

Everything You Have Learned About Lead Generation is Wrong!

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Housekeeping

- **Turn off Cell Phones!**
- **Close Laptops**
- **If possible, please wait for the break**
- **Write down questions**



Who Is This Guy?

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**EVERYTHING YOU'VE EVER HEARD ABOUT
GROWING A SMALL BUSINESS IS WRONG!**

Henri Schauffler

More Leads More Conversions More Transactions Higher Prices More Profits
Build A Million Dollar Business One-On-One Coaching

Everything You've Ever Heard About Generating Leads For Your Business Is WRONG!



The 3 Biggest
Lead Generation
Mistakes Small
Businesses Make...
And How To
Overcome Them All

www.FocusMarketingInstitute.com

The Five Growth Drivers



More Leads

How We Generate All The Leads
Your Business Can Handle

[Launch »](#)



More Conversions

How We Convert Leads
Into Paying Clients

[Launch »](#)



More Transactions

How We Convince Clients
To Buy More Often

[Launch »](#)



Higher Prices

How We Increase Prices
Without Losing Any Sales

[Launch »](#)



More Profits

How We Skyrocket Profits And
Dominate Markets Like Yours

A 3D illustration on a dark red background. It shows a series of white, stylized human figures running along a large, blue, three-dimensional arrow that points towards the right. The figures are positioned at different points along the arrow, suggesting a sequence or progression. The arrow itself is composed of several parallel blue lines that converge towards the right.

More Leads

How We Generate All The Leads
Your Business Can Handle

Launch »

Today's Game Plan

- Help you discover actionable strategies you can use - starting today - that will...
 - Increase the **quantity** of your leads
 - Increase the **quality** of your leads
 - Show you some **case studies** as examples
 - Show you a social media strategy on LinkedIn that is revolutionizing the way we do networking



Today's Game Plan

**Just one new idea
that you put into
action can change
everything**



Today's Game Plan

- Consider a roadmap you can use this week to start improving your sales and marketing results



Marketing Fundamentals

- **Have something good to say** – “*Market-Dominating Position*”
- **Say it to the Right People** - *targeting*
- **Say it well** – *compelling marketing*
- **Say it often** – *repetition*

=> “*Your prospects have a problem they don’t want, and want a result they don’t have*”

=> “*Enter the conversation in the mind of your prospect*”

Marketing Fundamentals

A simple formula for generating more leads
(from Dan Kennedy)

Market (the target)

Message

Media

Market, Message, Media

Case Study: Chiropractor Specialized in “Fibromyalgia Diagnosis”

When I walked through their door, I didn't care if I lived or died.

I suffered migraines, chronic fatigue syndrome, heartburn, nausea, flu-like symptoms, food sensitivities, urinary problems, weight gain, immune problems, hypersensitivity, reactive hypoglycemia, depression and heart palpitations, all symptoms of fibromyalgia. Eating anything, even healthful foods made me suffer. My life was truly about suffering and I was ready to give up.

Over the years I had tried everything...

I spent tens of thousands of dollars on medical tests, drugs and hospitalizations that brought no relief and absolutely no improvement in my health. In fact, it continued to get worse. I tried alternative approaches, including other chiropractors, but this brought only superficial relief. My doctor suggested that I "might want to hook up with a fibromyalgia support group." I didn't want to be supported, I wanted relief!

I groan when I see television commercials for the new fibromyalgia drug.

I avoid such drugs because I now know they only mask symptoms and they can be dangerous, especially for people with their systems compromised by fibromyalgia. I learned that fibromyalgia sufferers often have abnormal pressure on their brainstems. Corrective chiropractic care works to relieve that pressure. No wonder I feel so much better! No wonder I'm pain free and actually getting well!

Another torment has quietly disappeared from my life.

I will not expect that chiropractic is an overnight cure (that's not what true healing is about), but I have seen mostly consistent improvement since my first chiropractic treatment 22 months ago. I am back

on a mostly normal diet, and I just made a long car trip absolutely pain free. Early in my care, the fatigue disappeared. The migraines and depression almost never happen. Now I am living a life I thought I'd left behind forever. I feel that chiropractic is absolutely the only hope fibromyalgia patients have of regaining their health.

One phone call and \$27 is a small investment, but it could change your life.

Wouldn't you like to find out if the underlying cause of your fibromyalgia could be helped by chiropractic? Dr. Brad will help you understand why you suffer and could change your life too! The first visit will take just 30 minutes. **And if you mention my name, Kate, you will get your exam for only \$27 (normally \$250).** If Dr. Brad can help you, your first adjustment will be scheduled at a follow-up visit after he analyzes your exam findings.

☐ **Yes! I want a Complete Exam**

Dr. Brad will give a complete exam, including x-rays if needed. (\$250 value)

Call 507-WELL (9355)

Ask to meet Kate. She shares your hope for a healthy future.

DR. BRAD FACKRELL, D.C.

KATE



=> 3 leads
per month
running
newspaper
fliers (\$2k)

Market, Message, Media

Refocus: Chiropractor / Fibromyalgia

- **Market:** women 18 – 85, massive pain throughout body
- **Message:** If you're misdiagnosed, you're suffering needlessly
- **Media:** Cable TV, Facebook PPC, direct mail, radio



Refocus: Chiropractor

Offer:

FREE Report

**The Secret To Total
And Complete
Fibromyalgia Relief**



Fibromyalgia

**The Little Known Secret To
TOTAL AND COMPLETE
FIBROMYALGIA Relief**

How To End Fibromyalgia Suffering Now!

*"I've Lived With Constant Throbbing, Debilitating,
And Sometimes Excruciating Pain And
Nausea For Years.
My Doctor's So Called Treatment Was
'Pain Killers.'
Now, I'm Off The Drugs
And My Pain And Nausea Are Gone"*

Read this special report today.
Learn how to use natural methods to end your
chronic Fibromyalgia pain.

Inside this FREE report you'll discover:

- ✓ The Dirty Little Secrets that the FDA has been hiding for years about pain medications!
- ✓ What to do right now if you suffer from ANY Fibromyalgia pain whatsoever.
- ✓ By going to some doctors, you could make your pain worse.
- ✓ What you absolutely **MUST** know about using drugs and pain killers for pain relief.
- ✓ The most successful treatment of chronic Fibromyalgia pain doesn't involve any drugs at all!
- ✓ And much more!

Fibromyalgia is a potentially dangerous disorder that affects the lives of millions of Americans. It is very often diagnosed incorrectly and mismanaged. The pain continues needlessly. However, your pain can be relieved - possibly FOREVER!

Read this SHOCKING report to find out how!

Refocus: Chiropractor

Chronic Pain Eliminated... FOREVER!

**Revolutionary New Scientific Breakthrough Has Been Clinically Proven
To Provide Immediate and Permanent Relief From All Chronic Pain**

*Innovative "All Natural" New Supplement Uses Patented Delivery Formula
That Is A Whopping 85% More Effective
Than Traditional "Health-Destroying" Pain Relief Medications*



*Free Report + Coupon...
Revealing report gives you all the
facts and clinical study results
as well as a 35% discount
coupon for your first purchase*

First Name

Email Address

Give It To Me!

Market, Message, Media

Refocus: Chiropractor / Fibromyalgia

Result: Generated 137 leads in 4 days

4,566% LEAD INCREASE

Market, Message, Media

Case Study: Daycare



Mailed out postcard
to every home within
a 5 mile radius

NO calls!!

Market, Message, Media

Refocus: Daycare

- **Market:** Parents that want their kid(s) educated in daycare
- **Message:** We GUARANTEE your child will be reading at a first grade level prior to entering kindergarten
- **Media:** Networking, targeted direct mail, radio, TV, FB PPC

Message: Useful Information

Is Your Daycare's Idea Of Good Educational Curriculum Watching Barney On TV?



How Would You Like Your Child To Be Reading
At A 1st Grade Level Before Starting Kindergarten?

There Are Two "Schools Of Thought" When It Comes To Educating At Daycares

Many daycares simply attempt to entertain your child all day... and it's easy to see why when you see the enormous number of children per teacher they try to accommodate. Educators strongly recommend offering structured training for preschoolers in the areas of computers, math and reading. These offer the best opportunity to have any child enter school with a leg up on their fellow students.

Many Daycare Centers Are Nothing More Than Daylong Babysitting Services

Although the national chains are more closely scrutinized and held accountable to regulations and standards, even they can easily succumb to the TV mentality. After all, how can you know for sure how many hours your child is sitting in front of the tube. Parents are at the mercy of the staff to limit the TV exposure and get the kids engaged in both physical and educational activities.

Your Child Will Never Watch TV Here We Don't Even Have One

Educators strongly recommend structured training for preschoolers in the areas of computers, math and reading. That's why XYZ Daycare offers programs designed for the child's ability to learn... NOT by their age group. We design a specific curriculum for each child's level that is fun, exciting and challenging for the child, yet designed to increase the ability and skill level of the child in the areas of beginner reading, math and computer skills training.

Here's What To Expect From A Daycare Specifically Designed For Accelerated Children

Imagine your child gaining the ability to read at a 1st grade level before they start kindergarten. Our staff has received specialized training and certification in the areas of pre-school reading skills, math skills and computer operational skills. Every child is taught an age appropriate pre-planned curriculum and all lesson plans are documented and available for download at our website. We GUARANTEE your child will have the ability to read at or 1st grade level MINIMUM... before they enter kindergarten.

Play Or Learn: Free Report Shows How 17 Area Daycare Centers Stack Up

This free report rates your local area daycare centers for educational opportunities at all area daycares. We have already compiled the information you will need to make an informed choice as to the best daycare for you and your child. Choose your preference for receiving this report below.

☒ **YES! Send Me The FREE Report.
*10 Things Your Daycare Might Not Tell You***

Name _____

Address _____

City, State, Zip _____

Phone _____

Email _____

**Please Fax To (555) 555-5555
Or Call (555) 555-5555**

Out of 48 Daycare Centers,
Only One Was
Specifically Designed And Equipped
To The Unique Needs
Of
Accelerated
Children.

We Have A
22 Station
Dell Computer Lab.

Other
Daycare Centers,
Unexplainably, have

ZERO.

Market, Message, Media

Refocus: Daycare

Result:


Generated 58 leads in first week

Had to stop running the ad!!

Compelling OFFER

The **beginning point** to converting more leads is to create a **compelling offer**

What's The Offer???




Client LoginLocationsLive EventseNewsletterBlogContact Us

Get Your Free Retirement Consultation >>

Call Now! (800) 375-3000 or click here

Investment ServicesPlanning & RetirementEducation CenterThe Mutual Fund Show®About Us

Home > Financial Advisors > Overland Park - Financial Advisors >



Gary Bussing
CFP®
Director - Retirement Plans
Overland Park

Office Location
11095 Metcalf Avenue
Overland Park, KS 66210
[Map Location](#)

Phone: (913) 338-2323
Toll free: (800) 349-2323
Fax: (913) 338-1990

About Financial Advisor Gary Bussing

- Joined The Mutual Fund Store in 2000. Began his career in the financial services industry in 1982.
- Successfully completed the Series 65 license administered by FINRA.
- Earned the distinctions of CERTIFIED FINANCIAL PLANNER (CFP®), a Chartered Financial Consultant (ChFC) and a Certified Life Underwriter (CLU).
- B.S. degree in Economics from the University of Missouri – Columbia; Masters of Business Administration in finance from the University of Missouri - Kansas City.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, Certified Financial Planner™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Contact Gary

- ✓ Ask a Question
- ✓ Request an Appointment

First Name

Last Name

Phone

Email

Zip Code

Submit >>

We value your privacy.
[View our Privacy Policy.](#)

What's The Offer???

ASFCA

HOME ABOUT SERVICES PATIENTS CONTACT

ADVANCED SPORTS & FAMILY
**CHIROPRACTIC
& ACUPUNCTURE**
In-Network Provider with most insurance companies

Overland Park: 913-643-1771 | Lee's Summit: 816-600-5483

Treatments
Advanced Sports & Family

Chiropractic
ASFCA - our team of 7

Acupuncture
Team of Licensed and

Free New Patient
Consultations

Compelling Offer

Chronic Pain Eliminated... FOREVER!

**Revolutionary New Scientific Breakthrough Has Been Clinically Proven
To Provide Immediate and Permanent Relief From All Chronic Pain**

*Innovative "All Natural" New Supplement Uses Patented Delivery Formula
That Is A Whopping 85% More Effective
Than Traditional "Health-Destroying" Pain Relief Medications*



*Free Report + Coupon...
Revealing report gives you all the
facts and clinical study results
as well as a 35% discount
coupon for your first purchase*

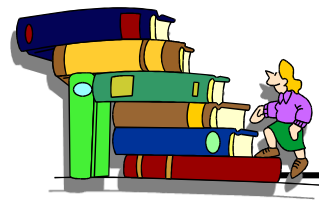
First Name

Email Address

Give It To Me!

The Buyers Journey

Useful Information – Email Drip



Future Buyers

Soon-to-be Buyers

Now Buyers
< 1%

**Benefits of
Ownership**

**Objections to
Ownership**

**Vendor
Selection**

Why SHOULD I
buy?

Why
SHOULDN'T I
buy?

WHO should I
buy from?

More Leads & Conversions

⇒ A “Drip Campaign”

- Automated, Periodic, short emails reinforcing the information sent. Simple, discreet call-to-action

THE LIFECYCLE OF A DRIP EMAIL



More Conversions

Hi, <<First Name>>,

Have you had time yet to review the discussion on page 4 of my Fibromyalgia Report? Have you found something that resonated? I will be the first to agree that this condition is hard to pin down sometimes.

I've set up a blog for us to talk about all this. Just click here to give us your thoughts: <http://9nl.de/Day1>. We need to work together to beat this debilitating condition.

I look forward to hearing back from you,

Dr. Jones
301-XXX-XXXX

PS: If you'd like to come in and talk about your situation, just give us a call and we'll get you on the calendar right away.

Case Study: LinkedIn Lead Generation

The S-BEEP Method For
Linked  Lead Generation

*A Strategic LinkedIn
engagement campaign* targeting
the exact people you need to
talk to

The S-BEEP Method

Strategy

- Create Ideal Prospect Description
- Develop offer / Value Prop
- LinkedIn Profile Optimization
- Establish / join groups

Build

- Build Connections to target prospects
- Regular, daily / weekly outreach to targeted lists built in LinkedIn Sales Navigator

Engage

- Weekly / periodic drip messaging campaigns
- Relevant content that helps the target prospect with their business

Educate

- After Engage messaging, continuous content distribution
- On your profile, in groups, in messages

Promote

- Promote your offer, appointment, phone call, cup of coffee workshop, or other
- Make SPECIFIC OFFER

All Inside **LinkedIn**

GOAL: 10-15 Highly Qualified Leads Every Month

Strategy

- Create Ideal Prospect Description
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- Make SPECIFIC OFFER



**10-15 phone calls, short meetings,
invitations to events, networking, etc. per month**

Strategy

- Create Ideal Prospect Description
- Develop offer / Value Prop
- LinkedIn Profile Optimization
- Establish / join groups

Build

- Build Connections to target prospects
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Engage

- Weekly / periodic drip messaging campaigns
- Relevant content that helps the target prospect with their business



Sample LinkedIn Drip Messaging Campaign

M1. SUBJ: Thanks for connecting

M2. SUBJ: Interesting article on how the best leaders give feedback

M3. SUBJ: I'd love to hear your thoughts...

M4. SUBJ: Reaching Out...

M5: SUBJ: Re: checking in

Educate

- After Engage messaging, continuous content distribution
- On your profile, in groups, in messages

Promote

- Promote your offer, appointment, phone call, cup of coffee workshop, or other
- Make SPECIFIC OFFER

And for all those connections that do not respond by the end of the S-BEEP process...

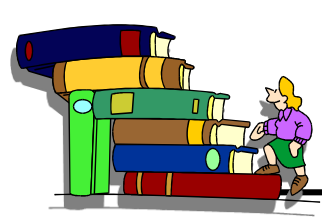
...feed them into a long-term educational email drip campaign, gleaning another 10 + leads per month over time

THE LIFECYCLE OF A DRIP EMAIL



The Buyers Journey

Useful Information – Email Drip



Future Buyers

Soon-to-be Buyers

Now Buyers
< 1%

**Benefits of
Ownership**

**Objections to
Ownership**

**Vendor
Selection**

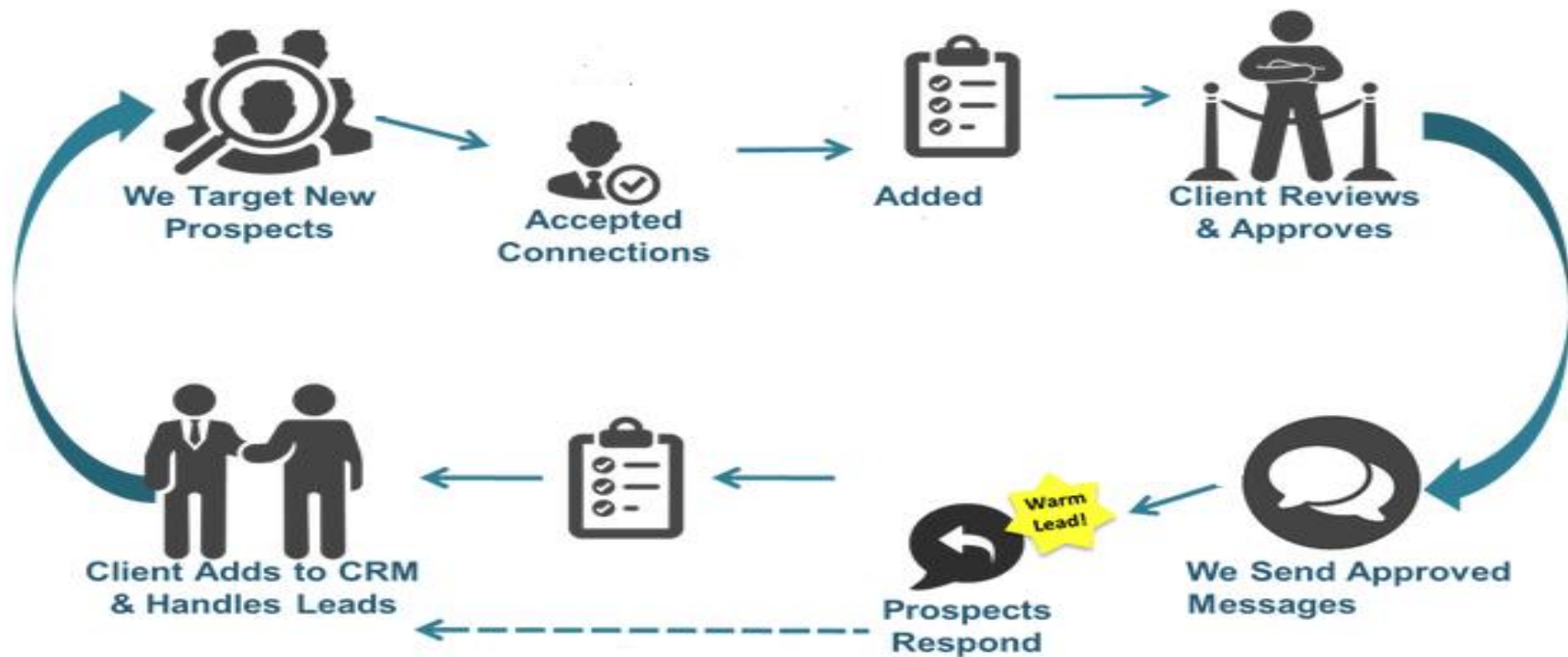
Why SHOULD I
buy?

Why
SHOULDN'T I
buy?

WHO should I
buy from?

Conclusions

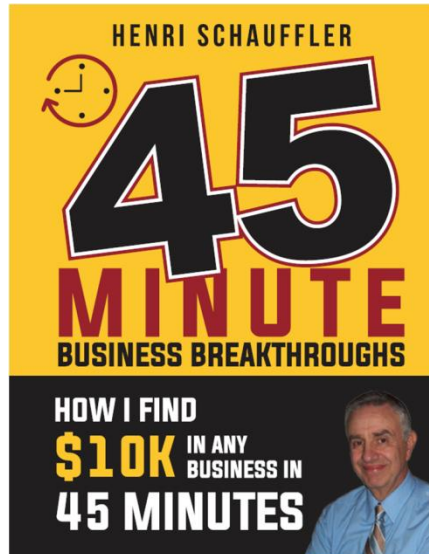
- If you need more leads....
 - Take ACTION!
- DIY – possible but not probable
- DFY – consider it. Many, many possibilities out there



Opportunity

I am writing for Six Figure Coach Magazine

And also finishing up my own book to use with private clients



I need more detailed case studies, and that creates a mutual opportunity

Offer 😊

- **Linked In Presence and Strategy Assessment**
- **Online Meeting and Screenshare**
- **Show you exactly what you need to do to begin implementing a LinkedIn lead gen strategy**

Strategy

- Create Ideal Prospect Description
- Develop offer / Value Prop
- LinkedIn Profile Optimization
- Establish / join groups

Build

- Build Connections to target prospects
- Regular, daily / weekly outreach to targeted lists built in LinkedIn Sales Navigator

Engage

- Weekly / periodic drip messaging campaigns
- Relevant content that helps the target prospect with their business

Educate

- After Engage messaging, continuous content distribution
- On your profile, in groups, in messages

Promote

- Promote your offer, appointment, phone call, cup of coffee workshop, or other
- Make SPECIFIC OFFER

Your Name

Company

Phone

Zip

LinkedIn Roadmap Case Study



Focus Marketing Institute

Preferred time:

Please place **1**, **2** and **3** to select preferred times or write anytime if you have no preference.

Time:	Mon	Tue	Wed	Thu	Fri
8 am					
10 am					
12 noon					
2 pm					
4 pm					
6 pm					

Questions / Discussion?



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