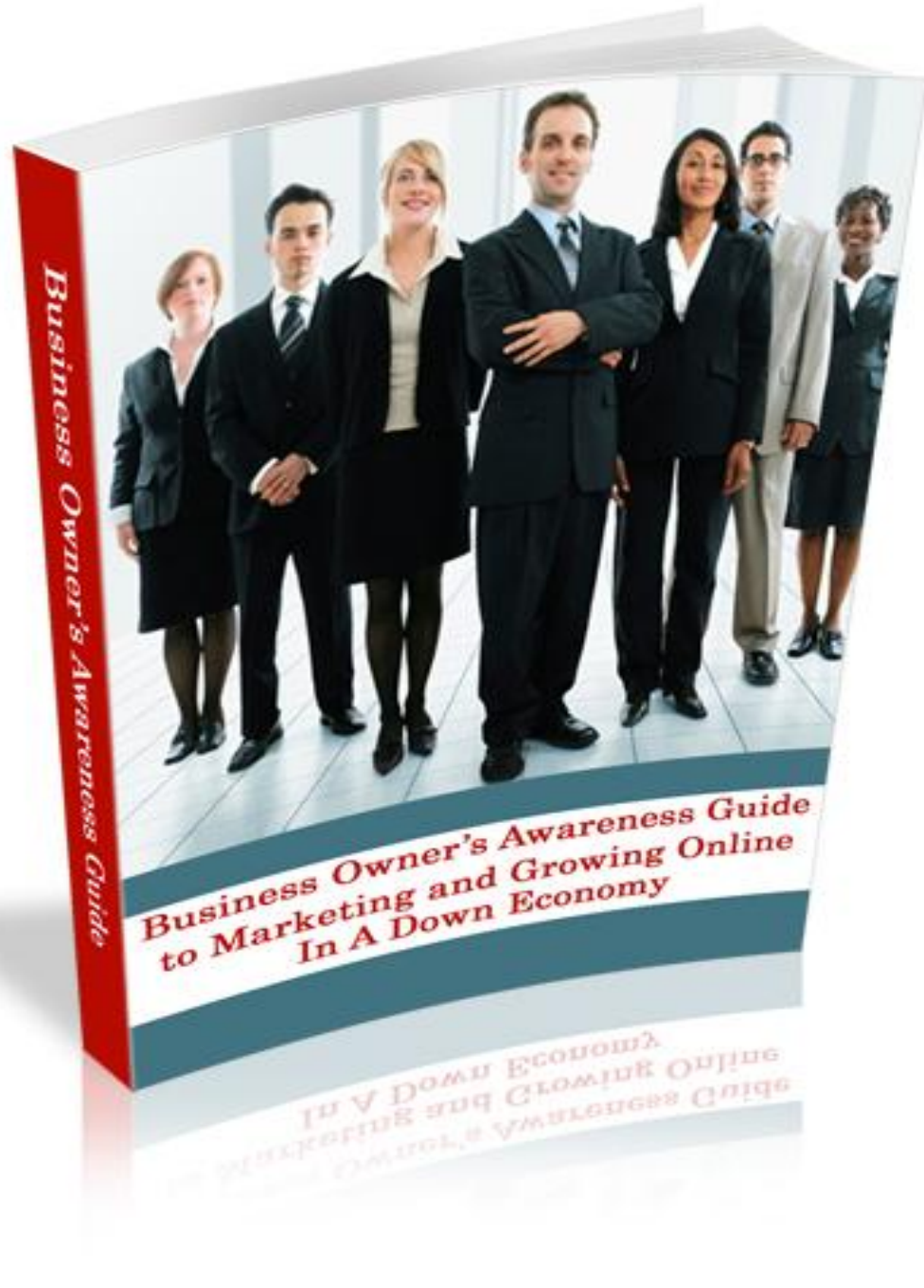


“Business Owner’s Awareness Guide To Marketing and Growing Online In A Down Economy.”



Free Report Reveals:

Five Marketing and Technology Secrets Guaranteed to Increase Revenue and Profits In Your Business!

By Rod Ferrier

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To A Fellow Entrepreneur,

I'm Rod Ferrier, self appointed Guru of Create More Business Now, and 100% of all my work efforts are focused on providing small business owners with the best information and tools to make the most of every opportunity to grow their business using **PROVEN, GUARANTEED, & WINNING** offline, online, & social media marketing strategies.

I've been successful showing smart business owners how to lower their out of pocket costs for marketing, laser focus their marketing efforts on their **BEST** clients, while increasing their Return on Investment. I've also studied Dan Kennedy and Bill Glazer and have one of only 60 certified independent business advisors across the country as my personal mentor and advisor.

I've successfully sold everything from insurance to mortgages, automobiles, websites, AND Electrolux vacuum cleaners (yep, I even sold vacuum cleaners door-to-door!).

Besides a great attitude and work ethic, what is the one thing that caused me to **EXCEL** at all of these sales?

LEVERAGING MARKETING AND TECHNOLOGY!

I define marketing as automated salesmanship. It's taking the best of 1-on-1 selling and putting it into a repeatable system to be used over and over again.

I have always used technology **NOT** just for technology's sake, but for helping me create **MORE PROFIT** in **LESS TIME**.

The best is when you combine proven marketing systems with great technology... this is where you get the best of all worlds!

In all of the companies I have worked for and owned, these are **BATTLE TESTED** secrets proven in the **REAL WORLD**. I won't recommend anything that I haven't successfully used myself on the front lines.

Does this mean they will work for you?

My goal in sharing them with you is to give you an edge- help you to squeeze more profit out of your business, or a few extra hours in a week.

When applied correctly, these technologies can do just that!

Remember that whatever TOOL you use is only as good as the person using it. As my friend used to say, "It's the fool, not the tool!"

A baseball bat in the hands of a major league ballplayer can be used to hit a fastball pitched baseball 100's of feet easily. The same bat in the hands of my 5-year-old son won't be able to hit a single fastball!

A sophisticated airplane won't even get off the ground without a competent pilot.

So, YOU are just as important as the WHAT I'm going to reveal to you below.

To use this resource in the most effective way possible, here is what I want you to do right away.

Step One. Print off this report and read through it in a quiet place.

Step Two. Put your comments and thoughts in on each one of the 5 Secrets in the "comments" area. Really think if this is relevant to you and be free flowing with your thoughts.

Step Three. Try out some of the resources to see how they work for you. You won't know until you see them in action and these are absolutely proven systems and ideas to make you more money. 'Test drive' these secrets to see how helpful they can be for you!

Step Four. What is the next step for you?

You can join me in either Charlottesville or Harrisonburg at our Monthly Glazer-Kennedy Marketing Events. Or, you can simply contact me at Rod@CreateMoreBusinessNow.com
Enjoy your new found freedom with these free secrets, from me to you!

Rod Ferrier,

Direct Response Specialist

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Creating More Business Now Using Online, Offline & Social Media

Secret #1

1. Online Meetings

Anytime, and I mean anytime, you have a phone call with someone on a business topic, you should also have an online meeting.

What is an online meeting? Quite simple, it is being able to 'meet' online through your computer.

You may have heard this technology called many other names- webinars, WebEx meetings (the name-brand in the industry), Skype calls, just to name a few.

The main reason to have an online meeting is because unless you are sitting across from someone, you can never know exactly what they're thinking or talking about unless you can visualize what they're saying.

And, the bet way to do that is to be able to see them and what they're discussing.

A simple webinar, using this sharing technology enables you to 'share' your desktop with anyone else who is also online at their PC. This literally means you can each look at 1 person's screen, and jointly work on a document, regardless of where you are physically located!

The power of this technology is difficult to imagine until you really start utilizing it. I was using the very first versions of this technology over 10 years and it was difficult and slow.

Today, with nearly any internet connection, you can get online and share anything with anyone else, quickly and easily. The best (and more expensive products) offer high-quality web cam (an inexpensive video camera plugged into your PC) sharing, as well as complete security to ensure your meeting stays private.

Recommended Resources:

Skype (a free solution with basic functionality)

Nefsis (the best multi-party collaboration & video conferencing solution)

Technical Tip:

There are 2 main types of products here and don't get them confused.

We're talking about online meetings which are synchronous meetings- meaning 'live'- just like a phone call.

There are also asynchronous meetings meaning 'non-live', similar to e-mail, we will cover these in #2!

How many telephone calls or conference calls are you on each week?

How many do you think you could be more effective at if you were able to quickly and easily 'share' and 'see' the other person you're meeting with?

How many trips do you think you might be able to avoid this year by using this technology instead of spending money and wasting time at airport security checkpoints?

Why should you try this technology for your business? Other comments?

Secret #2

2. Shared Online Workspaces

These are also known as asynchronous meeting tools which means that they are typically are not shared live. People often get confused by this concept so let me boil it down for you with a clear example.

Let's say that you are working on a sales proposal with 4 other people on your team.

By utilizing a shared workspace, you can easily create and share a single version of your document with everyone else on your team. Everyone will be able to get your edits without contacting you or having you e-mail them.

Instead of sending e-mails with attachments back and forth, trying to keep track of who made what change when, let the system do the work for you!

You can have an online “virtual office” which allows for you to securely share documents with others, without worrying about who has the current version because the current version is always available on the Internet.

The big profit enhancer here is increased communication efficiency. Not to mention most of these services offer a LOT more security than e-mail, which is completely, 100% and totally unsecure. If you send an e-mail to anyone, at any time, about anything, realize that it can be read by other users without your consent, and your permission is not needed. Often times, this is a good enough reason to consider a shared workspace, as security is much, much better than e-mail.

A good example is when you send back and forth financial data with your CPA you always use a shared workspace instead of unsecure e-mail- this is for your safety and your business’ safety.

So, the process goes like this:

- Discuss financial proposal with CPA on phone, share document using webinar technology (see #1 above).
- Finish call, upload the Excel document securely to your shared workspace.
- CPA logs in, and downloads the current version of the Excel document securely from the shared workspace.

Recommended Resources:

Eroom- the original vendor I was using many, many years ago is now a great corporate solution owned by EMC.

Google Docs- a fantastic, and free solution for small teams wanting to have online versions of spreadsheets and word processing files online for authorized users to access. This is a personal favorite for quick, easy online workspaces. Note that the security isn’t as robust for confidential documents and it is cumbersome for any more than 2 or 3 users at a time.

WebEx One- this is a great small business tool for sharing documents, calendars, and running your business on the web. This is scalable, reasonably priced, and easy to use.

ZoHo- this is a personal favorite for a low-cost version of WebEx One. It is relatively new, but I’ve heard great results about it so far.

How many people do you work with on a regular basis that you could use a shared workspace with?

For your business, how much time could be saved knowing that all of the current, relevant business documents relating to any project are easily and instantly available at the click of a mouse by anyone on your team?

Why should you try this technology for your business? Other comments?

Secret #3

3. Have you spoken to your computer lately?

OK, bad question. If you're like most of us, you've probably gotten upset at your computer recently and maybe said some words that you shouldn't have said!

Allow me to re-phrase the question- has your computer LISTENED to you lately?

Computers actually have the power to listen to you and to take your words and convert those words into text.

If you haven't checked out these "dictation software" programs available today, then you are really missing out on a huge way to save time, effort, and frustration with typing!

You really have to see it to believe it, but right now I am not actually typing on my computer. In fact, this entire document has been done by speaking to my computer without having to touch a keyboard or a mouse!

Not only is this technology incredible in concept, but with recent advancement, it now really works and is practical for ANY computer user!

It can be used for dictating e-mails to your e-mail program.
It can be used for dictating word processing documents (like this one).

It can even be used for navigating the Internet!

The technology has finally gotten to the point where it really works, and computers are powerful enough to be able to take advantage of this new software.

I've been using dictation software for many, many years, but it just recently got to the point where I think any user is going to be able to make this work for increasing their own productivity.

Even a fast typist will top out at 50-80 words per minute. While dictating, it's not only easier (no carpal tunnel) but your speed is dramatically increased at up to 150 words per minute!

I guarantee you that you can speak much faster than you can type.

Not only can you speak much faster than you can type, as you train the software actually learns HOW you speak and gets smarter.

This means that it gets more accurate over time and makes less and less errors. As I dictated this entire document, there has been only a handful of errors that I had to fix, which are very easy to do without touching the keyboard or mouse. And, now I've trained the computer so it doesn't make the same mistake next time!

Resources:

ViaVoice was the original dictation software that was out there, which was created by IBM. This software is no longer updated.

Dragon Dictation is now the leading software for voice dictation. They just recently came out with a new version, which is ideal for being able to dictate to your computer with only a simple letter microphone.

Not only that, but you can even do dictation on a handheld Dictaphone or digital voice recorder and then plug it into your computer later! It's literally like having a transcriptionist or having an assistant that you do not have to pay for.

This can easily double your effectiveness anywhere you are- just speak into your handheld device and you can get a dictation later with ease- much faster & easier than writing or typing!

This technology will work, and should be used by those who are comfortable with their computer. However, the software has gotten so good at it, even the most basic technology users can take advantage of this.

How many words per minute can you type?

If you're able to dictate 150 words per minute, how much time do you think you would be able to save any given week? I guarantee you the software would very quickly pay for itself and your hands and arms would thank you!

Please write your thoughts on how it would feel to be able to flow with you thoughts and ideas without having to type on a keyboard. You can even do dictation with your eyes closed and you may find that your thoughts are able to flow like water.

Comments:

Secret #4

4. You MUST Build a List.

Any time you are interacting with a prospect or a customer, you need to CAPTURE that person's information and put it into a database.

This builds your "herd," or your list.

This is a group of people that have expressed some level of interest in whatever you are talking about.

The best example of this is how YOU subscribed to my list in exchange for this free report. I now have your contact information and I will be able to share valuable information and direct you to resources that would be of value to you, all because you are on my list.

There are many software programs to manage this entire process, as you will see below.

Exactly which one you use isn't that important. What is important is that you put into place a SYSTEM for capturing this information and that it happens in an automated a fashion as possible.

The most common way is to give away something valuable in exchange for your contact information.

Ever sent away for a free CD? A free DVD? A free report?

Whether it's a free DVD demonstrating the Tempur-Pedic mattress or it's a free report and CD talking about Investing in Gold.

You were just added to someone's list.

So make sure that you begin building your own list IMMEDIATELY.

In fact, for many businesses, it is the most valuable asset that you own... a list of customers and prospects who have given permission to you to market to them!

Recommended List Building Resources:

aWeber- the easiest online system for building a list and being able to email market to that list quickly and easily

Salesforce.com- a phenomenal all-in-one Salesforce management system. Similar to ACT! Except for it's suitable for multiple people all sharing 1 database and it's an online hosted service

InfusionCRM- a great database and marketing system, which also gives a great education on the importance of list building, and how and why to do it.

Do you currently have a list? How big is your list?

Is your list segmented by prospect and client? Do you have further list segmentation done? (hint: list segmentation is a great idea)

Why should you create a list for your business? Other comments?

Secret #5

5. You MUST Have a USP (Unique Selling Proposition).

This is arguably the most important marketing decision that you need to make- it is fundamental in everything that you do, so read this very carefully!

As a business owner, you need to have a good answer to this question:

“What makes you unique and why should I choose you over any and all of your competitors?”

This is the question rolling around in any prospect’s head when you are talking to them. They are asking WHY YOU? Why should I part with my money with YOU? What’s wrong with your competitor over here?

This is best illustrated with a couple of examples. One of the most famous ones is Dominos Pizza.

“Fresh, hot pizza delivered in 30 minutes or less, guaranteed.”

This simple sentence so perfectly summarized the USP that Dominos grew to become the most profitable and recognizable pizza chain of all time!

Another one that you have heard of is FedEx.

“Federal Express: When it absolutely, positively has to be there overnight.”

Makes it pretty clear what they do, doesn't it?

As you can see, sometimes the best USPs also have a specific or implied promise in them.

YES, THIS DOES APPLY TO YOU!

Want another example?

OK, say that you are selling new cars. You're a car dealer (this is a real example from North Miami Beach, FL from the mid-90s).

How do you differentiate yourself from every other dealer in town?

You sell the EXACT SAME CAR every other dealer does!

It's a commodity and people are only motivated by price, right?

Wrong!

Know who was the most successful new car dealer in North Miami Beach?

It was a dealer that had a very unique USP. They had free car wash Saturdays for anyone who purchased a new car... forever!

They didn't try to compete on the car or on the price- they just added this great extra service as a free bonus!

Of course, when you're in getting your car washed, they give oil change coupons, have free BBQ's and are building up a great relationship with you.

Think you'll be getting your car serviced somewhere else?

Think again! You're going to head down to see your friend Joe.

They want you doing the math in your head and thinking to yourself... “You know, Joe has given me over \$200 in car washes this year- I OWE HIM my oil change and service business!” *Get the idea?*

No matter what you sell, you must, must, must have a compelling reason to choose you over everyone else!

Recommended Resources:

You really need to learn about marketing if you want to know more about selecting your own USP.

Dan Kennedy- my marketing mentor is highly recommended and you can get his Most Incredible Free Gift Ever by visiting www.nobsfreegift.com/markm.

I also highly recommend reading the book **Triggers** by Joe Sugarman.

What is your company's USP (Unique Selling Proposition)?

Just so you know, finding a good USP is not an easy task! Some additional questions to consider in finding your USP are: How big a problem do you solve for your customers? What is your unique experience that you bring to the table on behalf of your customers? Do you have superior know-how, customer service, delivery time, promptness in answering the phone, etc?

Other comments about your USP?
