Tourism Marketing Idea Workbook

Brought to you by the International Travel and Tourism Marketing Association

Section 1:
Foundation Building: Developing The Mindset To Achieve Massive Success In Your Business

In this module you'll discover:

- Why just focusing on trying to cover payroll and make a little extra is killing your business.
- How to use your competitors to catapult your business to a whole new level and attract your ideal customers.
- How to overcome your doubts and self-destructive habits that are holding you back.
- The real secret behind successful business owners.
- The eight additional things in your business that you must measure and track on a daily basis.

Do You Have Big Goals For Your Business?

Tiny Goals = Tiny Results

- If you're a new business owner and are wondering how to build real lasting success in your business.
- If you've had your own business for years and are sick and tired of still living month to month.
- If you're attracting only a few guests a day and you're on the brink of closing your business because of the lack of customers.
- If you've hit a wall in your sales and revenue.
- If your business is doing okay, but you want to be doing better.

Big Goals = Big Results

- If you're not willing to seriously try anything different than what you've done in the past.
- If you're a talker and not a doer. Million dollar ideas are worthless unless you implement them into your business.

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- If you don't have the discipline or desire to stick with a proven success system for at least twelve months.
- If you honestly don't have another nickel to invest to turn your business around.

Honestly, which one sounds more like you?

"You will become as small as your controlling desire; as great as your dominant aspiration." *James Allen*

Chasing Greatness

The truth is that most great achievements in life are the result of thinking big and aiming high.

Small goals put chains, restrictions and limits on your potential, but when you're working towards a big goal you barrel right through tons of smaller goals by virtue of chasing the big goal.

However, in order to become your very best is to think at a very high level. After you've set your sights on big goals, then it's time to find a path to your goals. But isn't achieving massive success like other superstar business owners next to impossible? Not, if you follow proven success models and systems!

Reaching Your Unlimited Power by Tony Robbins

Passage #1: Long ago, I realized that success leaves clues, that people who produce outstanding results do specific things to create those results.

Passage #2: Actions are the source of all results. . . . This process of discovering exactly and specifically what people do to produce a specific result is called modeling.

Passage #3: Modeling is the pathway to excellence. . . . The movers and shakers of the world are often professional modelers—people who have mastered the art of learning everything they can by following other people's experience rather than their own.

Passage #4: To model excellence you should be a detective, an investigator, someone who asks lots of

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questions and tracks down all the clues to what produces excellence. . . .Building from the successes of others is one of the fundamental aspects of most learning.

Your True Business Success Foundation

1. You believe you can actually be a superstar business owner.

2. You think like a superstar business owner.

3. You set goals and run your business like a superstar business owner.

The Top 6 Beliefs That Cripple Business Owners And Instantly Prevent Them From Achieving Massive Success!

Belief #1: "*I simply can't do it."*

- The Truth: Yes, the marketing strategies in this system for getting more guests into your business may be new to you, but unless you've been consistently using proven systems that others have used to accomplish success in their business's, then you don't know what you are capable of accomplishing.

  - Is it fair to not even give yourself a chance to accomplish something great?
  - You should always start by doing something small that you've never done before and begin to build upon that success until succeeding at new things becomes a part of who you are.

Belief #2: "*It can't be done in my market."*

- The Truth: Yes it can, but you may need to tweak or adjust your approach. If it has been done in another business in another market, it can be done in your market.
  - When a business owner says "It can't be done in my market" what that means is "I

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haven't found the right way to make it work in my business."
  - Until you try an approach that worked in another business, you will never know whether it can or can't be done in yours.
  - While your marketplace will certainly determine what some of the variables are, your plan of attack and how you implement it will determine your success.

Belief #3: "*It would take too much time and effort."*

- The Truth: Yes, you'll have to put in some time at the beginning, but after the initial time and work upfront, you'll have systems and strategies that will work for years.
  - You can continue to work 100+ hours a week and make $60,000 a year or you can put in 20 hours of work once and work as little or as much as you want while earning a high six figure income.
  - Understanding that your income will not necessarily increase because you work harder is always a tough concept for most business owners to accept, but it's true.
  - You must work smarter, not just harder. You must work harder AND smarter to be successful in this new market.

Belief #4: "*It's too risky. I'll lose money."*

- The Truth: You're an entrepreneur, so by default you're putting it all on the line. Plus, it's only risky if you don't take small steps that you can measure and hold accountable to producing results.
  - Managing the risk of growing your business can be easily managed by investing small amounts on a scheduled basis and then tracking your results before investing more.
  - Any dollar you spend that increases your net profits is ultimately a dollar well invested.
  - It's not too risky when you break your marketing investment down into smaller dollar amounts and track your results to see what's working.

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Belief #5: "*My customers will only come to my business, because my decor is the best.*"

- The Truth: Your customers aren't loyal to you because your business is the only place they can get good décor, or whatever; they are loyal to the total experience you provide.
  - To reach your highest level of success with your business, you must have a consistent and enjoyable experience for your guests every time they visit your business.
  - Then, you must ensure that your staff consistently delivers that experience according to the systems and standards you've set.
  - Regardless of the level of experience you provide, it can be duplicated by the right people implementing your systems.

Belief #6: "*If I just keep my costs low, I can make more money.*"

- The Truth: While it is true that you need to focus on keeping your overhead costs low, there are several other key numbers you must track and improve upon in order to be successful:
  - How many guests you get every single day.
  - What times of year your rooms are empty or filled.
  - The long-term value of your average customers.
  - Your most profitable lead sources and how much it cost you to generate that customer.
  - Marketing is math and you have to understand the numbers behind it.

You MUST Change Your Beliefs About What You Can Accomplish!

If you can't even change your belief system about yourself, then you can't create a million dollar business.

Once you believe, then it's time to put a plan into action.

…But…

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One of the greatest stumbling blocks to achieving great success for most business owners is…

…They cannot get their heads around how obvious and uncomplicated massive success in their business can be.

The Hidden Path To Success?

Most business owners incorrectly think that the road to success is hidden away, and if you could find it, it would be twisting, uphill, covered in fog, and full of pitfalls.
Therefore business owners…

- Distrust obvious and straight forward answers

- Complicate simple concepts because we think the truth is common sense.

- Tend to gravitate towards the secretive and mysterious because they hold magical alluring qualities.

Then, even after finding the path to success clear and simple, the temptation then becomes to go and make it so complicated that it requires a rocket scientist to unravel the self-made ball of yarn.

Overcome The Complex

All plans must be reduced to simplicity in order for us to be able to implement them. No one can live or operate in complexity for very long and create lasting success.
Lasting success will always be determined by your ability to reduce things to their simplest level and then take action.

The Super Simple Focal Points

- Attract New Guests
- Get Past Guests To Return Again
- Quality & Costs
- Staff Training & Costs
- Total Experience

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The 9 Ways A Superstar Business owner Is Dramatically Different From The Average Business Business owner.

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Successful Business Owner Difference #1

- Successful business owners have big goals for their business.
  - The top business owners have a goal, purpose or a mission that in turn gives them tremendous focus.
  - Striving to achieve that big goal forces the business owner to create successful systems in their business's.
  - Successful business owners know that by doing their best to accomplish their big why, everything will also be brought up to another level.

Successful Business Owner Difference #2

- Successful business owners develop the habits they need to accomplish their big goals.
  - The truth of the matter is that your habits will either serve as an springboard to your next level of your success or as a quicksand pit that keeps you stuck at current level.
  - In short, the professional habits you build will either empower you or restrict you from succeeding.
  - The key is to focus on big goals and consequently, you will be developing the habits that are necessary to achieve your highest level of success.

Successful Business Owner Difference #3

- Successful business owners believe that massive lasting success is truly possible in every area of their business.
  - It's a proven fact that if you truly believe something is possible, you tend to focus on the ways to make that possibility a reality.

- Also, if you don't think something is possible, then you will tend to focus on why it can't be done.
- Three stages of possibility thinking that people can either get stuck in or go through:
    - (1) Nothing is possible.
    - (2) Something is possible.
    - (3) Anything is possible.

Successful Business Owner Difference #3 cont.

- Ask yourself the question…
    - "When presented with a challenge, do you first think of the ways you could succeed or the ways you could fail?"
- High achieving business owners are always looking for ways to get to the level of success they envision.
- The only real question for successful business owners is "What must they change and/or do to get to their next level of success."
- Is that how you view your business?

Successful Business Owner Difference #4

- Successful business owners take massive action once they have charted a course to success.
    - The issue for most business owners is that they invest massive amounts of time gathering information, doing research, assembling all the tools that they'll need for success and then they take little to no action at all.
    - In most cases, gathering all the tools and taking no action is a reflection of the inner fear that the business owner has about their goal.
    - Successful business owners know that taking no action leads to no real progress towards their goals.

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Successful Business Owner Difference #5

- Successful business owners are able to take productive action even if they feel fear.
  - One of the big obstacles for most business owners is that they take one or more steps forward, but because they hit a few roadblocks or issues, they then become paralyzed by the fear of failing.
  - When most business owners feel that fear, they tend to give in and lose all the momentum they've gained instead of stopping and reflecting on what's truly going on in their heart and mind.
  - In some cases, successful business owners are able to even use the fear of failure to motivate themselves to take massive action instead of being frozen with fear.

Successful Business Owner Difference #6

- Successful business owners know that they have to try many ideas and tactics to get the results they desire.
  - If you know that the odds of you succeeding in your business are one hundred to one. Then, if you have 100 attempts, you're guaranteed to succeed.
  - Successful business owners are able to control and manage their perception of the journey that they're taking on the road to their success. Glass half full or glass half empty…both are right.
  - Successful business owners know that failure is just stepping-stones on their journey to success. They experience temporary setbacks and then build upon it to prevent it from happening again. Then, they move forward again.

Successful Business Owner Difference #7

- Successful business owners use ethical strategies to compete intensely for guests in their target market.

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- While most business owners are just trying to make a living, successful business owners are striving to ethically dominate their competition.
- Most business owners never get to the point where they begin to think of dominating a marketplace because they don't understand how to implement winning strategies.
- Don't fall in love with just following the rules that govern the hospitality industry, but learn how to use the grey area in between rules to make money in your business.

Successful Business Owner Difference #8

- Successful business owners create and maintain standards to consistently deliver excellence as their business grows.
  - The key is to clearly define what performance standards you need and then holding everyone accountable to meeting or exceeding those levels.
  - The standards that successful business owners develop and implement are then used as part of their advertising and marketing campaign to help them stand head and shoulders above their competition.
  - Developing and implementing high standards in your business sets you on the path for tremendous success as your business grows.

Successful Business Owner Difference #9

- Successful business owners deliver an almost unbelievably high level of service that can rarely be matched.
  - Successful business owners have a burning desire to serve their customers. They always focus on delivering a high level of service.
  - The best business owners know exactly why guests should frequent their business

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and are able to tell their prospects in clear terms.
  - They rarely argue with a customer over a problem. The successful business owner know what's really at stake.
  - The successful business owner is always testing new ideas by asking their customers.

Now that you recognize the difference between average business owners and superstar business owners, let's go deep into their businesses!

The Five Key Areas Of The Business That Superstar Business owners Measure, Track And Improve!

Key Area #1: Attracting New Guests

- Guests are the lifeblood of your business.
- Without a consistent flow of LOYAL guests, your business is slowly but surely going out of business.
- You should have several marketing campaigns that are always bringing new guests to your business.
- It's important that you're tracking your numbers in your business.
- At the most basic level, you should know the following two numbers:
  - How many new guests you get each week
  - What time of the week that the guests are coming in.

Key Area #2:Track Lead Sources

- This seems obvious, but many business owners don't track how many of their guests are coming in from their various marketing efforts.
- If you don't know what's working, then you may be wasting a ton of money on things that don't work.
- You should know exactly what marketing strategies are working to bring people through your door.
- The best way to do this is by providing a tracking system that could consist of a coupon, unique code or phrase that a guest must bring with them

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in order to get the deal advertised on the marketing piece.

Key Area #3: Staff

- It is virtually impossible to maximize your business's sales potential without your staff performing at their best.
- You should weekly trainings where you introduce new ideas and work on staff improvement.
- Your staff training is just as important as any other part of your business.
- Here are the three major areas:
  - Recruiting—What people needs do I have?
  - Training—What training needs do I have?
  - Management—What performance or accountability issues do I have?

Key Area #4: Technology & Tools

- It will be next to impossible for you to succeed in this new economy if you are not embracing current technology and tools.
- However, the technology you use in your business must always help you reach real tangible goals.
- Technology tools can include everything from computers, software, and marketing systems.
- The questions you must ask yourself are:
  - What new systems or tools do you need to add?
  - What current systems or tools do you need to improve or upgrade?

Key Area #5: Personal Education & Growth

- Your personal education should be prioritized and invested in just like any other part of your business.
- There are new marketing strategies and new technologies that can make a tremendous impact on the success of your business, but you must stay current on the knowledge.
- Without your own personal development, you won't have the skills and knowledge to sustain the growth in your business.
- You need to ask yourself the following:

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- What knowledge do I need to learn?
- What skills do I need to acquire?

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Section 1 Summary

- You can't have big results without big goals
- Model the success of other successful business owners
- You have to believe, think, set goals and run your business like a superstar business owner from day one.
- Don't allow your past negative beliefs stop you from achieving success today.
- Narrow your focus on the things that will get you the results to reach your goals.
- Have a big reason why for being in business
- Develop the right habits for big goals
- Believe long-term success is possible
- Take massive action after good planning
- Take productive action in the face of fear
- Try unlimited amount of ideas & tactics
- Ethically compete at a high level
- Create high standards for everyone
- Deliver unmatchable levels of service

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Section 2:

New Age Marketing: The New Rules About Marketing Your Business In This Economy

In this section you'll discover:

- How to overcome the skepticism of some guests and make them your guests for life.
- Why learning everything through trial and error will leave you discouraged and penniless.
- The new definition of marketing that is likely costing you thousands of dollars.
- The secret to guaranteeing that you have prospects beating a path to your door.
- How much profit each guest will bring into your business.

Unless you've been living under a rock, you've noticed that the economy has changed and getting listings and buyers is harder than ever before…
Have You Noticed?…

- Prospects are more skeptical.
- Ads and promotions that worked in the good ole' days, don't do diddly-squat now.
- It's costing you more and more just to break even…and you feel lucky for even that!
- Your guests are wanting more for less money.

Long story short, it's tough out here…
But why?
You're probably violating one of the new rules of running your business in this new economy!
And what exactly are the new rules?

New Rule #1 Of Tourism Business Marketing

- The guest has the only vote that counts. Period.

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- One of the biggest marketing mistakes business owners make is not understanding and addressing guest needs.
- Most business owners NEVER ask their guests for feedback about what they did or didn't like about their business.
- The biggest breakthroughs in your business usually come from your guests, but you must get the information like:
    - What motivates the guests to choose my business over my competitors?
    - What's most important to them when choosing a place to stay?
    - Do they want the lowest price or the best deal for a good price?

New Rule #2 Of Tourism Business Marketing

- You must test everything in your business in order to improve upon it.
    - Instead of guessing, test it out in an ad or on a guest and get their feedback. Don't underestimate how powerful this is.
    - You must test every component of your marketing pieces. If they don't at least pay for themselves, stop doing it.
    - The only way to test something is to require the prospect to take a specific action upon seeing the ad.
    - This is called direct response advertising. It allows you to measure and track the effectiveness of all your marketing.

New Rule #3 Of Tourism Business Marketing

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- Prospects need a unique, persuasive and compelling reason to choose your business over your competitors.
  - Every guest always wants to know what's in it for them.
  - Don't waste your time with the normal self-promotional and bragging image advertising.
  - Your marketing message must be specific to your prospects needs, wants and problems.
  - You need a unique selling proposition (USP) that tells people exactly why they should choose your business, and it must be something that’s in it for them.

New Rule #4 Of Tourism Business Marketing

- Stop trying to attract anyone and everyone to your business. You should only focus on attracting the best type of guest to your business.
  - You must pick a specific type of guest that you want to target and then tailor all your advertising to that type of guest.
  - In your business marketing campaign, you should never try to list everything you offer. Pick one.
  - Everyone needs a place to go but not everyone will appreciate your business experience. That’s a fact of life.
  - Your ads need to be specific and compelling to draw a specific type of guests

New Rule #5 Of Tourism Business Marketing

- Guests must enjoy the environment of your business. Get it wrong and you’re guaranteed to struggle.

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- Don’t ever compromise on giving the best customer service.
- Always strive to give the best hospitality experience for your customers at all times.
- Ask your guests about what they would recommend you do to improve your business .

New Rule #6 Of Tourism Business Marketing

- You must take scheduled time away from your business to improve and implement the things that are important to your customers.
  - In order for you to view your business from your guests perspective, you must take time to step away from your business and look at it from a guest’s perspective.
  - Your business is not your life. Your business and your life are completely separate things.
  - The key is to step outside your own shoes and begin to come up with new and exciting ways to get more guests and get your current guests to continue to come back.

New Rule #7 Of Business Marketing

- You can’t do everything all by yourself, because it dramatically limits what you're able to accomplish.
  - If it's only you, then when you run out of time, money, energy, ideas, etc...then, there's nothing and nobody else to help you.
  - Don't fall into the trap of working harder, but getting less and less results. For example, do you earn twice as much if you work twice harder? No.

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- You must get your staff properly trained and implement technology where it's appropriate to help you make dramatic increases towards your goals and results.

New Rule #8 Of Tourism Business Marketing

- Stop reinventing the wheel every single time because of a lack of effective systems.
  - If your business is not built on proven systems that you can easily teach your staff, then all you have is a job that requires you to start over from the beginning every single day.
  - You need a system for:
    - ...attracting new guests
    - ...collecting their contact information.
    - ...provide guests with superior service.
    - ...to turn guests into lifetime guests.
    - …getting your guests to refer others to your business.

"You're in a very different business industry from twenty, ten or even five years ago…."

You're in a very different hospitality market from twenty, ten or even five years ago….

It's time to do things very different in this new market….

This Is About New Beginnings

- New Marketing Strategies
- New Overall Business Focus
- New Direction For Your Business
- New Energy From Your Support Team
- New Outlook On Your Marketplace

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- New Staff (If Needed)

This Is About Building New Business Habits

- Learn from your competitors success and failures.
- Always, always, always asking and listening to your guests and prospects.
- Take the best ideas from different industries and apply them to your business.
- The ability and desire to change quickly in response to market opportunities and changes.

Let me ask you a question…
Why Are You In The Tourism Business?
The purpose of ANY business (including tourism) is not to provide jobs for the public. The first responsibility of ANY business is to make its owners and investors rich. - Dan Kennedy (Author)

Face The Music…

The market's changed. The goals and desires of travelers have changed. The economy has changed. The question is, Why haven't you changed your marketing, advertising and business systems?

Sign of The Times

The Old Way:

- Being the slave of your business and working 14-18 hours a day.
- Submitting to every whim of every Tom, Dick and Harry that comes into your business because you're desperate for money.
- Trying to lure any traveler you can get because you're trying to be everything to everyone.
- Wasting tons of money on image ads that brag about how great your business is.

The New Way:

- New guests "finding" your business every day.
- Knowing exactly what ad or marketing effort generated every guest who visits your business.
- Collecting your guest's contact information so you can notify them of your business's news and specials.

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- Using technology to attract new guests 24/7.
- Delegate as much as possible so you can spend your hours working on improving your business instead of working for your business.
- Enjoy your life and have greater peace of mind knowing you have leveraged the best system to help you get the best possible result.
- Enjoy what you're doing because you're having fun helping the right guests.
- Only work with guests you want to stay with you and do things your way.

Let's go deeper…
What's the one thing that will determine whether or not your business succeeds or fails?

- Quality?
- Customer Service?
- Good Staff & Support Team?
- Lowest Prices on the Block?
- Best Location in Town?

WRONG!

*"Your ability to consistently attract new guests and convert them into loyal customers. That is the **number one determinant** of your real business success. – In other words MARKETING!"*

The Secret To Success

The sooner you become the marketer of your business instead of the doer of your business, the faster your income and business will grow!

What Is The New Definition of Marketing?

Marketing is anything that you would do or can do to get guests AND keep guests.
Everything is marketing…and marketing is everything to your success.

- Display ads
- Newsletters
- Websites
- Social Media
- Direct Mail Packages
- Brochures
- Yellow Page Ads
- Classified Ads
- Letterhead
- Business Cards

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- Signs
- Billboards
- Loyalty programs
- Every interactions with customers and prospects
- EVERYTHING!!!

When you realize that everything is marketing… your business looks totally different to you. You see obvious mistakes when you consider how your guest or prospect might view situations, events or documents. You also see a ton of opportunities for improvement or chances for sales.

However, ALL marketing strategies MUST be held accountable to produce profits. You must know the effectiveness of each ad, letter, flyer, postcard etc. Your marketing must be a system that's predictable and able to be duplicated.

Every dollar that you spend must come back to your bank account with at least 5 new friends to join him.

When done correctly, there is no better investment in your business than marketing. Everything else is a cost.

You must know your Return On Investment (ROI) at all times. But How?

Direct Response Marketing.

What Is Direct Response Marketing Advertising?

Direct Response Marketing is marketing designed to generate an immediate response, where each response (and purchase) can be measured, and attributed to individual advertisements.

Why Direct Response Marketing?

- It's personal, specific, clear and simple.
- Makes it easy to use multi-step marketing to answer questions and overcome objections through marketing
- Two-way (Get's the word back)
- Results in a long-term relationship
- Easy to know and track your R.O.I
- Allows you to know exactly what the value of a lead and customer is.

Make It Plain & Simple

1. Start by understanding the benefits your prospect wants and offer them it in your ads.
2. Communicate these benefits in an attention-grabbing, compelling and motivating manner.
3. Make an offer that has universal appeal to your defined target.

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4. Make a soft offer that is non-threatening for prospects to respond to.
5. Make it easy and non-threatening for prospects to get further information and to leave their name and address.
6. Implement tracking mechanisms in your ads that you can test while tracking.

The Direct Response Difference

Starts with an attention grabbing headline that makes a bold and simple to understand claim, promise or offer.
Headline qualifies who the remainder of the message/ad is written for.
Has ONE clear and simple goal to get the prospective guests to step into your outlet to get what they want and need.
Presents a clear call to action.
"Tell the front desk this phrase…", "Go to this website…", "Bring this coupon in on this date…" etc.

What Is The Lifetime Value Of Your Customers?

Lifetime value is how much a customer will purchase during his lifetime of working with you. By focusing on LTV, a business owner gets a much more realistic picture of the value of keeping customers loyal.

- What's the average amount from each guest?
- How often do they travel to your area?
- How much do they spend over the course of their lifetime with you?

If you don't know the answers to these questions then you are at a HUGE disadvantage.

Lifetime Value Of A Customer

If on average every guest spends $1,000 over the course of their lifetime with you. How many guests would you try to get in your sales and marketing funnel?
How much would you be willing invest on marketing to get one customer if each customer was worth $1,000 to you?
The real power and breakthrough in your business will occur when you harness the knowledge of your lifetime value of your guests and use it to implement direct response marketing in all your advertising.

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Section 2 Summary

- Never forget the new rules about getting guests for your business.
- Every contact or exposure with a prospect or existing guest has the potential to be marketing.
- Only use direct response marketing in your lead generation campaigns.
- Get a guest today to have a guest for life.
- Calculate the lifetime value of your guests.

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you improve your marketing efforts and get more bookings.

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Section 3

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Attraction Marketing Strategy:
Sales Messages That Magnetically Attract The Perfect Guests

In this module you'll discover:

- The easiest and quickest way to motivate the right type of prospect's to choose your business.
- How to create a persuasive and compelling marketing message to your target audience.
- How to make your business stand head and shoulders above your competitors.
- Proven formulas you can use to make you the clear and obvious choice to your ideal guest.
- The truth about the secret way to break through to skeptical prospects and have them flocking to your business.

Can You Answer This Question?

Why should a prospect choose your business over any other and every other option that's available to them, including doing nothing?

If you can't answer that question, then it's time to go back to the basics and start over again!

Also known as...

- Unique Selling Proposition (U.S.P)
- Extra Value Proposition (E.V.P.)
- Competitive Advantage

Why You Need A Compelling USP

Your USP sets the strategic direction for your business. It helps you define where your business is going and what you stand for. Your USP is not simply a marketing or advertising thing.

A compelling USP is more than a headline at the top of your ads. Your USP is the backbone of your business and helps you turn people you're talking to into guests.

The Absolutely Worst U.S.P's

- Been in business X amount of years.
- Lowest prices guaranteed
- We can help everyone with everything!
- Satisfaction Guaranteed
- All customers hear is blah, blah, blah...

U.S.P's That Sell

Fed-Ex: When it absolutely, positively has to be there next day

- When you had a high priority document that you needed to get somewhere overnight, you choose Fedex.

Raymour & Flanigan: Guaranteed delivery of your furniture in 3 days or less.

- The first furniture retailer in New England to offer 3 day delivery, so if you needed it fast, you chose Raymour.

Domino's: Delivery in 30 minutes or its free.

- If you were hungry and needed pizza fast, then you chose Domino's.

The 'It' Factor That Made ALL Those USP's Work!

- Precise enough to echo the prospects thoughts.
- Addresses the biggest objection or fear to buying.
- Promises to solve one major problem that prospect will pay to have solved.

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- Includes the dominant emotion driving the prospect.
- Unique enough to be easily memorable.

What Do All Those USP's Have In Common?

- High competition industries and business just like mortgage.
- USP's that speak to their target market.
- Most target a niche within a niche.

All were regular, boring products or services

- Furniture
- Mail delivery
- Pizza

If They Did It, So Can You!

The Simple 3-Step USP Creation Formula

1. Determine what your guests want.
2. Find out which of these needs you can fill.
3. Find a way to clearly state to your prospects that you are the source to fill those needs.

The Absolutely, Necessary Things You Must Have To Make Your USP Compelling!

Compelling U.S.P Ingredient #1

Be unique: A unique combinations of ambience, services and experiences your competitor doesn't have. (Use the "Authority Fame" concept from the free lesson at ITTMA.com.)

Compelling U.S.P Ingredient #2

Be specific: Be precise and specific with your USP statement because it adds credibility and makes it more believable.

Compelling U.S.P Ingredient #3

Be relevant: It must be something that guests will want. If it doesn't appeal to guests, it won't work.

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Compelling U.S.P Ingredient #4

Be believable: Don't make claims that are so unbelievable that no one in their right mind will believe them.

Compelling U.S.P Ingredient #5

Be focused: You must be super targeted in what type of prospect you're trying to reach, while at the same time focusing on a target market that will allow you to reach your revenue goals.

Compelling U.S.P Ingredient #6

Be concise: Don't waste your prospects time or space in your advertising using more words or images than absolutely necessary.

Questions You Must Ask Yourself To Develop A Compelling USP

- What sets my company or business apart from my competitors?
- Do my guests enjoy their experience more?
- Do my guests save money or time?
- Am I more expensive or less expensive?
- Do I have a better system to attract guests?
- Am I more aggressive in my marketing programs and strategies?
- Do I provide more service? Give better value? Make it easier to do business with me?
- What makes me different?

Six Proven U.S.P. Strategies You Can Use In Your Business Without Lowering Your Prices!

U.S.P Strategy #1

- Unique Theme USP: This is a USP that highlights a unique and innovative theme or series of events that can only be found at your business.
    - A new event every week or month. Limited spots available.

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U.S.P Strategy #2

- Performance Guarantee USP: This type of USP guarantee means that you will hold yourself accountable to your guests and there will be rewards for your guests if you can't deliver.
    - We offer X, or your next night is free.
    - Free welcome drink within 5 minutes or you get a discount.

U.S.P Strategy #3

- The Proof USP: This USP is when you use objective and independently verifiable statistics to prove to your prospects that you are the top business in the area.
    - List the awards you have won in the past if any.
    - Provide guest testimonials of your excellent service.
    - Previous media coverage of your business.

U.S.P Strategy #4

- Unique Process USP – Is there something unique that you do that is superior to how it's done at a hotel?
    - This can be that you have a personalized check-in process.
    - Additional services that makes their visit more enjoyable (An in-house library or books and movies)

U.S.P Strategy #5

- Unique or High Level of Service: This is when you offer a very high level of service and create a unique experience for your guests.
    - The W Hotel offers a "Whatever/Whenever" feature that delivers exactly what it promises. Any type of food or beverage at any time of day or night.

Notes

- Come up with a way to offer a high level and unique service for a premium price.
- This can be a unique service that caters to their specific needs and dining preferences or a customized solution for a specific group of guests you are targeting.

U.S.P Strategy #6

- Unique Marketing Strategy Or Tactic – This is when you use a unique way of advertising that will make your business stand out.
  - Hooters uses scantily clad women in their ads and to serve food.
  - SBC Inn & Brewery has 27 home brews that they promote and use as their USP.
  - Five Guys gives away free peanuts and allows guests to put the shells on the floor.

But, Here's The Catch…

No matter how good your USP is, you must be able to consistently deliver on your promise or you're better off not having a U.S.P!

You MUST Give Customers A Compelling Reason To Come To Your business!

No matter how great you think your product/company/service is, if you don't have a compelling U.S.P., then you are just another faceless business owner in a long list of faceless business owners.

You Know Your U.S.P. Is Good When...

- Guests come in and say the only reason they came in is because of your U.S.P. (not because super low prices.)

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- Guests drive by your competitors businesses just so they could stay with you because you're the expert in xxx.

By The Way…

Great U.S.P's allow you to charge premium fees and earn massive profits while your guests love you and feel good about staying with you!

With Rare Exception, There's A Market At All Price Points!

Quick Note:

You can have more than one USP.

In fact, it's smart to develop a USP for each target market you're going after.

Be sure to make it crystal clear what your USP is actually offering.

Each USP needs its own marketing campaign and strategy.
It's even better if you can create a separate brand for each target market, but that's not always possible.

The Harsh Reality…

If an effective U.S.P. is so powerful, then why do most business owners not do it?

- It's Different – Coming up with a good USP requires you to take a step back and think about your business dramatically different than what they're doing now.

- Laziness/Too Comfortable – Refusing to develop new products, new marketing strategies, new

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sales techniques etc. or anything else that takes real work.

- Too Stubborn – Refusing to listen to customers, staff, marketplace, legislation etc.

- Ignorance – Didn't take the time to go out and seek answers to their business problems.

Once You Develop A U.S.P Put Your U.S.P. Everywhere!
Business Cards

- Voicemail
- Business Signs (Inside and outside)
- Phone Greeting
- Letterhead and Stationary.
- Website
- Brochures
- Anywhere else you can think of!!!

Section 3 Summary

- You MUST develop a USP that connects with your target market and gives them a compelling reason to come to your business.

- An effective USP allows you to charge premium prices while creating a database of guests and customers who love your company.

- USP's take work, but the advantages are tremendous and will make a huge impact on your bottom line.

- You can have more than one USP.

Notes

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you improve your marketing efforts and get more bookings.

Join us at www.ITTMA.com.

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Section 4

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Attraction Marketing Strategy: Sales Messages That Magnetically Attract The Perfect Guests

In this module, you'll discover:

- How to have guests clamoring to give you their contact information.
- The real secret to destroying the income roller coaster that most business owners are on.
- How to completely eliminate having empty rooms when you don't want them.
- One powerful strategy to increase your ROI for any advertising or promotional marketing piece.
- The top four ways to get your specials and promotions in front of prospective diners in your niche market.

"New guests are the lifeblood of your business. Without new guests coming in daily, your tourism business withers and dies."

"In fact, your number #1 priority every day should be to figure out how to attract more guests to your business."

How To Fill Your Business

- There are dozens of various ways to attract new guests for your business, but every strategy you implement must use direct response marketing.
- With properly implemented direct response marketing, you're able to get the maximum amount of leads in every marketing strategy you use.

Remember:

Direct Response Marketing is when the marketing strategy includes a way for the business owner to track how many responses were generated.
It can be tracked by a coupon, code or phrase presented by the guest or diner to your wait staff when they visit your business.

Business Marketing Strategies

- **New Movers** – This is a virtual goldmine for a tourism business. You can create a campaign to extend a special invitation for people who just moved into the area.
- **Birthdays** – This can be targeted to your own past guests or you can buy lists of birthday's for a specific geographical area.
- **Anniversaries** – This can also be targeted to your own past guests or you can buy a list for a specific geographical area.
- **Colleges** – You could have one of your staff print out flyers and go post them in area's on local college campus's or near the college.
- **Facebook** – Every business should have a Facebook fanpage where people who love your business can give feedback, ideas and suggestions and be notified of special promotions.
- **Twitter** – You could also use Twitter to announce your daily promotions to a list you've built up.

However, no matter what marketing strategy you use…

It All Starts With Your Offer…

- In order to get a prospective guest to make plans and come to your business, you must have a compelling and persuasive offer.
- The key to coming up with a great offer is knowing your target market.
- You have to know what makes them tick and what they truly value.
- A good offer can generate dozens of quality guests every month.

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"How To Create Irresistible Offers & Promotions That Your Ideal Guest Will Love!"

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Step #1: Know Your Target Market

- The first step in creating your irresistible offer is to know exactly what's happening in the mind, lives and hearts of your target market.
- It is absolutely crucial that you find out what resonates and is important to your target market.
- Your target market may desire a specific kind of ambience, or special amenities or package promotions.
- Gather this information from asking or surveying existing guests or simply analyze the current trend in the marketplace.

Don't Screw This Up!

- Guests may have very different expectations, fears, desires and wants than the business owner.

Step #2: Choose One Promotion Type

- Next, based on your research, choose one promotion that your target market will find appealing.

Step #3: Write Headline

- Next, create a persuasive and attention getting headline that you can use in all your marketing and promotions that speaks directly to your target market.
    - Create a headline for your irresistible offer that you can also use on your website, ad, flyer, letter etc.
    - Gather this information from asking or surveying past guests or your long-term loyal guests.
    - In most cases, your headline or title will determine the success or failure of your lead capture efforts.

- However, you also must spend conscious and deliberate time putting yourself into the position, mindset and perspective of your target market.

Step #4: Offer Details

- In every offer you create, it's important that you let the prospect know the exact terms of the offer. You need to include these four components:
    - **Here's what I have for you.** If a prospect doesn't understand the benefits of the irresistible offer, they won't sign up.
    - **Here's what it costs.** Make sure the cost, which should be free, is clearly spelled out and in plain sight.
    - **Here's what's in it for you.** It must have a list of benefits the prospect will receive once they sign up.
    - **Here's when this offer expires.** Every offer you create should have an expiration date on it so that you can generate guests in a predictable and consistent flow.

Step #5: Test Your Offer

- The best way to test your offer is to select a small percentage of past guests to send the offer to.
- You should always use a three step marketing campaign to do that.
- So, for example you could do the following:
    - Step 1: Mail out a postcard.
    - Step 2: Mail out a letter.
    - Step 3: Send out a email
- However, any type of marketing piece should include a way to track the results.
- The simplest way to track your results is to include a coupon, card or special phrase the guest has to present when they visit your business.

Step #6: Go Bigger

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- As soon as you find a winning offer, it's time to scale up your marketing strategies to get that offer in front of as many potential guests as possible.
- You should announce it on your website, Facebook Fanpage and Twitter Account.
- Then, it's time to create email or direct mail pieces to mail out to your database.
- Finally, you may want to have display ads created for your local newspapers and magazines.

"However if you've been a business owner for more than five minutes, then you already know that you could have the best marketing and advertising campaigns in the universe..."

The Truth Is…

"Not every prospect that sees your advertising message today will be ready, able or willing to visit your business when you run your promotion."

So, Here's What You MUST Do…

"Create offers and promotions that get guests to your business when you want them while at the same time building a list of prospects you can market your business to continuously."

"But how?..."

"By creating your own loyalty program that prospects will want to be a part of by giving you their contact information in order to save money or get something of value."

Why Build A List Of Prospects?

- You can generate profits at any time by offering your list a new enticing offer to boost sales and revenues.
- You can get off the sales revenue roller coaster and control the sales flow in your business.

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- Your business will no longer be held hostage by the high costs of traditional marketing strategies.
- You can test out new ideas and strategies without having to spend thousands of dollars to get new diners.

Missed Opportunity…

- Most business owners spend thousands of dollars trying to get the attention of potential guests who would never come to their business, but do little to keep in contact with people who have already shown a serious interest in their business.

- Your pipeline should be filled with hundreds of prospective guests who you can email and send your promotional offers to any time you want.

Business Insurance

"Building a list of prospective guests that you can market your business to on-demand is your insurance policy against the revenue roller coaster most business owners have to endure."

Don't Be An Average Joe

- Don't…spend thousands of dollars on advertising with newspaper, radio, television, postcards or letters.
- Then…wish and hope the ad is good enough to attract new guests to cover the costs of ad and make a little profit.
- Only to end with…the guests walking in or inquiring online about an offer but their contact information not being captured.

Successful Business Owners Know That The Money Is In The List

- The long-term and sustainable profits is in having a list of eager guests to market your offers to.
- If a prospective guest calls/walks-in/emails/visits your website or steps into your business...then you

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MUST make a conscious effort get their contact info.

- If you fail to do that, you will likely lose that lead forever.

The Next Step Is To Track Your Leads!

- Track which offer brought them in.
- Track how many people come in with them.
- Track how they heard about your business.
- Track what days they come in .
- Track the cost per source.
- Track the cost per lead.
- Track everything because you need to know what's working so that you can do more of it or improve on it.

By The Way…

- While it's very important to capture the contact information of every person who contacts you, it's also important to create a list of past guests.
    - Name
    - Address
    - How much they spent
    - Birthday
    - Anniversary

Trends & Patterns

- By collecting your guest's information you'll begin to see patterns with your prospective guests like:
    - What most popular packages.
    - How much they spend.
    - How they're hearing about your business.
    - The type of person who actually spends the most money at your business.
    - Zip codes guests come from.
    - And much more

The Next Level

- By getting this demographic information, you'll be able to laser target your marketing and advertising to your ideal guest.

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- Age
- Race
- Marital Status
- Income
- Hobbies

Section 4 Summary

- Building a list of prospects allows you to easily run promotions, sales and marketing campaigns without spending a ton of money.
- Your list is your backup insurance plan against the revenue roller coaster.
- You must make a truly irresistible offer to your target market that compels them to come to your business today.
- Collect as much information as possible about your guests AND prospects.
- Use the information you collect to make decisions about marketing and strategic business direction.

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Section 5: Constant Guest Contact Strategy:
Generating Massive Profits From Follow-Up Marketing

In this module, you'll discover:

- How to guarantee that your prospects and guests keep you in the forefront of their minds.
- Six ways to get your marketing message in front of your target market without spending a fortune.
- How you can create a powerful million dollar marketing campaign for less than what you spend on a single newspaper advertisement.
- The key to putting your follow up marketing on autopilot so you can make more money and work less.

Prospects & Guests ALWAYS Forget Over Time!

No matter how great the connection at the time a lead contacts or meets with you, the longer you wait to follow up with them, the more they forget you.

Your Mission Is To…Consistently present the prospect with a persuasive sales message

You want them to feel as if they must only do book with you when they're ready to travel to your area.

Don't just sell, but build a relationship by offering educational & relevant information in a entertaining way.

Demonstrate that you understand their fears, goals and expectations in a personal and intimate way.

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The Sad Truth

Most business owners…

- Look at marketing to their leads as an expense instead of an investment.
- Are not willing to put in the effort and time to create a multi-step campaign that runs consistently on autopilot.
- Are so busy working in their business, that they don't have time to work on their business.

The Secret Sauce

Creating a multi-channel marketing campaign that is affordable, produces high quality leads and runs on autopilot is the secret to practically all long-term successful business owners.

The Ugly Truth…

Even a lousy business owner can generate millions of dollars in sales with a consistent follow up marketing plan.

So, why don't more business owners do it?

Most Common Excuses

- Can't afford to pay for marketing stuff.
- Don't have my prospect's information.
- Even if I had their contact information, I don't know what to say.
- Don't know how to contact the guests or leads.
- Already have one million things going on at the same time.
- Don't have someone to do this for me.
- And the excuses go on and on…

The Real Danger In Making So Many Excuses Is That It Quickly Becomes A Mindset!

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The Top Five Methods You Can Use To Follow Up With Prospects, Leads Or Guests For Less Than $100 Per Month!

Follow-Up Method #1: Email

- The majority of North America has a email address that they check daily in most cases.

- If you have a website, then you can send out emails.

- Can be scheduled weeks and months in advance.

- Can be recycled and used again, so once you do the initial work you don't have to repeat it again.

- Can be used to communicate a persuasive sales message while building your brand.

- A great way to build a relationship with your prospects and guests.

- 100% trackable so you know who's opening and what's working.

- Virtually free to send out.

Follow-Up Method #2: Text Message

- The highest open rate of all marketing communications. Similar to when email first came out.

- Can be used to generate instant results because of the high open rate.

- Adds another effective communication tool in your marketing arsenal.

- 100% trackable so you know who's opening and what's working.

- Only costs one or two cents per text to send out.

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Follow-Up Method #3: Pre-Recorded Message Voice Blasts

- Most business owners don't try to make the human connection, so your message will stand out.

- Creates a stronger bond to your guests when they hear your voice.

- You can set this up and have a campaign going within five to ten minutes.

- Can create your campaign online.

- Really affordable to do even if it's in large numbers.

Follow-Up Method #4: Postcards

- The receiver is practically guaranteed to see your marketing message.

- Marketing message tends to be simpler and more effective because the postcard is limited in size.

- Really affordable to do at 46 cents per postcard.

- Can create your postcard and schedule your mailings online.

Follow-Up Method #5: Letters/Newsletters

- Can range in length from one page to ten pages.

- Allows you tell your story in a compelling and persuasive way while generating sales.

- Can allow guests to see behind the curtain of your business and see that you're just like them and desire a meaningful relationship.

- Can create your letter and schedule your mailings online.

- Very affordable to do at about 50 cent per letter.

- Can be sent by email as a PDF.

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The Best Part Is…

Five of these six follow-up marketing strategies can be automated and scheduled months in advance.

More importantly, because they're automated and require very little human intervention, there's little chance for error.

So few business owners are doing this, that you will stand heads and shoulders above your competition in your marketplace.
You will have a proven marketing plan to generate sales consistently.

The R.O.I. is HUGE. In many cases you're spending less than $100 with the potential to generate tens of thousands of dollars in sales.

How To Create A Effective Multi-Channel And Multi-Step Follow-Up Marketing Campaign On A Shoestring Budget!

Step One: Intelligence Gathering

Start by taking your best performing ads, guest research, U.S.P. and combining that with your in-the-trenches feedback.

- What's your best lead generating marketing piece or strategy? (One that attracts leads that actually convert into deals that produces the most profit for you)

- Why does it work so well? (Try to ONLY use guest feedback)

- What do you think, feel and know about guests that actually buy from you?

- What days, weeks, months or times of year does certain marketing strategy work better or worse?

- Use every piece of information you have available to you.

Step Two: Document Your Process

- Using the information you've gathered, begin to create a success blueprint for you to use going forward.
- In writing, document the process from the first contact a prospect has with your business to the last contact that leads to a booking.
- Capture every piece of information, no matter how small and inconsequential it seems.
- Don't overlook anything. Small hinges swing open big doors.

Step Three: Convert That Process Into A Scheduled Marketing Campaign

For example if the intelligence you gathered from your prospects, guests and staff is:

- Prospects want to be updated regularly about events and happenings in your area.

- They want more amenities.

- They want to know about special packages and promotions.

You should make each item the central piece of an individual marketing action.

Step Four: Create Your Marketing Campaign Pieces

When it comes to designing marketing pieces, you have two choices.

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- Spend a little time learning about copywriting and design. (ITTMA will have training for this.)

- Hire a marketing consultant who also does copywriting and design for your ads.

Each marketing piece should have one major focus point or USP that you uncovered during your research phase.

Step Five: Schedule Your Marketing Campaign

Notice that every month of the year except August has a national holiday.

If you don't have a religious or moral objection, then use those holidays in your marketing campaigns.

In most industries, guests or guests expect sales and discounts around those times.

Review your sales numbers and locate your most profitable and slowest times of the year.

Build your campaigns to maximize your chances for success.

Section 5 Summary

- If you don't follow up, you'll be forgotten.
- Convert your best sales presentations, USP and guest requests into your marketing campaigns.
- Create a marketing schedule and stick to it.
- Combine several contact methods to keep your campaigns exciting, fresh and profitable.
- Emails, Text Messaging, Postcards, Voice Blasts, Postcards, Letters, Phone Calls etc.
- Create AT LEAST two follow-up campaigns.
- Past guests
- Leads that haven't bought yet.

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Notes

Section 6: Loyalty Program Marketing Strategy:

How To Practically Guarantee That Your Guests Come Back To Your Business

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In this module, you'll discover:

- The secret to having guests happily paying premium prices without haggling or shopping around.
- How to flood your business with the easiest prospects in the world to close.
- Why your resistance to change may be costing you tens of thousands of dollars in profits each month.
- How you can create a loyalty program that costs you less than a cup of coffee a day, but earns you thousands of dollars in return.
- 11 types of loyalty programs that you can set up in less than 30 days that will generate a horde of prospects to your business.

What's A Loyalty Marketing Program?

It's a process of marketing to your past guests that bonds them to you so that they view you as ***their*** professional.

Loyalty Programs Are Powerful

You can generate sales at will by sending out timely promotions to your best guests. It's additional insurance against the income roller coaster ride of the business. You begin to build up a huge pipeline of leads. Guests become part of your marketing team.

The Easiest Person To Attract…

…is a past guest who already knows, likes and trusts you because they've bought from you before.

However, The Fact of The Matter Is…

Most business owners spend 100% of their marketing budget to get new guests. Nothing's left to invest in keeping previous guests in the family.

Once they get a new guest, they immediately divorce the guest and act as if they never exist. Instead, business owners should be working to develop a lasting and profitable relationship with the guest who has voted with their money.

If Loyalty Programs Are So Effective, Then Why Doesn't Every Business Owner Have A Loyalty Marketing Campaign?

…Because creating a business that guests want to be loyal to…requires real change.

What Types of Changes?

- Changes to your marketing.
- Changes to your business policies.
- Changes to your way of thinking.
- Changes to the overall way you run your business.
- Changes to your menu's.
- Changes to your dishes.
- Changes, changes, changes…

Did You Know?

Customer loyalty is directly linked to your most effective U.S.P.

If fact, your U.S.P. may also be your loyalty program.

Business owners that have a great U.S.P. already have a loyalty marketing program.

Guests have hundreds of choices for travel, so you MUST give them a compelling reason to choose you.

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Powerful Loyalty Programs That Generate Millions In Sales

- Staples Rewards
- My Starbucks Rewards
- Chase Sapphire Credit Card
- Subway Card Rewards Program
- Nordstrom Fashion Rewards
- JetBlue TrueBlue Rewards

Loyalty Programs Aren't For Every Business owner!

You shouldn't create a loyalty program unless:

- Your business has systems that consistently produce a high level of quality of service.
- Your customers trust you because you've delivered a quality experience for them.
- You have systems in place to communicate with your past customers.
- You form an allegiance with your customers because you take the time and effort to see your service from their perspective.

How To Create Your Loyalty Marketing Program

Step 1: Identify Your Most Profitable Type Of Guest

Use your research of your guest database to create a profile of your ideal guest.

Calculate lifetime value of your guest's.

Every guest has value, but if given a choice, build your business around the most profitable type of guest.

Use any and all available information you've collected.

Step 2: Find Out Exactly What Your Customers Value

Now that you have a idea of your ideal customer, you're next step is to create a loyalty or rewards program that your ideal guest will value.

- Use your research, surveys and face-to-face interactions to find out what your customer's value.
- Train your staff to always collect information and suggestions when customers share it.
- Don't always assume that you must offer a low price to get new guests.

Step 3: Decide How You Can Reward Your Customers

Your next step is to decide how you're going to reward your past guests for returning back to your business.

- It's easy to do a rewards program that's based on number of visits.
- You may also consider using the dollar amounts spent to determine rewards.
- Regardless of what you choose, you definitely want to choose a loyalty rewards program that lets your customers accumulate redeemable points every time they make a purchase.
- You may also want to let your customers collect new reward points every time they introduce a new referral for your business. Send a thank you card as an acknowledgement for their effort.

Step 4: Implementing Your Loyalty Rewards Program

- Keep it simple and profitable.

- Depending on your budget, you may send out weekly promotions or quarterly reminders in the form of emails, text messages, postcards, flyers, letters reminding your customers to redeem their gift.

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- Create a multi-step marketing campaign to convert your past customers into your new loyalty program.

- Train your staff to ask every guest if they want to save money on their meals by being a part of your program.

Step 5: Marketing Your Loyalty Program

- Not only for past customers, but use your loyalty program to attract new customers.

- Use table tents on each of your tables to sign guests up to your loyalty program.

- Have a special place on your website advertising your loyalty program.

- Hire a designer and have top notch custom marketing materials created.

- Require that they visit a special page on your website, mail-in a completed application or simply visit your business to enroll in your loyalty program.

- Create a 3 step mail campaign to try to enroll the maximum amount of past customers.

Loyalty Program Mistakes

1. Focusing on your own business goals, but not on the customer's perspective.

2. Having to rely on always marketing the loyalty program in order to keep customers engaged.

3. Your service should automatically drive guests to want to be part of your loyalty program.

4. Overspending on the marketing, design and rewards of your loyalty program.

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5. Believing that customers only care about money.

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Keep It Real!

Don't create a loyalty program filled with stuff guests don't find valuable.

Rewards must be valuable to your guests.

Your loyal guests have earned the right to meaningful rewards.

American Express customers are raving fans of their rewards program and use their Amex cards as much as possible.

The Top 2 Ways To Successfully Launch Your Loyalty Program

Strategy #1: Market Your Loyalty Program To Your Past Guests

- Identify the list of existing customers who would be most likely be responsive to your loyalty program.
- Your offers should encourage them to become frequent guests.
- Offer enough incentive for them to encourage others to become customers.

Strategy #2: Mail Out A Postcard Or Letter To Past Guests

Create a postcard or typed letter introducing your past guests to your loyalty program.

Require that they visit a special page on your website, mail-in a completed application or simply visit your office to enroll in your loyalty program.

Create a 3 step mail campaign to try to enroll the maximum amount of past guests.

Module 6 Overview

- Design a rewards program based on facts, research and your ideal guest profile.
- Make the necessary changes in your business to make your loyalty program a success.
- Make your loyalty rewards program valuable to your ideal guest.
- Launch your loyalty program just like you would launch a great product or service.
- Consistently market and advertise your loyalty rewards program everywhere in your business.

Notes

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you improve your marketing efforts and get more bookings.

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Section 7: Referral Program Marketing Strategy: How To Turn Your Guests Into Raving Fans That Grow Your Sales

In this module, you'll discover:

- The HUGE mistake 99% of your competitors are making and how you can profit from it.
- The six reasons why you are not receiving more referrals now and what you can do to increase the number of referrals your guests send you without violating RESPA.
- The only way to create a referral marketing system that makes guests proud to refer their friends and family to you.
- How to put your referral marketing campaign on autopilot.

Referrals Are Second Easiest Guests To Close

So, why don't more business owners spend time to create a system to consistently produce referrals?

The Harsh Reality…

Like most successful business building strategies, it takes real work and real changes, so many business owners avoid it like the plague.

99.9% of business owners don't have a single system in place to generate referral business.

Most business owners are terrible at consistently generating referrals.

Missing The Boat

Easy advertising at little to no additional cost.

It's less expensive to generate referrals from existing guests than trying to get new guests.

Referrals close at a much higher rate because they've already decided to purchase from you.

When you create a referral marketing system, you also create a awesome customer service environment that builds guest loyalty.

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Why Most Business owners Are Not Worthy Of Receiving Referrals

- No real commitment to getting referrals.
- Too much focus on selfish reasons.
- Don't remember to ask for referrals.
- They're not really doing something guests can recommend to others.
- Assuming that a great service alone is enough.
- Afraid of asking for referrals.

The Golden Road…

Level 1: Attracting Suspects
Level 2: Converting Prospects
Level 3: Taking Care Of First-Time Guests
Level 4: Inspiring Iron-Clad Loyalty
Level 5: Creating Guest Referrals

Generating referrals should be the ultimate goal of all your marketing campaigns!

How To Build Your Referral Generating System

Step #1: Create A List Of Ideal Referral Candidates

- It's a proven fact that some guests or will send referrals to your business, while others won't.
- Start by creating a big list of profitable guests who are most likely to refer you to others.
- This should be a list of your ideal guests.
- If you have no way to narrow your list down, then start with a list of 12-24 months of your most recent guests.

Step #2: Create A Compelling Referral Message

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- This could be the same as your business U.S.P, but you may also choose to build your referral program around a different USP.
- For example, your referral U.S.P could be, “Send 5 People To Our Business And Receive A Free Weekend Stay!”
- Focus on what you can do for the guest, NOT what the referral means to you.

Step #3: Decide How You Will Reward Your Referrers

- In order to create a successful referral system, you must know your guests.
- Some people may get offended if they’re not being “ethically bribed” with gift cards, cash or discounts etc.
- Luxury inn = classy rewards (bottle of wine, massage vouchers etc.)

Step #4: Your Referral Follow Up System

- Create several marketing pieces based on your core referral marketing message.
- Make it ALL about the benefit the referral will receive.
- Find a creative way to keep your core referral message in front of all your guests.
- The Usual Suspects: Use postcards, letters, emails and text messages to follow up with your past guests.
- Your referral campaign should ALWAYS be going out to your new guests.

A Quick Note On Rewarding The People Who Refer Guests To Your Business.

Let's Look At LTV Again...

- If Lifetime Value of your customer is $5,000 then, **“Would you be willing to reward a referrer with**

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$50 - $100 cash voucher for referrals they send you?"

- Most business owners are too short-term with their thinking to see the golden opportunity in this strategy.

Crunch The Numbers

- For example, if a customer sends you five referrals then:
- 5 referrals x $5,000 customer lifetime value = $25,000 revenue
- You pay out $250 - $500 in cash voucher's to the referring customer.
- Therefore, you pay out $250 - $500 , but you get $25,000+ in revenue.

The Question Is...

- NOT would you trade $250 - $500 for $25,000? *(Hopefully, that's a no-brainer!)*
- But *how many times* would you want to trade $250 - $500 for $25,000?
- Hopefully the answer you're thinking of is…

As many times as I can and as fast as possible!
Referral Marketing System Example

- Day 1: Guests visit your business for the first time and signup for your VIP Guest program.
- Day 4: Customers receives a thank-you card in the mail with a special offer attached for their next visit.
- Day 6: Customer receives a "Welcome to Our VIP Guest Program" email which explains the referral rewards program with a special reward for referring someone by a certain date.

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- Day 12: Customer receives a physical VIP card in the mail and 5 referral coupons for friends and family.
- Monthly: Every month you send them a email for a different promotion, but your referral program is also mentioned in the email.

Section 7 Overview

- If given a choice, build your referral marketing campaigns around your most profitable guests who are most likely to refer you to others.
- It's less expensive to generate referrals from existing guests, so make it a part of what you do.
- When you create a referral marketing system, you also create an awesome customer service environment that builds customer loyalty.
- Set up your referral marketing system to work on autopilot.
- Reward your referrals and the people referring them.

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Section 8: Strategic Marketing Alliances Strategy: Explosive Profit Growth Through Marketing Partnerships

In this module, you'll discover:

- The true power of the one marketing strategy that can transform a struggling no-name business into a household brand in their target area within days.
- How you can spend little to no money on advertising and generate more leads and prospects than businesses that are dumping tens of thousands into advertising budgets.
- What you should look for in a strategic marketing partner that will practically guarantee your success.
- The 3 types of strategic marketing partnerships that you can get started and profiting from in less than 30 days.

What Is A Strategic Marketing Alliance?

- 99.9% of business owners don't use this powerful business building strategy.
- Strategy so powerful that it can single-handedly transform your struggling business into a success.
- You can drive quality traffic to virtually any service.

Why Are Strategic Marketing Alliances So Powerful?

Little to no advertising or additional marketing expense.
You can get access to a list of paying customers that someone else has built a relationship with.

If done correctly, you come highly recommended from a trusted source.

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Allows you to instantly position yourself as the go-to person.

Word Of Caution…

The wrong strategic marketing alliance can do massive damage to your business.

If you're not ready to handle the influx of business, then don't do it.

Be prepared to give more than you're getting to make the strategic alliance attractive.

Have several ideas about how to make the alliance a success for your marketing partner.

But Before You Say I Do…

You must be able to provide a high level quality service. Be prepared to create a true win-win partnership.

Make sure you have prepared and polished your scripts and presentations.

Have your systems in place to track the leads or sales the alliance generates.

What You Should Look For In A Strategic Marketing Partner

A business that has a quality product or service that's a good fit for your clients.

Believes in and practices consistent marketing and basic business building principles.

Trustworthy company that operates in full integrity with everything they do.

A business that you feel proud to be associated with. Don't ever risk your reputation.

Willing to work, invest in and have a plan to make the alliance a success.

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Strategic Partner Examples

- Peoples United Bank and Stop & Shop
- Walmart and Subway
- LA Fitness Gym and Sports Drink Companies
- Taco Bell and Pizza Hut
- Coke and Proctor & Gamble
- Red Box and Gas Stations & Grocery Stores
- Colleges and Credit Card Companies
- There are thousands of examples…

How To Find The Right Strategic Marketing Partner

Step #1: Create A List of Ideal Strategic Alliance Partners

- Start with local schools, colleges, charities and businesses.
- If possible, start with ones that are geographically close to your business so you can leverage the local angle.
- Give special consideration to any organization that advertises regularly and has long-running marketing campaigns.
- Look through the last month of newspapers to find potential partners who are investing in advertising.
- Try to make a list of ten potential partners.

Step #2: Create Your Offer

Now, that you've made a list of potential strategic alliance partners, you need to create a compelling offer.

- Get the contact information of potential partners from their business website.

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- Next, do a basic Google.com search to discover their business and personal interests to find common points of interest.
- If possible, attend events where your potential partners are also in attendance and meet them personally.
- You can even call the business and ask for the person who would be able to make decisions regarding a strategic alliance.
- Your goal is to set up a appointment to meet and talk about partnering up with each other.

Step #3: Contacting Potential Strategic Alliance Partners

- Now, that you have a few interested partners, you need to create a compelling offer.
    - Start by making a list of the services of the potential partner. While you may have an idea of what you want, always start by focusing on your alliance partner to show that you care.
    - Then see how you can integrate promoting your business in what you could do for your alliance partner.
    - Don't feel pressured into offering something for a dirt-cheap price. When you come highly recommended, you can realistically charge a premium.
    - Be creative and bold. Try something a little different instead of the same old tired promotions.

Step #4: Closing The Deal

- Problems in most strategic partner alliances occur because of lack of communication and unrealistic expectations of the partnership.
- Be sure to discuss how you will measure and track the success of the partnership.

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- Once you decided on a strategic partner, be sure to get a written time table on specific actions and a breakdown of how to split any costs the partnership will incur.
- For example:
    - Day 1-4: Create a outline of the partnership details.
    - Day 5: Submit offer outline details to your partner.
    - Day 6: Review offer details from partner.
    - Day 7-10: Start launching your offer to each other's list.

The Top Three Strategic Marketing Alliance Options
Endorsed Marketing Campaigns

An endorsed marketing campaign is when your strategic marketing partner recommends you to their customers or database.

– A direct mail campaign of letters or postcards promoting your business is mailed out to your partners database.

– Your strategic partner sends out a email blast to their customer or prospect database recommending your business.

– Your strategic partner includes a coupon or voucher for your business when a customer purchases from them.

– You have banners or ads on your strategic partner's website.

In-Business Promotion Campaign

In-business promotion campaign is when you and your strategic partner create marketing materials to physically be in both of your businesses to promote each other.

– Podium stands with tear-offs, images and advertising messages actively promoting your partner.

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– Flyers placed in the business which advertise a coupon or voucher for customers.

– Banners that are placed in the business with a advertising message.

– Products or services that are co-branded together.

Co-Marketing Campaign

A co-marketing campaign is an entire marketing campaign designed to promote the business of each strategic marketing partner.

– Newspaper, television, radio and social media ads with both companies advertising complementary products and services.

– This requires a product and service that are very much related to each other and valuable to the customer.

– This option requires a high level of trust and tends to be the most expensive and complex option.

– The rewards of this option can be worth the risk.

…You find five strategic marketing partners who each have a list of 1,000 customers. Now, you've just become the go-to business owner for 5,000 quality leads…with NO extra advertising cost!

Strategic Marketing Alliance Examples

- Schools
- Colleges
- Charity Organizations
- Churches
- Event Planners
- Businesses
- Wedding Planners

Section 8 Overview

- Strategic alliances are a powerful business building strategy that every business owner should

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use, but make sure you have your house in order before inviting someone in.

- Only try to partner with businesses that make sense for your customers.
- Be picky about who you partner with, but once you partner with another business give 110% to make it profitable.
- Build your strategic partnership around your best quality and most profitable product or service.
- Pick the best alliance partnership option that makes the most sense for your business.
- Have a tracking system in place and goals outlined before you start your partnership.

Notes

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Section 9: Website & Internet Marketing Strategy: Using The Power Of The Internet To Fill Your Business

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In this module, you'll discover:

- How to dominate your competitors and own your target market using only the Internet and free online tools.
- How you can build a super-profitable business using only local marketing strategies in your target market.
- The proven formula for online marketing success for your business.
- Five online marketing strategies that you must use in order to dominate your marketplace.

The Millionaire Maker

A savvy business owner can dominate their target market with just an internet connection, free Twitter account, free YouTube account and a free Facebook page.

The Internet has leveled the playing field and opened up the door for the business owner with a small $500 marketing budget to compete with the main street chain business with $50,000 marketing budget.

Never in the history of the world has life-changing business success been so easily accessible.

However, the true power isn't simply because a business is on the Internet, it's about harnessing the traffic from prospects and leads in your local area.

The Power Of The Local Search

- 80% of consumer budgets are spent within 50 miles of their home.

- 74% of Internet users perform local searches (Kelsey Group)

- 66% of American's use online local search, like Google local search to locate local businesses (TMP/ComScore)

- 61% of local searches result in purchases (TMP/ComScore)

- 54% of Americans have substituted the internet and local search for phone books (ComScore networks)

The Power Of The Local Search

- Microsoft has claimed that 53 percent of mobile searches on Bing are local in nature. (Microsoft)

- Mobile local searches for local information are expected to grow from 27.8% in 2008 to 35.1% by 2013. (BIA Kelsey Group)

- 82% of local searchers follow up offline via an in-store visit, phone call or purchase (TMP /ComScore)

- 97% of American internet users use the internet to shop of which 57% characterize their behavior as shop online, purchase offline (NPD Group)

The Top 5 Online Marketing Myths

1. Marketing online is too complicated and expensive for business owners to do.

2. All you need is a website and you are guaranteed to make money.

3. You need to spend a fortune on a very expensive website to get guests to come to your business.

4. If your website is on the first page of Google, then you will make a ton of money.

5. Marketing on the internet can solve all your

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business problems.

The Reason Why 99% Of Business owners Fail When Trying To Market Their Business Online

- Don't focus on the leads and prospects in their local market. Also known as local search.
- No major strategy to guide their actions. So, they just have a random set of marketing actions with no plan.
- Don't tie their internet marketing actions with their traditional business to create successful systems.
- Don't track results, so there's no way to know what is and isn't working.

The Proven Formula For Internet Marketing Success For Your Business

1. Mapping Your Process - Map out your entire process for working with a prospect generated from the internet.
2. Attract Prospects – Select online marketing strategies to attract prospects.
3. Your Offer – Once you attract prospects to your website, you need to have a compelling and persuasive offer to get them to your business quickly.
4. Capture The Contact Info – Your goal is to present a special coupon or offer to everyone who visits your website, but you also must have a method for getting prospects to give you their contact info on your website.
5. Cultivate Your Leads – Your tactics for staying in contact with your leads while also marketing to them.
6. Sales Conversion - The sales messages that will get your prospects to come to your business today.

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Why You Should Follow A Proven Formula For Marketing Your Business Online

Following this proven blueprint eliminates the guesswork, confusion and dramatically eliminates the risk of major failure of your marketing efforts.

Your sales team will love following up with the leads that are generated using the blueprint you're about to discover.

More importantly, your customers or clients will enjoy buying from your business and will become raving fans.

You will have a realistic chance to get off of the business rollercoaster caused by extremely slow months.

This blueprint can even be applied to your overall marketing campaign in your business.

Step #1: Mapping Your Process

When most online marketing campaigns fail, it's usually because the process hasn't been mapped out to reach the desired goal.

1st example: Prospect sees your online ad -> Clicks on ad and is taken to your landing page -> Landing page asks for contact information -> After prospect fills out contact form, you call the lead.

Mapping out a pre-planned desired path will help your internet leads actually convert into real dollars.

Keep your processes simple and plug the online leads you generate right into your existing lead follow-up system.

Design a lead follow-up system for the internet leads that don't buy from you right away.

If someone came in through your online marketing system, then it's usually fine to communicate with them via email.

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Don’t skip any part of the process or your internet marketing campaign will not turn into real customers and sales.

There two major rules of attracting prospects online. These rules must NOT ever be broken:

Build your online marketing campaigns around the exact words or phrases that your target market uses.

This is known as keyword research.

Using the exact words and phrases to attract qualified prospects creates laser precision in your marketing efforts.

Only put your marketing messages where your prospects are.

This can be done geographically, regionally, or in online websites or publications that your target market visits, reads or watches.

Step #2: Attract Prospects

Select online marketing strategies to attract prospects to your offers:

Don’t be overwhelmed by all of the online marketing options.

ONLY choose the strategies that get your message in front of your target market.

Get one online marketing strategy implemented completely before moving on to the next strategy.

Always make sure that the online marketing strategies are based on sound business principles.

Be willing to work diligently at building a relationship with the online leads you generate.

- Online Marketing Methods
- Google Places Listing

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- Tourism Directories Listing
- Marketing On Your Facebook Page
- Video Marketing On YouTube
- Article Marketing Strategies
- Video Marketing Strategies
- Marketing With Press Releases
- Pay Per Click
- Marketing With Podcasting
- Google Places, Yahoo Local, Bing Local

The Top Five Online Marketing Strategies

These are the minimum online marketing strategies that you simply MUST have:

1. Optimized Tourism Listings in the major search engine directories on Google Places, Bing Local & Yahoo Local

2. Optimized Tourism Listings in ALL directories in your target market.

3. Facebook Fan Page for your business.

4. YouTube Video Marketing Campaign promoting your business.

5. Email Marketing Campaign to nurture your leads.

Step #3: Your Offer

In order to get a prospective guest to get up off their couch or out of their cubicle and come to your business, you must have a compelling and persuasive offer.

The key to coming up with a great offer is knowing your target market and creating a offer they are happy with.

Your offer can be a special first-time discount, pricing or bonus for coming into your business today.

Your online offer should match the same promotions and offers you have running in your traditional advertising.
A good offer can generate hundreds of quality guests every single day.

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Step #4: Capture Their Contact Info

The large majority of the people who see your marketing message and visit your website will not respond.

Capturing the contact information of the non-buyers is just as important as getting the buyers in the first place.

If you don't capture the contact information of the 95%-97% of website visitors who don't book, then you are wasting the large majority of your marketing efforts.

The gold standard in online marketing is a landing page, squeeze page or a sign-up form on a existing webpage.

Step #5: Cultivate Your Leads

Cultivating your leads means staying in contact with your leads while also marketing to them.

Stay away from the extremes. Don't send a sales message in every communication with the lead. However, don't just send educational communications without ever sending a sales message either.

The best ways to cultivate the leads that are generated online is usually through email.

However, be prepared and willing use all forms of communication to nurture your leads. Email, text, postcard, letter etc.

Match your marketing message to the lead capture content that was used to collect the leads information.

Talk The Talk…Walk The Walk?

The harsh reality is even though every business owner knows they should be following up…

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people make more than three contacts

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- Therefore, the actual sales are dismal because…
- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact

Step #6: Sales Conversion

Sales conversions rely on the sales messages, processes, methods and strategies that will entice your prospects to buy. When it comes to improving your sales conversions you have three choices.

1. Hire a marketing copywriter. – Best Choice, but expensive
2. Learn copywriting yourself. – Good choice, and isn't as hard as you think. (The ITTMA will have copywriting lessons and courses that will get you up to speed in no time.)
3. Let the advertising reps create your ads – Worst option possible.

Sales conversion is a complex part of your marketing campaign because it includes:

- The content of the sales message.

- The way in which you communicate the sales message.

If you get either one of these wrong, your online marketing campaign will fail.

Module 9 Overview

- The tourism business that not only survives but thrives is the one that harnesses the power of local search marketing.
- The large majority of searches on the internet are for local professionals.
- Without mapping out your online marketing plan, you're practically guaranteed to fail.
- It's not about ranking first in Google, Yahoo or Bing search engines, it's about driving more leads

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into your sales funnel. The only reason ranking first on Google even matters is because it might drive more leads to your sales funnel.

- Don't be overwhelmed by all the options to advertise your business online. Only pick strategies that will put your marketing message in front of your target market.
- The formula which will practically guarantee your success in your online marketing campaign is the following.

1. **Mapping Your Process -** Map out your entire process for working with a prospect generated from the internet.
2. **Attract Prospects** – Select online marketing strategies to attract prospects.
3. **Your Offer** – Once you attract prospects to your website, you need to have a compelling and persuasive offer to get them to your business quickly.
4. **Lead Capture** – Your goal is to present a special coupon or offer to everyone who visits your website, but you also must have a method for getting prospects to give you their contact info on your website.
5. **Cultivate Your Leads** – Your tactics for staying in contact with your leads while also marketing to them.
6. **Sales Conversion** - The sales messages that will get your prospects to come to your business today.

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