1-Page Business Growth FORMULA

$$(T \times L \times C \times M)S$$

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:

1. Target Market
2. Differentiator
3. Headlines
4. Irresistible Offer
5. Features & Benefits
6. Social Proof
7. Guarantee
8. Reasons Why
9. Call To Action

"It is <u>impossible</u> 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
• Lead Generation Letter • Direct Response Advertising • Special Report • Information Pack • Google Ads • Facebook Ads • LinkedIn Ads • Seminars • Joint Ventures • Postcards • Website That Sells • Email Marketing • Leaflets & Inserts • Blog/SEO • YouTube Channel • Twitter • Pinterest • Facebook • LinkedIn Comp. Page • Etc.	• Qualify Enquiries Better Up Front • Asking For The Order • Sales Letter • Brochures/Catalogues Must Always Be Sent With A Sales Letter • The Quoting/Proposal System • Increasing Or Reducing Prices • Sales Conversion Letter • Guarantees • Sales Barrier Demolition Strategy • Social Proof • W.A.Y.M.I.S.H. • Price/Value • Prospect Follow-Up • Etc.	• Customer Contact Strategy • Moments Of Truth • Customer Penetration System • Up-Sell • Cross-Sell • Reactivate Past Customers • Referral System • Customer Welcome Letter • Dealing With Complaints • Monthly Customer Newsletter • Etc.	• Creating Your Lead Generation System • Creating Your Conversion System • Creating Your Maximising Customer Value System **IMPLEMENTATION** 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.

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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