



5 SECRET KEYS

To Unleashing An Endless Stream
Of Sales & Leads

*Discover Simple Secrets To Attracting
New Customers For Your Business*



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5 SECRET KEYS

To Unleashing Endless Sales & Leads

*Attention All Small Business Owners And Entrepreneurs
Seeking New Clients & Customers*

Discover Simple Secrets To Attracting New Customers For Your Business And Increasing Revenues Daily!

FORGET EVERYTHING YOU'VE BEEN TAUGHT ABOUT MARKETING & ADVERTISING, YOUR CURRENT STRATEGIES MAY BE COSTING YOU MONEY!

Most business owners agree on one thing, one of the most difficult challenges of managing a business is finding and keeping the right clients and customers for your products or services. There are many different types of businesses out there from scrap-booking stores to ski resorts, and yet everyone, no matter what type of business faces the same challenge. The lifeblood of any business is the ability to attract clients and customers at an affordable cost. Without attracting and keeping customers, sales stagnate and businesses fail.

I am sure you would agree that one of the most challenging aspects of running a small business today is finding new customers and clients and selling your product or service to them, true?

No business owner hasn't faced this dilemma and asked the very same question at some point.

If you are reading this and thinking that **you can't handle the customers you have now, let alone any new ones**, then throw this report away right now. You need not read any further because this report isn't for you.

But if you are not saturated and flooded with new clients and customers right now, or you could stand to make more money in your business right now, then do yourself the great favor of taking the next few minutes out of your day to read this entire report. Grab a cup of coffee, or tea, relax and allow yourself to focus completely on the secrets soon to be revealed which could single-handedly transform your business and lead generation, making this your best year ever.

The information you are about to discover in the next few pages will





Most Business Owners Haven't Got A Clue

RELIABLY AND CONSISTENTLY ATTRACT NEW LEADS & CUSTOMERS WITH AN EFFECTIVE SYSTEM

make all the difference in the amount of clients and customers you are attracting and the amount of revenues you are putting in your pockets!

Keep reading...Because the painful truth is this:

Most business owners have no clue how to utilize an effective marketing plan or systematically and reliably attract new clients and income

I realize that you already have customers and clients and have enjoyed a taste of success with the way you are promoting yourself now. But what if you could bring in ten new customers in the next 30 days and significantly increase your revenues.

Do you have an effective, fool-proof way to do this?

My guess is *probably not*.

So far, where have you gotten most of your customers?

If you are like most small business owners your clientele has more than likely come from referrals and word of mouth. I am sure that you're good at what you do and that your existing customers are happy, and in turn refer others, correct?

You may be gaining clients from promotional events, running local ads in the Yellow Pages or

newspapers. These ideas do work, but again, if you *had* to get ten new clients in a month's time, would you have a strategy in place for doing this?

It may seem the only solution to get new clients is to spend MORE money on advertising, right? Perhaps bigger ads in the Yellow Pages, more ads in the local paper, or possibly even airtime on radio, all designed to get the potential customer to come calling or knocking on your doors.

Unfortunately, traditional media advertising like this costs a lot of money and rarely get the results you hope for. It's also difficult to track.

It is so expensive that any mistakes you make are costly to correct. For example if you spend \$10,000 on a Yellow Pages ad campaign that does not work you are stuck with it for the next year!

And you have a website, right? Ask yourself, when was the last time you got a paying customer from your website, not an inquiry, and actual person spending real money? Or a client?

Websites are powerful marketing tools, but only one in twenty is set up correctly.

Sadly, very few are being used as a tool to bring in new customers. Most are no more than a flashy online brochure. I see it everyday and it pains me



to see small businesses squandering their online promotion this way.

If you want evidence of this then go take a look at your website's statistics and look at the average time a person spends on your site, most people spend less than 30 seconds on a website. A frightening supposition if you spent thousands of dollars developing a website that is flashy and has cutesy intros.

Then there is always the option of cold calling, but you may just as well get the same results by banging yourself in the head with a hammer. Okay, I'm kidding here, but seriously how are we to know if consistent cold calling pay off over a long enough period of time to get results?

Why am I telling you all of this? Because I have experienced the frustration of all of the above! I wanted to grow my business. I positioned myself as the Direct Mail Design Diva, confident in my ability, talent and tenacity, yet soon learned that I lacked the right sales & marketing strategy to create a steady stream of new leads to my business. Eventually I got to a point where I was completely and utterly...

DISCOURAGED BY A LACK OF LEADS!

Because of a lack of results, I was frustrated despite my best efforts. And during my early marketing days it became clear something was missing. So, I went back to the drawing board, and studied everything I could on marketing and lead generation. I was a virtual student of cost-effective, results-producing marketing techniques for small business and professional service providers and eventually, through my research & study,

I created a lead generation method that started to bring in more clients than ever before and my frustration soon turned to excitement!

Even more exciting is that *you* can easily apply these little known marketing ideas into your business too and get the same or better results than I have. I'm about to tell you exactly how to do it using the **'5 Secret Keys to attracting new customers!'**

But first, there are a couple of key concepts that you need to be aware of before we go any further:

Concept #1 : The Dumbing Down of Marketing Intelligence – This is a fascinating, yet true, phenomenon that occurs in practically every industry. What I mean by this is that within any industry, for instance,

I created a lead-generation method that started to bring in more new leads and customers than ever before!



let's take food service, the marketing intelligence of those in the industry is constantly being 'watered down.' In other words the marketing intelligence is continually diminishing in a downward spiral.

This is happening in your industry as we speak!

The reason this happens is because everyone in the industry watches and observes the marketing efforts of each of their peers or competitors and then basically duplicates what they see with a different company logo and contact details. The crazy thing is you don't even know if the marketing piece worked for your competitor or not, but you are using it as a benchmark for your marketing promotions.

You end up with a whole lot of businesses that all look like carbon copy duplicates.

When you get a bunch of companies in one industry all using the same one or two marketing methods, your target audience quickly becomes immune to it. They recognize it for what it is. A boring, dismal, degenerative copy of a copy.

The key here is to understand how to break out of the downward spiral in your industry and create

something unique so that you stand out from the crowd. This is easier to do than you might think, when the concept is fully understood.

Concept #2 : Branding Image vs. Direct Response Marketing – Most marketing engaged in business today is Image Marketing, or branding, designed to make your business look good and solidify your brand in the users mind.

We see large corporations succeed with this concept because they have massive advertising budgets. Even the typical advertising agency will tell you they are there to make you and your brand look good. If you have ever tried running an awesome looking ad in a local newspaper or Yellow Pages, only to get a poor response you are familiar with this concept, and it is because you are using brand image marketing.

If you actually want to see your sales and customer base grow, you need to use Direct Response Marketing!

The problem is that the average marketing agency and experts are not even aware of how to create a marketing campaign designed for just one thing, *getting a response from your target market.*

When everyone in your industry copies the marketing efforts of everyone else in the same industry, the customer becomes numb to it and no one stands out. What results is a boring, dismal, degenerative copy of a copy of a copy.



You can **ATTRACT more clients** today, and increase your sales, boost new clients and increase your profits when you focus your marketing efforts on what I call...

Attraction Marketing which is designed to get a response from your target market.

Truth be told, the report you're reading right now is an example of this concept.

Concept #3 : The Drill Bit vs. The Hole – Last year in America there were 287,000 one-inch drill bits sold, and yet not one of the 287,000 people actually wanted a drill bit! What is it that everyone of the 287,000 people who purchased a one-inch drill bit want?

Well if you fully understand this concept you will have the keys to massively accelerating your success! Not understanding and applying this concept will continue to cost you thousands of dollars in wasted money on ineffective advertising and marketing efforts.

So what is it that the 287,000 people wanted?

Well of course they all wanted ...

A 1 INCH HOLE!

That's right...not one of the 287,000 people who purchased a one-inch drill bit really wanted a one-inch drill bit at all. Every one of them actually wanted a one-inch hole!

Now I want you to think about that for a moment!

It sounds obvious when you really think about it, right? Yes, of course. *But here is a question for you...*

Have you been attempting to sell drill bits? Or have you been selling holes?

Before you answer, consider this, if you have been correctly selling the hole then you will have new customers lining up outside your door. So go and do a quick check to see if they are there waiting for you or not.

In all seriousness though...***if all of your past marketing efforts been focused on the drill bit that's why they have not worked as well as you would have liked!***

We get so caught up in telling others about us, our company, our services and every other aspect of our 'drill bit' that we forget that they aren't looking for a drill bit at all Your potential customer is looking for the right hole! Essentially they are

Have you been selling drill bits?

Or have you been selling holes?



How easy is it to switch your marketing focus from you and your services to focusing on what your target market really wants?

looking for a solution to their problem and you have the opportunity to position yourself as the person uniquely qualified to solve it.

I Promise You That If you Fully Understand And Apply These Three Simple Concepts Into Your Marketing Efforts Right Now You Will Have More New Clients Than You Know What To Do With In the Next 30 Days...

And See Your Profits Explode!

So what does this mean in practical terms for you?

Well, If you are an **Accountant** people don't care about the fact that you provide tax services, what they care about is saving on taxes, getting the highest refund possible, and becoming richer through proper tax counsel, financial advice and guidance.

If you are a **Coach**, people don't care that you offer Life Coaching, Business Coaching or Executive Coaching. They do care about *GETTING A SOLUTION TO THEIR PROBLEMS!*

If you are a **Real Estate Agent**, people don't care that you are the most knowledgeable agent in the

neighborhood! They only care about *SELLING FOR THE HIGHEST PRICE*, or *BUYING AT THE LOWEST PRICE!*

If you are a **Financial Planner**, people don't care that you have access to fifteen different investment opportunities! They care about *FINANCIAL WEALTH IN THEIR RETIREMENT.*

If you are a **Consultant**, customers could care less that you may have worked with several other companies, and increased their profits and revenues, what they care about is the **SPECIFIC RESULT** you can give to them.

Can you see how easy it is to switch your marketing efforts from **FOCUSING on YOU** to focusing on what your **TARGET MARKET WANTS?** When you do this you will dramatically improve your ability to attract new clients. You see **the reality is, your potential customers are only interested in themselves and**

FINDING SOLUTIONS TO THEIR PROBLEMS!

If you want your marketing efforts to actually pay off and generate new leads then help people find a solution to their problems!



What you want to do is help them identify the fact that they do indeed have a problem, and then teach them how to solve it. **You must understand that most of us are really not that interested in anything but ourselves, and our problems.**

When we are exposed to marketing messages from service providers our immediate unconscious reaction is 'SO WHAT!' The only exception to this is if in that moment we are actively seeking the services of a professional. At all other times however, we could not care less about the companies out there attempting to market their services to us.

So before you place your next ad, or spend a fortune on your next marketing campaign STOP! And make sure it is focused on solving the problems of your target market. Better yet, **pick up the phone and call Eclectic Design Studio at (888) 857-5756** so that we can help you make sure your marketing generates new clients and more sales with a FREE Marketing Critique of your current promotion.

So you may be wondering right now, how can you generate a massive increase in your marketing results and attract more clients than you

can possibly handle? Well when we work with our clients (typically small business owners just like you) we do this by focusing your marketing around the...

THE 5 SECRET KEYS TO ATTRACTING NEW LEADS & CUSTOMERS

There are five keys that we focus on to improve your marketing and help you to draw more clients instantly. On the enclosed CD the secret keys will be revealed and open up a whole new world of marketing which magnetically attracts your ideal customers and clients to you.

Just imagine putting your leads & sales generation on auto-pilot. How much could your business double or triple over the next year?

In addition to the five secret keys on your audio CD, the seven strategies that follow in this report have been developed over a period of time working with many small businesses like yours. They've also been battle-tested by top marketing gurus who generate millions of dollars in yearly revenues. You may be familiar with some of them already. If not, just Google Dan Kennedy, Joe Polish, Gary Halbert or Mike Dillard to see what I mean.

Listen to your FREE Audio CD to discover and implement the 5 Secret Keys to get massive results from your marketing efforts.



When working with our clients we help them develop a marketing strategy around these five keys. When you have these tools and seven strategies in place in your business you can rest assured that you are on track to developing a highly successful marketing system that can be left to run on auto pilot! Here is a brief overview of this formula:

Strategy #1 – Define Your Who, What and Where

One of the first areas that many small businesses fall down in is a correct understanding of their *Who, What* and *Where*. So we work with them to get this right from the very start of any project we work on together. What this means is we will help you to identify *Who is your target market? What problems or challenges do they face and what will ATTRACT them to you? Where will you find them?*

In other words where can go to reach them?

One thing I can assure you is that in today's competitive climate you cannot be a generalist in your business. If you try and be everything to everybody then you will be nobody to no one. So you must decide on a specific target market to focus your marketing efforts on.

Strategy #2 – Gain Visibility

The next key we work with you on is specific strategies to gain the attention of your target audience. Today generic mass advertising does not work, so what does?

What works is identifying where your target market is currently searching for solutions to their problems, and how do you become part of that search. You need to gain VISIBILITY amongst your target market at the right time in order for your marketing message to be an invited guest rather than a pesky intruder.

This takes an understanding of what are the right marketing strategies to use to get in front of your target market at the point they are actively seeking solutions. By doing it this way, you literally guarantee they will be attracted to you like a magnet.

Strategy #3 – Permission Marketing

The most valuable asset you can own in business today is a database of prospective clients who have given you permission to market your services to them on a ongoing basis.

The next step is how to get your prospective new clients to beg you to add themselves to your database and be marketed to over and over again

Who is your target market? What problems or challenges do they face? What will ATTRACT them to you? And how will you find them?



until they decide to use your services? The focus here is to get your potential customers to raise their hand as you have done by requesting this special report. You have given us permission to position ourselves as the right marketing strategist to take your business to the next level.

You must focus on building a database, and here is why, just because your prospective new customer or client is looking for your service today does not mean they are ready to BUY your service today! If you do not capture them into your database, and receive their permission to market to them over time then you will miss the magic in marketing that can guarantee your business is exponentially more profitable. There are automated tools that make this easy so don't worry if this is a new concept.

Strategy # 4 – Ready, Aim, Fire!

The next key is to design and implement the right marketing system into your business. Most small business owners (who typically have no real idea about marketing or why it's critical to their business) think that marketing is a onetime event like a grand opening or the occasional season-end sale.

The truth is, successful marketing is a process and implementing the right marketing system into your business makes it easy to attract clients to you in the first place, and then lead them step-by-step to wanting to do business with you.

A well thought out marketing system can be all you need to dramatically grow your business.

Strategy #5 – Get Some T.O.M.

The next vital key is to develop what I call **T.O.M.**, also known as, **Top Of Mind Awareness.**

In business you should never let anyone forget you. Everyone in your database should think of you first when they think of your particular type of business or service. You simply must own their mind space. But, how do you do this without becoming a pest? You need a well thought out strategy for cultivating T.O.M. awareness so that when they have a specific need, or they are chatting to someone they know who has that need, the only person they can think of is you. It costs five times more to acquire a new client than it does to market to your past clients. More importantly your past clients already know you, like you and trust you so it makes sense to keep in constant contact with them.

Use drip marketing to develop a relationship with your prospective customers.



Put a strategy in place for cultivating raging fans. These are people who are always saying great things about your business to others.

*Question for you though...*when was the last time you spoke to some of your past clients, or made them an irresistible offer for a new product or service? Hmm, something to consider.

Strategy #6 – Inform • Educate • Self-Sell Imagine if all of your prospects came to you PRE-SOLD on wanting to do business with you? How would that change your business? Instead of you chasing new business **they start chasing you and sell themselves on wanting to do business with you.** Well that is possible when you have a strategy for what I call Inform • Educate • Self-Sell. This is where you provide valuable information (educational) to your prospective clients once they are in your marketing funnel. As they review this information they start to sell themselves on you being the only business they want to use. In many ways this report along with the accompanying CD is one of the Inform • Educate • Self-Sell devices that I use at Eclectic Design Studio. Many of my clients tell me that as they read this report or listened to the CD it became clear that Eclectic Design Studio was the right marketing group to work with.

Strategy #7 – Brand Ambassadors (a.k.a. Raging Fans)

The final key area of your business that we help you develop is putting in place a strategy for cultivating *Brand Ambassadors*. These are people who are always talking about you and your business to others. They are always referring new business to you and sing your praises at every opportunity they can get.

Imagine having a network of Raging Fans constantly referring new clients to you! What would that mean for your business and sales?

‘What I learned has revolutionized my business and it can do the same for you!’

In this quest to discover the best low cost/high profit sales and marketing strategies I discovered some little known ideas and strategies that have totally transformed my business! Some of the ideas I learned and now teach to businesses like yours are:

- **Why referrals are the best leads and how to orient your business so that you get a steady stream of them.** You need the right strategy and system to get more referrals.
- How to create **RAGING FANS** for your business that



always talk about you and your services. *Fans are the key to getting more referrals.* Imagine if you had 100 raging fans that regularly referred business to you!

- **The Top Of Mind Awareness system for accelerating your business success.**

This is about understanding and owning the mind space of your potential client so that when they need your service the only company they can think to call is yours.

- Understanding the MARKETING FUNNEL and how to make it work more effectively for you so that you not only attract more prospective clients, but you also effortlessly lead them step-by-step to wanting to do business with you and subsequently closing the sale.
- How to attract more prospects to your business than you ever thought possible
- The Law of Reciprocity and how you can use it in your business

- How to schedule appointments with prospective clients using the 'Wii-FM' strategy
- Web marketing strategies to turn your website into a lead generation tool
- How to write compelling ads that lead prospects to want to take action and contact you right now
- Seven tips for staying in touch with your prospects without being a pain in the neck
- How to lead prospects through the sales cycle to becoming a new customer or client
- The life time value of a new client and how to ensure you maximize the relationship
- The secrets to turning every client into a raging fan
- Back end management systems you must have to manage your new prospects, clients and leads.
- Understanding viral & buzz marketing strategies and why

Understanding the Marketing Funnel and how to make it work effectively for your business not only attracts more prospective clients, but leads them effortlessly down the path of wanting to do business with you.



they are crucial to your future success.

- How to effectively target Baby Boomers, Generation X and Generation Y

Imagine for a moment that you had in place a fully automated Marketing Momentum Attraction System, how much better could your business be?

How would you feel if, right now, your telephone was ringing off the hook with new prospective clients calling you to ask for your help? Convinced that only you can provide the solutions they seek. How much more profit will you make this year when you learn and apply these marketing strategies into your business?

Today I have the good fortune to work with service based professionals and small businesses just like yours to help them implement these ideas. In effect we install and then turn on **Marketing Momentum Attraction Systems that produce mind-boggling results with minimal effort on their part!**

Will Marketing Momentum Attraction Work For You?

The system we have developed to help business like yours generate more leads, acquire new clients and create more profits is called the **Marketing Momentum Attraction System.**

It is a multi-step, done-for-you system that gives you everything you need to rapidly improve your sales results!

Now, please don't worry! ***The last thing I am going to do is sell you into the Marketing Momentum program.***

The truth is I have no idea if it will work for you and your company, even though it has improved the sales results for many professional service businesses like yours.

Right now though I want to give you a gift worth over \$350, but only if you are serious about applying some of these ideas in your business to get more clients and improve your profits.

If you are serious then I want to give you a...

Complimentary Marketing Consultation & Ad Critique
(Valued at \$397)

Install & activate your Marketing Momentum Attraction System that produces mind-boggling results.



Before You Send Out Your Next Marketing Promotion, Read This Report...

TIPS TO IMPLEMENT IN YOUR ADVERTISING FOR INSTANT RESULTS

At absolutely no obligation or risk to you I will give you a **complimentary Marketing Momentum Consultation & Ad Critique valued at \$397**. During this time we will review your sales & marketing efforts to help you synthesize what works and what doesn't. We will even give you practical advice on how to implement the ideas in this special report so that you can start to achieve new results the very same day if you choose.

Now obviously we cannot make this offer available to everybody or we would go broke, right?

So the offer of a complimentary Marketing Consultation & Ad Critique (*Valued at \$397*) is available on a limited basis. **Note** We reserve the right to not make the consultation available to every applicant if we do not honestly feel we can benefit your business.

The benefits to you for acting right now are:

- **Learn why your previous marketing efforts may not have worked**
- **Understand what you need to do to implement a lead generation system**
- **Discover how to correctly market your service like no one else in your industry and leave your competitors**

in your dust

- **Set in place the right marketing solution to attract new clients to you 24/7 even while you sleep**

To schedule your Complimentary Marketing Consultation & Ad Critique simply go to my website and fill out the CONTACT US form:

www.EclecticDesignStudio.net

Or Call (888) 857-5756! Do this now, so that we can schedule a time to start exploding your business by attracting more clients than you could possibly ever dream of. I look forward to meeting you and seeing you generate a flood of new customers as well as revenues into your business.

To Your Success!

K. Hill

"Direct Response Design Diva"

