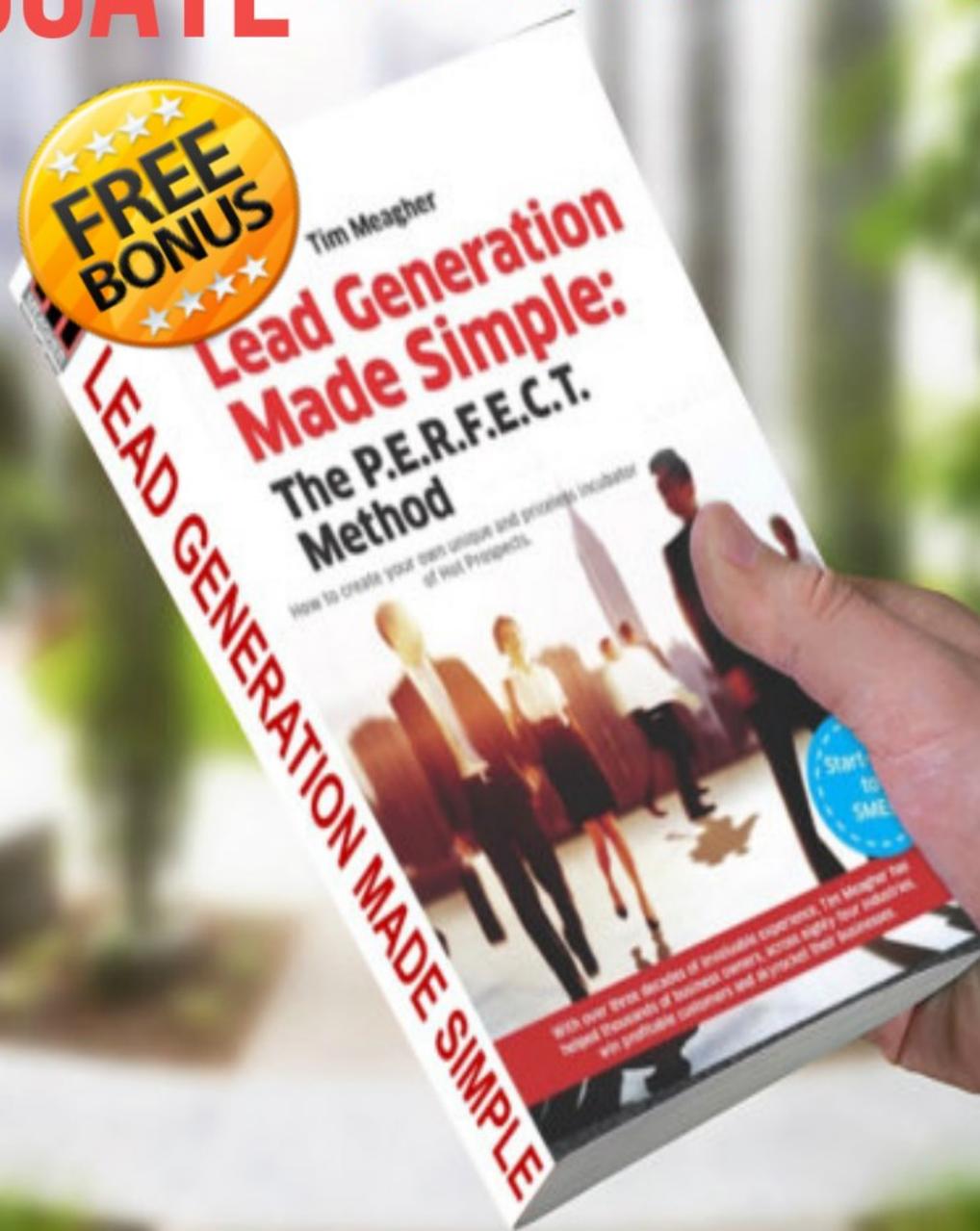


# EDUCATE INFLUENCE AND INSPIRE POTENTIAL CUSTOMERS



## BONUS WORK BOOK TWO



# COACHING ACADEMY SPECIALIST

## Where Small Businesses Grow

## Step 2

### Lead Generation Made Simple

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

**“Who are you to Judge? If you fail or refuse to privately judge your own shortcomings how qualified are you to judge others?. All great leaders learn how to objectively examine their skills, habits, personality and their contribution to the organisation and community. Great leaders are relentless in their own personal development”.**

**Tim Meagher**

**Educate, Inform, Influence and Inspire your potential customers over a period of time.**

***“When a consumer derives value – especially from something that was given to him for free – he becomes the best kind of evangelist.” – Mitch Joel***

***“You can’t learn in school what the world is going to do next year.” – Henry Ford***

#### **Inform and Educate**

Inform and educate, give something of benefit that costs you little.

To make a sale you need to know your stuff, why should a prospect pay what you’re asking for your product? **How good is it? Why is it good? What makes it good? What makes the price fair? Why is your product better than your competition’s product? Why does it cost more than your competitor’s? Why does it cost less?**

These are just some of the questions that run through a shopper’s mind when they contemplate making a purchase. If your product is much cheaper than the others guy’s, well, that’s good—but does this mean it’s a lower quality product than the more expensive one? Or what about the opposite situation? What if you’re asking a lot more for you product, which seems very similar to your competition’s, which costs less? Why should the buyer pay more for yours?

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### Lead Generation Made Simple

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#### Continued....

Shoppers need a lot of questions answered, and answered to their satisfaction before they'll let go of their money. Many of these questions may only be subconscious musings in the mind of the potential buyer, but they're still there, bogging down the decision to buy.

Thus, the seller who does all he or she can to clear up any and all questions right up front also clears away the resistance to buy. It helps the shopper make a fast and informed decision they can feel good about.

This means you should strive to educate your customers about your product—why it's a high quality product and why the price is a reasonable one. You have to give them 'reasons why'. Here's an example from a seller of high-end hats:

"From Wainswright, Canada, comes a hat for all seasons, hand sewn with a sail maker's skill. Wainswright is nestled in Canada's Pacific Coast country where the Cascade Mountains roll down to meet the sea, creating a changeable climate that demands a versatile hat.

Wainswright is a small company of dedicated sail makers who produce comfortable, waxed-coated hats that are waterproof, using the traditional formula of sailcloth.

Made one at a time, each hat must pass a certified master craftsman's personal inspection before they're released for sale. A broad flexible brim can easily be shaped to your liking—it protects face and neck from sun and rain, shades your eyes deeply for better vision. Ventilated for comfort, and with genuine band made from carefully selected mountain ram's leather. The inner band is our exclusive TechWear, a leading edge stretch fabric developed by NASA that absorbs moisture and never leaves a crease in your forehead.

**Our sail maker's hat combines the best of cutting edge technology with the ancient secrets of sea craftsmen..."**

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#### Continued....

The hats sell for almost 100 Canadian dollars. It's clear from the description of this somewhat literary sales copy, that you're getting a lot more than a mass-produced, cheap, synthetic fabric, cranked out by some dreary sweatshop in a Third World country.

In other words, you have to educate your customers and prospects. Tell them about the effort and skill that goes into your product or service. The time taken, the value of it, the features, the benefits and what these benefits mean to them. Even a comparison to similar products or services.

It all adds dimension, value and power to your marketing message. You don't necessarily have to reproduce the high literary style of the example provided—just let your customer know why your product is quality, why it sells for what it does, and why it makes perfect sense to buy it.

**Educate your prospects and customers, and if they like and believe what you tell them, they'll buy.**

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

### Leveraging The Psychology Of Potential Buyers

The **P.E.R.F.E.C.T.** method goes right to the source as it seeks to produce hot leads – it appeals directly to the mind, and to the basic needs and desires of human beings. As psychologists have been telling us for years, certain behaviours are triggered by certain stimuli. The **P.E.R.F.E.C.T.** method identifies 5 specific and powerful human motivators:

**Motivator No. 1**—Some say love is the most powerful human emotion, but there is another mental state that may be as powerful, or a very close second. That mental state is curiosity. Once curiosity is aroused, most people feel a powerful urge to scratch that itch – they need to find out more.

**Motivator No. 2**—Human beings naturally seek out and use the things they need or want in life. If they perceive very little risk in getting something they want or need, they are far more likely to act to get that thing.

**Motivator No. 3**—Just about everyone alive today is bombarded daily with advertising messages—so much so, that just about everyone has “evolved” a natural defence against this constant onslaught. They are hyper-sceptical, and most often turned off by traditional advertising messages, and slick sales pitches.

People believe that advertisers will say just about anything to get people to open their wallets. The trick is, then, to somehow reach beyond this natural self-defence mechanism in people and appeal directly to their curious minds.

A marketing message needs to get past that natural “gatekeeper” which is the defence and scepticism of all ads. When people think they are reading a straight, objectively written news article, they are not approaching that information with their advertising “BS filter” engaged.

## Step 2

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - E - Educate Leveraging The Psychology Of Potential Buyers/Continued....

**Most people willingly choose to read a news story, article or editorial if they are curious about it what it portends to be about.**

**Motivator No. 4**—People naturally pay attention to information they believe to be important to them—information which has direct bearing on their lives. For example, a person suffering from persistent migraine headaches will be highly motivated to read all they can about methods of relief. A person who has never or rarely suffered a headache will care less about such information.

**Motivator No. 5**—Everyone loves a free offer. Just about all people eagerly accept something for free, even if they don't need it. Offering something for free—with absolutely no risk attached—is one of the greatest motivators known in marketing.

Each of the above factors motivates people to take action. So the question becomes: Is there a tool that can take advantage of all five of these basic motivators? And the answer is “Yes.” There a perfect tool and it's called an advertorial.

An advertorial, as its name suggests, is a cross between an advertisement and an editorial. It runs in a print publication, looks and reads very much like a regular news story or feature article, but is actually tailored to deliver the specific message you want to deliver. We'll talk more about the advertorial in a minute, as well as non-print kinds of advertorials.

Cold leads can be cultivated and made into hot prospects with a tuned-up newsletter that's designed just for them, especially when you deliver better, more relevant content on a regular basis.

## Step 2

### Lead Generation Made Simple

#### The P.E.R.F.E.C.T Method - E - Educate Leveraging The Psychology Of Potential Buyers/Continued....

Your newsletter must not look like a sales letter; it must be relevant and have high quality content targeted just for those prospects.

The prospect may not be in the market for your product right now but when they are ready to buy, they will hopefully think of you first.

**To avoid annoying your prospects and indeed your future customers, you should not send the newsletter unless the prospect requested it.**

#### **Campaign and Sell**

For your free newsletter to be effective, it must not only teach and demonstrate the quality of the information but it must also seed the idea that there is further advanced information available.

This is a crucial understanding because when you create your free product, you should design and deliver it with this outcome in mind. This means that you should not just take some random report or video and throw it up on-line for free. Instead, you must create your free product deliberately as the first step in a campaign to win a new customer.

**The key here is this concept of a campaign.**

Far too many people in our industry try to market their products or events with a one-off email or advert. As already discussed, that simply won't work. In our marketing industry, a good campaign is a strategic sequence of individual promotion pieces that educate your potential client, and build trust, credibility and authority, while creating enough desire that they want more from you and are willing to pay for it.

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

#### Leveraging The Psychology Of Potential Buyers/Continued....

**The objective is to inform, inspire and influence your potential client over a short period of time.**

In order that the prospect can get to know, like and trust the company it is extremely helpful to send some information.

Should the company plan or wish to have a one to one meeting with the prospect then they should refrain from sending too much information. They should not send the company brochure including full details on all the products and services and prices. Because if you send all this, then there is a high risk that the customer may not feel the need to meet a sales person.

To send one or all of the following at different intervals may well be very helpful in developing a relationship. These emails are designed to secure some buying signals, once we get them, we must be careful to hold on to our responses to the buying signals, for the salesperson to answer the questions.

- **The offer of a free and without obligation extremely competitive quotation.**
- **Free invaluable and up to date internal Market Reports.**
- **Free samples.**
- **Send useful, interesting, educational and relevant articles and blog posts.**

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

#### Write A Series Of Special Reports

This special report is not to be downloaded from the internet. It should ideally be on the subject that you are passionate about; it should help you to position you or your company as the expert on the subject.

**A special report can be a document of varying length, from 5 to 25 pages in length, or possibly longer.**

Its topic should match an interest that your optimum customer profile is likely to possess. The best special reports are like little “How To” booklets which offer valuable information. Ask yourself, “What problem does my product solve?” or “What need does my product fulfil?”

For example, a company selling a weight loss product might title a special report, “How to Safely Lose 28 Pounds in 13 Weeks.” Incidentally, using specific numbers in report titles is an effective way to build credibility and suggests to readers they are getting highly specific information.

#### **An important point:**

The special report is not an advertisement, and should contain no hard sales pitches or any other kind of overt advertising come-ons. Rather, it is straight information about a subject that people want to know about, and which they are likely to be highly curious about.

Special reports that promise information on how to solve common problems are an excellent idea.

The special report can be created as a paper document, such as a small booklet, a CD audio program, or even as an e-book. A video production can also be a special report.

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

### The P.E.R.F.E.C.T. Method Will Work For Any Business

All good businesses do two basic things: Solve problems and provide for fundamental needs. This includes nonessential psychological needs in that definition. If a business is solving a problem or fulfilling a need, it can create free information products that inform people how to solve problems and fulfil needs.

Not only can you use the **P.E.R.F.E.C.T.** Method to generate leads for your consulting services, but you can also suggest it as a way to help your future clients find more leads for their businesses.

A newspaper editorial involves creating a document that looks very much like an ordinary newspaper piece, except it will not be a straight news story. Instead, it will read like an informational article, but will subtly promote your business, product or service.

#### **The advertorial should contain some key elements, including:**

- An attention-grabbing headline. A headline that is the same or very similar to the special report title is a good idea.
- The advertorial must be written in newspaper style, or in a way that matches the other stories in the publication it will be placed in. It should read like, and have the look and “feel” of a regular news story.

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### Lead Generation Made Simple

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

#### The P.E.R.F.E.C.T. Method Will Work For Any Business/Continued....

- Most news or informational stories began with what is called “a lead.” In journalism, the lead tells the “who, what, where, when and why.” In other words, the lead sentence conveys the most important information in the article. It sums up what the rest of the article is going to be about. But the advertorial should also contain interesting and provocative information in the lead, such as stating a common problem. Example: “Crime experts say home burglary cases have risen 58% nationally, and are likely to increase even more in coming months.”
- After you have clearly stated the problem, tell your readers that a special report is available that speaks directly to solving the problem. For example, one may write: “Homeowners can dramatically reduce their chances of having their homes broken into by requesting a special report titled; ‘How to Safe guard Your Home Against Intruders ’, which is available free by calling 01234 567890.”

Remember what we said about basic human motivation. Everyone is delighted to get something for free, especially if it is information they care about. People living in neighbourhoods or cities with high crime rates may be highly motivated to get a free report that offers a solution to a common problem.

Offering it for free is better than charging even a small fee. A fee, however small, is still an impediment for taking action. The best marketing vehicles make it as easy as possible for people to respond, and with the least amount of risk.

The example used above is very similar to that which a dealer in electronic home burglar alarm systems used with extreme success to produce thousands of leads for its product.

## Step 2

### Lead Generation Made Simple

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

### The P.E.R.F.E.C.T. Method Will Work For Any Business/Continued....

Again, each business must shape the subject matter and topic of the advertorial and report to match the attributes of the company product, and what it does for the people who buy it.

#### **Sell, Softly and Gently So That They Find You, It Mustn't Look Like A Hard Sell**

Get them to find you, people prefer to buy than be sold to. When they do find you, determine why, specifically they want your product or service. Good customers will frequently say "we found the company on the internet" not realising that all your hard work in marketing and leading them to your website has just worked perfectly.

#### **You don't need to remind them of your hard work, they are happy to believe that they found you.**

One great way to achieve this is to continuously think "What can I do for him that will cost little but will help him greatly?"

Most people buy a product because it solves a problem, fulfils a need, or provides for something that is missing in their lives. For some products, it's easy to discern the basic motivations for buying it.

To take a very fundamental example, people shop at the grocery store and buy food because they are hungry and need to eat! But people also buy things they don't especially need, and could easily live without. For example, why buy a diamond necklace? It solves no basic problem, fulfils no fundamental human need.

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

#### The P.E.R.F.E.C.T. Method Will Work For Any Business/Continued....

But a diamond necklace fulfils all kinds of artificial, psychological needs—the aesthetic need to own something beautiful. A man gives his wife a diamond necklace because it symbolises his love for her. A diamond necklace can also enhance a person's prestige and image in society. It can also be a very prudent investment.

Human beings are complex psychological creatures. They have both basic “must have” needs like food and shelter—but they have also developed needs for all kinds of other things that may not be necessary to basic survival.

**Whatever the case, you must understand why a person wants to buy what you're selling, no matter what it is.**

Many business owners go directly to the source. They ask their customers why they purchased what they did. Why did they want it? Why did they need it? The business owner probably already has a good idea of why people need the product, but sometimes greater insight can be gained when asking people directly.

**Many business owners are surprised about the multitude of motivations people entertain when they make buying decisions.**

It is reasonable to assume that the Red Ferrari buyer did so to make an impression. But the reality is that red Ferrari buyers frequently do so because it has been a life time ambition and ‘dream’. And furthermore these same buyers very often return with these cars within twelve months, not because they can't afford them but because the cars don't fulfil the ‘dream’ and actually decide against something less ostentatious.

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

### The P.E.R.F.E.C.T. Method Will Work For Any Business/Continued....

**Employees and sales staff are another great resource for exploring the basic buying motivations of your target market.**

Sales people are “on the ground” so to speak, and they speak directly with customers every day. The insights the sales staff may have can be invaluable.

Your business might be in helping other businesses become more profitable. But there may be many permutations in the motivations of the business, owners who will eventually become your clients.

In general, you can assume they all want to make more money. But it doesn't hurt to separate out the many needs and desires of business owners. That's because every desire is a motivation you can make your appeals to as you seek to attract qualified leads.

“Get them to find you”, of course it sounds easier said than done. The secret is the mind-set, it's in the attitude we adopt as we market for new customers.

If I am selling double glazing and knock on your door with “May I talk to you about double glazing?” is one approach, but if I said “May I leave you with some information that could help you reduce your energy bills or reduce the noise level?”, May I leave you with an independent guide on how best to increase the value of your home?”

**I believe we will agree that the second or third approach have a better chance of success and soliciting a positive enquiry.**

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

#### Success Story and Positive Mental Attitude

#### Pepsi CEO Indra Nooyi

One of the most powerful and well known women in business, Pepsi chief Indra Nooyi worked from midnight to 5 A.M. as a receptionist to earn money while getting her masters at Yale.

In an interview for a speakers series at Pepsi, she describes coming in to work every day at 7, rarely leaving before eight, taking home bags of mail to read overnight, and wishing there were 35 hours a day in order to do more work.

She did all of this while raising two young daughters.

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