

SMALL BUSINESS ROCKET LAUNCHER

*FILL YOUR BUSINESS WITH ELITE CLIENTS AND
START A MOVEMENT*



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Find out how to create, develop, implement, and become
the authority with AutomationRehab at:
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ENDORSEMENTS AND ACCOLADES

"There are leaders, followers and then those that can do both. Shoan Snodays book "How to Small Business Rocket Launcher" not only displays him as an authority in the industry, but it also shows his leadership skills as well as how he has followed some of the greatest marketing minds in history. From the mindset of Think and Grow Rich, to the #1 business book called "The e-Myth" Shoan has demonstrated the proper way one should grow their business in a simplistic way."

Loren Branton - Adelante

"Shoan gives doctors and practitioners a clear and simple blueprint on how to turn a small business sales and marketing department into an automated machine. Whatever your level of revenue or income, "Small Business Rocket Launcher" will show you how you can apply big business systems into the ultimate small business growth marketing machine."

Daniella Park - DoingItSober.com

"It is truly a blessing to have Shoan Snoday as one of my good friends in my personal and business life. After many years of travelling the globe it is people like Shoan Snoday that keeps my "tuned-in". We both share common goals in healing and well-being at a global level. Shoan has helped me grow Spiritually, financially and in my business as well as my personal relationships. More people need to engage with Shoans trainings – quite amazing!"

Paul Shepard – Sensei Stormy

“There a very few marketers in the small business industry that can look at your current client list and bring the gold to surface. Shoan Snoday is one of those rare marketers that will not only find the diamonds in your database, he will help you convert them as well. You know those people that have been on the fence and just haven't made "the move". Shoans systems and processes are designed to bring stubborn prospects to the top of your sales pipeline, get them in your fulfillment campaign so you can get more referrals!”

Amy Cadiente-Dagleish - The Lakehouse Center

“Shoan Snodays AutomationRehab.com holds the key to growing your small business and helps you scale at the rate that makes sense. You won't waste your money on marketing gimmicks that are all over the Internet. Rather you will receive focused and proven campaigns that are only being implemented by real marketers helping real businesses. Shoan Snoday helped us not only scale our business but helped us hire the appropriate people so we could run a sustainable membership.”

Ramona Hill – Credo Studio

“Growing your business take a lot of work and is usually a little scary. Most people fail when they grow too fast. But then there is Shoan Snoday. Never have I seen someone so passionate and intelligent enough to create such complicated automated systems and explain them in such a simple fashion that even I can understand them. He can help any business run smoother and run more efficient, so you can focus on the work you want to do, not the work you “need” to do. Thanks, Shoan!”

Fred Woods – Geo Metrics

“Shoan Snoday and I are in a mastermind group together and I have known him for several years. He is one of the smartest marketers I know. I would recommend anything Shoan designs because it is always top quality and delivers massive value. When it comes to business, Shoans the one you want to know when it comes to business partnerships :)”

Michael Huerta – Tea Leaf Marketing

*“I have been following Shoan Snoday for over a decade and he still astounds me on how he always stays on the bleeding edge of technology. When there is a new tool, or a new system Shoan is always on top of it, learning or delegating the work to one of his fantastic team members. If you need to be schooled on the latest tools, or you simply just want to implement them in your business, Shoan Snoday can help you find the shortest path to business success. “ **Kevin Smith - KevCo Enterprises***

Why Did I Write This Book?

I wrote this book because my life was a tragedy.

That's what my stepfather said, and that was when I was in my 50's and had already been sober for going on three decades.

My life was a tragedy?!

Wow! I couldn't believe I was hearing those words, for after all wasn't I the one that spent the past few decades helping everyone in my family live a more practical and sensible life?

Wasn't I the one that brought the family together for the holidays and paid for everyone to enjoy the holidays on my dime? Yet, my life was a tragedy.

And when I think about it, my life *was* a tragedy.

And I need to thank my stepfather for those words. Because they are a reminder of where a lot of us have been, where we can return, and who and *why* we can help.

So why did I write this book? Because my life *was* a tragedy.

Because I was a problem child. It was as if I never made it out of the cocoon. For most of my childhood and into my teens and early twenties all I could see was the haze of reality through the opaque window of my sheltered confinement of a hapless life.

I was in a Christian military school for elementary, a youth camp for high-school and locked down behind 4-inch thick bullet proof glass in my teens. 5-pointed and pissed. So yeah, my life was a tragedy. But I survived, and it was because of people like you that fought for my well-being. I want to thank you first and foremost, for helping someone like me see the light and experience the magnificence of life for which we were created.

So yes, I thank you for picking up this text, and it is my hope that you apply the principles inside, so you can help others for reasons only you know about.

WHY SHOULD YOU READ THIS BOOK

This book will help you get in front of more people, in less time, with less effort, so you can assist them in their mind, body, spirit and most important ... business.

If you own a small business, or even work out of your home as a trainer this book is intended for someone like you that has already been in the field, been behind the firing lines, and understands the joys and sorrows of starting, staying in and maintaining a business.

You will learn how to become the authority, follow-up with the people that need to “think about it” and so you can make a powerful difference.

People are becoming more unstable every day, and they need your help. And some people are just so stubborn that you literally need to get in front of them, hold their hand, and say “Follow me”.

By the time you complete this book, that one person that is on your mind (the one you’re thinking about right now) will be well on their way to healthy and happy business lifestyle.

They’re just waiting for you to take the shot. It’s your turn. Let’s do this together. Read on, my friend, and let’s do this!

TABLE OF CONTENTS

ENDORSEMENTS AND ACCOLADES	3
WHY DID I WRITE THIS BOOK?	6
WHY SHOULD YOU READ THIS BOOK	8
CHAPTER 1. FILL YOUR PRACTICE	12
CHAPTER 2. TECHNOLOGY IS YOUR FRIEND	22
CHAPTER 3. NURTURE AND CONVERSION	30
CHAPTER 4. COLD LEADS TO HOT PROSPECTS	38
CHAPTER 5. CLIENT ON-BOARDING	50
CHAPTER 6. AUTOMATE REFERRALS	62
CHAPTER 7. LONG TERM REFERRALS	69
CHAPTER 8. BONUS	

ABOUT THE AUTHOR	87
OTHER BOOKS BY SHOAN SNODAY	89
PRODUCTS BY SHOAN SNODAY	
HIRE SHOAN TO SPEAK AT YOUR EVENT!	91

CHAPTER 1. FILL YOUR BUSINESS

80 percent of our domestic job growth comes from the small- and medium-sized business community - Melissa Bean

Running a small business can be gratifying, exciting, and fulfill your life purpose but it can also be full of drama, crisis and stress you out to no end.

Receive or make any of the following:

- Wrong moves
- Criticism
- Complaint

...and you could be scrutinized by not just your peers but investigated by your officials. And as you already know, once this gets on Google it's there forever!

There goes your dream, your investment (and your reputation) down the toilet. Everything you worked so hard for, gone in a flash.

In this book you will learn the 7-step process that the rapidly growing small businesses use to maintain their brand, their reputation and integrity.

Let's now look at the seven steps Big Business Centers takes to remain relevant and at the top of the game.

Tony and Oprah understand the following:

- Technology is your friend
- Prospect “Nurture and Conversion” are top priority
- Follow-up brings in 82% of business
- Client On-boarding and the WOW factor
- Automate Referrals (Promoters vs. Detractors)
- The Machine – How to loop client referrals to double your business
- Long Term Nurture – People will get on-board when they're ready (Not when you are)



ONE: TECHNOLOGY IS YOUR FRIEND

I have worked with thousands of small business owners and all of them have said the same thing.

They love technology, but they hate the learning curve.

In a matter-of-fact, I have walked into some businesses that have spent thousands on technology, but they always go back to the Excel spreadsheets and notebook paper because it is just.... well.... easier.

Your business might be doing this right now.

The first thing to overcome technology anxiety is to get the right tech, for the right job. The question is, "How do I know what the right tech for my business is?"

This question goes hand-in-hand with the question, "How do I know which car is the right one for my garage?" Well, once you find the right tech you have a second problem. Once you have the appropriate tech to double the size of your business you are going to have to use it.

In other words, you need to **TAKE THE FERRARI OUT OF THE GARAGE** and drive it on the Autobahn!

No more pads of paper, Excel spreadsheets or calendars on your wall to manage your business. This isn't 1980 for goodness sake!

The next thing you need is the right kind of training.

Have you ever driven a Ferrari?

If not, you will need to know all of the safety features ==>

Such as How to adjust:

- The chair
- The steering wheel
- The driving capabilities

...in order to get the top performance from the vehicle.

And you will probably need someone to show you how to do this correctly.

Once you find the right kind of tools and the right training, you are guaranteed off to a great start.



TWO: NURTURE AND CONVERT

In the automation industry we have a saying, "Attract - Sell - Wow!"

This needs to be done immediately when a lead comes in. Remember, people have searched you out and they want a speedy response. If you do not have an instant response, they will go to someone else, and you want that someone to be you.

In today's world of fast-food nation, we can't always sell immediately. But we can nurture. There is a specific way to do this and you will learn that and more in this book. Keep reading it gets better.

Once we have closed the sale, we need to Wow the client and that brings us to the step three, which is Follow-up.



THREE: FOLLOW-UP = 82% OF BUSINESS

Many years ago, we wrote an article called the, “Ultimate Phone Followup”. In that article we emphasize the importance of follow-up.

How many times have you received a lead, only to lose it somewhere in your office or you called it one time and completely forgot about it?

With the right technology you can not only follow-up with your leads automatically, but you can remember the date AND the time you contacted them. This way you can follow-up without being a pest.

Surveys show that 87% of business comes from follow-up.



FOUR: CLIENT ON-BOARDING

Every business has an on-boarding process.

Some are strong, and some are weak, but all of them can be enhanced. One way to WOW your new clients is to always be in front of them.

Let them know that you care and that you are available.

Also, keep their loved ones up-to-date with any important information they will need to be informed about. One of the main ways to wow your clients is through surveys.

Ask them questions about their experience and if they have any positive or negative things to say about you or your company. Not only will this help you build rapport, but their replies will also help you build a better business.



FIVE: AUTOMATE REFERRALS

All of the biggest companies in the world use surveys.

Every business from Amazon to Walmart needs to know how they are doing. It is important to know who is happy with you and who may have a bit of an issue.

The easiest way to do this is to ask. If you do not A.S.K. you do not G.E.T.

When you ask your clients how they are doing on a 1–10 sliding scale many of them will reply. And when they rate you a nine or a ten you can communicate with them differently than if they rate you a six or below.

A 9 or a 10 would be considered a “Promoter” and anyone under a 6 would be a “Detractor”.

Referrals...



Another thing you need to know. Whoever rates you a 9 or a 10 is someone you will want to get referrals from. Wouldn't it be neat if you could get referrals automatically? While you sleep? Well, that and more is possible when you have the right tools and use them correctly.

SIX: CLIENT REFERRAL MACHINE

Client referrals for wellness centers, especially the type of centers that deal with highly sensitive clientele who wish to remain anonymous can be an extremely delicate process.

We don't want to compromise the integrity or trust we have with our clients, but we are also running a business.

Some of the ways to get referrals are through friends, clients and promoters. Although we can use them for referrals, we can also ask them to introduce us to other entrepreneurs.

People like to help people and when we do a great job, people like to broaden their network by helping us broaden ours.

This can all be done with the right tech. Read more on how it is done. So, offering a professional an easy way to send us a referral without having to call us or send us an email is always desirable.



SEVEN: LONG TERM NURTURE

When all else fails, keep in touch, and stay top of mind. As you already know, people will become your client when they are ready, not when you are ready.

If they joined when you were ready you would be a gazillionaire, right? : -)

Long Term Nurture is a way to stay in front of your prospects and referrals without having to lift a finger.

Just make sure you have strong content and topics that are important to them and everything will unfold exactly as it should.

To understand more about the complete Perfect Customer Lifecycle watch our videos at

www.automationrehab.com/members

or set an appointment with us at

www.automationrehab.com/meet

and learn all seven principles as well as how automation can help you make more money, in less time, with less effort.

CHAPTER 2. TECHNOLOGY IS YOUR FRIEND

Every once in a while, a new technology, an old problem, and a big idea turn into an innovation. - Dean Kamen

TECHNOLOGY IS YOUR FRIEND

Running your business can be quite gratifying. It gives the owner the opportunity to work in a field they actually enjoy, provide a sense of belonging and worth, and the owner can take pride in producing something that is essentially from their own creative nature.

But the financial risk, long hours and carrying out unpleasant tasks like managing a meeting or making a deadline can sometimes take its toll.

And when it comes to technology, some of us would rather fire our best friend than go through the learning curve of new technology.

Remember your first calculator? Remember not knowing the difference between the “C” and the “CE”?

(HINT: CE does not stand for Clear Everything. That is what I thought it meant until I read the directions)

Once we learned how to differentiate the two, our technical experience made our lives easier.

When our business was first starting, we paid for an accounting software that we didn't configure for almost 9-months before we started using it. We knew deep down inside our business was going to suffer if we didn't begin to implement the technology. Plus, the I.R.S. would have a field day with us and our business if we didn't get some clarity.

We finally decided to take-action and get the appropriate software that rang true with our business. The brand of software wasn't as important as implementing the software. And speed of implementation is the secret to success. And believe it or not, our business ran smoother.

We could now keep track of the money coming in, the money going out, and most important we had clarity on how to make our next investment.

As our business grew so did the technology, and our frustration, but we knew if we didn't get our business growth under control, we would have to go back to being a one-man-show and no one was willing to go that direction.

We decided to take the bull by the horns and invest in a software that could help us with sales, marketing, customer service and fulfillment.

The scary thing was not so much which software to use, the scary thing was we needed to be able to use it effectively and have the proper training for a long-term staff member. We knew we needed clarity; we just didn't know who to ask for the expert advice.

Here are the areas of our business that were suffering:

- Sales
- Marketing
- Customer Service
- Financial
- ... Follow-up, Follow-up, Follow-up

And this is what we learned.

First, we learned technology is our friend. (And yours too)

Second, we needed help.

Third, when we resolved #2 the fear of #1 went away.

Here's the good news.

Getting the help required for number two didn't cost us anything. It actually came with our service.

Here are the victories and successes we were able to achieve by implementing automation in our business.

The most important accomplishment is and always will be customer service. we can now oversee every conversation that takes place within our business.

Whether it takes place with a prospect, client or vendor we can manage all of the communication from stem to stern and have clarity throughout our complete corporate infrastructure.

There were other departments and branches of service that were positively affected as well.

We dramatically increased our sales by using built in technology to create sales value while we were busy closing deals with prospects that were ready to buy now.

This goes back to the old 80/20 rule, where-as 20% of our leads were hot and 80% were not.

We were losing a ton of money because many of our leads were good, and we knew it, but we didn't have an effective way to follow-up.

Once we got the technology in place and our people trained, we increased sales and began to make a bigger difference in

our prospects and clients lives because we were able to build the value and close the sale before the initial call.

You can learn more about that here in this book.

And that in itself would not have happened if we did not put an efficient marketing campaign in plan.

There are many forms of marketing, so we are going to make it clear on the type of marketing we are talking about.

Here are a few types of marketing that small businesses develop:

- Facebook Ads
- Google Ads
- Direct Mail
- Direct Response
- Social Media
- Email and Texting
- ...etc.

These forms of marketing are valuable, and some are mandatory for different types of business, but we are going to talk about follow-up. This type of marketing consists of connecting with someone and branding your company as the business-of-choice after you capture their information.

Whether you have their email or not.

So, our next step was to connect with all of our prospects that were on the fence and were not ready to buy...yet.

The way we did this was with campaigns that kept us front and center to our prospects and that built value on their particular concerns. Additionally, we added links to blogs,

videos and offers that may entice them to purchase a smaller deal than our original core package.

Once we followed up with the appropriate email, video or offer we were more likely to close a future deal based on our relationship we were able to develop through follow-up marketing.

And here is the kicker. If and when someone purchases a smaller package, we are able to follow-up based on the financial. We are able to systematize our purchases using the same technology. In other words, if and when someone purchases a smaller deal, we are able to say, “Would you like fries with that?” Not only can we maximize our profits with an immediate upsell, we are also able to follow-up with a different tone and conversation based on the prospect’s behavior. This type of “behavior marketing” can only be applied with the appropriate tools, instruments and devices that are specifically produced to enhance small business growth.

To sum it all up this is a lot like developing, improving and handling a high-end sports car.

The question is, do you want to build the car or drive it?

Most business owners are too busy to learn how to build a Ferrari, but they are willing to drive one. And there-in lies the solution to automation.

Building the automation is not the issue or even the learning curve. The learning curve is how to drive the technology in an effective way that will help one double the size of their business.

Many people already know this, and that is, a Ferrari is driven with paddles. But there is a secret button that a lot of people don't know about that will allow you to drive with foot pedals. Automated marketing tools work the same way. When you have a Master Craftsman build your marketing machine, then all you really need to do is point and click your way to success.

We will go more over that in another chapter.

Until then, all you need to do is remember your first calculator and how the rest of your life was made easier once you passed the initial learning curve.

For more information on tools you may want to use go to our "Recommended Tools" page and explore a wide variety of tools and kits you can use in your business.

https://automationrehab.com/recommended_tools/



CHAPTER 3. NURTURE AND CONVERSION

If you make converting a lead into a sale harder than a trip to the local DMV, then you lose sales to someone else - with an inferior product - who can make it painless. Don't do that!

- Michael E. Gerber

PROSPECT “NURTURE AND CONVERSION” ARE TOP PRIORITY

There are many types of nurture campaigns but there are only a few that will actually convert.

In the book *The E-Myth* by Michael Gerber there are three distinct personalities.

1. Manager
2. Technician
3. Entrepreneur

These three personalities behave differently in the awareness of the individual business owner, but once understood they are very real and very effective when the individual business awareness aligns with the personality.

But there is another, more menacing, personality that a lot of small business owners are either not aware of or are in

complete denial of how destructive this personality can be to their business.

This is the one we will call, for the sake of a better definition, ***“The Inner Consumer”***.

Now this personality has brought more damage and ruin to small business marketing efforts than any other. For this is the small inner-voice that says to the entrepreneur, “I would NEVER want to be marketed to that way, so I will not market that way”.

Every agency that provides marketing as a service runs into this objection. So, I ask you to please stay open minded and read this entire book.

Because we are going to go over some things that are very important and marketing principles that could actually change your complete perspective on marketing as a whole.

There are a few marketing tools that you probably already have at your fingertips that we are going to use to craft this campaign.

Here is the list of tools you will need to gather. Print this checklist here for future use and to prepare your Nurture to Conversion marketing campaign.

- ✓ Money Magnet
- ✓ Benefits and Advantages of your
(product/service)
- ✓ 3 to 4 Testimonials
- ✓ Follow-up Appointment Confirming Emails
- ✓ Your Small Business Secret Ingredient
- ✓ Accountability and Time Override Emails
- ✓ Final Notice and Last Chance Emails

Now let's go over every bullet point so we can describe and simplify everything for you.

Money Magnet

This will be something you provide for free to your prospects. This is all based on reciprocity. It is a lot like this, if I hold the door open for you, then you will most likely hold the door open for me as I walk through the same door. So, the purpose of the money magnet is to get someone to give you their email address in return for your ebook, video series or coupon. Whatever it may be, it needs to build value and

explain what your business is all about so that your prospect will come back for more.

EXAMPLE: Think of the little pink spoon at Baskin Robbins.

Benefits and Advantages

The benefits and advantages will be something that your company provides to your clients. For instance, we provide marketing campaigns, funnels, email and website copy, as well as a slew of other marketing tools and services. So, the benefit of working with someone like us would be the one-stop shop for Digital Marketing.

We provide everything needed for your marketing needs.

The benefit is you only need one point of contact for all of your marketing needs. The advantage is we are very well connected in our community and can provide you with more services outside of the digital realm. Set an appointment with is here <http://automationrehab.com/meet/> to learn more.

3 to 4 Testimonials

If your prospect does not immediately respond to the influence of your money magnet then you will need to provide some type of social proof to compel them to move forward.

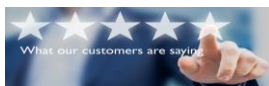
Testimonials are the most powerful way to persuade your prospects to take action. People love to talk about themselves. The problem is no one is interested what you say about you, but they do care what others say and this is way testimonials as so powerful.

Before we go to the next step, we want to talk a little about crafting and devising the perfect testimonial.

Just a few tips.

When writing a testimonial place your most popular objection in the testimonial along with the objection to that particular objection.

For instance, in your testimonial you could have your client add, "I was really reluctant to move forward with this particular technology because I have heard how complicated it is to use, but once I had my own personal coach walk me through the ease of use and the power behind its business building prowess I was amazed! (or something like that) : -)



Follow-up Appointment Confirming Emails

Have you ever set an appointment with someone and felt the worry, anxiety and fear anticipating the last few moments before the appointment just to have the prospect stand you up? We've all been there and the frustration and irritation that follow can sometimes just ruin your whole day.

Well there is a solution. The best way to solve this issue is with automation.

With the right technology you will be able to send an email or a text, two days before the set appointment, the night before and the morning of. I know this sound like overkill but just remember "The Inner Consumer". This is the one that would never want to get reminders like this, but this has been proven to work in thousands of businesses.

Follow-up is not only advantageous in setting appointments but with making the sale. We will go over more of that later on in this book.



Your Small Business Secret Ingredient

Your small business special ingredient is your secret weapon that separates you from everyone else. It will be something you provide that no one else does. It is usually something that everyone else provides, you just name it something else.

Think of Ben and Jerry's Chunky Monkey or Cherry Lopez ice cream. The same but different.

This secret sauce will be one of the major influencers to get your prospect to move forward. If this particular mode of operandi does not work, we have a couple more tools that can sway your prospects into active clients.

Accountability and Time Override Emails

There are two major objections in all of sales and marketing. One is prospects cannot be accountable to their needs and two, they don't have the time to overcome their problems.

98% of the people that read this book would like to lose 5 pounds. It's just a fact of life. And when I ask someone why they haven't lost the said 5 pounds the answer usually falls under two categories. You got it. They either do not have the time, or they do not have to be accountable to their actions.

So, to send an email or text that confronts these two objections in order to get someone into forward motion, these must be crafted masterfully in order to generate the fruitful result.

Final Notice and Last Chance Emails

These last two emails are what I like to call the last gasp. This is a futile attempt to get someone to move forward.

And as dreary as it may seem, these emails work.

What appears to be pointless and ineffective can actually be the spark to trip the light fantastic.

Long Term Nurture

Your long-term nurture campaign is usually an email that goes out every 27-29 days.

Twelve emails a year that keep you in front of your prospects.

Something to let you be top of mind. You can find campaigns like this in your software's marketplace or have someone build one for you. Just make sure that every email has a call to action in it and that it builds value to your brand.

Check out this [video](#) on marketing tools that you already own in your sales arsenal and how to use them.

CHAPTER 4. COLD LEADS TO HOT PROSPECTS

Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life.

- Mary Kay Ash

COLD LEADS TO HOT PROSPECTS WHILE YOU SLEEP!

Cold leads to hot prospects in 30 days or less or your money back!

Have you ever analyzed your business and realized you were losing a ton of money on leads because you didn't have the proper way to follow up on them? Let me simplify it for you.

SCENARIO ONE:

You generate 100 leads a month:

- a) 20% are hot
- b) 20% are not qualified
- c) 60% are "on the fence"

Okay, so you distribute your hot leads (Glengarry Glen Ross) to your top salespeople. (You know the old 80/20 rule the top 20 percent of your sales team get the best leads).

So now we are going to chase the best leads and close some sales and life is good!

Then you have 80% of your leads left: the unqualified leads (20%) and the people on the fence (60%). Now you are going to give the rest of your team the 60% of warm leads and the unqualified will go on the back burner or to new recruits.

60% of warm leads are being utilized by your average salespeople and new recruits get the rest.

Without confusing you too much, it is important for me to let you know at this point, once you distribute these leads to your sales force the 20/20/60 occurs again within their lead supply.

Getting rid of the math and eliminating the complications let me ask you one question, as painful as it may seem.

Why are you dumping 80% of your revenue stream down the toilet every month? You don't even have to think about this question because you know, somewhere in your company, it is happening.

Every month 80% of the leads you generate go down the drain and the next month it happens again!

So, you are throwing away money when it comes down to your bottom line.

And that is where the 11-step follow-up plan comes in.

Wouldn't it be neat if you had a way to follow-up with those leads while you close the hot ones? Well, that's what this book is all about and exactly what you are going to experience when you implement the principles in this book!

Imagine working as hard as you do right now while generating more value with your prospects. You can even do this while on overseas business meetings, at local social events or even when on vacation.

So, sit back and relax while we go on a 30-day journey that will teach you exactly what you need to do in order to make more money, in less time, with less effort...while you sleep.

Here are the 11-Steps to a Million Dollar Lifestyle or what is more realistically deemed, Cold Leads to Hot Prospects While You Sleep.

Before we start there are a few marketing tools that I you need to gather together that you already have in your possession and that I'm sure, as a small business owner, you've already developed. Then I am going to show you exactly how I do this, and you will experience a pest free sales technique that few if any of your competitors are applying. All right! Let's get down to business!

Here is the list of marketing tools you already have that you will need in order to make more money in less time.

- Special Report / Money Magnet
- FAQ's (Frequently Asked Questions)
- Top Ten Objections
- Top Ten Objection Overrides
- Top Ten Testimonials
- *Bonus Report or Price List

If you do not have a bonus report, white paper or price list then I will help you develop those if need be, but for right now let's just get the homework down.

Once you have all of your sales marketing tools assembled and collected in one location then we can go to the next step.

A few things you will want to know about your current marketing tools. These are not toys or something to be devalued. They are actually powerful money magnets. When used correctly they can make you hundreds, or even hundreds of thousands of dollars with a few clicks.

FAQ's are important because they can successfully counter complaints. When someone comes to your website or office to complain and they receive a survey or form to fill out with the FAQ's, it can transform the savage beast into a raving fan. Most complainants simply want to be heard and FAQ's create the space for this dialogue.

Objections are one of the most important tools for your sales force. When you have your top ten objections available to your team, they will be armed with certain facts about your company that will increase your sales focus and awareness as well as your profit margins.

Objections are also the precursor to your next tool, the Objection Overrides.

Objection Overrides are the single most effective weapon you will have in your armory when it comes to sales. And, they are important for marketing because you are going to learn how to use your objections, objection overrides, and testimonials in this white paper. And if I could show you how to use something like that in a white paper, just imagine what I do for my clients!

Testimonials were mentioned as another tool in your arsenal and there is a reason for that fact. As you already know testimonials are used to show social proof of your skills and experience. They can also be used as an instrument to overcome a negative mindset of your prospect. So below are the 11-Steps to a Million Dollar Lifestyle or as I said before... we need to be realistic. This may not make you a million dollars, but it could. And the very least it will do is enrich your lead source and advance conversion rate.

Bonus Reports are where you add more value than expected. It will be the information that your prospect didn't expect for free but received anyhow. It will have the WOW factor and will make your prospect more receptive to future communications.

Before I go over the 11-Steps to freedom I have 2 warnings for you.



Warning #1 “Inner Consumer”.

I was explaining to someone very close to me how I close more sales than most people and they were completely appalled with my techniques. Then I asked them if they used coupons. Once I found out how much they love coupons I asked them, what is the difference between me offering a price reduction with a 1-hour time limit than a coupon with a 7-day time limit? You already know the answer is nothing, but we all have this little voice that says, I wouldn't want anyone to market to me that way, and I wouldn't do it myself. This is your inner saboteur and it is the still small voice that echoes reason but resounds insanity. Don't listen to it. Limitations and urgency are two of the biggest principles applied in sales and everyone has done been doing it since the beginning of time.

Warning #2 Preparation

This is not an overnight matter. Marketing campaigns require invested time and money. You will learn a lot in this white paper and I unleash many of the secrets required to scrape the money you left on the table into your wallet, but there is a lot more to a follow-up campaign than just creating a manual campaign. It must be automated. So, you can make money while on vacation, parties or even in your sleep.

11-Steps to a Million Dollar Freedom Lifestyle:

1. Write down the name of your FREE REPORT and your headline. Your FREE REPORT is a money magnet, much like what you are reading right now. It is valuable information that for your prospect to read. For example, if you are a chiropractor your free report could be “Top Ten Exercises You Can Do At Your Desk To Alleviate Back Pain”. (This I teach in my Core Client Contact Copy training)

2. Write an “Email Confirmation Thank You” note.

Your email confirmation sheet will be on your website and is an important element when it comes to capturing leads and “white listing” your brand.

3. Write “watch your mailbox” bullet pointing the specifics of the Free Report

The purpose of this tool is to remind your prospect that you are the expert and you have the solution to their problem.

4. Write a script for your admin detailing the bullet points of the “watch your mailbox” email

Scripts are important because you want the correct words to be used when interacting with prospects

5. Write a 30-Day Special Offer with expiration date (Expiration date will be automated)

Your 30-Day Special Offer is going to be a discount on your standard price(s).

6. Write email subtly asking if they read the Free Report and if they have any questions.

Subtle is the root word for this principle. You want to do this with grace and finesse.

7. Create a Testimonial Postcard that addresses a common objection.

This is where you will create a **testimonial with an objection.

8. Create your second reminder notice.

This second notice will have the Bonus Report attached.

Create a second testimonial postcard that addresses a different common objection with a reminder there are only a few days left. This creates urgency.

9. Create a “Time Is Running Out Email”

The subject line of this email is extremely important. “Time is Running Out” can be the subject line but that might appear a little spammy.

10. Create a “Why Didn’t You Respond” survey.

You can add another discount at this point, but it CANNOT be equivalent to or better than the initial offer. It must be a reduced amount of the original offer, but it can be an influencer for the prospect to fill out the survey. The answers in the survey will explain what you did wrong or how you can improve not only your marketing, but your business as a whole.

This is how you run a successful follow-up campaign that is guaranteed to bring you more clients and more inquiries while decreasing your warm lead wedge and increasing your hot prospects segment of your sales analytics.

I want you to ask yourself a simple little question and I want you to be open minded about this question no matter how agonizing it may seem, and no matter how much you wish it didn't exist.

The simple little question is this: If you could take the 80% of your dead leads and follow-up with them in the way I just outlined it for you, do you think you would benefit financially?

I want you to think about this for a moment. If you are losing anywhere from 40%-60% of your monthly revenue due to lead follow-up, this could be costing your hundreds of thousands or even millions of dollars a year.

And it gets worse.

Without lead follow-up, you may be building the substance and value of your product or service for your competition. Your rival may actually be leveraging their business off of your hard work. Everything you have worked so hard for - SEO, Pay-Per-Click (PPC), Mailers, Newspaper/Magazine Ads - and everything in between could be "your investment" in your competitions pocket.

Okay, let's make it a goal to make yesterday's costly hard work today's financial fruit.

Starting now you can see an increase in revenue in less than 30 days.

You already know nothing is guaranteed when it comes to success, but you can increase your probability rate from zero follow-up to 80% follow-up. Now I'll take 80% over 0% when it comes to income stability any day of the week.

One last question, if you gave me a dollar and I gave you 2 dollars in return...how many times a day would you do that? I am sure the answer is every waking moment (and even while you sleep).

www.AutomationRehab.com can help you with your lead follow-up.

We will get your hard-earned money out of the "investment stage" and into the Return-On-Investment process in 30 days or less. We will help you make more money, in less time, with less effort. It's time to chase the dream and not the competition.

CHAPTER 5. CLIENT ON-BOARDING

It's easy to motivate a client when they are sitting on a bench right in front of you, but the real challenge is to have that motivation exist even when you are not around.

- Jessie Pavelka

CLIENT ON-BOARDING AND THE WOW FACTOR

Creating a pleasant client on-boarding and fulfillment process is crucial to the initial experiences your new clients have with your business.

These small “gentle touches” of value building communication pieces are essential to building a long-lasting relationship with your new clients and increasing your client lifetime value.

The first three weeks that your new client experiences with you are the most important.

Why?

Because surveys show that the first 21 days of becoming a client are the “decision making” days.

This is the time period that someone will make some of their largest decisions, assessments and judgments based on how well you:

1. Get to Know Their Wants and Needs
2. Build a Relationship with Them
3. Go the Extra Mile
4. Make Them Feel Worthwhile and Important
5. Respond Promptly with Great Customer Service
6. Connect in More Ways Than One
7. Continue to Build Value and Inform Them of Their Next Step as a Client

Okay, let's take a look at a few ways we can achieve of the desired goals.

This is a lot like dating. Ask for the quick cup of coffee, go to dinner (maybe a movie), meet the friends and family, etc.

GET TO KNOW THEIR WANTS AND NEEDS

The first thing you need to know is their wants and needs. Many times, this will be what you “think” their wants and needs are, but you need to start somewhere. We have an exercise to figure this out called “The Avatar Re-visited”.

There are many avatar exercises available, but the best place to build a foundation is to write down what you “think” your avatar looks like, thinks like, and behaves.

Go to www.automationrehab.com/docs/avatar

For instance, if you sell an electronics device that helps declutter your desk from a bundle of messy cables you may think it would be the corporate 25 to 55-year-old hipster that has a utility belt of electronics like Batman.

So, you develop a campaign directed at that particular individual and drive traffic to it.

Once you look at the numbers and analytics you realize that the people that buy the most are 40-year-old women that own a home and have 2.5 kids.

This is what “The Avatar Revisited” is all about and you can learn more about that here.

Once we find the need and a way to fulfill it, we can then move on to step #2, which is, build a relationship with our prospect.

This is a lot easier than it may sound.

Many small business owners will get a lead, call them once, maybe two times and send them an email. Having access to the proper tools allows the entrepreneur to build relationships automatically and with persistent determination.

BUILD A RELATIONSHIP WITH THEM

The problem we were experiencing was investing a lot of money in leads with little or no return on that investment. Every month we were losing out on 60% of them. We found that 20% of our leads were hot, 20% were not and 60% were on the fence.

So how were we going to turn this around?

The first thing we needed to do was get everyone off of the manual spreadsheets and into a shareable platform that provided sales awareness for all of our employees.

Customer Service and Fulfillment included.

Once we had the appropriate software, we needed to develop a process.

This process would have to do the following:

1. Send a welcome email
2. Track the sales calls
3. Send follow-up emails when a voicemail is left
4. Create a process for prospects to set an appointment online
5. Create reminder emails for prospects appointment
6. Create follow-up emails if prospect misses the appointment
7. Once appointment is set create a Win/Lose process

When we were doing everything manually, we had a few challenges. The main one being, we had no clarity.

It was like standing outside of our business and looking inside through a soapy window.

We knew things were being done, we just weren't sure what was being done and who was doing it.

We didn't know if someone had sent a Welcome email or who had followed up with it. There were multiple phone calls going out to the same prospect and our customer service was not as efficient as we would like for it to have been.

In a matter-of-fact it was horrible.

When a client calls in with a question and it doesn't get answered that is terms for an online report and it will not be good.

All of our frustration and aggravation was eliminated once we automated our office. – Raymond Hill

And it wasn't even difficult.

All it took was a little patience, tolerance and training.

GO THE EXTRA MILE

This one is tricky.

Have you ever had the customer that asks for more than what you offered? One time we had a new customer that wanted to start their call at 8:00am Central.

Well, our office opened at 8:00am Pacific. Not only that, the person that handled the call lived 1-hour away. Plus, our client had homework assignments that they were not willing to complete. Our trainer would wake up at 4am, leave his house at 5am and get on the call at 6:00am Pacific.

And guess what? Out of the hundreds of small business owners he helped, the only ones too complain were the people he went the extra mile for.

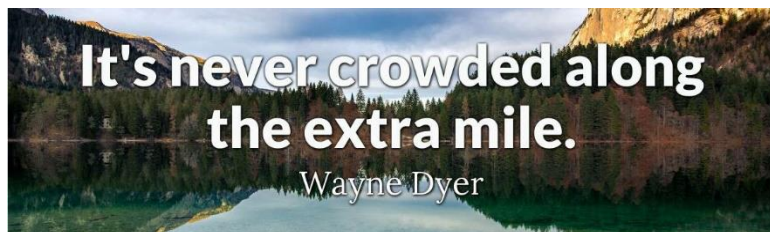
So be careful with this one.

Going the extra mile does not mean bending to your core values or becoming so flexible it interrupts your personal life. Well sometimes yes and sometimes no.

The point is just making sure that everything you are doing is in-line with your core values, your time constraints, your honor and integrity.

One way we go the extra mile is to add additional services or products that are unexpected in the initial purchase.

We sometimes throw in an extra coaching call, help a client with a headline, but we never go out of our constraints of protocol and etiquette unless we are certain it will serve the client well.



MAKE THEM FEEL WORTHWHILE AND IMPORTANT

The first 21 days of becoming a client are the “decision making” days and should be treated as such. This is where we really need to pile on the cool.

There are a few things we can do to make this happen.

One thing many of my friends do is send cookies or hand-written postcards that makes a new client feel special and appreciated. Of course, this can be automated if your company is that big, but you may be the type of small business that can send the tasty treats manually.

No big deal.

There are also some other tactics we will want to engage in.

One of those being weekly emails, pertaining to their purchase and building more value than they expected. You can send automated texts (as well as faxes) to build your relationship to scale.

Remember, when you initially did your avatar exercise you should have some of this data down. Whether or not they are willing to receive texts, multiple emails or any other form of communication.

Two of the emails you may want to send is “detailing your service goals” or overcoming their objection of “not having enough time”.

RESPOND PROMPTLY WITH GREAT CUSTOMER SERVICE

One thing people love to do is automate their “Out of Office” emails.

These can be a tad bit annoying when you are reaching out to a Customer Service department, but it is even worse when you never receive a response.

You don’t want this company to be yours.

This is one thing that will drive your Customer Lifetime Value into the ground.

What we have found to be most beneficial is to have someone either reply to the email first thing Monday morning and/or follow-up within 24 hours during a business week.

You will also want a partner to over-see that these customer service requests have been attended to and answered.

One thing we like to do is drive people to our Frequently Asked Questions (FAQ) page. Many times, a customer service issue can be resolved by the customer themselves by reading a simple answer to a frequently asked question.

CONNECT IN MORE WAYS THAN ONE

There are many ways to connect with your client, and we are going to bullet point a few for you here. There are various vendors so choose which one works best for you.

Here is a list of some top automated technologies that are immediately available:

- Email
- Appointment Scheduling
- Texting
- Lead Processing
- Business Card Input/Update
- Faxing
- Direct Mail
- Website Visitors
- Marketing Ads
- Website Visitor Behavior

CONTINUE TO BUILD VALUE AND INFORM THEM OF THEIR NEXT STEP AS A CLIENT

Long Term Nurture is more than nurturing a client or prospect long term. It is about building value and having a Call To Action (CTA) in every touch. One thing we do is ask for our prospects to set an appointment with us. Yes, in every email. And it isn't creepy or spammy. It is just a simple, "If you would like to learn more click [here](#) to learn more about us and set an appointment.

You can also connect through webinars and live events. These take a little bit more effort and know how, but once the ball starts rolling and you build a fan base you will see business growth. Remember to build value for your customer. Make it about them and not about you and all will be well.

Another thing we do, that I don't see other people doing, is using a Facebook post as your chatroom rather than having people chat in the webinar. This will build Social Proof and you can connect "Comments" to your website. This will show your visitors that you are engaged with others in a powerful way. You can also "pin" posts with a Call To Action for your visitors. This will provide the next step required for your prospects to engage with you further. Remember, always be engaging.

CHAPTER 6. AUTOMATE REFERRALS

It is surprising how little most small business values the customers. A positive feedback from the customer is critical to your business, and what's more important is their referral.

- Fabrizio Moreira

Automate Referrals (Promoters vs. Detractors)

There is an article on Forbes that describes The Net Promoter Score beautifully. It is written by Shep Hyken who is a New York Times and Wall Street Journal bestselling author.

This is how Shep explains the NPS:

1. The score, on a scale of one to 10, falls into three groups.

If a customer scores you as a nine or a 10, they are promoters.

2. If they score you as a seven or an eight, they are passive.

You don't know if they are leaning toward loving you, leaving you, or they just don't care.

3. And a score of a six or lower means you have a detractor.

To determine your official NPS score, take the percentage of promoters (nines and 10s) and subtract the percentage of detractors (sixes and lower). That number is your Net Promoter Score. - Shep Hyken

In order to get a better understanding of “The Net Promoter Score” we first need to look at the various types of business models that would use this type of strategy and the questions they would ask.

A company that delivers tangibles would most likely ask different questions than a company that provides services.

In other words, if you sell shoes your questions would be different than if you were a therapist.

A business that sells shoes may ask questions based on fit, style and worth.

A business that provides therapy might ask questions based on personal growth, rapport with counselor, and ease of setting appointments.

But it is our belief that there is one question that every business should ask. And if you are concerned with mobile devices you may want only one question to be asked, contingent on your demographic. And that question is this, “If there is one thing you could change about our company, what would it be?”

That one question can bring out the worst or best from any given individual. However, whatever the response is, whether it is good or bad, it will be beneficial for any business to make enhancements.

One thing I have found is that dog lovers actually believe that everyone loves dogs. (Now you may be a dog lover and not agree with what I just said and that is okay, but I still believe for some reason that everyone that has a dog believes I want their dog to jump on me and I will greet it with open arms)

However, there are people that are not fond of dogs. And they may or may not give someone a low rating on their Net Promoter Score simply because there was a dog at the business onsite.

We had one client that received a low score on their Net Promoter Score because the neighboring business had a dog that would run around the parking lot when one of their customers was getting into their car.

Their customer thought the dog belonged to them.

Once they found this out, this customer that could have become a nightmare became one of their biggest fans and has referred more people than anyone else to their gym. (Once the neighboring business found out their dog was getting out, they took care of it and had their pet contained in their office and everything worked out well)

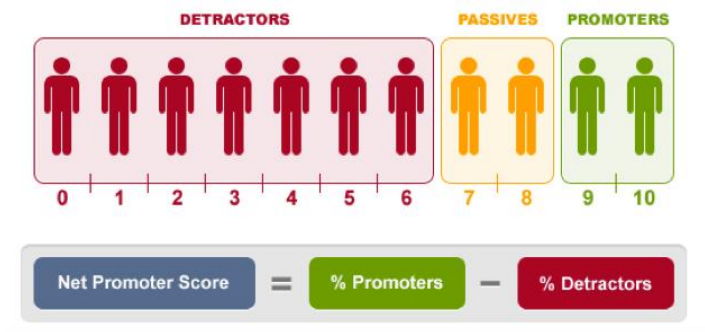
Okay, so now that we have a few scenarios and models to go by, let's take a look at the Net Promoter Score standard.

Normally we would setup a campaign that identifies 3 segments of data.

Promoters 9 – 10

Passives 7 – 8

Detractor 6 – 1



PROMOTERS 9 - 10

Promoters are going to be our clients that love and adore us. These are the people that think about us when they are driving to work, eating dinner, or even at the dentist. They just think we are the cat's meow. These are the best clients to get a referral from because they have already praised you to many of their friends and family and most likely talk about you all of the time.

The best thing about promoters is once they rate you a 9 or a 10, they already have the heart-felt feeling required to move forward. When asked for a referral it is a lot smoother than asking someone that likes you but hasn't really had the emotional inquiry attached.

Once we ask for the referral and they give us one we want to immediately thank and acknowledge them for the referral. Additionally, we want the referral to know that their friend was thinking of them and recommended our service as a benefit to their lifestyle or business.

Once the referral receives information about their friends' suggestion, they will be directed to a landing page offering a coupon or some other special offer in exchange for an appointment.

This will bring them back to the appointment stage in the client conversion in our "Client On-boarding and the WOW factor". And thus, The Referral Machine starts.

PASSIVES 7 - 8

Passives are people that may or may not be on the fence. They can be driven either way. They are either well on their way to a Promoter or slowly slanting downward to a Detractor.

Whichever the case may be, we need to take action get our Passives to take the high road and become fans.

Many times, it is something as simple as a phone call, or some other form of communication to get the Passive to become a Promoter.

Many Passives are Promoters, but they simply feel that everyone can do better, and they never give a 9 or a 10. But once we reveal who the Passives are, we can then begin to reel them back in to become rabid fans and enthusiasts.

DETRACTORS 6 - Below

Detractors sound like they are on their way out the door, and they very well may be, but we need to look at all of the detractors from more than one angle.

Remember, my friend with the dog? His Detractor had a hidden complaint that wasn't even his fault. But once they got to the root of the matter, he became the biggest fan and referral partner his business had ever known!

Detractors are not bad per se', but they can be. Going unnoticed is one of the biggest fears for most people.

And if we ignore our client base, especially our Detractors it can open up the gates of delirium.

And with using The Net Promoter Score technology we can scrape the surface of our Detractors and look under the hood to see what's really going on.

If they are really having a bad experience, we can see what we can do to alter or shift their experience to something more pleasurable. Or they simply may not be a fit and we can see what we can do to either get them on the right track or start playing the outro.

It has been said over and over, someone that has a good experience will tell 5 of their friends, and someone that has a bad experience will tell one hundred.

So, let's nip-it-in-the-bud before it gets too far out of scope.

All of this and more can be done to double the size of your business with simple automation tools.

CHAPTER 7. LONG TERM NURTURE

There is enough of free-of-charge software available on the Net to ease building internet websites and contact pages, as well as implement email marketing campaigns.

- Fabrizio Moreira

Implementing a long-term email nurture campaign is the simplest way to stay in front of your prospects and stay top-of-mind.

87% of the time that I connect with a new client I ask them what they are doing in order to stay in front of their prospects and the answer is usually that blank look a deer gives to the headlights right before it runs to the safety of the forest.

I have had people following me for over a decade, and most of them I have never met face-to-face. They get value from my emails because I actually explain how to do things, and they also like my dry (sometimes offensive) sense of humor.

That being said, I am on other people's list that I admire...I am a fan. And to build your fanbase is a lot more simple than you may think. And this is where most of your referrals will come from.

We have a saying in my industry if you do it three times a week it can be automated. If you are sending a newsletter to

your list every week and you are doing it manually then let's, make things easier for you.

Here are a few of the best practices you will want to implement as soon as possible.

SIGNIFICANCE

Every email should tie into the next email a lot like a soap opera. We add a "cliffhanger" to the end of every email, so it keeps our fans and prospects intrigued and, on our list, longer.

Another benefit to this best practice is it makes sure your message is pure and does not stray from the topic.

It is so easy to get way off of path, and when we use cliffhangers it forces us to stay relevant to the topic.

We have a saying, "You don't put a hippie on a military base."

And this is so true when it comes to marketing.

Especially when you are spending your hard earned marketing budget on expensive that will affect you, your team, and ultimately your entire company if you choose the wrong route.

So be diligent and test often, and keep your message on target.

CALENDAR LOOP

Many people ask how many emails they should have in their Long-Term Nurture campaigns. Is 365 too many? Not if you are sending a daily affirmation.

Some people want to receive an email every day, but most business savvy people do not have the time to read a bunch of emails that are based on a certain industry.

So monthly or bi-monthly works for other small businesses. It is really up to you and how you feel about it. And then you will always want to test it. you can create two different campaigns. One bi-monthly and one monthly and place 1/2 of your leads in both. See which converts best and stick with that one. Simple.

VALUE VERSUS SALESY

A lot of people just sell, sell, sell through every email they send. *FLASH SALE TODAY ONLY!* Yet some businesses send that every day and it becomes white noise. I deal mainly with businesses that go by appointment, so I only send emails that build value. However, I always have a call-to-action in my emails such as, call me at 619-357-4357, email me at shoan@shoansnoday.com or set an appointment with me at www.automationrehab.com/meet and we can chat. So, to each there own on this one, and I would recommend not to be too salesy in your emails or you might find your hard-earned leads opting-out more often then you intended.

STORIES

Every marketing campaign begins with a story. And emails are no different. I like to tell my stories in parable form because they let the reader get the point across in their mind with their own interpretation. Another think about stories is it lets you reveal certain quirky/vulnerable things about yourself or your business without being creepy or out of line. Stories help the reader better understand where you are coming from, why you are at the level of authority or professionalism that you are currently at, or how they may better communicate with you. Yet other times I tell a made-up story to get the point across.

Like the story of two individual shoe salespeople.

[EXAMPLE] Two shoe salespeople fly to a third world country to sell shoes. Upon arrival they realize no one on the island wears shoes. The first salesperson calls back to the home office and says, "Please send me an airline ticket, no one here wears shoes." The second salesperson calls the home office and says, "Send more shoes! No one here wears shoes!" You see? It's all perspective.

Remember, it is okay to leave cliff-hangers and question marks at the end of your stories to keep people coming back for more.

PEEL BACK THE CURTAIN

You can write a great article about how your business came into fruition and some of the struggles you have experienced and maybe some struggles you STILL experience. People can relate to struggles and love stories of success. One of the stories I tell is about how I first became an Internet marketer.

It goes a little something like this...

Many years ago, I worked for a small boutique generating leads as a marketing manager. Every afternoon at lunch I would go to a park and read the book *Think and Grow Rich* and I would take the steps in the *Think and Grow Rich Action Guide*. One afternoon the sales director, Joe, asked me what I do at lunchtime. I told him I go to the park and I read the book *Think and Grow Rich*. He said, "I read that book. it's pretty good". And I told him, it isn't something you read, it's something you "do". Well, that piqued his interest so he asked me if he could come up to the park with me at study with me. Well, to make a long story short, within a few short weeks I had about 25- 30 people coming to the park to listen to me speak about the book. It literally got to a point where I had to stand on a little wall (the one that separates the playground from the field that prevents toddlers from roaming free) anyhow, I stand to stand on this little wall so I could see everyone and they all could hear me speak. I have no idea why people would drive up to 30 miles to come to this park, but they did. And that is where this all began.

By the way, here is the testimonial the sales director gave me at the end of this training:

"I am in partnership with Shoan Snoday as my personal Executive Coach.

He has championed me through unlocking my own potential to enhance and develop my team to the top of its game.

I continuously amaze myself with the thoughts and ideas I come up with through his coaching, and after only two months of working with Shoan I have had my biggest month in the 6 years I have been employed with this company." – Joe Crowe

Like I said, this was many years ago and it was only the beginning of what was on its way to be my own small marketing boutique and AutomationRehab.com

FAQ'S AND OBJECTION OVERRIDES

Earlier in this book there was an exercise on marketing tools you already have and have not put to good use. And a portion of those tools were FAQ's and Objection Overrides. The best thing about Frequently Asked Questions is, when used properly, they can generate leads. That's right, when you place your FAQ's in an email a prospective client may have an unanswered question that they didn't even know they had! Next thing you know they are replying to your emails, calling your phone or setting an appointment wanting on-board.

And with Objection Overrides you can override an objection before it becomes an objection. This way when you do end up on the phone or closing a deal, the objection doesn't even come up. This is very "inception" in theory and can help you generate thousands of dollars when applied properly.

CASE STUDIES AND TESTIMONIALS

Case studies are nice, but there is nothing better than someone learning about you from the mouth of someone else. Testimonials are social proof letters of credit that help you build credibility and status in the blink of an eye. The benefit of a case study is you can show the frailty and challenges of your service in a positive light. For instance, I ran across a software I had never used before and I was unable to an adequate consult on the technology in the beginning. However, I brought my clients team together and as a team we figured out the solution(s). The marketing director was ecstatic because she was able not only enhance her marketing campaigns, but she was also able to learn more about the technology her company had already invested in. In this light she could shine brighter and be more dazzling in her future marketing campaigns. The salesperson was happier because she could connect with more people with ease and comfort, and I was happier because I was able to conquer a challenge at a public level, which in turn gave me a better testimonial.

When I make testimonials, I like to place objections in them, because this way the person reading the testimonial will have a shift in thought. What I mean by this is they will read/absorb the objection, read the override and then hear the solution. For example, if you were to say, "I was a little reluctant to move forward with Shoan because we had already hired a bunch of other marketing gurus who got us nowhere, we thought we would end up in the same boat. However, we found that Shoan is all about testing campaigns and not "knowing" what works. After a couple of attempts we could see that he kept looking at the numbers and the numbers increased where we wanted them to and decreased where we wanted them to. No one had ever done that before and then we started to see our business grow. We are extremely happy to have placed a small seed of faith in Shoan and his team and the returns are immense.

All in all, testimonial belong in your long-term-nurture campaigns. They are the tools what will open the eyes, ears, and hearts of the people that need your help. With every testimonial I send out I place a call to action to either reply to the email, call me at 619-357-4357 or go to www.automationrehab.com/meet to set an appointment with me. You would be surprised to how many connect with me through these simple efforts.

INTERVIEW INFLUENCERS IN YOUR INDUSTRY

When you start running out of content, use others! This is the perfect way to not only leverage your own business but to build stronger strategic alliances. Interviewing other experts in your industry gives you strong, valuable content and endorsements at the same time. Many of your colleagues would love to be interviewed. (People love talking about themselves. In a matter of fact, I am my favorite topic!) You can have the interview transcribed but the best way would be to create a little bit of content to a video that you have available to the public. Don't forget to place call to action links in the video landing page or even on the hosted site such as Youtube or Vimeo. There is so much that can be done to provide good quality content with the help of others.

CHAPTER 8. BIG BUSINESS MARKETING SECRETS UNLEASHED

The aim of marketing is to know and understand the customer so well the product or service fits them and sells itself. - Peter Drucker

Proven Campaigns to Double the Size of Your Business in Twelve Months or Less

SMALL BUSINESS NEW LEAD NURTURING CAMPAIGN

New lead nurturing campaigns deliver far more than capturing a lead, when you capture a new lead your prospect will receive:

- A “Lead Magnet” that separates your business from everyone else. This can be an ebook, series of videos or access to one of your consultants for a free or paid consultation. (With automated follow-up if your prospect does not take appropriate action.)
- Testimonials that will build trust and get your prospect to know your company which in turn will make them like you more. (With a request to set an appointment with you or one of your consultants with automated follow-up if your prospect does not take appropriate action.)

- Custom emails describing why your prospects need your business, the power of accountability and why time urgency is so important. This is a life-or-death situation we are dealing with and time is a big factor. (Consistent requests for your prospect to set an appointment with you, or one of your consultants, with automated follow-up if your prospect does not take appropriate action.)
- Campaign triggers that will notify your staff of new leads or automated appointments that can be manually set.
- (*Optional) Automated appointment software that will populate Google, Apple or Outlook calendar.
- If no action is taken your prospects are placed into a long-term nurturing campaign that keeps you in front of your prospects for years without any additional labor on your part until they take the appropriate action.

REFERRAL CAMPAIGNS

1. DOCTOR REFERRALS

There are many ways to get referrals. We think the best way is the effortless way, and by this we mean automated. Here are a few ways we automate your referral process.

Once you build a relationship with a local doctor or therapist you will have the opportunity to offer them a custom form. Once your referral partner fills out this form it will automatically inform your staff of the lead. Additionally, it will inform the person referred with their first name and the doctor of the person being referred.

EXAMPLE: “Hello Bob, Doctor Smith suggested we get in touch”

2. 30-60-90-180 DAY REFERRAL CAMPAIGN

This campaign provides a way for your current clients to refer a friend 30+ days without any additional effort on your part. A “referral link” directs your client to a custom web page designed specifically to match your brand. This form then sends an email to the referred friend that tells them who referred them and gives them the option to start receiving your nurturing content.

HOLIDAY CAMPAIGN

This campaign is setup to build friendship and goodwill with your prospect and current clients.

It is very simple and non-religious.

Being we are dealing with a very touchy industry we keep these campaign non-religious and they can be customized to send to only specific clients and prospects.

FAMILY/INDIVIDUAL/COMPANY CAMPAIGNS

These campaigns are meant specifically to keep your prospects and current clients informed. The content sent out provides a great deal of value.

This campaign delivers content that is interesting, helpful, and genuine. It builds relationships with your prospects and current clients to remind them why they chose you as their recovery advisor – or remind them that they should choose you as their recovery consultant.

Through our past experiences, and as you already know, we have found that it is mostly woman that want to help their loved ones get help. These campaigns are segmented in such a way that they will touch the heart of the receiver in a powerful way.

Whether you are reaching out to a parent, child, sibling, or the individual their self these campaigns a meant to help.

They improve knowledge of their current situation, the likability factor of your business which builds trust with you as their counselor and confidant.

BIRTHDAY CELEBRATION CAMPAIGN

The birthday celebration campaign reminds you to connect with your clients and prospects and let them know how much you care about them. Sending heartfelt birthday wishes from you and your staff will warm the hearts of your treasured clients and prospects. This can automatically send emails, texts, faxes or postcards but we recommend doing this manually due to the delicacy of our industry.

ANNIVERSARY CELEBRATION CAMPAIGN

These congratulatory reminders serve as both a reminder that you and your firm care about the people that have received and experienced your services. You serve as well as a reminder to forgetful parent, children, or siblings. Either way, your anniversary wishes will be appreciated by your clients. Again, this can be automated but we find it better to remind you and your staff of these special occasions rather than automating the process outside of your internal business procedures.

ANNUAL/BI-ANNUAL CLIENT REVIEW CAMPAIGN

Our review campaigns keep you connected to those really trying to improve their lives.

These campaigns have proven to be incredibly helpful to your graduates that are living successfully in their new rich and full life.

Rather than wasting valuable resources to reach out to every graduate individually, you can have these productive individuals schedule review appointments with your recovery advisors.

This works best with your tech-savvy clients who can schedule their own appointment with you through an online scheduling system we set up for you.

*(Optional) Automated appointment software that will populate Google, Apple or Outlook calendar.

SALES PIPELINE AUTOMATION FOLLOW-UP

The sales pipeline is a funnel that will allow your staff to pinpoint where each and every individual prospect is in any part of the systems process.

Most sales processes look like this:

- Awareness

Well-informed interest in a particular situation

- Interest

Wanting to know or learn about something or someone

- Decision

Resolution reached after consideration

- Action

An act that one consciously wills

Having clarity and focus allows your staff to prevent prospects from falling through the cracks due to human error.

Your automated pipeline follow-up system will ensure that every one of your clients and prospects is getting the follow-up care they deserve.

BUSINESS CARD CAPTURE SYSTEM

Imagine having a system that updates your referral partner's information into your system while you are on the road. All you need is a smartphone that can take a picture of a

business card and voilà your system is automatically updated, and the doctor or therapist is sent instructions on how they can become a referral partner.

This system prevents a stack of business cards from getting lost in the shuffle in luggage, in your pockets, in your wallet, on your desk, etc. Take a photo on the spot, and that referral partner will be launched into an on-boarding sequence.

***ON-DEMAND APPOINTMENT SCHEDULING**

On-demand appointment scheduling is a must for every business that thrives on appointments.

Doctors, lawyers, dentists and many other small businesses need a system that will help them keep track of their appointments.

With follow-up and gentle reminders these systems help make sure your current and potential remember to make a space in their day for you. They also follow-up for any missed appointments. You can place a link in an email, embed an automated calendar on your website and more. This lets clients and prospects know when you're free to meet with them and can schedule their very own appointment.

You may be thinking that a lot of your clients and prospects aren't tech-savvy and would much rather prefer to speak to a real person to schedule an appointment. We know, and we agree.

However, even if that phone-call-preferred section of your database is close to 70%, you're still saving 30% of your time that can be devoted to better client care.

(OPTIONAL) TEXT-TO-LEAD LEAD HARVESTING SYSTEM

Text-to-lead systems allow you to capture leads when you are on the go. Whether you are on the stage, radio, television or simply at the airport or in line at the grocery store this system is useful when you aren't near your computer or smartphone. Your prospect sends a single word (of your choosing) to a number that launches them into a nurturing and follow-up system on the spot.

ABOUT THE AUTHOR

SHOAN SNODAY Shoan Snoday is a #1 Bestselling Author of “Small Business Rocket Launcher Overnight”, “2010 Marketer of the Year” winner, serial entrepreneur, musician, speaker and inventor. His products and services have simplified and automated marketing for thousands of small businesses, authors, experts, speakers, coaches, and consultants in more than 6 countries including helping over 1,000 entrepreneurs grow their business and scale at a steady rate.

He's the Founder and “Marketing Startegist” of Tea Leaf Marketing.

His mission is to double the size of 10,000 business in the next 5 years with the Digital Marketer community. An active philanthropist, Shoan has raised money for the “Leukemia & Lymphoma Society”. He's received a healing, with decades of recovery. He is, also, medication free and has not experienced clinical depression for almost 20 years. Like millions of others he has recovered, but if you ask his friends, they will say different.

Shoan has produced consecutive product launches, each in less than 100 days from concept to producing sales.

Shoan has interviewed, consulted and worked with celebrity clients and employers including Jeff Walker, Kerwin Rae,

Frank Kern, Trey Smith, Jordan Belfort “The Wolf of Wall Street”, Tyler Garns, Craig Jacobson, Parthiv Shah, and many other master marketers and networkers.

Shoan lives in San Diego and runs a community for helping kids get off of heroin as well as building a community or conscious minded spiritual seekers.

Sobriety Society - Subscribe to the Shoan Snoday!

Show: www.automationrehab.com/show

Podcast: www.automationrehab.com/podcast

Social: www.automationrehab.com/social

YouTube: <https://www.youtube.com/automationrehab>

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LinkedIn: <https://www.linkedin.com/in/shoansnoday>

Amazon Author Page:

<https://www.amazon.com/author/shoansnoday>

OTHER COMMUNITIES BY SHOAN SNODAY

<http://sobrietycommunity.net>

<http://www.youaresoworthit.com>

<https://automationrehab.com>

<http://www.tealeafmarketing.com>

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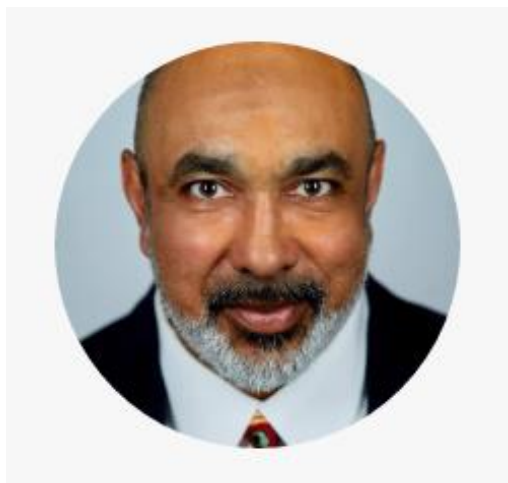


For over two decades, Shoan Snoday has been educating, entertaining and helping entrepreneurs, authors, experts, speakers, consultants and coaches build and grow their businesses with online video, automation, social media, mobile and product creation marketing strategies.

His origin story includes his recent near-death brush with death at age 14, growing up middle-class in a small town called Hermosa Beach, California, severe addiction and “meeting” the right people at the right time through various agencies and hospitals changed his life forever. After successfully representing Microsoft for 3-decades, Shoan can share relevant, actionable strategies that anyone can use - even if they’re starting from scratch.

His unique style inspires, empowers and entertains audiences while giving them the tools and strategies they need and want to get seen, heard, build and grow successful sustainable brands and businesses.

For more info, visit <http://www.shoansnoday.com/speaking> or call +1 (619) 357-4357.



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