

EGGS

DON'T PUT THEM ALL IN ONE BASKET



BONUS WORK BOOK FIVE



COACHING ACADEMY SPECIALIST

Where Small Businesses Grow

Step 5

Lead Generation Made Simple

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

“Surviving a failure gives you more self–confidence. Failures are great learning tools... but they must be kept to a minimum”.

Jeffrey Immelt

Do Not Put All Your Eggs In One Basket

Volumes of marketing tools must be used, you must try and use multiple mediums.

The great thing about this “**P.E.R.F.E.C.T**” **System** is that it can be applied to a wide variety of communication tools. This system has focused on the use of the advertorial, using the print media as host—newspapers, magazines, shoppers and any other printed product that has a lot of daily or regular readers.

But you are not—and should not—be limited to print. The “**P.E.R.F.E.C.T**” **System** can be adapted to any form of public discourse, such as radio, the Internet and television. It can even be used at public trade shows or at shopping centre stands.

For example, you can create a radio advertorial with a professionally recorded message that sounds very much like a radio news report, which describes a common problem, and then offers a solution in the form of an 0800 number offering a free report—or perhaps offers to send a free audio program to the first 100 responders.

Always remember the element of free—but at the same time, keep in mind that just being free is sometimes not enough.

The thing is, in today's demanding consumer market, many people not only want something for free but want something of real value for free. Keep thinking about human psychology and the power of motivation. If people will be motivated by a free offer, they will be even more motivated by a free offer that has some strong perceived value.

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Mix It Up

To create an effective marketing campaign you must, adopt multiple tactics that reach out to cold, warm and hot prospects on a continuing basis and usher them through the sales cycle. To find the right mix, choose at least one tactic from each of the following group:

- Advertising media, including print, out of home and broadcast, plus online ads and search engine listings that are linked to your website.
- Direct mail and email solicitations to rented lists.
- Public relations tactics, including media relations, seminars, articles for publications, special promotions and events.

Warm prospects respond to:

- Ongoing advertising campaigns that build on an established theme in print, broadcast and of home media as well as online.
- Direct mail, email newsletters and solicitations to your in-house database.
- Public relations activities, including articles and customer/client events.

Motivate your hottest prospects with:

- Email and direct-mail solicitations and catalogues.
- Interpersonal contact-whether by telephone or in person. This adds the final heat required to close sales.

For best results choose a group of tactics that reach your prospects no matter where they are in your sales cycle.

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Multiple Channels Of Marketing

Be creative...use multiple methods of marketing.

A stool needs a minimum of three legs to stand on its own. Four would be nicer sometimes, but three will do. However, less than three won't do. Loose a leg on a three-legged stool and it can no longer function properly at what is supposed to be a solid base for a person to rest upon.

A well-known and respected marketer explains it by using the Parthenon in Athens as an analogy.

Think of the roof as income or revenue, and the pillars as channels of marketing. If you only have one channel of distribution then the roof is not only unstable but positively tottering. He calls this the 'diving board' philosophy.

Think about it, a few chips off the only pillar – your sole distribution method could bring the whole lot down. Better to have multiple distribution channels and therefore more pillars to hold the roof up, giving you more support, security and exponentially more revenue.

Your business may also be resting on shaky support if you are relying on just one or two marketing methods to keep things running in stable fashion.

Too many businesses rely on print ads alone, for example. Even if they have print ads in multiple and diverse publications, the marketing effort is still one-dimensional. If, for some reason, the ads stop pulling, the business will crash and topple.

Another example is companies that rely solely on direct salespeople or representatives. If they fail to perform, or as often happens, defect and get bought off by a competitor, a business can face very difficult times indeed.

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Multiple Channels Of Marketing

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But even if your business is doing well with a single marketing vehicle, it only makes sense to establish more avenues of marketing income—why not add direct sales letters, prints ads, form joint ventures or implement a strategy of not putting all your eggs in the one basket.

Get free publicity using press releases and other promotional methods. You could also start following up sales letter mailings with phone calls.

You're simply not letting your business be all it can be by limiting yourself to just one or two methods of bringing in new customers.

Furthermore, you are exposing yourself to insecurity and danger. Take a lesson from farmers – the smart ones diversify their operations. They plant a variety of crops and sometimes also maintain livestock. If the corn fails, the wheat may do okay and make up for lost revenue. If all the crops fail, sales of beef cattle may keep the operation afloat until the next growing season.

Because it has a multiple of resources to fall back on, the farm need never fail, at least not for that reason.

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Multiple Channels Of Marketing

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Direct mail can be a powerful lead-generation and lead –warming weapon in your arsenal. Here are some powerful ways you can use it.

- Bond with your prospects and contacts. Send letters, cards, packages together with emails with messages that drive home the benefits of your product or service.
- Drive traffic to your website. Use a postcard campaign to drive traffic to the free report on your squeeze page.
- Make special offers, one time only promotion or make a limited time offer and stick to it. Don't make a limited time offer and then leave it on your website, months after the date has expired as you will lose loads of hard earned goodwill.
- Warm your database, using a combination of all media opportunities.

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Success Story and Positive Mental Attitude

Steve Jobs

In 1976, Steve Jobs and Steve Wozniak created the first Apple, Inc. (Nasdaq: AAPL) computer, the Apple I.

Just as importantly, their company had received seed capital from early investors. The next year, they were ready to unveil their newest creation, the Apple II, their first mass-produced computer.

They debuted the home computer at that year's West Coast Computer Fair, and it went on to become one of the first successful mass-produced desktop computers. Jobs' close attention to the machine's appearance was already evident based on the time he spent designing its beige plastic case. Steve Wozniak was primarily responsible for the technology of the Apple II.

The computer's success made Jobs a millionaire by the time he was 23, in 1978

That same year, with the company growing, Jobs and Wozniak hired Mike Scott from National Semiconductor to serve as CEO.

By late 1980, Apple was ready to hold an initial public offering (IPO), a sale that generated more capital than any IPO since the 1956 Ford Motor Company's (NYSE: F) offering, and created roughly 300 millionaires instantly, more than any IPO in history.

By 1981, Apple was one of the three top producers of personal computers in the United States, and possibly the biggest.

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Success Story and Positive Mental Attitude

Steve Jobs/Continued....

But other, bigger competitors were getting into the market, most notably International Business Machines Corp. (NYSE: IBM), whose most popular model surpassed the Apple II as the best-selling PC by 1983.

The next year, the computing colossus also boasted \$4 billion in annual PC revenue, more than doubling Apple's revenues.

But Apple was on the verge of a breakthrough that would redefine personal computing.

The breakthrough had its roots in 1979, when Jobs first saw the Xerox Alto. The Alto was, essentially, the first mouse-driven computer. Until then, operating a computer was a matter of learning the computer's language and typing in commands. The visual interface of the Alto changed all that, and Jobs immediately saw the potential.

Apple unleashed the mouse-driven user interface to the public in a computer it called the Macintosh. When Jobs introduced it at a shareholders' meeting in early 1984, the crowd went wild.

But the Macintosh was expensive, roughly \$2,500 apiece, and sales disappointed. But the tech industry perked up and took more than just notes. Microsoft quickly began to develop its own mouse-driven user interface. And much cheaper PCs running the Microsoft software popped up overnight.

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Success Story and Positive Mental Attitude

Steve Jobs/Continued....

In 1983, Apple had hired PepsiCo, Inc. (NYSE: PEP) executive John Sculley as its CEO. By 1985, he and Jobs were battling over the future of Apple. Sculley wanted to focus on less-contested niches such as education, small business, and home markets. But Jobs wanted to take on the IBM PC in all markets with what he believed was superior hardware and software.

Those tensions came to a head in 1985, when Jobs resigned, taking a handful of Apple employees with him to create a new company, called NeXT, Inc.

Jobs seeded the new company with \$7 million of his own money, which the company burned through in its first year. Billionaire Ross Perot stepped in as an investor, and the company released its first product, the NeXT Computer, in 1990. It was state-of-the-art, but, at \$9,999, too expensive for most, especially its target customer—the education sector. By 1993, the company had only sold 50,000 machines, and decided to switch to software development. The move led to its first profit, when it netted \$1 million in 1994.

At the same time, however, Jobs became involved with a venture that would go a long way toward cementing his reputation and his fortune, when he bought Lucasfilm's computer graphics division for \$10 million.

The standalone company would be renamed Pixar and create a generation of iconic children's movies, including Toy Story, Monsters, Inc., Finding Nemo, The Incredibles and WALL-E.

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Success Story and Positive Mental Attitude

Steve Jobs/Continued....

In 2006, The Walt Disney Company (NYSE: DIS) acquired Pixar for \$7.4 billion in stock, making Jobs the biggest single shareholder of The Walt Disney Company.

While Pixar was working on its first feature film, Jobs' NeXT continued to struggle. After shifting its focus to become a software-only company in 1993, it laid off 300 of its 540 employees.

But it had managed to create an impressive and original operating system, called NeXTSTEP.

In 1996, Jobs began to speak to Apple again. And by the end of the year, Apple agreed to pay \$429 million in cash for NeXT, along with 1.5 million shares of Apple, the latter of which went directly to Jobs, who came along with NeXT, initially as a consultant.

Just seven months after the deal was finalised, Jobs was named Apple's interim CEO.

To turn the company toward profitability, he quickly slashed a number of beloved projects and acquired a reputation for firing people on the spot. He also modified the company's software licensing business, making it too costly for other companies to continue to make machines that ran Macintosh software.

More importantly, the cutting-edge technology developed by NeXT over the previous 12 years began to filter into Apple products.

NeXTSTEP, its coveted operating system, became Mac OS X, while visually attractive and consumer-friendly products such as the iMac boosted sales.

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Success Story and Positive Mental Attitude

Steve Jobs/Continued....

By 2000, the Apple board was ready to make Jobs the company's official CEO.

As CEO, Jobs began to look beyond the PC again, first with the ground breaking iPod digital music player, which changed the way people listen to music. Prior to the iPod's launch in 2001, very few people listened to music on portable digital players. By 2012, more than 350 million devices had been sold worldwide.

The iPod's sleek design and easy user interface paved the way for the company's 2007 release of the iPhone, which revolutionised cellular phone design.

In 2014 alone, Apple sold roughly 170 million iPhones worldwide.

Not content to forever alter the way people used mobile phones and listened to music, Jobs launched the iPad in 2010.

The very first version of the compact tablet computer with few buttons and a touch screen sold more than 250 million units.

It has been credited with single handedly revitalising the previously moribund market for tablet computers.

Jobs famously micro-managed every detail of the devices' design, functionality and user-interface.

The success of all three devices was profound.

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Success Story and Positive Mental Attitude

Steve Jobs/Continued....

By 2011, Apple surpassed Exxon Mobil Corp (XOM) as the largest corporation in the United States, with a market capitalisation of roughly \$355 billion.

At the beginning of Jobs' second reign, in 1997, Apple's market cap was approximately \$3 billion.

In 2011, with Apple at the summit of not just the tech industry, but of all of American business, Jobs resigned as Apple's CEO.

He was suffering from pancreatic cancer, and knew he would soon die.

Even after his resignation, he stayed on as chairman of the board, continuing to work for Apple until the day before his death.

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