

# 1-Page Business Growth FORMULA

## ( T × L × C × M )S

The ‘T’ represents ‘TRANSFORM’ (and includes the 9 Core Elements – the tactics that make marketing work – each one can be applied for ZERO cost)....

(T) Transform: The Core Elements
<ol style="list-style-type: none"> <li>1. Target Market</li> <li>2. Differentiator</li> <li>3. Headlines</li> <li>4. Irresistible Offer</li> <li>5. Features &amp; Benefits</li> <li>6. Social Proof</li> <li>7. Guarantee</li> <li>8. Reasons Why</li> <li>9. Call To Action</li> </ol>

“It is impossible NOT to grow a business when The Formula and the 9 Core Elements are applied”

Here are the strategies for each of the other parts of The FORMULA...

(L) Lead Generation	(C) Conversion	(M) Max Customer Value	(S) Systemise and Automate
<ul style="list-style-type: none"> <li>• Lead Generation Letter</li> <li>• Direct Response Advertising</li> <li>• Special Report</li> <li>• Information Pack</li> <li>• Google Ads</li> <li>• Facebook Ads</li> <li>• LinkedIn Ads</li> <li>• Seminars</li> <li>• Joint Ventures</li> <li>• Postcards</li> <li>• Website That Sells</li> <li>• Email Marketing</li> <li>• Leaflets &amp; Inserts</li> <li>• Blog/SEO</li> <li>• YouTube Channel</li> <li>• Twitter</li> <li>• Pinterest</li> <li>• Facebook</li> <li>• LinkedIn Comp. Page</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Qualify Enquiries Better Up Front</li> <li>• Asking For The Order</li> <li>• Sales Letter</li> <li>• Brochures/Catalogues Must Always Be Sent With A Sales Letter</li> <li>• The Quoting/Proposal System</li> <li>• Increasing Or Reducing Prices</li> <li>• Sales Conversion Letter</li> <li>• Guarantees</li> <li>• Sales Barrier Demolition Strategy</li> <li>• Social Proof</li> <li>• W.A.Y.M.I.S.H.</li> <li>• Price/Value</li> <li>• Prospect Follow-Up</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Contact Strategy</li> <li>• Moments Of Truth</li> <li>• Customer Penetration System</li> <li>• Up-Sell</li> <li>• Cross-Sell</li> <li>• Reactivate Past Customers</li> <li>• Referral System</li> <li>• Customer Welcome Letter</li> <li>• Dealing With Complaints</li> <li>• Monthly Customer Newsletter</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating Your Lead Generation System</li> <li>• Creating Your Conversion System</li> <li>• Creating Your Maximising Customer Value System</li> </ul> <p><b>IMPLEMENTATION</b> Ensure that all 5 stages of The FORMULA are implemented into your business. For maximum results, each stage should have 2 or more strategies applied. Most strategies can be applied for zero or little cost.</p>

To FIX your marketing, accelerate the growth of your business and identify exactly what you need to apply to bring you the quickest and sustainable results, simply request a

**FREE ‘Sales Accelerator ROADMAP’** analysis.

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