

How The E-Learning Marketing System Works For Your Business



**How To Build A
Multimillion Dollar Business**
Your Step-By-Step Marketing Roadmap

The E-Learning Marketing System™

Building A Multimillion \$ Business

- Building a multimillion dollar business is actually simple
- It isn't easy... it takes work and effort on your part
- Building a multimillion dollar business is simply the logical conclusion when you know the right information... and you then apply that information in the right order
- Very few business owners know the right information or apply it in the right sequence to make things work properly



Building A Multimillion \$ Business

- An elevator pitch is an essential business fundamental that every business **MUST** have... but you can't create one properly until you...
 - properly identify your target customer
 - understand how they go about making their buying decisions
- The marketplace is void of great business building systems
- Knowledge of advanced marketing is extremely rare
- Business owners don't know where to go for help



Building A Multimillion \$ Business

- Most companies have a very limited understanding of the basics of marketing
- 99.92% of companies who attempt to advertise in the Yellow Pages have no recognizable USP
- They're losing money because of that missing fundamental
- The purpose of this program is to train you in knowing, understanding, developing and applying the essential marketing and business growth fundamentals that are required to build a multimillion dollar business



E-Learning Marketing System

- Congratulations for taking action
- You've just committed to taking action to build your business
- If you play full out, put forth real effort and be committed to achieving results... then we'll guide you every step of the way
- Building a multimillion dollar business requires effort, planning and a proven and tested process



E-Learning Marketing System

- The E-Learning Marketing System is the most powerful and proven business growth program on the planet
- It's a proven and tested process that can help you build a multimillion dollar business
- We designed our E-Learning Marketing System as an effective way to help serious business owners build up the momentum they need to get their business up and running and making money



E-Learning Marketing System

- This program requires you to APPLY the information provided
- Apply the information directly to your business and you will begin to see immediate and impressive results
- The E-Learning Marketing System is here to help you...
 - gain traction
 - get you out of a financial hole if you're in one
 - help you regain your momentum



E-Learning Marketing System

- One of the primary goals of the E-Learning Marketing System is to help you quickly increase your revenue
- The E-Learning Marketing System can give you the financial life support you must have right now
- But YOU must discipline yourself to apply the information and follow our process to the letter
- Schedule at least 30 minutes every day to work ON your business...
NOT JUST IN IT!



E-Learning Marketing System

- Our personal goal for E-Learning Marketing System members
- We'll reveal to you WHAT you need to know in every facet of your business... AND we'll teach you exactly HOW to apply that information as well
- We'll include a workbook to assist you in applying the information for each individual presentation
- It will reinforce the information we'll be covering, and you can review the information in the future



Objectives

- Let's explain the objectives we want to help you attain
- We know business owner's today are in the fight of their life
- We want to provide guidance, assistance and support so we can help you to not only survive these tough times... but thrive
- We've designed and created powerful presentations to provide the tools, the strategies and the support you need to build the type of business you've always dreamed of having
- We want this program to be simple-to-use and easy-to-understand



Objectives

- YOUR job is to apply the information to your business
- It's the application of information that produces real results
- This program encompasses critical business fundamentals covering all major business growth areas such as...
 - lead generation
 - lead qualification
 - lead conversion
 - lead nurturing
 - marketing and advertising
 - compelling messaging
 - persuasion marketing



E-Learning Marketing System

- Step 1 is to watch this process overview presentation
- Step 2 is to start working through each presentation, beginning with identifying your target customer
- Step 3 is to complete each presentation in the order listed
- Small businesses focus on the wrong things
- This program has been designed to change all of this and help you produce real results



E-Learning Marketing System

- Solo-professionals perform all the functions involved in running and operating your business, and often indicates a lack of focus on the things that generate revenue
- You should be spending 80% of your time focused on your highest income-producing activities
- This program will change your life by helping you to focus on the activities within your business that...
 - brings in the bucks
 - helps you reset your daily activities
 - eliminates all income-draining activities



E-Learning Marketing System

- Each presentation has been designed to move you and your business to the next level
- Each is in the specific order that's proven to generate the most revenue at the fastest rate for your business
- You'll receive relevant examples based on real-world situations to help you learn and apply each presentation
- This will increase your retention rate and make the information that much easier to apply
- Our goal is to help you to achieve real bottom-line results



Litmus Test

- There's a litmus test that determines and confirms that a business is a truly viable one
- 3 market conditions **MUST** exist for business success...
 - a problem must exist in your market
 - your product or service must offer a solution to that problem
 - there must be a demand for your solution



3 Business Fundamentals

- 3 business fundamentals **MUST** be in place to **THRIVE**
 - your business must stand out from the crowd
 - your business must offer extraordinary and exceptional value
 - You must have a compelling message that confidently communicates the first two fundamentals
- These 3 fundamentals instantly separate your business from your competition and immediately position yourself to dominate your market
- These are crucial when you need to generate more leads, attract more clients and make more money



Target Customer

- Let's explore several presentations to give you an idea of how they'll help you build a multimillion dollar business
- Most business owners try to be all things to all people
- That's one of the worst things you can ever do
- First, we'll focus on identifying your ideal target customer
- They're the prospects who WANT what you sell... versus those who NEED what you sell



Target Customer

- Prospects may or may not buy what they need... but they will always buy what they want
- When you identify and separate these two groups... and then position your product or service so it attracts only the prospects who WANT it, you begin to separate your business from your competition... and that makes your business "unique"
- We're going to help you find your target customer by breaking this critical fundamental into 4 separate and distinct presentations



Target Customer

- We'll teach you how to identify your perfect target market... and how to know what they're thinking before they think it
- This completely removes the guesswork when you go to search for your best customers
- These will be the customers who want what you sell instead of those who simply need what you sell
- This will be a very simple exercise for you with the help of the workbook we've developed along with our proprietary forms we've included



Target Customer

- We'll make sure you're selecting the right target market in which to invest your time, money, effort and energy
- This is the market that will enable you to attract all the target customers who also share in your passion
- They provide you with a much greater return on every marketing dollar you invest



Target Customer

- They spend the most money with you
- Require little maintenance when it comes to customer service
- They'll demand you sell them additional products and services... because they respect and trust your expertise
- They will sing your praises to everyone they meet
- Send you more referrals than you can handle
- Offer you their unsolicited testimonials
- We must teach you the little known process that will attract these target customers to your business



Buyers Thought Process

- Once you attract them, you must understand how they go about deciding whether or not they'll buy what you sell
- We'll explore their "buyers thought" process so you know what your target customers are thinking before they think it
- This is the key fundamental that will begin the process of separating your business from your competition... and help you create unprecedented VALUE for your product or service



Buyers Thought Process

- We're going to help you develop a "prospect mindset"
- You'll learn how to think EXACTLY like your target customer thinks
- You'll learn to identify the problems, concerns, frustrations and fears they anticipate and experience when they buy what you sell
- It's vital that you understand the thought process of human beings
- Every decision we make begins in one of two ways...
either through an "internal desire"...
or an "external influence"



Buyers Thought Process

- Just knowing that difference alone can save you a small fortune on your marketing expenses, and explain why some of your previous marketing efforts may have failed to produce results
- For example, do you really need a website?
- A "prospect mindset" helps you understand what your clients want
- Then you can evaluate if you provide a solution they want



Buyers Thought Process

- Unfortunately, the solution your business presently offers will often match the solution your competition offers
- When you both offer the exact same solution, prospects are then forced to default to the business that offers the lower price
- We're going to show you how to create value in your business
- We'll teach you how to strategically "innovate" your business
- Innovation is your ticket to success, wealth and financial freedom
- Innovation begins the process of separating your business from your competition



Buyers Thought Process

- Innovations tap into your customers emotional responses
- That's very important since prospects buy based on emotions
- Wants are emotion-driven... needs are logic-driven
- You'll create innovations that target your customer's emotions
- Once you understand their thought process, you can begin to create persuasive and compelling marketing messages



Compelling Messaging

- We'll start this powerful message creation process by helping you develop a compelling and engaging elevator pitch
- You're at a networking event and someone asks you...
"so what do you do?" What do you say?
- The next words out of your mouth can make your business millions... or result in its complete demise
- Knowing exactly what to say...
and the order to say it...
is the real secret to building
a successful business



Compelling Messaging

- Once you develop the perfect message, use it everywhere
- Networking events, everyday conversation, in your marketing and advertising, in your emails and direct mail letters
- We're going to make sure you get this right
- We'll help you create an elevator pitch so powerful and compelling, it will stop your prospects dead in their tracks
- They will give you permission to sell to them



Compelling Messages

- We'll help you shorten that message and create a compelling networking tool that generate a massive number of leads
- This shorter message pre-qualifies ONLY those prospects who are your target customers... gets them immediately interested in what you sell... and has them begging to set up an appointment with you so they can buy what you sell
- But we won't stop there



Unique Selling Proposition (USP)

- Every business needs a USP (Unique Selling Proposition)
- It represents the single biggest benefit your business offers that your competition doesn't
- Most businesses don't communicate ANY benefits that differentiate themselves from their competitors
- This is a huge marketing mistake



Unique Selling Proposition (USP)

- Innovation is the key since it creates additional benefits
- Your USP becomes the centerpiece for your marketing
- When you can identify your target customers...
understand how they think before they think it...
create a compelling message that resonates
with them on an emotional level and compels
them to take a specific action...
you will be able to instantly
increase the number of leads
you attract to your business



Compelling Messaging

- Compelling messaging comes with a host of benefits...
 - communicates to your target customer exactly what you do
 - communicates how you do it
 - emphasizes the benefits instead of features
 - resonates with your prospects on an emotional level
 - attracts highly qualified leads that convert into new customers



Time Commitment

- Devote 30 minutes every day to working in the E-Learning Marketing System, and your efforts will begin to produce unprecedented results within the first several months
- These aren't TEMPORARY outcomes
- These are permanent results your business will experience moving forward



Your Marketing Process

- Now let's put into place the fundamentals that will create a laser-focused marketing program and drive in all the qualified leads your business can handle
- Lead generation requires a "marketing process"
- We're going to help you develop a successful marketing roadmap for your business covering the areas of:
 - lead generation
 - lead qualification
 - lead conversion
 - lead nurturing



Your Marketing Process

- Your roadmap will...
 - increase your marketing's response rates
 - increase your conversion rates
 - improve your client retention rates
 - help you avoid costly marketing mistakes
- The Marketing Process removes all the guesswork from your marketing program



Your Marketing Process

- We'll teach you an easy to understand, simple to use step-by-step process that will enable you to create a visual roadmap with the EXACT combination of marketing channels, strategies and tactics that will help you to out-market and outsell your competition
- Your marketing process helps you know the right combination of strategies and tactics to use in every stage of your marketing efforts
- It places your compelling message directly in front of your target customers and compels them to take action



Your Marketing Program

- You're now ready to create and implement a world-class, state-of-the-art competition-crushing marketing program
- We're going to teach you our proprietary "persuasion marketing" process
- We're going to revolutionize your marketing with a powerful "marketing equation"
- This equation has the power to create emotionally compelling and highly effective marketing



Your Marketing Program

- We're going to reveal the closely-guarded secrets used by the world's top copywriters and designers that will turn your website into a cash collector... and all of your marketing collateral into an army of your very own personal sales agents
- We're going to turn your simple business card into a powerful lead generator and list builder
- We'll teach you the secrets to creating offers so compelling they're almost irresistible
- We'll help you price your product or service so your price actually reflects the true value of what you offer



Our Goal

- Our goal is to help every small business owner understand what it takes to immediately produce more leads... more clients... and more revenue
- We want to help you grow your business to that elusive million dollar level and beyond
- You now have access to some of the world's most cutting-edge business growth information
- This presentation is an overview of the content you will receive as a valued member



Let's Work Together

- Our passion lies with the small business owner
- We want your business to reach its maximum potential
- We promise to be there for you every step of the way... with the programs, services, tools, templates, resources, strategies, tactics and support you want and need



E-Learning Marketing System

Designed to get YOU results!

