

FACEBOOK AN EFFECTIVE LOW COST ADVERTISING CHANNEL



BONUS WORK BOOK FOUR



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Step 4

Lead Generation Made Simple

The P.E.R.F.E.C.T Method - F - FACEBOOK

“Do not go where the path may lead; go instead where there is no path and leave a trail. The best way to predict the future is to create it.”

— Peter Drucker, Management Consultant and Author.

Use Facebook and You Tube and create some simple, effective and low cost advertising using short simple words and avoid jargon.

Winston Churchill said, “Use simple words everyone knows, then everyone will understand.”

This is so true when copywriting. Your objective is to get a response, not to try and impress your prospect with long intellectual words. Of course it's important to use words your target group (niche) understands, but if you keep it simple you can't go far wrong. Don't use jargon or technical words unless essential.

In the United States, the National Enquirer is a tabloid newspaper that boasts a whopping 32 million readers. Because of these big circulation numbers, buying an ad in the Enquirer is extremely expensive. But—to reach 32 million people with just one ad—that's worth some big advertising bucks, isn't it?

Well, the answer is, not necessarily, and not even usually.

Many people buy high-priced display ads in the Enquirer every day, and wait with excitement for the results. They reason that even if just one percent of the 32 million readers respond to the ad—they'll have thousands of new leads! Let's just say that the results in the vast majority of time from such ads are, well, underwhelming.

Too many make the critical mistake of thinking that big circulation numbers are everything. But that's wrong. It's not how many people respond to an ad—its how many qualified prospects respond to an ad. The problem with big circulation venues such as the National Enquirer, or even the Internet for that matter, is that they represent millions and millions of anonymous people, the vast majority of which who may not have a care in the world about what is being sold.

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But when one offers specific information about a specific problem or need, the offer is almost guaranteed to garner only those people who are certain to have a high degree of interest in what is being sold.

Also, the more narrowly you can define your market, and those media vehicles that reach those tightly defined markets, the better end result you will get when you attempt to secure clients.

That's why a speciality publication, such as a trade magazine with a circulation of 3,000, can easily outperform a gigantic publication that reaches a general audience of tens of millions.

The key is to focus the selling time on highly qualified prospects, and not waste time with anonymous names plucked from a phone book at random. If finding leads was that easy or that simple, every salesman alive would simply get out the biggest phone book he could find, start with the "A" and start working his way down!

That's why the **P.E.R.F.E.C.T. Method** can work so well. It's designed to not only appeal directly to the kind of customer each business model wants, but also uses basic human psychology to stimulate action from them.

And the action the seller wants is to get new prospects to make contact and request more information.

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A.I.C.D.A.

Forbes Entrepreneurs contributor Jayson DeMers says, there's an oldie but a goody in copywriting that everyone who is creating content for their business should know: AICDA. It's a simple formula that's designed to grab people's attention and take them through your content to the point that they take action on what they've read. It's a start to finish approach to writing great content.

Here's a closer look at AICDA, what it is, and how to use it in your content strategy. What is AICDA? Let's start by breaking it down into its fundamental pieces.

A = Attention, I = Interest, C=Credibility, D = Desire and A = Action

If you follow AICDA in a piece that you write, you guide consumers along the experience funnel. You start by grabbing their attention, and getting them engaged, curious, or excited enough to keep reading. Then you build their interest in what you have to offer, to the point that they start to relate this potential product, service, or information to their own lives.

You see, a good sales pitch needs to do five things. Those five things can be summed up in the term AICDA—it stands for Attention, Interest, Credibility, Desire and Action. A good ad, sales letter, radio ad, website or TV spot must produce all five.

A — Attention.

You first need to get Attention - that's what a headline does, for example. In radio ads, it's that loud opening noise, sound or music that jangles the listener to attention. If you don't get their attention, all is lost. Without attention, the reader cannot and will not go deeper into your message to get to the heart of your sales pitch.

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A.I.C.D.A./Continued....

I — Interest

The I, stands for interest. Once you get their attention, you must give them something that arouses interest. This can be a lot of things—a fantastic price, an offer for something free, or a hint at an opportunity that is yet to be named further in the ad copy.

C — Credibility.

You must establish credibility. This is done by providing testimonials, a test study, or some solid statistics that prove that what you are talking about is the truth, and of course a third party testimonial is always stronger because when presented correctly it is perceived as independent, whereas you are not.

D — Desire.

You must make the prospect desire or want your product. Again, there are many ways to do this—you appeal to emotions, hint at how a problem will be solved, or how life will be made better if they buy your product.

A — Action!

The reader must be prompted, urged, asked, and convinced to take action. It's amazing how many otherwise fine sales pitches fumble at this crucial step. If you don't give the prospect a reason to act, clear instructions on how to act—and even ask them to act—they probably won't!

One of the best ways to induce action is to put a strict time limit on your great offer. Make them understand that they must act quickly to get your good deal, or lose out forever.

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A.I.C.D.A./Continued....

Generating Interest using comparisons

This technique has been used successfully for many years. It's effective because it shows what the reader could be missing out on if they don't act now. Don't forget, fear of losing something, or not gaining something are powerful emotions we all don't like. People work harder to avoid pain than gain pleasure.

Here's a good example...

Last spring two neighbours re-seeded their lawns. Now it's June. One has a beautiful, lush, thick green lawn. As perfect as the best golf course in the country. A lawn to be proud of. His neighbour, though, has a different lawn. With little brown patches. Uneven texture. Crabgrass and weeds fighting for territory. What made the difference?

Do you see why this is so powerful? You can use this approach with any product or service.

Credibility and Conviction

How to convince your prospects and get them to buy very time you state a fact about your product or service you must back it up. Don't let the prospect think, "Yes well anyone could say that." Tell them and then prove it!

Case studies, endorsements and especially testimonials help to convince your reader you can achieve what you say you can. Let's see it in action...

Notice the specifics in the testimonial. Notice the testimonial is backed up by saying the reader can see a list of other clients.

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A.I.C.D.A./Continued....

You're probably thinking to yourself, "all this sounds great but where's the proof?" here's what one of our clients wrote...

"The object of the ABC project was to achieve an increase in turnover of 20% from 20 named key accounts within 18 months. In just 13 months the objective was reached and exceeded. The turnover on the selected key accounts increased by 27.2%. In monetary terms this equated to £2.2 million."

Mr John Smith, ABC Computers. Tel: 01234 5678910

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Offer an Irresistible Guarantee

Another powerful ingredient to supporting credibility or conviction is to offer an irresistible, no risk, money back guarantee.

Remove the risk and make sales experienced marketers know: People's resistance to buy is always high.

We're conditioned that way—to be wary. Just think of those times you may have been burned on some purchase. This kind of experience sticks in the minds of buyers. They remember the sting of being “had.” Also, most people believe that advertisers often stretch or bend the truth, if not outright lie. We're taught from the time we're young to be wary shoppers, and to “always look for the best deal.”

And that's the way it should be. If we didn't shop with both eyes open, we'd all be nothing more than a bunch of suckers. The trouble is, when somebody like you is offering a product of true quality and solid benefits, easily worth the price you're asking, you still have to deal with that same healthy scepticism.

Therefore, you have to overcome natural resistance to buy.

The more you do to put prospects at ease, the more they will buy from you. The primary way to eliminate this perceived risk is to reverse that risk onto yourself.

That most often means an unconditional money-back guarantee. You get the product back and the customer gets their money back—that's it! Of course, you also need to really sell the guarantee and make the customer know for certain that they are risking nothing by doing business with you.

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Offer an Irresistible Guarantee/Continued....

There are other ways to reduce resistance to buying. One of the best is delaying payment—letting the customer buy now and pay later. You've probably seen some furniture sellers and computer stores offering deals like this: "No payments and no interest for 6 months!" You may not want to go that far, but it certainly works to stimulate sales.

A stronger guarantee is to offer the product on a validation guarantee. In other words, they only pay if it does what you say it will do.

Still another way to reduce buying resistance is to make buying easier for the customer by offering multiple payment methods. Credit cards, payment plans, no money down, personal cheque, cash—the more ways you let them buy, and the easier you make it, the more ways they will.

One of the very best forms of guarantee is the 'Better Than Money Back' or "Better Than Risk Free". This works by not only offering the customer their money back but also they get to keep any bonuses or 'freebies' that were offered with the product or service. These bonuses should be low cost to you but high perceived value to the customer. So, when initially making the offer, you should also articulate the value of the bonuses, i.e. 'When you buy this product you'll also get these bonuses worth over £130 and even if you decide to get your money back you'll still be £130 better off just for trying our product'.

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Offer an Irresistible Guarantee/Continued....

A lot of business people just don't like the idea of a "no questions asked" or "better than risk free" money back guarantee. It scares them. They think they'll be taken advantage of by unscrupulous buyers, and yes, it does happen. But the bottom line is this: Your sales will increase so dramatically when you offer surprisingly risk-free buying options, your profits will more than cover that small percentage of sales that obligate you to honour your refund offer.

Also, when you treat customer's right, they will come back to you again and again, even if they initially ask for a return. They'll know you're an honest dealer and you stand by your product and by your word. That kind of reputation spreads fast, and that means lots of positive word-of-mouth advertising which brings lot of new customer referrals.

Also, if you are offering true quality and are delivering on what your advertising promises, your return rates will be small. So sell quality and reverse the risk ,back it up with an iron-clad guarantee. It works!

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Creating Desire

Make them want what you've got to offer. After generating interest you then need to "hit" the prospect with the benefits of your product or service to increase desire.

Tell the reader specifically what he or she is going to get and what it means to them. And explain what could happen if they don't get your product or service.

Here's how to create desire, using a FREE whole day consultancy as the offer. Notice how it first concentrates on the benefit of the consultancy and then focuses on what the reader could miss out on...

The purpose of the work I do is to make big differences and big improvements. The day you and I spend together will help us both determine if these improvements can be made.

I can assure you that I'm not interested in "tinkering" with your business. If only small improvements can be made I'll advise you of these in my report and walk away.

I want you to understand that every single company I've worked with has achieved a return of at least 150% in the first twelve months on their investment in my services. Usually it's considerably more. In fact if you don't achieve a return of at least 150% in the first 12 months following the completion of a project I'll give you your money back. That's why I'm not interested in making small differences.

Even if I find there's very little to improve upon after I've carried out the free day's consultancy, I think you'll agree it's worth making sure.

Just imagine, if you pass up this opportunity and there are big improvements that can be made in your business. You could be losing many thousands of pounds of profit. You won't actually know unless you contact me.

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Creating Desire/Continued....

My preferred method of creating desire however is to list your benefits as a bulleted list. You list your benefits starting with the most important one and so on.

For example, here's a bulleted list of benefits from a successful letter (it's for a golf club selling memberships)

- One FREE round of Golf To 'Try Before You Buy'. Worth £20.
- All Year Round Access To Our 18 Hole, 6,239 Yard, Par 70 Golf Course. Worth £920 Per Year.
- FREE Priority Booking Service For Members.
- FREE Golf Score Card For Each Round You Play. Use Them To Keep Track Of Your Long-Term Golf Improvements. Worth £10 Per Year.
- Unlimited Access To The Chipping Area (Time Spent Here, Pays Dividends On The Course!). Worth £14 Per Month.
- FREE £20 Worth Of Credit Added To Your '19th Hole Members Card'. Use It Like A Top-Up Card For All Your Drink And Food.
- FREE Custom Fitting Golf Club Service (Worth £24 Per Year). You Won't Find This Anywhere Else. It's Perfect For Finding The Best Golf Club For You.

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Creating Desire/Continued....

- FREE 'Try Before Your Buy' Service On All Major Golf Purchases. Worth £27 Per Year.
- FREE 'Member's Equipment Part Exchange Scheme' To Make Your Equipment Upgrades Even Easier. Worth £14 Per Year.
- FREE Priority Access To Golf Lessons From One Of Our Three Club Professionals.
- That's a benefit package worth over £1,000!

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Call To Action

Call To Action & Getting People To Respond NOW

How to get your prospect to respond NOW you've taken the right steps, your copy grabs attention. It keeps the prospect interested. You've created desire. You've proved you can deliver your promises by adding conviction. One thing is left remaining—you must get the reader to act, and you must get them to act now!

Remember responding is usually inconvenient. More often than not your prospect is busy. Other things are more important.

It's very easy for your prospect to say to him/herself, "I'll reply tomorrow." Unfortunately tomorrow never comes!

Your number one goal is to get a response NOW. Your call to action is all important to achieve this objective. Creating a successful call to action is easy if you follow this simple process...

1. Summarise The Main Benefits - In your call to action you should summarise the benefits. Your call to action is the strongest place to sell after the headline and PS. For example...

"Order now..." is not as strong as "Order now and remember, you get all these benefits at once...(and the benefits are listed etc.)"

2. Restate Your Risk Reversal/Guarantee - By restating your guarantee you are adding comfort to the reader. By doing this you're saying to them—there's no reason why you can say no to my offer because there's no risk.

Repeating your guarantee in the call to action is usually enough to convince doubters to respond.

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Call To Action/Continued....

3. Decide On The “Stimulator” To Get People To Respond Now -
(stimulators are important because they counter procrastination)

Here are a number of proven “stimulators.” Each one makes the reader feel they must act quickly...

- Limited availability of your offer
- Offer extra discounts for fast response, penalties for slow response
- Say you have limited quantities on offer
- Give a reward, premium, or bonus for quick reply
- Mention what they'll gain from acting now or lose if they delay

The bottom line is, to do AICDA right, you need a certain amount of copy to get the job done thoroughly and effectively. The more words you have, the better off you will be. That's why long copy almost always outsells short copy.

It gives you all the space and word-power you need to cover all the bases and get the job done.

One last thing: I am not suggesting there is no room in selling for short copy. Indeed, shorter selling vehicles, such as classified ads, have an important function. A classified ad, for example, can prompt readers to call or write to you and ask you for your larger selling tool.

Trying to make a complete sale with a tiny classified ad is most often folly. Making sales with small ads is just too much heavy lifting for such a limited marketing tool. It's far better to use a two-step approach using the small ad to get readers to request your full-blown, very best long copy that gets the total job of AICDA done.

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Long Copy vs Short Copy

Contrary to conventional thinking long copy is best. Long copy gives you the ability to convey to the reader everything that they need to know to make a decision. You can answer all the questions and you can put paid to any doubts they may have.

It's a fundamental rule that the most seasoned marketing pros know well: "Long copy outsells short copy." You need to know and understand this important rule of sales excellence, too—but what does it mean?

We're talking about any kind of sales copy here—the advertising copy in your print ads, the text of your direct sales letters or postcards, the script of your radio ad—it's any writing used to sell what you want to sell. The bottom line is, the more or longer the text of your sales vehicle, the better chance you have of making a sale.

A lot of inexperienced marketers and business people don't understand or believe this. They think this way: "People have short attention spans. They don't have time to read, are easily bored, and so forth. So what you need is short, punchy copy that gets attention fast and makes a sale fast."

Well, there is a large grain of truth in this way of thinking. It's true that people are easily bored, that they have short attention spans, and that it's hard to hold human interest with any kind of selling message for long.

But experienced marketers know ways around these problems. You CAN keep your prospects interested, reading, and taking the time to get through your entire pitch.

For example, if you are sending out an 8-page sales letter with a lot of copy, you need something right up top that will grab the reader and make them want to go deeper into the text of your letter, keeping them reading.

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Long Copy vs Short Copy/Continued....

For starters, people only become bored in something that doesn't interest them. You need a terrific headline atop Page 1 that shouts out at readers, grabs their interest, and which makes them a promise.

That promise basically says: "What you are going to read in this newsletter is so hot and interesting, you can't afford not to read on!"

Once the headline does its job and lures the reader to your first sentence, you need to keep the process of creating interest going. This means the first sentence of your sales letter must be compelling and provocative—enough so to make the reader move on to the next sentence, the next, and the next – until they get to the bottom of the first page, where they need to be motivated to turn the page and read Page 2, then Page 3, and so on.

See what I mean? Long copy does not have to be intimidating, boring, or a chore to read. A good writer can grab the prospect's interest with a headline that sparks interest, entices, lures and makes it fun and interesting to read on.

There are tons of good ways to get this job done. It is not my intention here to get into the specifics of sales letter copywriting excellence—the larger point is, a well-written, compelling, enticing writing technique will never bore the reader, but rather, get them salivating and asking for more!

Remember, advertising, whether by letter or media is nothing more than salesmanship in print.

You wouldn't dream of sending a salesperson into a sales call without getting them to tell the prospect what the product or service is, what it does for them, answer all their objections and then ask for the order. So, why do it in Print? It's just plain common sense.

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Long Copy vs Short Copy/Continued....

In general, a letter is as long as it needs to be. Whether a letter is long or short it is always boring and uninteresting and therefore gets rejected by those that have no interest in the content to begin with. In other words the letter must be targeted to those most likely to be interested in the subject matter. When this is done they will want to know as much as possible about the subject – a subject by definition of your targeting – that is dear to their heart.

In addition to the pages in direct mail pieces, other items, such as lift letters, an extra note, or a coupon all add to the length and amount of things the reader must confront—but it all also adds to the strength of the entire sales tool. Each additional item gives you one more shot, one more tool with which to make a sale.

The headline is the ad for the ad - Good copy is 'salesmanship in print'

The Long Copy Rule holds true for print advertising, as well. Think about it: What has more selling power? A small classified ad with 20 or so words, or a display ad that can fit in say, 200 to 300 words? Of course, the bigger ad sells better.

True, a big display ad is bigger and easier to see than a tiny classified and so attracts more lookers by its greater size. But it's also that extra space you get to make your case with sales copy that really makes the crucial difference—you have more words, more copy, to make the difference—you have more words, more copy, to make your pitch, convince the reader, tell them what they need to know, and get them to buy.

So there you have it—long copy is better than short copy. You can and should use both. But never have any doubt where the sale is made—it's with long copy.

'AICDA' – The copywriters magic formula.

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Your Integrity

When you do take an order, you must understand that your promise is on trial.

You must have an excellent and efficient fulfilment procedure with total reliability, you must be seen to honour your word. Your integrity is on trial”.

Anticipate significant response to your marketing and make sure you are prompt in your acknowledgement.

Use time sensitive offers to generate more valuable leads for your business.

Since people usually want what they can't have, they will be more likely to sign-up if they know the offer is set to disappear. Stay true to your word and deliver the offer at your stated deadline. Bear in mind that you are investing in futures and building trust and goodwill with the prospects.

Thus, consultants must not only be ready with a sales response tool—such as a sales letter—to send out to the leads who call you for more information, but should also have secondary and tertiary response vehicles to follow-up on first-time offers that produced no results.

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Develop a Method of Response

It's amazing how many people do everything correctly in Steps 1 through 7, but then fail to prepare for what happens next.

A well written and placed advertorial working in tandem with a special report can produce a gigantic amount of leads in a very short time. You must be prepared with a response mechanism to capture all the information you need from each responder when they start calling in.

One excellent tool is an automated toll-free direct response phone system that prompts callers to submit the information you want from them: Name, address, telephone number, and possibly e-mail address. An automated phone system contains a pre-recorded script that welcomes the caller, and asks them for all the information you need to contact them in the near future with your offering materials.

It's a good idea to tell callers that they are listening to a free recorded message and that by giving out their information, they are not obligated to buy anything at the moment, and that all of their information will be held strictly confidential. Right now, you are just gathering information for the future contact.

In addition to telephone response, it makes so much sense to direct all traffic to a squeeze page where you will capture their email address in exchange for your special offer.

It is critical that if you have made an offer and you have secured an enquiry that you deliver your offer as promised and on time.

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Success Story and Positive Mental Attitude

Starbucks

Starbucks CEO Howard Schultz who continues to work from home even after putting in a thirteen hour day, said the secret to success is people; the people behind the counter make the difference.

" From the very beginning we started out not as a franchise system, but as a company-owned system. We recognised early on that that if we were going to be a company-owned system that the cultural values and guiding principles, mainly our people, are going to be the equity of the brand," Schultz said.

In the very early days, Schultz understood the link between shareholder value and the value of his people. This was evident when Starbucks recently introduced its college achievement plan and raised wages for its employees.

"Success is best when it is shared. Every time we raise value for a shareholder, we raise value for our people. And that is the way we have been doing it all over the world."

Those same principles were also applied by Schultz when entering the Chinese market. In 2013, most thought he was crazy when he introduced annual family meetings to show respect to employees' parents and children.

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Success Story and Positive Mental Attitude

Starbucks

"What we have established in China is no small feat. I think over time there will be thousands of stores, and it is very possible that one day China will be larger than the U.S. market. But I also think this is a challenging environment," Schultz added.

His long-term view on China has allowed the company to thrive, and Schultz clarified that while there may be a few hiccups along the way, Starbucks is just getting started.

DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE - FACEBOOK" VIDEO.