

**Nightingale
Conant**

The
MasterMind
Marketing System
Guidebook

Jay Abraham

IMPORTANT

To begin — Please save this guidebook to your desktop or in another location.

Welcome to Jay Abraham's *The MasterMind Marketing System*. This guidebook has been created to aid you in becoming your own marketing mastermind, assisting you in developing the necessary skills and utilizing the many resources that Jay Abraham makes available to you in his outstanding new audio series, *The MasterMind Marketing System*.

How can you get the most out of this writeable guidebook? Research has shown that the more ways you interact with learning material, the deeper your learning will be. Nightingale-Conant has created a cutting-edge learning system that involves listening to the audio, reading the ideas in the workbook, and writing your ideas and thoughts down. In fact, this guidebook is designed so that you can fill in your answers right inside this document.

For each session, we recommend the following:

- Preview the section of the guidebook that corresponds with the audio session, paying particular attention to the exercises.
- Listen to the audio session at least once.
- Read the text of the guidebook.

In addition to the exercises and questions, we've created an "ijournal" to make this an even more interactive experience for you. At the end of this guide, you can write down any additional thoughts, ideas, or insights to further personalize the material. Remember, the more you apply this information, the more you'll get out of it.

Chapter 1: The Art and Science of Maximizing Your Business Performance

In this program Jay discusses the art and science of maximizing your business performance. He outlines five key philosophies that you need to embrace in order to make your business successful and profitable. These five key philosophies are:

- I. Embracing a success approach that you know is common and highly effective in one particular industry can make you a premier player in your own industry.
- II. All businesses have hidden assets, opportunities, and under-activities. Focusing on improving these for the same or less cost to the business will increase performance.
- III. There are two kinds of leverage, bad and good. Bad leverage often occurs when you unknowingly have investments or acquisitions. Good leverage focuses on the infinite upside leverage in which, by utilizing the same effort, expense, and sales force, you should and will produce far greater upside yield.
- IV. Your goal is to always focus on the geometry of your business, engineering activity that produces geometric growth.
- V. In order to gain success, you have to have engineering breakthroughs in:
 - a) Marketing
 - b) Strategy
 - c) Innovations

Jay then explains how you set out to create the successes that these philosophies inspire. He notes that it is key to resolve from this day forward to **travel outside your chosen industry to look for these breakthroughs.**

1. What is your current business, and in what areas do you feel that you are not maximizing your business performance? (PR, new acquisitions, maintaining your clientbase, sales, marketing, service, product delivery and fulfillment, etc.)
-

2. List at least three businesses that are successful outside of your own that you could investigate for innovations that you could apply to your business.

1) _____

2) _____

3) _____

3. In the past, how may you have constricted or limited your:

1) Customers: _____

2) Products: _____

3) Services: _____

4) Frequency of repurchases: _____

5) Referrals: _____

Jay also discusses how you need to switch from tunnel vision within your limited industry to funnel vision, which opens you to other industries. He reminds you that most spend all their time doing the same thing others in their business do. These strategies have proven to be limited and compromised, making such strategists only 10%–20% better than their competition.

4. Jay states that it is essential that you use your current client base to hone in on your referrals to the maximum advantage. Are you using your current clients in order to utilize your referral opportunities to the max? If not, list current clients that you could use as a referral base, in the space provided below.

Another necessary tool is the science of optimization, in which you will commit to change from products that are based in mediocrity to those of only the highest quality. Combined with this, he discusses how the optimal in performance results overcomes productivity. An example given is commercial real estate. The appraiser looks at a lot in terms of its future potential. If, for example, a house were leveled, it would be valued based on its highest and best use.

5. Regarding any marketing opportunity that arises for your business, ask yourself the following, "What is the highest and best use of this opportunity? Expenditure? Time? Personnel? Capital?" In the space provided below, list at least three of the above examples and write down some further advantages beyond your current strategies. Then make a commitment and time deadline to implement each.
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One of the greatest messages that Jay punctuates in this program is what he deems the "geometry" of working on your business. He describes this concept as being involved in many different activities, combined elements that would compound growth, as opposed to one particular activity. Being involved with, for example, 12 activities, you end up creating a system in which they are all working together for maximum impact, known as the "force multiplier effect" in the military. By using various attack strategies at the same time, you create a combined geometric effect and much more powerful marketing. Your goal is to outthink, outmarket, and outperform your competition in several areas, such as sales, referrals, etc. He cites three existing case examples of companies that have successfully borrowed strategies from other industries:

FedEx: Borrowed the Federal Reserve Bank's clearing system model to create a much superior shipping and courier system.

Roll-on deodorant: Borrowed the ballpoint pen concept from Parker Pens.

Fiber optics industry in telecommunication: Borrowed from the aerospace industry.

6. Can you come up with at least one innovation such as the examples above that you could borrow for your business? Describe it in the space provided below.
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Chapter 2: Optimizing Your Businessment and activity that your business is involved with. You must constantly ask yourself what the highest and best use of each activity is. What is the highest and best use of this opportunity? What is the highest and best use ... of the expenditure? ... of this time? ... of these people? ... of my most precious capital? After assessing these activities, you can then comparatively evaluate the spectrum of superior performing options that are available, and then take action.

7. Ask yourself, "Are my business success activities working to their maximum?"

In the areas of:

Customer service: _____

Sales strategies: _____

Product distribution: _____

Marketing: _____

Other (list): _____

If not, then borrow the successful processes that others are using. Ask yourself if the reason for the systems' not working to their maximum is due to the people or the process. If it is the people, for example, the sales representatives, then take the initiative to replace them. If you have good reps, but bad strategies, then take the time to look at other successful sales teams in other industries, and then make the necessary modifications that would apply to your company.

8. How successful is your current sales force? Rate it on a scale from 1 to 10, 10 being highly effective. Check the number that represents your sales force. Then list its three most successful qualities and three most unsuccessful qualities in the space below.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___8 ___9 ___10

9. How can you improve upon your sales force's success rate, using a successful model? Describe your new strategy in detail in the space provided below.

10. How successful are your current sales strategies? Rate them on a scale from 1 to 10, 10 being highly effective. List their three most successful qualities and their three most unsuccessful qualities.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___8 ___9 ___10

11. How can you improve upon their success rate, using a successful model? Describe your new strategy in detail in the space provided below.

12. Are you working all the elements of the sales initiatives to their fullest? If not, how can you?

13. Are you maximizing your new-prospect opportunities? If not, what initiatives can you take to do so?

Jay claims that the cornerstone of his success model is based on three areas of focus. They are as follows:

- I Write a list of what is toxic and ineffectual in your company. Take the initiative to make the necessary changes.
- II Focus on new prospects. Be sure to be in constant action toward new prospects.
- III Replace the current mindset of the business to a strategy of pre-eminence. At this point in the competitive world of business, you need more than one unique advantage so that the customer can see you as the only option.

You must constantly explore new ways of reviewing your relationship with your client. You should take the following initiatives:

- I Move your relationship with your client to attaining a position as his or her most respected, authoritative counsel in your area of expertise. The relationship should resemble that of a fiduciary, like that of an accountant or lawyer. You must start to see yourself not as a commodity vendor, but as a service expert.

- II Stay away from the homogenous world that pushes the client. Rather change the relationship to that where the client is under your care and protection. You are the client's protector, adviser, and authoritative counsel.

- III Start falling in love with your client, over your product or staff.

14. How much do you focus your energy on the satisfaction and care of your clients (rating your success from 1 to 10, 10 being highly successful)?

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___8 ___9 ___10

15. What action steps can you take to improve your relationship with your clients? Ask yourself how much more value, education, service, and product you have to serve your client in the best possible way. List at least three ways in which you could improve your relationship, in the space provided below.

Jay lists another cornerstone of his success methodology as taking care to never again allow your business to grow incrementally. He discusses 1) Three ways to increase business and 2) the Power Parthenon Principle.

16. Jay asserts how most do business tactically rather than strategically. He states that tactical initiatives involve activity from point A to point B, which creates only incremental, linear gains. Real change, however, involves a more strategic initiative in which there is a much easier, faster transformation. Review your current business practice. Is it more tactical or strategic in nature?

Chapter 3: The Three Most Powerful Ways to Increase Business

In this program Jay outlines three ways in which you can increase your business. He lists them as:

- I. Increase the number of clients
- II. Increase the size of transaction(s)
- III. Increase the frequency of transactions (the number of times to repurchase)

He suggests that you optimize your current clients and discusses a concept that he calls compound geometry. He demonstrates this concept with the following example:

Compound Geometry:

ABC Company has 1,000 active clients. On average they buy \$100 unit of sale 2x per year.

$$\text{ABC } 1,000 \times \$100 \times 2 = \$200,000 \text{ per annum}$$

If you only created a 10% increase in all 3 categories (number of clients, size of transactions, frequency of transactions), you would get profound results. So you would then have the following equation:

$$\text{ABC } 1,100 \times \$110 \times 2.2 = \$266,200 \text{ per annum}$$

The combined geometric impact of this 10% increase in each area is 33% more revenue.

To Increase Your Client Generation:

Jay suggests the three steps you should take to generate clients as being to recognize, evaluate, and then implement a strategic plan. He gives three examples of how you can generate clients.

- Example 1: Attrition rate – When you have once-active clients who turn inactive, create a program to keep 50% of those clients active. So, if you have 1,000 clients, and 20% become inactive (200), by keeping 50% active, you would have a 100-client loss, and therefore maintain your 10% increase (100 retained), keeping your client count at 1,100.
- Example 2: Consultative advisory selling – When the sales staff contacts clients, they create an environment of a greater relationship between staff and clients and can have a dramatic impact on improving your client base, anywhere from 10%–300%.
- Example 3: Target – You should target to dramatically continuously improve your business and your client base.

17. What is your current attrition rate? Given the examples above, how can you lessen it by 50%? Write out a strategy in the space provided below.

18. Is your current sales staff consultative and advisory in nature? If not, what strategies can you put in place to implement this change? Write out a plan in the space provided below.

19. What can you target to dramatically continuously improve your client base? Give an example of at least one aspect of your business that you can focus on, in the space provided below.

To Increase the Size of Transactions:

Examples that Jay gives regarding this element of increasing business are retail stores like Costco or Sam's Club, where, because people buy more, the business makes more. The business makes less per unit, but because customers buy in such large quantities, the business still ends up successful. Later in the program Jay lists 25 ways to improve the size of transactions for your business.

20. Based on the above examples and the list that Jay gives at the end of the program, is there a way that you could increase the size of transactions in your business? If so, how? Describe it in the space provided below.

Another way to increase the size of transactions for your business is to add to backend products, offering additional service or products.

21. What additional services or products do you offer to backend customers? What could you add to this list?

Jay cites cross-selling as a logical complement to your product. When cross-selling you broaden your reference paradigm for the client, an example being that the product you are offering is not just a lubricant for their tools, but you are also offering the tool, the tool holder, etc. Excellent examples of how to implement these changes are:

- I. Educate your sales staff on cross-selling so that they are recognized as better, consultative, advisory sellers.
 - II. Use point-of-purchase promotions. E.g., balloons outside car dealerships, McDonald's kids' meal toys.
 - III. Create an effective price perception. E.g., "for an additional \$6, you can have ... this outcome.
 - IV. Change the price of your product. Make it more upscale. E.g., Milk Mart raises the price of a soda pop or hot dog.
 - V. Offer more product at less cost per unit. E.g., Costco or Sam's Club.
22. Are you currently implementing the cross-selling strategy? Is your sales team effective and informed on how to do so? If not, how can you do more cross-selling in your business? In the space provided below, describe how.
-

23. One of the most effective methods of increasing your business is to establish a referral system in which you would receive two to 10 referrals per year, per client. Have you established a powerful, formalized, systemized referral system for your company? Using some of Jay's examples or ideas of your own, list three referral systems that you can implement for your business, in the space provided below.

System 1:

System 2:

System 3:

Another principle that Jay discusses is marginal net worth/lifetime value of a client. This net worth is based on:

- I. Number of active clients
- II. Size of the average sale purchased by the client
- III. Number of times the client purchases per year

Giving an example of a worst-case scenario, Jay demonstrates how you can still produce a vast increase in profits:

A new client: brings in \$200 profit, 5x per year, remains with the company 3 full years, totaling \$3,000 worth of combined profit.

The sales team: receives 10% commission (\$300).

The solution: Inform the sales team that they will receive 100% commission (\$200) on the first transaction for bringing the client into the business. The business will still receive \$2,800 profit. This gives the sales team a strong incentive as well as bringing some good profit into the business.

24. Given this breakdown, what is the worst-case lifetime value of your existing clients? List the qualifications, in the space provided below.

25. Using Jay's example above, do the formula to establish the profits available to your business, should you offer the same option to your sales team.

26. How have you structured your sales team's commission for new prospects? Could you be open to implementing this strategy? If so, what initiatives would you need to take to do so? List them in the space provided below.

27. **Option 1** that Jay discusses is the option of **Risk Reversal**, in which the purchases are guaranteed 100%; thus, any risk to the client is removed. What risks do your clients currently have when transacting with you?

28. How can you lower their risk? List three areas in which you could do so, in the space provided below.

29. Put yourself in the position of a prospective client. Visualize what performance satisfaction looks like to you. E.g. If you are unhappy, the company will guarantee to take back the product or adjust the price of the product. Describe what performance satisfaction would look like to you, in the space provided below.

30. **Option 2** is the **Host Beneficiary Relationship**, in which you would get a good company to introduce you to its client list. Is there a company that you could pursue a host beneficiary relationship with? In the space provided below, list any potential companies and write out an action plan to implement this initiative.

31. Jay cites **Option 3** as **Special Events & Information Nights**. Do you currently take advantage of such opportunities? In the space provided below, list at least two special events that you could coordinate, along with a strategic plan to implement them.

32. **Option 4** is a **Unique Selling Advantage**. Jay cites examples of this as companies like Nordstrom's, who offers a "no questions asked" return policy. He also refers to FedEx and how it was the first courier company to guarantee delivery by 10:00 a.m. the next morning, or the first pizza company to offer a guarantee of no more than a 40-minute wait for your pizza delivery or it's free. Based on these examples, what is your unique selling advantage in your marketplace? If you believe that you don't yet have one, create it. Write out any concepts or action plans, in the space provided below.

33. **Option 5** is to create **Public Relations** for your business by using the press or by having articles written about you. Do you currently have a PR representative for your business? If not, what steps do you need to take to create some PR for your company? Write out a strategic plan, in the space provided below.

To Increase Frequency of Transactions:

One of the ways that you can increase the frequency of transactions from your clients is to contact them more often, whether through phone calls, e-mails, letters, or visits. Another is by developing a backend of products that you can offer to your clients. For example, if you are in the home improvement business, you could also offer carpeting, flooring, window treatments, etc.

34. What other products do you have that you could offer your clients? These would be products that go along with your current products. Create a list and an implementation plan, in the space provided below.

35. There are also three groups related to your business that you need to focus on in order to increase your business' success rate. These focus groups are:

- I. The people who pay you
- II. The people whom you pay, internally
- III. The people whom you pay, externally

Have you implemented the three ways to increase your business within all of the above focus groups? If not, how can you do so? Write a strategic plan, in the space provided below.

Chapter 4: The Power of the Parthenon Strategy

Jay introduces this segment with two business models:

- I. The Diving Board Theory of Business: In this model you have a sole approach or primary activity to drive your revenue, thus you have one primary activity that you depend on to sustain 100% of your revenue.

- II. The Parthenon Theory of Business: In this model you have multiple levels of support to sustain your business and drive your revenue. Because this model is built around several pillars of activity, it is majestic, strong, stable, sustaining, and robust. It is the model that you want for your business.

36. Is your business currently a “Diving Board” or a “Parthenon”?

37. How many pillars of revenue generation do you currently have?

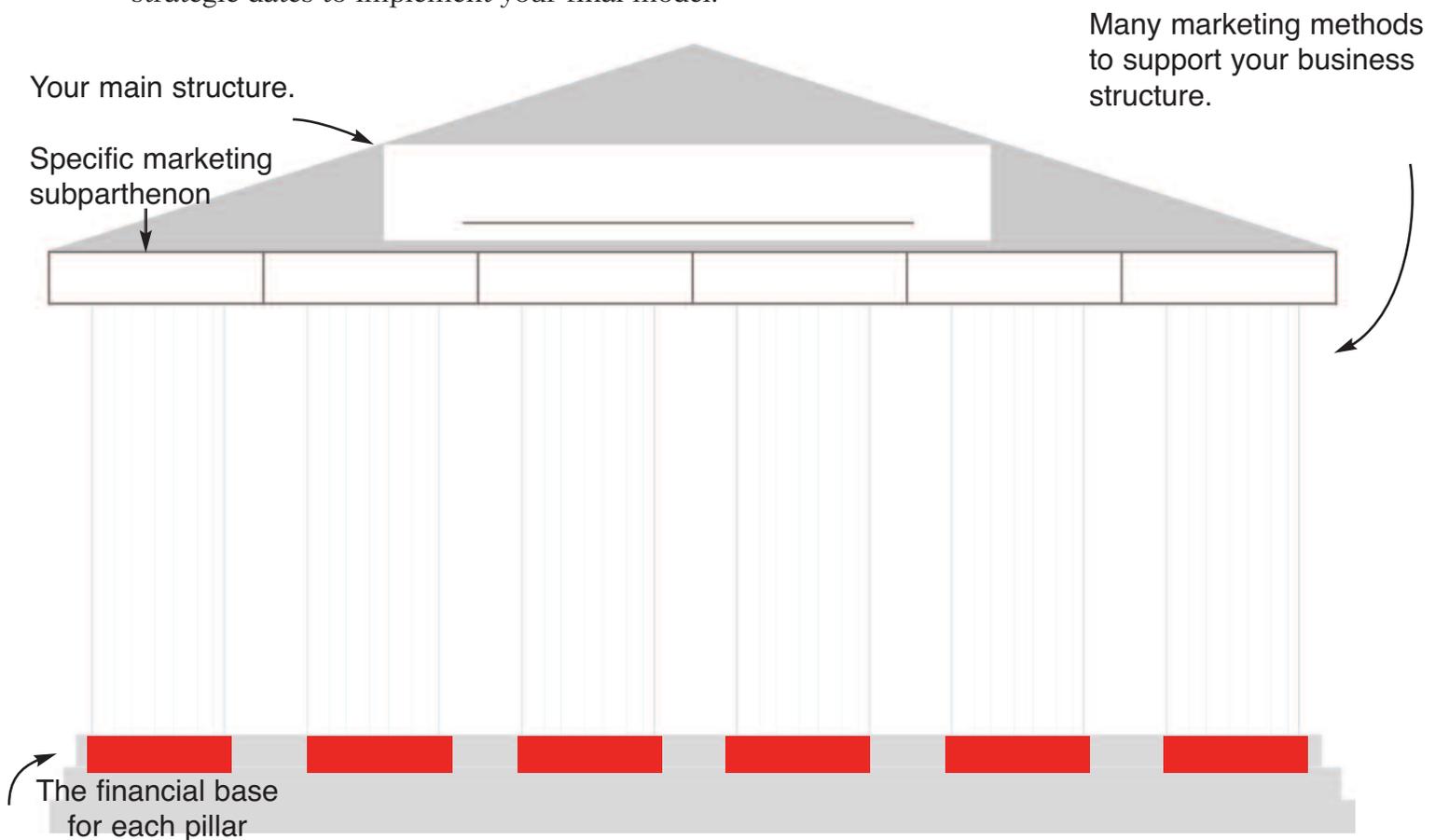
38. Which pillars could you add to strengthen your business? How? Write out a plan, in the space provided below. This plan should consist of 8 to 12 pillars, which, combined, would have a massive impact on all aspects of your business.

39. Which pillars could you add specifically to your marketing strategies? Consider the following layers of marketing strategies, all of which could aid in keeping your business stable and strong:

- a) Direct marketing
- b) Strategic alliances with 12 other companies
- c) Formalized referral systems
- d) Trade shows
- e) Host beneficiaries
- f) Seminars
- g) Newsletters
- h) Special promotions
- i) Retail facilities
- j) Website/Internet opportunities

40. We've included a 5 pillar Parthenon below for for you.

In each pillar you can add a strategy. For example, under your main referral system (Parthenon), you could have 8 referral systems. Choose a specific marketing pillar and create a Parthenon structure. Or you can draw out a model on a piece of paper. Set up strategic dates to implement your final model.



Chapter 5: Testing

One of the ways to become a marketing genius is to test strategies. Ideally you should take the time to test one approach against another, and you will usually find that one outperforms another considerably (often by as much as 21 times). Below is a list of marketing strategies to test:

- I One Headline Against Another: (a headline being anything that is the opening expression, for example, the first paragraph uttered by your sales rep, the first line of a promotional piece, or the booth banner at a trade show). This opening can have as much as an 80% impact on the selling activity. You want this opening to be the payoff, benefit, or biggest self-serving advantage to the client. For example, "How to triple your productivity ..."
- II Positioning: Beta test. For example, experiment with 1,000 models of a new product as a "brand-new, revolutionary product" and do a comparison with a generic product.
- III Change Price: Sometimes raising or lowering the price can have huge results. Try raising the price from \$17 to \$19, or lowering it from \$109 to \$99. This strategy may surprise you and can often triple the results.
- IV Guarantee: Create a risk-reversal guarantee to provide absolute lack of risk to the client.
- V Call to Action: The sales force should create a strong call to action. Often timid selling approaches bring the transactions to a conclusion.

41. Have you used testing as a tool to improve your business? If not, list three tests that you will implement, along with a committed time to test them, in the space provided below.

Test 1:

Test 2:

Test 3:

To further improve your business, you should implement the following strategy in every area of your business:

Identify and Isolate each process in your business, then Measure and Monitor it. Move to improve, enhance and replace it with Alternatives in other fields, noting how they can do better to Improve, And, finally, Implement.

42. Look at all the impact points and processes in your business, and take the time to test them constantly and systematically. In the space provided below, list all the impact points of your business. List all that you have tested and all that you have not. Take the time to test all areas and keep a record of the results.

43. In the space provided below, take the time to create a clear and accurate picture of where you would like your business to grow. Note where you are now and where you'd like to be. For example, your current profits are \$100,000 per annum, and you would like \$1 million profits per annum. Be very clear about what success looks like to you. Define and be specific.

44. Noting your observations from the previous exercise, assess where you are so that you can know where you would like to go. Find the most safe, most joyous, and fastest way to your success. Questions that you might ask yourself to make sure you're in alignment are:

A) What initially got me started in my career? What was my motivation or stimulus? What was the reason why? What was my goal?

B) When I first started out, where did my clients or business emanate from? E.g., Did I call on 100 key community business people, go to organizational meetings, or send press releases to all the newspapers? Did I unconsciously stop these activities that initially drove my success? Am I still putting in the same effort?

C) Why do my clients buy from me now? Is it for the same reason? Have I gotten complacent? Has the world changed? Should I go back to the basics? Is what I am doing now better or worse?

D) What primary method of generating clients was used to build my business career? What's the single most critical pillar I originally used that basically built my Diving Board Theory?

E) Which of my marketing or sales efforts brought in the bulk of my sales or clients? Did most of it come from advertising or word of mouth? Have I wasted money taking the time to analyze this?

F) Do I test the various aspects of my marketing and selling activities and processes constantly to make sure they're producing the highest, best, and most profitable outcome and results? If not, do I travel outside my industry to uncover and recognize new principles, processes, and approaches I can import and adapt to use in my business?

G) How involved am I with my clients at the sales, networking, and transactional level? Do I know my salespeople? Do I get on the phone and take orders, or go out in the field and make sales? Do I call my best clients once every quarter? Do I know who the inactive ones are? Have I called them to try to bring them back? Do I call my satisfied clients and pick their minds, meeting them over lunch or dinner? Do I stay connected with the business?

H) Where, specifically, do my current clients come from today? Demographics? Industry?

I) Who else benefits from my success other than my clients? Their families? My employees? My family? My vendors?

J) How many of my suppliers or business colleagues would be motivated to help me grow my business far more because I point out the fact that it would help them grow their business, success, security, wealth, and happiness? If so, what steps do I have to take to make this happen?

K) When I create a new client for my business or profession, whom else have I directly created a new client for? Who else benefits when I benefit? This can open up a vast area of connections you can make to help you grow your business.

L) Describe to yourself what your business does. What do I sell? How do I sell it? Who do I sell it to? Why do they buy it? Why is it important? What niche do I serve?

M) What is my business philosophy as it relates to my clients? Using Jay's philosophies as a model, build your own optimal, customized, heartfelt, passionate belief system, and then articulate it clearly. Then think about what it really means and feel what it's like. This will be very transformational.

N) How have my methods of doing business, the products or services I sell, or the market changed since the inception of my business? For better or worse? Have I fallen behind?

O) What are my sales perks (per employees, persons, departments, category, product, or industry served)? Are they focused only in one area? If so, you need to make the necessary changes to broaden the approach.

P) What is the biggest client complaint that my business currently receives, and how do I successfully address, resolve, and eliminate it? What is the second most frequent complaint? It is important to get to know your clients — what their values are, their sense of importance, what bothers them, what pleases them. What do they want more of? What do they want less of? How can you satisfy them better?

Chapter 6: The Power of the Well-Crafted Sales Letter

In this program Jay discusses his simple, foolproof formula for writing powerful sales letters:

- I. Say something that gets the reader's attention. Be sure to capture the interests, desires, benefits or advantages to the reader or recipient. Write about something that is critically, essentially important to the reader.
- II. Tell the reader why he or she should be interested. Don't assume that the reader obviously or logically knows the reason why. Don't assume that he or she sees the connection or correlation. Make that connection for the reader.
- I II. Tell the reader why he or she should believe what you are saying and why it's true. Credentialize it. Establish the facts. Produce authoritative evidence in the communication that demonstrates instantly, continually, and compellingly that what you are saying is the absolute truth and that the reader can believe it.
- IV. Prove it is true with examples, case studies, references, citings of research, or any other kind of validation that is appropriate. Try to get someone to agree to an appointment or to visit your booth at a trade show.
- V. Itemize and describe all the benefits of your product or service. People don't buy the product features; they buy the benefits and advantages the product brings them. For example, a television may have 9 million pixels per square inch. This means nothing to the client. If, however, you state that it is five times clearer than most televisions, with movie-theater-quality visuals, your sales strategy is much more powerful.
- VI. Tell the reader how to respond. Use direct response marketing, in which you are directing the reader by telling him or her what to do, how to do it, why to do it, and when to do it, and ultimately how to order.

Jay then introduces the AIDA Formula:

- A = Get the reader's **Attention** (a good headline is very effective)
- I = Deepen the reader's **Interest**, dimensionalizing, by telling a story, getting it in context
- D = Increase the reader's **Desire**
- A = Motivate the reader to **Action**

The basic components of a good letter in a direct mail package are:

- I The Carrier Envelope: Strategy 1 - Make it look like a personalized letter, with a personalized stamp, as if it came from an individual.

Strategy 2 - Create a topically specific offer with effective teaser copy that is provocative enough to tease the interest of the recipient for him or her to want to open the envelope.

If you are not sure which strategy would be most effective, be sure to test one against the other with your reading audience. Testing is invaluable.

- II The Sales Letter: This letter should be presented with perfection, addressing every objection and overcoming it. It should be the most powerful, compelling, and complete presentation possible. If this is a challenge for you, record yourself making the presentation, then transcribe the recording, edit it, and you will often find that you have a better letter than one written by a professional copywriter.

- III The Brochure: The brochure should be used only as an accompaniment to a good sales letter. The brochure should not be used as the "sales tool" but as a summarization, amplification, or additional embellishment to the sales letter. It summarizes more benefits than features. It should have an effective headline.

- IV The Lift Note: The lift note simply restates in a tight little summary the entire essence of the offer and the payoff proposition. Be sure to list the advantages from the perspective of the reader and what the reader desires.

- V Response Device: This would be an order form that the client could fax or mail back to your business and that your field or sales people could follow up on. It can be used to have people actually call or come in, to set appointments, to sell a specific product or service, to precede a scheduled call that a sales professional is going to make, to announce new promotions, to follow up on a sale to make sure the client is still excited and eliminate post-purchase dissonance, or as a continual update communication to create a bonded relationship with the client.

- VI Headlines: A strong headline can be applied to the beginning of a letter, any advertisement, the opening phrase you use on the phone, a banner or any kind of public display at a convention or in front of your business, the opening phrase on your fax or e-mail, signage on your truck, or your business card.

Excerpts from "*The Hundred Greatest Headlines*"

"The secrets of making people like you"

"A little mistake that cost a farmer \$3,000 a year"

"Advice to wives whose husbands don't save money"

"Are you ever tongue-tied at a party?"

"How I improved my memory in one evening"

"I'd like to share with you how we've taught businesses how to double their revenues in 90 days or less"

"Discover the fortune that lies hidden ... in your salary, ... in your client base... in your current finances"

"Discover the joy that lies hidden...in your personal life"

"How I made a fortune with a fool idea"

"Whose fault is it when children disobey?"

"Have you any of these symptoms of nervous exhaustion?"

"Have you a worry stock?"

"How a new kind of clay improved my complexion in 30 days"

"161 ways to a man's heart in this fascinating report for cooks"

"Is the life of a child worth a dollar to you?"

"Today add \$10,000 more to your estate for the price of a good dinner"

"Does your child ever embarrass you?"

"How to do wonders with a little land"

"Little leaks that keep men poor"

"How much is worker tension costing your company?"

"Did you ever see a telegram from the heart?"

"It's a shame for you not to make more money when these men do it so easily"

"Thousands now play who never thought they could"

"Make this one-minute test of an amazing new kind of shaving cream"

"17,000 blooms from a single plant"

"In 2 seconds Bayer Aspirin begins to dissolve in your glass"

"Six times whiter washes"

"Melts away ugly fat"

"Tastes like you just picked it"

"At 60 miles per hour the loudest noise in the Rolls-Royce is the electric clock"

"How a bald-headed barber shaved my head"

"Shrinks hemorrhoids without surgery"

"9 out of 10 decorators use Wonder Weave carpets for long life at low cost"

"Relieve congestion in all seven nasal passages instantly"

"Here's what you do to get rid of pimples fast ..."

"Here's what doctors do when they feel rotten ..."

"Would you believe it? I have a cold."

"When you're weary with daytime fatigue, take Alka-Seltzer"

45. Create three examples of possible Carrier Envelopes for your business.

46. Create three examples of possible Sales Letters for your business.

47. Create three examples of possible Brochures for your business.

48. Create three examples of possible Lift Notes for your business.

49. Create three examples of possible Response Devices for your business.

50. Create three examples of possible Headlines for your business.

Chapter 7: The Keys to Quantum Growth and Breakthrough

Jay opens this program discussing the concept of attrition, when an active client becomes inactive. Often a drop in the client's regular buying pattern indicates this, and often the business has no idea that it is losing the client. There are three primary reasons why anybody stops doing transactions with any business:

- I The clients had an interruption in their life and they stopped transacting business with you for no negative reason whatsoever. They went on vacation, got sick, moved, had to travel, etc.

If they break their train of habit for a period of time, they can become negatively habituated to where you're out of their minds. The easiest way to remedy this scenario is to contact them in person, by phone, letter, fax, or e-mail. Contact them genuinely and sincerely from the heart, letting them know that you are concerned about them. Ask if you did something to disappoint them. Let them know that they are important to you and that you don't want them to be disappointed. If you have done something unintentionally to offend or dissatisfy them, it is critically important that you correct the situation. This approach will have a profound positive and dramatic impact on reawakening them to your business; in fact, it often makes them even more loyal to your business.

- II The clients did, in fact, have a negative experience with your business.

It is critically important that you do not allow this to fester for any length of time. You would handle it like the situation above, in the end making sure that they are satisfied. If that means giving them a credit, free goods, or coming out and redoing the job, you'd do whatever it takes. If you follow this model, you will often have about a 50% success rate in the refortification of the relationship with the client.

- III The clients stopped having a use for the product or service. They outgrew it.

In this scenario, do not abandon the client. This is an excellent opportunity for quality referrals from the client. When you call or see them and establish that they have, in fact, outgrown your products or services, ask if they were satisfied with your services and if they agree that they were, then request referrals, promising that the referral clients will benefit greatly.

Making use of these strategies by really keeping in contact with your clients and lessening the attrition rate can literally double your business every 18 months.

51. Do you know what your current attrition rate is? If not, write a plan to address it in the space provided below.

52. Have you ever contacted clients that you presume are no longer active with your business? If not, make a point to contact at least three such clients, using the above methodology, and write about the experience, in the space provided below.

Client 1:

Client 2:

Client 3:

In this segment of the program Jay outlines the keys to quantum growth and breakthroughs. He asserts that it is easier in business to produce geometric growth if you implement the following steps:

- I Always work on the three ways to grow a business model (increase your client base, increase the size of the transactions, and increase the frequency of transactions).

- II No longer operate your business under the Diving Board Theory of business growth, but on the Parthenon Theory of geometric growth. Constantly develop multiple strategies in each of the categories previously discussed, engineering geometric, integrated, systematic growth in your enterprise. Focus on breakthroughs in strategy, marketing, and innovation, and in the way you manage your business. Do this by going outside your industry, studying the approaches in other successful businesses, and then integrating them to suit your business. To really enhance your business, start taking the following steps:
 - A) Collect trade journals from other industries
 - B) Collect the selling presentations and approaches from other successful businesses
 - C) Collect effective advertisements in the larger newspapers
 - D) Stop at various retail facilities, allow sales reps to approach you, and make note of their technique
 - E) Note signage on billboards, banners, car dealerships
 - F) Check on Amazon.com the top 100 business books
 - G) Read the business section of your local newspaper
 - H) Listen to tapes and read books
 - I) Build a mastermind group of people who share different ideas
 - J) Make daily contact with one new high-performing, successful businessperson
 - K) Optimize every opportunity that comes your way
 - L) Be committed to bringing greater performance to everyone's life you impact

53. Which of the above 12 initiatives do you currently take to enhance your business?

54. Each week for the next 12 weeks, begin to take one of each of the above action steps and implement it in your routine. Keep a daily or weekly journal on what steps you have taken, what you have noted, the outcome of your actions, and its effect on your outlook and the success of your business.

Week 1:

Week 2:

Week 3:

Week 4:

Week 5:

Week 6:

Week 7:

Week 8:

Week 9:

Week 10:

Week 11:

Week 12:

Chapter 8: Exercises in E-Commerce

Jay has some very distinctive and unique philosophies about the Internet and the e-economy. He suggests that the Internet be used as an extension of your current existing communications systems with your clientele. He cites e-mail as a very inexpensive, powerful, and intimate communication tool, noting, however, that any communications be very personalized. He encourages you to build an e-mail list for your business. Websites can be very valuable, but you have to take care to update the site, and be sure that you are being compensated for any information you provide, generating value for both your business and the observer. He urges you not to invest in technological tools unless you are making a profit from the investment.

55. Do you currently use computer technology to enhance your business? If so, how? E-mail? A website?

56. Are you making a profit utilizing this technology? If not, is there a way that you can?

57. Jay suggests that the Internet is a great way to do research and learn about your competitors. You should click on to their websites and take note of how they position themselves, the headlines they use, the offers they make, etc. Have you done any such research? If so, what was the outcome? If not, research at least two of your competitors and write about your findings, in the space provided below.

58. Another endeavor that Jay suggests is that you go on Amazon.com and research the book titles in your area of business. This will give you copywriting ideas and other ideas. Have you done so? If not, log on, and give it a try.

Chapter 9: Goal Setting

Jay states that it is imperative that you know what you want and where you want to go as far as your goals are concerned. If you are currently profiting \$100,000 in your business but want to be making \$1 million why do you want your new goal? He then says that you must strategically, step by step, look at how you can achieve that goal in your business. By having your clientele buy four times as much product and generate five referrals a year, you would be closer to your goal without any added cost to your business, because you would not have to hire and pay more sales staff.

59. If you haven't already done so, write out your business goals, in the space provided below.

60. List the step-by-step strategies that you plan on implementing. Be sure to include a timeline for each strategy.

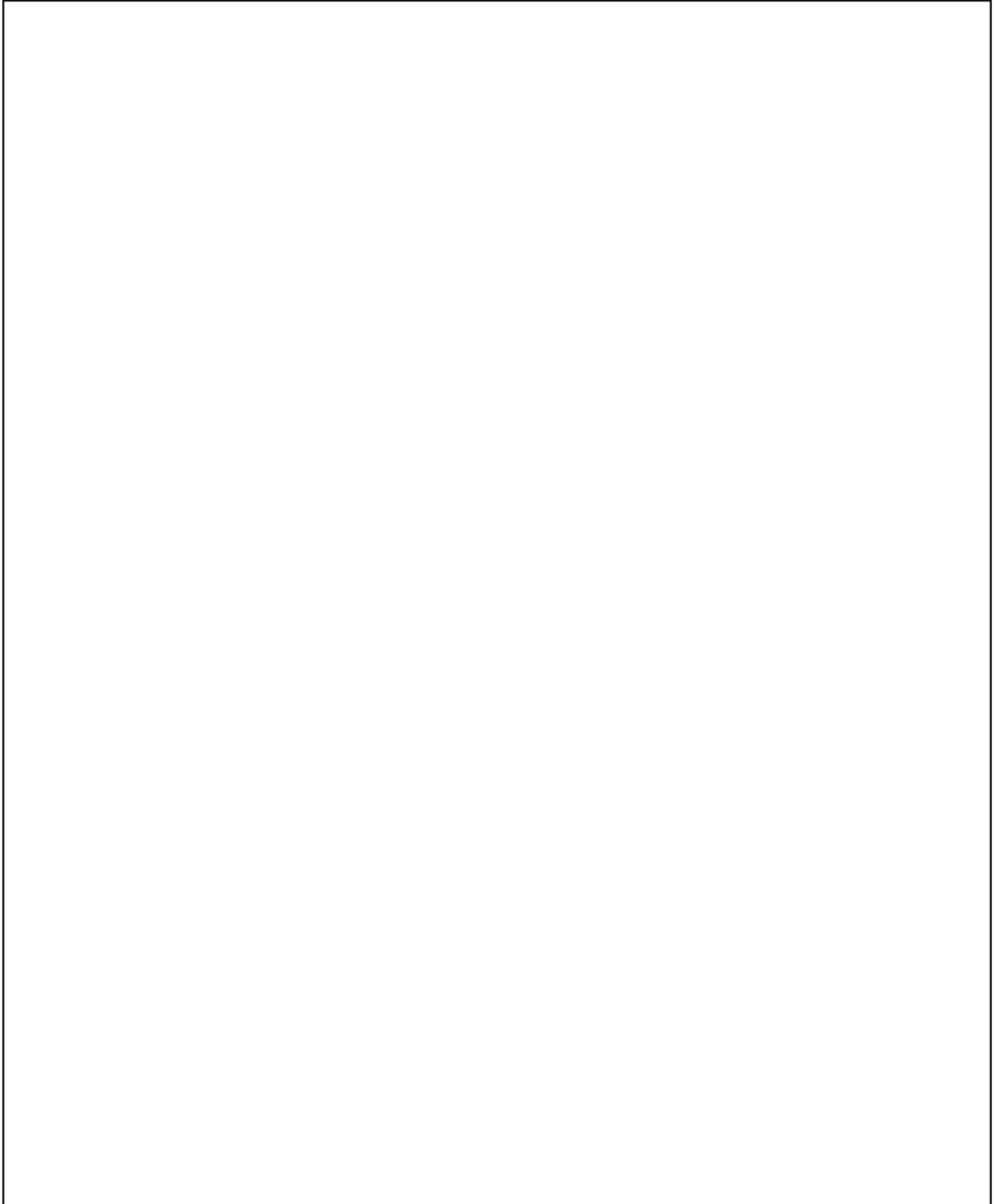
61. Ideally, you want a business that makes money and works for you, a business that makes the most with the least amount of effort. One that is so organized and well structured that you could leave it and easily sell it for an excellent profit should you wish to. Is your current business structured this way? Can it run without your management and constant, direct contact? If not, how can you improve it?

62. Enjoyment and passion in what you do is very key to your success. Do you really enjoy your business and are you passionate about growing it? If not, how can you rediscover that passion, or what might be other alternatives?

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