

Business Growth Summit 2011 with Ford Saeks



PG
PRIME CONCEPTS GROUP
Think It. Do It. Profit.™

Ford Saeks
PrimeConcepts.com

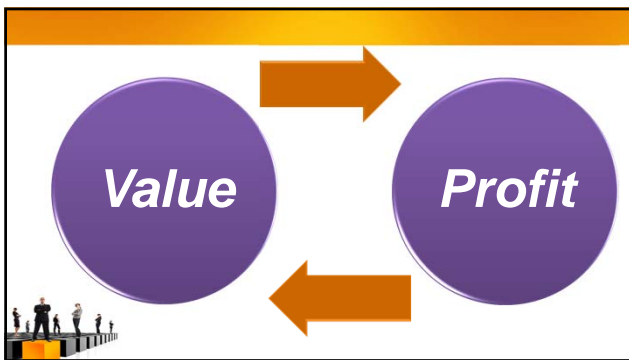
Business Growth Summit
Las Vegas, NV Sept. 9-11, 2011



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Business Growth Summit Ford Saeks

Intros & Outcome?




PRIME CONCEPTS MARKETING
Ford Saeks

www.PrimeConcepts.com **Ford Saeks**



Bicycle Storage Systems



FLOATING SWIMWEAR

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SECTION 1: Profit-Rich Marketing Foundation

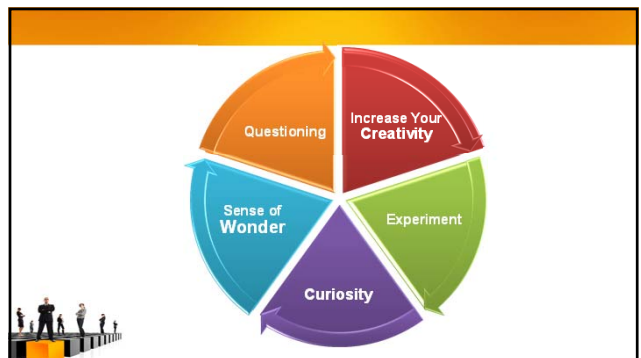
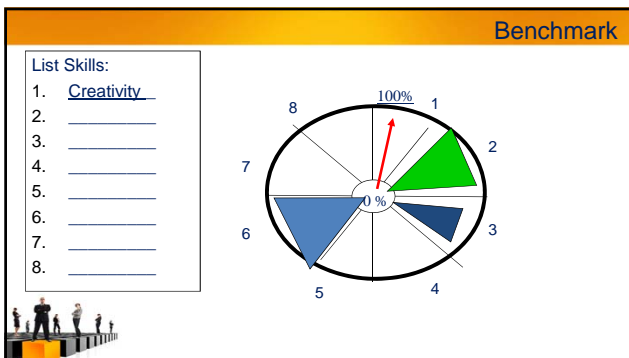
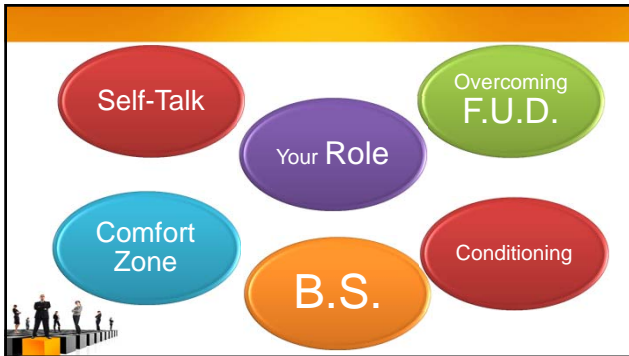
Get More Customers
Frequency of Purchase
Average Transaction
Reduce Expenses

Common Sense is a Super Power™

Creating Your MAP
(Massive Action Plan – pg. 4)



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- Table Teams
1. Figure out a **Team Name**
 2. Create a Team **Mascot**
 3. Write a Team **Slogan**
-



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Using a blank sheet of paper,
draw a picture that conveys who you are
 without any words.



**Why Your Customers
 Do Business With You?**

U.S.P.

Unique Selling Propositions (pg.17)



3 Steps to Defining Your U.S.P.'s

Step 1: Ask **yourself**...

- What is my business really good at?
- What aspect of my business is totally unique?
- What do I provide that no other competitor does?

Step 2: Ask **someone else**...

- Ask a client or customer why they selected you?
- What is it about your company, service or products that they like?

Step 3: Imagine you're the **customer**...

- Come up with a reason to do business with your company, and then ask yourself... 'So what?'
- Keep asking yourself this question until you've generated something very unique and special.



Direct Marketing ...

- Focused
- Targeted
- Specific Message
- Measurable
- Offer
- Collect Feedback
- Action Step



*Generate a specific response
 from a targeted market.*



**Define 25 new
 keyword phrase
 search terms**



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Business Growth Success Formula

1. Cost of a Lead?
2. Lead Conversion %?
3. Up-front profit?
4. Long-term value?



The Ultimate Referral Question...

On a scale of 0-10, how likely is it that you would recommend us to a friend or colleague?


Zero... being "Not Likely at All" and 10 being "Very Likely"

Create your own "Ultimate" questionnaire;

- ask what they **most** want from you,
- what they want for themselves,
- when they would **expect** to hear from you,
- what's **important** to them in a business relationship with you,
- why they **came** to you, and
- what they would want you to **add or eliminate**.

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SCORING: "Would You Recommend Us?"



- **Promoters** score a 9 or 10 and are loyal enthusiasts and urge their friends to buy.
- **Passives** receive 7 or 8 and are satisfied but can be easily wooed by the competition.
- **Detractors** are the rest: unhappy customers who feel ignored or mistreated and plot to get even.

Add a follow-up question:
If you would not recommend us, why not?



Action Steps

SECTION 2:

Performance Marketing Strategies

What's Not Hot?

- Unclear Benefit Message
- Delusion
- Ignoring Your Website & SMM
- Puking on Bureaus

What's Hot?

- Value-based Content
- Experience
- Digital Footprint
- Mobile | Video | Social

Channels of Distribution

- Retail Direct
- Wholesale
- Dealers
- Distributors
- Mass Merchants
- Retail Stores
- Catalogs
- Exporting
- Internet Sales

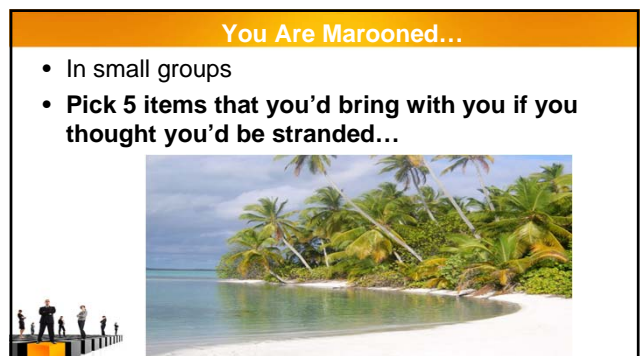


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<u>Features</u>	<u>Benefits</u>
<ul style="list-style-type: none"> • You • Product / Service • Your Company <p>Ask "Which Means?"</p>	<ul style="list-style-type: none"> • Emotional State • Feeling of "Why" • Intangible

List of Your Top 10 Benefits





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Writing Compelling (and Profitable) Copy



Secrets of Writing "Cash Copy"

- Become an expert on your product
- Know your Customers
- Practice, practice, practice
- Lead with Benefits...
- ...Substantiate with Features





You have the skills...

- schooled out of you
- write like you talk

- **curious** about life
- **read** a great deal
- have many **hobbies**
- like to **travel**
- have a **variety of interests**
- often master **many skills**
- hunger for **experience & knowledge**
- find other people **interesting**
- they are very **good listeners**



10 Motivational Triggers




1. More money
2. Save money
3. Save time
4. Look better
5. Learn something
6. Live longer
7. Be comfortable
8. Be loved
9. Be popular
10. Gain pleasure




Most Embarrassing Moment?

Or... Happiest Day of Your Life?




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Headlines & Titles




On average, **five times as many people read the headlines** as read the body copy.




Headlines are Everywhere!

- Report titles
- Article titles
- Top of Sales letters
- Subheads within documents
- The P.S.
- Web pages
- E-mail subject lines
- E-mail Testimonials
- Signatures
- Ad headlines
- Press releases
- Voicemail Message



7 Types of Headlines


1. News	5. Reasons Why
2. Command	6. Testimonial
3. Question	7. The Guarantee
4. How To	



Effective Copy Lead Strategies...


- **The Burning Question(s):**
First, two questions, if I may...
- **The Invitation:**
You're invited to be one of the first in your area to receive...
- **The "Behind the Scenes" Story:**
It was 8:00 on a Thursday morning. I arrived at my office to find...

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Effective Copy Lead Strategies...

- **The "You" Approach:**
If you are worried about the future...the market crashing...your savings wiped out...a long-term recession, then pay very close attention to what I'm about to tell you.
- **The Take-Away:**
Odds are that you don't even qualify for the offer I'm about to make. But on the slight chance that you are...



Copywriting Exercises

"Openings"



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List Building & Database Management



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List Building

- In-House Lists
- Rented Lists
 - Compiled Lists
 - Response Lists

Suspects >>
Prospects >>
Customers >>
Advocates!



Standard Industry Codes (SIC) and North American Industry Classification System (NAICS) Codes



- **NAICS** codes can be used to classify customers, gain a clearer picture of target markets, and aid in marketing to the “right” market.



Agencies



Your Media Search Engine
Media Rates & Planning Data
for All Media, in One Place

S.R.D.S. Directory (www.SRDS.com)

58

Questions to Ask When Renting a Mailing List

- What is the source of the list?
- Is it compiled or response?
- Are the responses by web form, mail, phone, TV, radio or other?
- How old is the list?
- What kind of selection criteria is available?

Questions to Ask... (cont.)

- What are addressing alternatives?
- Is a sample piece required?
- Can the average size transaction made by individuals on the list be determined?
- What is the policy on “nixies”?
- When was the list last cleaned?

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Maintaining List Accuracy

3% a month move, retire or die

On average:

- 1 year old list = 75% Accurate
- 2 year old list = 60% Accurate
- 3 year old list = 50% Accurate



Keeping an In-House List

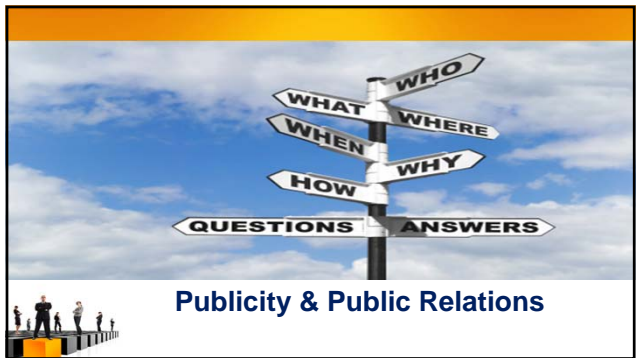
- Mail first class occasionally
- Build an "Audit Box" into the piece
- Send out an audit flyer
- Include "Address Correction Required" under your return address



Client Relationship Management (CRM)



Publicity & Public Relations



Publicity Hooks, Leads and Story lines

5 Ways to Court the Media

Exercises:

Identify the Top 10 Publications and Media Sources

Write a Media Release



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Creating Special Reports / Articles / Blogs

- Ways
- Keys
- Secrets
- Lessons
- Ideas
- Steps
- Strategies
- Solutions

Pick a **number** between 1 & 50 and create your **compelling headline** for a special "value-added" report



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Public Appearance Marketing & Seminars



Marketing Plan & Marketing Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Legend

Tip of the Month Special Events



Communications Exercise



Get 2 sheets of blank paper.



Action Steps



SECTION 3: Traditional Marketing Methods

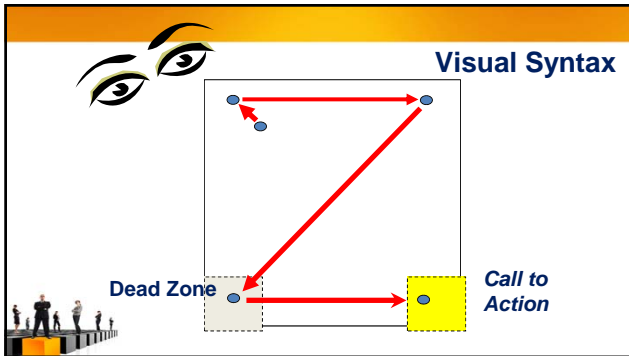


Creating Promotional Materials

- Graphics attract *attention*...
- Text is what *sells*!



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Creating Promotional Materials

<u>Visual Syntax</u>	<u>Sales Copy</u>	<u>The Creative</u>
Print	Kicker	Color
Online	Headline	Size & Layout
	Subhead	Bars / Lines
	Benefits	Reverse Text
	Features	Fonts
	Credibility	Graphics / Photos
	Risk Reversal	Consistency
	RTB	Contrast
	Call to Action	Boxes

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- ## Design Considerations
- typeface, font, paragraph headings, testimonials
 - Benefits >> features, explanation, rhythm
 - anticipate & resolve objections
 - gender, clarity,
 - no clichés, facts,
 - risk reversal, service, the offer, ease of response,
 - tracking method
 - offer summary
 - call to action / ask for a response!

Quick Response Codes

URL, Text, Phone, SMS

Identify Key Design Elements

- like & dislike?
- do different?

www.SendOutCards.com/primeconcepts

SendOutCards.com

"Changing Lives One Card at a Time"

Products Services Essential Tools Social Business Reach for More! **Sign Up!** **Print!** **Track!**

Hi! We and welcome to my SendOutCards website. Thank you for your interest in our services. As a **FREE GIFT** to you, I would like to offer you a **FREE GIFT ACCOUNT** which will allow you to send greeting cards at the expense of my **FREE GIFT ACCOUNT**. Simply click the button at the bottom to my **FREE GIFT ACCOUNT** and you will be guided through setting up your card with the system. Thank You!

Click To Send a FREE Card!

Brought to you by Ford Saeks, Prime Concepts Group Inc.

Nobody can do everything, but everyone can do **TOUR** **SIGN-UP!**

PRODUCTS

SOC PRESS


Engage the CHALLENGE

V.I.P. Challenge

Send A Card

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What specific **action steps** do you use?



Test >> Track >> Modify >> Repeat

HOT SEAT Volunteers?

- Brochures
- Newspaper Advertisements
- Direct Mail
- Email Campaigns
- Radio & TV Scripts
- Packaging



Marketing **“How-To”** Tips



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Action Steps

SECTION 4:

Building Your Online Money Machine

Your Website = Social Proof



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How is your current web site performing?

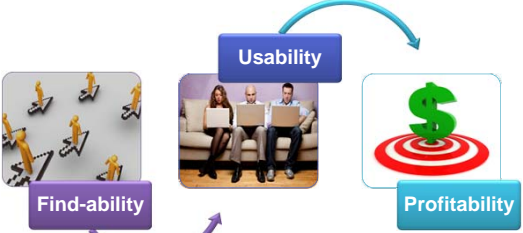
- Establish Benchmarks
- Conversions
- Outcomes




Look at Your Site Through the **eyes** of Your Prospects and Customers...



Areas of Focus



Find-ability → Usability → Profitability



Visual Design → Sales Copy → S.E.O. Search Engine Optimization → Usability → Statistics



Review Your Website!



Making Your Brand Mobile



Search... Web Design Secrets & Hot Seats



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Leverage the Internet

Effective Website

- Design
- Sales Copy
- S.E.O. (Search Engine Optimization)



Quick Website Tips – Design

- Domain Names – Keyword Domains
- Effective Sales Copy
- Visual Syntax & Redundant Navigation
- Audio & Video Flash } Sample Selling
- Action Steps on Every Page!



Keywords Drive Traffic



Your Top 5 Keywords?



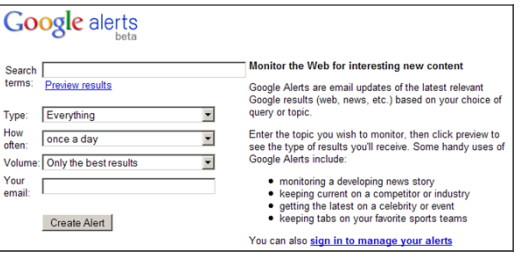
Awareness
Research
Comparison
Shop
Buy

Content related to all Phases

- Compelling Content
- Strong page titles <title> tag.
- Top 50 key words & key phrases
- Meta tag – page descriptions
- Reciprocal Keyword links
- Keyword Density



S.E.O.



Google alerts
beta

Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

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Improving Response

1. Landing Page & Headlines
2. First 50 words...the hook.
3. Audio/Video
4. Guarantee
5. Follow-up emails / Consumption emails
6. Testimonials



7. Deadlines
8. Bonuses
9. Scarcity
10. Interactivity (surveys, polls)
11. Up-sells
12. Color Schemes
13. Visual Syntax
14. Design & load time.



15. Usability / Navigation / Links
16. Pop-ups
17. Privacy Policy
18. Ethical Bribe (trade contact for ebook / value for value.)
19. Discounts / Specials
20. The FROM: (who?)
21. The SUBJECT:



Website
Hot Seats!



Action Steps



SECTION 5:
Internet Marketing



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Internet
Social Media
Video
Mobile

Digital
Marketing

Create it
Borrow it
Buy it



Web 1.0

1. Build Your Site
2. Drive Traffic
3. Build Your List, Sell
4. Make Money

Web 2.0

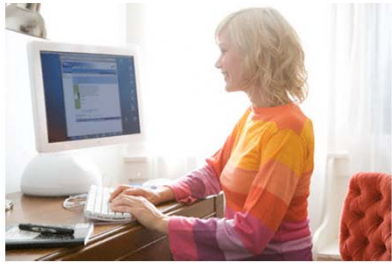
1. Web 1.0 Strategies Plus...
2. User Created Profiles on Social Media Sites
3. Sharing Opinions, Comments, and Content in a Wide Variety of Formats...
4. Connecting & engaging with your target market



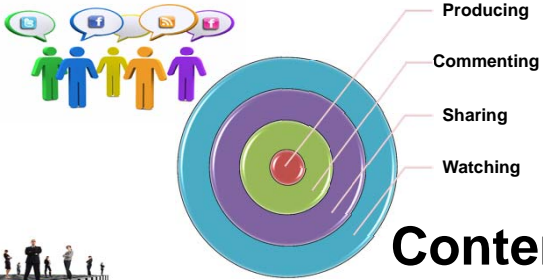
The Ripple Effect... 3 way communications

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- Thinking?
- Doing?
- Saying?
- Buying?



Engagement Levels



Content

Risks of Using Social Media and Web 2.0



Data Leakage

– personal information, client records



Incoming Threats

– malware, spyware, viruses, trojans, inappropriate content



User Behavior

– employee productivity, bandwidth, every employee is the face of the business

CAUTION




NEW Google+





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Blogging:


- Part of your site
- Keyword-rich content
- Encourage feedback
- Moderated comments
- Syndicate your content
- Repurpose
- Yours and others



Google blogs



WORDPRESS




PROSPERITY BLOG
with Randy Gage

WordPress Plugin "DiggDigg"

Forgive Yourself
by Randy Gage

You messed up. Made some mistakes. Did some things you really regret. Great. Welcome to the latest class in the "how to be a human" course. Now get over it, forgive yourself, and move on.

Any time I fail to be my best self, I have to remind myself that I'm still a student. I'm still learning to live, love, and evolve to the highest level of my soul. And mistakes are part of the process. I go into the stillness and ask infinite intelligence to guide me closer to my higher self. And I ask for the courage to make that change.

No one can manifest a life of health, happiness and prosperity without practicing the forgiveness law of prosperity. **And that always starts with yourself.**

As you learn to forgive yourself, you'll find it easier to forgive others. And doing so creates a vacuum for good to enter your life. It would be good to review my video on the forgiveness law

97
254
21
110

Return to Blog Home

Connect With Me!

Subscribe to Randy's Blog via Email

Your Name:
Email Address: No Spam



Latest Posts

Brainstorm Blog Categories

Write at least one new blog post





Blog Hot Seats!

Micro-Blogging

Twitter – The Google of Conversation – search open source conversations.

- Complete your profile & Customize background
- Authentic voice
- Monitor conversations about your brand and relevant keywords
- Follow people and re-tweet (space repeats)
- Use Search.twitter.com
- Use Twitter widgets & twitter goodies to share
- <http://twitter.com/about/resources/widgets>





LinkedIn

www.linkedin.com/in/Primeconcepts

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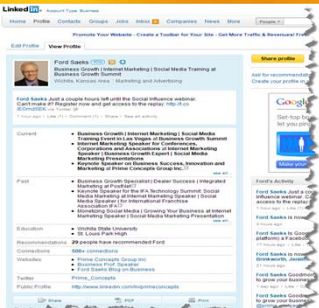


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Set up & Optimize your profile

- Professional Headline
- Current Title
- Recommendations
- Website Names and Links
- Public Profile Name
- Summary Info and Specialties
- Applications
- Connections
- Account Settings
- Network Statistics



LinkedIn cont...

- Connecting to people you don't know through those you do
- Great for research
- Connect with prospects & request recommendations
- Groups and messaging
- Syndicate content from your blog
- Add Video
- **Set up your Company profile too!**



LinkedIn
Hot Seats!



facebook DEVELOPERS

Explore how sites integrate Facebook
<http://developers.facebook.com/showcase/>



Hyper Targeting & Managing Influence

Facebook Interaction

Easy word-of-mouth referrals from "Likes"






Closed network, Pages, FBML, Conversions & List building



Facebook

- Personal Profile
- Pages (formally fan pages)
- Welcome Video
- Choice: Communicate as **Person** or **Brand**
- Events
- Like Button – content element or Page
- Capture Forms
- Offer an Incentive to get a free coupon or bonus.

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facebook DEVELOPERS

Explore how sites integrate Facebook
<http://developers.facebook.com/showcase/>

facebook

Mari Smith's **FANTastic Fan Pages**
www.ProfitRichResults.com/social-influence/replay




Targeted Display Advertising



facebook

Facebook Ads:
 Keywords,
 Geography, Age,
 Interest, Company,
 Titles, Education,
 Profile, etc...



Influence

It's extremely important to **target known influencers** for a rise in online and in-store sales.

GetGlue

yelp
 Real People. Real Reviews.®

Epinions.com Claim This Business








How to Integrate

1. **Make Your Website Shareable**
2. **Proximately display your social links**
3. **Social interactions allows for word-of-mouth engagement and sharing**
4. **Make your collateral social**

FOLLOW US ON THE WEB


Social Influence
 Webinar with Ford Saeks

July 6 | 1pm Central | **FREE**

Register Now
 Includes access to the live replay

Simple Social Media Strategies for Everyone Who Wants to Connect, Engage & Grow Their Business

Leveraging the power of social media to monetize your efforts, save you time and



Accept Your Abundance with
RANDYGAGE.COM

Home Search Contact

Meet Randy Randy's Rants Blog Meeting Planners Media Prosperity Store Share the Love

Home » Store » Cosmic Consciousness

Cosmic Consciousness **Recommend** (161) **Send**

Unleashing the Power of Purpose
 DVD & Workbook by Randy Gage

So how do you know what your purpose is in life? And how do you discover your assignment?

What's the difference between the two, and how do they interrelate for you to manifest prosperity? These are the issues explored in this powerful

Your Shopping Cart

- Browse Store Directory
- View Your Cart
- Checkout

Prosperity Products

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Software or App?

Teleprompt+ App for iPad

The advertisement features the FloSpace logo and shows a smartphone and an iPad. The iPad screen displays a teleprompter interface with the text: "I shall only give you a short account of my early work about radium. Radium is no more a baby, it".

The laptop screen shows the text: "The balcony of Federal on Wall Street in New took his oath of office the first President of the United States. "As the first of every thing, in our".

www.telmaxteleprompters.com



You Tube
Broadcast Yourself™

A collage of logos for various online platforms: YouTube, slideshare, vimeo, podcast.net, facebook, twitter, flickr, viddler, blip.tv, blip.tv, metacafe, yelp, Google Groups, and photobucket.

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Video Marketing

- Create your own channel and customize it
- Video views vs. channel views
- Public / Private videos
- What do your prospects want to know?
- How to / Informational / Funny?
- Embed videos on your blog and other areas of your website
- Syndicate on other platforms


SEO & SERP Benefits




Youtube Hot Seats!



Develop an interactive experience that enables consumers to express themselves



Encourage Reviews

Focus on Quality... Not Quantity

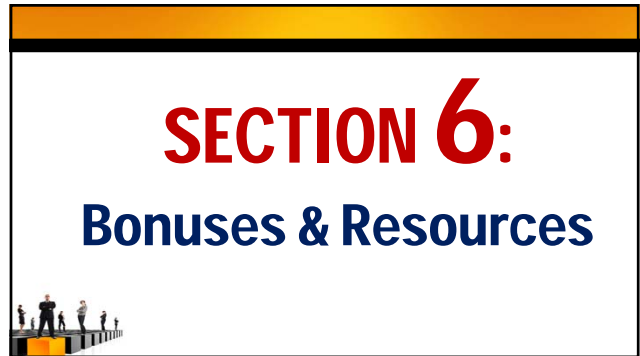


Summary

1. Best Practices
2. Listen & Participate
3. Add Value
4. Encourage feedback
5. Post opinions and comments



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- Business Skills
- Beating the Clock
- Management Tools
- Work for Hire
- Demo Videos
- Promoting Seminars
- Recommended Vendors





Measuring Success

VALUE PER VISITOR (VPV)
Sales \$ / # of visitors = VPV
Example: \$1000 / 5000 = .20
OR: **Total Profit / # of clicks = VPV**



Measuring Performance

- **Cost Per Response (CPR)**
Total Promo Costs/Number of Responses=CPR
- **Profit Per Response (PPR)**
Mailing Costs/Number of Sales=CPS
- **Value per Visitor (VPV) ****
Total Profit / # of clicks = VPV



17 Strategies That Improve Results

1. Review your past marketing & publicity efforts
2. Have a marketing plan & marketing calendar.
3. Build and protect your customer lists.
4. Test >> Track >> Modify >> Repeat Success



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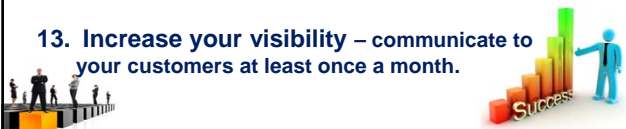
5. Dedicate specific time and effort to marketing each day.
6. Define profitable combinations of your Messages >> Markets >> Methods.
7. Develop your creativity to recognize new opportunities.



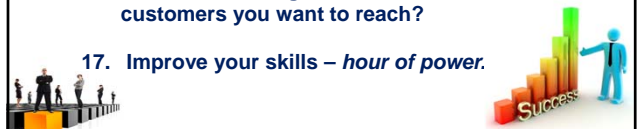
8. Improve your copywriting skills.
9. Become Internet savvy
– domains, communications, interactivity, training, promotion, follow-up, automation.
10. Create an idea file
– hall of fame, hall of shame.



11. Understand WHY your customers do business with you.
12. Create a prosperity marketing mindset
– overwhelming belief in your products & services.
13. Increase your visibility – communicate to your customers at least once a month.



14. Understand your financial statements.
– “You don’t go broke making a profit”
15. Bundles and up-sells. Increase sales 20 to 30% or more. What could you offer?
16. Fusion Marketing. Who else reaches the same customers you want to reach?
17. Improve your skills – *hour of power*.



Action Steps



ProfitRichResults.com/social-influence/replay



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Ford Saeks
Business Growth Specialist

 Follow Ford on **Twitter**:
www.Twitter.com/Prime_Concepts

 Watch his **Videos** at:
www.YouTube.com/PrimeConcepts

 Subscribe to his **eZine & blog**:
www.PrimeConcepts.com



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