

MILLION DOLLAR
BUSINESS SECRETS

Guerilla Wealth Tactics

3 Parts to Every Business:

1. Production
2. Marketing
3. Operations

Your **focus** must be in
marketing and **sales**!

"If I could only teach my children one thing it would be the skill of marketing and sales. For with that skill they could be **successful in any business** they chose."

-Howard Ruff

WRITE:

How much **time** and **energy** (%) are you focused on each of **Marketing, Production, and Operations**?

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE, THEN PRESS PLAY TO CONTINUE

Rich 60-20-20

60% goes into **marketing**

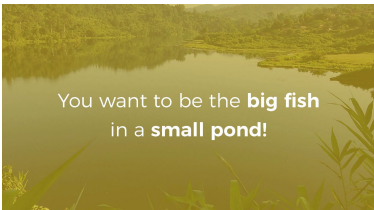
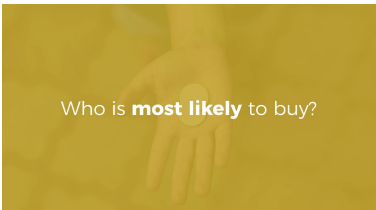
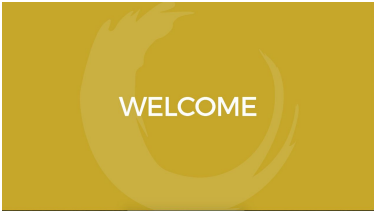
WRITE:

What do you have to do to put **more focus on sales and marketing** in your company or company to be?

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE, THEN PRESS PLAY TO CONTINUE

DECLARATION

I focus most of my business's energy on marketing and sales



Who is your **primary market**?
Who are your **best prospects**?

If you **can't define** them,
you **can't find** them!

Identifying Your Market

- 1) **Demographics**: who are they in terms of age, sex, geography, income, etc.?
- 2) **Psychographics**: how people think and make their buying decisions

Your **best market** will be those who have **purchased** a product/service **similar** to yours before.

WRITE:

Define your best customer in terms of **demographics** and **psychographics**.

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE, THEN PRESS PLAY TO CONTINUE

DECLARATION

I clearly identify my target market

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The Ultimate
Marketing Strategy

Key #2: The MESSAGE

What do you want to **tell** your prospects?

What **you think** is **important**,
but what your **customers/clients**
think is **more important!**

You must have a USP:
Unique Selling Proposition

Use your **tagline** to
underscore your USP.

WRITE:

Write, revise, or improve a **USP** for
your current, prospective or model
business, and include the **big benefit**
to your **target group**.

*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING
EXERCISE, THEN PRESS PLAY TO CONTINUE*

DECLARATION

My USP is unique and a huge
benefit to my customers

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Key #3: The MEDIUM

How are you going to **reach** your prospects and **deliver** your message?

Most Effective Mediums:

1. Referral Marketing System

The most **credible** promotion is **WORD OF MOUTH**.

Referral Program

1. Have a **name** for your program.
2. Be able to describe **how it works**.
3. Have a **rewards system**.
4. Have **materials and tools** to help.
5. Have **coaching**.

WRITE:

Design a starting point for your referral program - **name, how it works, rewards to referrer, materials provided, coaching, etc.**

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE, THEN PRESS PLAY TO CONTINUE

DECLARATION

I have a formal referral marketing system that works

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Most Effective Mediums:

2. Joint Venture
Endorsed Mailing

Find other people/businesses whose
database is **similar** to your **target
customer** and create a **joint venture**.

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WRITE:

Create a list of **5-10 names** of people and
companies who have a **similar target
database** as you that you might approach
to do an endorsed mailing for you.

*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING
EXERCISE, THEN PRESS PLAY TO CONTINUE*

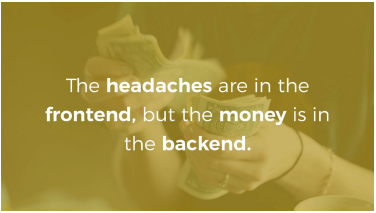
DECLARATION

I have an endorsed mailing
system that works

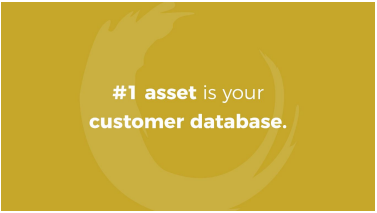
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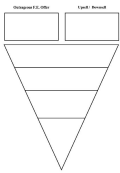
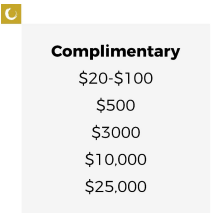
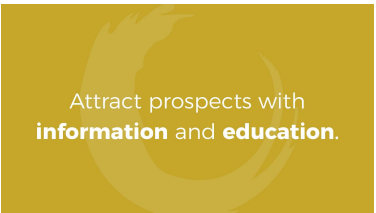
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The **headaches** are in the **frontend**, but the **money** is in the **backend**.



#1 asset is your **customer database**.





DECLARATION

I create a frontend system and
a backend system and get rich!



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