

5

**NO-NONSENSE STEPS TO
RAPIDLY SCALE YOUR
BUSINESS AND INCREASE
REVENUE WITHIN 8 WEEKS**

**THE BLACKHOLE
METHOD™**

adseen

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Introduction - Welcome to Change

Dear Serious Entrepreneur,

Welcome to change. And not the pretentious kind that plays on some strings of your hopes and dreams. We are talking about serious change that is backed by years of science in marketing and human psychology, which is guaranteed to take your business to a higher level.

Growing a business can be difficult. And keeping one in survival mode is just as hard. There's a reason why statistics have shown that:

- 67% of businesses fail within their first 10 years and
- More than half of those that remain are stuck in survival mode

It's because they do not know their purpose. And this isn't just some profound philosophical statement.

Remember one thing. **Your entire business boils down to one objective - solve the disturbingly painful burning problems that your customers are having.** That's it. Nothing more, nothing less. An entire strategy founded upon this principle will take your business to new heights and will protect your business from falling victim to inflation.

After years of testing textbook methods and battling through the trenches of marketing, we've found that a strategy that doesn't involve an opt-in, is weak and broken.

The strategy laid out here can help you generate at least a 300% increase in conversion rates of existing traffic, and at least 300% higher conversion rates of any paid advertising, organic marketing, automation marketing, or direct mail marketing (such as flyers).

This strategy will help you get more interested customers on demand and will help you increase the conversion rates of those customers, giving you serious increases in your revenue so you can finally scale your business to heights you dreamt of, hire operations managers to further explode your business, and experience true financial freedom for you and your family. No more relying on

referrals and poor-performing staff members because you didn't have enough money to hire a much more efficient team.

This strategy is a step-by-step system where you can finally have a 'predictable & organised process' where you are no longer bouncing around trying to find new methods to get customers. No more time will be lost and wasted meaning you can focus your time on important things like scaling your business, spending time with your family whilst being completely present and taking them on those lovely holidays you wished you could do more often, because now you have more money and so much more time.

This strategy is going to teach you something profound about the market: **times change but buying behaviour doesn't.**

Every chapter of this small book is just as important as the others. So, without further ado, let's get straight into the science behind scaling your business and increasing your revenue.

The Worthless Traffic Conundrum - Dead Traffic Kills!

Before we move on to the 5 No-Nonsense Steps to rapidly increase revenue within 8 weeks, there's something so important that we need to understand beforehand: worthless traffic! DO NOT SKIP THIS SECTION and those that follow, because the 5 steps depend on understanding these principles.

You see, the world of marketing is filled with nonsense. 99.9% of marketing agencies are hooked on trying to "increase traffic" and are so focused on standalone metrics like, 'how many people visit your site'. You might say, "hey, but that's what I want", but it's not that straightforward. What do you plan to do with the traffic when it comes? How do you intend to convert the traffic? And does your brand scream, "we only want today's buyers"?

When marketing agencies are so focused on increasing traffic and speak about all the latest hacks to get you on page 1 of Google (which isn't difficult if done properly), yet they never seem to speak about Search Engine Optimisation (SEO) being part of a larger strategy (i.e., they implement no strategy to

convert the potential traffic), this is a **HUGE RED FLAG** that should have you running. I mean, traffic is great for sure, but you end up with 1000s being spent on SEO, with potential customers landing on your website and then disappearing quicker than you can say Jack Robinson... simply because there was no SERIOUS incentive for them to stay (not to mention Google penalising you for the bad engagement time).

SEO is a like a wall, one of many walls that come together to support an entire house, built on a foundation, a CUT-THROAT Strategic Plan, to dominate the market. A wall built high on its own will come crashing down, destroying anything within range (that means you and your business). It sets a bad reputation for the brand. And bad reputations are much harder to fix than no reputation. **Conclusion: SEO should never be offered as a standalone.**

This obsession with traffic NEEDS to be killed before attempting to devise a suitable business model and strategy to set your business as the industry-standard. This obsession with traffic will cause you to provide valuable information for completely free in return for absolutely nothing, allowing your potential targets to move on to the next venue until they are thirsty enough to drink.

So, how do we reconcile between getting great traffic using SEO (**this is not about SEO by the way**), and providing attention-grabbing information in return for something? Simple. You provide basic readily-available information for completely free (which hits the ready-to-buy prospects), and at the same time you give the prospect (who isn't so ready-to-buy) the opportunity to acquire High Value Content in exchange for something that has resulted in trillions of dollars in revenue for 100s of industries worldwide (we'll be coming to that in step 3 of our 5 No-Nonsense Steps to rapidly increase revenue within 8 weeks).

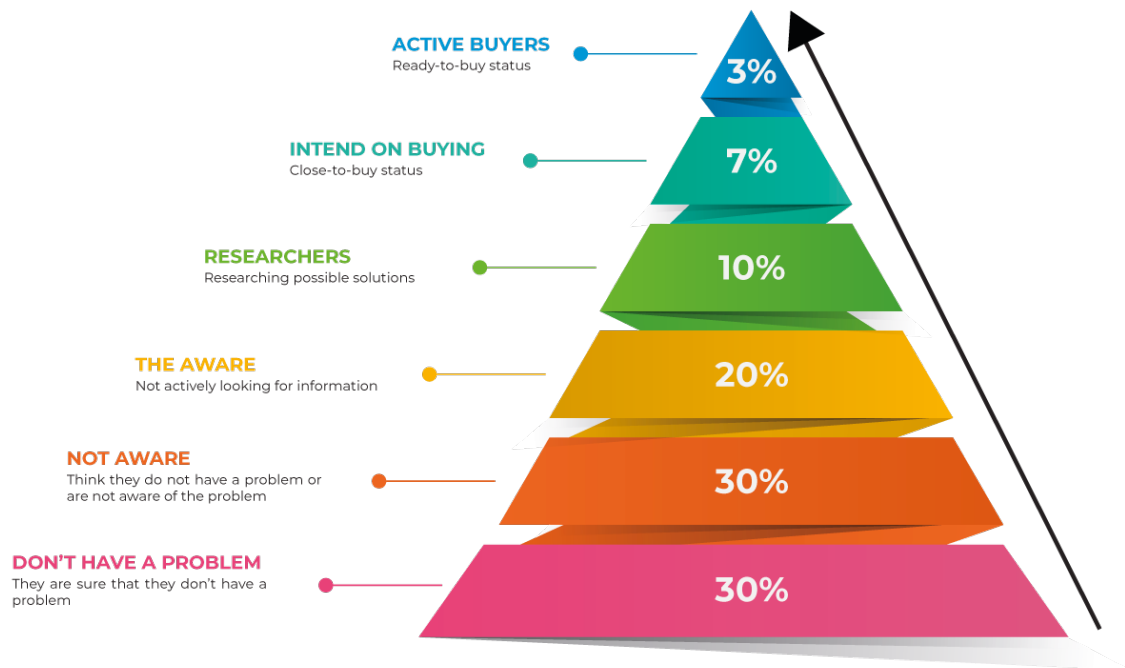
Which brings us to the next topic:

The Buyer's Market Pyramid - The Game Changer

The most revolutionary marketing concept to have ever been developed is responsible for businesses increasing high-quality leads and interested

customers exponentially with minimum figures at a 300% increase when implemented correctly.

Statistics have shown that:



- only 3-5% of any market are interested in buying right away (ready-to-buy). They are called our Active Buyers. They have made a decision to buy, they just haven't necessarily decided who they are buying from.
- approx. 7% of people are in 'close-to-buy mode' finalising their research. They are towards the end of gathering the information they need before deciding they want to buy.
- 10% of people are in 'research mode' looking for possible solutions and information on each solution.
- 20% of people are aware of the problem or the need they have but have not actively began seeking information.
- 30% are not aware of the problem they have (but if shown, would move from unaware to being aware).
- and the remaining 30% are certain that they do not have a problem or need.

Now interestingly enough, 99.9% of businesses target the 3-5% of the market who are willing to buy right away (Please Note: this segment of the market haven't decided who they are buying from, just that they are ready to buy). And so, you have this humungous sea of competition battling for the smallest segment of the market. It almost feels as if you can't breathe. **99.9% of businesses fighting over the cherry at the top of the cake. Seems absurd right?**

Now wouldn't it be smarter to target the 3 segments of the market which are either close-to-buying, gathering information or aware of the problem or need, and which accommodate for 37% of the entire market?

Wouldn't it be smarter to target this 37% of the market that 99.9% of businesses are not targeting or tailoring a strategy to suit?

Of course it would be smarter. **It's like going after the icing and the succulent top layer of cake whilst everyone else scrambles in the corner over a cherry.**

And this is what the 5 No-Nonsense Steps are based on: targeting and nurturing the 37% of the market who are not ready to buy yet and entering them into your sales funnel where they are either converted to "ready-to-buy" status or, at the least, most definitely will be ready to buy in the near future (with your business being the industry-standard for them to judge by).

But for this to work, there is the all-important fuel required throughout...

The World Is Wild - The Mandatory Prerequisite To Any Marketing Strategy

Most of you have probably heard of TikTok. And we already know about Instagram. An interesting online world of madness where you'll find dogs skydiving, daredevils hanging from the tallest buildings in the world, sketches of Will Smith slapping Chris Rock, and things you'd never imagine being the norm 30 years ago. This raging onslaught of wild exposure to what? To compete with!

Capturing people's attention (the fuel) has never been more difficult, and if you've got a monotonous business that isn't grabbing your target customer by their shirt and pulling them in, then you'll just sink to the bottom, never to be seen, never to be heard of.

I mean, of course, if you're targeting the 3% who are eager to buy already then you won't need to do a whole lot to get their attention... they are already interested.

But that sweet layer that makes up over a 3rd of the market, you'll need something special to stop them in their tracks and tickle interest. And once they've shown interest, this gives you the opportunity to reel them in. We'll be covering this in step 2 and 3.

Once you've implemented these 5 steps, capturing attention will be easy, and making your target customer drool for more will be even easier.

Step 1

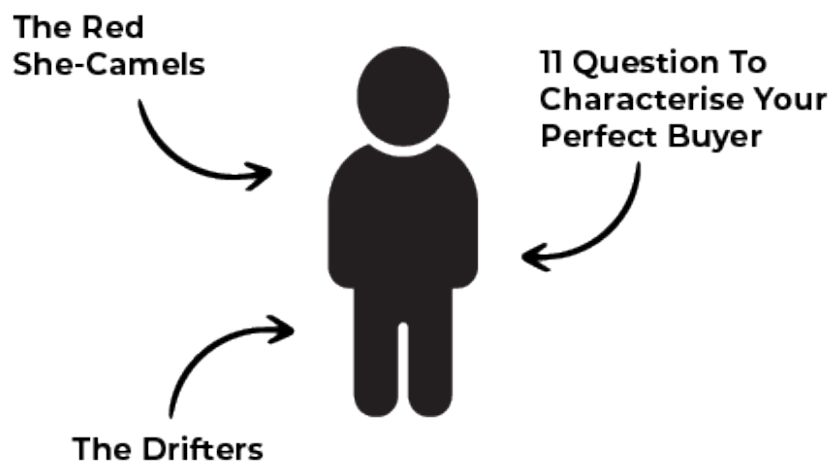
The Avatar Strategy: The Perfect Buyer

Such an important step, that if missed, will lead to eventual failure. Every business or brand should have at least 1 robust user profile; an avatar; that perfect buyer who you'd love to see walk through the door. In fact, there isn't a single well-known, successful business out there that doesn't have a well-defined 'Perfect Customer Avatar', almost biographically written.

[**NOTA BENE:** An avatar is not a 3D computer-generated image. In this case, it is defined as 'a detailed profile of your ideal customer'.]

You see, everything that your business offers is for a target customer. So how can you offer them exactly what they need if you don't know anything about them?

Customer Acquisition 101: in order to acquire new customers, you need to know who they are, where they hang out, their occupation, their hobbies, their lifestyle habits, the way they speak, how they think, how they feel, what their hopes and dreams are... it's not enough to know basic information like their age or location. You need to know the finer details. That way you can tailor your marketing to address your audience perfectly. There are a series of questions (almost like a framework) that need to be asked, but we'll come to that later.



First, here are the 2 ways to identify your perfect buyer. Before we show you, keep this in mind - tailoring a message and your offer to address the perfect buyer doesn't in anyway rule out those who don't fit the profile at all. If anything, because the message is much more detailed and fine-tuned to strike, it becomes much more relatable for those who don't necessarily fit the profile (i.e., your secondary target audience). Focusing your message on The Perfect Buyer Avatar gives clarity on exactly what you bring to the buyer's table. Oh, and be sure not to choose one or the other. Combining both methods will give the best results.

1. The Red She-Camels

The best camel a person could possibly own, these were the Ferraris of yesteryear. And until today, they are still a commodity that is vied for. They are the top 10% of customers that generate the most revenue proportionally for your business. By analysing your current customer profiles and identifying the top 10%, you'll want to study them and learn everything you can about them: their age, location, their traits, where they hang out, their occupation, their hobbies, their lifestyle habits, the way they speak, how they think, how they feel, what their hopes and dreams are, how they found you, what they purchased and why. And you document, as much as you can, the similarities between the individuals in this group of customers.

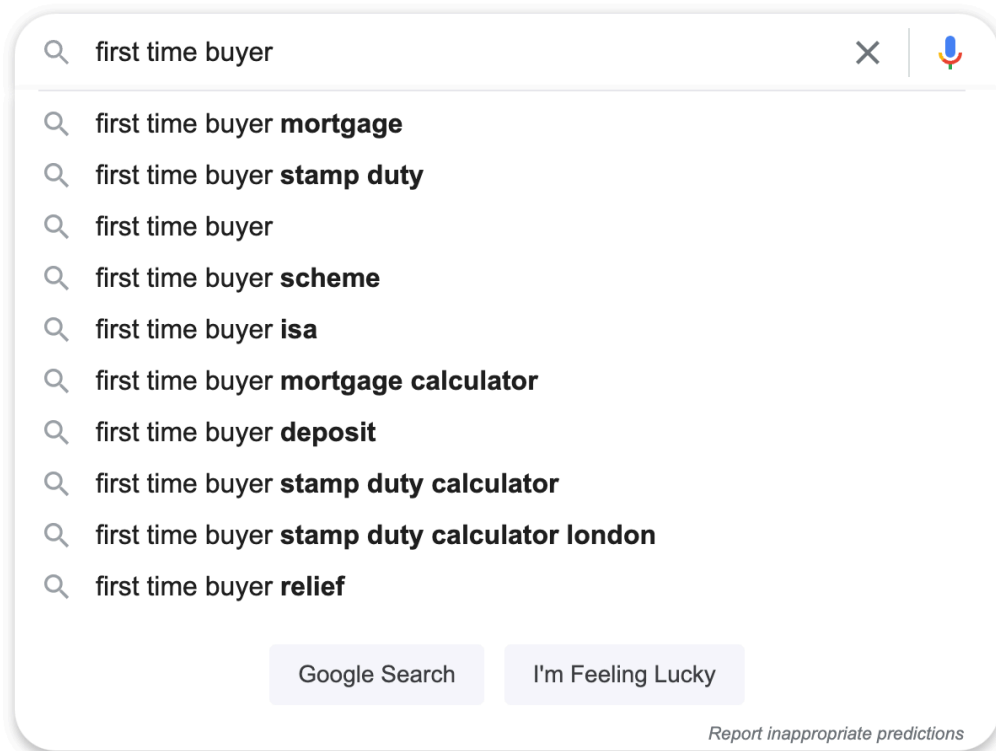
2. The Drifters

Using The Red She-Camels is great, but it isn't enough to get really super insight into what your market is complaining about, what their pains are, what the solutions are that they wish they could find... You need to go the extra mile and conduct a process that will take 5 times as long as analysing your current customers - you need to find The Drifters and what their concerns are. If this process takes any less than a week to do, then you probably haven't done it right. Finding The Drifters requires 2 steps:

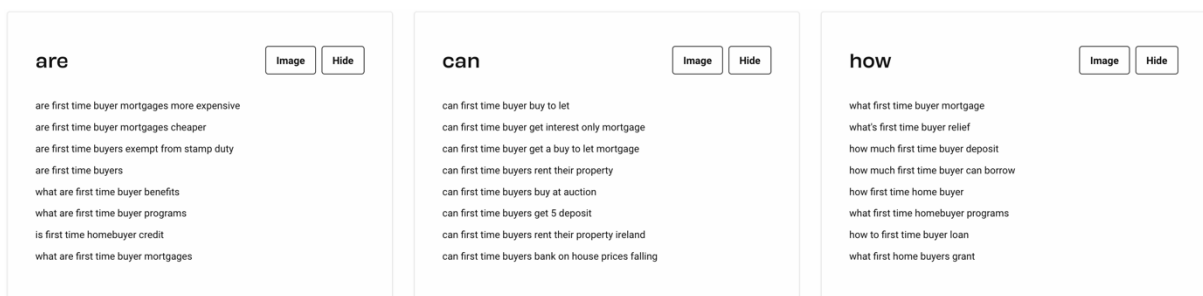
1. Using Google's auto-suggest to find the most frequently asked questions related to your industry and using one of the best weapons in a marketer's arsenal - answerthepublic.com.

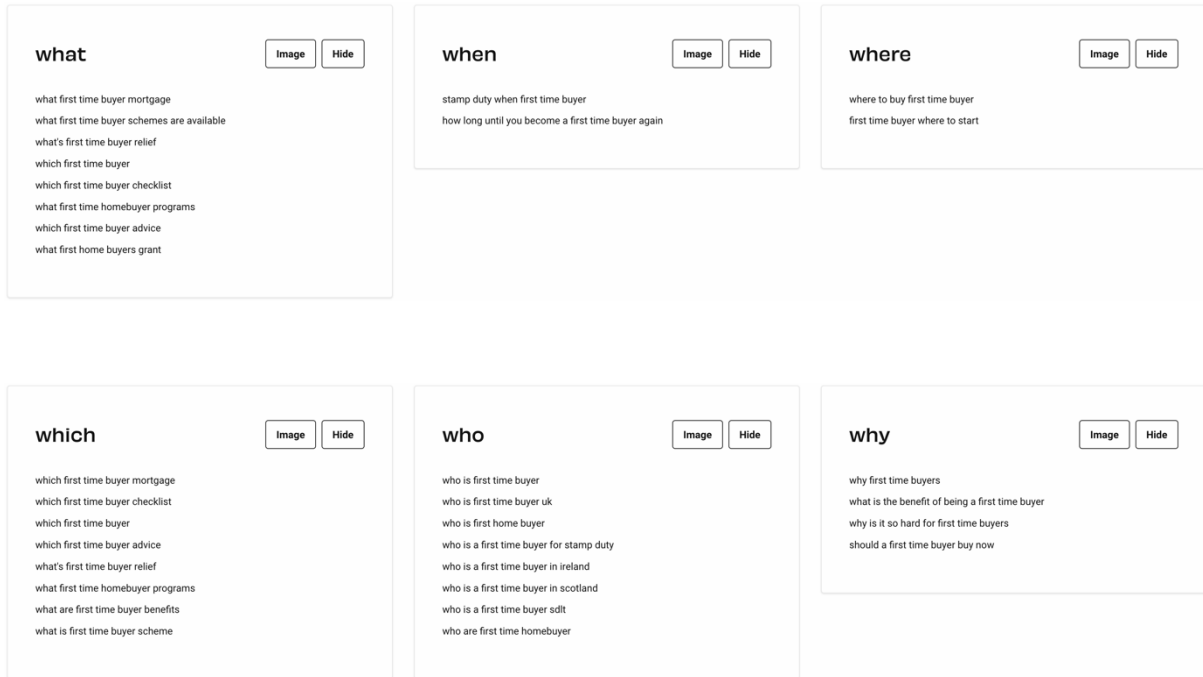
Both of these will give you amazing insight into the questions that your market is asking. Once you know the questions that your market is asking, you can then tailor a solution to perfectly answer those questions. Here, let's show you how to use them.

Let's use 'first time buyer' as an example (meaning buying your very first home). If we enter this into the google search bar, it will show us the most trending searches related to this keyword:



Now if we take it one step further and use answerthepublic.com, it will show us ALL the questions that people have asked related to this particular query.





It gives you the what's, where's, when's, can's and how's; all of these questions and searches that your target customers are asking Google. And you'll be using these very questions to tailor a strategy and an offer that will suck in your perfect buyers like a blackhole. You'll be answering the exact questions and solving the exact problems that these people are having.

2. Going out into the online-trenches and finding out what real people are talking about. Using a few select keywords from the previous step, you would now visit forums, Facebook groups, public blogs that people comment on, Amazon and eBay reviews, Tiktok and Instagram, Reddit and Quora... You go out into these places and see what discussions people are having, the problems they complain about, the pains that they have. What kinds of interests do they share? And most importantly, what are the problems, pains, and complaints they share? What are the deficiencies found with the products and services currently on the market?

Eleven Questions To Characterise Your Perfect Buyer

Once you've documented everything in a spreadsheet like the one below, you'll see a pattern emerge. **Don't worry, we'll be sending you our own spreadsheet that we use in a couple of days.** But before you can create your Perfect Buyer Avatar, there are some important questions that need to be covered.

adseen	AVATAR STRATEGY				
	Beginners	Intermediates	The Pros	Source (i.e. website URLs, etc.)	Extra Notes
Where they generally hang out (including online and offline)					
Hobbies & Lifestyle Habits (do they go to the gym, parks, etc.)					
Occupation (list the most common categories of jobs/businesses)					
General behaviour & views (can include political views and biases)					
Hope & Dreams					
Pains, Problems & Fears					
Hesitations & Doubts (concerns they may have or hurdles coming in the way)					
Deficiencies they find in similar products/services					
Miscellaneous Information / Unforeseen Insights					
Collection of jargon and language used	Definition				

1. What keeps them awake at night?

We've been over pains and concerns of your target buyer several times, but we cannot stress this enough. People do not pay serious money to solve small problems. And if you want a successful business that sells at premium rates then you need to address exactly what hurts them most. What are their

frustrations? What are the obstacles that, not only slow them down but completely leave them at a standstill? Try to imagine how it makes them feel.

Remember, your products or services need to solve a problem that is so painful that they are willing to pay you to get rid of that problem.

2. Where do they go to get their information?

Each particular demographic will look to different sources to acquire information. We know that, as a general rule of thumb, search engines have become the common factor between all demographics, but it is important to make a list of other sources they may use, such as social media, books, newspapers, a particular journal. For example, you might find that people who invest in the stock market use Bloomberg, Marketwatch or Motley Fool to acquire new information and advice.

3. Where do they like to go to socialise with likeminded individuals (or do they even do so at all)?

Really think about and make a list of everywhere they go, from the digital world to the physical world. Do they spend time on Facebook? And if they do, what groups are they part of and what kind of discussions do they have?

For example, if a perfect buyer invests in the automotive industry on the stock exchange, we might say, "hangs out on Stocktwits following automotive threads that are trending." Or "spends their Friday evenings at home alone watching stocks news like a hawk."

4. Do they have built-in values or biases even?

This could cover many things from political views and affiliations to cultural values. You'd be surprised how much this can affect your marketing message. For example, if 95% of your target audience have very conservative values, then you'll most definitely want to address this in your message to really hit the mark dead-centre.

5. What are their hopes and dreams?

What is the ideal endpoint for your perfect buyer? Where would they wish they could be and what would they love to achieve at the end of all this. We really need to be specific here. For example, if they wanted to lose weight, we wouldn't just say their hopes and dreams are "I want to lose weight." It might be something more like "I want to lose 20kg so I can fit into those size 12 jeans before I go on holiday this summer." Or say they have a dream of "living in Dubai." It could go something like this: "I want to move to Dubai where there is so much safety and security due to such low crime rates and my family will be safe to walk the streets even during the night."

Knowing their hopes and dreams allows you to speak directly to them. It allows you to create copy (copy is everything that you write for your audience) that addresses those specifics. Even if they are a little different, it can still be relatable. The point is to create a vivid picture of the possible outcome, like a story, that now feels much more like a reality.

6. What is the thing that scares them most? What are they afraid of?

We mentioned in the 1st question, what keeps them up at night. This touches on that a little but with a difference. Problems that need solving can keep your perfect buyer up at night for sure. But what are the things that not only keep them up at night but have them feeling anxious and afraid. It may not have occurred yet and simply lingers on their mind.

Questions such as these are so important. Research has shown that 'negative marketing' where we tap into the negative emotions that people feel, such as fear or anger, is much more effective than using traditional methods that are quite neutral. People are more driven by avoiding pain than they are at wanting pleasure (for example people want more money but are more scared of losing what they already have). And so, addressing their fears in your marketing message hits them quite empathetically. Additionally, seeing as the negative marketing method is not so widely used, it really gives you the chance to distinguish your business from that of competitors.

7. Do they use their own jargon? How do they speak?

It's important to know how your target audience speaks. If you're an 80s baby who sells a product or service aimed at millennials, you won't get very far trying to speak to them with the same tonality and sentence structure that you would with others the same age as you. Communicating with different demographics in a language that is closest to them is key in showing that you not only have a solution to their problems but understand their problems from the same viewpoints as them.

This doesn't just apply to different ages, but different cultures, communities, and a very important one - grouping people by their different interests.

8. What methods of communication do they prefer?

This is essential to know, especially once you have a database of customers. Do they prefer text, WhatsApp, email, video calls, letters? It's important to leave customers in their zone of comfortability. Forcing them to communicate in ways that are alien to them will cause walls to go up and it will damage your message and any attempt to sell.

9. What trends and current affairs will affect them?

Different audiences are affected by different things. And knowing what current affairs affect your target audience is key in sharpening your marketing message to really hit the target dead-centre. For example, if you're a financial advisor, you may want to focus on the things that affect your perfect buyer such as the recent rise in taxes. Or if you're in real estate, you may want to mention the influx of people suddenly moving into a particular area that could drive prices up. Create urgency around the things that affect your market.

10. What makes them excited? What triggers their positive emotions such as happiness?

Let's give an example here. Say a female clothing business was to send an email to their mail-list to say, "Hi, I just wanted to say, you are so beautiful. Have an amazing day 😊". A men's boxing club sending the same email might not have the same impact...

Remember your customers are people. Instead of seeing them for the money they have, try to focus a little on how they feel, and specifically, the things that make them feel good. Customers that have a positive emotional connection with your brand are far more likely to trust your brand and take the steps to buy. Show them that their journey is your journey.

11.How does their day look like?

Here you really want to break down a day in their life. From the moment they wake up, up until they hit the bed and everything that happens in between. It really paints a picture of the day-to-day living of your perfect buyer. Not everyone wakes up at exactly the same minute, but we know there is a general pattern that is followed for each group or demographic of people. For example, people who work a 9-5 generally wake up between 6am to 7am, shower, eat breakfast, check their social media...

Having their day mapped out gives you an idea of when you should be contacting them, it gives you an idea of their habits, and it allows you to craft a marketing message that suits and addresses their lifestyle.

All Together Now

With the answers to all these questions, and the research attained from the 2 ways to identify your perfect buyer, you can now paint a vivid picture of who they are. Write about half a page summarising the answers into a short biography and how it relates to your industry. **Along with this strategy plan we've included an exclusive example.** Check it out to get some inspiration.

And there you have it, a perfect finish to an avatar strategy to define your perfect buyer. If this step is implemented properly, it will make your marketing message cut through the noise and hit your target exactly where you want it to.

In summary:

- Identify the top 10% of your existing customers who bring in the most revenue.
- Carry out the 2 steps mentioned in The Drifters and document everything you find.
- Use the 11 questions to understand your perfect buyer better
- Create your Perfect Buyer Avatar

Step 2 The Mind-boggling Octopus Offer: An Offer They Can't Refuse

(Why octopus? Because there's not much getting away once it has its 8 arms wrapped around its target)

A concept that has generated millions in revenue for those who implement it well - **Reverse Engineer Marketing**. This is where you conduct a complete market analysis to see what the market or the world is screaming for, and then you engineer a product or a service to meet that demand. An example could be someone seeing that there is high demand for Tiktok video editing and so they learn how to edit videos, go out and offer their services at a low rate in order to acquire a portfolio, and then offer the service at a higher rate once they have enough funds to market the business. They saw demand, and so they fulfilled that demand.

[**NOTA BENE:** Please understand that when we use the word offer, we are not speaking about discounts being applied. The word offer refers to any product or service that you provide to the marketplace. It encompasses everything that the buyer gets in exchange for their money or time.]

Although an entire reverse engineer process is something you won't need to do, assuming you already have a product or a service, the approach of reverse engineering would still apply in the "offer" you create or the way you represent your products or services.

This is where you craft such an amazing offer that is so irresistible, that the perfect buyer would have to be a complete nincompoop to turn the offer down (we mean this in the nicest way). Seriously, it should be such an amazing offer, that it grabs your perfect buyer and has them in disbelief that you would even have this on the table.

Offers that are weak (or even just ok) and are missing so much of what the perfect buyer desires will not fly like hot cakes.

The Eight Tentacles Of Your Irresistible Octopus Offer

For your offer to be so irresistible, it needs to gather between several points:

Clarity

The first step for any offer (irresistible or otherwise) is making sure it is crystal clear. If people are unsure of exactly what's on offer, and not just what's on offer but why you are making such an irresistible offer in the first place, they will not buy into it. The presence of doubt will be the biggest reason for them not to find it irresistible. You need to be clear about the offer and why this offer is even on the table.

Providing explanations for the why is crucial in closing any gaps. There needs to be logic behind the why.

Copywriting skills are a must in this avenue. Your copy needs to be able to provide clarity in a concise yet filled way. Specifics are important. Imagine you are explaining this to a complete newbie.

Value

The perceived value of what you are offering needs to outweigh anything that you get in return (i.e., the customer's money). This can be done in multiple ways, but it will all come down to the industry you are in.

I remember, once upon a time, I used to do door-to-door sales (yes... the annoying kind). My job was to sign people up to subscriptions where in return, they would get activities posted out for their kids to use (or any other children of their choice). It was £10 per month, but instead of saying it will cost you £10 per month, it was broken down: "it will cost you less than 33p per day, not even a quarter cup of coffee". Saying this put into perspective the perceived value of what they would be getting in return.

Or you may even offer something a little more than what your competitors are offering but at the same price. You would make that clear. The perceived value in this case would be better than the competitors' offer.

Features and Benefits (with extreme detail pinpointing their hopes and dreams)

An offer that doesn't have features and highly detailed benefits will end up forgotten. But first we need to understand the definitions:

Features are facts about the product or service.

Benefits are how each particular feature translates into **how it improves the customer's life**.

Let's use an example for a financial company:

Feature: get your taxes in order / we make sure they are correct.

Benefit: save you from paying heavy fines for submitting the wrong information.

You really want to get creative with the benefits. Spend a serious amount of time listing all the possible features and how each one can benefit the end-user in multiple ways.

Pricing (& Payment options)

A lot of this will depend on the value that you are bringing to the market. Remember this golden rule: **if you can successfully set a higher rate on your products or services, it means you have value in the marketplace**. That being said, the price needs to be 'reasonable' in the customer's eyes. And if you have built value appropriately, then finding a good price-point shouldn't be too difficult.

Make sure to offer easy payment solutions. If you're selling an IPL for hair removal at £400 or \$500, give the customer the option of splitting the payment into 4 interest-free payments. And don't be shy to reflect that in the copy. For example, "why not split the payment over 4 months at only £100 per month completely interest-free. It's as little as £3.23 per day, the cost of a cup of coffee and a small bagel."

Make the pricing seem so ridiculously low that when it is compared to the value that has been built in the previous steps, it would be silly to turn it down.

Premiums

Everybody loves a bargain. But what they love even more is premiums (free gifts that customers get when they make a purchase). Giving them a reason to

purchase there-and-then is even better by providing a larger premium that is available only at that time, but a smaller premium if they were to purchase later. In both cases they get a premium but the larger one sounds more appealing naturally.

Really think about how you can load the offer up to make it look really jacked. If you offer high-ticket services or products, then it could be a free holiday or a weekend spa for 2. Believe it or not, premiums work. That's why so many successful businesses use them.

Urgency/Scarcity

One thing we know about people - they hate to lose out on something good. Scarcity needs to be introduced, whether it's in the offer, the pricing, or the premium. It could be putting an end date on the offer, or having a limited number of units or spaces, or saying "we only have ten left at this price". Whatever type of scarcity is used, it has shown to be an extremely successful strategy, and one that will not expire.

Powerful Call-To-Actions

The rule here is **never to assume**. Never assume that your perfect buyer will know exactly what to do next. You have to explain and tell the prospect exactly what you want them to do next. If it's an eCommerce website, having big buttons like **BUY NOW** or **GET A FREE NO-OBLIGATION TRIAL** are examples of call-to-actions that tell your prospect exactly what to do next if they've gotten this far.

Powerful Bulletproof Guarantees

The ultimate and final reason anyone will ever buy from you: risk-reversal. You need to completely reverse any risk that the prospect is taking and place it entirely on your shoulders. We've all seen some of the common guarantees out there, "30-day money-back guarantee" for example. But you'll want to take it a step further. You want to make the guarantee specific to the strengths of your offer and the results that the customer is expecting to get.

Once you've done that, you then want to make it the focus of your offer, to show that you are that confident in what you are offering, that you are willing to make good on it and make it known that this guarantee is on the table.

And if you aren't willing to place a Powerful Bulletproof Guarantee in the middle of your offer, then it means you aren't so confident in what you're offering. And if that is the case, why should anyone even buy from you? It's probably time to go back to the drawing board.

Here are some benefits of offering a Powerful Bulletproof Guarantee:

- Increases buyer confidence
- Reduces the sale time
- Massively improves price-points
- Sets your offer apart from competitors

To have a potent guarantee you'll want to:

- Be as bold as you can possibly be in the claims you are making
- Use keywords, especially power words within the guarantee's title
- Study the guarantees of the competition
- Focus on the strengths
- Highlight the expected result for the customer
- Give it a name that distinguishes it from the rest of the market

Now you have all the ingredients to put together an irresistible offer, you can focus on the next step that will bring attention to the offer.

Step 3

Hook, Line & Reel In The Catch: High Value Content Magnet

This is the thing that will destroy your competition. It is phase 1 of the revolutionary Buyer's Market Pyramid. It is the only way to tap into the 3 mid-segments that we spoke about earlier, which make up 37% of the entire market. High Value Content Marketing (a High Value Content Magnet as we like to call it / HVCM) is what you give to your prospects in exchange for the most valuable commodity of the 21st Century - data.

But more than getting data. You become the industry-standard for them to judge by. Why? Because you don't give them just any information that they could potentially find online after weeks of searching and collating. You give them industry secrets that are never shared, in a way that captivates them, compels them, and causes them to see you and your business as the real authority who is saving them from a horrible ruin.

The aim of the HVCM is to get them to 'opt-in' for this extremely high value content that leaves them saying 'If they're giving this away for free, imagine what their products and services are like'.

And all that lovely juice you squeezed in Step 1 The Avatar Strategy is going to be used to craft an incredible piece of serious content that **ANYONE** who is the slightest bit interested in your industry will have a **BURNING DESIRE TO HAVE**. How? Let's look at an example:

Take a financial advisor. A typical ad will look like the one below:

Independent Finance Adviser - Free, Safe and Smart Service

 361,853  152  0

We Have 27,000 **Financial Advisors**, Mortgage Brokers, Accountants and Solicitors. Match...

It may or may not have the company name and has a headline such as Financial Planning Advisor - Call Now, or something quite conventional and plain. In fact, if you run a Google or Bing search yourself, you'll notice the same style of headlines being used.

First observation - they all target the same 3% of the market who are ready to buy. Remember that cherry we spoke about? Well, they are all vying over that cherry, hoping to have the sweet pick.

Now, say this same financial company came with something a little like this:

ATTENTION: Do Not Hire A Financial Advisor Until You've Read This Shocking Report

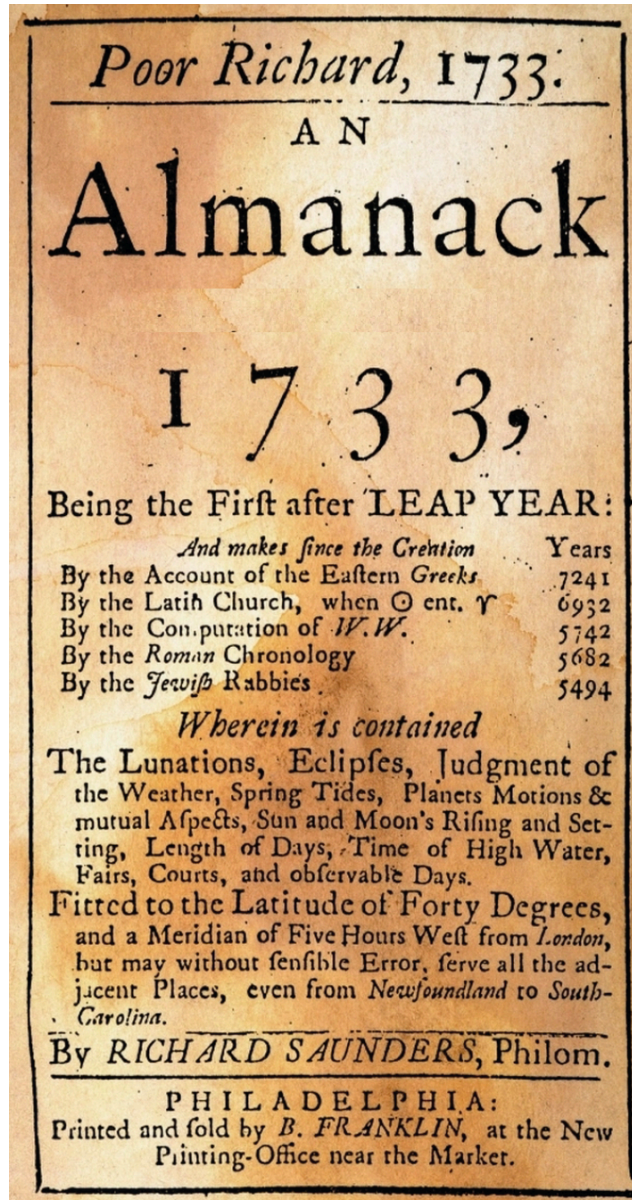
The 5 Nasty Secrets 99.9% of Financial Advisors Are Hiding From You
(Number 2 Could Save You 1000s)

What You Should Know Before Hiring A Financial Advisor Unless You
Want To Burn Your Money Like Firewood

Let me ask you a question. If you were looking for a financial advisor or an accountant, which ad would you be more compelled to read? Which one stands out? Which one would you click?

When you present information that warns, alerts, or reveals instead of sounding like you're trying to sell something, people are much more compelled and receptive to your business and whatever you have to say. The High Value Content Magnet (HVCM) doesn't have to be a report. It can be videos, webinars, classes, infographics. Anything that delivers serious value that gives the prospect something that the rest of the industry simply isn't giving. It needs to solve a genuine problem that your market is having for completely free. And the only cost to them - their name, email address and contact number.

High Value Content Marketing has stood the test of time, with records of content marketing being used by Benjamin Franklin in 1732 where he used Issuance of Poor Richard's Almanack to promote his printing business.



Another successful example is Michelin when they developed The Michelin Guide in 1900, that offered information on auto-maintenance and traveling tips, with 35,000 copies being distributed for free in the 1st edition.

High Value Content Marketing set them as the industry-standard to judge by. And it is exactly the same principles that apply today - if you show your prospects that you can help them with their problems before they even buy anything from you, and if you can provide them value for absolutely free with no conditions except giving some contact details, they will see your business as an authority to be trusted.

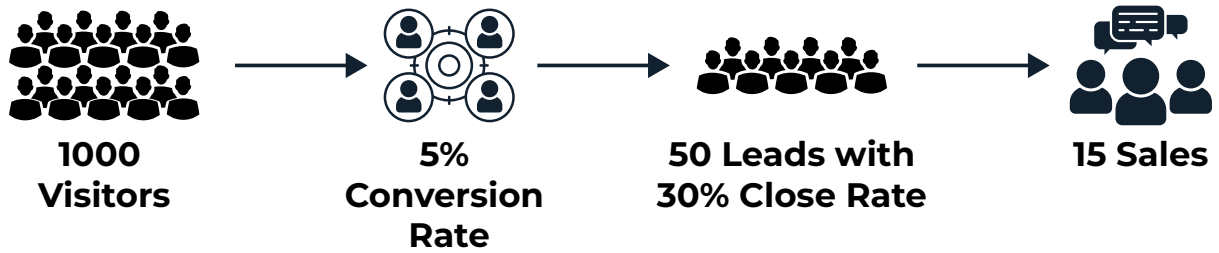
Let's try to paint an image with some numbers:

Method 1 – Bog-standard Pasty Ad that targets only 3% of the market

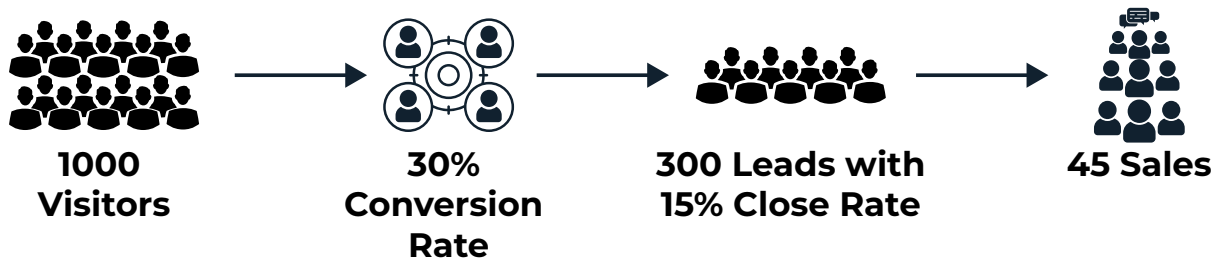
Vs.

Method 2 – Using a High Value Content Magnet (HVCM)

Method 1



Method 2



We can already see the difference here. Why? As mentioned before, method 1 targets people who are ready-to-buy at that very moment. And with the sea of competition that there is, we can only expect a small number of conversions. In fact, according to MetricHQ, a good lead conversion rate is about 2.4% globally for the average webpage, with landing pages pushing up to 4%.

However, with method 2, using a highly relevant HVCM that adds so much value to your prospect's life, as well as targeting the 3 mid-segments of the market who are gathering information (and that no-one else is targeting) you do 2 things:

1. You provide them with the much-needed information that no-one else was willing to share, making you the trusted provider in their eyes to judge by.
2. You simplify their information-gathering process and make the decision-making process considerably smoother for them.

It all comes back to that short chapter you read previously "The World Is Wild". It all comes back to grabbing the attention of your perfect buyer, giving them value, and keeping them locked in.

How To Make A HVCM

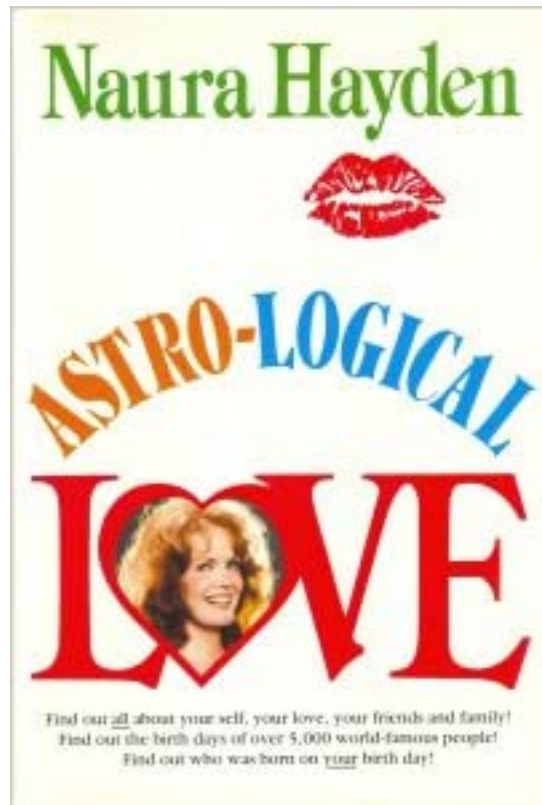
When it comes to making your very own HVCM, there are some rules you'll want to follow to ensure it is as best as it can possibly be.

Rule #1 - Craft a Compelling, Attention-Grabbing, Impactful Headline

"Don't judge a book by its cover" is what they say. But we all know that is a load of waffle. Especially when it comes to the world of business. That's the reality. And until we accept it, we won't get very far. A strong headline will lead at least 80% of readers to continue but a weak and vague headline won't even get 2% to turn the page.

Here! Let's show you how seriously crucial a good headline is. How it can either **MAKE** or **BREAK** you.

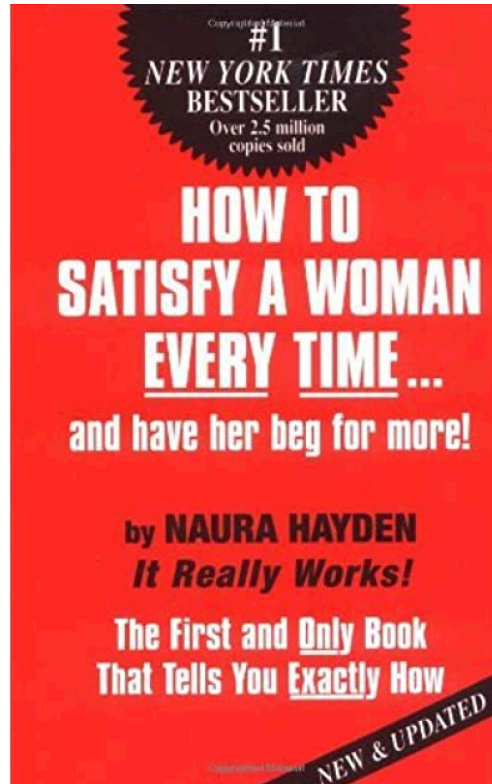
In 1982, there was a book called Astro-logical Love written by Naura Hayden.



Thinking about the headline, what does it tell us about the contents of the book? Spend a few minutes thinking about what the cover would mean to you.

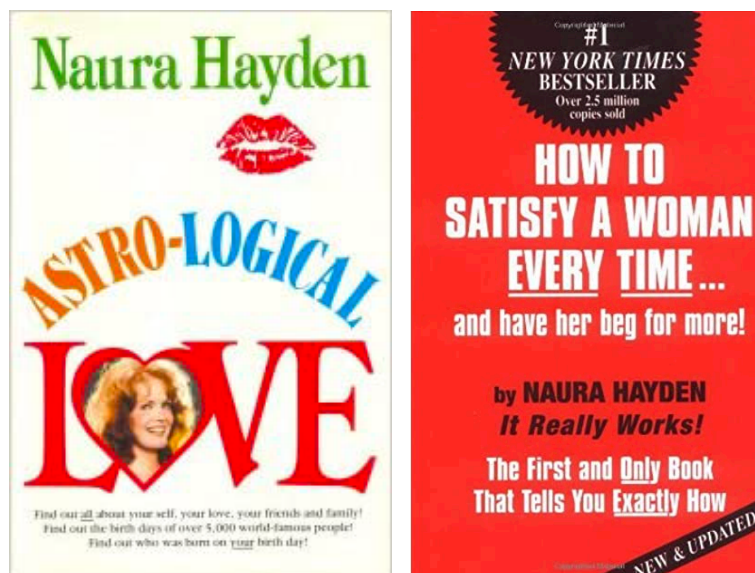
This book sold less than 5000 copies, went out of print, and ended up forgotten about. Then one day, a man found this book whilst rummaging through the remainder section of a bookstore (the area where unsold copies liquidated by the author are kept). After going through a few pages, he thought the content was absolutely amazing!

What he did next was profound. He contacted Naura Hayden and bought the rights to the book. He didn't change a single thing about the book except the front cover and title to:



After republishing the book in 1998, it sold a whopping 2.5 million copies and spent 64 weeks on the bestsellers list.

Now look at them side-by-side.



Which one would you choose? And which one describes to you the contents of the book? Can you now understand the need for a compelling headline?

When it comes to the headline, you'll want to do the following:

- Make sure it is outrageous
- Use numbers where possible. Numbers make it look easier to digest and gives it milestones.
- Use emotional words like 'Exposed, Shocking, Critical, Torment, Torture, Secret!'
- Make sure it tells the reader exactly what's inside / include the problem in the headline
- Make it irresistible
- ADDRESS THE PROBLEMS FOUND IN THE AVATAR STRATEGY

Here let's look at some examples of headlines of HVCMs that are quite simple and generic:

7 Things To Know About Real Estate

5 Things To Know About Buying A Property In Dubai

Information On Marriage Breakdowns

Things To Know About Corporation Tax

Ways To Scale A Business

Ways To Gain Muscle

Increase Your Boiler's Lifespan

Now imagine the above were spiced up a little to tickle intrigue and curiosity:

 **7 Nasty Secrets No Real Estate Company Will Ever Tell You**

 **5 Critical Mistakes To Avoid When Buying A Property In Dubai**

 **10 Scientifically Proven Signs To Show Your Wife Is Cheating On You (#4 will SHOCK you!)**

 **3 Easy Ways To Reduce Corporation Tax WITHOUT Paying 1000s To An Accountant**

 **3 Money Murdering Blunders Businesses Make When Trying To Scale!**

 **Stop Fighting For Muscle!
3 Ways To Maximise Your Gains From Your Next Session**

 **3 Warning Signs Your Boiler Is About To Break Your Bank
(Stop It From Breaking Down Now!)**

Here are some formulae that you can use. The best thing is that the structure can pretty much remain the same:

The X Best Ways To Get _____ Without _____

The 5 Best Ways to Get A Sixpack Without Having To Pain Over Crunches

You're Running Out Of _____ ! Here's How To _____

You're Running Out Of Time ! Here's How To Get Results Quick!

[Something that is hard] Within [a time period] Even If [Circumstances]

Build A Car Within 8 Weeks Even If You Have No Experience

Remember, your prospects have no idea what is inside the HVCM. They will judge it by the 1st thing they see - the headline.

Rule #2 - Hook The Reader With A Smashing & Conclusive Introduction

Your prospect has just jumped the 1st hurdle; they read an amazing headline that sparked intrigue. Now is the time to persuade them to keep reading. **DO NOT BORE THEM.** And do not keep them floating in anticipation of the much-promised value. Jump straight into what you promised in the headline.

Better put, in your introduction, acknowledge the problem that is being experienced, and explain that your HVCM is there with a solution.

Rule #3 - Narrow In On Your Audience

You didn't spend a week on The Avatar Strategy to then write some generic content that doesn't address your specific audience (or your perfect buyer). Narrow the focus of your HVCM to speak to your target audience with their specific problems in mind. When you try to speak to everyone, you will speak to no-one.

Let's give an example, it's like the difference between a HVCM on "Understanding Tax" and one on "Understanding Corporation Tax". If you're searching for things to do with Corporation Tax it would be safe to assume you own a business, would like to reduce your business' taxes, and would like to better understand how corporation tax works. The HVCM would then be aligned to fit those points.

However, if the HVCM is about "Understanding Tax", you could be anyone from an employee to an inheritor trying to find out if they owe any inheritance tax. The topic is simply too broad, covers too many audiences, and so it wouldn't narrow in on anything, essentially not addressing any problems down to the roots.

Rule #4 - Ensure That Every Point Provides An Answer To The Scorching Problem

You want to keep the reader engaged throughout their journey reading your HVCM. Every chapter should be a solution to one of the problems they are having or should be a building block to address the BIG ISSUE that is keeping them up at night. Each sub-heading should insinuate what comes next. It should be enough to give them an idea of what to expect.

To give a simple example, say your headline is 5 Critical Mistakes To Avoid When Buying A Property In Dubai.

Each subheading should relate back to this in some way. Subheadings could look a little like this:

#1 - Leasehold or Freehold? You Could Lose Everything!

#2 - Automatic Visa? WRONG! Not Every Property Owner Is Eligible!

Each point is related in some way to the main headline, related to the main topic.

Rule #5 - Create A Framework For Each HVCM

Outlining and breaking down what your HVCM will be about and what it contains will help you better structure the content you write. Do not try to write off the bat. Freestyling will cause you to make serious mistakes, will cause you to go off topic, and will not have structure.

Begin by making a list of the points that will be addressed in the HVCM, then put those points in order. Now create the subheadings or topic headings (even just a few words to have an idea of what content will follow). Once you finalise this, you can then perfect the subheadings and get writing, ensuring each subheading is addressed properly (relating it all back to the main topic at hand of course).

Reeling In The Catch

Once your HVCM sparks interest, you know that this is a prospect who has basically put their hand up to let you know they're interested. How?

Say for "3 Easy Ways To Reduce Corporation Tax WITHOUT Paying 1000s To An Accountant". A student in their 1st year of university is hardly going to be eager to learn more. Nor someone quite happy working a 9-5 as a store supervisor.

The prospect has shown interest. Whether they are ready-to-buy, gathering information, or aware of the problem (remember the Buyer's Market Pyramid) we don't want to lose them. This is the stage where you capture the lead and get their contact details in exchange for this highly valuable content that is about to change their life.

We've already established that most of the potential prospects that come across your site are not at the buying stage of their journey. But nurtured in the right way, they can either be moved up to buying straightaway, or at the least, ready to buy in the near future. This is your chance to become a part of that journey.

This is where we get them to opt-in. This is where you need an opt-in page also known as a Squeeze page, kind of like a landing page (but without the salesy stuff).

This is how an opt-in page should look:



- A headline that grabs your reader by the shirt
- An eyebrow or an overline to indicate who this is for
- A subheading to describe or reiterate the main heading (optional)
- Super-hypnotic snippet points to explain how the content is going to save the prospect from ruin (focus on the benefits)
- A visual representation of the HVCM they are getting
- A simple 2-step form for prospects to give their name, email, and contact number in exchange for the HVCM
- A call-to-action that tells your prospect EXACTLY what they need to do

The Headline

The headline should jump out to the reader and encompass exactly what they'll be getting by downloading your HVCM. It should contain the problem and the solution.

Really focus on ways you can lock in attention. Don't forget the wild world of madness you are trying to compete with. What's to stop your prospect leaving to go and watch a crazy video on Tiktok?

The Eyebrow

This is that small line just above the headline that tells you reader who this is for. 99.9% of the time, the reader will fit a certain description, so why not address them. Here is a golden formula that works all the time:

For [description of reader] who want to [end goal or its opposite]

For skinny guys who want to pack on pounds of muscle fast
For businesses that hate giving away all their profit in taxes
For tradesmen who are struggling to find work

When the addressee sees this and fits the description, it suddenly creates this sense of relevance. And the more relevant the copy is, the more likely a prospect is to continue reading.

The Subheading

You can be quite creative with this. It doesn't have to follow a set formula. The aim of this is simply to reiterate or describe your heading with a fact. It reinforces the aim of the main heading. It can even cover a different angle of the same problem.

Super-hypnotic Snippet Points

These are little snippets of information to spark real curiosity with the reader. The aim is to reveal benefits but not so much information that they think they know what to expect. They need to tempt the reader into thinking "I don't have a choice but to see what's inside".

Say for a HVCM with the headline '3 Easy Ways To Reduce Corporation Tax WITHOUT Paying 1000s To An Accountant'. A snippet point could be something

like: "Why you should never expect an accountant to know these hacks" or "The secret behind Directors' Salaries to reduce tax"

Whatever it is, you want to spark some intrigue and push the reader to open up the HVCM.

A visual representation of the HVCM

It's all well and good telling your reader what they are going to get. But we all know better than anyone else - people like to 'see' what they are getting. Visuals communicate so much more than just words. An opt-in page without a visual is like a plate without a meal. More than 70% of readers will be drawn in to the visual, and it makes it much easier to skim too.

A few examples will follow shortly of what an opt-in page should look like.

A simple 2-step form & the call-to-action

These are becoming increasingly popular. They allow the reader to see the whole opt-in page, the headline, the snippet points, and the visuals, before even seeing that they need to give their name and email in exchange for the HVCM. It starts with step 1 - a nice big call-to-action button like "Click Here For Your Free Copy Now". This then leads to step 2 - a lovely pop-up form to take their name and contact details.

You might say - "why not skip step 1 and just put the name and email fields on the actual opt-in page". The issue with this is it could act as a deterrent before the prospect even has a chance to look at what they could be getting. You want the prospect to see what they are getting and put them in an 'eager-to-take-action state'. Only after that do you show them what they need to do to get the HVCM.

Keep in mind, the more information you ask for the less likely it will be for the prospect to fill the opt-in form. Ideally sticking with a name and email address are more than enough. However, if you have high-ticket services where a salesperson or consultant is required to close the sale, you might want to take a contact number too.

For men who are tired of hitting a wall with gains

MONSTER MUSCLE 8

An 8 Week Program
To Guarantee **Huge Gains**

- The simplest reason why you keep hitting a wall
- Poor genetics? The way to overcome this hurdle revealed

This is a limited time offer! If you are serious about gaining muscle, hit the button and we will rush you a **FREE copy right away!**

YES! I WANT TO GAIN



For parents serious about their child's development

7 FATAL TRAPS TO AVOID WHEN SELECTING A CHILDCARE PROVIDER

- ☑ The nasty truth about 75% of childcare providers
- ☑ Surely everyone is vetted? Wrong!

YES! RUSH ME A FREE COPY



Once the HVCM and opt-in page are implemented, anyone who shows interest and gives you their details can now be followed-up with emails and calls. The

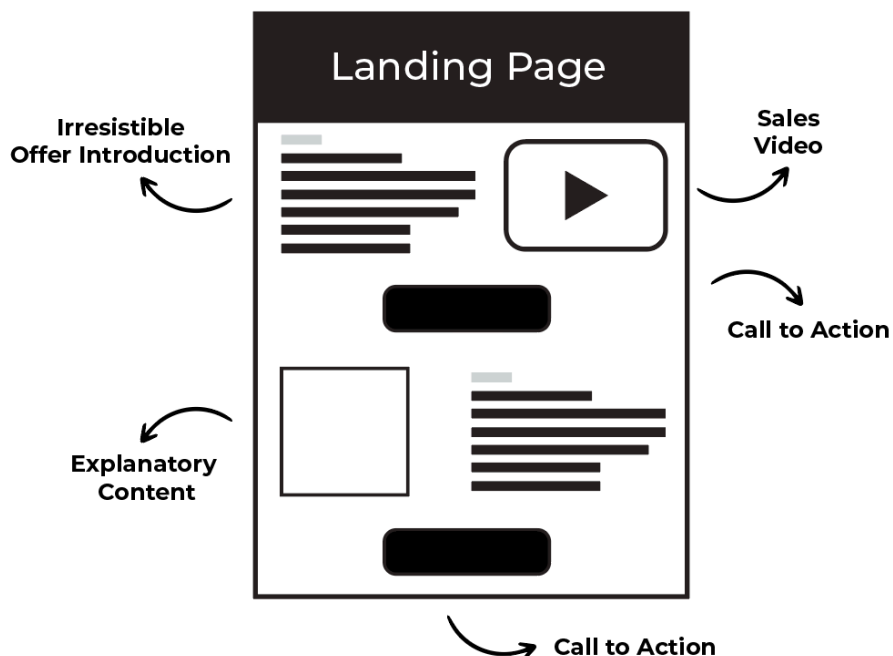
aim of the emails is to nurture to prospects, educate them, and build trust (we'll explain this in step 5).

However, keep in mind that there will be some prospects who are ready to buy, or have moved to ready-to-buy status. You don't want to lose them to delay. This is where we make them the offer that was crafted in step 2. Once the prospect fills in the opt-in form and receives their HVCM, they will be redirected to another page. This will be the landing page of your Mind-Boggling Offer that simply cannot be refused.

The Landing Page

Landing pages will vary significantly based on the industry and what you are offering. The layout will be quite similar to the opt-in page but might include a sales video.

Generally, it will look a little like this:



All the principles laid out previously, regarding the headline, super-hypnotic snippet points and everything else, still apply here.

Step 4

The Source: Decide On The Traffic

A lot goes into deciding the source of traffic you plan on using. Do you plan to use paid advertising such as Google ads or Facebook ads? Maybe you want to consider search engine optimisation (SEO) where you rank higher for specific keywords on Google or Bing? If you're a local business, then maybe you plan to use flyers and print media? Newspapers? Do you intend on using influencers on social media channels such as Instagram and Tiktok?

The wrong step could leave you months behind or could result in serious losses of capital and revenue. And no business wants to lose money for nothing.

Unit Economics Is Everything

With everything in place, a careful assessment needs to be done of the entire business and profitability per product/service sold. You need to know each of the unit economics for your business. You should know:

- The cost per lead (CPL)
- The customer acquisition cost (CAC)
- The customer lifetime value (LTV)

Knowing these will determine the best marketing channels to use. For example, if you're selling low-priced products in a very competitive market, it would more than likely prove worthless running paid advertising. Especially if the cost per click is more than the profit of a single product. And if the online search engine competition is REALLY HIGH, then you might even need to reduce your SEO budget and redirect resources towards influencer marketing.

Look, if you're going to tell yourself, I tried Google Ads and SEO and neither worked, you should probably try to think about why they didn't work. Ads and SEO work. In fact, all popular marketing channels work! It's why they are still active and being used by the largest businesses in the world. If they didn't work, it's because you were fighting over the cherry that everyone else was fighting over. Implementing some of the strategy mentioned between step 1 and step 3 would change everything completely.

With a serious implementation of the Buyer's Market Pyramid, and an offer with seriously powerful guarantees, there's no reason you wouldn't see

exponential increases in the number of customers who show interest and actually buy.

Traffic is easy to get. Whether you're running ads, doing SEO on mid-level traffic keywords, or using influencers, you can create awareness of what you have to offer. The problem isn't traffic. Most businesses have a problem with their offer.

The most basic formula to use that will help you decide on the best traffic source is:

$$\frac{\textit{Profit in a year}}{\textit{Number of customers in that year}} = \textit{Average profit per customer}$$

For example:

$$£200,000 / 1000 = £200.00 \text{ profit per customer}$$

From this, we can say that if we paid £200 to acquire a customer, we wouldn't profit but it wouldn't cost us a thing. It would leave us at breakeven. Knowing this figure can help us determine if running ads would be profitable. We would factor in the following when deciding if ads are suitable:

- Average cost per click (CPC)
- Proposed total ad spend
- The absolute conversion rate of the traffic (i.e., the conversion rate that results in a sale)
- The average lifetime value per customer
- The cost per customer
- The total revenue
- The percentage that is profit

Here let's take a look at an example:

A company sells protein powder at £34 per tub (including shipping at £4). The profit margin on each protein tub is approx. 45% = £13.50.

They decide they want to run ads on Google for the keyword protein powder (which has an average cost per click of \$2.29 = £1.90) WITHOUT using the strategy mentioned above.

CPC	£1.90
Ad Spend	£20,000
Number of site visits	10526
Absolute Conversion Rate	4%
Sales	421
Cost per customer	£47
Average LTV	£100
Total Revenue (based on LTV)	£42,100
Profit at 45%	£18,945

We can see in this scenario, a standard eCommerce site optimised for a high standard conversion rate of 4% (WITHOUT our 5 No-Nonsense Steps implemented) would end up in the red. Their ad spend is £20,000 but profit is capped at £18,945.

Unless this company can either:

1. Reduce the cost per click or
2. Increase the average LTV or
3. Increase their conversion rate

They should not be running ads. What they should consider is using this £20,000 on an SEO campaign or using influencer marketing to generate brand awareness (or using cheaper methods of ads such as Tiktok and Facebook). In an ideal world, what they ought to do is increase their conversion rates. They would do this by offering VALUE and targeting the other segments of the

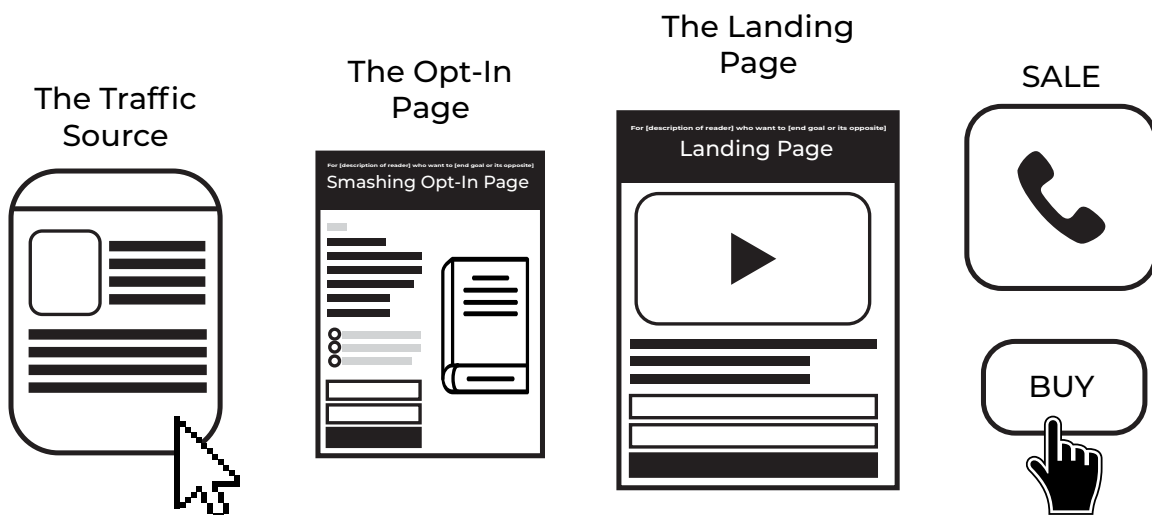
market (maybe a free training plan, or a secrets-revealed report on some protein products being quite badly made).

By implementing an aggressive opt-in strategy, they could potentially push their conversion rate to 9% or higher (**we are using a low figure to accommodate eCommerce; service businesses would expect considerably higher conversion rates**).

A 9% conversion rate would return a total revenue of £105,200 with profit floating at £47,340. That's at least a 136% return on investment (**calculated against profit only**). In this scenario, they should definitely continue running ads whilst launching a massive email campaign, which brings us to our next step...

Wait! Not so fast! How about service business who sell services at £400 or £2000 or even £10000 with average LTVs at 1.5 times the spend? What would something like that look like? We'll let you do the math.

By the end of it all, your strategy map should look a little like this:



Step 5

Nurture The Brood

OK, so the prospect received their HVCM and was redirected to a landing page. They weren't quite ready to buy yet. Do we forget about them? Of course not! They clearly have a need for something related to your offer or they wouldn't have opted in and downloaded the HVCM in the first place.

This is the final phase in the customer/lead acquisition process - nurturing the prospects who raised their hands and downloaded that HVCM. Make no mistake, email automated marketing has generated billions in revenue for businesses worldwide. Here let's take a look at some statistics:

- Email users for 2022 was forecast at 4.3 billion users worldwide.
- 99% of email users check their inbox every day, with some users checking up to 20 times a day.
- 58% of users check their email first thing in the morning
- For every \$1 spent on email marketing, you can expect an average \$42 return (DMA, 2019)
- 87% of B2B marketers say email is one of their top organic distribution channels
- More than 8 out of 10 people will open a welcome email

The aim of this step is to nurture the prospects. NOT BOMBARD them with sales emails about how great your services are. They opted in because you provided such amazing value at the start of their journey. You set yourself as a beacon of information and the player who has the know-how in the industry. This is the time to continue building value.

We do this by creating a journey of our prospect. And we think about the stages they need to go through to get to the finish line, to get to their desired result or outcome - the result or outcome that you will provide. And the HVCM was the first step for them to get there.

In this step you provide a sequence of high value content or videos, all related to the very burning pains and problems that you addressed in the HVCM, ensuring they lead off from the initial HVCM (the reason they showed interest in the first place).

The emails are sent out every 3 or 4 days, over the course of 5 weeks. This builds trust with your prospect. They see you are genuinely there to solve their

burning problem. And when it's the right time for them to buy, they will turn to you, the one who helped them in their journey to solve the burning problems they had.

As a side note: automation does not just apply to emails. Recently, software has been introduced to allow the same type of marketing to be done on WhatsApp. Regardless of the vehicle you use to deliver your follow-up content, the principles are one and the same. There's a reason why every single large successful business uses them.

The Software

Choosing the right software can either make or break your automated marketing campaign. There are so many to choose from: Mailchimp, Active Campaign, MailerLite and so on.

We personally use [Active Campaign](#) for our business and all of our clients too. After testing and using a few, we found Active Campaign to be the most reliable. Statistically they have been shown to have the highest levels of deliverability with 100% of emails going into the primary inbox. They aren't too bad for price either.

The last thing you want is to choose a software that delivers your emails to the spam folder (only to be auto-deleted after 10 days). You want it front and centre, in the primary inbox, ready to be seen and opened.

The amazing thing about all these platforms is their ability to retain important metrics such as:

- Read report
- Message replied to
- Link clicked

All of this data is important to see if you're appealing to your audience and if the next waves of high value content are hitting the mark.

Here are a few points to get you started in making sure the emails are in order:

- Speak like friend
- Make the email about them and their problems
- Use a personal sender name (such as daniel@thecompany.com)
- Send emails at the right time - Tuesdays and Thursdays at 10am have been shown to give the best response rates
- Ensure the subject line is as good as the HVCM headline
- Make sure the email has relevant and valuable content (it doesn't need to be as long as the HVCM but still needs to bring the prospect closer to their desired goals)
- Focus on text and not design elements
- Finish off with a huge call-to-action

The Profit-Chasing Fiasco

Obsessions are a dangerous thing. It leads to clouded judgement, poor decision making, and eventually, the opposite of the desired outcome. And there is one thing for sure that will lead to the eventual demise of a business: profit-chasing. YES, you read that right! How? Let's focus a little on perspective here.

Normally, as the profit of a business increases, so does the opportunity to scale. **Note that I said opportunity.** If a business is 'saving' its profit and is so focused on increasing the Profit-to-Revenue Ratio, it begins to hold back on the investments that would normally take the business to the next level. Here is a list of some of the critical consequences of profit-chasing:

- Low-paid workforce
- Non-capable workforce
- Reduced marketing spends
- Poor marketing implemented
- Management intervening in production or work processes
- The list goes on

Never cut back on important investments and costs. As you scale, you need to increase your workforce. It must grow. Do not fill the gaps with incompetent individuals because you want to keep salary expenses low, just to increase the profit margins. You may as well throw your business to the dogs. Your business

is only as strong as the people present. PAY HIGHER SALARIES, reduce your profit margins, and ensure the people backing the business are highly skilled.

Example

Say you're beginning to grow as you've just implemented an amazing opt-in strategy with increased conversions and higher paying customers. Now you need an administrator to handle all the admin of the business as you are too busy trying to scale the business and keep up with demand. Now most people will bring in an entry-level administrative assistant at minimum wage expecting them to manage admin and do amazing things. But now things are missed, tasks are delayed or not done exactly how you needed, and you're having to step in to handle the tedious and mediocre aspects of the business. You went from working 'in your business' to 'for your business', and back to 'in your business'. Your time becomes occupied, you become stressed, the family members feel the pain, you have to work round the clock double-checking everything, and you end up leaving a bad mark on the reputation of the business.

All of that yet you've just gone the whole nine yards with a new system in place to increase sales. So why would you stop at that?

This is what a smart business owner who prefers scaling the business over profit-chasing would do:

They hire a senior administrator who is capable of managing the overall administrative duties in the organisation PLUS able to coordinate with higher management to identify process and operations improvements and other business opportunities to grow revenue and increase profitability (for use to scale further). The smart business owner is now able to focus on targets and goals instead of correcting a spreadsheet that has incorrect data.

Who would you rather be?

The latter would reduce profit short-term for sure (senior administrators don't come cheap). But it would save you from having to jump in on the tedious tasks, it would save orders from becoming tarnished, you'd be stress-free not

having to worry a moment about admin duties, and you'd be able to focus on what's important - scaling.

You do not need robots who can't think. You need mind-machines who can aid you in your growth journey. And if that costs more, if that reduces your profit margins, then so be it. Successful businesses do not chase profit, they chase growth and opportunity.

This principle is not just related to the workforce, but to every aspect of the business, from personal development, education and marketing, straight through to production. Do not get wrapped up in The Profit-chasing Fiasco.

Conclusion

A whole lot has been covered in this small piece. Implementing everything mentioned will really help push you towards scaling and increasing that revenue to surpass the market and protect you from falling prey to inflation. As a bonus, we'll be sending you extras and even videos, with more detail of each step and how to optimise them to increase revenue even further.

Something so key to all of this is having an unbending mindset and being absolutely ruthless in your resolve. This is going to take you from working inside your business to scaling your business and becoming a true entrepreneur. Your business needs to start working for you, not the other way round. And understanding people, human psychology, and marketing will make you a machine who can go out into any market and put serious pressure on the competition.

The steps laid out in this small book have been tested by renowned experts for centuries and one thing stands the test of time - people want solutions to their painful problems that keep them up at night. And if you show them that you not only have the solution, but can overdeliver too, then there's no reason why you wouldn't win the game.

If you've read this far, you've proven you are resilient and eager to achieve. You've proven how serious you are in taking your business to beyond

stagnation. NOW is the time to act. The longer you delay, the longer you leave it, the more chance you give your business to fall behind. And at a time like this, when inflation is mercilessly devouring the economy, it is not the time to go easy on the pedal.

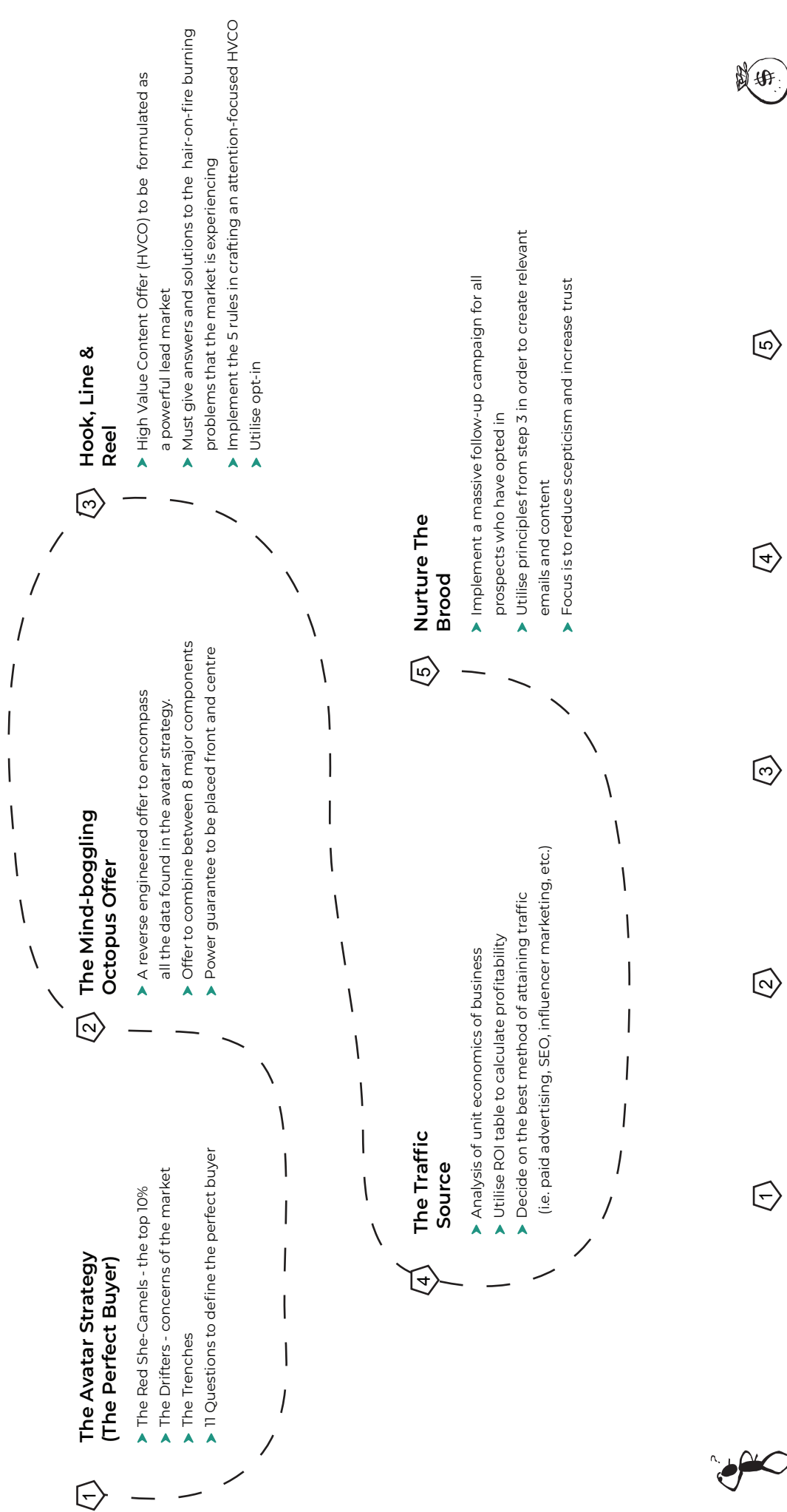
You've worked so hard. Gotten so far. You deserve success. If you decide to carry out these steps yourself, I anticipate hearing of your success. I would love to know how it has pushed you towards your goals. Otherwise, you are more than welcome to commission us to take care of it for you. There's a button below to book a no-obligation Blueprint Strategy Session for absolutely free (normally worth £750 or \$930) where we will map out the specific steps for your own business.

Until then, strive hard, and keep an eye on your emails for all the extras to help you get closer to your end-goal. Let's prove to the world that success is easy.

[**CLAIM YOUR FREE 30-MINUTE STRATEGY SESSION**](#)

- ⦿ The Worthless Traffic Conundrum
- ⦿ The Larger Market Formula
- ⦿ The World Is Wild
- ⦿ The Profit-Chasing Fiasco

STRATEGY ROAD MAP



1

The Avatar Strategy (The Perfect Buyer)

2

The Mind-boggling Octopus Offer

3

Hook, Line & Reel

4

The Traffic Source

5

Nurture The Brood

4

The Traffic Source

5

Nurture The Brood