



*Discover the “Secret Formula” the Most Successful Use to Fuel  
Growth & Outperform Competition*

## **The 4 Proven Marketing Systems that Will Ensure 25% Growth or more in your Business in the Next 12 Months!**

*How Companies Just Like Yours Focus on These 4 Systems to  
Dominate their Market!*

## Welcome!

What I'm about to show you can ignite growth in your business well beyond the levels you've likely achieved in the past. How do I know this is true? Because 95% of clients I've worked with over the years are missing *at least* two out of the four critical, proven marketing systems that are necessary to achieve maximum business growth.

So unless your situation is completely out of the ordinary, there is a really big opportunity to accelerate the growth of *your* business. The acceleration I'm talking about isn't a short-lived "sugar rush" kind of growth, it's sustainable and perfectly complements your ethical standards and supports your long-term vision for your business.

## Skeptical?

I understand, but as you continue reading you'll discover that the systems I'm talking about aren't gimmicky, revolutionary, or impossible to implement. They don't require you to turn your business model upside down or become something you're not.

In fact, these four elements are the foundational building blocks that every successful business must optimize in order to achieve the growth they're looking for. But again, my experience tells me that most businesses are not taking complete (or efficient) advantage of each of the four pieces.

## So who am I?

I support Local Businesses to reach their growth potential and dominate their markets by implementing proven marketing systems.

I am an expert in marketing, specifically local marketing, that leverages technology to achieve maximum results. All this so that my clients can focus on what they do best: **RUNNING THEIR BUSINESS.**

I've got a lot to share with you about how Local Businesses can dominate their market and take their income to entirely new levels, but of course we have limited time together so I am going to do my best to give you the high points over the course of this short book.

In the Last 10 Years, There Have Been Dramatic Changes in the Marketplace. The competitive landscape for Local Businesses as Changed dramatically over the last several years, and will continue to change at an unprecedented pace.

Why? The continued development and distribution of technology has radically changed the way consumers are buying—how they hear about products and services; how they research them; and how they make a final purchase decision.

## Three Primary Drivers

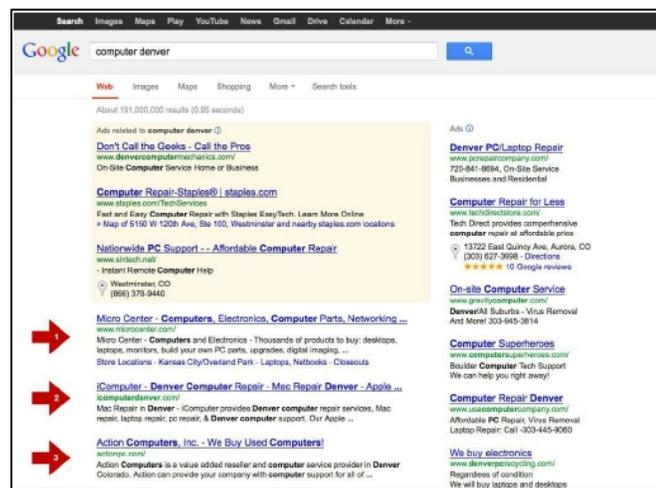
There are three main drivers of this change that are impacting your business: Search, Social, and Mobile. You need to be aware and leverage them.

### 1. Search

According to Google, 97% of consumers search for local businesses online. The top 10 organic (non-paid) search results get 95% of the clicks.

*When you look at educated and affluent individuals, search engine use climbs to as high as 98%!*

Life Project indicated that 92% of adult Internet users in the U.S. use a search engine (e.g., Google, Bing) to find information online—with the majority of this group performing keyword searches on a regular basis.



### Search is King

Everyone who has access to the Internet uses a search engine to find relevant and useful information, and according to Google's own data, 97 % of consumers search for local businesses online.

### Got visibility?

Search isn't just king—it's a kingmaker too. High visibility in Google can mean more website traffic, customers and referrals, sales activity, and profit for your business. For those business owners in hyper-competitive markets, search engine visibility can be the difference between being an unknown to the Top Dog.

### The good, the bad and the ugly.

Visibility is a double-edged sword. Customer reviews of your business are visible too.

What if some of these reviews are negative? Or worst, what if they're scathing? The bad news is negative reviews can haunt your business for years and have a crushing impact on your bottom line. However, the good news is that, good reviews can fuel positive word of mouth and generate referral traffic like you've never seen before!

## Ranking matters

Here's what we know about how people use search engines: after entering a keyword into Google and being presented with pages and pages of links, consumers generally don't dive very deeply into the results (almost 96% of all clicks occur on page one). On that first page, people tend to focus only on the top three.

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*Optify Study: the top three positions for any given term account for nearly 60% of traffic. The top result alone commands an average click through rate (CTR) of over 36%.*

It's not enough to be "on Google." If you want to take advantage of the popularity of search, your website needs to be listed at the top of the page and above the "scroll line" for the search terms relevant to your business

## 2. Social

We've all heard enough hype about social media to last a lifetime (or two). But there's a good reason, because there's actually something to the hype. The social web has truly been a game changer.

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*HubSpot Study: 90% of small businesses are on Facebook, and 66% of them are spending more time on social media than they did a year ago.*

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### Suddenly the norm

The rapid rise of social media is pretty breathtaking. Facebook has grown from a curiosity in a Harvard dormitory to a global force with over 1 Billion users, in less than a decade!

Facebook seems like old news now – a presence in our lives that we take for granted, but it's worth remembering how recently this shift has taken place

### Not just for kids

A common misunderstanding that small businesses have is that Facebook and other networks aren't for their audience, and that their target market isn't represented demographically on the site.

The stats tell another story – the opposite story, in fact. In the U.S., almost two thirds of all Facebook users are over the age of 35. Recent Pew research reveals that two thirds of U.S. adults use social networking sites like Facebook and Twitter.

### High engagement

People aren't just ON social networks. They're GLUED to them. The average U.S. Facebook user spends a whopping 7 hours and 46 minutes on the site each month. That's a full 15.5 minutes the average American spends on Facebook every single day!

### Your customers are on Facebook

They spend a LOT of time there. They're sharing, tweeting, liking, pinning, friending, starring, following, fanning, posting, hash tagging, uploading, retweeting ... you name it.

So if you want to reach them, capture their attention and make a pitch for your services before your competitors do ... you've got to at least meet them halfway.

### Sharing experiences ... and frustrations

People are taking to the web to share their experiences with brands, and what they're sharing with their friends and family members isn't always flattering. This isn't just happening on Facebook, but on sites like Angie's List, Yelp, Google+, and many others.

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*Society for Communications Research Study: Showed that 59% of U.S. consumers use social media to vent about customer care frustrations.*

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More and more businesses are beginning to realize that, while they can't control what people say online, they can (and should) monitor and contribute to the conversation in an effort to influence the overall tenor. Having a proactive online presence that's focused on adding value to the customer experience is the surest way to grow and preserve their brand reputation—and protect from the stray musings of a few unhappy people.

### Keeping pace with buyer expectations

Another big reason to get involved in social media is that you have to do it to stay relevant. Your buyers expect it, and if you fall short of their expectations, they'll be more likely to spend their money with the guy down the street.

Even way back in 2008, a Cone Business study on social media found that 93% of customers expected companies to have a presence on social platforms, and 85% expected companies to interact with them on them. That figure has only grown as the social media era has matured. You can either join the conversation or let your competitors do all the talking. It's up to you!

## 3. Mobile (“The really, really big one”)

Look around you: You'll see a steady stream of consumers surfing the web on smartphones, iPads, Nooks, and Kindles. It's almost impossible to overestimate the impact of the mobile computing revolution. In fact, the proliferation of cellphones, smartphones, e-readers and tablet PCs might be one of the most underestimated shifts in business today.

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*According to research from Mobile Marketer, 70% of all mobile searches result in action within one hour!*

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Today, 87% of Americans have mobile phones. It's their single most used technology device, with 73 % saying so versus only 58% saying it's their desktop PC.

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*Morgan Stanley projects that mobile browsing will outpace desktop-based access within 3–5 years.*

When you pause to consider what these new devices are capable of, and how quickly they

emerged from high-priced novelties to ever-present, "can't live without them" gadgets, it's pretty unbelievable.

Marc Andreessen, co-creator of Netscape, the first widely used web browser, adds some helpful perspective: "We have never lived in a time with the opportunity to put a computer in the pocket of 5 billion people. Practically everyone is going to have a general purpose computer in their pocket, it's so easy to underestimate that, that has got to be the really, really big one

A recent article in the Economist adds this:

*The potential of the smartphone age is deceptive. We look around and see more people talking on phones in more places and playing Draw Something when they're bored. This is just the beginning. In time, business models, infrastructure, legal environments, and social norms will evolve, and the world will become a very different and dramatically more productive place.*

### **The revolution will be mobilized**

It's clear that the future of the web is tied to smartphones and tablets and other mobile devices. More and more, people who visit your website will do so from a small screened device instead of a hulking desktop or laptop.

To illustrate this point, consider this statistic from Unisys:

*It takes 26 hours for the average person to report a lost wallet. It takes only 68 minutes for them to report a lost phone.*

### **What does that mean to you, the local business owner?**

It means that if you want an effective web presence that supports your business goals, you need to have a website that supports a multitude of platforms, specifically the smartphone. In fact, a study from Google found that that 6 in 10 mobile users will leave a website if it's not optimized for small screens.

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*Asymco Study: People have adopted mobile phone technology faster than almost any other household technology*

If your business's site looks cramped, cluttered, or illegible when viewed on a tablet or smartphone, you run the very real risk of turning away your most valuable asset: your customers.

### **In a weak economy, mobile matters**

Do you think this "mobile" stuff is much ado about nothing? Let's put this into perspective ... The economic recovery is a sluggish one. People are still worrying about losing their jobs. Millions of homeowners owe more on their mortgage loans than what their homes are worth. Credit card debt continues to weigh down U.S. households.

These are challenging times for consumers. As a business owner, you don't want to give them any more reasons not to buy your products or services. Further, you don't want to add any additional friction to the process of buying your products and services!

A streamlined website for mobile is a new must-have. Particularly when you consider that people with smartphones are still turning to search engines to look for information.

### Search to purchase

What's more, studies show that when people use their smartphones to search for information, they're more apt to take immediate action. They search from where they are and go immediately to what they find.

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*Mobile Marketer Research: 70% of all mobile searches result in action within one hour.*

### What all of this means to YOU?

Let's have a show of hands:

- ▶ How many of you search online before deciding what businesses to buy from?
- ▶ How many of you choose a company based on the recommendations you heard from friends over social media?
- ▶ How many of you carry a smartphone with you at all times?

*Ask Yourself: How does your website look and perform on a small screen? What kind of experience are you providing to would be buyers?*

- Good user experience
- Average user experience
- Poor user experience

As much as we might wish they'd go away and let us continue with business as usual, the search/social/mobile paradigm is not going anywhere. It's here to stay.

The important thing now is to ask the hard questions and seek out the answers – even if they shake things up:

- ▶ How do these changes impact the way consumers interact with my business?
- ▶ How do these changes impact my business's growth?
- ▶ How do these changes impact the way I approach the marketing of my business?

### Dramatic Change Calls for a Renewed Focus on the Fundamentals!

Given all of these revolutionary changes we've discussed—search, social and mobile—you might be worried that you are going to have to make drastic, revolutionary changes in your business. That's not necessarily the case. Our experience shows that there are four key marketing systems that need to be optimized in order to maximize growth in today's wired, always on and hyper-competitive marketplace.

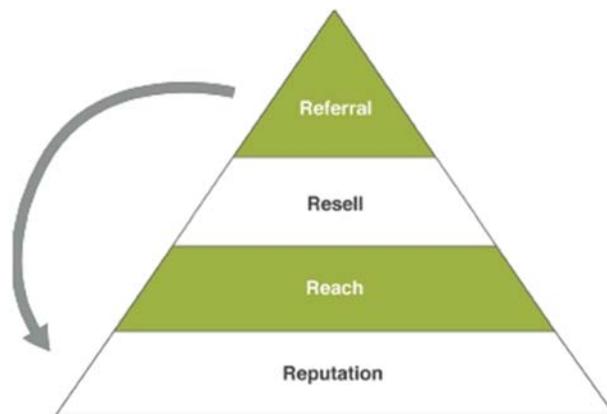
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*Study: 90% of consumers online trust recommendations from people they know; 70% trust opinions of unknown users.*

The marketing systems we're about to present aren't even new! They're not "gimmicks" that were cooked up in the ivory tower or by some pie-in-the-sky

TED-talk guru. They're proven concepts that have been tested, re-tested and tested again in the marketplace.

These are the four things *\*every\** business needs to plan for and optimize to maximize their growth potential. Data shows, and my experience proves, that each of these can account for about 25% growth on their own, and combined have a compounding effect that can ignite growth to 100% or more.



R1 Reputation  
R2 Reach  
R3 Resell  
R4 Referral

### **R1: Reputation**

It has never been easier for potential customers to find out what others think about your business. This is both good and bad (depending on what people find).

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*What are you doing to proactively manage, protect and monetize your most valuable asset—your reputation?*

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As you know, nowadays people search online before they buy. We know that people put a lot of stock in what they find and read online. In fact, a recent Nielsen study shows that 74% of U.S. consumers choose to do business based on online feedback—even when it's feedback from total strangers!

According to Nielsen's summary of their poll data, recommendations from personal acquaintances and opinions posted by consumers online are "the most trusted forms of advertising."

A sample of who's talking about your business include, but is not limited to:

- ▶ Customers
- ▶ Prospects
- ▶ Competitors
- ▶ Disgruntled employees
- ▶ Former business partners, investors
- ▶ Trolls (the permanently aggrieved)

This brings up a larger point – whether it is positive or negative in tone, most of the content about your business that is available online is not even being created by you anymore! Consumers are critics and publishers now. They all carry tiny "printing presses" in their pockets!

**Reputation – more important than ever**

Businesses have always relied on their reputation, but the stakes are even higher today because of how easy it is for consumers to find information about local companies before they buy. What's more, as we've already discussed, negative reviews can get lodged in the search results, hanging like an albatross around your neck and dragging down sales.

*Ask yourself: Are you "Google-able"? How many pages of Google are you on? (You may include Search, Maps, and Google+ Local citations in your answer)*

- Don't know
- 0
- 1
- 2-5
- 6+

## **R2: Reach**

What are you doing to ensure that more people know about you today than they did yesterday? It's my experience that businesses that want to grow need to make sure that more people know more about them each day.

If you're not meeting new people and telling them about your products and services, you're not developing a pipeline of potential new customers and as a result you are going to see fewer sales.

This sounds obvious, but I'm always surprised when I talk to local business owners and ask them about their promotional efforts. When I look at the pipeline filling activities of local businesses, I see mostly a scattershot approach. That is to say, a campaign here and there, with only a vague idea on whether they are getting a positive return on their investment. It's no wonder so many businesses become skeptical of marketing. They're doing it wrong!

Very rarely do I see coordinated, systematic and metrics driven efforts to reach a wider audience and drive more prospects (i.e., people who are interested in what you're selling) through the front door. This kind of focused, ongoing and intentional approach is exactly what's necessary to reach more qualified prospects in a cost effective, and satisfying manner.

*Ask yourself: Do you have a consistent method to build a growing prospect/client email list?*

- Yes
- No
- I don't have a list

## **R3: Resell**

What are you doing to upsell, cross sell and repeat sell to maximize the lifetime value of your customer base? Once you've done all of the

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*Lee Resource Inc Study: Attracting a new customer can cost five times as much as keeping an existing one.*

hard and often costly work of getting a customer, you need to make sure to maximize the lifetime value (LTV) of that customer.

It makes more sense (both financially and from an efficiency standpoint) to fully capitalize on your existing customer base, than to be constantly on the hunt for new customers. The more value you can generate from each customer, the less you have to spend on marketing, which means you can increase your profit margins and/or reinvest the savings into your products and services—in the process making your business even more attractive to your customers!

In practice, this can mean increasing the dollar value of each transaction or increasing the frequency that customers buy, either by offering add-on services or upsells or cross sells. McDonald's offers the classic example: 'Do you want fries with that?' 'Do you want to supersize your order?'

These days there are so many cost effective and trackable ways to bring customers back to your business. To give you just one example, consider SMS coupon campaigns. With monthly costs lower than \$30 to send 1,000 text messages, and an average redemption rates of 20% or more, it can cost less than 30 cents per customer.

Despite having easy access to new and cool tools, most business in our area are leaving money on the table because they're not maximizing the resell potential of each customer.

*Ask Yourself: Do you ethically (but effectively) prepare buyers from their very first purchasing experience with you to keep coming back to purchase over and over again?*

- No
- Yes
- Not sure

#### **R4: Referral**

What are you doing to use your successful relationships to create new, organic opportunities so that you can spend less and make more? The next best thing you can do for your business is to set up systems to maximize the benefit you get from your customers. To have them advocate for you (e.g., word of mouth), you have to make it very easy—almost effortless—for your happy customers to refer your business to others.

#### **Referrals make great customers**

We all want referrals because they help us save money on marketing, right? Well, there's even more to gain from referrals than cost savings.

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*Harvard Business Review: Customers that come from referrals, on average, are 18% more likely than others to stay with a company and generate 16% more in profits!*

According to several case studies reported on by the website TechCrunch: Friends referred by friends make better customers. They spend more (2x higher

estimated lifetime value versus customers); convert better (75% higher conversion than renters from other marketing channels); and hop fasters (they make their first purchase after joining twice as quickly as referrals from other channels).

### Why are referrals so powerful?

Because they channel the power of social proof. Social proof is a fancy way of saying that we humans are easily influenced by each other. We're pack animals, and when a member of our pack (family) or tribe (social circle) recommends a product or service, we take that recommendation very seriously. Similarly, when someone in a position of power, prestige or authority recommends something, we are very quick to act on that recommendation.

You see the applied power of social proof everywhere: in TV ads, when you see a celebrity endorsing a product; on the radio, when the person hosting the pledge drive tells listeners that so-and-so donated \$50 to NPR; on the back of a novel you're reading, when you see testimonials from other notable authors; and on the web, when you visit sites like Yelp.com to read consumer reviews of local restaurants.

### Moving from passive to active, ad hoc to systematic

Almost without fail, most businesses I talk to have no clear referral generation system. They essentially think that referrals are something that you simply wait and hope for, but the reality is that referrals don't just happen, you have to go out and get them! And if you're going to spend the time collecting them, you need a system that effectively channels your efforts into tangible results.

*Ask Yourself: How many formal, written referral generating systems do you currently have with prospects or potential partners?*

- 0
- 1
- 2–5
- 6+

### What are you missing?

Now, the problem is that most businesses are operating without even being aware of these changes or marketing systems, and how it is impacting their business.

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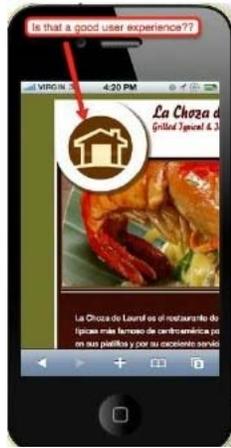
*Google Study: 60% of users will leave a website if it's not optimized for mobile.*

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If you aren't effectively and proactively managing your reputation, you aren't aware of comments like this being made about your business:



Or, you have people looking for your business on their mobile phones, and your website is showing up like the image below on the left? No one has fingers small enough, or enough patience, to navigate this web page



**Your Mobile Site**



**Your Competitors Mobile Site**

How can we address some of these issues? Let me share some ideas:

- ▶ Control your own reviews with your own review site
- ▶ Create a separate mobile site for your business that is optimized for mobile
- ▶ Reach more people more cost effectively and with greater targeting using Facebook ads

### **Is your business being left behind?**

Now, if you fall into the category of businesses that are not proactively working with these technology changes and marketing systems, you are only going to see things get worse over time. These changes, though recent, are now a permanent part of the competitive landscape. The gap between the businesses that “get it” and those that don’t is widening at an accelerating pace

You can look at any industry and see examples of the handful of businesses that are really pulling away from the pack, and those that are falling behind.

### **It’s time to go ‘all in’**

Do you have someone that is helping your business in these areas? Or are you kidding yourself into thinking that you are going to try to do this by yourself or with the very part-time effort of one of your employees that has no marketing background?

If you’re struggling to fit everything into your calendar already (most business owners I talk to are), you’re probably not going to have the bandwidth to optimize the four R’s. Either something else has to give, or you need to enlist a friendly expert to help you!

### **Answer the call**

*Are you ready, both literally and figuratively, to answer that call? Or are you going to let it ring until one of your competitors picks up the phone?*

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*Data from Google indicates that 61% of local searches on a mobile phone result in a phone call.*

### **If you're ready to make a shift ...**

You may realize that you need to make a change, that you aren't growing like you should, that your current approach to marketing is not working, and that you are committed to getting past your current income limits. If so, I would be interested in talking with you to see if there is potentially a good fit to work together.

However, I must say upfront that I only work with one business in each vertical per zip code so I can give them all of my knowledge and experience without having to worry about conflict with another client. And we are particular about who we work with.

We work with businesses that are already successful and are looking for strategic ways to get FAR MORE successful. We work with clients that have the mindset and resources to handle the level of growth that is possible to achieve.

### **What to do next**

If you've seen the benefit of what you've read in these pages, then I'd encourage you to contact us immediately. From there, we will set up a follow up phone call interview to see if we are a good fit to work together. This phone conversation is not a guarantee we will work together. But it is a necessary first step if we are to work toward achieving the growth you're capable of!

### **How to contact us**

You can head on over to our website, by [clicking here](http://www.lbmsllc.com/contact-us/) (<http://www.lbmsllc.com/contact-us/>) and filling out the short form and one of our Marketing Consultants will contact you to [setup an appointment](#). Or simply give us a call (888-416-7752 x101) and setup an appointment with us on the spot. If no one is available to answer your call, please leave a message and one of our Marketing Consultants will get right back with you.

We look forward to hearing from you!



## What Are You Doing to Optimize the Four R's?

**Reputation:** What are you doing to proactively manage, protect and monetize your most valuable asset—your reputation?

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