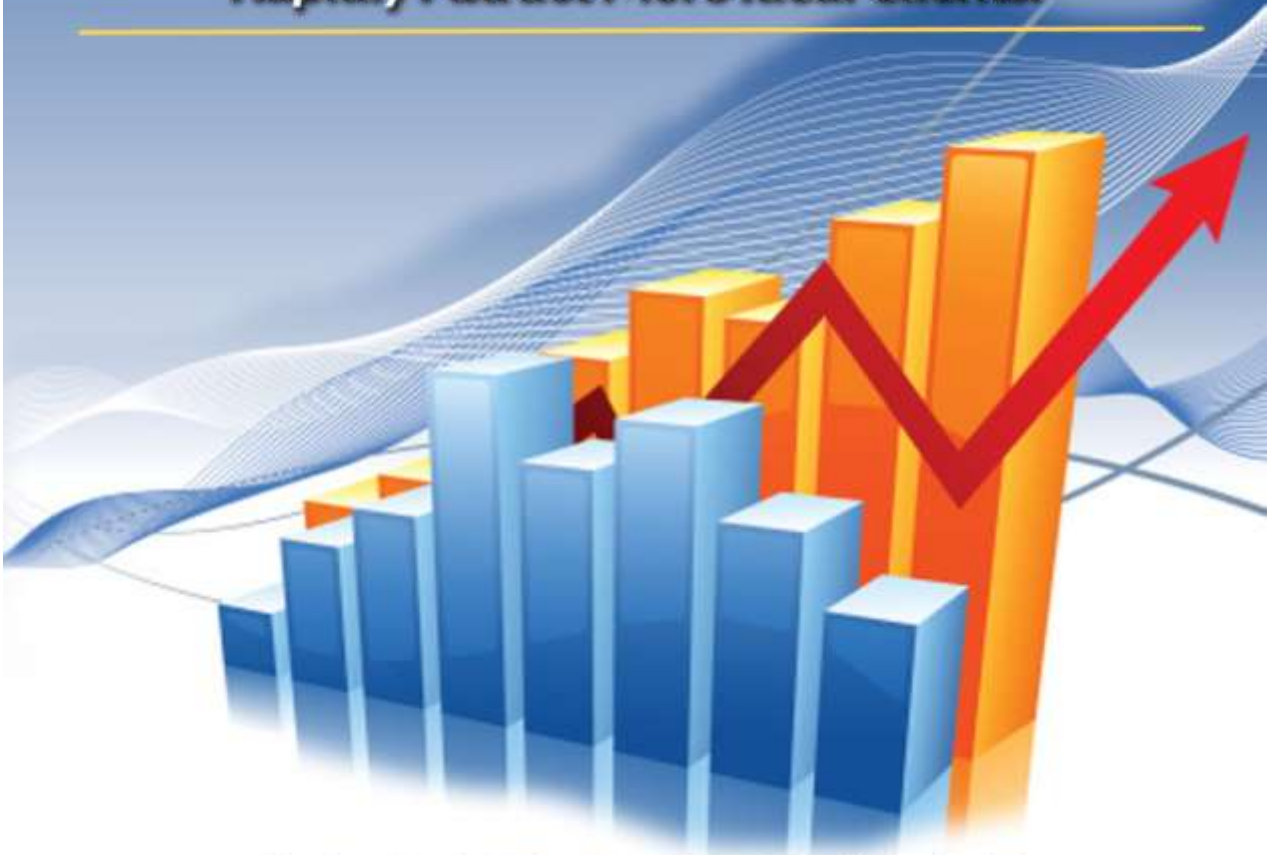


How To Generate  
**SALES** and  
**LEADS** For Your  
Offline Business  
**Using Online Strategies**

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*Simplify, Streamline And Focus Your Efforts To  
Rapidly Attract More Ideal Clients.*

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**JAMES BRINE**

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)

# **How To Generate Sales And Leads For Your Offline Business Using Online Marketing.**

**Simplify, Streamline And Focus On Actions That Will Rapidly  
Attract More Ideal Clients.**

By James Brine

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)

The legal stuff...

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## **Dear Business Owner,**

If your reading this I'm guessing you know that the Internet has the potential to be a very effective tool in growing your business.

You may have a paid for a website, tried using social media or invested money in some kind of online marketing with mediocre to disappointing results.

I have worked and spoken with hundreds of business owners over the last 3 years, many of whom have spent large amounts of time, money and energy trying to effectively use the Internet to grow their business.

But when I ask them a few simple questions such as...

- Do you understand the problem you solve for clients and how do you know this is correct?
- What is your system for generating leads online?
- How do you convert leads into sales?

I often get a blank stare or long complicated answers that leave us both more confused about what their business actually does.

So now I want to cut through all the Bull#@t and give you the facts, so you can spend your time on activities that will bring in more profit.

## **You will discover...**

- **The 6 misconceptions about growing a business online**
- **5 costly mistakes that cause poor results and frustration for 95% of business owners**
- **The simple 5 step process that guarantees online marketing success**
- **6 questions to ask any marketing service provider before you pay a cent**

I know you're busy so let's get straight to it...

## **5 Misconceptions About Growing A Business Online**

### **Misconception #1: I Have A Website Now People Will Find Me**

This is similar to building a store in the middle of the outback and expecting people to come looking for you.

A website can be a great tool, but it is not a magic pill and it certainly won't do you any good unless you have a strategy in place to drive traffic and convert visitors.

**Tip:** Look at your website as part of a marketing campaign. Think strategically about how it fits into the bigger picture of your business then develop the other parts of the sales funnel to get the most value from your website investment.

### **Misconception #2: Online Marketing Just Doesn't Work For My Business**

It's no secret that just about everybody is online these days. From small children to grandparents and everyday the number of people logging on is growing.

Your market is out there somewhere in cyberspace, you just have to know how to find them.

But there is also a lot of competition, so if you think you can just slap up a website, create a Facebook Business Page and post a few links every now and then, online marketing probably won't work for you business.

You need a sales funnel and you need to invest in lead generation. Later in this report I'll outline a proven and complete system for making the Internet work for any type of business.

### **Misconception #3: I Cannot Afford To Invest In Online Marketing**

I'm afraid to say that if you cannot afford to market your business with online strategies then you may have to rethink your financial approach to business.

Online marketing is the most cost effective and easily traceable form of advertising there is. You can start a Google Adwords Pay Per Click Campaign today for under \$500 a month and start seeing results within 2 days.

To build a strong consistent business you need to invest in some form of reliable lead generation.

If you plan, test and optimize your marketing it will not be an expense, it will be the best money you ever spend. Which brings me to my next point

### **Misconception #4: Your Marketing Budget Should Be A Fixed Percentage Of Your Revenue**

I hear a lot of business courses and entrepreneurs talk about putting aside 10% of revenues for your marketing budget.

To me this seems ridiculous.

If I implement and track the results for a marketing campaign (you must track results of every dollar you spend on marketing) and see that for every dollar I spent it was generating \$3 in new and repeat business wouldn't it make mathematical sense to spend as much as I possibly could on marketing?

The first strategy you try might not work, the second might break even, but when you find something that is profitable roll it out and get as much value out of it while you can.

If results start to diminish make small changes or try something else, but if you really want to grow your business rapidly don't limit your marketing budget if it's working for you.

### **Misconception #5: What Your Website And Ads Look Like Is More Important Than What They Say**

This single misconception has been the cause of billions of dollars in wasted marketing budgets.

Now don't get me wrong design and branding definitely has a role to play, but it is miniscule compared to understanding what your ideal customer really

desires or fears, creating compelling headlines and copy that seamlessly enters the conversation that is already going on inside their head, and persuasively and strategically leading them to buy your solution, a solution that will improve their lives.

People do not care about your business or your products they want to know what you can do for them, and unless your marketing message clearly communicates that then growing your business will always be an uphill battle.

If you would like more information about crafting powerful sales messages for your business call me on 0423311683 or email at [james@jamesbrinemarketing.com](mailto:james@jamesbrinemarketing.com) and I will send you my “Copywriting Information Kit”.

## **6 Costly Mistakes To Avoid**

Here I have laid the most common mistakes I see business owners make when venturing online. Be wary and if you are guilty of any of these stop now and take action in the right direction.

You’ll be amazed at how quickly your results will improve.

### **Common Mistake #1: Trying Too Many Strategies At Once**

“Jack of all trades, master of none”.

This would have to be the biggest issue I find with business owners.

They come online looking for ways to generate leads and grow their business, the next minute they’re on 50 different email lists and following all the latest “Gurus” teaching PPC, Social Media Marketing, SEO, Email marketing and every other new traffic generation method that comes to the market.

This is where discipline is so important.

Find one strategy that you are comfortable with and understand the basics of, then go deep with it. Focus all your energy on getting that strategy working for you and delivering consistent leads to your door then you can look at other options.

If you're a busy business owner I wouldn't even waste my time learning and implementing the strategy myself, unless you are a Internet Marketer your hours could be much more valuable focusing on your expertise.

Find a reputable company who specialize in the strategy you decide upon and let them do the heavy lifting.

You can always make more money; time on the other hand is finite. Think long and hard about where your time is best spent.

## **Common Mistake #2: Copying Your Competition**

Let me make a distinction. It's fine to model a competitor or business that is doing something successfully, but if your sales message, product offering and target market are the same you could be in trouble.

The real mistake I want you to avoid here is looking at your competitor's websites and marketing materials and thinking that is what works. 95% of businesses have no idea what works.

They talk about how long they have been in business, they promote satisfaction guaranteed (whatever that means), or they simply list their services and expect customers to flock to them. Don't be a sheep.

Make sure your website is optimized to convert, has high impact customer focused copy and stands out from the crowd. Then track and test if it is really making you money.

## **Common Mistake #3: Trying To Get Everything For Free**

Free is good at the start.

Maybe you just want to get some more info or find out what options you have so you sign up for free information, fine. But if you want to see rapid growth you're going to have to invest in your marketing.

A paid advertising campaign can bring in returns within days and set your business on a new course. Paying for quality information and expertise means

you can cut through the crap and get systems and strategies that you can implement from start to finish.

Get serious, stop pretending and invest in your business and yourself.

#### **Common Mistake #4: Trying To Sell In One Step**

It would be great to put up an ad or FB post with a product, a price and have hordes of people rush to your site to buy. But it just doesn't work that way.

These days you need to educate and motive people. You want them to know, like and trust you so you can then make them an offer that is easy for them to say "Yes" to.

Don't be lazy and pushy. Develop a sales funnel.

Example:

- Google Adwords ad that offers a free report detailing a solution to a specific problem. (Sound familiar).
- Get their contact details in return for the report
- Continue to provide value, educate and motivate these prospects to contact you for a consult or trail.
- Provide an amazing service and customer support to increase referrals and repeat purchasers.

This simple system has worked and will continue to work for years to come. If you take the time to develop a well planned, multi-step sales funnel it could be the lifeblood of a strong consistent business

#### **Common Mistake #5: Not Following Up With Leads And Past Customers**

The easiest sale you'll ever make is with a past customer who already trusts you and knows the value you provide.

You've already done the hard work now all you have to do is keep in contact and add value to the relationship.



This can be done with a newsletter, special offers and just saying Merry Christmas. The same goes with prospects that haven't bought. Stay "Front of mind" and highlight your expertise to people who you know are interested in your product instead of spending all your time chasing cold prospects.

### **Common Mistake #6 Procrastination**

This goes for life in general, but in business especially only action will create success. The time will never be perfect to start so start today.

Once you have the ball rolling even if you make mistakes it will be easier to course correct and you'll have some real life experience behind you.

Ask yourself what is the worst-case (but unlikely) scenario if I make a mistake?

What is the definite scenario if I do nothing?

What will life be like if I try and it is successful?

**TAKE ACTION!!!**

## **5 Simple Steps To Guaranteed Online Marketing Success**

Follow this simple formula and you cannot go to far wrong.

### **Step #1: Clearly Define Your Narrow Target Market**

The Internet has made it possible for you to reach just about anyone, anywhere in the World. But just because you can reach millions of people who may have some interest in what your selling doesn't mean you should try to.

In fact it is a sure-fire recipe for poor marketing results.

The quickest way to carve out a market share, become a leading authority in your industry and attract more of your ideal clients is to narrow your focus. Go deeper instead of wider with a very specific group of potential customers.

Defining a specific and very detailed description of the type of person you want to attract is the first step in any successful marketing campaign.

As soon as you have the discipline to define your market with a strong set of criteria all the other steps of your marketing funnel become much easier to implement and much more effective too.

**Here are some questions you want answer about your ideal client/customer.**

- What is their main motivator in buying from you?
- What is their financial situation?
- What is their age?
- How did you attract them to your business in the first place?
- What did they most value about your business?
- What other services could you provide them as a natural addition to your current offerings?
- What else are they interested in?
- What websites do they visit?
- What magazines do they read?
- Where do they live?
- Who do they go to for advice regarding your service/product? (E.g. wife, friend, business partner, accountant, lawyer.)

Your end goal is to totally dominate your niche market.

Having a clear picture of your ideal customer allows you to create the strongest possible marketing message.

You want your prospects to see your marketing and advertising and instantly say “Hey this is for me”.

Once you have a strong foothold and are actually dominating your niche market then expand and do the same for then next market that your product and service appeals to.

## **Step #2: Research and Pinpoint What Problem You Can Solve For Them**

This is some of the most important work you will do in your business. It's not good enough to guess or assume you know what your customer wants. Ask them.

Talk to past clients, go on forums and niche websites, promote a survey.

You can't just say "I'm a personal trainer come train with me".

"I'm a dentist I fix people teeth".

You need to really understand what are the deep, personal reasons people use your products or services?

Then identify what the ideal scenario would be for one of your clients after buying your solution.

**This might take a few days or a week to complete but please don't skip this important step.**

## **Step #3: Generate Leads**

This goes back to the idea I mentioned earlier about focusing on one strategy.

All you have to do to have a successful business is have one consistent lead generation system in place. That may be PPC, SEO even Direct Mail. Whatever it is get good at it or hire someone to set up and manage your lead generation for you.

From step one you know who you want to reach, from step two you know what to say to them, now you have to test and tweak until you find something that works at getting prospects to identify themselves to you.

Once you develop one lead generation strategy that is working and can be set on autopilot then you can move onto the next one, but make sure your first funnel is working well before you do.

## **Step # 4: Convert Leads Into Sales**

By now you should recognize a pattern where I try to set everything up into traceable and repeatable systems. The same goes for conversions.

Whether it's through face to face, over the phone, or getting someone to buy over the Internet, you want to develop a process for turning leads into sales.

This way you can see what's working, what's not and constantly improve your conversion rate over time.

Tip: Don't just use a conversion technique because someone recommends it or is having success with it. Identify your strengths and utilize them.

Are you a great face-to-face salesman? Set up a meeting.

Can you write killer sales copy? Send them a letter or to a website to buy what you offer.

It's all about keeping it simple and finding what works for you.

## **Step #5: Deliver on your promise and provide unmatched after sales support**

Don't cut corners here. This is what we have been working towards.

You want your solution to match or get as close to that ideal scenario we identified in step 2.

By delivering outstanding results and following up with personal and thoughtful after sales service you will generate more referrals and repeat clients, setting your business up for real long-term success.

## **6 Questions To Ask Service Providers**

If you're a busy business owner or entrepreneur you can't expect to become an expert in every part of your business. You need to know how to delegate important duties and find the best people to help you.

As a safety precaution I have listed some of the questions you want to ask any online marketing service providers before you hand over your money.

**Do you provide institutional advertising to build my brand (self focused) or direct response advertising to attract leads and inquires (customer focused)?** You always want to use direct response advertising as a small business.

**How will you help me gain a competitive advantage?**

**How does this fit in with my over all sales funnel?**

**How do you know what my prospects will respond to?**

**How will you measure the success of a campaign?**

**What will you actually deliver for your fee?**

Ok, now you have the keys to a complete strategy for generating considerable profit from your online marketing efforts. If you stick to this plan and find the tools and providers that work for you, you can't go wrong.

**So what next?**

**Ready To Take Action:**

If you are ready to take action and get the ball rolling my company can help you implement many of the strategies I have touched on in this report.

I can help you identify the most appropriate course of action for your goals and budget and provide a package to fit.

Call me on 0423311683 or email at [james@jamesbrinemarketing.com](mailto:james@jamesbrinemarketing.com) to get my "Marketing Information Kit". After filling out the marketing questionnaire and returning it, we can move forward and increase the effectiveness of all your online marketing.

You can also find more information about my marketing and copywriting services at <http://jamesbrinemarketing.com/>

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)

**I'm Not Ready Yet I Just Want Some More Information:**

Through my Blog at [BetterBusinessProfits.com](http://BetterBusinessProfits.com) you can receive free regular articles and videos about how to grow your business online.

I really hope you've got some valuable information from this report. It's all about focusing on what works and removing all the little distractions. If you take action on the ideas in this report you will start to see rapid improvements in your business.

Regards,

James Brine

Direct Response Marketing And Copywriting Specialist

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)