

# EGGS DON'T PUT THEM ALL IN ONE BASKET



## BONUS VIDEO TRANSCRIPT FIVE



# COACHING ACADEMY SPECIALIST

## Where Small Businesses Grow

# Video Transcript Five

## Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - E - Eggs

In Lead Generation and in the **P.E.R.F.E.C.T. Method**, we've covered **Positioning**, how important it is to position yourself in the market as the authority so that people will turn to you.

We've talked about **Educating** the prospect. Educate the prospect so that he gets to understand what it is you're selling as you endear him to you.

Then we talk about **Record**, which is having a proper CRM system where you record all the information and build a profile of your prospect so that when they are ready to buy, you know as much as you need to know about that prospect.

Then we talked about **Facebook** and all social media marketing and using the AICDA formula to help with your advertising.

And now we're going to talk about "E," which stands for **Eggs**. And not having all your eggs in one basket.

Looking for the perfect method for bringing in a customer, you have to be very careful that you don't put all your eggs in one basket when you think you have found the holy grail of prospecting. People make the same mistake time after time. People will work really hard, they'll spend money, they'll waste money, they'll write out cheques for marketing methods that don't work and it'll break their hearts until one day they'll come across a rich vein and they'll think, "I've sussed it."

And I say be careful when you think you've figured it out. You've found something for now, is what I would say. Enjoy it while it's good, but what you must also do is be very careful. Anticipate that those days will not be forever. And how long? I don't know. But I know for sure it cannot go on forever because your competitors will see what's happening and the markets will change, the customers will change, the environment will change.

Lots of things will change where that method you used is no longer going to be as exciting as it was and you'll wonder why. It's because of so many factors outside of your control.

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### Continued....

So what should you do? First of all, anticipate it, by not having all your eggs in one basket. And by that, I mean instead of doubling or quadrupling your budget on that particular vein, which is bringing you in the leads, the hot prospects that you want, you'd do well to spread your bets and to invest some marketing elsewhere.

I will take a simple example of somebody who's got a budget, shall we say, for £1,000 a month, that they're spending it in a local magazine or newspaper and they're doing it month in, month out for £1,000 and it's giving them a satisfactory return on their investment. They might be quite happy with that and will probably say, "Why should I stop using something that is working?" And of course, you have to be careful. By having all your eggs in that basket, I say your business is seriously at risk; you're very vulnerable.

And the right thing for you to do with that budget, if it is a £1,000, for example, is divide it in four. Run the identical ad, change absolutely nothing, in four different publications for a quarter of the budget. I'm talking about £250. Because if an advertisement for a thousand pounds with the right wording, is working for £1,000 worth of space, it'll almost certainly work for £250 albeit with a twenty five percent response rate. If you run the same ad, in three other publications, you're hedging your bets. And if it worked for one, it'll almost certainly work for the others. But will it work as well? That's what you're going to have to find out.

You should think in terms of all the different types of advertising, whether it's leaflet drops, radio, newspaper, magazines, word of mouth, whether you've got sales people on the road, using telephone, all the different standard methods, Facebook, LinkedIn. There's hundreds of different ways of which you can market your product or service, but don't, we would say, put all your **eggs** in one basket because that's high risk.

**DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE EGGS" VIDEO.**