

Can you say, “ I am executing the perfect, affordable marketing campaign that will double the size of my business in the next 12 months,” and mean it?

By Kate Gluck



Find out how to make it happen with...

SIX Proven Steps **to a Push-Pull Drip Marketing Program that Works**

Keys to a winning campaign:

- *Identify and target the best buyers with the best message.*
- *Provide education based content that makes people sit up and listen.*
- *Utilize Cialdini's Six Weapons of Influence.*
- *Be persistent. Dogged determination and consistency are a winning combination.*
- *Outsource with an expert.*

We have all heard the 80/20 principle – you get 80% of your business from 20% of your customers. So, work smart. Why waste time and money marketing to the masses? Instead, be selective and strategic with who you target and how you approach them, and then hit them with a message that will make them sit up and pay attention.

Eric Weisgarber, a NuGrowth Solutions partner, and principle at Allegiant Marketing (with some inspiration from the teachings of business growth expert, Chet Holmes and social psychologist, Dr. Robert Cialdini) has developed a proven six step system that drives results. He advocates using strategic, focused practices geared at going after that top 20% – identifying and consistently hitting the best buyers with the best message, effectively creating a lead generation program to produce inbound responses from the same prospect list your sales team is targeting.

Put succinctly, you need to market more often and more effectively to a better list. Here's how:

Step One: Define Your Ideal Client

Start by looking at your existing book of business. Identify the traits your best customers (the twenty-percenters) have in common. Then, go after businesses with similar profiles. As Weisgarber says, “discover common attributes, find others with those same attributes, and then whittle it down to the best of the best of the best.”

Streamline your targets. This is particularly necessary if you offer a product or service that is applicable across a broad span of industries: Ask yourself, “Is there a vertical market we should be targeting? What ancillary business can we get into that we can leverage knowledge? What are the attributes that create high speed/ low drag?”

Keep it manageable: When assembling your prospecting list, keep it small enough that a salesperson can pick up the phone and call on each prospect several times for each email or direct mail piece sent out.

Step Two: Open Their Eyes to the Possibilities

Even when marketing to a targeted list, it is not likely that everyone will be ready to buy right away. **The trick is to start the conversation – to open eyes and ears to the benefits of your solution by providing education based content that makes buyers think about all the reasons why they SHOULD be interested.**

According to Holmes, at any given time only “3% of people are actually buying, another 6-7% are open to it, 30% aren't thinking about it, 30% don't think they are interested, and 30% know they are not interested.”¹ Given this information, your job is to create a message which will pique the interest of all involved. Don't just sell your product or service. Provide credible information that validates the need for your solution.

NuGrowth Solutions, LLC

NuGrowth works with clients to accelerate revenue generation through proven sales and marketing programs.

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"You will attract way more buyers if you are offering to teach them something of value to them than you will ever attract by simply trying to sell them your product or service,"¹ Holmes wrote.

Weisgarber agrees saying, "An education-based sales approach removes the prospects' initial apprehensions and replaces them with a level of trust."

Step Three: Be Persuasive

It's not just what you say, but how you say it that counts. Cialdini, currently a Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, has spent his entire career researching the science of influence. He has identified what he calls "Six Weapons of Influence"² (principles that direct human behavior), which can be powerful, persuasive agents. Weaving aspects of Cialdini's teachings into your messaging can be extremely effective, as can capitalizing on some lessons learned from Holmes – specifically his rules for creating a high response marketing piece.

By mixing the above elements with some of their own personal wisdom, Weisgarber and NuGrowth have come up with the following **winning recipe**.

Ingredients:²

Social Proof	Reciprocation
Authority	Consistency
Likeability	Scarcity

Directions:

Start with a "Screaming Headline" that focuses on the customer and immediately offers a benefit, blend in some of the persuasive ingredients listed above, add compelling, customer focused, educational body copy, and include a great Call-To-Action.¹ Throughout the copy, remember the power of positive suggestion, and choose your words wisely.

Step Three: Make it POP!

It doesn't matter what you have to say, if you send it in a black and white, single spaced, 9 point type letter (or something equally bad) the first place it will end up is lining the trash can or recycle bin.

Who has time to read the fine print these days? Make it bright, bold, distinctive, and to the point.

Step Four: Systematically Execute

Holmes summed up the need for an ongoing system when he wrote, "Remember that getting the best buyers is a process – not a single event ... you must devote machinelike precision to chase and tackle those dream prospects."¹

Whatever your vehicle for delivery, your effort must include frequent outbound calling by a seasoned sales team. Your list should be small enough that for every piece that goes out, the rep is on the phone with the prospect.

Weisgarber asks, "Does a six cylinder engine work if only four cylinders are working? Sure, you can drive the car, but it will probably break down. You may get down the street on four or five cylinders but you won't get across the country ... to be truly successful, you need all 'cylinders' firing."

Step Five: Repeat – Frequently

Set a schedule. Stick to the schedule. Dogged determination and consistency yield results.

Better Yet... Hire an Expert

As many a respected leader has admitted, greatness doesn't happen alone. Surround yourself with the best people and systems, then let them do what they do best.

Accomplish more, save time, money, and increase ROI by outsourcing your sales and marketing efforts to NuGrowth Solutions, an experienced, strategic ally dedicated to new business acquisition. We have the leadership, experience, and best-in-class systems to take your business to the next level.

Call 614.219.6550, ext. 363 today to see how NuGrowth can help you double the size of YOUR business.

¹ Holmes, Chet. *The Ultimate Sales Machine*. New York: The Penguin Group, 2007.

² Cialdini, Robert B. *Influence, Science and Practice*. 4th ed. Needham Hts, Mass.: Allyn and Bacon, 2001.

