



7 Secrets You Need to Know to Transform Your Business & Your Profits

This is a super useful lead magnet that can be used in so many different ways. Some ideas are:

- A script for a longer, more in depth, presentation – 30 minutes +. You can even offer the printed version at the end to delegates in exchange for their details.
- Bite Sized Chunks for 10 minute sessions at a networking event or similar – just take one secret as your topic and you've 7 x 10 minute talks.
- Lead Magnet for a marketing campaign
- Follow Up – from a 1:1 or a discovery call

This works best as a printed document. Most people will never read it as a pdf on a screen. Don't take the cheap and easy option as your results will be vastly diminished.

PRINT spec:

- 12 page
- 150gms minimum
- full colour
- 2 staples

Make sure that you complete your name and contact details at the bottom of page 3 (it will then pull through to the footer on all the following pages). CARE – you also need to add your name and phone number on PAGE 11 as well.

An example of how you can format the contact details is:

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7 THE SECRETS

**You Need to Know to
Transform Your Business &
Your Profits**



Hi, I've put this guide together to help you to transform your Business – and your life.

Big words, I know, but we're not messing about here – as you'll discover.

It lays out the seven things that, when you embrace and implement them, WILL make a significant impact to your level of success.

So you're safe in the knowledge that what's contained in the following pages is real stuff that makes a real difference.

I hope you find it helpful.

Secret #1

The Single Most Important Thing

When I started my business I had a mentor who sat me down one day having noticed I was becoming rather stressed and frustrated because I had so much to do. He asked me one the most powerful and life saving questions I have ever been asked.

He asked me... "What's the single most important thing you've got to do, in order for this

business of yours to become a success?"

Well, I flipped and flopped around a bit before settling on my final answer.

"I guess I've got to get and keep enough customers"

I said.

"If I crack that, then one way or the other everything else will take care of itself." "I think you're right" he replied. "So when are you getting and keeping customers today then?"

he continued. I didn't understand...

He explained:

"You're a reasonably intelligent bloke and you've just told me that the single most important thing for the success of your business – which, by the way, I happen to know is the single most important thing in your life right now - is getting and keeping customers.

Given that you know that, then any sane, sensible person would surely allocate some time each day to doing that single most important thing."

Well, of course, I hadn't. I felt really stupid. But in response I started a habit. One that I put into practice the very next day. It's a habit which, in truth, has been behind every single ounce of success that I've been fortunate enough to achieve since that fateful day.

You see, getting and keeping customers is the lifeblood of every single business – including yours.

And if you're in the same position that I was that afternoon then this habit, which I'll outline to you in Secret 2, could change your life in the same way that it completely changed mine...

Secret #2

90-Minute Chunks

Stung by the obviousness of my conversation with my mentor, I rose early the next day. I'm a morning person. All my best work happens in the first half of the day. My brain is sharper, my output prolific. It's when I'm at my best.

So I arrived at my desk at 7:30am and I spent the next 90 minutes doing the things that would help me to get and keep more customers. I was crafting my offers, writing my emails, developing the new products – all the things that would make my business more successful. And I've kept on doing that, first thing, every morning, every working day since. Seriously.

I'm no longer working from a back bedroom in my house like I was in those early days, but even now I get to the office around about 7:30am, my office door is shut and there's a sign on the door which says

“Do Not Disturb Unless Building is On Fire.”

Everyone knows they can't come in. My mobile phone is turned off, my office phone is on the hook, and the last thing I did the night before when I left the office was turn off email on my computer. I don't even have a sneaky peek at what's come into the inbox overnight because nothing is allowed to deflect me, during those critical first 90 minutes of the day, from me doing the single most important thing for the success of my business – my 90 minutes on the getting and keeping of customers.

And the truth is, if you analyse all the success that we've been fortunate enough to achieve in business, then what you'll find is it's all been built in 90-minute chunks.

It means that I emerge, blinking into the light, at around 9:00 a.m. or 9:15 a.m. and I can take on whatever s**t the day throws at me – because I've done the most important thing.

Why 90 minutes?

Because I can stay 'in the zone' for that long. I don't get distracted, I can stay focused and I get a heck of a lot of stuff done. Once I get much beyond an hour and a half I find it very hard to maintain optimum concentration.

But think about it; 90 minutes a day, 5 days a week, that's 30 hours a month of uninterrupted focused time to make the things happen that move my business to where I want it to be. I promise you, the impact can be revolutionary – once you take responsibility and develop the habit.

Oh, and one other thing I've learned along the way is that if you are continuously working “in” your business then it's impossible for you ever to become wealthy and super-successful.

In short, if it's work, it won't make you rich. Which is why you have to get off that treadmill, find those 90 minute chunks and focus “on” your business rather than “in” it.

Secret #3

Most People In Your Industry are WRONG... about EVERYTHING!

Now, I recognise that this is quite a contentious headline but I'd like you to think about this for a moment please.

You see, what I've come to recognise is that for any group of businesses, but particularly when you look across an entire industry or sector like yours, what you find is that **1% of the players in that market are crushing it.**

They're seriously wealthy and unquestionably super successful.

Roughly speaking, there's about **4% that are doing great and 15% that are well on their way.**

But what I've found (and I promise you this is true) is that, typically, **60% of business owners at any one time are 'getting by' and 20% are struggling.**

Now, once you accept this analysis it forces you to a very uncomfortable conclusion and that is that most people in your sector are wrong... about everything because 80% of businesses are either getting by or struggling and that was never the plan was it?

I remember vividly the very first day I was in business on my own. I sat upstairs in the back bedroom, the house was empty and I felt this massive wave of "Oh F***" envelop me.

I realised that I'd just put the livelihood of my family in the hands of this newly formed business and it was incredibly scary. But I had a goal. I had a dream. Just like you did on the first day in your business.

Every single entrepreneur, on day one in their business, had a dream or goal too. It's what motivated us to take that massive step to go it alone. To embrace responsibility.

Whether it was the freedom, the money, the drive to do something worthwhile with your life, you had one too.

But the sad fact is that for most business owners, somewhere between that first day in business and today, their goal has been compromised.

No one set out to get-by or struggle but the most common reason that happens is that **people look around and copy the other people in their sector.**

Well, if you do the same as most people in your sector then you'll end up with the same results as them, which means... you'll either be 'getting by' or struggling.

The smart thing to do is to identify, clearly, who is in the 1% or the 4% at the top of the tree and model your activity on them. Copy those guys – not the masses.

Yet, so few people do that.

I'll let you into a little secret – all the things I'm writing about in this report are NOT things that I have discovered or invented myself. I've learned them from others. And the people I've learned them from have been people in the 1% and the 4% and that's what's enabled me to establish myself in the 1% and 4% as well.

The reality is that **super-successful people do the things that are set out in this document** and they're the ones that you have to model yourself on, not everyone else (those who continue to bask in mediocrity and lurch from cash crisis to cash crisis).

Make sense? Ok, let's move on and get properly practical...

Secret #4

Exploit Digital Marketing

The easiest and simplest thing you should ~~do~~ *right now* if you haven't already is register with 'Google Business Profile' and optimise it.

You know how sometimes if you search for something on Google, you get a little map in the search results? Ever wondered how you could get on that map for your relevant search terms?

It's all on Google Business Profile! It takes literally **10 minutes** to do and can instantly propel you to the front page of Google. If you're a **local business**, then this is an absolute **MUST DO** for you. The best bit is that **it's completely FREE!**

Check it out here:

www.google.com/business/

Another great way to use the web and get in front of your target market is through **Facebook Ads**.

Facebook Ads allow you to target your marketing to exactly the right type of people you want. You can target people's interests, demographics like age and gender and even income!

So if you are selling baby clothes, you can target women who've just had a baby.

If you're selling golf clubs, you can target people who like golf.

If you're selling bright tartan cat collars with bells for the partially deaf you can target people aged between 55-70 who live in Scotland, own a cat and have previously shown an interest in both tartan clothes and cat collars.

It's incredibly advanced.

If you have a list of your current customers, you can even upload their email addresses into Facebook and it'll look at any similarities they have (*interests, demographics etc.*) to create your own '**lookalike audience**' of people who Facebook thinks will make great customers for you...

Like I said... **incredibly powerful.**

You can learn more about Facebook Ads here:

www.facebook.com/business/products/ads/

If you haven't at least experimented with Google Business Profile and Facebook Ads then add this to your to do list!

They're both super simple and could help you bring in tonnes of new customers - you could use your first 90 Minute session to get them both sorted!).

Secret #5

Your Most Valuable Asset

I'm so grateful that I learned, pretty early on, what the most valuable asset is in my business.

It's not my people (no matter how good they are); It's not my brand (although that can be really important); And it's definitely not "me" (if it is, then I haven't got a business – I've just got a job). No, what I learnt over ten years ago now is that by far the most valuable asset in my business is **my database**, i.e. the contact details and purchase history of all my customers and those who have ever enquired about anything. You see, when you build and nurture a database (keyword there "nurture") you're able to put yourself in a position where you really can generate **"income at will"**.

Every time I send an email out to my list, I make a sale. **Every time.**

Now, armed with that information, how often would you send emails out?

That's right, every single day.

To be clear, I don't send emails to everybody, every single day – that wouldn't be "nurturing" my list, it would be abusing it, so I segment my database down in all sorts of different ways but I make sure that every

day something is going out to someone and, as a result, I generate loads more sales than the other people in my market (that's a great example of the difference between the 1% and the 60%, right there!)

Now, I recognise that this can take a little bit of getting your head around. People can be frustrated because they don't feel they've got a database to start with. But even if you have to extract details from your accounting system of all the people that you've raised invoices for over the last couple of years, and/or you have to change your processes when you meet with people or they go to your website say (my websites are the number one most lucrative way that I build my list – and it could be for you too, if you do the right things) it's not that hard to start systematically building your database.

A couple of 90 minute chunks should crack it! Talking of websites, by the way, the main aim of a website is to entice visitors, in all sorts of different ways, to **give some contact information in exchange for something that has perceived value to them**. That's how you grow a database. You're

probably reading this report because you went to one of my websites and put your details into a webform. See. It was painless... and it does work. I

could write an entire book on this particular topic alone, but when you have dozens or hundreds of potential customers coming into your database every day, it gives you control of the on-going communication. Think about it: if you're not building

your database

from your web traffic then you'll have no idea who has been to your website nor, more importantly, do you have any way to get them back or remind them that you exist and why they should buy from you. But once

you've got their contact information you can send them an email, say, or if you've got their postal address ("would you like a printed copy of this report sending to you in the post?") you can send them stuff in the mail. If the things that you put out there position you properly, reinforce the value that you can provide, endear you and your team to them, and make you the obvious place to do business (and, if you compound that by constructing genuinely compelling offers with real imminent deadlines), then you'll start to see **step changes in the number of orders and bookings that you get**.

I promise you, none of this stuff is difficult, it just requires the right thoughts & daily disciplines to make it happen (your 90 minute chunks are great for this!) -yet it's often one of the big things that separates people in the 60% and the 20% who don't do it, from those in the 1% and the 4% who do...

So another big takeaway: start to build and nurture a database.

Secret #6

Follow Up, Follow Up, Follow Up.

FACT: Super-successful businesses follow up with their prospects much more than ordinary businesses do.

The sad truth is that lots of businesses never follow up with prospects after the first enquiry.

The majority only follow up once or twice.

What I discovered over ten years ago now is that it can take *seven, nine, twelve*, sometimes *twenty-six* separate communications and follow ups for some people to make a final decision and purchase my product or service. So I don't give up and they get those communications, often spread over many months. It's this sort of systemic communication and staying in touch (much of it can be automated) that differentiates, yet again, the people in the 1% and the 4% from those in the 20% and the 60%. You see, *most people give up way too early.*

I met someone last week who was really proud that they now have a five-step follow up programme in place but the reality is that *if you're giving up before ten follow ups*, then you're definitely missing out... big time.

Most business owners are worried that they'll be seen as pushy or will annoy their prospects with too many emails etc. But then most business owners are in the 80% of struggling businesses aren't they! We regularly make sales to people who first enquired over a year ago. The reason they buy is because we stayed in touch – we followed up – and that's well worth the time and effort, frankly. It's part of what has made us super-successful. It's well worth me taking time every Monday morning (in my 90 minutes) to send topical, interesting, useful and relevant emails to each and every person on my list most weeks.

Does it take time and effort? Yes. Is it worth it? Undoubtedly. But don't people get fed up with hearing from me fifty or sixty times a year?

No – not if you do it properly.

If every message I sent out was selling to them, if I treated all my customers as one big amorphous mass and made no attempt to individualise my communications based on their particular situation or circumstances or, if I was bland, boring or self-obsessed and only talked about myself then I can see, quite easily, how people would get turned off ... but that's not what happens, because I do it properly. Just put yourself in the position of a potential customer for a moment. There'll be times, probably in the recent past, when you've been thinking about making a decision on something that you're interested in but you never quite got round to it.

And then it was that one thing that you saw in an email, a brochure, or that you heard on the phone, that nudged you over the line and got you to take that decision and make that purchase.

That's what we're talking about here. About you and your business putting yourselves in the position to be the ones giving that nudge.

Listen, if you want to stay a small business forever then

just make sure that you never follow up more than two or three times with your customers and prospects. Incidentally, an additional little nugget for you here is that when you communicate and follow up with your database using different media (e.g. direct mail as well as email, say, and/or a phone call) then you significantly increase your response.

If your follow up is all one dimensional and uses the same channel/mechanism each time, then there's more money left on the table that you can easily access by using other routes, to get the same message to the same people.

Secret #7

Premium Products

In most businesses, 20% of customers will pay more for a premium product or service if you make it available to them.

In all walks of life, there are plenty of examples of businesses offering premium levels of product or service. Theatre tickets, airfares, hotels – they all have different levels of pricing that people can choose to pay.

Will you fly economy, or first class? Will you stay in a 2 bedroom suite or a studio room? Will you get the bronze package or the gold?

We're used to seeing the 'big boys' use this strategy, yet it is much more unusual to find premium products or services in small businesses.

Implementing this in your business can, however, generate a double-digit percentage increase in profit immediately.

I had a chiropractor that said this couldn't possibly apply to his business. He was wrong. He now has different prices for his appointments depending on the time of the day. If you want to see him first thing in the morning or in the early evening, then you pay a premium price.

He's introduced premium pricing to reflect the time of day and the result has been an increase in his profits of over 20% in the last 12 months for exactly the same amount of work – and he's lost no clients. It's there for everyone.

What's your premium price offering?

It's something that you won't have to think too hard about, and it can be implemented tomorrow.

What you can do next...

If this has got you thinking then you'll want to do something about it and actually I-M-P-L-E-M-E-N-T some of the things I've talked about here.

You see, knowing stuff doesn't make you rich – but doing (the right) things does. In my experience the best way is to just start. Do something. Today. Then do another thing tomorrow and so on and before you know it you've built real momentum.

Money is attracted to action and motion so getting things started is the key. And don't forget that things can change really fast in business.

If you could use some help or support to accelerate your progress then we're very happy to provide it.

THE 7 SECRETS

You Are Going To

I-M-P-L-E-M-E-N-T

In Your Business



Focus on Getting and Keeping Customers



Do my 90 Minutes every day



Stop copying the 80%



Exploit the web



Grow and nurture my database



follow up, follow up, follow up



Create premium products