



BREAKTHROUGH DNA

**8 Profit Activators
You Can Trigger In
Your Business Right Now**

Breakthrough DNA

8 Profit Activators You Can “Trigger” In Your Business Starting Right Now...

Your business wants to be great.

It has greatness in it.

All businesses do. It's waiting to be shaped, nurtured and molded so it can deliver happiness, money and freedom to YOU, it's owner.

There's not a business category on the planet that doesn't have at least one GREAT business doing well no matter the economy, the competition, or the market conditions.

Every business has the potential to be that great business...and in this report you're going to learn how to trigger 8 Profit Activators that will create a Breakthrough for you.

The breakthrough starts when you stop thinking of your business as ONE thing, and divide your business into 3 core divisions:

The Before Unit

The During Unit

The After Unit

This whole framework and a lot of the things that we've been talking about on the I Love Marketing Podcast, they're all based on this framework and context of the Before, During and After Units.

I have an overriding context or formula that I use for everything I do in looking at businesses. The basic context is that we look at businesses in 3 parts: as a Before Unit, as a During Unit, and as an After Unit. And that is the simplest, broadest context that we can apply.

When you look at it, it gets deeper and deeper, but when you really look at your business in those terms, looking at it as 3 independent units, each with their own distinctly measurable monetary goals, their own impact areas, you've got the formula.

What happens with a lot of people is that they're able to triple their business, just by making it 3-Dimensional, instead of just thinking about their business as this one thing they do.

If you really get this idea and you really get this concept of looking at your **Before Unit** as the unit of your business in charge of finding, identifying, educating and motivating people to come into your business for the first time, that's really what your Before Unit is about.

If you look at your **During Unit** as the unit of your business that delivers the experience that people have when they're doing business with you, starting from – if you have a retail store – the moment they walk into your store, until the moment they walk out of your store. That would be your During Unit experience.

As a real estate agent, the During Unit could be the moment you start looking at houses with somebody, until they close on the house and that they've spent the first 30, 60 and 90 days in that house.

And then, the **After Unit** is all about nurturing lifetime relationships and it's about building a lifetime relationship with all of the people who already know you, like you and trust you, so that they do business with you again and so that you can orchestrate referrals.

That's sort of the broad picture, and there are so many different ways to apply this, so many different ways to diagnose where a business has the biggest opportunity.

When you look at it, what I find is business owners are usually focused one of the 3 as their primary focus. Like sometimes, people only focus on their current clients...and trying to keep up with what comes at them every day.

I find that with a lot of medical practices or people in that type of a field, where they just have their patient list and they just work with those people, and they're kind of focused on the during.

Those kind of businesses are ones that say, and are sort of proud about it, they say, "Well, I don't advertise. I don't do any marketing." It's almost like a badge of honor. That's how they feel about it, that they don't have to.

But every time I hear it, it just makes me so sad, to think that they're just limiting themselves in so many ways.

The thing is, though, when you break something down to something that simple, and you know that that's where you're looking now, it allows your creativity to really flourish within that context.

We're talking about the before unit, and each level down that we go, we're getting more and more specific and more detailed in how we approach this. So, underneath those 3 overriding contexts of Before, During and After, there are **8 Profit Activators** that go underneath those units of your business.

When you really get right down to it and you start kind of examining each one of these units, there are so many ways to apply these Profit Activators to any business. I always use these as a diagnostic tool.

If I'm doing a consultation, we'll have people come to the "Evil Scheme Hatchery" in Florida, or Toronto, and we'll put up, on the white board, this visual map of the business....mapping out the Before, During and After units, and it's really helpful for anybody to think about your business as a moving process.

There's an excellent TV show called "How It's Made," on the Discovery Channel, where they go through all of these manufacturing processes and they show assembly lines and how they make all these different things, like screwdrivers or how they make jawbreakers.

They just go around the country and they show manufacturing processes...narrating how they work and showing each of the simple steps in the process.

It's amazing how complex these things are, but how simple and elegant it looks when you see all the stuff that went into engineering the process that makes these jawbreakers, or anything.

That show is sort of mesmerizing. I watch it a lot. I stumbled on it I don't know how many years ago, but quite a while ago. When the show first came on, I stumbled on a marathon of the show, and I watched maybe 3 hours of it at one time.

When you watch that show, what I've found, for me, is that it stimulated a part of my brain that was able to think in visual, moving processes...and that transfers to how you think about every process of your business.

There's something that happens in your brain when you expose it to this type of thinking, and I would highly recommend this to anybody. You can go to YouTube, and type in "How It's Made," and see some episodes of the show you can watch online.

But I guarantee you, watching these processes unfold, you will have a different perspective on your own business. And you'll start to imagine, "If my business was an assembly line, if my business was a moving process, what are the raw materials that I need at one end, and what is the process that needs to happen to get through that whole assembly line?"

There may be 50 different processes that something goes through, to come out the other end as a gumball or a screwdriver or a motorcycle helmet. And some of them involve people, some of them are completely automated.

Wherever you can, in your business, it's a great idea to think about how you can automate the process of delivering *your* product or service, and thinking about it as a moving assembly line that you can narrate really brings clarity.

So, what I did with this whole "How it's made" idea is think about business underneath that Before, During and After context, as a moving assembly line that you visualize as a living, moving process.

What has to happen along the way?

How is your business working?

Could you explain to someone how your business works, as if you were narrating an episode of How It's Made featuring YOUR business?

That is an incredible thinking exercise for you.

Let's break it down a little bit...and focus on the Profit Activators in each of these units of your business.

In the Before unit, there are 3 Profit Activators that are completely adaptable to any business....

Profit Activator #1

Narrow Your Focus and Select ONE Target Market (at a time)

So, the first Profit Activator in the before unit, is select a single target market.

When I talk about the idea of target market selection, it makes everything fall into place underneath that one guiding idea.

Who are you going to serve?

You've seen the consequences of not following this at work in lots of failed businesses.

The big mistake that a lot of business owners make is trying to think about and capture the broadest possible audience for their business, trying to be too much to too many people. Trying to be one-size-fits-all, being broad versus narrow, thinking about the forrest and not thinking about the individual trees, and not realizing that all of these individual trees have different needs.

It's like being a pig farmer, versus an albino pig farmer.

Especially if you have a product specifically geared for albino pig farmers.

When Joe Polish first went into carpet cleaning, there were many people that purchased his carpet cleaning services for many different reasons.

It could be high-end clients with expensive carpets, it could be people with pets, it could be people with allergy problems, or it could try to be everyone in every sort of price range, and then Joe would be all things to all people and be living the whole master of none sort of scenario.

All of those different audiences, all the different reasons that people get their carpets cleaned, represent all of the different motivators that people have, the triggers that start somebody on the path of getting their carpets cleaned.

It could be somebody who gets new carpet and 6 months from now, they're probably still pretty proud of their carpet and they want to keep it looking great. They have a

different motivation in the very beginning, than somebody who's got carpet that they've had for 10 years, and they just want to kind of keep it presentable.

It's kind of like when somebody gets something new - like when you get a new car or you get new carpet, it's always "Oh, take your shoes off!"

You start treating it better...

It's almost like they're saying "This time, we're really going to take care of our carpet".

We use this with the real estate agents and their target markets.

Somebody buying their first home vs somebody buying a move-up home is a different target market.

Somebody buying a luxury trophy home is a different target market.

Somebody moving in from out of town is a different target market.

When you really start thinking about your business and you start looking at who are all of the different people that you could serve, who are all the different possibilities?

When you start really identifying them, some of them are going to jump out as potentially the most profitable niche in your market.

Often, if people are just serving everybody they possibly can, they may find that the top 10% or 20% of the people they're working with are providing 80% of the profit, and the other 80% are providing all of the headaches and none of the profit.

Knowing your most profitable, easiest target audience gives you a complete freedom to focus all of your efforts on a "let's just get more of the most profitable customers" approach to marketing.

Let's use an example of a great photography business I recently found out about.

Now, most commercial photographers probably want to cast as wide a net as possible, so they can get as much business as they can. If you look at how they position their businesses, they're probably calling themselves something to do with their name.

John Carter - Photographer - specializing in:

commercial photography
weddings
portraits
events
parties etc.

The idea being, John doesn't want to LIMIT himself in any way.

Seems natural. If we make the "pie" bigger...the types of people we can serve...we just need to get a little piece of it, and we should be ok.

Contrast that with a commercial photographer in the UK, who has narrowed their target market quite cleverly...



Check out the website WeShootBottles.com

If you are a manufacturer or marketer of something that comes in a bottle, and you want to get the best possible photos of your product, would you trust it to just any commercial photographer who happens to list "product photography" on the long laundry list of things they happen to photograph?

Or would you rather trust your bottle in the hands of someone who focuses ONLY on photographing bottles?

Now, I can hear you already saying "but I don't want to limit myself to just shooting bottles!" Or, I don't want to limit myself to one segment of the market.

Perfect!

I'm not suggesting that you limit yourself in any way. I'm suggesting that you pick ONE target market, and make DOMINATING that target market your absolute focus.

Then, when you're dominating that single target market, move on to a second target market, and start dominating that one too!

One target market at a time.

So, if you were a commercial photographer who was dominating the bottle photography category...and you wanted to expand your business...what could you do next?

How about:



It doesn't matter what business you're in, there's always different varieties of people that you could work with, different people that you could focus on, people with different needs, different motivators, different hopes and dreams and fears.

There's a lot of psychology in it, and anthropology, where you're kind of getting to know and understand who your target market is. It may not seem like you're doing any marketing, per se, yet, but you are laying the groundwork that makes each of the next steps fall into place.

This one Profit Activator alone, if I sit down with somebody and look at all of the possible different types of people they serve, it's always an eye-opening experience for people. And we're going to talk a lot about the real metrics and value of creating and choosing the right target market.

If you start thinking about these Profit Activators as the Blueprint or as the map of where you're headed, what you have available to you, this is a lifelong journey in your

business, and you're going to be addressing each of these areas of your business for as long as you're in business.

You're going to be constantly improving, adapting, applying new technologies, new opportunities that come around under all of these, but this context is going to last you the next 20 years in your business.

The context is not going to change.

20 years ago, you had to select a single target market, and 20 years from now you're still going to have to select a single target market.

So, I'm very conscious of making sure that what we're talking about here are sort of bedrock things. These are the things that are constant. These are the things that you can bank on being true years from now, in your business. This is the framework that you can look at to develop the most lucrative business you can.

I always look at these like the DNA cells of every business breakthrough. You take these DNA cells, and they're going to become very different functioning in a carpet cleaning business, in a real estate business, in a retail business, in a restaurant, in a professional practice, in a manufacturing company, in a transportation company.

Any type of business has these same DNA cells that are going to grow into the ideal scenario for whatever business you're applying them to.

Profit Activator #2

Use Direct Response Offers to Compel Prospects to Call YOU

The second Profit Activator is compel your prospects to call you.

This is where we start applying the direct response marketing principles that we have been talking about in all of the I Love Marketing podcast episodes so far.

It's the thing that really, when somebody says, "I love marketing," this is the thing they're talking about is compelling prospects to call you.

There's nothing more exciting than transforming your life from being a manual labor prospector into an automated marketer. Now, your business becomes easy, lucrative and fun. It becomes an ELF business, when you really start applying the direct response principles that we talk about.

And there's a lot of different ways that you can compel prospects to actually go to your website, pick up the phone and call you, visit your store. If you're an online business, if you're a brick-and-mortar business, if you are in any part of the world, it does not matter. Your focus has got to be compelling prospects to call you.

And when we say call, it could be even if you never use a "telephone," they can call upon you over the Internet, they can call upon you through many different means of reaching you, be it physically or electronically, or over the phone lines. So, compel is an interesting word.

I remember Dan Kennedy would always talk about your advertising needs to be compelling, and compelling is like when you're driving by an auto accident, and all the people in front of you are slowing down and people are screaming, "Idiots! Morons!"

They have to gawk at the car accident, to see if anyone's hurt, dead, maimed, whatever. And it's kind of morbid curiosity, and people get angry because there's a big, huge line. Then, the moment you drive by it, you slow down, and you become one of those same people that you're complaining about!

It's compelling, because you cannot *not* pay attention.

And if you want someone to respond to your advertising, to your marketing, to your website, you need to set it up so that it's very hard to resist. If you're selecting the right target market – meaning they've been identified as someone that is interested in what it is you're selling – then you want to be compelling.

This is a simple headline, as an example. It could worth tens of thousands, hundreds of thousands, maybe millions to some of the people that are reading this right now.

There are a lot of people who are price-focused in the carpet cleaning business. And Joe Polish knew, early on, that if he was going to teach them how to use education-based marketing, which we're going to touch on here in a minute, that he would also need to address the fact that they're so used to advertising price.

There's a big difference between the lowest price and the best quality.

So, what do people want?

Do you want the best price or do you want the best quality?

Do you want a combination of both?

So, this headline that Joe created with Gary Halbert kind of covered both...

**“Free recorded message reveals
how to have your carpets cleaned properly,
at the lowest possible price.”**

That's a tricky headline, for some people.

What do you think are the most important words there, as it comes to attracting the right type of clients and not being in the price game?

You might think, “free recorded message” or, “Lowest price”, but THE keyword is “properly.”

Because let's say you're not the lowest price, because the lowest price guy does a lousy job. But you clean people's carpets properly...and in order to clean them properly, you're not going to bait-and-switch people.

You're going to go in and use proper chemistry, the right type of equipment.

That's clearly going to be more expensive than some idiot that's advertising \$5.95 a room, just lying to people, misleading them with the price to get in, and then charge them what a real quality job should cost.

So, **“Free recorded message reveals how to have your carpets cleaned properly, at the lowest possible price.”** That compels people to buy. And no matter what business you're in, if you're a web designer, “How to have your website built properly,” or “effectively,” at the lowest possible price.”

Or, if you're in the auto repair business and you're a really high-quality repair place, “How to have your transmission fixed or replaced properly, at the lowest possible price.” So, that's just an example. There's a lot of different ways to compel people, and we'll go really deep with it. But I just wanted to give that as a context, so that people understand an example of something as simple as words, how they can compel people.

That formula is a winning formula and can be applied in any number of ways.

That's the thing about these Profit Activators and having a framework for marketing, that really can adapt to whatever business you are in.

This is what's so fascinating about marketing, is that we're constantly seeking out and developing and pioneering new ways to apply what we already know to different businesses or to compelling prospects to call.

The big mistake that businesses often make is they think compelling prospects to call you means getting your name out there, getting people to know who your business is. And that's not it at all.

Sometimes, the very best thing you can do is put your own ego aside and focus only on what they really want, only what your prospects really want...without even any mention of YOU or your business up front.

Robert Collier talks about entering the conversation that's already going on in your prospect's mind. Once you realize your target market, you're not going to try and convince people to do something, you're going to get their attention by showing them how to do something that's already on their mind. They're already thinking about how to do this.

When you put your selfish needs aside and you're able to focus just on them, that's when the real magic happens. That's when the real breakthroughs happen. And that's what we've been talking about, any number of ways to do that, with offering people consumer awareness guides or offering free reports or free recorded messages that all have a compelling title that really articulates what they really want, in a way that they're compelled to call and get that information.

They don't see that there's any sales involved in that. They see that it is completely and exactly what they're looking for. So, they feel safe to call.

But all the while, here you are now, thinking like a chess master. And you know, and world-class marketers know, that just taking that first step is going to set a sequence of events that within 2 or 3 more moves, they're going to be meeting with you in your office, or you're going to be meeting with them in their home, or they're going to be in your store, but you didn't put the pressure on the ad itself, or on the postcard or the sales letter, or whatever media you're using.

You don't put the pressure on your ad, or postcard, or email to make the full sale. You're just starting with the process of getting them to raise their hands. You're telling them to call, so they identify themselves to you. And then, you can move on to the next step...and the next step.

There's so much we could say about getting prospects to call you....and if you listen to the first 5 episodes of the I Love Marketing podcast, you'll get incredible ideas you can use right away.

The point is to stop using advertising that's about YOU...and start using advertising and marketing that is about THEM.

Profit Activator #3

Patiently and Sytematically Educate and Motivate Prospects to Meet You...

***When they're ready**

The third Profit Activator is educate and motivate your prospects to meet you.

This is really about lead conversion. This is where the real skill comes in, knowing how to set things up, so that people *want* to meet with you.

The key is that you understand they will only meet with you when *they* are ready.

Let's just use that example of saying how to get your carpets properly cleaned for the lowest possible price. And they're calling and listening to a free recorded message.

Well, that free recorded message, or if they're going to get a free report, those things are all starting the process of educating and motivating your prospects to meet you.

And that "meet you" is the part where the actual transaction is going to occur, whether that's going to be to come into your retail store, or it's going to be to invite you into their house to give them a carpet audit, or it's going to be coming to your homebuyer workshop, if you're a real estate agent, or any of those things where you're going to get into a position where you can start your sales process.

You can't just educate people and send them free reports and expect that they will just line up to come in to see you.

People need prompting.

We're all basically shy, and reluctant to start an interaction.

We've all been raised to not impose on people, and not to make people go out of their way for us.

It goes both ways.

That thinking makes us meek in the way we talk to prospects. We say things like “If there’s anything I can do for you, or if you have any questions...don’t hesitate to give me a call, I’m more than happy to help”

Now, we may be sincere in saying that, but it’s a very weak proposition.

We’re essentially asking our prospects to be the leader, and initiate, by asking you for something...which you would be happy to provide.

The problem is, most people don’t like asking for anything...but we’re helpless against people offering us something, because we equally don’t like to reject people.

It’s a strange social dynamic.

I often use an example of bringing you into my home, sitting you down in the living room, and saying “If there’s anything you want to eat or drink, there’s lots of stuff in the fridge...just feel free to help yourself. I’ll be in the other room, if you need anything just hollar”

Again, I would be completely sincere in that offer, and I would love it if you would feel comfortable enough to help yourself to something in the fridge....but I know that’s not what you would do.

You would feel uncomfortable imposing like that. It’s the way we’re raised.

Now contrast that with me coming into the living room with a plate of freshly baked cookies, holding them right in front of you and saying “would you like a cookie?”



The truth is, it would be very difficult for you NOT to take a cookie under those circumstances - even if they weren't your favorite cookie - because I've clearly gone out of my way to make these cookies for you, and it would be rude to reject me.

Understanding that dynamic helps you realize that people are silently begging to be led.

They don't want to lead. They want someone to tell them what to do...and make it EASY for them to do it.

We talk about the difference between marketing and sales. This is really where your marketing is delivering people right to the During Unit, so that when you actually meet with them, they're already pre-disposed to wanting to do business with you.

And just like in the headline, "Free recorded message reveals how to have your carpets cleaned properly, at the lowest possible price."

Now, that could be, "Free video on this website reveals," it could be a variety of different mechanisms that you deliver information to. But basically, once they would call that free recorded message, they would hear 7 questions to ask a carpet cleaner before you invite him into your home, 6 costly misconceptions about carpet cleaning, 8 mistakes to avoid when choosing a carpet cleaner, how to avoid 4 carpet cleaning rip-offs, the difference between value and price.

All of those things will educate people on how to choose a carpet cleaner, so that even if they never do business with your company, when they listen to your free recorded message they will know what they didn't know they didn't know before calling it, so they can make an informed, intelligent decision.

And now, equipped with that information, they're a more confident buyer. And a more confident buyer is exactly the type of buyer you want.

You want them to have confidence with you, and that's why you are providing that information. And since you are the one providing them that information, who did they have the most rapport and trust with? They have it with YOU!

Unless they are price shoppers, and the free recorded message would sift, sort and screen the price shoppers, and it will present to you the ideal sort of prospects.

And the ideal prospects will love the fact that you presented them with that education, because it helps them make a buying decision, and they will do business with you.

This applies to anyone. I don't care what business you're in. I'm yet to find someone who can sit and tell me, "Oh, you're better off not educating your prospects and clients", unless, of course, you're in a business like if you sell cigarettes, which I would never recommend anyone do, but let's assume that, you probably don't want to educate them about how it's going to kill them.

So, if you're in a business that actually creates value and delivers something that's good and useful to people, then an educated prospect and client is the absolute best person, and it's the most ethical form of advertising and marketing.

That's why it's so irritating when you hear people talk about how marketers, all they're trying to do is sell you something. Selling is not yelling.

Where many parts of the auto industry have it wrong is they think if you just blast with a big starburst in the newspaper, on a TV or radio ad, and you yell a huge low price, that that's the most compelling thing that you can ever offer to people. And you've got an entire industry, in many ways, that screwed itself because their focus has always been on low price yelled louder and louder and louder. And they actually think that's marketing and selling.

I guess you can put it under that umbrella, but that isn't what we would ever use. We actually teach people stuff that works. We want people that are pre-interested, pre-motivated, pre-qualified and predisposed, and actually happy and confident to seek out our services.

Honestly, I don't know a more effective way to create the very best prospects in an ethical manner, than using these Profit Activators.

I just want to give people the caveat that education isn't enough.

A lot of times, people start using free reports as their offer. They get the mechanics. They learn that, "Okay, I'm going to select my target market, I'm going to run a direct response ad offering a free report, and I'm going to send them the free report," and then they don't really think through the motivate part of educate and motivate people to meet you.

They think that educating is enough, that they'll send out the reports and then they kind of sit back and think that people are going to call.

I see this a lot in professional practices and in financial services type of things, where people are offering educational things, they're sending out the free report, but there's no motivator, there's nothing to connect the dots that make it easy for people to want to meet you, who are starting that process.

So, I really focus so much of my attention on crafting the way that you can present something, that makes it easy for people to want to come and meet you, that it's the most natural next step.

That's where you've really got to think through the process of what are going to be the tastiest cookies for your target market?

So, that 3-step process really makes up the before unit. We talk about the arithmetic, we talk about the math of this, and what you can really do with a before unit is you are setting up a money multiplying system.

You're setting up something that every step in this process, you can automate, you can use websites, you can use free recorded messages, you can use autoresponders, you can use direct mail, you can use all things that are completely leveragable, that don't require your personal time on doing them.

You can completely delegate the process. The metric that you look at is how much money did I put in, and how much did I get out? It's like how many appointments did I get from this, that I'm able to turn into sales in my during unit?

If you really think that educating someone just in and of itself is enough, then I'm sure everyone has probably been in a situation where they've spent a lot of time trying to educate a prospect, but then they never ask for the sale.

And then, they were frustrated because they're like, "Why didn't the person buy?" Well, you didn't ask. Or, you didn't set it up in a way to where you have to take it to the next stage. It's kind of like really romancing the heck out of a person, and then never asking for the date.

You're not going to get to where you want to go if you don't do the other things, which is why we are fully equipped to share with you real-life examples, when we do our conference.

That's the reason we're doing the 2-day conference. We know that that level of immersion will speed people's progress up, in many cases, by 10 years, just by getting exposure to all the different ways and people.

So, those are some of the things that people will actually, when you come and join us, if you do come and join us at the I Love Marketing conference, you'll get an opportunity to meet people that have.

Some are brand new to this and are just kicking butt and taking names, and other people that have been successfully doing this as a result of us teaching them for over a decade, or longer. So, it will be super-cool.

Profit Activator #4

Present Your Unique Service Offer In A Way That Makes it EASY To Get Started

In the during unit, now there are 3 more Profit Activators to look at.

The **During Unit** starts with the moment you imagine the best thing that could happen for your business. The best thing that could happen to your carpet cleaning business or to your real estate business, or to any business, is that somebody were to come to you and say, “Listen, I’m going to go ahead and just deliver to you people who want to get their carpets cleaned. And I’ll just set up appointments for you. Would that be okay?”

And that’s what the Before Unit is really all about. If you imagine that, as a carpet cleaner, how different would your business be if all you had to do was start in your During Unit and you go to appointment after appointment, after appointment, all day, with people who are already pre-motivated, who want to talk about getting their carpets cleaned or want to get a carpet audit?”

That’s what your before unit can do, and this is where your During Unit starts.

Your During Unit starts when you have your first meeting with somebody who’s motivated to move forward and do whatever it is that your business does. So, that means the first time they open up the door at your retail store or they come into the office in your professional practice, or they show up at your office to look at homes, or invite you into their house if they’re going to be selling their house, that’s where your During Unit starts.

So, we talk a lot about how you can present to people the service that you offer, in a way that makes it effortless for them to get started.

A lot of times, with something like a Carpet Audit, or a Pin-Point-Price Analysis or Room by Room Review if you’re a Realtor, when you’re talking about that, when you go to meet them and they’re already educated, they’re already a little bit motivated, you go through and you either do your free room of cleaning and give them the carpet audit to show them all the different things that you can do, it makes it so much easier for them to say, “Yeah, let’s go.”

So, for instance, putting it together with educating and motivating prospects to meet you, which is the last module, then we go into present your unique service offer, would be after using a consumer awareness guide, you could make an offer: free room of carpet cleaning with a carpet audit, so you can go in and evaluate the condition of the carpet, and it's a way to uniquely package the presentation and the service, so it's new, better and different than any other thing that any other person has ever heard from a carpet cleaner.

Like Joe Polish teaches carper cleaners to do something completely different, because everyone was giving estimates and quotes, so he created this thing called a "carpet audit," and would go in and present this very formulaic method, and offer them a free room. So, there's no cost or obligation of any kind. They can try the services. But he wouldn't just do the free room, he would always do it in conjunction with a carpet audit.

Now during the carpet audit, he's there in the home, and is able to actually show them and educate them in person. It carries on the education. All of these stages kind of feed into each other, but it's synergistic. The chain is only as strong as the weakest link. And if you do a great job of educating but then you have a weak link presenting your unique service offer, it's not going to work as well.

So, all of the things that Joe and I are sharing with you here are really so that you have the strongest marketing chain humanly possible, so that you can obviously close everyone that's worth closing, and only spend your time talking to people that are worth spending your time talking with, where it's going to be a win-win situation for you.

The other day, I was meeting with a printer who's a very successful printer, but has been hammered, over the last couple of years, with the economy and with prices. His whole business is in the commodity business. And I said, "You know, if you want to get out of the commodity business, then quit selling business cards and letterhead and printing. Start asking Socratic questions of, "Why are you coming to a printer? What is it that you want?"

You don't want business cards and letterhead, you want what you think business cards and letterhead are going to do for their business, which is going to get them jobs.

So, sit down and say, "What are you trying to accomplish? Let's do a printing audit, and evaluate all of the things you're trying to use printing for. And by taking them through the process, you can charge them money to do a printing audit.

And then, if they end up hiring you as a printer, you can apply that fee, that consulting fee, towards printing. And you're no longer viewed as a printer anymore. You're now viewed as an advisor that's serving people.

For many years we've taught that selling is serving people. If you set it up this way, that's exactly what you're doing, you're serving people.

The main thing to keep in mind is that nobody really cares about your process, or your system, or product as much as they care about the RESULT. Like a mouse focused on cheese...all they want is for it to be over, and they get what they want without being burned.



***Listen to episode 24: The one with more cheese and less whiskers at ILoveMarketing.com

Profit Activator #5

Deliver a “Dream Come True” Experience Designed From Your Client’s Perspective

I’m going to start this Profit Activator by suggesting you read the book “Raving Fans”, by Ken Blanchard. It’s really exactly what this Profit Activator is about.

It’s probably 14 or 15 years old now, maybe even more. But the idea of visioning your business, visioning the experience that people have – it’s almost like theater, in a way, that you create an experience that is completely orchestrated, that when somebody goes through your process, they come out of it saying, “That was the best carpet cleaning experience I’ve ever had,” or “that was the best chiropractic experience I’ve ever had,” or “that’s the best real estate experience I’ve ever had.”

Ultimately, you’re going to go through a whole process of mapping out that customer experience, that will not only deliver that experience but the end result of it will be that people will be so excited about it that they’ll want to introduce that experience to their friends, to other people, so that you’re orchestrating referrals in this During process.

Even when you’re presenting your unique service offer, we’re planting the seeds that these referrals are going to happen, because you know how all of this plays out. But you’re going to be planting that experience, planting that seed that they’re going to want to refer people...so you start referring to that all the way through the process here.

Imagine what it would do for your business if half the people that went through your process, that went through your experience, referred somebody else to you before that transaction even ended.

That is a powerful experience, if you do that, and you orchestrate that right into the experience, even from the beginning, that your expectation is to deliver such an incredible experience that they’ll want to refer their friends and family, you will get MANY more referrals.

Patty Lund is a dentist in Australia, and when people start as a new patient with him, he sets it up right from the very beginning, that one of the expectations is that they’re going to refer 2 new patients to him.

When you start presencing that, you start bringing that right to the front, right to the beginning of the relationship in your during unit, even when you're presenting your unique service offer, then you're delivering a world class experience.

There are 3 types of experiences that a prospect, that a client, that a customer can have. Joe Polish calls this process the "happy client experience." and we're going to share it with everyone at the I Love Marketing Conference.

But basically, you write 3 faces.



So, the first one would be an unhappy customer, the second one would be a satisfied customer, and the third one would be a happy client.

I like to refer to clients, versus customers. A customer implies someone who buys something from you. Client implies someone you have a relationship with. Frankly, I'm not all that hung up on what you call them. What I'm really hung up on is that you actually make sure that out of the 3 experiences that they can have, either unhappy, satisfied or happy, that they land in the happy category.

Because if they're unhappy, they're not only not going to do business with you again, they're going to tell other people about how crappy you were.

The second experience, which is what most business situations actually are, where they're satisfied. You don't want satisfied. They'll pay you money. They may come back and do business with you again, if you're the only person they get something from. But they're not going to become raving fans. They're not going to go out of their way to tell other people about you.

When you wow them, when you say, "Wow your customers," that means they end up with a smile on their face. They got more than what they expected.

The very best way to think of your client experience is to imagine what would be a Dream-Come-True from their perspective?

When you begin with an attitude that you're going to create the ultimate experience for your client...as if you were one of them...it really creates a powerful vision for you.

One of the best client experience design exercises is to ask two simple questions.

1. What does everyone LOVE about [insert your category here]?
2. What does everyone HATE about [insert your category here]?

That process will help you clarify your thinking...but you can really take it to the next level by imagining what they would REALLY love if they thought it was possible.

This is your opportunity to imagine a dream scenario for your clients.

Don't censor yourself by thinking "well I can't do that"...or "that's impossible"...just let your mind go, and then ask yourself "If I could do it...how would I do it?"

All of the things you're going to do with interacting with your clients is going to give them less than what they expected, exactly what they expected, or more than what they expected.

Why not give them something beyond what they even could imagine?

If you want to nurture lifetime relationships and orchestrate referrals, it's only going to happen if you deliver world-class service after the sale and during the sale, and before, so they have a smile on their face and they tell other people about you.

Profit Activator #6

Provide After Sale Service - Even After You've Already Been Paid

When you provide after-sale service, you are now going to be able to reap what you've sown in delivering a Dream-Come-True experience.

It sounds kind of interesting, when you really start to think about it. We're talking about the during unit, right now. And I'm saying providing *after*-sale service. People might initially think that that sounds more like the after unit, but I like to look at this timeline, I like to look at the experience that people have as the actual culmination of the transaction being the midpoint of the customer experience timeline, and not the end.

Like if you look at a carpet cleaning experience – you imagine that the experience is that when somebody gets a carpet audit, when you're doing their carpet cleaning right there, that can all happen in the same day.

You're doing the audit, you're doing the cleaning right then, you collect the check, and off you go. That all happens in one day.

But what if you start thinking about adding an element of an after-sale service, which could be a follow-up phone call or a pop-by, or something the next day, or within the next 3 days after that experience, just to check in on people, to maybe drop by and bring them something that's going to keep their carpets fresh, or a bottle of stain remover stuff?

Something that's an added above-and-beyond expectation element is going to have a much bigger impact. Because in people's minds, everything that happens from the time you start presenting what it is you do, and the time that they pay you for it, you're doing all of that because you're getting paid.

But if you walked out there with the check, they've got no expectation that they're ever going to hear from you again. They don't know that they've just met somebody who's looking to build a lifetime relationship with them, even if you said it when you're presenting your unique service offer.

Nobody has ever followed through...

Now, what you're doing is you are evidencing what your intention is, because everything that you do *after* you've already got the money, is so much more impactful because you're not getting paid to do it.

There's no expectation that you're going to do anything extra, and when you do it, it makes an incredible impact on people.

That's where they're going to have the desire, then, to refer their friends. If you really think about it, when somebody gets their carpets cleaned, when are they going to be most likely to refer somebody to you?

It's the next 5 or 6 people that come into the house, right?

Because they're going to say, "Oh wow, your carpets look great!" That's when it's happening.

Or, when somebody buys a house, the first 30, 60, 90 days after they move in to the house, that's where all their inner circle, all of their friends are going to be coming over to the house. Or when somebody buys a car, they drive it home, they show it off for the first time to everybody.

If you're integrated into that process, if you're ending your unit, if you're ending your experience with people the minute they drive off the lot or the minute you leave their house, or the minute they take the sold sign down and you give them the keys, if you're ending your experience with them right there, you're missing out on all of the best experiences that you have to get referrals and to make an incredible impact on your clients.

And how many companies actually treat people that way?

As soon as they get the money, all of the attention just ceases to exist, and they just disappear.

And the sweet spot is when the euphoric feelings of joy and happiness are running through their minds, you have power...if you know how to harness and direct it.

It's a timing issue. And as the saying goes, "The difference between lettuce and garbage is timing." So, you want to focus on the timing.

Profit Activator #7

Nurture Lifetime Relationships And Focus on Lifetime Value

Now, the After Unit, is really where we start calculating the lifetime value of every client you do business with.

I always use a benchmark of 20% annual yield from what I call your relationship portfolio, all the people who know you, like you, trust you. People who've done business with you, the people who you would recognize if you saw them at the grocery store, the people who are your core customers, the people who you've had that kind of an experience with.

If you started looking at the lifetime value of somebody the moment you meet them, it will change everything about the way you think about your business.

If your average sale is \$150, and if they're going to be a client for the next 5 years, that immediately takes them up to \$750. And then if they just refer one person, that immediately doubles them and their lifetime value, to \$1,500. That's where the 20% annual yield is, is one time in 5 years.

So, you start thinking about it, that either 1 in 5 of the people that you do business with will refer somebody to you, or that everybody will refer someone within the next 5 years, or they'll do another transaction with you, that's where your after unit is really coming in.

It's the least expensive portion of your marketing mix. It's the one where you can have the biggest impact with the least amount of money, because they already know you. And in many cases, you're the incumbent provider of whatever it is you do.

You are their Realtor or you are their Carpet Cleaner, or you are their Chiropractor. It's just a matter of keeping in touch with them and nurturing a lifetime relationship with them.

And that's what Profit Activator #7 is all about - nurturing lifetime relationships. And that means, at the very least, that the people that you have now, that you don't just leave it at a one-time transactional thing.

It's far easier to get somebody who has come to your restaurant and had a good experience there to come back, than it is to get somebody to try it for the first time.

That's true with ANY business relationship...especially if they'll be doing what you do more than once.

There's been so much evidence to prove that it's 5 to 6 times more expensive to get a new customer than it is to get someone who has done business with you before to simply do business with you again.

And if you just look at that, 5 or 6 times more expensive, and you look at most businesses, they spend the vast majority of their effort on how to get new customers, new customers, new customers, and they neglect the ones they've already got.

Billions and Billions of dollars are never generated, never realized, simply because of the neglect or absence of an After Unit in MOST businesses.

So, I look at anything you're doing in your after unit, especially in the Nurturing of Lifetime Relationships as first and foremost really about repeat business insurance.

It's what you're doing. You're making sure that when they have a need, that they are going to use you again...and not be tempted to try someone else just because you're not in contact with them, or lose touch with them.

Repeat business is just the tip of the iceberg.

There are so many ways that you can increase the lifetime value of a loyal client, by talking about an ascension plan; where you've got a product line that somebody can use other products that you have; where you're able to solve more of their problems or to offer a higher level of service for people; where you can deepen the relationship with them and they'll want to get closer to you; where you're building out your entire catalog of products and services that you have available for people.

If you are a chiropractor or if you're a carpet cleaner, a real estate agent, or any of the businesses, there's so many ways that you can increase the lifetime value of those people just by focusing on them, just by communicating in even the barest minimum way with the people who already know you, like you and trust you.

By you thinking it through and knowing what that lifetime value map is going to look like, it makes it easier for you to articulate it to them.

Profit Activator #8

Orchestrate Referrals By Giving Your Clients The Opportunity to Feel Great

The after unit is really about 2 things: nurturing lifetime relationships and orchestrating referrals.

I separate them, because you're communicating in 2 different ways. When you're communicating with people to increase their personal lifetime value, to increase the way that you can add value to their life – because whenever you're increasing their lifetime value, it's definitely going to be on the basis of how much extra value you're adding to their life – that's really where it all starts.

But orchestrating referrals is about really doing things, saying things, and communicating in a way that make referrals happen on purpose.

A lot of times, people get referrals, but when you really look at it, the referrals that people get are mostly either passive referrals, meaning somebody calls you up and says, "Hey, my brother just got his carpets cleaned, and he said I should give you a call to come and clean mine." So, it's happening without you really doing anything to make it happen. Everybody gets those kind of referrals.

Or, they're reactive referrals, where somebody calls up and says, "Hey, my brother John is thinking about getting his carpets cleaned. You should give him a call." Now, you have to *react* to that referral and do something to make it happen.

But where the real value is, where the real opportunity is, the only type of referral that you can control 100% is the orchestrated referral, where you are asking for and getting a very specific type of referral.

There are so many strategies with this. Literally, we could do a full 2-day event just about orchestrating referrals. And there's so much depth to this. But really, just knowing what and how referrals happen, what to do to orchestrate that process so that your best clients are constantly on the lookout for how they can refer people to you.,

The biggest adjustment in your thinking is realizing that the REAL reason people refer is not as a favor to you, but they do it to make themselves feel good.

Nobody is referring you as a favor to you.

That's something that a lot of business owners struggle with. Most people, are generally reluctant to ask for referrals because, in their mind, they're positioning it that somebody is doing them a favor.

When you have that mindset, it leads to reluctance...because you don't want to be seen as *begging* for business, or seen as weakness, like you can't generate enough business on your own.

But the reality of why people refer is that they do it because they want to feel good.

The fact is if you've ever had a great experience with someone, it's just natural human nature to want to tell other people about it.

I do it all the time...and so do you! When it comes to books, when it comes to movies, when it comes to restaurants, when it comes to businesses, if something's going to make someone laugh, smile, fill their belly with good food, provide something that's going to help them have a better (name the category), and I know of a company, a service, or a person that can do it, I'm certainly going to refer that person because it's just the way we're wired.

Even in my relationship with Joe Polish and other friends, you see that.

There's always this sense of trying to one-up each other, in a way. Where like if I introduce a book to Joe that he hasn't heard of, and he reads it and it's great, and he tells me, "Oh, that was a great book," now I feel superior to him because of that!

Have you ever recommended something to someone, like a movie, or a restaurant, and the next time you see them the first thought on your mind is "I wonder if they saw that movie?"

What you're looking for, even on a subconscious level is the acknowledgement that they saw the movie, or went to the restaurant and LOVED it. That's what you're really looking for.

Just notice it next time you are in that situation.

Once you realize that people refer anything because it makes THEM feel good...it makes it easy for you to orchestrate situations that make it easy for them to refer YOU.

The next step is to realize that all referrals happen as a result of conversation.

No referral can happen until two people are in a conversation.

Your clients are in conversations all the time that are related to your business.

BUT...in order for that conversation to turn into a referral...three things have to happen.

1. They have to NOTICE the conversation is about [something related to your business]
2. They have to THINK about YOU.
3. They have to INTRODUCE you into the conversation.

Here's a perfect example of how this works.

Earlier this year, I was having lunch with my friend Josh.

He sat down, and looked a little like he was in pain.

I asked about it, and he told me he had twisted his back the night before, and it's been bothering him all day.

I had just come from my massage therapist...so it was fresh on my mind. I took out my phone and called to ask her if she could fit Josh in after lunch.

I handed the phone to Josh, she was able to see him that day...and he's been going to her as a client ever since.

Now, I feel great!

I feel great because Josh feels better.

I feel great because Jana has a new client.

They both appreciate ME for it.

Those kind of conversations are happening to your clients about something that applies to YOUR business every day.

The money-making idea is to be aware of what those "high probability" conversations are, and make sure that your clients know EXACTLY what to do to introduce you into the conversation.

For more on Orchestrating Referrals check out episode #28 of the I Love Marketing Podcast at <http://www.iLoveMarketing.com>

Here's what to do now...

1. You can go to <http://www.ILoveMarketing.com> and download every episode of the I Love Marketing podcast, and subscribe on iTunes.
2. You can join us in Phoenix on September 21st and 22nd for our first I Love Marketing LIVE! event with Dean Jackson, Joe Polish and Dan Kennedy

PLUS: full day breakout workshops specifically for Real Estate agents, and carpet cleaners on the 23rd.

Go to <http://www.ILoveMarketing.com/vip> and get all the details

3. Start working through the 8 Profit Activators and building your Breakthrough Blueprint right away!



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