GET THEIR ATTENTION AND MAKE THEM BUY

The Step by Step Blueprint to generating more leads, doubling or tripling the size of your business and exploding your income NOW
# Table of Contents

- **Introduction** .......................................................... 3
- **12 Small Business Truths** ............................................ 5
- **The Truth We Hate to Believe** ....................................... 8
- **Awareness - How Self Aware Are You?** .......................... 10
  - Let's Take a Look at Your Marketing - ............................. 10
  - How Your Customers Make Decisions About Whether to Buy From You or Not .... 13
- **What of Sales?** ......................................................... 16
- **Take Full Responsibility!** ............................................ 18
- **How Much is a Customer Worth to You** .......................... 20
- **Create the Business & Life You Want** ............................ 22
  - The Creation Worksheet .............................................. 24
- **Decide How! - The Step by Step Blueprint** ....................... 29
  - **1 - Determine Your Best Buyer & Your Unique Message** .......... 30
  - **2 - Create a Website** ................................................. 33
    - Lead Attraction Magnet ............................................. 36
  - **3 - Using PPC Ads** .................................................. 37
    - How To Write An Ad That Works .................................. 39
  - **4 - Be Seen Online** ................................................. 41
    - Facebook Page ......................................................... 41
    - Google Plus Business Page ......................................... 42
    - Be Everywhere & Do Something .................................... 42
  - **5 - Use the Postman & Other Offline Methods to Get Their Attention** 44
  - **6 - Go Deeper with the Offline Strategy** ......................... 52
    - Networking Your Way To Being Known And Valued .................. 52
    - 4 Steps to a Better Introduction ..................................... 53
    - Speaking Your Way To Success ....................................... 54
  - **7 - Follow Up** ....................................................... 57
- **The Big Gap Between Implementation and Intention** .......... 59
- **Free Audio Course for You!** ....................................... 61
- **How This System Changed Things for Me** ........................ 62
- **The Day Things Changed** ........................................... 64
- **Want More? Want It All?** .......................................... 67
- **The Wealthy Warrior Alliance** .................................. 67
  - What is a Warrior? .................................................... 67
  - Error! Bookmark not defined.
Introduction

Growing a business is not always the easiest thing to do, the ones that make it fight hard and refuse to back down even in the face of overwhelming opposition.

Are you one of these ‘Warriors’?

Are you ready to master yourself and your emotions?

Are you ready to take immense action to create a successful business?

In this concise book, I'm going to share some strategies with you that will put more money in your pocket – whatever business you are in.

Whether you sell books, art, a product, whether you are in retail or network marketing, whether you sell your services, this step by step blueprint will work for you to generate a constant stream of leads, to double or triple the size of your business & to explode your income starting right NOW!

The thing is, you must do the work!

All the strategies in the world will not help if you cannot get past the fear inside of you and lack of belief in your own ability to create a life & business that you want.

Consider this statement made in 1941 –

“The chance of a newcomer becoming an established member of the business community is sadly slight. He carries on until his funds are exhausted and then disappears from the scene. Another hopeful takes his place hopeful, certain that he has the abilities that will permit him to succeed where his predecessor has failed
Unaware of the odds against them, and largely ignorant of the weapons of trade, prospective proprietors march stolidly to the ambush.” (Temporary National Economic Committee 1941).

This was said in the 40s and it still is perilous today but does that make it impossible?

Absolutely NOT!

Yes, starting up and successfully running a small or micro business has always been somewhat perilous.

Going it alone, though it sounds sexy, can also be the scariest thing you will ever do.

The goal of this short book is to help you to get more clients into your business, to help you make more money through your business and also to help you live the life you really desire.

All by demonstrating a blueprint that you may not be implementing at the moment.

And even if you are implementing it at the moment, maybe you are not doing it consistently so your results are intermittent…

Let me give you a few truths about being in business…
12 Small Business Truths

So this is what the statistics say:

Within 10 years, 71% of all business startups will have failed!

Did you know that? Why do you think this is?

Well, with the abundance of information all around, we can look at a few more statistics.

This was obtained from http://www.statisticbrain.com/startup-failure-by-industry/ - a very interesting interpretation of data on the reasons businesses fail.

<table>
<thead>
<tr>
<th>Leading Management Mistakes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Going into business for the wrong reasons</td>
</tr>
<tr>
<td>2 Advice from family and friends</td>
</tr>
<tr>
<td>3 Being in the wrong place at the wrong time</td>
</tr>
<tr>
<td>4 Entrepreneur gets worn-out and/or underestimated the time requirements</td>
</tr>
<tr>
<td>5 Family pressure on time and money commitments</td>
</tr>
<tr>
<td>6 Pride</td>
</tr>
<tr>
<td>7 Lack of market awareness</td>
</tr>
<tr>
<td>8 The entrepreneur falls in love with the product/business</td>
</tr>
<tr>
<td>9 Lack of financial responsibility and awareness</td>
</tr>
<tr>
<td>10 Lack of a clear focus</td>
</tr>
<tr>
<td>11 Too much money</td>
</tr>
<tr>
<td>12 Optimistic/Realistic/Pessimistic</td>
</tr>
</tbody>
</table>
Do you see yourself in any of these mistakes? Number 2 is pretty interesting – I will be looking at that in the 6th part of this ‘Double your business’ formula.

And who would have thought that having too much money is a problem and yet, it is an issue I address on my ‘7 errors Small business owners make’ CD – Request one if you like by hitting reply to one of my emails and sending over your address.

Take a look at this infographic - A bit depressing but knowledge is power, they say...

The full infographic can be obtained at http://www.top-business-degrees.net/failed/

Why am I showing you this in a book that purports to want to assist you in doubling your business in 12months?
I show you this because you need to understand what you are getting into.

You need to be able to see the statistics and keep moving forward anyway. You will hear this and more in the course of your business journey so being prepared is essential.

The stats above do not look good for business owners and yet, the market demand for products and services remains the same and in some market areas, demand grows and grows.

With the population growing daily, this continues to build a demand for value and for business owners that give a damn about their customers/clients/patients.

There is a customer born every minute and most importantly, there is a growing market for people who want more than a product or service; they want to be treated well. They can afford more and if you will care about them, they will exchange your product, your service, your offering for their money.

The question is whether you will determine to stop living and building a mundane business and instead build something both you and your customers think is amazing.
THE TRUTH WE HATE TO BELIEVE

One of the things I noticed as a healthcare practitioner is that though we all know how important our health and wellness is, we wait until we are ill before we actually do something about it.

And it plays out the same with business owners. You kinda know what needs to be done but you find yourself unable to really dig in and get it done.

On a recent survey I did, the second biggest challenge business owners faced was a lack of support and yet, they do not always do anything about getting support which is unfortunate.

You may have a great business but if you do not stick around for the long haul, you will never know it.

Getting support quickly is key. For me, the transition from being a professional to being a business owner was tough because I suddenly had everything to do myself!

And this happens to a lot of people!

Too many go into business for themselves envisioning freedom and all the trappings of success, but instead end up with a business that keeps them awake at night.

Awake, worrying about how to keep things going, and where the next client is going to come from.

You have ideas but nothing seems to work as well as you hope. And if you are just beginning or considering it, then it can be pretty scary to get started properly.

So let’s move on to what we can do to improve this situation.
Before I get into the details of the blueprint though, let me raise your awareness...

There is a process that I use to work with all my clients and it starts with ...
AWARENESS - HOW SELF AWARE ARE YOU?

What does this mean for you?

It means taking a clean, clear look at your life and business as they stand right now and being very honest about where you are at.

If you do not take the time to understand the problem, how on earth can you find a solution for it?

As mentioned in The Harvard Business Review by Anthony Tjan

“It is self-awareness that allows the best business-builders to walk the tightrope of leadership: projecting conviction while simultaneously remaining humble enough to be open to new ideas and opposing opinions.”

So, how self aware are you?

Do you know what has brought you to this place? Do you understand what may be holding you back?

Have you ever taken a look at the decisions you make and questioned whether they were your decisions or that of your parents or colleagues or competitors?

LET'S TAKE A LOOK AT YOUR MARKETING –

1. Do you just spend money on Facebook ads because everyone else is doing it? 41% of businesses in the UK spend money advertising on Facebook but the question is,
how effective is it for you? Are you measuring your return on investment?

2. Are you NOT spending any money on advertising because you are scared of losing money?

Both of those activities can be right or wrong but your reason for doing it is the linchpin that determines how successful you will be.

What if you just don’t think about it? What then?

I have found that most of the clients I work with had stopped thinking. They just kept doing the activities that gave them no results.

Their whole life was at a standstill and they never stopped to think about it for a while until something or the other happens and they realize that they are not moving forward at all.

And THEN I got the call...

Why not be different and start right now to think through everything that you do.

I really do mean everything!

If you are spending incredible amounts of time doing busy work that is giving you no good result, then it really is time for you to think again.

Lets explore this further...
• Do you find yourself thinking that the government should give you a grant, the banks should be giving out loans to help small businesses grow?

• Do you feel that you will never really be wealthy, you just need to keep your head down and work and work and work and just barely keep your family going?

What is up with that?

What makes you think that that is all you can get out of this life? Remember, we only get to live once!

• Maybe, you feel everything comes easier for everyone else? And you have to struggle for everything? I can understand it because I came from that place but thankfully, I know better now.

You do not have to continue to believe that lie.

You can choose anything, ANYTHING else.

When you start to become aware, you will realize that these thoughts are just a mindset, a belief you have chosen to own as your own. A bad habit that you have taken on board and if it is only a habit... Guess what? You can change it!

So lets bring this to the realm of business – We have talked about marketing and how people spend their money in flawed ways.

Do you know how your customers decide to buy?
HOW YOUR CUSTOMERS MAKE DECISIONS ABOUT WHETHER TO BUY FROM YOU OR NOT

Unless you are really blessed with the gift of empathy, one of the most difficult things you will ever do is figure out exactly what your customers want.

One of the things my clients struggle with and something even I have to come back to, time and time again, is whether I am really addressing the PERCEIVED need of my prospects.

I may think they need to get their mindset right but if I said that to prospects in my marketing, they would not hear me and no one would buy. It does not APPEAR to solve their immediate problem.

So, let me take you through the customer decision tree...

How do your customers make buying decisions?

- First and foremost, there has to be a discrepancy between where they are right now and where they want to be. At this point, they recognize there is a problem.

- The next step for most prospects is to do some investigation and research around finding a solution. Depending on the cost/importance, this can take a long or short time.

- Next, they evaluate all the options available to them to solve their problem.

- Then they buy.
• After they have bought, they decide whether the thing bought is solving their problem or not.

So, when prospects come to you, they may be at any point in the cycle and your job as business owner is to provide the right information required for that step in the process.

**At the first stage,** you need to have a few ideas about what their problem could be – Take the time to make a huge list of all the concerns your people (prospects) could have. Remember, this is not about what you think the problem is, what do your customers actually tell you is the problem. Do some research of your own.

Figure out exactly what problem(s) they want solving.

Some excellent marketers go to the extent of creating a problem, particularly when you want people to change brand or supplier – you have to then figure out what some of the missing elements are and promote that and educate your prospects on how your version would solve that.

**At the second stage,** you need to provide as much information as possible to help your prospects make the choice you want them to make. Creating reviews on your website, more content in the form of blog posts that help your people in their research and also keep them within your sphere of influence, consider social media as well.

In this day and age, we have so much opportunity to get our message out. Figure out how to use it!
It is not enough to write material for your blog – A lot of people may not find you – Go where your people are and talk to them there.

You need to permanently advertise your business, your blog content, your anything that you put out there.

There is a fallacy that goes out in the world that says ‘if you build it, they will come’ – Not true when it comes to your business.

It you build it and do not tell enough people about it in a way that seems relevant to them, they WILL NOT come. So a lot of your time in business must be spent figuring out different ways to tell people about how you can solve their problems.

The two most important activities you get up to in your business is marketing your business and performing the service or delivering the product you have just marketed.

So, it is time to create lots of content about your products and services.

And do not think that just because you reduce your price, you will attract all the clients you want because it is not true. You will either attract the customers who give you a whole lot of grief or you will attract no one because you have not given them enough information for them to go on and kept them in your sphere of influence long enough for them to get to the fourth part of this pathway.

At the third stage, they have a lot of information so how can you make it simple for them to choose you rather than other people in your world. What is your unique selling proposition?
And realize this, most people in your industry have not mastered this and depend on hope and prayer so all you need to do is take the steps, I am going to give you as you carry on with this book and that way, you are right in front of your prospects just at the moment they are ready to actually make a choice.

This may take a while! They may not actually move from this stage for a long while and yet, if you are in this business for the long haul, you have to stay in front of them continually and I show you exactly how to do that in this book. In the fourth stage, they buy...

And you start to think that is all but actually, you need to then make sure they are satisfied with the experience.

**This is the fifth stage.**

Wherever possible, try to get feedback – positive and negative – it can all help you improve the product/service/delivery/customer service everything and that way, the chances of getting referrals from this customer rise.

Never assume marketing stops at the purchase. Stay in touch with your customers. Treat them well – Have a plan for this and they will keep buying from you over and over again.

**WHAT OF SALES?**
How many calls have you made to make contact with potential buyers? What holds you back? Get aware of it so you can move on to the next step.

Or maybe you go straight for the kill with your sales pitch and everyone backs off of you?

Again, if you do not get aware of the problem and you keep pushing away with a technique that just ain’t working, you get the same result – Nothing!

As well as you thinking that you have done everything humanly possible and it just does not work.

No, honey! What you are doing is not working for you! Now you are aware of it, you can do something about it.

Start Here – Take a good long look at the things in your life, your business that are not working, write them down and then move on to the next step.

Do not hold back from this, even for the things you think you are doing right. If you are not getting the result you want, then write it down. Let’s go to the next step...
TAKE FULL RESPONSIBILITY!

This is about being fully responsible.

No one can do the work for you, they can guide you, they can give you ideas but they cannot do it for you. You have to take full responsibility for where you are. You can no longer blame anyone else, anything else for where you are.

If you want to make money in your business, then you must understand that the more responsibility you take on, the more money you make.

We all hear of people complaining about their superiors at work and how they do not know what they are talking about and they do not work on the front line so how dare they tell us what to do! However, the truth is, the reason why they get paid more and make the decisions is because the buck stops with them.

Yes, there are some crazy people out there who lead from a very bad place but overall, the people who make the most money take on the most responsibility.

As a business owner, a leader, you must take full control of your actions, your circumstances, your business.

By doing this, you move away from passivity where others control your fate and you become a true business owner who does not blame, does not complain. You just see what is and you draw a line in the sand and you make a different choice if what you see does not suit you.

Stop letting yourself off the hook, stop making excuses and choose to deal with whatever comes your way.
Ask yourself – How am I allowing this to happen?
What am I not doing that I need to try out?
What can I do differently to get better results?

So, lets look at your marketing, if you became aware in the last step that you were spending a lot of money and not seeing any results. You can start by accepting responsibility for it – You cannot blame Facebook for changing their algorithms.

You take responsibility and that enables you to try something new.

Have you been advertising in the local newsletter and again, you are uncertain if the results warrant carrying on with it or not?

Make a decision to measure the results so you know if it is working?

If you are uncertain about other ways of marketing – Instead of just doing what you have always done, decide instead to proactively look for different ways to do things

- Hire a Business coach,
- Read some books
- Go to a conference.

Take action to move your business forward.

Simple things and yet so powerful!

Simple things and yet too many amateur business people refuse to do them.

Before we move on, here is something that will help you decide how much to spend on marketing...
How much is a customer worth to you

In order to figure out how much to spend on marketing, you need to figure out how much a customer is to you.

You do this by calculating the lifetime value of a customer – This is how much each customer brings to your business each year.

And once, you know what that is, you can decide then how much you want to spend to get a customer.

To get even more in depth than that, you could calculate how many leads (prospects) pop in to have a browse before one becomes a customer. This is easy to calculate if you have been great at keeping a mailing list.

Because then you can see how much by way of profit you brought into the business over the last 12 months.

From that, you see how many prospects came onto your list in the same period and that gives you an idea of how much each prospect is worth to you.

From those calculations, you can figure out how many bought in the same period of time – how many were real customers?

Again, how much was each one worth to you?

When you have these numbers to hand, you can decide more logically how much to spend to get a prospect and you get an idea of how many of the prospects are likely to turn into customers.
And you know how much this is worth to you so then it gets easier to make decisions about the amount you will spend on marketing.

Hope you see that by getting responsible about keeping your numbers up to date, it can really help with the certainty about what to spend.

In the very simplest terms, if you spend £100 on marketing & business costs and you get customers that buy £101 then your marketing may not be great but it is certainly not costing you anything!

If, however, you spend £100 and get £99 back then there may be trouble in the long run.

Let’s get responsible about the numbers and move on to the next step...
CREATE THE BUSINESS & LIFE YOU WANT

What is your intention?

It is alright seeing the challenges, taking control of them. Now you need to really put together a big reason to keep going, for doing any of it.

What do you want your marketing to produce?

Changing your current way of marketing for no other reason than “well, its something to do” is not good enough.

Now you have taken control of your life, your business and you are no longer willing to live to the negative, small vision in your head that kept you stuck on a path going nowhere.

NOW, it is your time to decide where you are going. And you need to huge reason to fight for the business you want.

Without getting pretty clear on this, you will end up back at square one, a little bit more broke.

You need direction.

**This creation step will give you the direction you need.**

This is like a business plan except you need one for every challenge you face.

This is a living, dynamic, written down plan of what you want out of life, out of your business.

And then, every choice you make, every decision brings you closer to seeing your plan become a reality.

You set your intention to succeed and you do what it takes to make it happen.
What return on investment do you want to see for every pound you spend?

How much do you want to spend on buying customers? We discussed that briefly in the last step.

How many calls do you want to make? If cold calling is one of your things...

What conversion ratio are you working towards?

What will your annual turnover be in your business?

How many clients/customers do you want to be servicing each month?

How many members of staff will you employ?

Ask yourself these questions and more and start now to create your plan, your future business.

As Zig Ziglar says “If You can dream it, you can achieve it” and I add to that, no more dreaming, this is serious, get it written down and determine to make it a reality, come what may.

When I started in business, I wanted huge things for my girls and so when the urge came on me to quit, I could not.

I would look at them and know that quitting was not an option.

So, I took action each and every day and to this day, I keep written goals about every little aspect of my life.

Here is a worksheet adapted from my ‘Double Your Business Fast’ Course – Print the next few sheets out and physically write down the answers. Generating a flood of prospects demands that your head is completely in the game!
THE CREATION WORKSHEET

You are the creator of your future. What do you want? What do you want, really? I give you permission to think as big or small as you want. You do not have to want to conquer the world or... you can want that too.

It is up to you.

What will make you happy?

What will give you the life you want? Let’s start with your primary aim in life. What is your big purpose?

Take some time to write this down.

AT AGE 80, WHAT WOULD I HAVE WANTED TO DO WITH MY LIFE? BE SPECIFIC. DREAM BIG! WHAT WOULD YOUR DREAM LOOK LIKE IF YOU USED YOUR FULL CAPACITY?
NOW, SPEND A LITTLE TIME THINKING THROUGH WHAT ONE PERFECT DAY IN YOUR AMAZINGLY WONDERFUL LIFE WILL LOOK LIKE. WRITE IT DOWN – HOW IT STARTS AND WHAT THE DAY INCLUDES WITH ALL THE LITTLE DETAILS, WHAT YOUR HOME LOOKS LIKE, THE PEOPLE YOU WOULD SEE, EVERYTHING
What difference will this make to you and your family? What will you be able to do then that you cannot do now?
Where do I want my money to be in a year’s time—How much do I have? If I stopped working right now, how long would my family and I last? How excited am I about my money? Do I make passive income?
Work/Business – What is my business? How do I serve the world through my business? How fulfilled does it make me each day?
DECEIDE HOW! – THE STEP BY STEP BLUEPRINT

There are innumerable options available to you when it comes to solving your concerns but resources limit you so you cannot do everything.

You can do a lot of things, but not everything.

And that is where my blueprint comes into play...

Choose to learn each step and apply it consistently to see the results...
1- DETERMINE YOUR BEST BUYER & YOUR UNIQUE MESSAGE

This is the first step in the 7-step process for getting your marketing working for you.

You have probably heard all about it and yet the question is, are you taking it seriously?

Who is your ideal client and why should they buy from you?

Can you clearly state that?

Most people do not stop to consider this properly.

And if they have considered who their ideal client is, they only have target demographics to guide their business strategy.

You need to go a lot deeper than that.

With people receiving a crazy amount of marketing messages during the course of a day, being able to stand out is pretty important.

So... Do you have an answer to these questions...?
If you cannot answer these questions then you are in trouble.

There are 2 things to consider here

Your USP – Unique Selling Proposition – This gives people a reason to come to you specifically.

Your Best Customers – This is the person you want to work with, the person who buys the most from you and this person must respond to your USP.

As I mentioned earlier, it is not enough just to look at where they live and how old they are. It is also important to know their interests, their secret desires, their inner drive and more – their pains, frustrations, dreams, hopes, fears, and obstacles.

So, stop reading now and consider it completely – get a journal out and write down what your target customer wants, who they are, where they shop, what they own and more.

Write it all down!
Create an avatar – And make this a real person that you are determined to reach.

When you get this done, your marketing naturally becomes much more targeted.

Write down all their pains, frustrations, hopes, dreams as it relates to your product or service and beyond.

Write down things like what types of cards they use to pay for their goods and services, how many kids they have, what cars they drive, what is their relationship status?

Take the time to do this. I cannot emphasize enough the importance of this...

If you need help with this, then pop over to http://rosemarynonnyknight.com/attract-flood-ideal-clients/ and grab a copy of the webinar I did recently on how to attract a flood of ideal clients.

There is another way to get this at a quarter of the price but read on and I will tell you how later.

OK, so you have your best client written down. Time for the next step...
2- CREATE A WEBSITE

I know, I know, you probably already have one or at least, I hope you do. Every business needs to have one.

Most businesses have a brochure site.

It tells prospects all about what you offer but may or may not be compelling enough to keep them on there.

Understand this, when the first point of contact is for them to call you, then the chances are that your prospects will run for the hills.

So, here is my one big tip for you – create lead generation sites as well as your main site.

Think of the keywords or phrases your prospects would be looking for. For instance – Reflexologist Surrey, or Life Coach Somerset, or Beauty Therapist Stoke, reiki Southampton, personal trainer Dudley, toy shop Basingstoke.

Think of a few of the key phrases and check if the domain name with that phrase is available.

If it is, then Wahey! Buy it right now and set up a Wordpress site around it. Even if it only has the one page which offers something like a report, in return for their name and email address.

I understand that it may seem like something that you cannot do but I assure you that if I can set up a Wordpress site in an evening then so can you. Only a few years ago, I thought it
impossible for me to do but now I set them up willy-nilly. And I learnt by trial and error.

I will be putting some training on this together to show you just how easy it is. Keep reading to find out more.

Another option for you may be to use a site called LeadPages, which will enable you to set up landing pages (A single web page asking for the name and address of your prospect) Pop over there and explore it.

The goal of this step is to have a place on the web where you can generate leads. Leads who may or may not be ready to buy from you right now, but who will or have put their hand out to receive information from you.

It is within your power therefore to slowly drip feed them more valuable information, become an expert to them and then invite them to work more directly with you.

So, of course, you need something that your ideal client craves.

Maybe it is weight loss tips, maybe it is how to get better looking skin, or maybe it is information about the dangers of eating too much sugar!

Having spent the time getting to know your ideal client, decide what they most want to learn about, the result they most want to get and show them how to get one step closer to it quickly!

As a helpful professional, it is time to become seen as an expert in your field. Use your marketing as a way to educate the people who want to learn from you.
This will be your lead attraction magnet.

This will be your reason for them to give you their details. An email address is the currency of the web, so understand that prospects will only give it to you if they are dying to get the information you offer.

Make the title of your information, whether audio, video or a written report extremely attractive to your best buyer and they will give you their email address in exchange.

The other thing to do is to sign up with Aweber – http://RosemaryKnight.com/Aweber.

You will need a way to record all the people that will give you their name and email address. Aweber also then allows you to set up a follow up sequence to invite people to use your services.

**Now think about this** – You get 300 leads into your business each month because you got their attention with a lead attraction magnet...

Then you convert 3% of them = 9 buyers

And your average transaction value is £100

That is an extra £900 each month

**But it does not stop there because the remaining 97% are still on your mailing list so you have the opportunity to convert more and more of them as time passes and they continue to receive valuable information from you.**
What if you only convert 1% of this remaining 97% each month while continually adding more people to your list...

Do you see the power of this?

Do you understand the power of compounding that is happening to your business just because you took the time to build a mailing list and lead attraction magnet.

You are now able to stay in touch with people who may or may not want to buy from you immediately whereas before people stopped by your brochure site and left again and you never knew who they were!

LEAD ATTRACTION MAGNET

There are numerous options available to you when it comes to getting the attention of your people. Here are a few...

   A. 10% + discount voucher or even free delivery

   B. A mini eBook that solves one specific problem for your people

   C. A series of recorded tele-seminars

   D. A physical inexpensive item

   E. Do a meet-up group and record it then offer as an opt-in

   F. A checklist

Onto the next step...
3- USING PPC ADS

In this step, we test how attractive your lead magnet is. The easiest way is to set up a Google Adwords and Facebook advertising account.

So, do that now.

Facebook, my clients and I find, is the easiest one to understand and work with. So if this is new to you, start there.

You just need to go to your Facebook newsfeed and on the left, there is a list of places you can go to. Adverts Manager is one of them. Click on that and set up your first campaign.

It is pretty straightforward to do.

The idea being to ask Facebook to send your website a flood of internet traffic.
With Facebook, you can get pretty specific about their interests, their age, their demographics, everything. Again, with your ideal client in hand, you can choose to put in everything you know about your ideal client and send a flood of those to your landing page.

You might wonder the point of this but remember, that the goal here is to get people to put their hands up to say that they are interested in what you have to offer even if not willing to buy just yet.

This gives you the ability to stay in touch with them and when they are ready to invest, they will have you at the front of mind.

This also allows you to test whether the title you gave your lead magnet is actually attracting anyone. So, you do need to measure how many people come to the page and how many people sign up for your education.

Using something like Aweber will allow you to do this and Facebook tells you how many clicks you get as well as how many people see your advert and you can change things pretty quickly with Facebook.

With these numbers, you can make your initial offering or lead magnet more relevant and more attractive.

For some of you reading this, it seems so practical, you had this vision of building this amazing heart centered business and having people just turn up at your door but it does not work like that! If you want to serve lots of people, you have to get their attention first!
For the rest of you who just want to make money, get this stuff right and you really will see an explosion in your income!

Remember, endless contemplation and thought does not help. It is the action that builds your business.

HOW TO WRITE AN AD THAT WORKS

1. When putting together an advert, particularly an online one, choose an image that catches the eye.

   Facebook offers free images in their ad manager so pop over and search for an eye catching image immediately. A tip - Females tend to work better than males.

   Picmonkey is an application on the web that you can use to create your own images.

   Canva is another one.

2. The headline must be pretty catchy as well.
   Here is a quick template to follow

   ____ (number) Steps (strategies, secrets, tips) to ______ (what is the benefit that your ideal client really wants) in _______________ (give a time in days, weeks, months, whatever)

3. The body of your advert must also be compelling. Get straight to the point, particularly with online ads. Speak
to their need.

4. There must always be a call to action! Always, always, always. Do not shirk at this point.
In fact, try to put in at least 3 links if you can!
4- BE SEEN ONLINE

OK, having set the other steps up, now lets build on that. How else can you get seen online?

FACEBOOK PAGE

The first step is to set up a Facebook page for your business. I would suggest that even if it is for your business, you name it after you and maybe have your business name included after a hyphen.

My Facebook page is Rosemary Nonny Knight, (http://www.facebook.com/RosemaryNonnyKnight) now but I started by calling myself Mum in Business, built it to 10000 followers and had to give it all up so do not make that mistake!

You get until about 200 followers before your name gets set in stone.

Make the page about you caring for them – not your business only as they will feel sold to. People are drawn to people so help them get drawn into your world. Choose to be a source of encouragement, inspiration, entertainment and education.

A little personal stuff also goes a long way. This is your platform – accept your place as leader to a group of potential customers.

Of course, in the middle of all this relationship building, make sure you invite people to your landing page to get on your mailing list. Always, bring it back to a list that you own completely. Facebook could go down tomorrow and all that
effort placed in building your page would be lost so ensure you always get them on your in-house list.

**GOOGLE PLUS BUSINESS PAGE**

Ensure you get your business listed on Google because, of course, this will help your brochure site be seen.

It will also show up on Google maps which a whole lot of people use now as well.

Here is my business listing -
https://plus.google.com/104846184644977969972/about

I would be lying if I told you I completely understand Google Plus, Facebook is certainly more my thing. However, let me ask you a question - who controls most of the internet?

Hopefully, you realize that Google is everywhere so it is best to get your business on Google as well in order to be visible.

Here is the link to claim your own page -
https://plus.google.com/pages/create?hl=en&ppsrc=gpda0

They will then verify you by sending you out a postcard.
Exciting stuff 😊

*REMEMBER TO ALWAYS ASK YOUR PROSPECTS TO JOIN YOUR MAILING LIST!*

**BE EVERYWHERE & DO SOMETHING**

The key to really getting your message out into the world is to be everywhere. I have spoken about Facebook and Google but
there are more places to be seen on the internet in order to be considered an expert.
Again, you may wonder why you want to be an expert but people are drawn to you and more than that, with competitors opening shop just up the road from you, you need to stand out.

And even more than that, you went into your profession because you are passionate about others living a full life, the only way to make this happen is to speak to their need.

Meet them wherever they are.

So, at this point, set up a LinkedIn Profile as well as a Twitter one.

Start writing articles about your chosen subject, which must be a subject that your customers want to hear about - Pay attention to that list of pain, frustrations etc.

These informative articles can be repurposed and used as blog posts, webinars, mini workshops. We live in the information age and excellence is demonstrated by how much you write.

Not many will put in the effort to make this happen so you win just by being willing to go the extra mile.
5 - USE THE POSTMAN & OTHER OFFLINE METHODS TO GET THEIR ATTENTION

At the moment, there is a trend towards using the internet alone to grow business because it is more convenient and sometimes, it feels cheaper. And this represents an opportunity for you.

The opportunity is there because too many people do not take the time to figure out what does work. They just do what other people in the same industry do and so they get the same results or even less because they are then competing for the same market and the price wars begin.

**ONE HUGE TIP – NEVER EVER COMPETE ON PRICE ALONE!**

Stay out of that!

If you have worked through the process up to this point, then you can be a bit more finickity about who you choose to work with.

Again, remember there are 7 billion people on the planet and the truth is, you do not need that many people in your business to be profitable consistently so yes, you can afford to be picky.

Let me give you two great ideas for your offline campaign.

1. **The Good Neighbour Strategy** - Everytime you provide a service, ensure you get their contact details and then send a letter to the people around them – their neighbors next to them and across the road from them and maybe even wider. Tell them that their neighbor had got a service or
product from you and they were very pleased with it and you wanted to check if they would like to try it out too.

Of course, you can go one step further and implement a referral strategy that gives your current customer a discount if they refer someone else.

This can go on indefinitely as you may get one in 5 response which gives you another set of neighbours to market your services to.

2. **The Targeted Area Strategy** - Choose an area in your locality that would carry the most of your ideal clients and determine to be known by about 1000 of the houses there.

Have a series of marketing pieces sending people to your attraction magnet online. Get them delivered to this area every fortnight or every month. Direct them to your landing page to register their details and as you get more and more people sign up for your attraction magnet, take them off the leaflet-ing list (Yes, you will need a great leaflet-er or you may be doing it yourself to start with). Some professional printers can arrange for things to be posted out for you at set intervals. Ask around and see.

Here is an example of a leaflet I used and got great results on in my property business... I did not know the stuff I am teaching you now about mailing lists and staying in touch with people so you are in a better position already.
I am more of the ‘take action and pick up more information as you go’ crowd! So I implement whatever I know and then I keep learning as I go.

It is a great way to do things...

**NEED TO SELL YOUR HOUSE FAST?**

Been on the market for months!
Financial Difficulties!
Little or Negative equity!
Repossession worries!
Your property needs updating!
Relocating!
Divorce/separation!
Reluctant Landlords!

Text ‘sell’ to 0755 1639554 OR...

*The Front of the leaflet*
The back of the leaflet

With the knowledge I have now, I would send them to my landing page to register for more information and then I would upsell them to a ‘Would you like a call from me now?’ page.

Anyway, it still worked... but think of all the leads I probably lost because I did not offer them an attraction magnet.

Do not make the same mistake - Start to follow up with them until they buy from you.

Note the colouring of the leaflet – It works!

There is soooo much more you can do with this so get creative and if you need any assistance with it, keep reading because I have something amazing in store for you.
3. Deliver a workshop or event to attract prospects

Whatever your product or service, you could create a workshop or open day (if you have a store front) where people can come and avail themselves of your expertise.

You may think that it means they will not use your product and service but you will find that a lot of people will still prefer to have it done for them and now they know that you can do it so guess who they will ask to do it for them...

Your event should be regular and can be in the ‘Question & Answer’ Format, product demonstration format or ‘show them what to do’ format.

Yes, it can be offline but make sure you record it so you can use it online too.

Get ideas from Youtube – the chances are that someone in your industry is already creating videos and from the comments you can get a feel for the response of the audience.

4. Partner with other businesses

Here is a post I did for Women on Business all about creating alliances.

Being in business can be a lonely game, especially if it is just you in your pajamas, in front of your computer, trying to get your message out to the world. There are less solitary ways, you know. An alliance/joint venture/strategic partnership is one of them.
Setting up alliances with other businesses that serve the same customers you do is a well-known strategy that successful businesses use regularly. It could be your turn to start to figure out how to use it to suit you.

The thing I come across, time and time again, when working with clients, is that they are nervous about approaching other business owners for a variety of reasons. Some feel that the other business owners will not take them seriously. Others feel that they have to give away some hard-earned cash. Others just want to do their own thing without involving anyone else.

This is the thing – it is always best to have 50% of $1000 (or £s) than a 100% of nothing. The customers that you could be exposed to when working with someone else may make your life considerably easier than it is at the moment. They have customers who could need your service or product, so getting past the blockages in your head could mean you serve more people, and guess what that means for your bottom line?

Here are 5 key points to consider when setting up an alliance with another business owner:

1. Approach this with great self-belief.

If you feel you have nothing to offer, guess what? That will come across very quickly to the joint venture partner, so start to realize that you are doing the other business a favor as well. You have something their customers may want, so you are making them look good to their people. If what you offer is great (and of course, you would not be offering it otherwise!), then give everyone the opportunity to be a part of it.
2. Create a strong offering.

What will blow the other business’s customer’s socks off? Don’t keep back your best stuff. Look at this as working together for the long haul and offer something amazing upfront so they are left wondering what else is available from your business. It is just like the trailers for a movie—they show the best bits to get you in! Do the same.

3. Be very targeted.

Think this through in detail; who serves your buying customers? There’s no point approaching someone who has customers who would never buy from you. If you are really strategic at this, you could get an influx of customers from very few joint venture partners.

4. How much support?

Make sure the business owner is very much in support of you or else, their lack-luster attitude will rub off on their customers. If they do not enthusiastically promote you to their people, it will be an uphill struggle for you, so make that offer very enticing and ensure the business owner understands it completely and supports it fully.

5. Stay in touch.

There’s not much point setting up an alliance and then leaving it hanging. Just as you would with customers, stay in touch, remind them of the benefits of working with you, tell them how things are going and how their efforts to promote you are benefiting the customers they send your way.
And there you have it. Asking other business owners to work with you in creating a successful and profitable business is easier than spending loads of money on advertising and marketing.

So.. what are you waiting for? Go Forth and Prosper!

As always, Create the Life You Want, Stop Living The One you Don’t

Offline methods are a necessary part of a great marketing strategy so don’t disregard them.
6 – GO DEEPER WITH THE OFFLINE STRATEGY

Keep in mind that everything you do first and foremost, sends people to your website.

And then, they are free to wander your main site but always capture their information first so you are able to stay in touch.

OK, Here is step 6 – This is the part where you get known offline on a personal basis.

Let me give you two parts to this strategy

1. Networking your way to being known and valued
2. Speaking your way to success

NETWORKING YOUR WAY TO BEING KNOWN AND VALUED

A lot of business owners shake at the thought of walking into a room where they know no one. Other business owners think networking is a waste of time.

Both ways of thinking are unfortunately limiting for the growth of your business.

Make networking a big part of your life. If you have ever read the book, e-Myth – Why most small businesses fail and what to do about it by Michael Gerber – (Get it here http://RosemaryKnight.com/emyth), then you will know that you need to be working ‘on’ the business, not ‘in’ the business if you really want it to grow.

I know you probably got into your business because you are passionate about serving others with your skill but that can
limit how much your business grows. You become the bottleneck.

Getting out of your business to go networking is one big key to building it consistently.

So, here is a quick checklist for creating your introduction –

Most groups want you to introduce yourself for anything from 20 seconds to 90 seconds so having something planned will help settle any jittery nerves.

4 STEPS TO A BETTER INTRODUCTION

- **Start with a question** – A yes or no question is best so that you can predict that they will say yes either internally or externally – Would you like to feel healthier in just 30 mins a week? Would you like to feel pampered in a calm, peaceful atmosphere in just 30 mins? Would you like to see the pounds drop away from your waistline without doing much more than you are doing right now? Have you ever lain in bed at night wondering how to bring more clients in?

- **Introduce yourself** – I am Rosemary Nonny Knight and I help business owners double or triple the size of their business while slashing their work hours. Say who you are and what you do.

- **Expand on the how you do what you do** – I work with professionals transitioning into business as well as small business owners on a one-to-one basis as well as in
groups to enable them streamline their marketing, make more money and live a stress free, happy, fulfilled life.

- **Call To Action** – Ask people to take an action of some sort. Be clear, be concise. I could say ‘Sign up for the FREE eBook at [http://doubleyourbusinessfast.com](http://doubleyourbusinessfast.com)’ or if you’d like to know more, I have a free webinar on Thursday. Hand over your card to me and I will book you onto it.

Learning how to network appropriately is a key skill for every budding or current business owner which is I go into great detail teaching you how to make it generate business in my Double Your Business Coaching Program.

**Speaking Your Way To Success**

OK, so you are now networking, how can you take it to the next level? Here’s how – Do talks at your local networking groups and charity events and parent groups and anywhere and everywhere they will have you.

Yes, I know this can send shivers up your spine but it sets you apart as a leader in your field especially if you are seen everywhere, doing something that gives value to those who meet you.

Do not focus on just selling your service? And do not just tell your story? Focus on your ideal client and their wants and needs and base a talk around that.

**5 Tips For A Great Talk**
• **Your Title** – I know you want to be a happy, positive person (or at least, I hope you do!) and you want happy titles to your talks – Well, I am here to tell you that sometimes, the negative thing is what causes people to take action.

Your goal, of course, is to get people into action for their own good, right? So, do what it takes to get that action – make them pay attention?

A template for a title -

________ (number) massive mistakes _________(your ideal clients) make that keep them (cause, prevent) _________________ (their pain) and how to fix it.

Quite similar to the lead magnet 😊

• **Then list them** – Decide what your ideal clients want to hear about which will also position your business as a help towards that goal. Make sure it is truly educational.

• **Do some research** – Find some scary statistics that prove your point. It is not enough to talk about it and say it is true, quote someone else as well. It makes it seem more believable and also more compelling and it may then propel your listeners into action.

• **Make it interactive** – Where possible, make it interactive. People tend to enjoy talks that they feel a
• **Mention your products and services strategically** – Maybe give away a voucher for your service during the talk which gives you the opportunity to describe what you are giving away. Ensure that your educational bits lead them to realizing how you can help them.

• **Call to Action** – Always end with a call to action – always, always, always.
This is where most business owners drop the ball!

You have gone to all that work to get people into your circle of influence, **DO NOT let them out of it!!!**

These days, they say it takes 27 touches for a prospect to pay you sufficient attention to actually take you up on something so Honey, figure out ways of staying in front of them all the time.

And keep using all the ways mentioned above. Do not just stick to online strategies which though they are cheap may not even get seen by the desired prospect. With email open rates dropping and dropping, the savvy business person will do more than stay online.

And you are savvy, right?

Even though, this is the shortest section of the book, you must, must, must take it really serious. Each prospect in your mailing list was bought with time and money so do not let them slip through your fingers.

Engage them creatively, invite them to events, hold workshops for them, send them newsletters with information that will help them – Do whatever it takes to be the first person they think of when it comes to your product or service.

You have to demonstrate pig headed determination here! As I already said, follow up is the way you convert more and more of the people who touch your business to buy

You must keep asking them to.
OK?
THE BIG GAP BETWEEN IMPLEMENTATION AND INTENTION

OK, so there you have it – 7 steps to get their attention and make them buy!

Maybe, you have read through this and think to yourself

• There may be something to this

• There may be a way to get more clients in, with a strategy that works over and over instead of a bit of this and a bit of that.

• Maybe, my Facebook Ads no longer have to be a waste of money

• Maybe, I can build this business after all

The truth is, you certainly can but I understand how it can all be pretty overwhelming.

Now you have the knowledge and you just need to put it into practice because knowledge alone is not power, it is applied knowledge that creates the power.

You are a creator (If in doubt, you must get my musical thought on that very subject - http://mum-in-business.com/musical-thoughts-creator/)

As a creator, you get to make the choices that can change the course of your business and life, are you willing to do that?
Too many people will talk about it and never make it happen, are you going to be one of those?

I certainly hope not.

- How would it feel to be seen as an expert in your chosen field and as a result, to have customers pouring in?

- How would it feel to have a business that keeps growing and growing and fulfills all the dreams you had at the start?

- How would it feel to have a marketing strategy that was not hit and miss but defined and profitable?

- How lovely would it be to be free to assist as many people as you want & enable them create the life they want?

- How fulfilling would it be to live out your purpose?

The truth is, you could apply what you have read in this book and go off and begin right now. I wanted to make sure I gave you enough to get straight into action.

For some of you that is enough. Great, go forth and prosper.

For others of you, you can choose not to go it alone and choose instead to accelerate your results, work with fellow business owners, learn how to do the nitty gritty bits, create a thriving business without groping in the dark and a whole lot more by investing in The Get Their Attention & Make Them Buy Business Growth Group – See Below
FREE AUDIO COURSE FOR YOU!

I put together an additional 7 day success package (absolutely free) which has enabled people to move to their own next level when it comes to their wealth, fulfillment and personal growth.

This is a 7 day audio course which gets delivered to your email inbox each day for 7 days.

Pop on over to get your free copy –
http://RosemaryKnight.com/businessgrowthvideos
HOW THIS SYSTEM CHANGED THINGS FOR ME

Just a few years ago, I remember lying in bed awake, early in the morning, around about 4am, wondering what on earth to do about my debt, the fact that I had to work ages and ages in order to bring in enough money to keep my family’s heads barely above water.

I was a self-employed pharmacist, supposedly doing well and yet, I was not earning as much as I needed to. My hubby was at University, my brother lived with me and I had another girl living with us too as she needed some assistance.

From the outside, everything looked great. I mean, even the girl living with us, wanted my life – the house, the 2 cars and a husband that loved me – but she did not see the other side of it.

She did not see my inner turmoil. The despair I felt that my dreams would never come to pass as this incredibly large debt held me bound to a 9-5 (and then some) existence.

I almost wish I could blame someone else for the position I was in... But no, it was my fault – I had spent too much, I had taken on far too many responsibilities. I had been silly and now I was bearing the brunt of it all.

So here I was, worried all the time, just doing whatever I could to keep us away from bankruptcy as that seemed to be the worst thing that could happen to me.
The truth is, I have had my fair share of trials leading up to this point and you can read more about them here:

http://rosemarynonnyknight.com/MyJourney

And yes, you may have guessed it. I had to go bankrupt to dig myself out of it. I became pregnant whilst dabbling at ANOTHER failing business venture and realized I was sinking faster than I was swimming so I admitted defeat and on the 21st December 2006, I declared myself bankrupt.

For the next few years, I was depressed. I buried myself in my kids and forgot any dreams I had of being my own boss, of being wealthy. All of that seemed to be something other people might achieve and enjoy, but not me.
THE DAY THINGS CHANGED

So... How did I turn things around? Well, it was October 4 years later; I had to lift my head out of the sand. Why?

Because I had just had my 3rd princess and our money was sooo bad that I would have to return to full time work if something did not change.

Suddenly, I felt the inner determination I had hidden and damped down. It came up within me and broke through the depression and at that point, I looked at my kids and I knew I did not want them to suffer.

This was the first step for my husband and I. We realized things had to change or else we would struggle forever.

I looked around for things I could do to supplement my income that I could engage with from home, and property seemed to be something I could get my teeth into. I was drawn into the no money down stuff and figured that if anyone else could do it, then why not me?

More or less immediately, I found a course on property investing – paying out an incredible sum using a credit card in the process! (I know; I know. But I was determined and I knew I had to learn in order to make this work).

And then little by little, I implemented all that I was taught, I did what others would not and I discovered my system of creating wealth.

At the end of those first 3 months of my hubby and I working hard – He changed jobs, I implemented everything I was learning and we gathered enough money to buy our first property. And then within the next 18months, I continued to
build up a property management business and though at times, nothing seemed to be changing fast, I was awarded a Porsche Boxster as Property Business woman of the year.

I kept building, kept growing, worked with a coach and then a few months later, I quit my pharmacist position and woohoo! I was living my dream. Things HAD changed! Woo!

So what was it that really transformed me?

Number one - I had invested in myself at a time when quite frankly I didn’t have the money to invest in myself and I had every reason to decide not to.

But more important than investing in myself is that I implemented what I was taught and shown immediately, and even though I was scared I resolved to keep moving forward.
It worked for me. And it can work for you as well!
**Want More? Want It All?**

Then let’s make it official, If you have enjoyed this short book and found things you can run with, then you need to be a part of ... (drum roll please!)

---

**The Wealthy Entrepreneur Alliance**

This is THE place for entrepreneurs & professionals transitioning into their own business to create wealth bravely, boldly from their message, their calling and they start now. –

http://rosemarynonnyknight.com/entrepreneur

The *Wealthy Entrepreneur Alliance* is place to link up with other business owners who are also on a mission, who know they are on this planet for a reason and they are ready not to step up to the plate, create their platform and really make things happen.

They are pretty good at what they offer but they do not know how to make a difference on their own but now as we gather, our influence grows and we empower each other to really step forward.

You no longer have to be alone figuring out how to create enough wealth for you and yours, how to get your message out, how to live life true to your values and still build successful business – WE are in this together.

http://rosemarynonnyknight.com/entrepreneur

As a member of the Business Growth Group, you will receive
- Live group calls every month to get all your questions answered,

And

- Weekly training with a monthly focus.

And you will be able to access it all online from the comfort of your home – Have something to listen to all the time to combat the regular negativity we all face each day.

The **Wealthy Entrepreneur Alliance** will also include instant access to an online forum which is the most exhilarating place to be on the internet. In that forum, you will be able to

1. Ask me absolutely anything about anything in a very safe place where the only other people are there for the same reason as you – to make stuff happen!

2. You will be able to connect daily with other people in the same shoes as you, on the same journey, ready to take the big leap.

3. Receive inspiration and motivation each day

Every business owner needs a crew of supporters and the **Wealthy Entrepreneur Alliance** will provide that for you.

Pop over to

[http://rosemarynonnyknight.com/entrepreneur](http://rosemarynonnyknight.com/entrepreneur) to find out more and join in at the super amazing low price. You get for half price if you are a fast action taker and join within the first 5 days of being in my world.
I am pretty excited to have you on board – Also pop over to the Facebook page -
http://www.facebook.com/RosemaryNonnyKnight to say hello!