

PREDICTABLE PROFITS INSIDERS' CLUB

THE PLACE WHERE ENTREPRENEURS COME TO GROW THEIR BUSINESS™



April 2016

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Quotes

"Along with success comes a reputation for wisdom."
– Euripides

"The leaders we revere and the businesses that last are generally not the result of a narrow pursuit of popularity or personal advancement, but of devotion to some bigger purpose. That's the hallmark of real success. The other trapping of success might be the by product of this larger mission, but it can't be the central thing."
– Barack Obama

"Trouble is only opportunity in work clothes."
– Henry J. Kaiser

THANK YOU FOR SPREADING THE WORD!

"I'm grateful for our Insiders' community and humbled by those of you who've taken the time to refer your friends, family and colleagues to the club. A warm and sincere thank you to each one of you!"

On a Personal Note...

The sun's out and the kids wasted no time taking the winter dust off the lemonade stand to bring in the first few dollars of the season.

Within 15 minutes, they brought in their first \$10.00, each feeling like a mini-Bill Gates.

"We're rich!"

I love lemonade stands because they teach kids many valuable lessons about growing a business (such as pricing, profit, and basic sales). However, few realize it's missing a core teaching component for creating massive success.

And that is: **struggle**.

You see, just like in a good economy - where average entrepreneurs profit by doing average marketing - kind and supportive neighbors flock to lemonade stands, happy to toss those innocent smiles a buck in an effort to lend support and encourage their enterprising spirit.

And I too fall prey to every lemonade stand I pass.

The problem is that the kids don't have to think too strategically, nor are they facing any real competition - so in their minds, they believe that "if you build it, they will come."



That's okay for now... But there will come a time when they realize that just building it isn't enough.

They'll need to generate traffic, leads, sales, and repeat sales – all while following a predictable process...

A process we outline in today's newsletter.

So kick back, grab an ice-cold glass of lemonade, and enjoy :-)

With gratitude,



The Predictable Profits Sales Funnel

By Charles E Gaudet II

In past issues, you learned how to position your business as the obvious choice, capture premium pricing, and build your dominant stronghold in the marketplace.

All of this brings us to where we are right now: ***The Predictable Profits Sales Funnel.***

The Predictable Profits Sales Funnel is the essence behind creating powerful marketing systems that generate predictable profits, taking you through traffic and lead generation, all the way through sales and referrals.

There are 7 phases of The Predictable Profits Sales Funnel, and we'll cover those in much detail today – and dive deeper into each one with upcoming articles.

Phase #1: Traffic

Whether you are brick-and-mortar, online, or a business that's a mix of both – you need traffic coming in. This is the start of the sales funnel. Without traffic, there are no leads and no sales.

You need traffic.

Now, the good news is that in today's technological world, you have more traffic sources available to you than ever before (especially if you're online) – and, as traffic genius Charles Kirkland (of the Media Buyers Association) told me yesterday:

“There's never a traffic problem, only a conversion problem.”

There are an infinite number of ways to attract traffic, and they can be broken down into three categories:

- 1) **Earned Traffic**
- 2) **Owned Traffic**
- 3) **Paid Traffic**

EARNED TRAFFIC means you're getting traffic by external, third party sources that drive traffic to your offer through mentions, reviews, posts, or shares.

This could be someone else “tweeting” about you... or a guest post on someone else's blog... or a press release... or a reporter doing a story on you, etc.

In other words, you “earned” it because you neither paid for the traffic, nor do you own it.

OWNED TRAFFIC means you're using sources personally “owned” by you – such as your social media channels, database, and blog – to drive traffic to your offers.

PAID TRAFFIC is any traffic for which you pay a third party to drive to you. This is the largest category of traffic – you've got online traffic sources (there are easily hundreds of options here, including CPC, CPV, Video Ads, Banner Ads, Retargeting, Mobile, etc.), offline traffic sources (i.e. billboard, newspaper, magazine, radio, TV, and direct mail advertising), paid endorsements, and partner traffic (such as joint ventures or affiliates).

Now, because paid traffic is the easiest way to quickly scale your business, I want to elaborate a bit further on this topic...

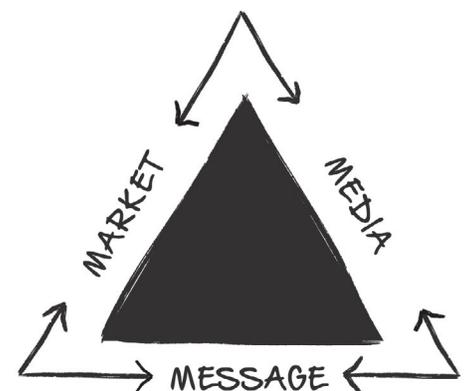
You see, there are so many sources of paid traffic – there's no way you'd ever be able to take advantage of all of them... The opportunity lies in your ability to select the right traffic source, matched with the right offer, and acquire the customer at the right price.

...And that's *another* reason why you must be crystal clear about who your ideal client is.

You see, a big part of the equation is tied to the three big M's of the marketing triad.

They are:

- 1) **Market**
- 2) **Media**
- 3) **Message**



And to get the biggest ROI from your traffic sources, you need to have a market, media, and message that match.

In other words, if you're selling hearing aids to the elderly, it wouldn't be a good idea for you to invest your money advertising on sites like Pinterest (unless you're targeting the daughters of the elderly people).

Similarly, no sense on tossing a full page ad in the AARP magazine if I'm selling a SaaS product to a young executive, right?

(This is another reason why we spend the time defining who our Ideal Client is...)

All too often, entrepreneurs make bogus claims like, "print doesn't work" or "Facebook advertising doesn't work" – I've pretty much heard it all. These people make a general statement about the media based on their results, but as we start working together – it quickly becomes apparent that there wasn't a media, message, market match.

And this was easy to figure out after getting answers to these 3 questions:

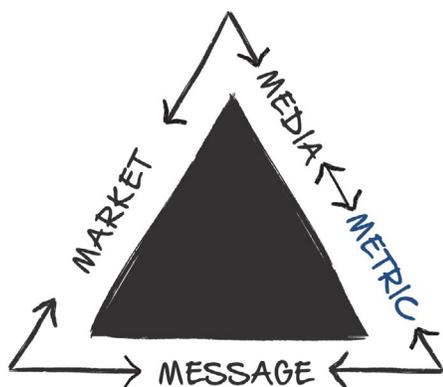
1. What specific media did you choose?
2. Does your market actively engage with that media?
3. Did your message clearly speak to your market?

Now, to really attain predictable profits and grow a robust business, there's a little known fourth component to the "triad" - and it's a component that very few people ever take the time to understand.

To keep with the "M" theme, we'll call this fourth component: **metric**.

Here's an example of why this is important:

I had a conversation with direct mail expert Craig Simpson



regarding a client of mine, and he suggested that they need a *minimum* average customer value of \$200 to make direct mail work for them.

Why?

Because, on average, Craig estimated (from his expansive experience) that it would cost my client an average of \$200 to acquire a customer using direct mail – when you include printing, postage, list rental, and miscellaneous costs of fulfillment.

What does this mean?

If the average customer was only worth \$97 to them, they either need to fix their back end or choose another media.

You need to find a media that works for **your** metric.

And these metrics vary widely from business to business – heck, even two businesses in the **SAME** industry can have totally different metrics.

Of course, even if you've been in business for a while, and can determine the average value of your customer, it's still prudent to test. Frequently, we'll find that one media attracts clients with different lifetime customer value than others. For example, we'll find direct mail buyers are worth more than Facebook buyers.

Why is that? Who knows?

All we know is that the results speak for themselves.

Fortunately, every marketer has a magic prescription to strategically determine their metric - and the answer comes in the form of one easily digestible word:

TEST.

Start small, track, and see how much your average customer is worth to you. As you determine a positive ROI, then you can scale. For example: *How much would you be willing to invest if you knew that for every \$1.00 you invested, you made \$1.50 in return?*

^ This isn't a trick question.

Jay Abraham tells the story that he was willing to

spend 115% of the initial selling price of a product called “IcyHot” to acquire a lead and get a 1st sale - all because he got one out of every three “1st sale buyers” to reorder over and over again for life.

He had nearly a million people try his product at least once, and 350,000 came back at least 6 times over the course of the year... With an average order price that was 233% larger! So, for a one-time loss of \$930,000 to make the first sales, he added \$21 million a year to his business.

And double-fortunately for you, there are many traffic sources that allow you to set your own budget - so you can test with as little as a few dollars a day. Collect data, test, and improve your offer for higher conversions, and you’ll begin to see how much you can afford to spend on acquiring a customer.

Also understand this: the money is not on the front end. The real money (and how you boost your metric) comes in the *Value Enhancers* and *Repeat Sale* phases, which we’ll get to in few moments.

Of course, anytime I share this information, I always get the question: “Charlie, what’s the best source of traffic?”

...And I want you to understand that I can’t tell you where the *best* source of traffic is for you right now because I don’t know the details of your triad – especially who are you targeting and how much can you afford to spend on acquiring that traffic.

That said, places like Facebook offer the best targeting by interest, geography, and demographics – making it an awesome source for traffic (and a favorite among most business owners).

Likewise, direct mail list brokers also have an extraordinary ability to target your ideal clients – again, you can target by interest, geography, and demographic – plus, they go one step further and allow you to target people who recently made a purchase.

Why is this good news? Because the more recently they made a category purchase, they’re exponentially more likely to continue buying.

Again, the message, market, media, and metric must match.

Phase 2: Leads

Okay, so now you have traffic coming to your business... The next phase of the funnel is to turn this traffic into leads.

We know that not everyone who comes to our store (or website) is an ideal candidate, so in this phase, we seek to identify those who are most interested in doing business with us.

In *The Predictable Profits Playbook*, we talk about marketing broken down into 3 stages:

1. *Dating*
2. *Engagement*
3. *Marriage*

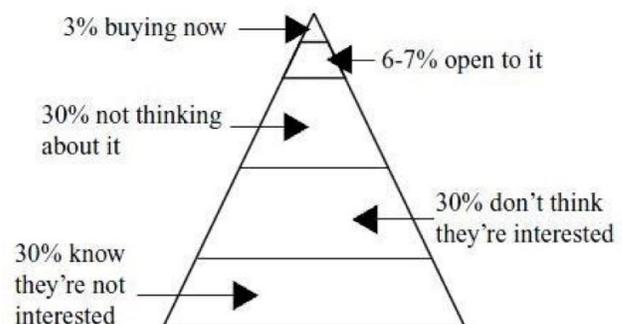
...Drawing a parallel between human relationships and business relationships.

Lead generation is part of the *Dating* phase of the business, and just like in dating, a prospect only becomes a lead if they willingly provide you with their contact information. Without their contact info, they’re just another person you can’t contact!

What makes someone give you their contact info?

Give them a compelling reason (more on that in a second).

You see, if you follow the buying pyramid created by the late Chet Holmes (often recognized as the “ultimate salesman”), only 3% of your total prospects are ready to buy now – including the 6-7% of people that are open to buying from you. These are considered your hottest prospects.



Most marketers, though, are not persistent enough with capturing a lead, optimizing the lead conversion,

and communicating with these leads. Instead, they often skip this step and focus on driving sales.

If a prospect leaves your business (or your website) without giving you their contact information, you have no way of following up with them – and you're losing business because of it.

Here's what we know:

According to MarketingSherpa, 40%-70% of your leads will buy from you (or from your competitor) eventually.

You cannot afford to ignore the 90% of potential leads that are “not ready to buy” or “not interested” - because a portion of this audience will eventually buy with the right communication strategy in place.

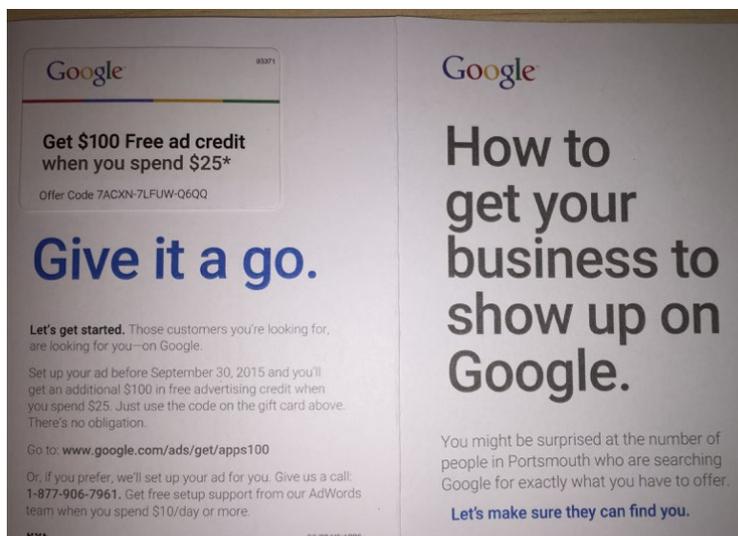
So, the objective in this phase is to create an enticing offer to get interested prospects to raise their hands and identify themselves as a “lead.”

The most common ways to generate leads are:

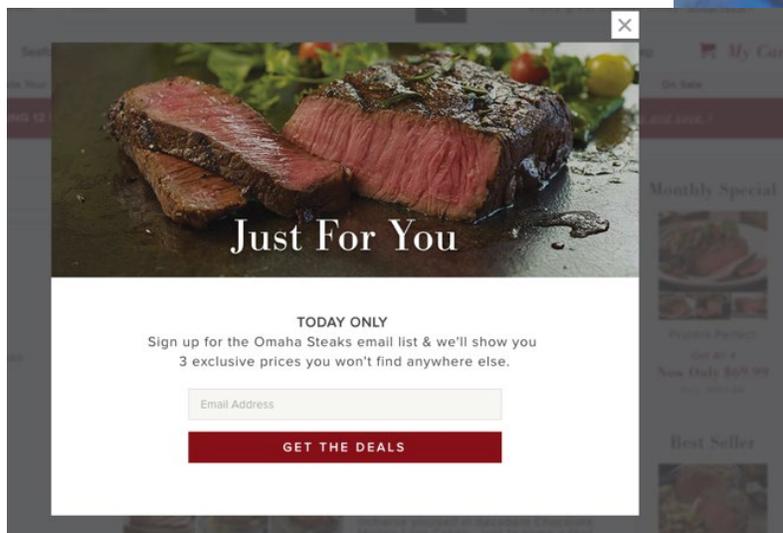
- Webinars
- White Papers
- Special Reports
- Free Samples
- Free Audits
- Free Trials
- Free Assessments
- Free Test or Quiz
- Free Mini-Courses
- Contests/Raffles
- Short Books
- Case Studies
- Free Updates
- Free + Shipping
- Exclusive Content or Offers

The more qualified leads you have, the more sales you make.

Here are some examples of lead generation:



(Here's an example of how Google drives advertising leads using direct mail)



(Here's an online example from Omaha steaks using Exit-Intent technology).

(A print example from the archives of the late Gary Halbert)

Our repertoire of tools for creating online lead pages without any coding experience include: Unbounce (www.unbounce.com), Leadpages (www.leadpages.com), and Clickfunnels (www.clickfunnels.com).

Check them out!

A final point to note: notice the variety of offline and online lead generation tactics... It doesn't take a rocket

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scientist to understand why the online giant of the world uses offline tactics to grow their business. As Tony Robbins told me: “success leaves clues.” Consider varying your lead generation using both online and offline methods.

Phase 3: Front End Sale

Now that you have the lead, your #1 objective is to get your lead to see that the decision of doing business with you is more attractive than going elsewhere or doing nothing.

Here, you create a communication strategy geared toward **establishing trust** and **likeability** so your lead chooses to make a further commitment to do business with you.

Once your lead opens up their wallet and hands you cash for their first sale, they transition from “dating” to “engagement” – until then, we’re still *dating* our leads.

Look, I was no Casanova in college – but I did learn one thing. If you move in too quickly for a kiss, you’ll turn your prospective date away. Similarly, if you push too hard for a sale in the beginning of your relationship with your lead, you’ll drive them away. There’s an old saying: *“everyone loves to buy, but no one wants to be sold.”*

The hard sales approach of the 80s-90s doesn’t work anymore. We live in the age of the *New Consumer* – and they want (and expect) to have information... And 97% expect to be nurtured before doing business with you.

Consider:

- 82% of buyers viewed at least 5 pieces of content from the winning vendor (Source: Forrester)
- 57% of the buyer’s journey is completed before the buyer talks to sales (Source: Corporate Executive Board)

As we mentioned in the Chet Holmes buying pyramid on page 4, your leads will reach their first

sale at different speeds. 3% are the hottest, and will likely purchase right away - while the remainder require more nurturing.

The key to making this phase as successful as possible is to *sell through serving* and *strike ‘em while they’re hot*.

We know our prospects are doing research...

We also know our prospects want to make sure they’re making a smart decision...

So we continue provide them with persuasive, compelling research and information that makes their buying decision easier.

And, when *they* are ready to buy, we put the offer right in front of them.

Here are some of the tools we use to accomplish this:

- One-time/introductory offers presented when the person becomes a lead
- Shopping cart abandonment campaigns
- Retargeting
- Inbound/outbound telemarketing
- Inbound/outbound sales
- Product launches
- Webinars
- Video sales letters/magalogs / digests/long form sales copy
- Email follow-up
- Direct mail follow-up
- Paper & ink newsletters/digital newsletters

Remember, during this phase, you’re not trying to clobber your lead over the head and get them to buy on your schedule – you’re simply establishing trust and likeability, looking to match the right product with the right customer.

And this is also the point where you want to provide them with your **best offer**. Keep in mind, they’re still feeling you out, which means that most of your leads are still a bit hesitant and need to be persuaded to the point of making a purchase.

A “best offer” may include risk-reversal strategies, special bonuses, etc.

This opens the door to repeat sales.

Phase 4: Value Enhancers

Experienced marketers understand that it's not the front-end purchase that'll make them rich. *The money is in the subsequent purchases* made up of repeat sales and value enhancers. The goal of the front-end purchase is simply to move the customer from *dating* to *engagement* – increasing their commitment level to your company, which exponentially increases their odds of continuing to do business with you.

The front-end (aka first sale) is simply where you prove and demonstrate that you are able to solve their problem in a way that meets and/or exceeds

their expectations – and that doing business with you is a rewarding and enjoyable experience. Value Enhancers “enhance” the customer experience while increasing the value of each transaction.

Now, if you've ever gone shopping on Amazon.com, you'll see they do an extraordinary job with Value Enhancers. The first offer they make is for Amazon Prime.

Then they hit you with an offer to get the Amazon Rewards Visa Card and/or add a bestselling DVD to your order (they also substitute this with “Customers

Who Purchased {ITEM} Also Purchased...”)



...And continue with offers on the checkout page, thank you page, and the email receipt.

When I went to Jiffy Lube to get an oil change, I was asked if I wanted to upgrade my oil, change my air

**** PRO TIP**** The most advanced marketers take advantage of the resources available through marketing automation technology (like Infusionsoft) to present targeted communication and offers that are the most relevant to the lead.

Marketing automation also generates a “lead score,” which ranks a lead from cold to hot. The hotter the prospect, the more attention you want to provide them – remember, strike ‘em while they’re hot. This might mean sending them a direct mail package, presenting them with a one-time-offer, or triggering a phone call from your sales person to your lead.

We'll cover this in more detail a subsequent article.

filter, or get new wipers.

When I purchased T-Shirts from CustomInk, I was asked if I wanted to expedite my order for 10% more.

When I purchased my Apple Computer, I was asked if I wanted AppleCare as a service upgrade.

The list goes on...

Value Enhancers include:

- Point of sale promotions
- Upsells
- Down-sells
- Cross-sells
- Autoship options
- Invitation to join continuity programs
- Upgrades in volume, quantity, service, support, and convenience

This category is called “Value Enhancers” because they enhance the value of the original purchase. To make this work, a Value Enhancer **must enhance or compliment the purchase.**

We found that, when offering a Value Enhancer at the time of purchase, anywhere from 20% - 65% of people took us up on our offer. This is perhaps the easiest and quickest way to add profit to your business.

Phase 5: Repeat Business

Repeat business is when we go from “Engagement” to officially “Married” in the 3 dating phases mentioned earlier.

The point most business owners miss is that they need to understand that every minute of every day, someone is sitting around their boardroom table

brainstorming new ideas, strategies, and innovations to steal your customers away from you.

And they plan to *romance* your customers (just as you did during the *dating* phase) to win their hearts and loyalty.

Pop quiz: what's the #1 reason why marriages break up?

Answer: lack of communication

That's also the #1 reason why entrepreneurs experience attrition.

Any time you're looking to earn repeat business (keyword: earn), your efforts will be geometrically amplified with a good communication strategy and exceptional front-end customer experience.

This is important: according to Bain & Co, if you increase your customer retention rates by a mere 5%, this has the potential to increase your profits by 25-95%. That's a big deal.

Here are the strategies within our arsenal to earn more repeat business:

- The Customer Reengagement Strategy (<http://customerreengagement.com/>)
- Retargeting
- Preferred customer pricing
- Newsletters (preferably paper & ink)
- Stick strategies (such as bounce back offers)
- Webinars
- Telemarketing
- Sales
- Customer appreciation events
- Incentivized offers
- Loyalty programs
- Shopping cart abandonment
- Email marketing
- Tip sheets, videos, and other education

Leveraging marketing automation is an essential ingredient to make this work for you. For example, if I own a restaurant and I know my patrons have a predictable pattern of dining once every 4 weeks – after the 6th week, if I didn't hear from them, this would trigger a campaign targeted at bringing them back.

Our accountant sends a quarterly paper & ink newsletter advising of the latest tax laws & trends, with invitations to free seminars (opening the door for potential repeat business).

My fertilizer company automatically enrolls us in a yearly lawn maintenance program, and before he comes out, he does an audit of our lawn, shrubbery, and trees while offering additional upgrades and suggestions. In addition, he sends a quarterly newsletter advising us of different threats (such as ticks and mosquitos) along with a compelling offer.

Phase 6: Referrals

As I write this, my assistant is scheduling a meeting with an 8-figure company who wants to talk with me about helping them create a “partner referral program” - and the first thought in my head was: *“how the heck did they get to 8-figures without this in place?!”*

Here's what you need to know about referrals:

- 91% of customers say they'd give referrals, yet only 11% of salespeople ask for referrals (Source: Dale Carnegie)
- 83% of customers are comfortable making a referral after a positive experience (Source: Texas Tech)
- Customers are 4x more likely to buy when referred by a friend (Source: Nielsen)
- The lifetime value of a referred customer is 16% higher than a non-referred customer (Source: Wharton School of Business)
- 65% of new business comes from referrals (Source: NY Times)

The typical referral program works like this:

- **WIN:** The company acquires a customer
- **WIN:** The referring company receives a commission (or some other benefit)
- **LOSE:** The new customer making a purchase receives a biased recommendation

Sadly, it's these typical referral programs, popular among the affiliate marketing industry, that suck the trust out of the relationship, and have become such an issue that the FTC got involved and requested affiliates disclose their relationships...

When we look at establishing referral programs, we aim for a triple win:

- **WIN:** The company acquires a customer
- **WIN:** The referring company receives a commission (or some other benefit)
- **WIN:** The new customer makes a purchase and receives preferred pricing (or some other preferred benefit)

The best example I can think of comes from DropBox:



Notice how everyone wins: customer, referral partner, and the new customer.

I've seen a massage therapist do this before - where she asked for referrals on the back of her business card. The new customer receives a discount on their first massage equal to the discount of the person who made the referral. Everyone wins.

In my real estate development business, each time we forged a relationship, it was a condition of doing business with us that all of our referral partners offered a discount (or some sort of preferential bonus) to anyone we refer to them. This way, the company benefited, my clients benefited, and we received tens of thousands of dollars in additional "found" profit.

Referrals are a great way to grow your business, increase your profit, and boost the long-term value of your clients.

Phase 7: WOW! Customer Experience

The idea of "WOWing" customers came directly from Tony Hsieh, CEO of Zappos.

You see, marketing is anything that gets and keeps customers – and customer experience is part of that equation. WOWing customers also is a competitive advantage.

Think about it: how else can a shoe store (Zappos) enter a highly commoditized marketplace while refusing to compete on price – and blaze themselves to a billion dollar company?

It's not by having a "unique" product (a Nike is the same no matter where you buy). It's not by having cheaper prices. It's by offering not just a good customer experience, but an experience that truly "WOWs" them.

Here's what Zappos has to say about customer service:



We Are a Service Company That Happens to Sell _____:

We believe that if we give our customers a great shopping experience, then growth in sales will eventually come on their own. So rather than focusing on maximizing profits, we focus on maximizing the service that we provide.

We are committed to your complete satisfaction; it is our top priority. In addition to offering a wide variety of merchandise, we strive to provide you with the best service in the industry.

WOWing includes making it easy for customers to:

- Get their questions answered
- Make returns and exchanges
- Get product updates
- Make a purchase
- Contact the company

And it's not about just being "good." You must go out of your way to make your customers feel valued, special, and appreciated. Read that last sentence again.

Accomplish a WOW! Experience and your customers will reward you with their continued loyalty and referrals.

How Proper Context Can Create Trust and Boost Your Marketing's Effectiveness

By Insiders' Club Member, Tom Trush

You recognize this guy (both pictures are the same person)?



He's the main character in a heavily played TV commercial that you can watch here: https://youtu.be/e_Ql_7Nck0o.

In the advertisement, a fake financial firm is set up on the 48th floor of a prominent office building. People are then invited in for a short presentation from the man in the above picture, who claims to be a financial advisor.

What they don't know is that he's actually a professional DJ with zero financial experience. In fact, he just knows a few financial-sounding phrases, dresses well, and looks friendly.

The Certified Financial Planner Board of Standards set up the experiment to prove that anyone can claim to be a financial advisor. They also wanted to show that any seemingly bright, well-educated consumer could fall for the trick.

And sure enough, many believed they were meeting with a real financial advisor, describing him as knowledgeable, capable, and trustworthy.

A similar situation – with an opposite perspective –

played out with Paul McCartney in 1984. McCartney was filming a movie called *Give My Regards to Broad Street*. During production, producers put him in front of a London railway station and asked him to perform his song “Yesterday,” one of the most covered songs in recorded music history.

Check out the experiment (which made it into the movie) here: <http://youtu.be/O4zT7VhpDcQ>.

Much to McCartney's surprise, not one person recognized him. Passing people viewed the singer as just another street performer, so they saw little reason to pay much attention.



Hard to believe, isn't it?

An entertainer described by Guinness World Records as “the most successful composer and recording artist of all time” was instantly transformed into an ordinary musician because of a change in environment.

Of course, if you turned on your TV tonight and saw McCartney playing at New York City's Madison Square Garden, you'd view him as someone with a high level of musical talent – even if you didn't recognize him.

After all, he's on TV and performing at a famous arena.

So, what's all this have to do with marketing?

Well, here's the reality:

Prospects decide whether your marketing message is worthy of attention by assessing quality and context.

The experiments I just shared with you refer to context – or the environment where the information is consumed.

Think about it...

How often do you give greater trust to published material? After someone writes a book or gets published in a high-profile publication, credibility follows.

You could post identical information on a pile of napkins (or even a flyer, email, or website) and it wouldn't carry a fraction of the credibility offered by a published piece.

How and where you use your marketing materials determines the importance prospects place on them.

Last week, I had a strategy session with a financial advisor wanting to offer a new service. It requires a client make a considerable time commitment and invest nearly \$50,000.

The advisor's plan is to drive traffic to his website to generate leads. Problem is, the website is the equivalent to McCartney's dirty railway station...

The design is outdated and the message gives prospects little reason to pay attention.

Furthermore, nothing is in place to position this financial advisor as an authority on the service he sells.

Sure, he has a special report that serves as a lead magnet, but the format looks like something my

10-year-old daughter could put together on her iPod Touch.

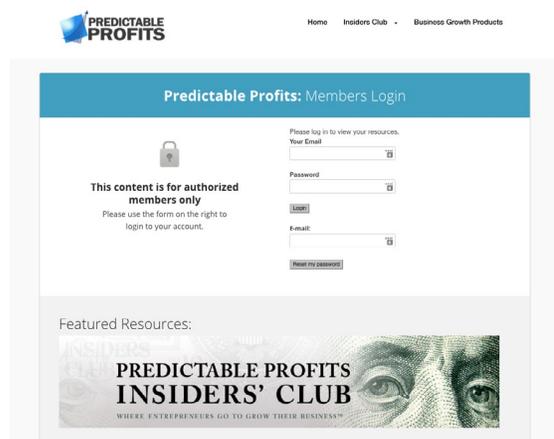
It's not something that matches a high-end, exclusive experience.

The message inside the report might offer incredible insight, but no one will see it because the context is so poor.

So remember, while quality content is critical, you must deliver it in proper context so prospects view it as valuable.

Tom Trush is a Phoenix, Ariz.-based direct-response copywriter who helps business owners craft lead-capturing marketing materials. His latest book, *Escape the Expected: The Secret Psychology of Selling to Today's Skeptical Consumers*, is now available at Amazon.com and wherever books are sold, as well as at <http://www.escapetheexpected.com>. More of his educational articles, videos, and expert interviews are available on his website at <http://www.writewaysolutions.com>.

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Ask Charlie!

Insiders' Club Members are encouraged to click on the "Ask Charlie!" button inside of their Members' Area to hit him with your biggest challenges, frustrations, or business building questions... And who knows, your question might be answered right here in the very next newsletter!

QUESTION: "Hi Charlie, what's your take on podcasting? Should I do it?"

ANSWER: I like this question for a number of reasons... But probably the biggest is because I contemplate the same question myself! :-)



Remember, podcasting is only a "media" – just like your blog, newsletter, social media channels, and so forth. Therefore, the bigger question is whether or not podcasting is worth your time.

So, when in doubt: *ask*.

I surveyed a group of entrepreneurs largely fitting within my "ideal client profile" (you can do the same by surveying your database).

Here are the current results of my survey:



Based on this feedback, it's possible that podcasting may not provide me with the best "ROT" (return on time) to reach my ideal customer profile. Yes, it'll reach some, but would it be smarter to invest my time in other media (like my blog), which have proven to bring a continuous flow of qualified leads?

I believe so...

Remember, working smarter will get you where we need to go faster and easier than working harder.

One entrepreneur surveyed in the group sent me a message:

"From my understanding of this space, you have to be all-in and invest the time and effort to make a top notch podcast channel for this to be a good ROI."

I agree.

Now to be fair, I would have received a clearer indication on which media my market prefers if I had my market rank each media in order of the ones they value the most (this would create a fair comparison).

For example, I should have asked: "Which of the following media do you most prefer (please rank)?"

You see, just because they don't listen to podcasts, doesn't mean that they *do* read blogs, etc.

Nonetheless, the real answer to your question lies in:

- a) **Your market** (do they listen to podcasts?)
- b) **Your time** (do you have the time to commit?)
- c) **Your ability** (do you believe you can create an engaging podcast, or are your skills better suited elsewhere?)

Sure, podcasting is a marketing sweetheart right now, but remember – there are millions of ways you can grow your business. Don't get trapped in the "next shiny penny" and focus on what's working for you (and your market) right now.

Hope this helps!

In your corner,

Charles E. Gaudet II
Founder of PredictableProfits.com

BUSINESS ACCELERATORS

THIS MONTH'S ACTION STEPS FOR DOMINATING YOUR MARKET

1

LEMONADE LESSONS

Lemonade stands are a great “starter business” for kids, but it misses a critical piece of the entrepreneurial puzzle... (PAGE 1)

2

FIRST THINGS FIRST

If you want customers, you have to generate traffic. Understand the three types and how each can work for you. (PAGE 2)

3

THE TRIAD

To make the most of your traffic, you need to match three critical elements: market, media, and message. (PAGE 2)

4

ANOTHER PIECE OF THE PUZZLE

The Triad is essential, but without this major piece, you won't know if your investment into new customers is worth it! (PAGE 3)

5

COURTSHIP IS KEY

Your new prospects probably aren't going to come running right toward you - you have to court them; prove your value and develop a gradual relationship. (PAGE 4)

6

COVER YOUR BASES

There are TONS of lead generation tools and tactics out there... Don't put all of your efforts into just one approach. (PAGE 5)

7

BE GENTLE, BE GENUINE

Just like in dating, if you push a new relationship too hard, you'll drive people away. The “hard sales pitch” doesn't work anymore... (PAGE 6)

8

STRIKE WHEN THEY'RE HOT!

Half the battle of tracking leads through your funnel is knowing when they're ready to buy - and being right there with just the offer they need. (PAGE 6)

9

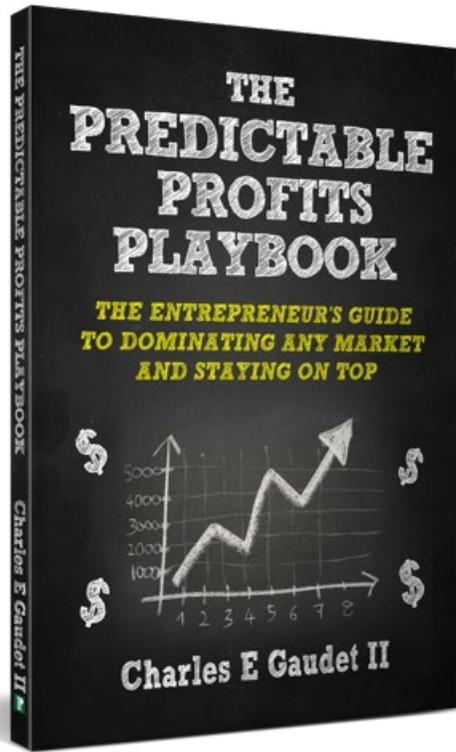
CONTEXT MATTERS

Your message is important, of course, but where/when/how you deliver it is just as critical. People assess quality AND context. (PAGE 10)

10

JUST ASK!

If you want to make sure your efforts are worth your while (time, money, effectiveness, etc.), just ask your customers! Their feedback is priceless. (PAGE 12)



- May gives you many “reason why” holidays for creating a number of different marketing campaigns – there’s always a reason to reach out to your customers!

MAY

- May 1st - Executive Coaching Day
- May 4th - Intergalactic Star Wars Day
- May 7th - Kentucky Derby
- May 11th - National Third Shift Workers Day
- May 14th - World Fair Trade Day
- May 17th - World Telecommunications Day
- May 20th - International Virtual Assistants Day
- May 23rd - National Taffy Day
- May 25th - Geek Pride Day
- May 28th - International Jazz Day
- May 30th - Memorial Day

MAY WEEKLY OBSERVANCES

- 1st - 7th** - Flexible Work Arrangement Week
- 6th - 12th** - National Nurses Week
- 8th - 14th** - National Hug Holiday Week
- 15th - 21st** - National Bike to Work Week
- 21st - 27th** - National Safe Boating Week
- 27th - 29th** - Old-Time Player Piano Weekend

MAY MONTHLY OBSERVANCES

- Creative Beginnings Month**
- Drum Month**
- Get Caught Reading Month**
- International Business Image Improvement Month**
- National Inventors Month**
- National Smile Month**
- Older Americans Month**

Good reasons beget good profits. Check May's calendar posted inside of the Insiders' Club Members' Area online.

- Don't forget to log into the **Insiders' Club Exclusive Members' Area** for more business growing tips and information! If you have not received your username and password, please email Charlie's assistant Mike (mike@predictableprofits.com), and he'll get that out to you as quickly as possible. This is a WIP (work in progress), and we'll constantly be adding more material to massively increase the value of your membership.

Ways to Maximize Your Predictable Profits Experience

Million Dollar Roundtable: Invitation Only. Must demonstrate proficiency in the Predictable Profits Methodology and have an annual income of \$1,000,000 or more.

Centurion-Level Pay-For-Performance Consulting: Application Only. Must have annual revenues in excess of \$1,000,000. This is where Charlie will create, design, and work with you to deploy these marketing strategies directly into your business for a small retainer and a percentage of the profit he's able to achieve for you.

Platinum Business Coaching: Application Only. Receive an individualized, custom session dedicated towards understanding and creating actionable strategies to grow your business and dominate your marketplace.

Insiders' Club V.I.P. Member Benefits:

- Monthly Insiders' Club Newsletter
- Quarterly Group Presentation
- Restricted Access Website
- Exclusive Members' Only Blog
- **PLUS MORE!**



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