



Seven Ways to Double Your Sales

by Scott Cundill

*90% of businesses who scored above 80% on the test enjoy a minimum **75%** sales capacity.*

*Two thirds of those who scored below 40% are running at less than **25%** sales capacity.*

THIS JOURNEY IS BASED ON THE "7 WAYS TO DOUBLE YOUR SALES" FREE ONLINE ANALYSIS TOOL (visit www.majesticway.net to take the test).

OUR OBJECTIVE: TO WORK TOGETHER AND DOUBLE YOUR SALES!

Firstly, Open Your Mind

Here we are. Business owners. We think anything is possible. We want the lifestyle. We want those bottles of Blue Label lined up against the wall. Motivational speakers tell us that we can achieve ANYTHING!

WE BELIEVE IT! WE CAN DO IT! RAH RAH!

Then it comes to actually closing deals... bringing in money... and suddenly life happens.

Be honest with yourself. When I tell you that you can double your sales in a very short period of time, you just don't believe me, do you? You think I'm another motivational son of a *&ch trying to flog you a course, a seminar or a set of DVD's that is guaranteed to change your life.

Please listen to me carefully here. You need to snap out of the hypnotic trance that keeps you thinking you can do it. Thinking you can do it is actually stopping you from actually doing it. Motivation is about getting up and making the change.

If you want to double your sales, you first need to open your mind and KNOW that it is possible - and that means you need to be convinced. You won't do this by being conventional. Following the herd means you're the first to get eaten when the wolves attack. Success is about breaking away, forging your own path and finding the diamond in the rough.

When the first ships arrived on the shores of America, the natives couldn't see them. This massive ship comes closer and closer to the shore and the natives just carry on pottering around as normal. They had no idea the ship was there because the mere concept of it was so foreign that their brains couldn't process the image. So they saw nothing but empty sea.

When it comes to your sales do you see nothing but empty sea?

This process is about actually DOING and not just BEING. You need to ACT, and not just THINK. You need to CREATE, not just EXPERIENCE. You need to BUILD, not just PLAN. This may startle you, but here are three complete misconceptions about sales that have EVERYTHING to do with attitude:

1. The sales cycle is NOT long and complicated. If you approach the right people in the right way at the right time, you will close deals very quickly. You think I'm wrong. You think that I don't know enough about your specific industry to make this kind of judgment call. Maybe that's true, but I BET you that I can prove otherwise. What if I could give you a crystal ball that told you which person to approach and what problems they were facing at that particular time? It would be like magic. POOF! You happen to appear just as your prospect is willing and ready to make a decision. You step in with the perfect solution to their specific problem. They love you and you buy your first bottle of Blue Label to celebrate. Think about it... is this fairytale really that hard to believe?

2. You are a VERY good salesperson. Almost all business owners I know HATE selling because they think they just can't do it. You can sell ice to an Eskimo. Believe it or not, the fact that most people don't close deals has NOTHING to do with the fact that they are bad salesman. It has EVERYTHING to do with timing. If you approach the right person at the right time, you will get the deal... and get it quickly. Sales is natural and you are a natural person. However, if you're following the herd and doing things the same as everybody else, then your approach is downright wrong.

3. Selling is a magical experience. If you don't like selling, it's because you aren't selling... you're trying to manipulate people into buying. There is a huge difference. In its purest form, sales is about seeing that someone has a need, asking them for details about this need, and then being the "expert" that delivers them a solution. Just like a doctor. Do you know that feeling when someone just walks in off the street and wants to buy from you because they know you and what you're about? That's the FEELING baby! And it should be like that with every single sale you make.

Now, please take a few minutes to think about what I've said. If you have any issues or queries, MESSAGE ME! I mean it when I tell you I want to work with you on this.

See you next week for Part 2, but in the mean time, let's see how everyone else did in Part 1...

My sales cycle is quick and efficient	29%
I am very good at closing deals with customers	41%
I enjoy selling to people	63%
I am NOT skeptical about your promise to increase my sales so dramatically and so quickly	65%

Only one third of all SME's received at least 3/4 for this section and only 15% got 4/4. Misery loves company, but will that company help you when it's too late? You MUST expand your mind. If you do, your attitude and sales will follow.

Secondly, Build a Database

The average score of the 7 Ways test is **38%**! And we wonder why so many businesses fail... It's not economic downturn, it's not lack of funding and it's certainly not an education problem. It's simply because we don't do the basics. Heck, most of us don't even KNOW the basics!! To get their score up to the 90% mark, the average SME is going to have to tick another 17 boxes. Double your ticks and you double your sales.

Now, you probably already know that:

- Referrals are the best source of business.
- It is much easier to convince a client or customer to buy from you a second time than it is to convince a new customer to buy from you the first time.
- Communication and relationships are the essence of success.

However, what you may not know is that a database is the tool that makes these three components happen. A database is the virtual "you " who can be in places when the real you can't make it in person. A database is your clone, your body double, your mirror image. A great database is a great reflection on you.

The simple truth: Only **13%** of SME's got at least 5/7 questions right (and even that is not good enough). To double your sales you need at least 6/7 allowing for the possibility of failure on the last question. This makes our job at Majestic very easy indeed. We can walk into a small business and change it forever, simply by implementing a few of these simple processes. Let's quickly go through them so you can learn to implement them yourself...

I have a database containing at least 80% of my current customers	57%
I have a database containing at least 80% of my past customers	50%
I have a database containing at least 80% of my prospects	33%
I have a database containing at least 80% of my suppliers	37%
Every day I add genuinely interested people to my database	28%
I capture people's details on the <u>home page</u> of my website	8%
With regards to my prospects, I know who <u>all</u> the decision makers are	21%

- 43% of businesses don't have a database of their existing clients. Yup, the old "pen and paper" approach still exists. Bare in mind that some respondents are in the retail game or operate in trade industries (like plumbers). They use cash registers or receipt books and don't have time to capture their clients into a central system (silly boys and girls). Unless this box is ticked, you are going to have a LOT of trouble ticking the others.
- Past customers are a GOLDMINE. Even if you've changed businesses, mine those dormant clients from the past business. Keeping track of ALL your clients ALL of the

time is important because you can cross sell and up-sell to them over time. Not even your product or service is as important as the people you connect with in your life. SO CAPTURE THEM!!

I'm going to stick with this point because it is just so easy. Do you have any idea how much money I have made some of my clients using this method? All I did was go into their accounting system and reconnect them with their long lost customers. The hard work required to secure the deal had been done a long time ago, but nobody ever bothered to communicate with those people again.

Now, let's get back to this week's questions...

- Your database needs two things: *length* and *depth*. In other words, you need lots of people in your database and lots of data about each person. The data side of it comes later in the often misunderstood "Diagnose" phase. For now, find ways to capture as many legitimate people into your database as possible.
- Prospecting databases are a winner for any business (even retailers or trades), but never use a cold base that you have purchased or extracted on the web. The best place to find a hot prospecting database is from another business owner who shares a common target market with you. Their client base becomes your prospecting base and vice versa. It's very simple (and very ethical), but I'll get to this in Part 7.
- Suppliers make the best referrers. Think about it, a supplier wants to continue supplying so they are more likely to give you referrals. Unfortunately, only those very few businesses who are at the top of their game take the time to leverage and communicate with suppliers effectively.

[Interesting Insight: Of the entire assessment, the above question (Q4) proved to be the most important in terms of separating companies with bad sales from those with good sales. Top companies ticked this box, poor companies did not. This is because the best businesses have a comprehensive database system in place. Do you?]

- Question 5. EVERY business in this country should be adding prospects to their database on a daily basis. Make sure you have a form (or prominent link) on the home page of your website to capture contact details and, when someone calls you or your office, ask them for their name and email address. If you're unsure how to go about asking for this information, I'll help you.
- In some sales processes there are many decision makers involved. Your job is to know each decision maker and communicate with them in a way that adds value to their lives. That means you need to send them *insightful content*. You are no longer allowed to bribe people with presents, so WOW them with your expert knowledge instead!

What kind of database system should you buy to get started? There are many brands out there to choose from. Obviously I would love you to use Majestic, but for this particular section you can get away with MS Excel and Outlook. What matters is that you snap out of your current thinking and GROW A DATABASE!

Now...

1. Are you convinced beyond any shadow of a doubt that you CAN and WILL double your sales in a very short period of time?
2. Are your updated clients, prospects and suppliers all stored in a centralised place with easy access?

So far, only **9%** of SME's have both of these in place. Hmm... makes you think, doesn't it? If you are not doing the basics right, you need to change. Once you have made the change, go back and review your score.

Don't forget that you can ask me for help too!

Thirdly, Know Thyself

You: So tell me Scott, what do you do for a living?

Scott: Well, I facilitate an alternative business platform that networks small businesses together. Our intention is to be the driving force of a new and sustainable South African economy.

This is an example of a 15 second killer pitch. You need one. And this pitch is not just about your business, *it is about your business and life combined*. Contrary to what everyone may tell you, your business and your life can never be two separate things.

You MUST get 5/5 for this section. There is no excuse. If you are not happy right now, you have the power to shake up your industry. Be different and pioneering. People around you are waiting for someone to be outspoken and fearless in their quest for improvement. Of course there are those who are not so willing. I get lambasted from time to time. I get accused (correctly of course) of being a martyr, too cocky and that I talk too much sh*t. I'm sure I irritate a lot of people out there, especially those in the "elite" who are enjoying their comfy position at the top of the pyramid.

Guess how many business owners scored at least 3/4 for the first section (*Open Your Mind*), at least 5/7 for the second section (*Grow a Database*) and at least 4/5 for this section? **6%**! That means only 6% are doing the basics right and there are still four sections to go. But it's ok... just keep the faith and let's ride it together. That means you can reply to this email and I'll personally assist you.

All in all, this section is EASY marks. Let's get cracking...

In 15 seconds I can tell a total stranger why I am different and brilliant	40%
I use this 15 second pitch regularly	21%
I am happy and comfortable in the business and industry that I am in	65%
I truly believe that I deliver meaningful value to the lives of my customers	78%
I am 100% accountable for the sales in my business	69%

The 15 second KILLER Pitch

The 15 second killer pitch is important because it aligns you with your intention. It also allows you to communicate this intention to another human being in a very short period of time. It focuses your mind and brings you into line with *what you choose to become*. I wrote a book called *Success is NOW!* (download it on www.majesticway.net) that talks about the quantum nature of the universe. Everything from a tiny quark to a huge solar system is continually *growing*. When you make a choice, you physically and mentally begin to *grow* yourself in order to achieve it. Is a 15 second killer pitch so hard for small business owners to come up with? You would think not, yet only 20% ticked the first two boxes.

Only 13% scored 5/5 in this section, but this could be due to a misunderstanding of the last question. I did this deliberately: When I ask if you are 100% accountable for the sales in your

business, I don't mean that it is specifically you that is doing the selling. However, it DOES mean that you have to monitor the sales process with a fine tooth comb. If you are letting a sales person (or team) run around, trusting in hope that they are doing a good job, then you are playing a very dangerous game. You MUST be 100% accountable for all the sales in your business, even if you employ someone else to sell for you. In almost every successful SME I've ever worked with, the best salesman in the company is the owner of that business.

Think up your killer pitch now and run it by a few friends. WOW them and get them asking more about what it is YOU are trying to achieve. Use this pitch every time someone asks you what you do.

LOVE your business

Mahatma Ghandi said: *"YOU must be the change you want to see in the world."*

I've met people in all sorts of miserable businesses and yet, as people, they are happy. Why? It's weird, but if you really get to grips with the first two questions then you must have worked out how to be the change you want to see. People that walk and talk about change are the ones that bring it about. People who manipulate others for the sole purpose of making money will eventually come crashing down (as seen by the actions of large corporations in today's economy). Even if you shovel coal twelve hours a day, it's your ambition that matters. Communicate this ambition to others around you.

How do you begin this process? By coming up with a 15 second killer pitch and using it! Take a half hour break now and practice it on someone close to you. Then amend your 7 Ways score.

Now that you have completed the first three sections, are you seeing any improvement in your sales yet?

Fourth, Press the SEND Button

One of our clients does something very clever. He sends out an email to the prospect a few days after his quote has been rejected to ask how his competitor did. Not only does he get some useful feedback about his competition, but there have been many cases when the competitor did a bad job. The customer was so impressed that they gave the job back to our client!

Money for jam, money for jam.

Are you ready to be ***SHOCKED*** out of your wits??

- 55% of SME's say their sales are less than a quarter of what they should be.
- Only 12.5% feel their sales are adequate.
- Only 1% of businesses do the first four sections in the test correctly. (And those that do are almost always Majestic clients).

That means that a whopping 87.5% of all small business owners feel that their sales are inadequate. Sales are the single most critical element in a business, yet somehow the owners think that if they make their product or service better, or advertise just a little more, then things will miraculously get better. They won't. They won't because what makes a successful business is *people*, not product. And people require special attention. Most business owners don't have time to give it and so they end up in ruins.

But... what if you could automate this personal attention? Today's technology allows you to do this. It requires a bit of work getting it set up, but once it's running it becomes your biggest asset.

I communicate interesting and value adding information to everyone in my database at least twice a month [17%]

This is the key, right here. But, of the 17% that ticked this box, most of them still don't send out the *right* information. The *right* information is an article, written by you that includes your interpretation of a subject that you are an expert in. You need to give opinions or advice that adds value to the recipient's life. People will read authentic stuff when it comes from you, they won't read a boring old newsletter.

Every email that I send out comes from me personally (and not just my company name) [57%]

If emails come from you personally then the recipient knows that you are accountable for them. If you send an email to ABC Plumbers cc, can you be certain that someone there is going to be personally accountable for replying? No. However, if you send an email to Jan Smit, the owner

of ABC Plumbers, you feel more at ease. You know there is a real human being on the other side. This is the edge that we SME's have over our corporate rivals. Take full advantage of it!

Put simply, if I was to receive an email from your company and not your name, some part of me would feel that you are hiding behind your company veil. The only reason you have a company name is so that SARS can tax you. Therefore, all your communication should be in your name.

I follow up all my quotes and proposals [60%]

This is a good overall score, but I'm amazed it is not over 90%. The follow up is a golden opportunity to make contact with a prospect, but still 40% of all business owners neglect to do this simple task. The secret: automate the follow up process, but keep it personalised! Problem solved. And here's another tip... When you follow up on a quote, include a few tips on what they should watch out for should they choose to go with a competitor instead of you. This shows the prospect that you care about their wellbeing, even if they choose to go elsewhere. As a wise man once said, "*do unto others...*"

I thank each and every person for their sale and ask for feedback [44%]

Try this: Send out a short email to a customer after you have performed a service and include a link to fill out a short online survey (the Majestic software can do this for you). Not only does it provide a great excuse to ask for their email or cell phone number, but it leads beautifully to cross-selling and up-selling other products and services.

I use SMS in small, but effective and personalised doses [20%]

SMS can be the most irritating communication medium on the planet, but because it is so personal it works brilliantly when executed properly. An SMS must always be personal. For example: "

"The electrician is on his way to you now Scott! If you have a query or a problem, my number is... etc."

Or something like this:

"Happy birthday John, may it be a superb day! From Scott (Majestic)"

Keyword SMS can also be useful. Example:

"Send the word COFFEE to 34872 to learn more about our Coffee Groups." (This keyword facility is available as an option to all Majestic clients).

In summary, business owners are the worst communicators in the world, when they should be the best. Let me rephrase that... they HAVE to be the best. YOU have to be the best communicator you can be... and that is exactly what Majestic helps you become. This week's section is not rocket science, but it requires you to get off your butt. So, instead of following the herd and getting eaten from behind, rather put in a system that can make this work for you today.

The system that makes this happen is not expensive, but it requires to re-think your strategy a little bit. Isn't it time for a change of thinking anyway?

Fifth, be an EXPERT

By now the more astute of you would have realised how this test works. The sections alternate between left brain (logical) and right brain (creative). *Open your Mind, Know Thyself* and *Be an Expert* are designed to tap into those sections of the brain that internalise your emotional responses.

This section makes or breaks most businesses. Get at least 3/4 for this section (only 9% did) and you are close. Get 4/4 and I guarantee you a change. It is a simple matter of:

1. Deciding how you think your industry can be improved
2. Writing down these opinions frankly and openly
3. Use case studies or statistics to support your argument
4. Communicating this to your database

Watch the responses! It's amazing to see people in your industry start seeing you as someone who is really on top of their game, even if they disagree with your approach.

This is how others fared in this section:

I truly know my industry and why my product will benefit another human being	80%
I have written (or commissioned) at least three compelling, informative articles about my industry	17%
I have at least one YouTube video clip of me explaining a solution to a problem	3%
At least 70% of my customers <u>and prospects</u> know that I am at the top of my game	35%

I could easily sit here and bitch to you about how bad the market is at the moment. I could moan about how customers don't pay. But I can't because every month Majestic has a record month. It is because my approach is different to that of most people. When I speak to someone I tell them how I facilitate an alternative business platform. Our intention is for SME's be the driving force of a new and sustainable economy which I call *World Micro Business Domination*. That gets their attention!

My opinion is that our current economy is driven by opulent fat cats who have no idea how the world should work. They care about nothing except themselves and, in order to keep themselves at the top, they HAVE to support the pyramid structure. I believe these morons are getting what's coming to them and this leaves massive opportunity for us small businesses to WORK TOGETHER and instigate change.

I want to be part of this change.

All you need to do is get your database together and start sending the people around you interesting information that adds value to their lives. Because this comes from you it shows them that you are an expert, not just a salesman. Don't be scared to let your voice be heard! You will be amazed at how much respect you'll earn if you rock the boat a little. You'll be even more amazed at just how many people will agree with you.

If you're too scared to rock the boat, at least write a few articles that will build credibility for you and add value to your readers. This is a bare minimum for any successful business.

USE YOUTUBE!!!

This is where everyone fell short. You just don't want to show your face on public television do you! Change that attitude and your business will change too.

It's easy... Think of a problem that many of your target market face, a problem that you have the solution to. Ask someone to film you using the video camera on your phone. Demonstrate how this specific problem can be solved. Then, go to www.youtube.com and follow the instructions to upload this clip. Don't be scared to be on TV! You know your stuff and you need to get this across.

When you're ready to go, email the YouTube link to your database. Tell them you have a suggestion to help them save time and money. Don't make it sales pushy and don't do it for any other reason than for the good of the viewer. You can't go wrong.

Finally, sit back and watch the response... it's incredible! I am busy loading my entire DVD onto YouTube. I even have my own channel: www.youtube.com/themajesticway. It cost me R5k to get someone to film my presentation professionally and another R5k to edit it and cut it properly. You, however, can do it for free using your phone! The movie just sits on YouTube earning you credibility and showing people that you are on top of your game. It does this 24 hours a day, 7 days a week. It has paid for itself 10 times over.

Only two more sections to go... next I'll show you how awesome the "Diagnose" technique is!!

Sixth, Diagnose!

Ways 1,3 and 5 are right-brained sections. They are creative, soft and equally as important as Ways 2,4 and 6 which are logical. This is the last of the logical ways.

This section was hardly done correctly by any business which is, again, why most of them fail. I am going to harp on about the abysmal failure rate of businesses (around 90%) because it has to change. We need to work together as a small business community and take back our power from large corporations. It all starts when you join a Coffee Group.

Right, let's see how everyone fared in this section:

I know exactly which 3-5 critical questions I need to ask a client when I see him/her	50%
I know the answers to these questions before I even see that client or customer	29%
I have a system in place that continually surveys my database to extract this data	10%
I do NOT give generic sales pitches, I only solve specific problems	50%
I know exactly what my sales conversion rate is	21%

Less than 3% hit the 5/5 mark for this section. It's really not that hard!! Just follow this process:

1. Before you see a client, ask them to complete a brief form to ascertain where their problems lie.
2. After you receive this form back, call them to set up an appointment. You are far more likely to secure an appointment once the prospect has completed this form.
3. During the meeting, don't waffle or use long PowerPoint presentations. Begin by reiterating their problem in 30 seconds. Afterwards, you simply ask "*Am I right, is this the problem you currently have?*"
4. What happens next is amazing. Because you've hit a nerve, the prospect will suddenly do the talking! They will elaborate into all sorts of detail about the issues they are experiencing which will be right in line with your area of expertise.
5. When you have finished discussing their problem at length, that's when you pipe up and say, "*I have prepared a solution to this problem. May I present it to you now?*"
6. ... the rest (follow ups, identifying the decision makers, closing, etc.) you can pick up in more advanced sales process training.

This technique is nothing new. I can't even take credit for it. Doctors have been using it for centuries which is why they are rich and we (generally) are poor. To see this process demonstrated beautifully, take a look at the short videos on www.majesticway.net (top right corner).

Know this: If a client or customer is not prepared to give you information that allows you, an expert, to diagnose their problem, then they sure as hell **WON'T SPEND MONEY WITH YOU!!** Don't do anything until you get the right information out of them. In other words, be an expert that diagnoses problems, do NOT sell like some desperate halfwit.

The solution:

Do you think a doctor goes out and sees healthy patients to find out if they happen to be sick? Madness! Yet that is what small business owners do every day. Doctors only meet with patients who need them, so why should you change this winning formula?

Imagine you only spoke to customers or prospects that had answered the five key questions that YOU specifically want to know about. Imagine you had a crystal ball that told you who these people were before you contacted them. And what if, when you did contact them, they already knew and trusted you? Qualified leads to your inbox - would that be exciting for your business? Spend the time and effort getting to know Majestic and miracles will happen. If you implement it right, in just a few hours, Majestic will be your crystal ball.

You do need to track your appointments and closure rates. And yes, you can build a sales funnel in Majestic that does all this for you. It even communicates your follow ups, customer surveys and asks for referrals... but let's not get that far ahead of ourselves just yet. Get the basics right first!

Get your score to 90%+ on your 7 Ways test and YOU WILL DOUBLE YOUR SALES. I really don't know what else to say.

Seven, work with someone who's already done steps 1-6!

Oh, life is so simple. The more we complicate it, the more we suffer. If we can just return to the simple life again, then success is within our grasp.

Right now, we have a community of hundreds of people who are implementing steps 1-6 in their business. Why not leverage from the hard work they have done? Please picture this scenario:

STEP 1: Making Friends

- You are having a drink with a good mate. The Boks are hammering the Lions, but it's not helping your depression. You confess to him that your business is struggling. He sympathises and invites you to join his Coffee Group.
- You are skeptical when you arrive at the group, but you are immediately greeted warmly by other fellow business owners in your area. You even recognise one of them as being your local restaurant owner. Your friend acts like he has known these people all his life and you soon feel at ease.
- The Coffee Group Coordinator begins proceedings with the *Statement of Intention* which clarifies that you are here to support each other, not just to sell. She then takes you through a few interesting agenda items and discussion points. One point in particular is really useful to you - "telephone tips."
- You were given one minute to tell the group about your business, but you stumbled badly. You just didn't seem to have enough time!
- Then something very strange happens... everyone pulls out their laptops and the coordinator breaks you up into pairs. You are asked to work with a lady called Michelle who owns a recruitment company.
- Michelle greets you and tells you about the 185 HR Directors and CEO's she has in her database. Suddenly it hits you. Wow!! Michelle has people in her database that you would love to do business with! One in particular, Geordio Papadopolous, is a guy you've been trying to get a meeting with for months. Your business is very different to hers and you wonder how there could possibly be any synergy.
- Michelle says to you: *Of course there is synergy! It doesn't matter what business you're in, it's the relationships that count. I tell you what, I'll drop my friend Geordio a line and tell him that I think it's worth his while meeting with you. Meanwhile, I want you to do what I've done and begin implementing the Seven Ways into your business. Next time we meet, you can promote ME into YOUR database of clients and customers!*

STEP 2: Sorting out your own backyard

- You are not sure where to begin, so you ask the Coffee Group Coordinator how to implement Majestic. She suggests that you work with Johan who is a Majestic Guide. You speak with Johan and he would love to help you implement Majestic into your business. He charges R250 per hour and it should take about eight hours to get the basics up and running. You are not sure if you want to spend this kind of money, so Johan offers to take it slowly. *"How about we do a two hour session first," he says. "If you're not happy, you don't need to follow through with it!"*

- You are happy that the risk is negligible, so you sign up for Majestic Mini 1000 at R440 per month + VAT (visit www.majesticway.net to see all the options available). There is no contract period and you know you can opt out at any time. Besides, this sure beats conventional advertising!
- A fortnight later, the next Coffee Group rolls round. By now you have loaded 57 people into your database and sent them all on a communication journey. A journey is a series of articles that are interesting and informative and NOT sales pushy. Each of these articles contains a link to a form which you also learned to build in Majestic. Many people in your database responded by filling it out immediately because they know and trust you. In fact, two very interesting things happened as a result of the emails and the forms:
 1. By asking the right questions up front, you learned more about your prospects than you ever knew before.
 2. One of your prospects actually called you! They admitted that when they first met you they were worried about your level of expertise and credibility, but upon reading your article they changed their mind.

PART 3: Making magic happen

- The Coffee Group begins and this time you are far more confident. You stand up, and in just 30 seconds you completely WOW the others with your killer pitch. Even though your business looks very bland on the outside, you have some big plans to make the industry a lot more interesting. You tell Michelle that you met with Geordio and even submitted a proposal. You impress her with your pre-written follow-up and automatic diary reminder.
- Michelle now trusts you and is ready to work with you properly. She shows you an article that she wrote last week. It's very insightful and she even took the time to angle it towards your specific business. You are certain the people in your database would love to receive it, so you open your web connection, log into Majestic and load the article. You write a brief introduction that positions Michelle as an expert and send it out right there and then! At the bottom of her article you put a link to Michelle's form where she offers a free quick quiz that will diagnose your staff's talent potential.
- Michelle offers to pay you 5% commission on any deal she converts. You tell her thanks, but it is not necessary. You are both promoting each other in the spirit of collaboration. She agrees.
- You both mail off your articles and within 48 hours you get a few really nice leads from her base.

FOR GOODNESS SAKE, THIS IS THE FUTURE OF MARKETING!! THIS IS THE FUTURE OF BUSINESS!!!

Can you see the difference?

- No more wasteful advertising that never works
- The entire concept of competition becomes null and void
- It's practically risk free
- You only work with people who actually need your service

- Every lead your get is a credible referral
- You are part of a community of amazing like minded business owners that work together in the spirit of collaboration

Well, that's it. You now more about business than all of the successful millionaires put together. I have given you this information freely because I have a feeling that one day, maybe soon maybe not, you will find your way to Majestic. The time is coming for small businesses to take over the world. In the mean time, if you've done the 7 Ways Test I'll send you an E-Book that contains all we've discussed over the past two months.

It's been a pleasure writing for you!

Scott