

# ON FIRE BUSINESS BUILDING GUIDE



“Please print this out before you read it, because you’re going to want to take notes in the margins. If you use ONE idea from this guide, you will be ahead of the game. Execute several at once, and you will be ON FIRE!

- Monikah Ogando, The Business Explosion Coach

### Let's Get Started!

*For many entrepreneurs, the ins and outs of running their businesses are so many and coming so fast, that just getting started and systematic with their marketing is the biggest challenge of all. There never seems to be enough time and yet you know if you don't market you're limiting your opportunities to grow your business, get better clients, and make a substantial income. In this guide, I will help you address these issues and show you how you can use the resources at MonikahOgando.com to get started, be supported and make step-by-step progress.*

*Why would a business building guide focus exclusively on marketing? Look, I know there are other pieces to the puzzle: Your operations, your bookkeeping and financial management, your hiring practices and developing your team, etc. But the truth is that if you are not actively and profitably marketing to attract more and higher levels of customers, your business will not make money and you will be dead in the water.*

**One of the biggest challenges of service professionals** is finding the time, creating the systems, and following through on the necessary marketing it takes to grow and build the business, especially when you are busy dealing with clients, putting out fires, and taking care of the tasks and must-do's that almost nobody sees. Or worse, when you are just beginning, you may feel overwhelmed, easily distracted because there's so much to do, and don't know where to start.

**You know how it goes...** you decide to do some marketing when business slows down. So you do a little networking, perhaps make some calls to past clients. But not a lot comes from these efforts, perhaps because you really haven't put your heart into it. A few weeks go by like this without any results and you're starting to feel a little discouraged.

**Then the phone rings or you get an email from a past client or perhaps a referral.** It's a project alright, but not your ideal, and the pay is lower than you'd like. But what the heck, you need the work and besides, better things will come along later.

**Of course, you then forget about marketing** - it's time to get down to work! You promise yourself you'll do some work on your marketing when you have a little more time... but later, not now.

Does this sound like you?

**Or maybe this fits you a little better:** You are actually quite busy with work - it comes in steadily (it should as you've been self-employed for years), but you have this nagging feeling you're not making as much money as you could. One reason is that you haven't found the time to develop that high-end program, and you're not sure how you'd market and sell it anyway. Hopefully you'll get around to it sometime.

**Whatever your situation, you hardly ever find the time to do any serious marketing,** develop better, high-paying clients or structure your business so that you not only have a steady stream of new business but you actually have some balance in your life – the ever elusive combination of passion, purpose and profits.

### Doing a Marketing Inventory

**If you took an inventory of your marketing, how well would you do in the following seven areas?** Score yourself 5 if you're doing really well and 0 if you're doing very poorly.

- 1. You have a solid game plan for your marketing.** You understand how marketing and business works and how to win the game of consistently attracting clients. You play this game with real skill and energy and you win it most of the time.
- 2. You have a great attitude or mindset about marketing.** You see it as a challenge, not an ordeal. You find it fun getting the word out about your business. Whenever something happens in your business that most would see as a setback, it never throws you; you find a way to calmly take the next step.
- 3. You have a well-defined marketing message** that gets the attention of prospective clients. Those in your network understand what you do and the value you provide. As a result, you receive a steady stream of ideal referrals.
- 4. You find it easy to talk to people about your business.** You easily develop business relationships, widen your network and maintain contact with them. You don't resist making follow-up calls or setting up appointments with prospects. You also enjoy the sales process and convert a high percentage of prospects into clients.
- 5. You have a complete set of marketing materials, such as a web site and a complete sales funnel.** Your site is professionally designed

and includes all the information a prospect would want to know about your business. You find that when prospects respond to your web site they are ready to do business with on your terms because you have communicated your value so clearly.

6. **You implement various marketing activities on a regular basis** such as networking, speaking, writing articles, and sending out a periodic email newsletter. You put in a few hours to market each week and you find the time because your clients pay you well and you make a great income in just a few hours per week.
7. **You have plans and you follow them.** You know what your goals are for the next year, month and week. Every day you accomplish a handful of high-priority actions that move you steadily towards your goals. You have balance in your life and always come to your work each day with energy and creativity.

**If you score your self from 0 to 5 on each of these seven items, how well did you do?**

**0 - 7** - You're a marketing disaster. Not much hope. You need to find other work fast.

**8 - 14** - You're struggling seriously and need to develop new marketing habits immediately or you're sunk.

**15 - 21** - You have some marketing results but it's still a chore and you still resist marketing. It's reflected in your income.

**22 - 28** - You are an above average marketer but you're not yet a master. You are not yet making the money you want to.

**28 - 35** - You are close to mastering marketing. You get all the clients you want and it's never a struggle.

**How accurate was this marketing test?** Did it hit home? Now compare it to your current income.

Inevitably, when my students and clients audit themselves with this assessment, they find that their revenue is directly proportional to their score. Low score = low revenue.

Do you see the correlation between your ability to market and your business success?

### A Simple Plan for Marketing Success

**Okay, so now what do you do?** You realize that to market yourself successfully, you need more knowledge and skills, but you're caught in a bind - you can't even find the time to implement even the most foundational marketing activities. So where do you start, and is there hope?

**Below is my outline of a simple plan to get up-to-speed with your marketing.** It won't take long and it's not that hard. But it will take some commitment and persistence.

1. **Commit just two hours per week to becoming a better marketer.** You can do more, but not less. Anyone can find two hours per week, whether it's in the evening or on a weekend. Take a look at your calendar and put it on your schedule. Ultimately, learning and developing yourself to be a better marketer will save you time and make you more money. It's time well invested.
2. **Start with the [Marketing Fast Track Program](#) in the Business Explosion Mastermind.** Listen to the first tutorial and read the transcription. Do the exercises in the Fast Track Workbook. Try to do one section every one to two weeks. Don't rush through it. There's no hurry. But really work to absorb the ideas in each part.
3. **Be on the [monthly Coaching Calls](#),** and if you can't be on the live calls, listen to the recording. This is something you can always fit into your schedule once a month. Put your focus on learning and understanding the principles first. When you really understand how marketing works, you'll find it much easier to start putting it into action.
4. **Join a [Marketing Mastermind Group](#).** Just fill out the form and we'll match you with two other Mastermind Members to mastermind with. Without question, one of the biggest challenges to creating the results you want in your business is not having structure, accountability and the rapport that comes from connecting with like minded high achieving entrepreneurs like yourself. Let's face it, we don't have "water cooler moments" in the day, especially if you work by yourself from home. So aligning yourself with your own mastermind group can really help you make progress with the material in the club, and ultimately in creating the revenue and systems in your business so that it runs like a well-oiled machine.

5. **When you get to Part Two - [Marketing Mindset](#)**, make a commitment to mastering this process. This is the key to the whole program. If you have the right Marketing Mindset you can do anything. But if you're stuck in your old mindsets that limit you and hold you back, you'll always struggle with marketing. If you have a question about Mindsets or "The Work" process, ask it on the Forum. I promise you one thing - once you master this process, nothing can stop you from taking your business anywhere you want it to go.
6. **As you grow in your knowledge and skills of marketing**, your confidence will increase, and, wonder-of-wonders, you'll start to attract more of the right kind of clients, clients that pay you more and really appreciate your work.
7. **Once you have the basics down, you can start to explore the many [Expert Interviews in the Club](#)**. These cover very specific, how-to marketing strategies. If you don't have the fundamentals down, you may find these too advanced for you. But several of these interviews you'll find very useful, even in the beginning stages. Many people will listen to an interview several times to let it really sink in.
8. **That's all. Just two hours per week to become a better marketer** and start to attract more clients, better clients, higher paying clients. If you just look at the club once in awhile, read a thing or two and never really commit to mastering these ideas, I guarantee you won't get much.

**I am here to support you in being outrageously successful.** I'll answer your questions in the Forum, coach you in the monthly calls and continue to bring you marketing ideas and strategies that really work.

In the meantime, what can you do right now to up-level your business for a banner year?

### Five Breakthrough Strategies to Build Your Business

**These five very powerful marketing strategies** can do so much for your business that I call them "Marketing Silver Bullets." I outline each of these strategies in simple how-to steps. To get the most value, I recommend the following course of action:

1. **Read through all of the Silver Bullets once.** You may want to make some notes and underline as you go.
2. **Now read through each of the Silver Bullets, considering which one or ones you want to implement.** As you do this, you may want to refer to other parts of the Marketing Club, as indicated, for more in-depth and background details on each of the Silver Bullets.
3. **Create a plan or a list of action items for each Silver Bullet you wish to implement** and then start implementing them step-by-step. Some are pretty quick and some take some time. Don't fool yourself into thinking you can make these happen unless you get focused and do some work.

**That's it.** I promise you that the Five Silver Bullet Strategies you'll read in this report, as well as the more in-depth information in the Club are all tested by me and many other people. They've personally brought me millions of dollars in new business, for the past several years. If you're serious about growing your business, they'll work for you as well.

### 1. A proven way to get immediate attention for your business whenever someone asks you what you do.

**There is a way of speaking that gets attention, and I called that Marketing Syntax.** So, first of all, what is syntax? Syntax is the order of things and order creates meaning. Different order, different meaning. It's as simple as that. The way I like to illustrate is with this very simple word, "ART." ART is something beautiful, attractive, often very attention getting, and pleasing. ART. There is a syntax in the word art, and that's the arrangement of the letters in the word... A-R-T.

**Now, if you take those same three letters, A-R-T, and you scramble them up, you get a couple other words.** What are those other words? RAT and TAR. All right. Since they have the same letters, they must mean the same thing, right? No, of course not. And why do they mean something different? Because they all have a different order or a different syntax. It's as simple as that. So when you change the syntax, you change the meaning.

**Marketing also has a syntax.** There are certain things that you can communicate to someone when they ask what you do and there are various categories of things that you can say. And there's a certain syntax or order of things that if you say them in that order you simply get more attention

than if you said them in a different order. With marketing syntax, the best order of communicating about what you do are the following:

**One is the target or ideal clients.** The first thing to say when someone asks, "What do you do," is to say, "Here's who I work with. These are my ideal clients."

**The second part of Marketing Syntax is the client's problem, challenge or issue.** So after saying who you work with, you say, "These are the problems, challenges and issues they deal with."

**The third part is the ultimate outcome that you offer to your clients.** When a prospect asks, "How do you help your clients with that problem?" you say, "Here's the outcome, result or solution that I provide."

**Finally, the fourth part of marketing Syntax is a story or case study.** When your prospect wants to know more, you say, "Here's a story of a client I worked with and the results we got."

**Those are the four key elements of Marketing Syntax: Target - Problem – Outcome – Story.** When you use those four elements to communicate about what you do, you tend to get a lot more attention and interest than when you don't.

**Let's look at these steps of marketing syntax with an example.** I'll start with a silly one to make a point. Someone asks what you do and you say, "I work with left-handed bowlers from Scandinavia." And if you happen to be talking with a left-handed bowler from Scandinavia, you have their immediate attention!

**Then you talk about the problem, not the solution, not the aspiration.** "We work with left-handed bowlers who get sore elbows." If I happen to be a left-handed Scandinavian bowler with sore elbows, now you've really got my attention because I'm living with that problem. I can relate to it completely.

**And then we talk about the outcome.** "We have a special service that guarantees your elbows never get sore again." Now you really have the attention of this Scandinavian bowler. Not only do you work with people like him who have this common problem, you have a solution that can help him solve this problem. You now have his undivided attention.

**To review, there are three simple elements of Marketing Syntax:** "We work with these kind of people, with this kind of problem, who want this kind of outcome or solution." And that's your **Core Marketing Message**. And this

message needs to permeate all your marketing communications, whether verbal or written. It needs to be on your web site, in your presentations, in your articles, and in your proposals.

**The fourth part of Marketing Syntax is 'Story.'** A story is a real example of a client you've worked with. Stories also need to follow Marketing Syntax. You start a story with the target and problem: "I was working with this guy who was a left-handed bowler from Scandinavia and man, his elbows were really hurting. He was getting that 'bowler elbow pain.' And I helped him get rid of that elbow pain and now he's bowling incredible scores, and his elbows don't hurt anymore."

**Now, would that interest you if you were a left-handed bowler from Scandinavia with elbow pain?** Of course it would. You've communicated with "What's in it for me?" language using a simple story. You've followed Marketing Syntax, but it hasn't been conceptual. It's important that you understand how simple this really is. If you use this language to communicate about your business and services, you will connect with people. You will get their attention and interest. They'll want to know more. It's very, very simple.

**Where do most of us have our focus most of the time?** Our problems, issues, challenges, predicaments, worries, and pain are where we are focused. That's just the way it is. And that's why talking about a prospect's problem is the second part of marketing syntax. "We work with people who have this kind of problem." Since problems are where people have their attention, if you show that you know their problem, you create immediate rapport. You demonstrate that you understand them. And if you understand the problem, you likely have the solution.

**One of the most important things you can do in preparing to market is to study the problems of your clients.** Why do they need you? What's frustrating them? What are they struggling with? What's missing for them? Why don't they have what they want to have? What keeps them awake at night? What is causing them grief and pain?

**Being able to articulate that problem in your marketing message will certainly get their attention.** You also need to distinguish a problem from an aspiration. An aspiration is what they want. A problem is what they have now and are putting up with, it uncovers a need. A problem is more emotional. And it's more present and urgent in their lives. So it's easier to relate to and it communicates more powerfully.

**Here are examples of both:**

**Aspiration:** “We work with mortgage companies who want the best employees.”

**Problem:** “We work with mortgage companies who are tired of employees who do substandard work.”

**See the difference?** The aspiration message is a “Duh!” or a “So what?” Who doesn’t want the best employees? The problem message, however, hits a nerve.

**Here are several messages that incorporate both the ideal client and the problem.** This is the first statement that gets the attention of your prospective client. You use it to respond to the question: “What do you do?”

“We help multinational firms who are struggling to find employees that can deal with unfamiliar cultures.”

“We help people who have lower back pain that won’t go away, no matter how many things they’ve tried.”

“I work with individuals who are concerned that they won’t have enough money when they retire, and who are confused about the options of sending their kids to college.”

“I’m a coach who works with couples with relationship issues that they don’t know how to solve on their own, and help them avoid separation or divorce.”

“We work with companies who want to sell their business and aren’t sure what to do to get the best price.”

“I help companies who aren’t getting enough traffic to their web sites.”

**Many people struggle with this concept of communicating a problem first, before a solution or outcome.** One reason is that they feel it’s negative, talking about a problem. The other is that they have a hard time actually identifying the problem. Another is simply a matter of habit. Someone asks us what we do and instead of telling them the process, “I do taxes,” we have to think and switch it around:

“I work with people who pay too much in taxes.”

**Let's talk about all of these in more detail, as it will help you develop a more effective Marketing Message.** First, the issue that talking about the problem first is negative. Is it really negative? All we're really saying, in essence is, "I work with these kind of people who have this kind of pain." What this does is clearly identify the kind of clients you work with. After all, if your clients don't have some problem, pain or predicament, why do they need you in the first place?

**And if you talk about the solution first, it is harder to relate to:**

"I work with these kind of people who want this solution or outcome." Well, how do I even know I want that outcome? That's in the future, that's out there. I'm not sure I need that right now. But when we talk about the pain, we're not talking about what we have to offer. We're talking directly to the present time issue of the prospect. And that's a whole lot easier to relate to.

**The second issue is the struggle to actually come up with a good problem.** When you realize you have a hard time talking about the problem you may also realize that you have very little insight into your service. After all, your service is there to solve a problem, right? So, if you have a tree trimming service, what's the problem? People have trees that are blocking their view. That's what you need to talk about first. Again, when you focus on the situation and needs of the prospect, it's easy. Keep focused on THEM, your marketing message is NOT about you!

**Here's a generic problem list for several businesses.**

<b>Management Consultant</b>	Management problems that are costing the client money
<b>Marketing Consultant</b>	Struggling to attract enough clients
<b>Business Coach</b>	Not consistently reaching your goals. Missing important business opportunities
<b>Financial Planner</b>	Worried about having enough money for retirement and college for the kids
<b>Web Designer</b>	Missing business by not being on the web
<b>Accountant</b>	Paying too much in taxes
<b>Executive Recruiter</b>	Not finding the people who can grow your business

<b>Trainer</b>	Employees who don't have essential skills and are costing your business.
<b>Writer</b>	Your written communications do not have the impact they could
<b>Therapist</b>	The problems with your spouse are destroying your marriage

**Now, you need to take those problems and craft them into a message that is simple, direct and emotional.** Remember, all problems are emotional. If they weren't, they wouldn't be problems! If you're a therapist who says, "I work with married couples who are on the verge of divorce," that's an emotional issue. It's certainly more impactful than saying, "I do therapy with couples." So you need to find a way to talk about the problem or pain your clients experience and communicate it very directly.

### **Wrap up for Silver Bullet #1**

**Your Marketing Message or what I often call it, your "Audio Logo" is your first Marketing Silver Bullet.** As you go out and talk to people, whether in networking, social media, etc., practice it ahead of time so that when someone asks you what you do, you can tell them succinctly and powerfully, generating real interest.

**In the Marketing Club we go into this into even more detail in the Marketing Fast Track Program** – Part 3 on Marketing Messages and also Part 5 on Marketing Conversations. But I also suggest you study both Parts 1 and 2 of the Fast Tack as well as they'll give you an even stronger marketing foundation.

**Now we'll get into a very important Marketing Silver Bullet** – How to Get More people to opt-in on your web site.

## **2. The most powerful and quickest way to increase your email list.**

**Your web site is a powerful marketing tool. But it needs to be structured correctly to get marketing results. I could go on and on about Web Sites, and I have in my Online Success Tool Kit.** But here I want to talk about one very powerful strategy to increase the number of people who give you their contact information (name and email address, at a minimum) on your site.

**The first thing to understand, and something very few people actually heed,** is that the main purpose of your web site for first-time visitors is not to sell your services. It's to get them to request information in return for their name and email address.

**Think of it. Someone is browsing the web and comes to your site.** Perhaps they were referred. So they land on the home page and what's the first thing they see? A blah headline that says something like: "Welcome to My web Site." Ugh. Any website on the planet could say the same thing.

**And then under the headline is some information on you and your services and all the kinds of things you offer** and links to those things. It is overwhelming at best, mind numbingly boring at worst. People don't want to be sold the moment they walk in the door. They want to know other things first.

**Remember the first Marketing Silver Bullet – Marketing Syntax.** People want to know a few things only and in this order.

1. **Do you work with people like me?** Is your service geared to people or businesses like me?
2. **Do you understand my problems, issues and challenges?** Do you really know what's missing or not working for me?
3. **Do you have solutions and results that actually work for people like me?** Are you a legitimate business that knows how to produce results?
4. **Do you have some free information that will prove you know what you're doing** and that can help me immediately? I don't want to pay for anything yet!

**OK, so how does the home page of your web site measure up to this?** You want to tell not too little, not too much, just the right amount to communicate those four things. And if you do it in a way that makes your personality and brand shine, you will be that much closer to prequalifying your web visitors into developing an ideal relationship with you, one that ends not in one, but many sales down the road.

**Take a look at my site if you like now.**

<http://www.MonikahOgando.com>

**You've been there before or you wouldn't be reading this report.** You came to that page and read what was on the home page and you gave me your name and email address in return for some free information. Then that put you on the email list.

**Now study this page very carefully because it really works.** For every 10 people that come to this page, 2 of them opt-in, get their report and get on our email list. That's 20%. It might not seem like a lot, but believe me, it's HUGE! Most web sites are lucky if they get a 2% or 3% opt-in rate. Even worse, a large percentage of professional service business web sites have no way to opt-in at all or the opt-in is so hidden that nobody finds it.

**Notice on my page that it invites you to click on the link to get the free On Fire Business Building Guide.** When they fill out that form, they are taken to a confirmation page that has the link for the Guide. You click on the link and download the PDF. Very simple; very little friction or complication that would slow you down from taking action.

**Here's the heart of this Silver Bullet.** Notice I don't say "Sign up for my email newsletter or ezine." No, instead, I say, "Get the free "On Fire Business Building Guide". The ezine comes as a bonus, not vice versa. And that's the key to the whole thing. People get too many e-newsletters. They don't want another one. But they do want free information and they will give their name and email if it's perceived as valuable enough.

**If you already have an opt-in for your ezine, then change it to an opt-in for the free report, or workbook, mini-course or whatever your freebie is.** In my experience, you will double, triple, or even quadruple your opt-in rate. No kidding. I've done it myself. Now there are a few other things you need to do to make it all work.

- 1. Have a good looking, well balanced, easy to read home page.** If your home page looks like a five year old designed it, you won't get many opt-ins, no matter what you say on your page.
- 2. Put some serious time into writing your home page.** It takes time to make it so simple! Look at my page and try to emulate it. Don't copy or plagiarize it, please, but look at every single paragraph and the headline and the call-to-action and try to do just as good a job on your home page. It will take a few hours.
- 3. Design and write a really good looking and well-written opt-in page.** Sometimes it's fine to put the opt-in at the bottom of the page right after the call-to-action. But the key is to have the opt-in form easily visible to your visitor, before they have to scroll looking for it. Make it standard for every page on your website. Always same place, in every page. Why? Because they may jump around on your website to find

out more about you – and you are going to want to give them the opportunity to connect with you at every page, no matter where they are on your site.

- 4. In addition, in the main navigation of your site, put in the navigation menu: “Free Stuff.”** There’s something magical about those two words. It leads to exactly the same opt-in page. And some people will click on that instead of on your link at the bottom of your page. My experience is about 50/50. So that gets you more subscribers. It also helps if you have other resources (you might want to use the word “resources” instead of stuff, depending how informal you want to be with your audience, by the way) that you recommend and make available on this page. It may be a simple one- or two-paragraph description of a handy tool or service that you like or recommend, insert your affiliate link for your visitor to connect to that product or service, and instantly, if they click on it and end up buying, you will be making passive revenue whether they signed up to your list or not.
- 5. Now to make this all work you have to have some other stuff in place.** You have to have an ezine for one, and you have to have signed up for a mailing list manager service such as [1ShoppingCart](#) – my favorite – that will manage all the sign-ups. I can’t cover that in this report, but obviously it’s very important. Again, you also need the free irresistible offer that you give away. Finally, you have to find ways to drive more people to your web site.

### Wrap Up for Silver Bullet #2

**The essence of this Silver Bullet is to set up your home page and your opt-in for maximum response.** Practically nobody does this well. Zillions of people may check out your web site but very few people stay for more than a minute or so and most of them never come back again. So you just have one chance to get their name and email address, so do whatever you can to increase the chances that they’ll take action. You can learn more about all of this under Part 5 of the Fast Track Program, Marketing Currency and Part 6, Marketing Strategies. There’s also an Expert Interview about strategies to grow your email list that even goes into more details.

**Next is a powerful Marketing Silver Bullet** – How to get a lot of cards from people who want to get more information from you.

### 3. The easiest and most fun way to get dozens, if not hundreds of qualified prospects to give you their cards

**There's really nothing like doing speaking engagements to market professional services.** I've generated as much as \$40,000 in new business from just one talk. And believe me, almost nobody knows how to do what you'll learn with this Silver Bullet. Sure, many professionals give talks, really good talks in fact: Talks for professional groups, for conferences, for chambers of commerce, for women's groups, you name it.

**This Silver Bullet isn't about how to get talks or how to give talks.** You'll find lots of information on that in the Business Explosion Mastermind. This is about how to leverage the talks you do give. This is how to get the cards from up to 80% of those who attend your talks requesting information from you. And, of course, once you have their contact information you can follow up in other ways to turn these participants into clients. (We'll cover that in Silver Bullet #4.)

**This is a pretty simple Silver Bullet!** Once you've given your talk to loud applause, you say the following:

"Thank you very much for attending today's presentation. I hope you got value from the XYZ topic I covered. I hope you'll leave with valuable ideas you can apply in your life/business. I've used a Power Point presentation today. Who would like a copy of the slides sent to you?"

Get a show of hands. This is the key to it all.

And I've also written a report called "Seven Mistakes that XYZ Businesses/People Make When Faced with ABC Problem." (Have a copy of the report to hold up and show everyone.) Who would also like a copy of that?

Get another show of hands. Very important!

"OK, great, this is what to do to get a copy: Please take out your business card now and look at it. Note the email address and make sure it's correct. If it's not, please cross out the wrong one and write the correct one on the back.

"OK, to get the Power Point presentation and the Report by email, hand the cards into the aisles and I'll have someone pick them up."

Of course, you will want to prepare someone ahead of time to do this. Wait quietly while all the cards are turned in.

“OK, thank you so much for having me today. I really appreciated your warm welcome. Please look in your email boxes in a day or two and you’ll get the links to the Power Point and Report. Thank you very much!”

And you’re done.

A few other pointers to make sure this Silver Bullet works for you:

1. **You have to have a good talk.** This is the heart of this plan. If you don’t, it will bomb. Nobody will want to give you their cards. It just won’t work. So spend the time necessary to work on your talk, create a great Power Point presentation, etc.
2. **Have a good report to give away.** Again, a good quality report, nicely written and laid out and turned into a pdf.
3. **Practice this “business card pitch” out loud several times** before you do it live in front of a group. You want to be confident and low key. If you do it well, most will give you their cards.
4. **Have a good follow-up system.** It won’t do you much good if you get all those cards and take a week to get them the Power Point and/or report. Get it to them right away. And then have a very specific plan to follow up.

### Wrap Up for Silver Bullet #3

**A speaking strategy where you set it up to get cards like this is one of the most powerful ways to generate very qualified leads.** They came to the talk to hear you and they will be interested to hear more from you if you do it appropriately.

**There is a lot more information on Speaking Strategies in Part 6 of the Marketing Fast Track Program** and there is a great Expert Interview on the topic that covers speaking engagements in much depth.

**Next, how to get qualified prospects to contact you.**

### 4. A strategy you can use immediately to get qualified prospects to contact you

**The whole purpose of marketing is to steer more qualified prospects to say yes to you consistently.** One of the most popular ways service professionals do this is by offering what I call a Strategy Session. A Strategy Session is also called a "Selling Conversation." There are a whole lot of ways to do these, which are outlined in the Business Explosion Mastermind. Networking, speaking, your web site, etc. can all lead to strategy sessions that are implemented step-by-step.

**One of the fastest ways to set up Strategy Sessions is by email to your list of prospects, past clients, etc.** This approach is especially effective if you have a large email list where the list members are already familiar with you. They have gotten your ezine on a regular basis; they may have attended one of your events or purchased one of your products online. You can invite them to take advantage of a Strategy Session by Email.

**Below is a sample of an email that you can adapt for your particular business.**

Subject: Is Your Marriage In Need of a Breakthrough?

Hi <\$firstname\$> ,

(You might open your message with a problem, issue, challenge or concern before you discuss goals or objectives as this message does. It depends on the situation.)

If you would like to get your marriage headed in the right direction and on track for 2010 and if you'd like to receive expert, personalized relationship advice from one of the top relationship experts in the U.S., then you're in luck!

During the month of December, I'm offering a special zero-cost, 'Marriage Breakthrough' session for a limited number of couples. Here's how it works:

**\*\*2010 Marriage Breakthrough Session\*\***

You can get a personal session 1-on-1 with me, Jason Anderson, where we will work together to...

- Explore your vision and goals for 2010
- Discuss very specific objectives

- Uncover various challenges and issues that might be preventing you from reaching these goals.
- Outline a long-term plan as well as your next action steps

In this session, if appropriate, we'll also let you know about some of the services and programs that may be help you accomplish your goals and realize your vision.

If you would like to be one of the few couples to have one of these special sessions, please click reply and fill in the answers to the questions below...

Please tell us about yourself...

1. How long have you two been together?
2. Will both of you attend our session? If only one, who?
3. What brings you to seek this breakthrough session?
4. What is your desired objective in your relationship?
5. What challenges are you facing in your marriage right now?
6. Do you have children? If so, how many? Do they live with you?
7. Phone #

Please check off the areas that you most want help with right now:

- creating intimacy (physically and emotionally)
- improving our communication
- working on trust issues
- spending more quality time together
- learning to compromise / fight fair
- dealing with family/friends
- other (specify)

After you click reply and send us your answers to these questions, I will get back to you by the end of the week to set up your Marriage Breakthrough' session.

If you have any questions about this, or if there's anything I can do to serve you or support you in any way, please let me know.

Warmest Regards,  
Joshua Anderson  
Owner, Marriage Breakthroughs  
102- 555-0987

**Remember, you need to have a good list to use this approach** and you need to customize it to your audience. Use the basic template, but do your re-writing

and fine-tuning until it works. Also, run it past a few of your existing clients to get their take on it before you send it out. Don't send it without some kind of feedback.

**If all of these conditions are ideal**, you will get some, maybe a lot of responses to this email offering a Strategy Session. You want to get back to them right away and set it up, usually by phone.

**Sometimes a Strategy Session needs to be done in one or more sessions**, depending on the complexity of the prospect's situation or the size of the company. For coaching, one session may be all you need.

A few other pointers to make sure this Silver Bullet works for you:

- 1. You can use this strategy as a somewhat “mass strategy” to your whole list**, or a very “targeted strategy” to a very select group of people on your list. For instance, you may want to send this to the people who attended your speaking engagement and requested your report.
- 2. I also feel it's a good idea to make sure the prospect has sufficient information** about your particular service and has read your report or other materials before the session. We'll talk more about this in the next Silver Bullet.
- 3. You can't just “wing it” when it comes to the Strategy Session.** This needs to be thought out, outlined and practiced before you actually conduct your session. The goal of the session is to create relationship with your prospect and invite them to invest in your products, programs or services. You can't do that if you show up unprepared, unrehearsed or inauthentic.

### **Wrap up for Silver Bullet #4**

**This approach can be very effective at setting up Strategy Sessions.** It's a good place for you to start to introduce a new service to an old client or to very qualified prospects.

**There is much more on Strategy Sessions in the Marketing Fast Track Program Part 4.5** as well as several discussions about the selling process and strategy session in the Coaching Call recordings.

**Finally, how to educate your prospects before you start selling.**

### 5. A seemingly obvious way to get buy-in for your services before a prospect meets with you that more than doubles the chances they will end up working with you.

**One of my students in the 90 Days to Rapid Results Program (90RR) used this Silver Bullet with stunning success.** Her goal in the program was to double her revenues. Ambitious for such a short period of time, I know. But by hook or by crook, that's exactly what she achieved. When I asked her to explain to the rest of the 90RR participants how she accomplished it, she emailed me her exact step-by-step process. Here are the steps she took with this process to revamp her sales – it worked like magic!

**Step 1 - 14 days ahead:** I sent the "Sales Bible" (a nice little booklet on my ideas) with the request to read it to find out whether or not our approach fit them.

**Step 2 - 7 days ahead:** Had my assistant e-mail the article with the request to read it in preparation. Since it is 12 pages long, I thought that was quite a commitment.

**Step 3 - 3 days:** Had my assistant e-mail them with meeting preparation info (arrival, who will be present, time requirements etc.) and the request to read the in-depth information on my services from my web site.

**Step 4:** showed up on time myself. I had the Strategy Session headlines printed out in 15% grayscale on blank paper, so they could not see my reading off some cues.

#### The result was:

- 1. The materials (full article, sales bible and printout of Services-Webpage) were lying on the table, with highlight marks and handwritten annotations.** So much for the question of whether or not prospects will read long copy: yes, they will do so if you tell them to and they are interested enough!
- 2. During the Strategy Session, their questions were not:** "Now, tell us what you do?" but rather "Ms. X, we totally found our situation in your article and your sales bible is exactly what we want implemented. Before we proceed with the program we have a few questions...."

- 3. I tried the new pricing (which amounts to about 20% price increase), with little resistance.** Told them clearly that we sell results not days.
- 4. I told them they had to pay the first month immediately** (the group program starts in January 2011!) to reserve a place – no resistance.
- 5. I got a handshake agreement for a 9 month individual Program** (5 figures in USD) and one 12 month group Program (about the same). (A total of more than \$170,000 U.S.)

**That's about as good a story of the 5<sup>th</sup> Silver Bullet as I've ever heard!** What exactly is this Silver Bullet? Supply lots of relevant materials before your Strategy Session so that your prospects are as prepared as you are. This material doesn't sell the prospect; it educates them. It demonstrates that you know what you're doing, that you're a professional who is ready to deliver results.

A few other pointers to make sure this Silver Bullet works for you:

- 1. The amount of materials you supply will depend on the scope or size of the project.** The bigger it is, the more materials, the smaller, the fewer the materials. Nevertheless, always make sure they get enough information to know what it is you do, whom you serve and the kind of results you produce.
- 2. People will read your materials if you require them to read them.** Remember, you didn't force yourself into this strategy session. They requested it. They put up their hands and said, "I'd like to know more. I'd like to know if you can help me." So reading these materials is not optional, it is required. There is no other option.
- 3. Notice that this might take some organized follow up.** This client did it brilliantly. She had a plan and she used her assistant very well. You can have your VA do this for you, or do it yourself if you don't have a VA, but don't let this part slip.

### Wrap up for Silver Bullet #5

**The whole Strategy Session process is extraordinarily powerful.** But most people approach it from a position of weakness, not of strength. You have nothing to apologize for. You have a great service that will make a big difference.

There is more detailed information on the Strategy Session Process in the Marketing Fast Track Program, Part 4.5. I recommend you study these in depth as well.

### Final Words

**I hope you've found this business building guide useful.** I have given you time-tested and battle-proven strategies to build your business to a powerful (and profitable) brand. It will be useless, however, if you don't put some of these ideas into action. The ideas in this guide can stand on their own, and they will make even more sense if you study some of the other materials in the Business Explosion Mastermind, as indicated.

**I actually recommend that you start with the Marketing Fast Track Program, Part 1 to get a solid marketing foundation.** You can read or listen, or both. And I give you a lot of supplemental materials for each part. Once you've gone through a part of the Marketing Fast Track, then you might want to study some of the Expert Interviews, to learn more advanced strategies and go into depth for any specific topic or business building strategy.

**All the information in the Marketing Fast Track Program and the whole Business Explosion Mastermind is as hands-on and as practical as this guide.** All members receive weekly emails to inform you of any materials added to the Club Vault, coaching calls coming up, as well as additional tips and ideas to help you along the way – and added audio and video messages from yours truly to keep you accountable and moving forward. But again, you won't get much value (or create sustainable results!) if you just read and listen and then don't do anything. Better to take it one slow step at a time, do the exercises and then outline your plan for moving forward.

**To learn more about the Marketing Fast Track Program, or any of our other business building products, go to <http://www.monikahogando.com/products>.** You can also learn more and register for the Business Explosion Mastermind at <http://www.businessexplosionmastermind.com>. I would love to support you in the next phase of your business explosion. Are you on fire yet!?

**Onward and upward!**