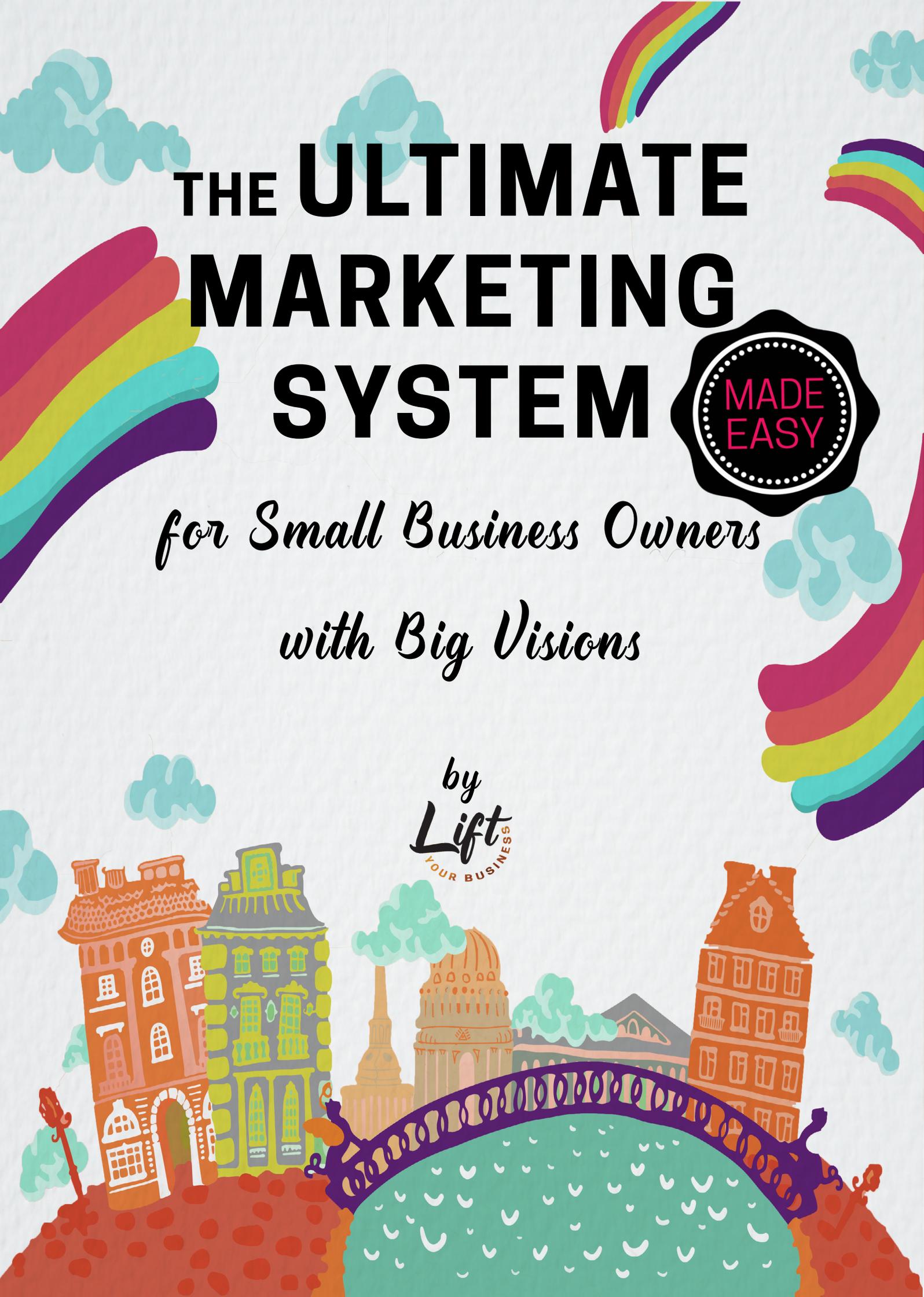


THE ULTIMATE MARKETING SYSTEM

MADE
EASY

*for Small Business Owners
with Big Visions*

by
Lift
YOUR BUSINESS



CONTENTS

Introduction	2
Save Your Business from the Biggest Black Holes Sucking Your Profit into Oblivion	3
Identify Your Company Ideals	5
Solidify Your Financial Goals and Priorities	6
Determine Your Marketing Principles	7
Select Your Profit Drivers	9
Determine Which Marketing Muscles to Build	10
Plan a Campaign to Make Your #1 Profit Driver Happen	11
Build your Ultimate Marketing System	12

Introduction

61% of businesses are not profitable over their lifetime.*

Many factors contribute to the sad stat above. But let's keep it simple. There are only 2 ways to grow your revenue:

Get more clients

Get clients to spend more money more often

Let's call those two ways to grow your revenue "lead generation" and "sales conversion". If you create a scalable marketing system that generates leads and converts sales, then you can spend more time doing what you love while growing your profit! Let's call that system your "ultimate marketing system".

If you take the nine steps on the following pages of this workbook, you will be well on your way to creating your ultimate marketing system. Each of the steps has at least one action item that you can do right away. **The action items are highlighted in yellow like this.**

Very Important: You could take forever to do this and never get it done. That would suck. Why don't you take a moment right now to schedule 30 Minutes in your calendar when you can go through this workbook? Then skim through the rest of this guide so the information begins to expand through your mind right away.

Save Your Business from the Biggest Black Holes Sucking Your Profit Into Oblivion

55% of business owners are fearful about losing their business.*

People fear what they don't know. If you know how to consistently profit in your business, then you won't be nearly as fearful about losing it. Start by memorizing these five black holes that suck businesses into flat or declining revenue:

Black Hole #1:

Trying to focus on everyone (the everyone-pleaser).

Black Hole #2:

Never stop talking about your own company and products (the narcissist).

Black Hole #3:

No strategy in place to get more clients and get them to spend more money more often (the wanderer).

Black Hole #4:

Don't measure your outcomes and don't improve your system based on your outcomes (the over-worker).

Black Hole #5:

Don't identify the best tactics, channels and media for your company and audience (the blind-shooter).

*Source: <http://www.inc.com/magazine/201309/jessica-bruder/psychological-price-of-entrepreneurship.html>

Spot the black holes and slingshot past them.

Name the black holes that are sucking your profit into oblivion below. (Don't over analyze this; go with your gut.)

Answer:

Now that you have identified these profit-suckers, write down the next step you are going to take to slingshot past the biggest black holes sucking your profit into oblivion.

Answer:

Identify Your Company Ideals

**Brands built on ideals are
390.2% more profitable than the S&P 500.***

*“Jim Stengel conducted a ten-year growth study of more than 50,000 brands. He found that brands that centered their businesses on the ideal of improving people’s lives **resonate more with consumers and outperform their category competitors.**”*

As an entrepreneur you probably set out to improve people’s lives. So how can you talk about that in a way that’s fascinating? Top performing brands are built on ideals that transcend products and services. One of Ami Mariscal’s favorite sayings is, “If you want to make a million dollars, help a million people”.

The secret to exponential growth in your company starts with this question, what is your essential reason for being? In other words, what higher order value do you add to your customer’s lives?

Prioritize your company ideals from 1-5. (1 being the most important ideal in your company.)

Impacting Society

Exploration

Evoking Pride

Instilling Joy

Enabling Connection

*Source: <http://www.jimstengel.com/grow/research-validation/>

Solidify Your Financial Goals and Priorities

Answer the following questions.

On average for the past 3 years what have your company profits been doing?

Going down

Staying flat

Going up 1-33%

Going up 34-66%

Going up 66-100%

Going up 100% or more

What is your goal for your company profit in 2016?

What is your ideal monthly or annual income personally?

Creating your ultimate marketing system is like anything else, it's impossible to find a solution with more than two of the following benefits: fast, cheap or good.

Which benefits does your company value the most right now?

Fast

Cheap

Good

Determine Your Marketing Principles

The best way to get your team to help you build the ultimate marketing system is to focus on principles. Below are four classic principles proven to work in small businesses thousands of times throughout the centuries.

I. Strategy & Planning

Make it a habit to spend one hour a week on your strategy to get more clients and get them to spend more money more often. Create a marketing plan based on best practices, your team's strengths and your audience.

II. Grit & Persistence

In a brilliant TED talk, Angela Lee Duckworth talks about her study that shows grit is the number one predictor of success. Decide on what goals you are 100% committed to as a company and don't stop until you get there.

III. 8 Touches to Get to Yes

This fantastic rule-of-thumb is known throughout many cultures; it takes 8 times of asking for something before people (or kids) will do what you want them to do. Plan each marketing campaign with at least 8 touches to the same person in a variety of media, channels, etc...

IV. Creativity / Improvisation

There will always be market shifts, personal problems within the lives of your team, and other crazy things that come like black holes that were born to suck your profit into oblivion. When things do not go according to plan, solve the problem and keep moving forward. If you are always ready to slingshot past problems and keep moving forward, then you are the most likely candidate to stay in the race and win.

Determine your top marketing principles.

Check the marketing principles that you would like to commit to and then try them on to see how you like them. (Select all that apply to your company).

Strategy / Planning

Grit / Persistence

8 Touches to One Person in a Variety of Media

Creativity / Improvisation

Below are principles specifically selected to help you sling shot past the biggest black holes that you identified earlier. Check the ones that apply to your company and then try them on to see how you like them.

Marketing Principle for Black Hole #1: Everyone-pleaser

Go after the top 20% of your ideal clients with a special gusto.

(For the best info on this marketing principle in book form, check out “The Ultimate Sales Machine” by Chet Holmes.)

Marketing Principle for Black Hole #2: The Narcissist

Use educational and ideal focused messaging to talk about something other than your brand and your products.

Marketing Principle for Black Hole #3: The Wanderer

Be sure to apply the marketing principle “Strategy & Planning” in your company. In addition make a visual representation of your sales funnel. Share both your marketing plan and sales funnel with your team.

Marketing Principle for Black Hole #4: The Over-Worker

Set SMART goals to get a lead generation and sales conversion system in place. Measure the outcomes and iteratively improve your system based on the outcomes.

Marketing Principle for Black Hole #5: Shooting in the Dark

Take a strategic and holistic approach to marketing that includes researching the best practices for your industry reaching your target audience and putting the strengths, skills and creativity of your team to good use.

Select Your Profit Drivers

We talked about the only two ways to grow your revenue: get more clients and get them to spend more money more often. Here are 10 ways that you can do those two things. All 10 of these ways have been proven effective to double the profit of small businesses simply by focusing on that one profit driver. Which one will work best for your company over the next three months? Which one will work best over the next year?

Profit Driver 1 - Get more leads

Profit Driver 2 - Produce more Meaningful Communication

Profit Driver 3 - Get more Sales Engagements

Profit Driver 4 - Get more Clients

Profit Driver 5 - Get more Money per Transaction

Profit Driver 6 - Get more Clients to Reactivate

Profit Driver 7 - Get more Frequent Purchases

Profit Driver 8 - Get more Products and Services Sold (yours and others)

Profit Driver 9 - Retain more Clients

Profit Driver 10 - Get more Referrals

Take Action on your #1 Profit Driver

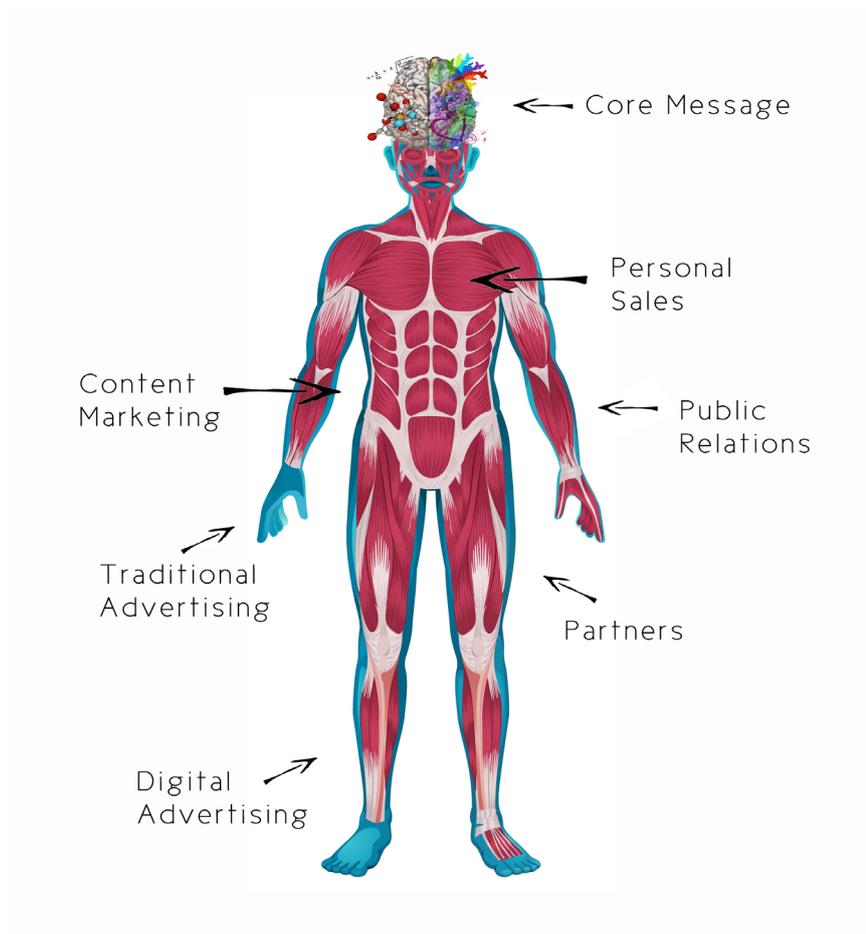
Select the one profit driver that will help you attain your priority goal the best and write it down.

Answer:

After you know which profit driver will serve your company best, schedule one hour in your calendar to develop a strategic plan to make your #1 profit driver happen.

Determine Which Marketing Muscles to Build

These classic marketing “musts” are still at the top of their game in 2016. When you are planning which ones are best for you to use, think about your team’s skills, as well as your time and money resources.



Write down 1 or 2 marketing muscles that you will focus on.

Answer:

Plan a Campaign to Make Your #1 Profit Driver Happen

Put all the pieces together into a plan and set a date to begin your new campaign.

Once you have a plan, determine the next step and put that in your calendar. Then keep iterating until you reach your goals!

If this is too overwhelming, don't worry, we offer one-on-one packages to make this journey a great one for you! To focus on making profit fast we offer the Profit Now Package:

To focus on growing your profit exponentially and sustainability we offer the Infinite Prosperity Plan.

To find out more about either package, visit LiftYourBusiness.com/services

Put the Rest of Your Sales & Marketing System into Place

Play Profitlandia to help you get all the pieces of your eco-system in place and iteratively improve them.



Visit LiftYourBusiness.com/Profitlandia to find out more and purchase the game for only \$7!



Let's Connect

info@liftyourbusiness.com
310-497-6116

[Facebook.com/LiftYourBusiness](https://www.facebook.com/LiftYourBusiness)
[Instagram.com/LiftYourBusiness](https://www.instagram.com/LiftYourBusiness)
[Twitter.com/LiftYourBusiness](https://www.twitter.com/LiftYourBusiness)