



**“How Small to Mid-Sized Business Owners Can  
Get Unstuck and Supercharge Marketing Results  
to Get More Customers...  
Even if You Feel *Clueless* on Where to Start First”**

*Hundreds of Struggling Small Business Owners Have Jumpstarted  
Lagging Sales by 19.8-103%, Saved Dying Companies, and  
Secured their Families Financial Future with These  
Battle-Tested Secrets....*

**This report contains: insider strategies and a confession  
from a former advertising salesperson. Grabbing these  
juicy tidbits just *might* be the most profitable 30-45  
minutes you invest in your business in 2011.**

**Written by Ramon E. Dees**

# Are you frustrated with poorly performing advertising failing to pay for itself??

- ❑ For 5+ years... I've consistently come across disgruntled small business owners who've **wasted** thousands of dollars in advertising and marketing that failed to pay for itself.
- ❑ As if a wobbly economy isn't challenging enough... sub-par advertising is like throwing your hard-earned profits right out the window.
- ❑ As you juggle multiple responsibilities... marketing *ought* to be a top priority, because... if done correctly... it *makes you money* (your ROI should be at least 2:1 or 3:1).
- ❑ The challenge for many entrepreneurs is... they never learned the A-B-Cs of good marketing, and... are too busy to sit down and take time to get educated.
- ❑ No matter what industry, effective marketing will account for 75-80% of your success (assuming you have a product/service people want). Poor marketing will guarantee your failure.

# MY CONFESSION: The Problem with Many Advertising Salespeople is...

- ❑ ... they've never learned the basic principles of effective advertising either. *(The blind leading the blind.)*
- ❑ My own 8 weeks of training (while employed by a major advertising company) loaded me up with a small library of product knowledge and selling skills.
- ❑ However... when it came to proven strategies to get and keep customers... I barely learned enough to fill up few sticky notes.
- ❑ Sadly, I... like many advertising sales reps... was more concerned with generating commissions and meeting quotas to cover my butt... than boosting sales for my clients.



# Should You Market in a Recession?

McGraw Hill Research released some fascinating results from a major study they did. Over the period of a 5 year span, they surveyed 600 businesses from different industries. **The companies that maintained or grew their marketing efforts during the recession ended up growing 256% over the 5 years.** The companies who chose to shrink their marketing efforts during the recession only grew by 19%. The same recession... one company grows by 256%... the other by a paltry 19%. The only difference? Those that grew most did MORE marketing, not less.

# 7 Little-Known Truths About Ultra-Persuasive Advertising

1. Marketing & Advertising is nothing more or less than salesmanship in print. It's **NOT** about... “getting your name out there”.
2. Effective advertising is more scientific and formulaic than it is creative. Graphically rich ads short on meaningful messages fail at producing sales. Why? Because ads must have enough content to sell. **Marketing Sherpa did a major study** with thousands of buyers to find out why they didn't buy from websites they visit. The #1 reason people didn't buy? Lack of information. **50% of prospective buyers , ones who are ready to buy right now, will abandon your site and avoid making a purchase because you're not giving them enough targeted information to help them make a decision.** Your message is CRITICAL. Get it right by asking them what they want, and give it to them in a way that convinces them to buy.
3. You *CAN* track and measure the effectiveness of your (online & offline) marketing in order to pinpoint & eliminate wasted ad dollars.
4. Developing a 'Unique Selling Proposition (USP)' is *WAAAAYY* more important than building a 'brand'... when it comes to boosting sales.
5. The most critical step in the marketing process is... targeting the right market. (Second... you build a message. Choosing your media last.)
6. You can boost sales exponentially on a shoestring budget... *if*... you leverage proven formulas that work with the laws of human behavior.
7. 50-85% of the effectiveness of **ANY** ad, website, or email is wrapped up in the headline.

# 9 Keys to Boost Marketing Response and Eliminate Wasted Advertising Dollars

- 1) Clearly identify a hungry market you're *uniquely* qualified to serve.
- 2) Develop a compelling value proposition based on solid market research. Learn how they talk among themselves & mirror that tone.
- 3) Create consistent and relevant messaging throughout your business.
- 4) Use traditional and social media to initiate conversation with your target market, and **give them something they value**.
- 5) Prioritize cultivating relationships & building trust.
- 6) Be specific as possible about how your product or service elevates their quality of life.
- 7) Develop irresistible offers that ***deliver what they WANT most***.
- 8) Test and track **E-V-E-R-Y-T-H-I-N-G** you spend money on to maximize return on investment & eliminate waste.
- 9) Evaluate your results, tweak as needed, and repeat the process.

**Note:** A profitable marketing strategy (or plan) will create a 'greased slide' for suspects to become raving fans by capturing their attention with a benefit centered message that identifies their problems and promises to solve them... all while providing compelling reasons to do business with YOU... as opposed to any other competitor in the marketplace. If you do this correctly... negotiating your prices, or settling for the skinniest profit margins can become a thing of the past.

# How to Get More Cash-Paying Customers from Your Sales Funnel

**Attention** – the first law of wildly effective marketing. Capturing the Suspect’s attention is prerequisite to making sales.

**Suspects** – these are the people who don’t know you, like you, or trust you.

**Interest** – the second law of getting and keeping customers is to create and maintain audience interest. Telling stories of previous successes that solve problems of your target customers is a proven strategy to maintain interest.

## Building Rapport & Relationship

– the lubricant that greases the slide... causing prospects to be eager to become customers and raving fans.

**Prospects** – someone who has raised a hand indicating interest in your product or service... **AND**, they’ve given you contact information so that you can continue the conversation.

**Desire** – paint pleasing pictures that cause your prospect to ‘feel’ like you can improve their situation easier and faster than what they can do on their own... and you’re on your way to boosting sales.

**Customers** – anyone that has spent \$1 or more with you **in the last 365 days**. Your best customers become Raving Fans.

**Action** – Clear calls to action give prospects a clear path to follow.

**Raving Fans** – the 20% of your customers responsible for 80% of your revenue because of repeat purchases, or stellar word-of-mouth marketing... resulting in additional sales.

# Why Local Businesses Need Local Search Engine Optimization...

- ❑ According to a study done by 15 Miles and comScore, there's a growing trend of buyers who engage in ROBO (Research Online Buy Offline).
- ❑ After observing nearly 25 million searches from a sampling of one million consumers who agreed to have their online habits monitored, they found that consumers of all ages tend to go online for information about local businesses.
- ❑ 81% of the 18-34 age bracket search online first, compared to 69% of those 35-59 before venturing out.

*Source: Study compiled by 15 Miles and comScore*

# Why Local Businesses Need Local Search Engine Optimization...

They also look at where these consumers searched online for a local business:

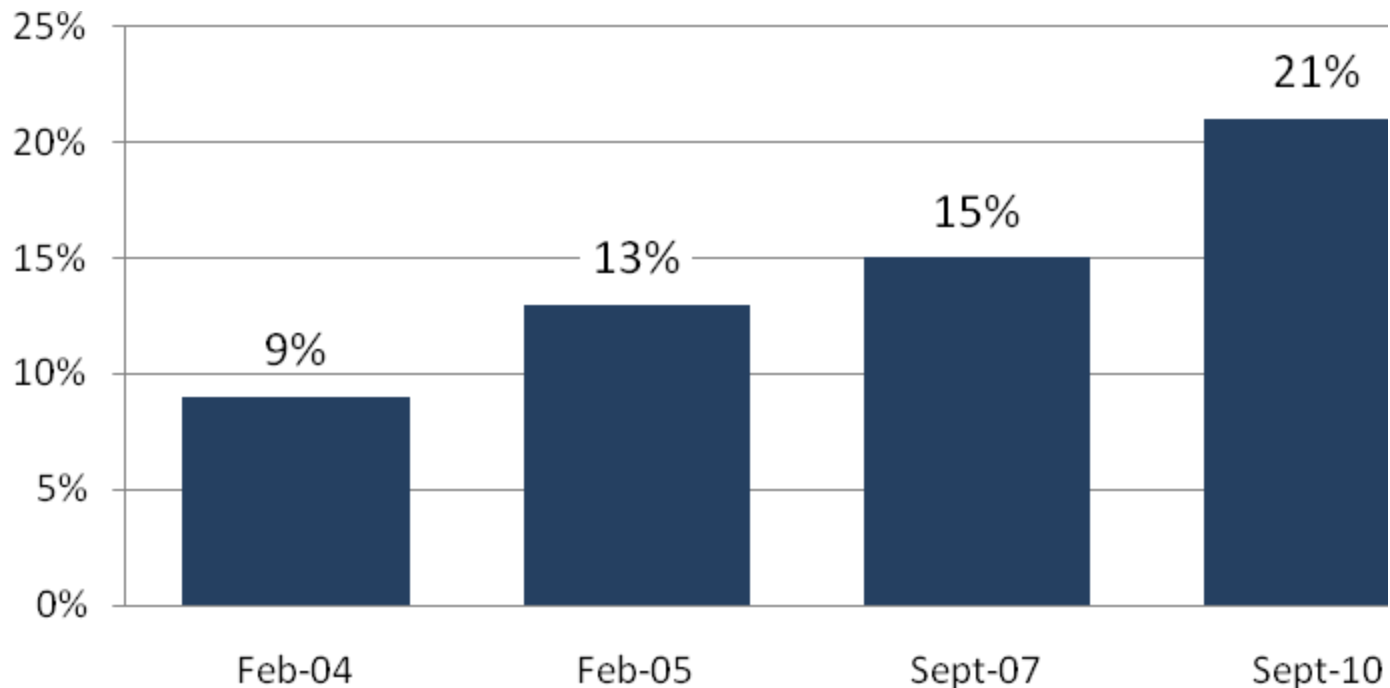
- 33% - search engines (up 2 percent)
- 23% - Print Yellow Pages (down 5 percent)
- 22% - Internet Yellow Pages (up 1 percent)
- 13% - Local Sites (up 1 percent)
- 9% - Other like mobile, social (up 1 percent)

*Source: Study compiled by 15 Miles and comScore*

# Is Local Search Engine Optimization for You?

According to a study compiled by the Pew Internet & American Life Project, 58% of Americans have researched a product or service online.

*% of adults who researched a product or service yesterday*



**Source:** Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults and the margin of error is +/- 2.5 percentage points.

# What type of people are most likely to research a local businesses online?

Here's what the study says:

- College grads – 58%
- Higher income groups – 58% of people who make \$75,000 or more
- Parents – 49%
- Broadband users – 49%
- Wireless users – 50%
- Social networking users – 56%

**Source:** Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults and the margin of error is +/- 2.5 percentage points.

# Don't just take my word for it...

*Here's what other's are saying:*

“Hi, this is Masood Ahmed of CCTV Security Source.com here in Atlanta, GA. I met Ramon a couple weeks ago. With the economic downturn, our sales have been slow. I wasn't clear on how to target the right segment of the market, or how to develop a compelling message. Although we used another marketing coach in the past, Ramon brought a fresh... new... hands-on approach that peaked our interest. Ramon sat down and helped us identify our best customer and develop a message that pinpoints why they should buy from us. We felt a lot better after the first session. I have every confidence that his expertise will result in additional sales and revenue. Ramon Dees has my highest recommendation as a small business marketing professional.”

*Masood Ahmed of CCTV SecuritySource.com*

# What Others are Saying...

*Another satisfied client...*

Hi... this is Rick Rhoden of The Affordable Plumber.com located in Atlanta, Georgia. My first time working with Ramon was back in 2007. In June of 2010, he completed a comprehensive website analysis and provided us with a detailed blueprint on how to improve our website to generate more leads and sales. Ramon explained what makes a website profitable, he pointed out things I didn't know, and delivered about 10 pages of solid content and explained how it all related to boosting sales in my company. I would recommend his website analysis to any small business owners wanting to develop a more profitable internet marketing strategy. I am sure that we will use him again in the future. Rick, President.

*Rick Rhoden of The Affordable Plumber*

# Case Study

*(Client taken through our system by Richard Johnson)*

**CUSTOMER:** Premier Plastics

**BUSINESS CHALLENGE:**

The company was struggling. Revenues were around \$600,000 annually, but profits were very low. They needed a fairly quick turn-around to keep their doors open. Sales and profits both had to improve. Improved sales performance was essential.

**SOLUTION:**

Implemented several steps of the 21<sup>st</sup> Century Marketing System. Most important was establishing a USP, a clear message that differentiated Premier Plastics from the competition. In step two, the USP was integrated into the sales process. The USP was integrated into current advertising in a lead generation publication, phone scripting used by sales people in responding to inquiries, and the website. A follow-up system was created for the sales force. Marketing systems to increase business from existing customers were implemented.

**RESULT:**

Lead flow and conversion rates increased immediately. The number of bids closed increased. Revenue from \$600,000 increased annually by 15-20% to now over \$2,000,000. The company is now the largest Thermoplastics manufacturer in the state after experiencing an ROI of 175 times the investment over two years with an increase in 25% profitability.

# Case Study

*(Client taken through our system by Richard Johnson)*

**CUSTOMER:** Jantec Manufacturing

**BUSINESS CHALLENGE:**

A new General Manager was brought in to save the company. They manufactured siding clips – a commodity where demand was being driven from price. The company was generating \$15,000 a quarter.

**SOLUTION:**

Implemented the first two steps of the system. Created a USP and trained the new General Manager, who was the only employee and salesperson how to sell it to incoming leads from the website.

**RESULT:**

Quarterly sales went from \$15,000 to over \$55,000 in two quarters. An ROI of 40 times investment.

**TESTIMONIAL:**

“The USP created for Jantec helped us avoid having to lower our prices. We qualified better the web leads and more than doubled our closing rate. We turned the company around and made it profitable.”

Gavin Gunther, General Manager

# Small Business Marketing Services We Provide

- ✓ **Strategic Planning** – the first step to marketing success starts with clarifying goals, identifying your assets, and creating a roadmap to accomplish your objectives... whether marketing online or offline.
- ✓ **Starter Websites** – Having a website for your small business is non-optional in 2010 and beyond. Our websites are designed to boost signups and sales. Because they start as low as \$297... they're affordable.
- ✓ **Custom Websites** – If you want a one-of-a-kind look and feel to make a bigger impact, we can design a custom site and logo that *Wow!* Your prospects and customers as you communicate your message with flare.
- ✓ **Ad Writing / SEO Copywriting** – We have top-notch SEO copywriters who understand how to please prospects and search engines so get targeted traffic to your website. [Download a listing of companies that captured 1<sup>st</sup> page ranking](#) on major search engines as a result of our SEO copywriting talent. Google the keyword “Atlanta small business marketing” and you’ll see us on the 1<sup>st</sup> page.
- ✓ **Website Analysis** – We’ll review your website against 36 best practices and provide a blueprint for improving the look, feel, and profitability of your site.
- ✓ **Website Video** – want to keep your website visitors engaged longer and boost online conversion? We can plan, script, shoot, edit, and upload a compelling website video commercial... making your website stand out from the crowd.
- ✓ **Local Search Engine Optimization / Google Maps** – a great way to make sure your company is visible when local ready-to-buy prospects are searching for products and services you offer.

# Resources

- [Google External Keyword Tool](#)
- [Wordtracker Questions](#)
- [Hostgator](#)
- [Wordpress](#) – as a business owner, you should host your own website as opposed to allowing Wordpress to host it for you.
- Premium Wordpress Templates – [iThemes](#), [Headway](#), [Woo Themes](#), [Theme Forest](#)
- [Xsitepro](#) – I built my first website in Xsitepro.
- [Kompozer](#) – html editor for website design
- [Zoho CRM](#)
- [Aweber](#)
- [Tracking Phone Numbers](#) – as low as \$2.00/month
- [Google Analytics](#)

# What's Next?

- 1) Write your marketing plan
- 2) Get a basic website/landing page online to capture leads
- 3) Drive traffic to your site and market your business daily
- 4) Track your results, tweak to improve lead conversion and sales conversion.
- 5) Contact my office if you'd like a free strategy session to get you going. Call 678.625.4954.