

New Special Confidential Report

52 Amazing Ways To Transform Your Business Into A Million Dollar Success!

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In this report you'll discover:

- **52 proven ways to increase your profits by up to 500%**
- How to make your product or service “too good” to refuse
- **Incredibly simple ways to convert more prospects to buyers (one business owner in 10,000 knows about these techniques)**
- How to create a powerful moneymaking website that brings in incredible profits even when you sleep
- **Highly unconventional... yet highly successful ways to turn one time buyers into lifetime customers that buy from you over and over again**

Dear Friend,

In this special report I'm going to take you on an amazing journey through the world of unconventional marketing. I'm going to show you some of the simplest steps you can take to massively boost your customer conversion rate and create repeat customers that will continue to buy from you for life.

As you read along, please have a pen in your hand and a few sheets of paper by your side. This is because you're about to discover a treasure trove of killer moneymaking ideas and techniques... and... you'll want to take detailed notes as you go along. In my personal opinion, no more than 5% of business owners really maximize their advertising dollar. Most seem to make the same mistakes in their marketing... over and over again, without realizing it.

So, sit back, relax and let the discovery begin!

25 Secrets for Attracting New Clients

Secret#1: Identify the right target market

This is the number one mistake that most business owners make. They fall into the trap of thinking that they should reach as many people as possible with their marketing. This is a huge waste of money. Narrow down your target market to a group of people that has an insatiable appetite for what you provide and that has the money to continuously feed that hunger.

Secret #2: Advertise only in ways and places that speak directly to your target market

Use emotional trigger marketing to speak to the wants, desires and concerns of your target market. Your ads should be strategically placed where your target market will see it (specialty magazines, newsletters, special sections of the newspaper, trade shows, etc.)

Secret #3: Create a referral system that rewards your customers

Word of mouth is one of the greatest marketing tools available to you. Reward your clients with bonuses or discounts for their referrals and they will continue to bring you new clients.

Secret#4: Use a powerful guarantee

The use of a powerful, no hassle guarantee is often the tipping point in whether or not a client takes a chance on your business. The amount of people that actually ask for a refund will be minuscule in comparison to the amount of new clients you get as a result of having a powerful guarantee.

Secret#5: Use direct mail to reach your target market

Get a qualified list from a list broker, a joint venture partner or, in the best case, your own home generated list. Create a powerful sales letter that speaks to the hearts of your target market.

Secret#6: Create an offer they can't refuse

Create an offer that seems far more valuable than the asking price. You can do this by adding free bonus gifts that cost you little or nothing extra, but have a high perceived value such as:

- Free consultation
- Free Special Reports
- Free Audio tapes or CDs

Secret#7: Present real testimonials

Testimonials from satisfied customers that have a real name attached to them add credibility to your offer and make people feel comfortable taking a chance on your product or service. You can never have enough testimonials. Ask every client for a testimonial.

Secret#8: Create the best price for your product

Do not get caught up in a price war. Discounting your prices is actually bad for your business. Charge what your product or service is worth. You can go as high as your target market is willing to pay. The price you can demand is directly related to the power of your marketing. Test the limits of your prices. You might lose some customers, but you will retain a higher quality of customer and make more money than you did at the lower price.

Secret#9: Joint venture your way to guaranteed profits

Effectively partnering (joint venturing) with someone who has a complimentary business to yours that has a qualified list of clients is the quickest and surest way to sky rocket your profits.

Secret#10: Identify your unique selling advantage

Find out what distinguishes you from your competition and put it in the forefront of all of your marketing efforts to make sure your customers know it. This could be the deciding factor as to whether your prospects buy from you or your competitors.

Secret#11: Use endorsed selling to gain credibility in your market

Similar to joint venturing except that this person actually endorses you to their client base. This is a powerful testimonial that pulls in tremendous profits.

Secret#12: Use two and three step marketing to increase conversions

Studies show that due to the overwhelming amount of information that people are bombarded with every day, your attempts can easily get lost in the crowd of other ads. It often takes several attempts to the same prospect before you can convert them. You might get their attention with an ad that has them call and leave their contact information. You then send them a free report. You then follow up with a sales letters or phone calls until they buy.

Secret#13: Use toll free numbers to sky rocket responses

People are five times more likely to call a toll free number (800#) that they can call 24 hours a day and hear a free recorded message. Use a toll free 800 number in all of your ads.

Secret#14: Increase your sales skills

Read everything you can, take classes, seminars and study with successful sales people to constantly better your sales skills. You can always learn a new tip or technique that can increase your sales.

Secret#15: Send out press releases to radio stations

Radio interviews on stations that reach your target market are like having free endorsed advertising. This is extremely valuable especially since, unlike a paid commercial on the same station, it is absolutely free.

Secret#16: Write articles for local newspapers and specialty magazines that reach your target market.

Writing articles establishes you as an expert which also increases your credibility in your marketplace. This increases the value of your product or service and often makes your business more desirable to your customers.

Secret#17: Give free or low cost workshops

When it is important for your clients to be educated about your product or service before they make a purchase, this is one of the most effective ways to draw them in. Give them plenty of information in the workshop so they can see the value in taking it to the next step which is buying your product or service.

Secret#18: Go to trade shows, exhibits or fairs

At a show or fair that is geared towards your target market you can generate qualified leads that you can convert later. You can also find good joint venture partners to do business with.

Secret#19: Offer meaningful premiums

As mentioned earlier, bonuses that you add to your product or service often appeal to your prospects so much that they will make the purchase when without it they would probably pass you by. Everyone loves to get something extra.

Secret#20: Offer free samples

How many times have you been in a supermarket and been offered a free sample of a new product line. This absolutely, positively works. If you have a product or service of any kind you can give people a free trial or a free sample.

Secret#21: Make your business image congruent with your product or service

The impression you make on your prospects is important. With some types of business, the appearance or the location of your business can affect your sales.

Secret#22: Join your local chamber of commerce

Your local chamber of commerce can offer valuable information on your target market as well as provide a source of joint venture partners.

Secret#23: Use celebrity endorsements:

Take advantage of any celebrity endorsements that you can. As long as that celebrity's image is consistent with your product or service, his/her endorsement can be a tremendous boost to your business.

Secrets#24: Use attractive yellow page ads

If you have a business that is searched for in the yellow pages, use it to generate leads. DO NOT create your ad like everyone else in the book. Focus your add on the benefits that your customer will obtain by using your business instead of focusing on the features of your business. Benefits always outsell features!

Secret#25: Use door hangers

If your business is neighborhood centered such as a cleaners, restaurant or home improvement, then door hangers can work to your favor. Again, they should be focused on a benefit to your target market not the features of your business.

Creating Lifetime Customers, Clients and Patients

Secret#26: Create a frequency program

It is critical to stay in touch with your clients no less than once every thirty days. After every 30 days, your clients lose their emotional investment in your product and service by 10%. After only ten months have passed with no contact, you have completely lost them. Stay in touch frequently with your clients and they will stay with you for life.

Secret#27: Contact inactive customers with a personal note

The quickest way to reactivate a customer is to send them a personalized handwritten note. This is very inexpensive and lets your customers know that you care about them. This is meaningful and powerful in customer retention.

Secret#28: Send birthday and holiday cards

The better your relationship with your clients, the more often they will purchase from you. Birthday cards are a simple, inexpensive, yet highly effective way to touch your client's heart. There is literally a holiday every month that you can use as a good excuse to contact your customers and wish them well.

Secret#29: Give unexpected bonuses and gifts:

Everyone loves to receive a gift. Let your customers know how much you value them by freely giving to them when they least expect it.

Secret#30: Send lots of thank you cards

Write your clients a little thank you card or give them a call just to say thank you for being a valued customer. Think about how good you feel when someone thanks you.

Secret#31: Give your clients recognition by taking their photo and placing it with their testimonial

Everyone likes to be recognized for their accomplishments. When someone is successful as a result of your product or service and they give you a testimonial, take their picture and place it in your newsletter or hang it in your reception area for prospects and other clients to see.

Secret#32: Educate your clients

Constantly offer your clients updated and further information. This can be done with a newsletter, a special report or a free seminar. The more you share with your clients, the more they will appreciate you.

Secret#33: Ask your clients for feedback

Asking your clients for feedback shows them that you care about what they think. It shows that you see their opinions and ideas as valuable and they are more than just a sale to you.

Secret#34: Perfect your customer service:

Create a system to immediately address customer needs and concerns. This can often make the difference as to whether or not someone returns as a customer or goes to a competitor.

Secret#35: Exceed client expectations

Always give more than your customers expect and they will stay with you for life. Constantly think of new and creative ways to serve your clients that were not advertised.

Secret#36: Take advantage of complaints to prove yourself

Sometimes it takes a customer complaint to demonstrate how much you value your customers. Anytime there is a customer complaint, immediately address the problem and do more than that customer expected to rectify the problem.

Increase the Profit of Each Sale

Secret #37: Create upsells

If you have a product or service that your customers are ready to buy, offer them the deluxe version for a slightly higher price. If you are in retail and sell suits, offer to add a sweater or tie as an upsell with the suit. Find something that you can use as an add-on to increase the purchase.

Secret#38: Point of sale promotions

Offer a special deal on an additional product or service at the point of sale if they purchase right away. Make sure the promotional item has enough value to make it worthwhile for the customer to believe it is better to purchase immediately than to wait and pay the higher price for it later.

Secret#39: Bundle complimentary products

If you package or “bundle” complimentary products together that you can sell at a lower price as a package than you would if they sold individually, you will increase your sales dramatically.

Secret#40: Offer larger units of purchase

Instead of only selling individual items, offer to give discounts on bulk purchases of your product or service. If you own a salon, instead of booking your clients one appointment at a time, offer a significant discount if they book appointments for the next three or six months.

Secret#41: Create back end products

Always have a product you can sell to your clients in the future. You can break even or sometimes lose money on your initial sale as long as you know you will make it up on your back end product. You could sell a book for 16.95 and lose that money as long as you know it will lead to \$97 purchase of your audio program.

Increase Your Marketing Effectiveness

Secret#42: Test every new marketing concept one variable at a time

It is important to change only one aspect of your marketing at a time to see what works and what doesn't work. If you change more than one thing at once, you will never know which thing was successful.

Secret#43: Track your earnings

This way you will see if there was an increase or drop in your sales. If there is a change in your sales you can check what variables in your marketing or the marketplace have changed. This is critical to prevent you going out of business because of something that could have been prevented.

Secret#44: Practice your selling techniques

It is critical that you practice your selling techniques frequently. Practice in the mirror, with family, friends and colleagues. Perfect your selling skills until they become natural.

On-line Strategies

Secret#45: Decide the purpose of your website

There are only two good purposes for a website: a lead generator or to sell something. You should never combine the two since it takes two totally different types of sites for each. Website brochures that have no call to action are totally useless and will not add penny to your profits.

Secrets#46: Choose the proper domain name

Choose and register a domain name that is easy to spell, remember and is descriptive of your product or service. Unless your company name is already well known, you shouldn't choose your company name as the domain name (although you should register and own that name). Choose a name based upon key words that your target market searches for frequently in search engines.

Secrets#47: Get listed and ranked high on search engines

Submit your site to search engines and use pay per click and other methods to rank in the top ten on a search engine's listing to guarantee that you get found by your target market. Make sure you use popular key words used by your target market in your headline and throughout your site.

Secret#48: Use online classified ads

There are numerous ads that can be placed on strategic sites to reach your target market. This is very inexpensive and oftentimes free.

Secret#49: Submit articles to online newsgroups

This can be done on hundreds of sites geared to your target market. This is an excellent way to get free advertising and position yourself as an expert.

Secret#50: Use auto-responders to stay in contact with your customers

Auto-responders are an excellent way to automate your contacts with clients. They can be set up to send emails, newsletters, free reports, advertisements, etc. on a timed schedule. They can be attached to your sites opt-in list.

Secret#51: Get your link placed on other people's sites

Ask other complimentary site owners to place your link on their site. This is like an endorsed advertisement. It can also raise your ranking on search engines.

Secret#52: Create affiliate programs so that others can sell your product or service

Offer monetary incentives to others that sell your product or service on their sites. This allows you to reach a broader qualified audience without any extra effort on your part.

That's about it. Armed with these secrets, you are miles ahead of your competition. Are you ready for the challenge? That's a question only you can answer... but... if you feel you'd like to explore these secrets and dozens of additional secrets more deeply, feel free to call or email me and ask about our complete program, the Insider Secrets to Increased Profits, that contains hundreds of powerful marketing secrets with step by step details on how to successfully implement each; or fill out the attached risk free acceptance form and get your copy right away.

I look forward to helping you take your business to the next level.

Call Toll Free 1- 800-711-1054 Ext.0 or email me at insidersecrets@mindspring.com

Yours in Success,

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