of the 100 people who made that small purchase, there may be five who go on to purchase a more expensive product. And this level of purchasing is the primary aim of people who create product funnels.

All of this works exceptionally well if you have the 10,000 visitors coming to your landing page every week. However, if you have





only 100 visitors coming to your website each week, then you simply don't have enough visitors to make your product funnel effective in terms of generating a sufficient amount of high-quality new client enquiries.

This means that as an Advisor setting up a Product Funnel you're likely to waste a lot of time, effort and some money, and end up with nothing to show for it.

Even worse, offering too much free content can actually be counterproductive. The reason for this is that many people who may actually be interested in your core service will, instead of making an enquiry, simply download whatever free content you are offering, tell themselves that they will get around to reading/viewing it at some point, and then fail to ever do so. In the meantime, they have forgotten all about you and you've lost what could have been a very high quality client.

My strategy with most of my clients is to take down most, if not all, of their free downloadable content and offer only one item, which a prospect is typically asked to purchase, and drive all traffic to that offer. In this way, we end up with real high-quality prospects, rather than a larger number of "suspects". The item for purchase is often a book written by my client, or some form of initial "Consult" to see if there is a fit between the prospect's needs and the services provided by my client. "Skin in the game" is the best way to increase the quality of leads flowing into your prospect Pipeline.

I appreciate that many people think that more subscribers and followers must be better than fewer subscribers and followers. But in my experience, that is simply untrue. The quality of a prospect is infinitely more important than the quantity.





Furthermore, I'd encourage you to contemplate the following: most people think that the purpose of a client is to get the sale, whereas it's exactly the other way around: the purpose of the sale is to get a client.

The reason is simple: clients, treated well, will buy again and again and again. Transaction-orientated Advisors are like the proverbial treadmill where they simply chase sales and run harder and faster every year without actually moving forward. It's better to focus on the quality of enquiries and let the quantity look after itself.

SOLUTION: create an intention to generate the highest possible quality of clients even though that may sacrifice the quantity of new subscribers and enquiries. If you have a "Low Flow" model, then don't waste your time, energy and money creating an offer that relies on High Flow.

MISTAKE #5: OFFERING A TRADITIONAL SERVICE

Coco Chanel once said "*in order to be indispensable one must be different*". If your Ideal Clients perceive that the service you offer is traditional, as opposed to transformational, then you'll have a hard time generating enquiries.

Think about it like this: if you're after an "Acme" brand tennis racket, model "XYZ", and you know that you can get that exact tennis racket from any number of outlets including online stores, then what will your final purchasing decision come down to? Probably the price, right? The reason is simple: your perception, which in this case is quite accurate, is that the product you want to purchase is a commodity item with all the features being identical from each potential supplier. Therefore, price is the only differentiator.





The equivalent is the Advisor who offers, for example, Customer Service training, but who articulates their Value Proposition using the same terminology, the same training duration, the same training methodologies, and similar pricing structure as competitors. To a potential client scouring the market for Customer Service training, picking up brochures, visiting websites, or attending trade shows, most of the trainers look the same.

In Part Three Chapter One, “Magic” will share with you the concept of The Value Slider. You’ll discover how to radically transform the way you deliver value to the point where clients will experience your service as transformational rather than traditional. And in Chapter Three “Message” of the same section, I’ll show you how to transform your Marketing Message so that the marketplace’s perception of your transformational ability is aligned to the reality of what you deliver and how you deliver it.

To be clear, is *very* likely that you not only need to re-engineer you deliver value (but not necessarily *what* you deliver) in order to cause a greater number of clients to want to invest in your services, but you’ll also need to change your Marketing Message (Part Three, Chapter Three) so that the marketplace’s perception of what you do is aligned to the reality of what you do. Think of this as a book and a Book Cover. How do we judge a book? By its cover. Should we judge a book by its cover? Probably not. But nevertheless, we do. So think of the book as a metaphor for what you do, for the value you deliver to a client. And think of the Book Cover as your Marketing Message. We’ll dig a lot deeper into these concepts in the next section of this book.

SOLUTION: ensure that the services you offer can transform the personal and/or professional lives of your clients to the point where they say “wow!”





MISTAKE #6: A FAILURE TO NICHE

There's an old saying in the marketing world that the *"riches are in the niches"* and it's very true.

A niche is a small part of the marketplace where you wisely choose to focus your efforts. You have three options when selecting a niche:

1. You can focus on a specific industry or market segment.
2. You can focus on offering a specific service.
3. You can focus on working in a specific geographical location or region.

And naturally you can select either one, two or three of the above.

For example, Jack is a business coach who has failed to target a specific niche and is out there in the marketplace offering some form of twelve-month engagement which will cover business planning, human resource issues, supply and inventory strategies, marketing ideas and plans, quality control systems, and pretty much the whole kit and caboodle; the A to Z of business building.

If a business owner has the money, regardless of the industry they operate in, then Jack will be happy to sign them up. Jack will take on manufacturers, retailers, realtors, multilevel marketers, start-ups, mature businesses, solopreneurs, entrepreneurs, car sales yards, online stores, importers, exporters, and pretty much anyone who can make payments.





What's the problem with that, I hear you ask? Simple: no one has the experience and skill set to effectively support such a wide range of business types right across the board.

That means Jack will receive zero referrals because his engagement with most clients will cease somewhere between the three- and six-month mark as they wake up to the reality that Jack is a generalist who was failing to deliver specialist advice for their particular business.

What makes things doubly difficult for Jack is that he has a much-diminished capability to address specific industry or sector needs when he undertakes his marketing. His messages are generic and many will find it difficult to resonate with his articles, podcasts, special reports, and whatever other content he releases into the marketplace in an attempt to generate leads.

At the risk of appearing self-promotional (which I sincerely hope I am, but in a covert manner 😊) let's contrast Jack's market to my niches.

I target two forms of niches, one being a market niche and the other being a service niche.

The market niche is that I only work with coaches, consultants, Advisors, trainers and teachers, plus others who offer a service. That means I don't work with manufacturers, retailers, realtors, multilevel marketers nor anyone else selling a physical product.

And in respect to my service niche, my "front end" service is all about leading Advisors through a simple, powerfully effective, step-by-step system for creating a continual flow of fresh, high-quality leads into their enquiry Pipeline which is called Leadsology®. I





don't offer to show them how to manage staff, how to improve customer service, how to increase productivity, how to create systems (other than Lead Generation systems) nor do I offer any number of other services, even though after 35 years of marketing and management experience I am well qualified to do so.

I'm not saying this to impress you, but rather to impress upon you the wisdom and effectiveness of picking a niche industry/segment and/or a niche service. In doing so, you will dramatically improve the degree of desirability you create among Ideal Clients, and you'll thereby generate more leads of better quality. Furthermore, your capacity to focus laser-like on the specific needs of the industry/segment that you've chosen will mean you are far more likely to be able to deliver value at the sort of transformational level that I've previously referred to. And that will significantly increase your Ideal Clients' motivation level for referring you to their contemporaries.

SOLUTION: choose a niche. Here's how. Make a list of 10 previous clients who you enjoyed working with and with whom you enjoyed large profits. See if there is a common industry/segment across 3 to 5 people on that list. If so, you now have a big clue as to which industry/segment to focus your marketing efforts on. Next, break all of the work you can do down into a series of segments. See if you can get to a list of 10 segments. In other words, 10 parts or aspects of the sort of work you can do. Then pick the top three that you enjoy performing the most and this will give you a big clue as to the type of work you should be offering to your chosen industry/segment.

MISTAKE #7: A FAILURE TO RESPECT PIPELINE PRINCIPLES

A Pipeline means different things to different marketers. For me, the Pipeline is a metaphor for a place where subscribers and





followers go into, and where some of them are converted into leads that are then in turn converted into clients.

Someone with an empty Pipeline is someone without any prospects or leads. A healthy Pipeline helps you to relax and sleep well every night knowing that you have a constant flow of prospects and enquiries flowing into your business.

If you do verbally communicate your Value Proposition through such efforts as publishing an effective marketing article that is published, or you have new subscribers to your podcast or blog, or new followers on Facebook, or new connections on LinkedIn, or new registrants for a webinar, or new purchasers of your book and so on, then you are filling your Pipeline with prospects who may in turn be converted into lead enquiries who may in turn be converted into clients.

But a Pipeline only works if you respect the principles that make it work. And there are three common violations of those principles that almost every Advisor commits.

Violation number one is that the advisor puts leads into one end of the Pipeline but they don't immediately come out the other end of the Pipeline as clients. So they stop putting the leads into the first end of the Pipeline.

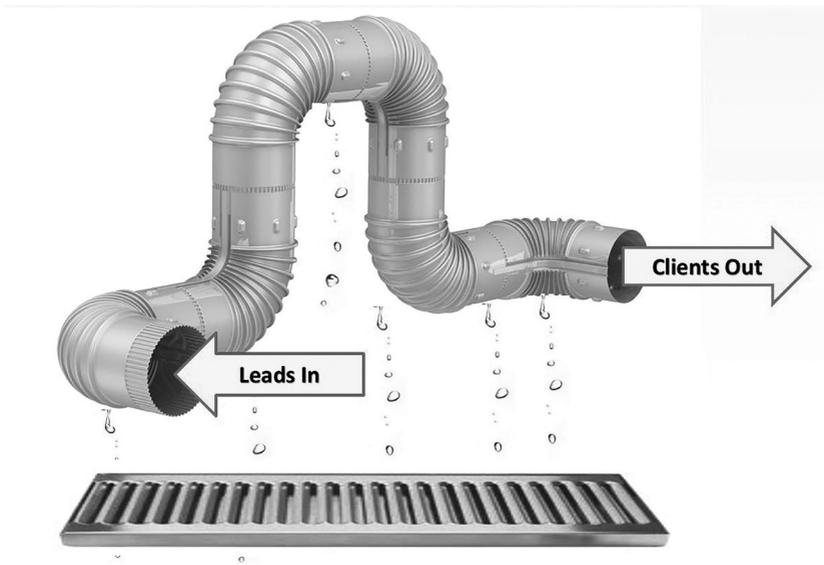
Here's the thing: leads don't always immediately convert to clients. Depending on the industry you work in and the service you provide, it could take weeks or even months for even a high-quality lead to convert into a client. Therefore, if you put a few leads in your Pipeline and the gestation period is say three months but you stop putting leads in after one month, one of the few leads that you put in may actually emerge as a client, but that happy event





will then be followed by at least two more months of new-client drought.

Violation number two is exactly the same as violation number one only for a different reason. Violation number two occurs when the Advisor diligently puts leads in the front end of the Pipeline and they start coming out, after a period of time, at the other end of the Pipeline as clients. Then the delighted Advisor stops putting new leads into the front end of the Pipeline because he/she has plenty of work — right now. As I'm sure you've already guessed, once that work is completed the Advisor is then left with an empty Pipeline.



The moral of the story in regard to both violations is that you must continually — ideally every week of the year — be replenishing the front end of your Pipeline with new leads.

The Three B's of Marketing

Which brings us nicely to violation number three. Violation number three is failing to realise that every Pipeline has holes in it





where leads will drip out, metaphorically speaking.

What this means is that some people, despite an initial interest in your service, will allow your brand to drop off the radar scope of their mind. You will lose what marketers call “share of mind”. This means that the prospect who was initially interested in your service will fail to think of you when they develop a *need* for what you offer. What we need is a drip tray that can catch these prospects and recirculate them back into the Pipeline. And that’s where things like webinars and quality Social Media posting come in. These platforms keep your “Brand in their Brain until they are ready to Buy”, hence the Three B’s of Marketing. That’s the purpose of recirculating via the drip tray.

SOLUTION: create a direct response marketing event every single week of the year whereby prospects are given a call to action, be it to book an initial Consult discussion with you or to purchase your book (which also includes the offer of a Consult). This creates a constant flow of new leads going into your Pipeline and therefore, at a later point in time, a constant flow of new clients to work with.

MISTAKE #8: LACK OF LEAD GENERATION SCALABILITY

The term scalability comes from the computer industry. It refers to the capacity of a server to support workstations. For example, if a server is powerful enough to support 100 workstations it is clearly much more “scalable” than a server that can support only 10 workstations. Effectively, what we’re talking about in respect to scalable Lead Generation is your capability to generate more leads in less time.

I’m a big fan of Dr Ivan Misner, who is now officially the founder of the world’s largest franchise group — Business Network





International, or BNI as it is more commonly known. Ivan is a master of generating leads via networking and certainly when it is done right it can be very effective. But like some other people, I don't enjoy attending networking meetings however I understand that many Advisors find networking groups to be an effective and enjoyable way to prospect for business.

I personally have a couple of other challenges with networking, but before I share them with you I want to reinforce the idea that if you find networking in groups such as BNI (Business Network International) to be effective then you should by all means continue to generate leads from the medium.

That said, let's look at my personal reasons for not attending professional network meetings.

Firstly, attending networking groups means I have to get out of my office here at home next to the beach. I have to drive somewhere, probably a fair distance because I'm not near a major population centre, then I may have to endure traffic hassles and I will most certainly have to find a car park and then I'll have to go and smile weakly with my naturally introverted facial expression and press the flesh with people whom I've never met before and with whom I have no idea whether or not they wash the hands after going to the loo. I'm aware that this might all sound a bit weird to you however I am a little weird and to me this is definitely not something I would look forward to.

Secondly, I love the concept of scalability and that's why I will speak to groups of people, present webinars to groups of people, and sell my book to groups of people. Did you spot the common word denominator? Groups!

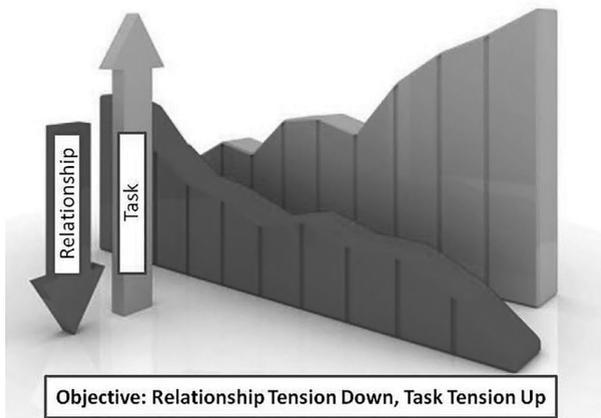


Sure, it means I've had to develop new skills and, indeed, I encourage my clients to do the same and I enjoy showing them how. While these new skills represent hurdles that must be overcome, every time one of my clients develops the skill, for example, of generating leads from webinars, or the skill of generating leads through a seminar/workshop, or generating leads through the marketing of their book, then they have just left behind a whole host of competitors who refuse to move their life through those same hurdles.

It's the business world's equivalent of Darwin's theory of natural selection. Adapt or die. Develop or wither. To paraphrase Stewart Brand "*once a new marketing opportunity appears it's like a steamroller and you get to choose whether you're on-board the steamroller or you're part of the road*".

SOLUTION: find someone, me or someone else, pay them some money, and get them to show you how to develop scalable Lead Generation so that you can generate more fresh, high-quality leads in less time and with less money and with less effort.

MISTAKE #9: FAILURE TO ESTABLISH KNOW, LIKE, AND TRUST





I first saw my wife across the other side of a crowded room. Corny but true. For me, it was literally love at first sight. I was gone, smitten, game over.

I managed to find a way to introduce myself and we had a coffee, then later we met for lunch and then a bush walk and then ... and then ... and then ... I proposed.

I'm not saying that my Value Proposition was weak, but it took her 869 days to say "yes". But she did say "yes". (I call it "Dripping Tap" marketing!)

But imagine what would have happened if immediately after first seeing her I'd gone up to her and said *"Hi there, I'm Tom; can we get married? Unless you prefer to go to bed first?"*

As attractive as either of those two Value Propositions may have been to me at the time of meeting, I was the "seller" and my future wife needed to get to know me before being presented with such a major "purchasing decision".

I have little doubt that you'd consider me nuts if I'd proposed to her the first time I spoke with her. That being the case, ask yourself how many times you hope that a prospect will buy the first time they come into contact with you or your brand?" Most people would answer *"Pretty much always!"*

The key is to get what I call "relationship tension" down by establishing rapport (*"I know you, like you, and trust you"*) and respect (*"I believe you can help me"*) prior to increasing "task tension," which is what you create when you introduce a Value Proposition that asks the prospect to make a buying decision.





It's very difficult ... make that "extremely difficult", to have a prospect buy anything without first having some positive experience with your brand.

Get relationship tension down before you crank task tension up. Avoid joining the ranks of millions of Advisors who suffer from "Premature Solicitation" syndrome.

To illustrate this concept further, don't expect anyone to make an enquiry, and certainly not to buy anything, simply because they visited your website, or they liked the look of your LinkedIn profile, or they fancied one of your tweets. And don't expect anyone to make an enquiry or order anything simply because you've sent an email to them unsolicited with what you think is a really cool offer. It is extremely rare to generate any leads, let alone high-quality ones, before you first establish a relationship of know, like, trust, and respect. Like my beautiful wife needed to get to know me before marrying, people need to get to know you, to like you, to trust you, and to respect you prior to making an enquiry or buying any of your services.

SOLUTION: create added-value marketing events/campaigns that add significant value to prospective clients and that impress the socks off them in regard to your expertise and ability to help solve *their* problems and to maximize *their* opportunities.

MISTAKE #10: THE ONE-STEP DISCONNECT

The One Step Disconnect refers to a lack of alignment between your Marketing Message and your Value Proposition. It's a killer of new business. Allow me to illustrate.





A respected colleague of mine, we'll call her Pam, presented a webinar to my network. I can't recall the exact title of the webinar, which had something to do with time management efficiencies and strategies. Pam absolutely knocked it out of the ballpark with her presentation. People loved it. At the end of the presentation, we signalled to attendees that they should stay on the webinar until after the Q&A session if they wanted to know how Pam worked with clients. From memory, well in excess of 90 percent stayed around to hear the details of Pam's program.

What happened next was a shock, albeit of minor proportions. Having got everyone super juiced about the benefits of more-effective time management, Pam then presented details of a broader program on office efficiencies. Now, you and I both know that there is a crossover of common benefits between the subject of time management and office efficiency. For example, if your office is better organised, then you can be wasting less time trying to find things, your follow-up with clients or prospects or suppliers will be more effective and efficient, and so on.

The problem was this: Pam and got everyone all hot and sweaty about the super-rich benefits of time management, but the value proposition was couched in different terminology — "office efficiency".

Pam did not get one buyer. Based on my experience, if she had offered a program on time management she would have had at least 10 new clients.

That One Step Disconnect between Pam's Marketing Message as contained in the webinar presentation about the benefits of time management, and the Value Proposition that was articulated as





office efficiencies was unfortunately enough to lose her entire audience. Ouch! Pam left a lot of money on the table that day.

Another example.

A client of mine, who we'll call Steve, is one of the smartest guys I know. Steve has developed proprietary methodology for generating greater revenues in large corporate organisations by having the Sales and Marketing divisions collaborate with each other as opposed to what normally happens which is that they fight each other. Steve is tall, good-looking, articulate, and oozes a competent persona and natural charm. All of which will become relevant when I tell you a story.

Early in our engagement of working together, we sharpened up Steve's Marketing Message and created a strategy to run live breakfast events and use his book and other mediums to drive CEOs to the event. If you ever tried to get CEOs to an event, then you'll know that this is not an easy thing to do.

But Steve did a great job with the marketing and ran a few of these events full of CEOs, but the response from the events was dismal. For a while I was stumped. I've run literally hundreds of such events and I'd estimate that more than 90 percent of those events produced a significant quantity of high-quality leads.

So I quizzed Steve about the quality of attendees and that checked out. And so I quizzed him about the venues and that checked out too. And I quizzed about whether or not he remembered to use a feedback form like I had taught him and that checked out too. He seemed to be doing everything that I had taught.





Then, on a hunch, I asked them to send me a copy of the invitation that he was sending to the CEOs that was enticing them to attend the breakfast events. What I discovered is the dreaded One Step Disconnect had crept its way into his process.

While I can't remember the exact details, but it was something like this: Steve would get his most excellent book in front of the CEOs along with a written invitation to attend a breakfast event. However, the invitation's Value Proposition offered the opportunity to network with other CEOs and discuss challenges and opportunities with other like-minded, growth-orientated CEOs so that they could share their solutions and experiences.

Can you spot the One Step Disconnect? Steve's Marketing Message contained in the invitation to attend the breakfast event was based around networking with other CEOs.

However, when he presented his Value Proposition at the end of the breakfast, it was all about creating collaboration between each CEO's Sales and Marketing divisions. That's a big disconnect between the Marketing Message and the Value Proposition.

SOLUTION: ensure that whatever Marketing Message you create (more on that In Part Three Chapter Three) is completely and 100 percent aligned with your Value Proposition (the description of your service including its features and benefits) so that there are zero surprises for your prospects.

MISTAKE #11: NO BAIT TRAIL

I first developed the Bait Trail Principle back in 2008 when I noticed too many Advisors were confusing high-quality prospects





by providing them with too much information all at once.

I erroneously based my theory of the Bait Trail on the story of Hansel and Gretel whom I thought had followed a trail of lollies laid out along a forest track leading to the rather improbable house made of lollies and owned by a wicked witch with a very large cauldron.

(How on earth the Brothers Grimm thought that boiling children alive in a cauldron was a suitable fairy tale for young kiddies is beyond me).

As it turns out, there was no such trail of lollies on the path but rather simply two little kids getting lost in a forest and stumbling upon a child's culinary delight in the form of several tons of sugar and chocolate moulded into the shape of walls and roof.

So I was wrong about Hansel and Gretel, but I was right about the Bait Trail Principle.

Here's how it works. We vastly over estimate the amount of information that otherwise incredible brains can process at any one given point in time.

What the Bait Trail Principle recognises is that people are far more likely to take action if they are presented with one clear call to action and an absolute minimum of information communicated around their options other than a clear articulation of the benefits that will result from taking action.

Allow me to illustrate with an example. For many years now I have regularly interviewed people I regard as having something





special to offer to my network. This keeps my network of subscribers and followers well nurtured with high-quality fresh content, which means they are more likely to stay followers and to stay subscribed.

When I first started approaching people to interview them, I didn't know about the Bait Trail Principle. I'd invite them to be interviewed and then tell them about how we would publish it, then tell them about the possible joint-venture opportunity if everything went well and tell them about how we could cross-market to each other's networks and so on. In short, my approach was so comprehensive that the size of the Value Proposition resembled the phone book of a small African nation.

The result was that we failed to generate a response from the vast majority of the people we approached. This was around about the time I started to learn about copywriting.

So I took a fresh look at the copy that I was writing and using in my approach for potential interviewees. Fortunately, I saw my mistake. I was showing my prospects every step along the path toward the witch's house.

I then changed my approach to showing my prospective interviewees only the next step that I wanted them to say yes to, similar to laying out a series of sweets on a path to tempt people to take another step and yet another step and yet another step until they have arrived at the place that you want them to be.

By way of another example, imagine for a moment that you are a senior executive in a multinational and you are speaking to a corporate Trainer because you are interested in their services. The Trainer explains how she works with clients: she conducts an





initial consult which runs for 60 minutes where she will diagnose your business needs and see if you have a fit. She then goes on to explain that, if you have a fit, there is an initial six-week period of analysis at the end of which she would present a report. This is followed by a 12-week training program and then the opportunity to filter down the protein program from the senior managers into each division, and then the opportunity to go from one state to another and from one country to another. And, finally, she also can provide consulting services and so on and so forth. She continues to itemise pricing at each stage.

Now just take a quick look at the size of the above paragraph and you'll see why even smart executives get frozen like a deer in the headlights when presented with such a complex Value Proposition.

Using the Bait Trail Principle, all that the corporate Trainer would communicate to the executive is that she has 60 minutes available to sit down with you and that will reveal how much productivity upside your organisation has, and what you should do to take advantage of that potential.

Using the Bait Trail Principle, there would be no mention of six-week diagnostic analysis exercises or anything else that may (or may not) happen after the initial consult. All you need to hear as the executive is the next step and some compelling reasons to take that step (identifying productivity upside and what needs to be done to make it happen) and then you are exponentially more likely to take action.

SOLUTION: I am frequently asked about how long a webpage should be or how long a sales letter should be and so forth and so on. My answer is this *“as long as it needs to be in order to get the job done and*





then as short as possible". The "job" is generally to elicit an enquiry. That being the case, when you phone a prospect, or when you email a prospect, or when you close out a webinar, or when you do anything where you want to move a prospect closer to a purchasing decision, only give them the next step and a good reason to take it.

MISTAKE #12: THINKING THAT CHEAPER PRICES WILL INCREASE DEMAND

The person in the marketplace who is most sensitive about your prices is you. I found this to be true time and time again: the person selling a service is the person most concerned about the perception of its expense.

Today I met with a client and suggested that he undertake some mystery shopping with his competitors. In other words, I suggested that he call his competitors and make enquiries, not lying at all about who he was or where he was from but simply asking for information packs to be sent out and about pricing and about other features of his competitors' services. I clearly instructed him that, if he was asked who he was, then he should respond honestly and openly and offer a full exchange of information.

He told me that the first phone call he made to a business he perceived to be his most direct competitor revealed something of a chink in that competitor's armour.

He got hold of someone and asked about the features of their service and about pricing. The person at the other end of the phone stated the price and then added "*the reason we are so expensive is ...*" and then proceeded to defend the pricing which, in my view at least, was not expensive at all, and in fact was some 50 percent





cheaper than my client's pricing for a comparable service. Like I said, the people who are selling service are the ones who are most sensitive about its price.

I have lost count of the number of clients I have convinced to increase their prices significantly despite the obstacle presented by their fears around failing to bring new clients on board. Of all the clients who proceed with club price increases, of which there must surely be dozens, every single one said they wished they had done this years ago and rued the fact that they had been leaving so much money on the table, so to speak.

My clients tend to offer premium-style services. Top of the shelf stuff. No compromises, only the most effective and best quality services. If you are similar, then here is your wake-up call: a failure to charge premium prices for a premium service will repel prospects, not attract them.

Furthermore, premium-priced services attract better-quality clients who are more motivated to implement your advice, who will therefore gain immensely more value than other people, and who will consequently refer more people back to you.

This, even apart from the fact that you will make more money and have more cash in your bank account as a result of even one client engagement, is an extraordinarily powerful reason to ensure that you are one of the most expensive suppliers in the marketplace.

Premium-quality clients just flat out do not respect cheap.

Lastly, on the subject of premium pricing, having premium priced your main service, you should then additionally create what you





perceive to be a super expensive, super-duper offering.

I was in discussion with another client of mine, Mark, who is a brilliant corporate trainer and I suggested that he create a more fully featured program and charge twice his usual fee of \$25,000. So that's a \$50,000 program. He asked me why I thought he should do that. I replied with a question: *"Mark, how many \$50,000 programs will you sell if you don't have the \$50,000 program?"*

Now, Mark is a highly intelligent person, so it only took another second to respond with the obvious answer that he would sell absolutely zero \$50,000 programs if he did not have a \$50,000 program on offer.

"But who would buy it?", Mark asked.

I said to Mark that I would guarantee that at least once a year or at the very least once every two years he would sit in front of a CEO who simply had to have the most expensive program on offer. If it's in the budget, then he/she will always want the best.

Personally, I would prefer to buy half as often and spend twice as much and hopefully get three times the quality.

Apple recently launched a new range of the iWatch. The range consisted of three options. There was \$399 iWatch. There was a \$599 iWatch. And there was a \$14,000 iWatch. Why would Apple produce such an expensive iWatch? The reason is simple: as previously stated, some people just have to have the most expensive product on offer. Go figure.

SOLUTION: if you offer a premium product, then match it with premium pricing. Cheap will do exactly the opposite of attracting





new clients and it will also most certainly repel premium-quality clients. Additionally, create a service that is twice the price or whatever your poor service currently is.

MISTAKE #13: THE MARKETING MESSAGE DOESN'T GET CUT THROUGH

Because creating Marketing Messages that generate high-quality leads is my specialty, I'm going to delve into this in considerable detail in Part Three Chapter Three. Therefore, I'll not spend too much time on it right here.

I've mentioned "name, rank and serial number" Marketing Messages before, but just to reiterate: we need to have a Marketing Message articulated in such a way that, when an Ideal Client reads it or hears it, they are compelled to ask for more information.

To illustrate this point simply and quickly, just to whet your appetite for later, imagine that you are committed to grow your business (which given that you have bought this book you probably are) and that I was a business coach (which I'm not) and that you and I were talking at a dinner party and that you asked me what I did for a living. And let's say I responded with responded with "*I'm a business coach*".

At this point there is a high likelihood that you will mumble something like "that's nice" and slowly walk away.

Whereas if my response was "*I show Advisors how to generate one new, premium-quality client every single week — oh, and I guarantee that*". At this point, there is also a very high likelihood of something — but this time it's the likelihood that you would ask me how I did that. That is a living example of how an effective Mar-





keting Message gets cut through and elicits an enquiry. More on that in Part Three Chapter Three.

SOLUTION: create a Marketing Message that compels your Ideal Clients to request more information.

MISTAKE #14: THINKING IT'S ABOUT A BETTER MOUSETRAP

I covered this briefly in Part One under the section entitled “Your Revenue Problem And The Solution,” but such an important concept is worth expanding on.

Someone once said that if you build a better mousetrap the world will beat path to your door. But as Harvey McKay responded “*the hell it will, it's the marketing that makes the difference*”. Never a truer sentence was spoken.

As I mentioned previously, if your clients think that your service is better than good, then it's better than good and you should quit messing with it and simply rinse and repeat what you're doing. But most human beings get bored relatively easily. That means that, even when we have a thing that works incredibly well, we want to mess with it. There is some truth in the old adage “if it ain't broke, don't fix it” but of course we also need to recognise the need for continual innovation. But not continuous changes. There's a big difference.

When you create an effective Marketing Message and when you get that effective Marketing Message out through effective Marketing Mediums (more on this in Part Three Chapter Four) and thereby get in front of Ideal Clients, you *will* generate enquiries.





And because you've done such a good job of creating a highly desirable Value Proposition, when a prospective new client enquires as to how you work with your clients they don't really care too much about the answer.

To illustrate the point, if I have a toothache and I go to the dentist because I'm in pain and the dentist looks at my tooth and tells me that he/she needs to inject into my gum and extract the tooth and will take an hour, then I'll tell him or her okay let's do it.

However, if I have a toothache and I go to the dentist because I'm in pain and the dentist looks at my tooth and tells me to take a tablet and that the pain will go away, then I'll tell him or her okay let's do it.

And if I have a toothache and I go the dentist because I am in pain and the dentist looks at my tooth and tells me that if I stand on my head and wiggle the little pinky on my left foot three times in a counter clockwise direction then, if I'm in enough pain and if I trust my dentist, then I'm sure as hell going to try it at least once.

What's my point? My point is this: to a large extent, people don't care how you do what you do so long as they get the benefit that was embedded in your Marketing Message that attracted them to find out more in the first place.

Too many trainers, consultants, coaches, teachers and other Advisors try to impress their clients by dazzling them with complexity and telling how much time they'll be spending with the client. Big mistake. The vast majority of clients want you to keep things as simple as possible, for you to take up as little of their time as possible, and to deliver the results as fast as possible — and in





the easiest consumable form possible. More on this in Part Three Chapter One under The Value Slider.

SOLUTION: create a transformational service and then quit messing with it and focus instead on marketing and scaling your Value Delivery.

MISTAKE #15: CONFUSING MARKETING WITH SELLING

As a young man, I cut my teeth on selling one of the toughest products in the world to sell: life insurance.

The reason that the life insurance industry spent so much money on sales training was that they were such lousy marketers (and they still are).

But even though I was pretty darn good at selling, I was always, always, always fascinated by the idea of marketing, so much so that I even applied for a position, any position, in the marketing department of the life insurance company whose products I was selling.

So what's the difference between marketing and selling and why is it so important?

Think of it like this: if bees were a metaphor for clients and you wanted more bees, then you have a couple of options. Firstly, you can go and buy yourself a net, find a garden that's full of flowers and go running through the garden chasing the bees trying to capture them in your net.

That's very stressful for you and, even though the bees have the tiniest of all brains, it can get kinda stressful for them as well, I'm sure.





Or you can go and get yourself a jar of honey and take the lid off of it and set it on your back doorstep and watch as the bees come flying in.

Which is not stressful at all. On the contrary, it is relatively simple and relatively easy and completely stress free. Even the bees like the idea.

Here is the reality of sales: people love to buy and they hate to be sold. That being the case, any overt form of selling is a form of an anti-marketing, in that it will actually repel premium-quality prospects. Almost without exception, my clients are marketing to intelligent and sophisticated buyers who can smell a sales technique from a mile off. So quit selling and start marketing.

SOLUTION: create the equivalent of the metaphorical honey pot to attract premium-quality enquiries. Find someone who can show you how to create honey pots in the form of webinars, seminars, books and other lead generators which are extraordinarily effective when done well.

MISTAKE #16: THINKING SOCIAL MEDIA WILL GENERATE LEADS

There's a whole lot of hooey going around the marketing world about Social Media. Perhaps you've even tried to increase your subscribers or attract new leads by Blogging or Podcasting or Article Marketing or Facebooking or Tweeting or Instagraming or using whatever mixture within the Social Media universe of options touted by mistaken but well-meaning people.

Is it possible to generate high-quality leads from Social Media? Yes. But it takes years of almost daily effort. And there are so





many other ways to generate high-quality leads almost instantly that for the life of me I cannot understand why anyone would want to *start* the Lead Generation effort with Social Media. This is like wanting an apple but, instead of picking the “low-lying fruit,” you end up hiring a hoist and going straight to the top of the tree to pick your apple.

Social Media is a great Drip Tray (see Mistake #7 above) and is ideal for “keeping the Brand in the Brain until they are ready to Buy”. But in the short term, it’s completely lousy at generating high-quality lead enquiries from people who are ready to buy.

I’m amazed at the vanity of some people who think if they write a blog about what they had for breakfast that people would actually be interested in reading it. And even when we go to a higher level of content-style marketing, it is still extraordinarily difficult to create content that is of sufficient quality to capture a prospect’s attention, keep them engaged, and then generate an enquiry.

I’m an avid supporter of Social Media as a Marketing Medium to keep the brand in the brain until ready to buy. But don’t start with it. Instead, start with direct response, call-to-action style marketing where you can actually generate real leads of high quality.

Solution: develop a direct response, call-to-action marketing event of some description every week of the year. Once you have that well-established, then and only then develop Social Media marketing to keep the brand in the brain until ready to buy.





PART THREE

THE MODEL

