

“The 7½ Killer Mistakes Most Business Owners and Solopreneurs *Unwittingly* Make -- Costing Them A Fortune In Lost Sales, Lost Time and – What’s Worse Lost Personal Cash”...

And – how YOU can avoid them – now!

Dear fellow business owner or solopreneur,

A very warm welcome,

As you read through these **7½ KILLER MISTAKES** – and the solutions to the problems they create – you’ll immediately be in a position to make more money – more easily – more often.

Why read this report -- Is this report for you?

Let me ask you a question: Raise your (mental) hand if this rings a bell:

You get up in the morning, hit the office at 7h30 – chained to your business all day fulfilling orders, never mind dealing with customers and suppliers and when you finally close shop twelve hours later and find the time to sit down for the *second* time this day ... then you still have the paperwork to contend with?

If that's you, I know that TIME is your most valuable asset, so I'll get straight to the point: I know you are working this hard for a reason, so:

What would it mean to YOU if you could finally break through that barrier and grow your business to 10 times the size it is right now?

What would that mean to you in terms of being able to

- spend your time doing the things you love doing?
- get involved in projects you really care about?
- finally have the cash and freedom you know you deserve?

Now, keep your hand up if you think that you can **work 10 times longer or ten times as hard** as you are working right now?

Of Course You Can't.

So, how come there are plenty of business owners and solopreneurs out there making 10 times more (and work less) than you are – and

- are less stressed,
- spending more time doing what they love and
- enjoying their freedom from the daily grind?

Quite simply, the only way they can do this is because

They Work *Smarter*, NOT *Harder*.

And THAT is exactly what you are going to learn in this report.

And that is going to help you

Create a Lifestyle Business from Your Passion.

Not only a business that is wildly profitable, and you'll love every minute of it.

And the one SECRET you need to know right now is this: working smarter means doing less of what you're doing right now. (as it clearly doesn't work!)

And that means: automating as much of the drudgery as possible.

And for that you need systems, or blueprints as I prefer to call them.

Because it is **blueprints** that will get you to where you need to be faster and easier than you ever thought possible.

With that out of the way... let's dive in

The very first mistake most business owners and solopreneurs make is probably the most serious

... and ...

... the easiest to fix!

So, here it is:

KILLER MISTAKE #1

One of the biggest challenges most business owners and solopreneurs have is

**They Focus on Being a P-R-O-P-H-E-T first
and on P-R-O-F-I-T second**

You are passionate about what you have to offer – and you want to share it with the world ... and that's a good thing

But guess what?

You might be really good at what you do and you may have a great product...

... **But then ...**

... also, you probably

- Don't have the systems to back it up.
- Don't have the business ability.
- Don't have the marketing.
- Don't have the sales.

and that means ...

... you're not building an **asset** supporting you in your mission, but rather you end up working **in your business** as long as you can and (finger's crossed) save up some money for retirement.

in [Michael E. Gerber's](#) (a must read for any business owner and solopreneur) words:

You just created yourself a job, NOT a business.

Let me ask you a question

How often do you get away from your business to relax, rejuvenate, and recharge... and to get some perspective on your business and your life?

- I almost never take time off because I have to be available 24 hours a day, 7 days a week for my business.
- I regularly take time off, and get away for at least a solid week every 3-6 months... where I completely unplug
- I take more than 25% of my time "off" from my business to relax, vacation, spend time with friends and family, and renew myself

any light-bulbs coming on?

By spending most of your waking hours working in your business, and by being available 24/7 for your business, you are the "ultimate multi-tasker."

You are ALWAYS doing more than one thing at once.



Are you building an asset?

And you are VERY familiar with the feeling we can describe as “doing one thing while feeling like you should be doing another.” In fact, it's so familiar that you don't even notice that you constantly feel it.

But guess what?

Multi-tasking is actually EXTREMELY inefficient. You read that right. It has only become a “buzzword” in business over the past several years. Our brains are simply not wired to be multi-tasking.

And if you think that being a “good multi-tasker” means that you're smarter and more efficient than everyone else, then you're DEAD WRONG.

The most valuable time and attention spent in your business is FOCUSED time and attention.

Again, the most VALUABLE time and attention spent is focused time and attention. And I'm talking about focusing for more than a couple of hours... minimum... on one project, topic, or issue.

Want to produce more? Do the obvious and stop checking voicemail, email, and text messages constantly. And stop accepting calls or interruptions in person all day and night.

Instead, make an effort to work in focused, **uninterrupted 33-minute minimum blocks of time.**

33 minutes? Yes, 33 minutes. Go, get yourself an egg-timer, set it to 33mins and start working on THE ONE project which gives you the most bang-for-the-buck. Do not stop before the egg-timer rings.

And then do this:

force yourself to stop right there (like in an exam, put the pen down NOW!) and do something entirely different for 5-10 minutes.

Only then go back to your original task – for another 33 minute block.

Repeat this for half a day, or even an entire day if you can bear it. The more time you can spend focused on one project or topic, the higher the results you'll achieve.

The fun thing with the 33-minute pattern is that after doing this for about a week, you'll see massive increases in your productivity.

BUT, but, but butbutbbubBUT:

PLEASE, do not be tempted to skip the compulsory break every 33 minutes. In fact, that is the key to making this work. If you don't believe me, try it out for

a few days without the break, then enforce the breaks.

I guarantee, you will see a massive difference.

it gets even better...

when you break this whole “the business of business” thing down to its fundamentals, when you strip away all the fat, then there are basically only four **Business Growth Fundamentals** that stand between you and the life of your dreams:

1. you need to increase your margins,
2. you need more leads coming in,
3. you need to convert them better,
4. you need to build a business-asset providing you with **passive** income even when you don't work.

so you can say goodbye to multitasking and simply focus on these 4 areas alone.

Sounds too simplistic? Surely there must be more to it?

Most business owners and solopreneurs don't realize that they only need to make small incremental gains in each of these areas so they can very quickly grow a thriving business.

Instead they focus all their efforts on just one area (when they find the time between fulfilling orders....) and wonder why the results don't show up.

Later, I'll show you a way how you can put each of these 4 areas into an easy step-by-step plan you can execute almost on autopilot – or even better: **have someone else execute for you.**

For now, since we're talking about Profit, let's address one other of the key MISTAKES most business owners and solopreneurs make:

KILLER MISTAKE #2

You are NOT charging enough!

You want to increase your margins, right?

You have two options:

either you squeeze more out of what you've got

... OR ...

you add value.

And of course, in practice that should be an "AND", instead of an "OR".

So, let's squeeze first:

Have you recently tested your prices in the market?

If not -- perhaps now is the time to conduct a small test.

Just in case you're not quite sure whether it's worth it, here a small demonstration that will change your mind:

Say you're charging \$100 per whatever it is you are selling – could be a product or a service.

And after paying all the bills and tax and all that stuff, you're left with \$10 in pure profit.

That's a 10% profit-margin.

Now imagine you raise your prices by 1%,

i.e. you now charge \$101 per "the thing".

Is that something your clients would object to? Heck no, they probably wouldn't even notice.

Nothing else changes ... meaning you now make \$11 in pure profit.

Doesn't sound like much...

BUT: you have just increased your profits by 10%.

Now imagine, you could find a \$1 saving somewhere in your costs, i.e. you are only forking out \$89 to fulfill the order. Your profits have just soared by another 10%.

You get the idea: you don't have to go for massive price-changes to get very substantial increases in your profits.

And that's what it is all about:



Have you tested your prices recently?

It's not about how much you sell, It's all about how much keep!

Now imagine, you had a way increase the price by 10% -- go from \$100 to \$110.

You would instantly DOUBLE your profit! Yes, increase is by 100%

So, what's the magic way to go for MASSIVE price-increases ... and get away with it?

Lesson #2: Adding value

You know that 'positioning' in this context really means "how is your **BRAND**" perceived in the market?

Are your product a vase in a garage-sale or is it that same vase in Harrods in London?

Same vase, totally different perception of value in the marketplace – and hence a totally different price.

The magic weapon to add instant and undeniable value to your products and services is to

Position Yourself As The Expert

And this is especially true for those who supply any form of coaching, training or consulting as either 'all' of what they provide or even 'part' of their offering.

By the way -- if you have a "normal" business and sell "stuff" as opposed to **your knowledge** and you are NOT currently offering some form of coaching or consulting as part of your offering

you are **leaving A LOT OF MONEY on the table**

Here's why "Being The Expert" ROCKS!:

You are NOT a commodity – what you're offering cannot be compared to ANYTHING or ANYONE else.

Why?

Because the most significant factor in any 'price' of any service where there is

human interaction; especially if the supplier provides advice, consultancy, coaching etc – **is the experience of that person.**

Your Biggest Asset Is Your Experience

And yet – most people never charge for their experience -- they only charge for what they do.

Owning your expertise

With a lot of business owners and solopreneurs, first and foremost, their biggest mistake is that they don't "own" their expertise ... and when they don't "own" their expertise, they don't value their information that they have and provide.

There are two reasons why many business owners and solopreneurs don't value their information and knowledge:

ONE: because it's not tangible ... it's because it's not like a car or a TV, for example.

TWO: because what you're doing is so obvious to you – you've been immersed in your field for so long, that you've already forgotten how much energy you had to put into it to actually learn all this stuff.

So what you end up doing is you give lots or all of your information away for free – plenty of assistance, not enough cash coming your way.

Two things you need to do ... to position yourself as the expert right now ... AND CHARGE FOR IT:

ONE: time for a shit in mindset, from now on "though shalt think only this pure thought":

"I'm NOT charging for what I'm doing now ... but what I've done, for my experience, for all the seminars I've been to, for all the books I've read, for all the hard work I've put in to get to where I'm now"

Read that previous sentence once more ... slowly. Yes,

**You Don't Get Paid In Life For What You DO!
You Get Paid For What You've DONE!**

TWO: you need to build a "I'm an expert asset", and HOW that's done, I'll show you in the last KILLER MISTAKE.

I know your head must be buzzing with ideas now, so please invest 2 minutes of your time and write down what you learned and what you already re-learned but never managed to put into action – and then put it into action:

LEARN,
RELEARN

Now that you've (hopefully) decided to increase your prices (dramatically), you're going to have to communicate that to your clients, right?

The next killer mistake is one that'll help you immensely with this – and you'll also learn a thing or two about how to get more leads into your business and how to convert them better.

And it's all to do with the most powerful word in marketing, the magic 7-letter word

KILLER MISTAKE #3

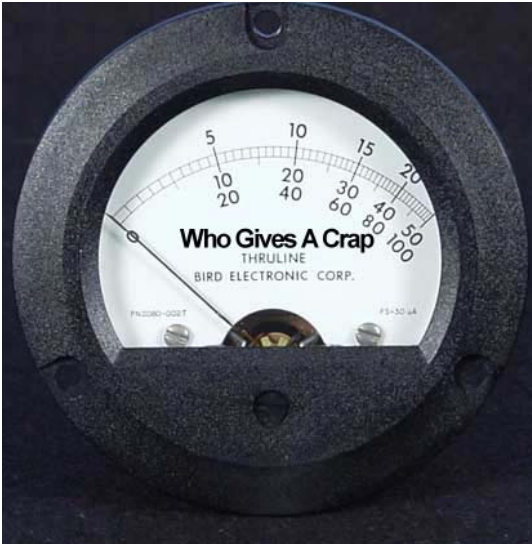
Here's this **KILLER MISTAKE**:

Your potential customers or clients are skeptical about what they're being offered.

You, and I and they are being flooded with sales and marketing messages all day long – it's difficult to put an exact number on this, but it runs into the hundreds, if not thousands every day!

Adverts wherever you look – so many that after a while you become blind to them – on the Internet there even is an expression for this: “banner-blindness”. Your brain simply removes all banners from your awareness.

As Roy H Williams, The Wizard of Ads, once said:



“Most marketing messages don’t move the needle on the ‘who gives a crap’ meter!”

Here’s how you do it differently and get to move the needle into the ‘action’ zone:

Tell them why!

Why?

Does your marketing move the "Who Gives A Crap" needle?

Because we are hardwired to want to know **WHY** things are the way they are – it's a “click – whirr” response that takes place automatically. There is almost **nothing we can do about it.**

For example,

They did this experiment where the objective was to jump the queue at a photocopier.

First, they sent in someone who simply asked: "Excuse me, I have five pages. May I use the Xerox machine?" A neighbourly 64 per cent of people complied.

But when the queue jumper provided a reason – "May I use the Xerox machine *because* I'm in a rush" – compliance jumped by nearly half to 94 per cent.

What's more,

it didn't seem to matter what reason was given. Even the nonsensical request

"May I use the Xerox machine *because* I want to make copies,"

generated the same level of compliance.

So here is the magic 7-letter word that'll get your market listening: **BECAUSE**

2 examples where you can use this straight away your business:

ONE: When you are using one of the [8 Factors of Ethical Influence](#) – the **Scarcity Principle** when you are selling, far too many business owners and solopreneurs make the big mistake of not telling their prospective customer ‘**exactly why**’ they only have a certain number of the free XYZ available and

why they need to act NOW.

The problem is, there are far too many 'false' scarcity ploys, and people see right through it.

For example, you'll never find some dodgy "only ~~117, 83, 17,~~ 4 copies left of my XYZ digital product" on my website.

Nobody buys that – it's a digital product, why should there be a limited supply, right?

But if on the other hand you asked me why I only do a very limited amount of personal consulting, you'd be hearing something like this:

I only work directly with a small number of clients a year. And that's BECAUSE I just don't have the time to get heavily involved with much more than a handful of clients a month -- and still have time to do all the things I love to do. I explain that, my potential clients understand WHY I only work with those who are fully committed and show great potential to really grow and make a big difference – and everybody knows where they stand – and they're happy.

So, if there's limited time to act; limited availability of the product or service, and so on – tell them so – **and explain it clearly.**

TWO: **Tell them WHY your FREE stuff is FREE**

The four-letter word FREE is one of the most powerful words in marketing (apart from BECAUSE of course; -) -- Yes, it's been overused a little, but trust me, no matter how well off people are, something FREE is always attractive.

But -- despite the lure of the 'free lunch', people deep down know that there really isn't such a thing. If it's of any value, someone has to pay for it. So it's not free.

Or it doesn't have any value. And nobody wants that.

Really what you're saying to your prospect is not

"this is free"

but rather:

"I'm willing to give you this very valuable X in order to find out whether we should work together. And because we don't know each other and you don't know yet whether to trust me, I'm willing to take on all the risk and provide the X to you for FREE"

Just to illustrate the point:

Like so many reports on the Internet, this report is FREE.

Except, this one really is 100% FREE to YOU -- I didn't even ask you for your email-address, didn't I?

So, at some point you must asked yourself:

“Why would Veit GIVE me this FREE report containing full details on the 7½ KILLER MISTAKES and how I avoid them and make more money, more easily, more often?”

Even if you didn't quite use those words, you would've thought something like it, right?

The reason is quite simple:

just like your business, my business thrives with the quality of the clients I get.

And if you are the right fit, I would love to have you as a client. Because I know that this stuff works and that I can easily provide value to you that'll give you returns that are tens if not hundreds of times higher than what you invest.

And I'm talking about *measurable* results, not the fluffy kind of “hey, do you think you got some value out of this?” type of imaginary result.

And for that to happen, the following needs to take place:

I need to find you - or -- I need to market to the right person. If you are the kind of person who is serious about increasing their business, profits and personal cash, then my 'marketing message' has reached it's audience

You need to find me - or -- you need to be convinced that I can deliver the goods.

And the BEST WAY for doing this is by providing

“Results in Advance”

My hope is that you experience (not just *think*) in your own business that the ideas I'm sharing here with you really work and get you closer to your goals.

This is effectively exactly what you do (or should be doing) when you give away your FREE stuff:

you show your potential client that you can help them get to where they want to get, that you have the knowledge, the experience to help them get there.

See, there are really only three fundamental reasons why people don't buy from you:

- They don't have the money or time
- They don't believe you/don't believe it'll work for them
- They don't want it

So, crafting this free report with ideas which you can implement straight away and then see the results in your business, addresses exactly these points:

it's free and pretty short (so neither time nor money are a major obstacle)

... and ...

you can implement what you read and **experience** the results in your own business. Seeing (or experiencing) is so much more powerful than just believing.

And when you know that it works and that **it works for you**, then my hope is that you'll be more positively inclined to consider checking out my other stuff.


The best way to start a relationship with a client is to

Make the first sale an easy sale!

And what's easier than a **FREE** product to start!

But, this report is not about me, it's all about you and your business (remember, I want YOU to get great results with just the FREE stuff in this FREE report!)

So, where are you currently NOT providing a good reason to your potential clients to do business with you and what are you going to do about it:



THINK

HERE

This helps you no end with two of the profitable-business-fundamentals: your lead-generation and the conversion.

However, it works even better, when you are no longer making the next KILLER MISTAKE:

KILLER MISTAKE #4

Getting more leads

Let's dive right in, which of the following answers to this question most closely describe your business?

How would you describe your marketing "lead generation" systems and conversion process?

- I generate the leads personally, and convert them personally
- The business has a few different lead sources, but much of the conversion is still done "manually" by real people (me?)
- The business has over 5 different stable, predictable, profitable lead sources, and over 80% of the conversion to sales is automated

But for now -- if you think 5 methods for generating leads is a high number – how does 103 different and highly effective lead generation techniques sound?

And what if they were on 'autopilot'?

...

so you don't have to spend your valuable time on them once they're up and running?



How many ways of generating leads to you use?

As you know, many businesses rely too much on one or two sources of business or channels for lead generation... and when one goes bad (or you can't attend to it because, well, you'd rather be out in the field helping with a development project), it can kill the business.

The next step for you is to automate the process of sifting, sorting, and screening your incoming leads... and then creating systematized methods and processes for converting those leads into sales.

If you already have a few different lead generating methods, you're on the right track, so keep refining your system until you have many lead sources along with predictable, automated conversion systems for each of them.

And that's particularly true if you haven't reached the point yet where you generate leads from a variety of sources – in other words you're still “chasing” business, instead of business coming to you.

So, rather than giving you a list of the 103 lead-generating tactics...

... I'll share with you the **secret** of making any lead-generating effort a breeze.

Let me start with this:

I hate selling too

The old-fashioned way of selling just “ain't my thang” ... the whole “ramming my stuff down other people's throats” gives me the jeebies.

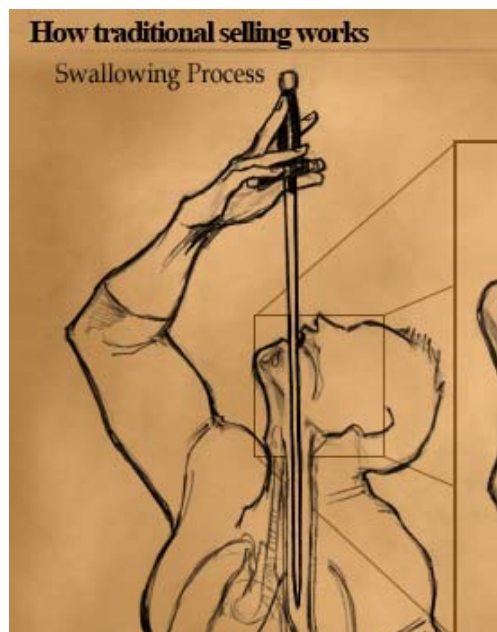
And with a solid internal aversion to it, I can't be congruent in a sales-situation and start using all kinds of Ninja-sales-tricks just to “convince” someone temporarily that they “want my stuff” ...

.... only to regret it shortly afterwards.

The whole thing always hinges on one thing: you need to create DESIRE in your prospects so that they want your service.

Just as an example of DESIRE overcoming any trust issues, any normal sense of “is this the real deal” are (in a bad way) the nigerian scams.

You know the emails where they tell you that the finance minister of so and so African country has stored away \$40M and that they need someone with a bank-



Traditional Selling: Ram it down their throats

account in, oh surprise, your country.

And that for a small processing fee ("send me all your money") they'll transfer the \$40M to your account and you get to keep 10% of it.

You may be thinking "that's nonsense, and I'd never fall for it", but there are enough people who have enough DESIRE for 10% of \$40M that they suspend any disbelief and transfer their money.

So, **desire is the root of all sales**

Now, there are really two types of desire, and I won't cover them in detail as they're at the heart of the "Iceberg Syndrome" KILLER MISTAKE.

Let me say this much:

you'll have heard this (and hopefully you do this in your marketing)

it's never about the thing -- it's about the result

But -- that's only the tip of the iceberg.

Say the thing you're selling is some sort of coaching or consulting, then the result might be "more clarity on what you want", "a stronger, fitter body" or "more leads, more profits and more personal cash".

But that's NOT what you're after, isn't it?

See, it is NOT really about the RESULT your clients are getting, it's about what the result gets them --

It's all about the EMOTION that is associated with that result.

Just as a quick exercise:

You are reading this report because you have a business.

And right now, there are some obstacles between you and your real end-goal.

If I were to ask you right now, what is it these obstacles are in the way of, in most cases I'd get answers like:

- I want more leads
- I want more customers
- I want to charge more for my services
- I want to work less
- I want to do the stuff I love doing (and not the tax-return...)

In other words: you've just given me all the surface-RESULTS you are after.

But – if I then were to ask you WHY you want these things, what it would give you to have all that, then totally different things come up, things like:

- I want to enjoy time with my children/spouse/family
- I want to be independent
- I want to be able to contribute generously to causes close to my heart
- I want to help people
- I want to fulfill my potential

Look, I'm not telling you anything new here, really what this is,

Finding Your Highest Values

... the stuff that's **really** important to you. And that's what you need to do with your clients.

If you in your marketing can light up these emotions in me, if you can

Equate the Primary Driver Emotion and Your product/service

in my mind, then you've sold me ... without ANY dodgy throat-business whatsoever.

It's all about the basics of marketing your services the right way.

And the right way is NOT forcing your marketing message down someone else's throat:

The right way is create DESIRE so they raise their hands and say "Yes, I would love to hear more".

Now, do this for yourself: find out what you **really** want.

Before you dismiss this "Hey, I know what I want", consider these questions – and **pay particular attention to Question 7:**

1. where and when do you feel in flow, totally at one?
2. what happens when you get pulled (or pull yourself) out of that situation?
3. when do you forget time, worries, deadlines?
4. when do you get genuine and unexpected compliments from others?
5. when do you suddenly connect with others, possibly without speaking?
6. what are you daydreaming of on a consistent basis ... and

what emotions are present?

7. And here's the kicker: think about 3 people you really really admire (in business, acquaintances, you are somehow connected). It helps if really know them. Now
 - a) think of one single quality you admire most about each of these 3 people and write down that single quality and get into your mind - this is a very profound and simple exercise:
 - b) it reveals something about yourself you may not be aware of yet - this quality is often one of your best yet undeveloped qualities. See, you can only see in others what you have inside yourself.
 - c) So, the final question to consider is this: "What would life be like if you that magical quality were present in your life, right now?"

It's these situations when we are in flow ... when you hit that state of 'being just in the right place' ... you are living life the way it should be and you are authentically YOU.

Do this now:



THINK
HERE

Are you starting to see that yes, more leads, more profit, more cash, more time is all very important ... but it's only a means to an end.

And the same is true for YOUR prospects and clients!

I'm sure you'll agree with me that once you take THIS approach, then you have a much more solid foundation for any lead-generating or conversion

effort you might be undertaking.

Now that you've done this great exercise for yourself, it's time to explore our next KILLER MISTAKE -- where I show you how you can take this concept and revolutionize your sales to the point where **you literally have to ask people to stop buying from you.**

And that would be a GREAT place to be, wouldn't it?

KILLER MISTAKE #5

Go to a networking event, a seminar or workshop In 99% of all cases, the reply to the question "what do you do" is:

"I'm a X" (X== lifecoach, accountant, jazz-guitarist, snake-charmer....)

Now my question to you is: how much traction does that have?

Are you telling me what you can do for me?

Er, not really.

Really what's going on here is this

You Do Not Have a Unique Selling Proposition

And right now I'll show you

- why **you should NOT have a USP** and
- how you create the thing you should have ... and how it'll put you ahead of 99% of your competition

Now – before you think there is more of the ol' rehashed

"this is how you write a USP"

stuff (<- technical term) which you get to hear from so many self-proclaimed business experts who have never written a USP that had to make money in the real world, here's some advice from the trenches:

The Basics

This you already know:

The client does not CARE about YOU, they care about themselves.

Specifically, they care about **the outcome they get AFTER they've worked with you.**

Or: even more specifically (I hope you paid attention in the previous chapter)

Your Clients Care About The Primary Driver Emotion Associated With The Outcome They Get After They Work With You.

So: Who's it about?

Them of course, never about you!

Yet, almost any presentation, any introduction at a networking event, any brochure begins with

"I am/I have been doing this for X years/I am the leading/....
...XXXX"

Really -- the only allowable start to a USP that begins with "I" is

"I help...."

Meaning: your unique selling proposition really isn't a *selling* proposition, but rather a *buying* proposition.

So, forget all notions of every having a USP, but instead let's go

From the USP to the UBP

For a truly great UBP that **immediately connects with your target** audience you need to figure out what the client really wants/needs/desires.

You need to know who your prospect is, who are you marketing to? Make no mistake, your USP is about YOUR PROSPECTS... it's not about you or your product.

You truly need to walk in their shoes.

And like a good pair of shoes, it consists of two parts, the left and the right.

Let's start with the left: pain & pleasure

This is a three-step process:

STEP 1: You first figure out what their main **PAIN** is.

Ah, pain!

Sound familiar?

Exactly, if the pain you are marketing to isn't big enough, ...

... it's going to be a pretty tough job getting them off their butt

So, why start with pain? Because

Pain is the catalyst for action.

away-from motivation (hand away from hot stove) is much more effective at getting things moving (at least in our Western culture) than towards motivation.



Pain is the CATALYST for action

Pleasure on the other hand is only good for the continuation of action

Ok, enough of the theory --invest a couple of minutes and answer these questions:

1. what are your clients' main pains,
2. what are their hot-points,
3. what are their top fears and frustrations?
4. What gets them mad, gets them worried?

THINK
HERE

STEP 2: Then figure out what their *desires* are.

1. what do they want - what is the outcome they are really after? This should ring some bells if you've done the exercise at the end of the previous chapter.
2. What are their top wants and desires?
3. What are they really after, and the end goal they THINK they want?

THINK
HERE

STEP 3: here's the difference that makes the difference:

What does your product do or give your prospect that he or she doesn't know about?

1. What are the hidden benefits that your prospect doesn't know about?



THINK
HERE

Now you are ALMOST ready to start writing your UBP and then start promoting yourself to your clients.

I say ALMOST, because here is the step nobody ever tells you about and that transforms your lead generation game from a chore ... to a super-charged income-source on auto-pilot.

This is truly the secret to successfully selling ... ANYTHING!

KILLER MISTAKE #6

What do we know about ice-bergs?

Don't want them melting all at once?

Too big to fit into a Pimms glass?

Useful for chilling Chardonnay?

All true, but the one I'm after is of course:

only a very small portion of the iceberg is above the water.

And exactly the same goes for your target market and your product!

Your target market is the entire ice-berg, but the way most of your competitors promote their products is only the tip of the iceberg.

Here is the big secret of marketing to a crowd

... say you have 100 people in the room and you ask who is currently looking to buy a car, you'll get around 3 takers.

... say, we have a room full of business owners and solopreneurs, and ask who is currently looking for help with writing their UBP. Again, you're likely to get around a 3% response

... say whatever product or service, there are only ever about 3% who are right now interested in what you've got for sale...

... the rest are only mildly interested or really think they have absolutely no need for what you have to offer.

So, to go back to our earlier example, if you fire off a "I'm a X", you're likely to find 3% of people who are currently looking for an X.

Meaning you're spending a lot of time and energy chasing people who currently

think they want exactly what you're offering.

To make matters worse...

... if of course there is more than one X in the room, you're now sharing that one lead out of 30 with all the other Xs.

Unless – you have a superior UBP that is!!!

So, how do we capture the 'invisible' part of the iceberg?

Now that you have a pretty good idea what

- keeps your prospects up at night,
- they're daydreaming about on



What bigger problem do your prospects share?

their way to work and

- benefits your product or service provides *they* never thought about,

you can step up one level and look at the bigger picture:

what bigger problem do **all your prospects have?**

And then ...

you educate them about the solution to that problem.

So the key word here is '**education based marketing**'

Example:

Say you're a financial coach/consultant.

If you ask your prospects whether they are interested in your financial advice, 97% of them are going to tell you that they're doing just fine - and it really doesn't matter that YOU KNOW that most of them are heading for a pretty bleak retirement.

You now have two choices: either you resort to the time-honored tradition of bashing your prospect over the head -- er, sorry, use all the sales tricks in the book, counter all their objections, throw in little snippets of bait -- until they give up just so they can stop the argument....

... or ...

... you start to educate them what it takes to have a great time with their great grandchildren.

Let's go with the fun alternative, shall we?

As a quick aside: I know I said earlier that a kick up the backside is the catalyst for action. That does NOT mean that the overall message has to be structured that way. As



Are you pitching to 3% or educating 100% of the crowd?

long as your call to action has enough *bite*, ... then you're doing just fine.

An important note is that you are really educating them, and not just launching into a big pitch-fest for your own service.

Because once again, they will see straight through it.

The purpose of the 'education' is to establish you as trustworthy source of useful information, i.e. the go-to expert who can be trusted to make a useful recommendation.

(see how the pieces of the puzzle are starting to fall into place?)

So, in our example you would have a great presentation

- peppered with lots of government statistics
- not forgetting to highlight the cost of a trip to Disney land and
- a few strategically placed anecdotes about people having to give up their own homes due to lack of funds.

And then show your prospects what options they have, what courses of action are open to them – including of course yours.

If you've done a good job presenting a balanced view of the situation, they're almost guaranteed to choose you ...

... simply because you're the first one who is not either pitching shamelessly to them or hasn't got a clue how they're different from the next guy.

So: what crowd can you educate ... and SPECIFICALLY how?



THINK
HERE

Now that you have their

- pains,
- dreams,

- desires,
- the hidden benefits and
- the topic on which your entire market can be educated

nothing is more easy for you than to formulate compelling reasons WHY someone should be gagging for whatever it is you have to offer.

You now know exactly WHAT they want to get out of your product or service and what results they are left with AFTER they've used it.

Time to write your 'knock them off their feet, get them so close to their goals they'll be knocking down your door'-UBP:



One Gold-Nugget in case you have a shop, you know, an actual physical location where people come and see you:

Q: How do 99.9% of sales-people greet new customers who come through the door?

A: "Hello, can I help you"

Q: How do 90% of customers respond?

A: "no thanks, I'm just browsing"

Here is how you do it right: you take EVERYTHING you've just learned and formulate a new greeting that goes like this:

You: "Hello, is this the first time you're here?" (remember, you don't know them, so it's safe to assume it is the first time)

New customer: "Yes"

You: "Ok, in that case let me tell you WHY we/our shop/I do XXXX for you" [at this point you hit them hard with THEIR OUTCOMES!!!] (ah, only if it's true of course; -)

My sister has a shop that serves the best espresso in town and this is how she sells it to new customers

"Let me tell you about our shop – our customers LOVE our coffee so much they come here even when the doctor tells them to stop drinking coffee"

Think about everything that's implied in that sentence:

"coffee == feel good factor, desire".

Something forbidden == excitement.

So good that we are ONE STEP ABOVE/more important than an authority (the doctor).

Ah yes, it is a true story.

Right then, so far we've covered a number of secrets that transform the way you get leads and then convert them.

And we've also seen that if you don't have a USP, you are really telling your prospects that you haven't thought about **their** needs. Not a good place to start a relationship, don't you think?

The next killer mistake – once removed from your life once and for all – will do wonders for your conversions.

And it's all to do with you ... and nothing with selling-trickery

KILLER MISTAKE #7

Now we're going to take what you've just learned to the next level:

As you know, one of The Three Key Business Areas For Fast Growth is

Getting More Leads

And having a UBP is a fantastic start.

But then you have to

Convert all those lovely leads into Paying Clients

And there NO BETTER WAY than providing a

KILLER GUARANTEE

It is my belief that you should always provide value on the order 10 to 100 times of what your client is paying you.

And I'm not talking about the airy-fairy "do you *think* you got value out of this" -- what I'm talking about is *real, measurable Return On Investment (ROI)*.

And I will typically *guarantee* that result. If you're not getting any results with what I'm sharing with you, then you don't owe me a cent or penny.

What does this do?

Simple – it takes away all the risk from the client and transfers it to you.

And that is one of the ...

Most powerful concepts in marketing and selling.

And no wiggling "if you jump through this hoop, and do this and that".

No, a no-questions asked, no quibbles money-back guarantee.

And why?

Because when we work together and I don't provide any value to you, in my mind there are two possibilities:

- either I really didn't provide any value - unlikely, but if that's really the case, then I shouldn't expect to get paid OR (much more likely)
- I didn't qualify you properly and the product or service is plain wrong for you.



Are you offering a knock-out guarantee ... for your client AND yourself?

Getting the right people in the market to raise their hand and say “yes, I’m interested” isn’t that difficult and there are plenty of battle-hardened methods for doing this.

Either way, you always LEARN from the results so you do it even better the next time. And in our “Sticky Fingers” KILLER MISTAKE you are going to learn a lot about that.

Can you see the magic in this?

By YOU giving a great guarantee, you are ... (is there a vegetarian version of the one stone, two murdered birds analogy?):

not only are you taking away all the risk from your client and hence one of the major hurdles they need to cross before they feel comfortable buying from you...

.... because there is such a thing as “**buyer’s remorse**”...

but you’re also removing a massive internal blockage that may have been holding you back so far:

You are no longer selling, but really what you’re doing is letting them try it out.

And as you know what *you’ve got is the right thing for them* (you wouldn’t sell them something that wasn’t right for them, wouldn’t you?!), there isn’t even the slightest risk of you having “**seller’s remorse**”, just in case it wasn’t for them after all ... in that case they just give it back to and you refund them.



Are you removing all the risk for the client?

In case you're still not convinced

there are plenty of ways of providing the same guarantee – and I want you to get creative with this in a minute.

Just to give you an example ... here a real story of this in action:

At a live seminar the presenter makes an offer for a bunch of CDs and a workbook (although he presented it a bit more elegantly than my words describe; -)

... with a full 30 day money-back guarantee.

One or two takers.

8 packages left.

So, after the break he comes back and says this:

"You know what, I've got 8 packages left, and rather than me schlepping them back to the office, I'll make you this offer:

You take them home with you and try them out. For a full 30 days. If you don't like them, you return them. If you like them, you keep them and we'll charge your credit card [for the full amount]"



He hadn't finished the sentence and he was sold out.

Same guarantee – differently phrased.

But hang on...

... you may be thinking that surely a lot of people would then take advantage of you and ask for a refund.

In practice – assuming you have a quality product and sold it ethically, i.e. to the people who need it!, even with the most outrageous guarantee you can expect a return-rate of under 10%.

Typically, the more generous the guarantee, the lower the return-rate.

Some even say that if your return rate is lower than that you are not marketing hard enough.

With that in mind, time to formulate a guarantee: how can you reverse the risk for your clients and make sure that your offer is a no-brainer:

THINK

HERE

The funny thing is, the story I've just told you may or may NOT work out for you in the same way it did there.

See, it really *always* depends.

No matter how well established a sales or marketing wisdom is, you may (or: will) occasionally fall flat on your face if you just follow the norm.

And that's exactly what our final KILLER MISTAKE is about.

But first, let's visit the one KEY MISTAKE people make when trying to build an **asset**.

This really is the mistake where all the pieces are starting to fall into place, where everything you've learned so far will come together in one powerful mix:

Killer Mistake #7½

To bring it all together, the main question we're going to address here is:

How can I create an elegant business model where I can STOP trading my time for money and get my knowledge working for me?

And the very short answer is:

**You need a business model that
MULTIPLIES your efforts**

Let's explore this a little further:

Right now your reality is probably a little like this:

you have clients come in for a session or buy a product from you, you do your magic, they're off and that's pretty much the end of your business relationship.

Really what you are doing is this: right now

You are trading your time for money.

Meaning there is a One-to-One relationship between how much you can put in and how much you can get out.

And by doing that,

You are doing yourself AND your client a disservice

Let's look at your situation first: every time you stop doing "the thing" you're doing, i.e. working with a client, the money stops flowing – ...

... not a great situation if

- there are development projects you want to support in person,
- when you are attending seminars or retreats,
- when you get sick ... or
- you have to do the tax-return.

And all of this, because you only have *active* income. So, what you want is *passive* income.

Worse than that, ...

you are investing a large amount of your cash in **finding new clients.**

All the advertising, all the networking, all the free things you give away, all that stuff costs you time and money.

Fact is

It is between 8 and 20 times easier (and hence: CHEAPER!!!) to sell to an existing client, than it is to sell to a new prospect.

Wouldn't it be much better, if

- you could keep the cash and time you're right now spending on new clients?
- the money continued to pour in *passively*, no matter whether you worked or not?

Of course it would!

So, HOW do I multiply my efforts?

You may have guessed it,

With a BACKEND of course!

This is where you solve other problems for your clients (and get paid for it!)

See, once you have someone you trust and who helps you get not only the result but also the result of that result, then you stick with them.

Often for life.

So, just in case you need a little more convincing why you need a backend:

when you are NOT offering a backend product, (meaning: solving other problems your client may have), then you are **leaving money on the table** – and lots of it!

- You no longer need to market to this person – all you need to do is find out what they need and then create the solution for them! Meaning:
- You are making additional profits from additional products/solutions to problems

Now, if you think this sounds a little sneaky, it's NOT!

You are doing them a big favour ...

... your clients neither have the time nor inclination to become an expert in what you're providing – AND -- they recognize that even if they did, it would cost them far more to attend all those courses, do all the hard work, read all the books and listen to all the audios to get to the point where you are.

Finally, anyone not offering a backend, what they are indirectly saying is that **they don't really care about their client** – they can't be bothered to figure out what their clients really want, what other problems they have and need help with.

How do I build a backend offering in practice?

We have already established that you and I either already are in the information business – we use our knowledge to help other people or – if you aren't yet, that you will be very soon – by offering additional consulting, training or coaching with what you normally sell.

So, the logical conclusion is to

- take what you've already got (knowledge and information),
- package it up in a way that adds even more value to your clients (remember: value is not what YOU think it is, but what your clients think it is!)and
- deliver it to them.

“Hang On ...” you might be thinking...

“... but where do I start, how do I actually build such an information product?”

Clearly, I can't go into the exact details of the process behind building an information product fast and on the cheap, but – for now – let me give you the **ONE BIG SECRET** that makes building a backend easier and faster than you ever thought possible:

Let me ask you this one question:

“How often do you assist someone without charging them for it?”

We all do, we all provide free assistance. Be it in person, on forums or blogs, at seminars or on the telephone.

BUT here's the problem:

Once you've given the assistance, it's gone.

What I suggest you do right now is this: MULTIPLY your assistance-giving and back-end-building efforts by doing this:

Anytime you write out a response to assist someone, store it in a Word or Openoffice or whatever you use file on your computer for future use.

When you're on the phone, record it -- I use skype for my calls and record everything (yes, I tell my clients that I'm recording the call!) -- there are plenty of tools out there, I'm using Callburner because it has a nice Chillie-logo. You can find them at <http://www.callburner.com/>

That's right...

- Every time you reply to a post at a forum.
- Every time you answer an email inquiry.
- Every time you chat with someone on instant messaging.
- Every time you twitter
- Every time you comment on a blog
- Every time you share any kind of useful information related to your business.

Save these "assistance" comments and then turn them into lead-generating and money-making **assets**:

- Create products. ("103 Lead Generating Methods Home Study Course")
- Conduct Teleseminars. ("The Fastest Way to Hone in on YOUR main Obstacles on the Path to Success")
- Organize Mini-Courses. ("5 Steps to Passive Income Generation")
- Develop Free Reports. ("The 7.5 Killer Mistakes Most business owners and solopreneurs Unwittingly Make")
- Setup A Coaching Class. ("7 Secrets of How to Turn Your Website into a Client Generating, Product Selling, Income Producing Machine ")

You'll be surprised at how much you share in a month's time, in a year's time. And these nuggets of gold can be used in a **variety** of ways to *make you money*.

You're **going to share anyway**, so why not harness that information and package it into something that generates revenue?!

The key to making your knowledge work for you is to be absolutely clear what the purpose of each asset is: is it for example...

- generate new leads: in that case ask yourself: what format does it have to be in so you can easily (and cost-effectively) reach your target audience?
- generate a new income stream: in that case ask yourself: where in my sales-funnel does this product fit?
- generate a response: I hope I've been clear enough with one of the key-concepts of building a relationship based on trust: you have to interact with your prospects and clients so you KNOW what it is they want. And they will appreciate this. But: you will typically have to sweeten the deal a little, offer them something useful to the in exchange for them sitting down and giving you feedback and answering your questions.

Right then, you know the drill, thinking cap on:

- What kind of information are you giving out on a regular basis?
- How can you use that information?
- What value does each piece provide to my prospect or client? (VERY IMPORTANT: there is a HUGE difference between what you consider valuable and what the client thinks is valuable. Remember, You have been immersed in your field for so long - the stuff that is *bloomin' obvious* to you may well help a client have a big breakthrough. Make sure your information is valuable to THEM! Ask them!

THINK

HERE

Epilogue -- "Lack of enough *Oh-OK*"

A few words to bring all this together.

We have been on a journey together – and I'm positive you would've found it insightful and useful for your business – so you can start making more cash in order to do the things you LOVE doing!

Now, there is one thing, the difference so to speak, that'll make all the difference:

Go forth and take MASSIVE action (TMA).

What total cow-dung!! (PG-fied just in case your kids are reading this over your shoulder)

Heck, if it was that easy, we'd all be doing it, right?

Don't believe me?

Please time-travel back to that seminar: most likely you committed to something...

... or you would've heard and seen plenty others commit to something

like: "I'm going to genius-read 5 books in the next 5 weeks" "I'm going to phone 3 good friends and tell them how my behavior has been holding me and them back" etc.

The seminar-world is littered with well-meant commitments ... and almost none of them ever come to fruition.

Incidentally, there is an extremely clever marketing principle at work, but now is not the right moment to discuss it.

See, the underlying principle of TMA is of course right, and I don't take issue with it.

What I DO take issue with is this:

.... those who teach it should bloomin' well be aware of the fact that taking massive action is something **you need to learn**.

Nobody teaches you how to "take massive action" at school, right?

And what's more

those who preach the TMA mantra full well know ... the vast majority of coaches, trainers and consultants have a certain personality trait ...

... namely they're typically big picture-people – they want to change the world, have massive dreams usually affecting large communities, if not the world.

Along with this big picture thinking comes one other characteristic, and it is this:

we are incredibly good at starting things, getting excited about new ideas...

... and ... at best mediocre at putting the finishing touches to almost any project.

Here's why...

Big picture people are by definition the opposite of 'detail' people (think accountants, computer programmers, and the person responsible for the letter "F" in the Oxford English Dictionary department (and my wife -- being one of these lovely people -- stands behind me and tells me it is a lower-case D at the beginning of "department"))

And that means we don't usually have great structures and systems in place.

For us, it's just not the natural thing to do.

Just in case you're not quite sure,....

whether you're one of these big-picture, creative people are, let me ask you this:

When you do your tax-return, is it a simple matter of pressing a button and all those meticulously prepared Excel spreadsheets funnel automatically into your accountancy software and goes off to your accountant?

Or...

do you normally spend the last few days before the final final deadly deadline in a heap of receipts, staring at the computer screen wondering whether that particular parking fine is a tax-deductible business expense and trade all social life for "I'm doing my tax-return"?

As it is CLEARLY!!! 'unnatural' to be *that* organized, consider this:

What is the percentage of your time you spend working on the structure, strategy, and systems of your business vs. the percentage of your time doing the actual work of the business?

I spend less than 20% of my time on the structure, strategy, systems and more than 80% doing the actual work

I spend about 50% of my time on the structure, strategy, systems

and around 50% doing the actual work

Most of my time is spent on structure, strategy, systems and a relatively small amount is spent doing the actual work of the business

Again, I'm willing to bet you're a "normal" coach, trainer or consultant and you spend most of your time doing the **"hard work" of the business.**

You roll up your sleeves, get your hands dirty, and EARN every pound, dollar, or Euro you make.

But let's face it, you're spending WAY too much time doing the dirty work, and WAY too little time doing the work you should be doing.

Work like...

- creating systems so the business runs by itself...
- networking with other high-performing business owners to learn best practices...
- studying ways to optimize your business...
- and the other "strategic" work you SHOULD be doing.

Think about it: You got into business for freedom, but now you have a job.


And **your boss doesn't care whether or not you're enjoying yourself or making any money!**

There's a better way...

Time Leverage Tip:

There is always a way to better leverage your time and energy, get more results with less effort on your part, and set up systems so you don't have to worry about whether or not your business is stable.

As an exercise, **write down three things** you currently do in your business taking up your time, but that SOMEONE else could do if you found them and trained them.



THINK

HERE

Now go find them and train them! Every time you can free up more of your own time and energy you free up **the most valuable resource** in your company. **(YOU!)**

Now, you might be thinking

“Hang on,

what do systems and taking action have to do with each other”?

Listen, we are all extremely good at getting ideas at seminars and from books, radio shows, our favorite gurus and of course reports such as this one.

We're big picture, ideas people after all

But of course, we also know the key to true success is

Implementation, not ideas!

but what they don't tell you is this: the *real* key is

“Speed Of Implementation”

There is Nothing – and I mean NOTHING -- more important than YOU taking ideas and implementing them as fast as possible.

Just to show you it really doesn't matter whether the idea you implement works or not – consider this:

Most millionaires are self-made – and they have one thing in common – hallmark #1 of all successful entrepreneurs: they implement, and they learn.

And they do it fast.

... rather than having to think about it!!!

New website only 80% finished? No worries, let's get some feedback from the market and see!

Business-plan for the car-sharing project? Heck, no, let's talk to the major first (and forget about wearing a suit.... real story by the way, like I told you, none of these are made up)

Seat of pants? What seat....

Just take a minute and get a mental picture of the super-successful you know or you've met at seminars – they DO stuff, not just talk about it, don't they?

Those who are poor on the other hand (or those who feel “unlucky”) are the ones who do NOT implement (and instead umm and ahmm and tell themselves it wouldn't work – or listen to those who tell you it won't work).

So instead of taking action, you overanalyze.

So here is how THEY do it

The first thing you'll notice about these super-achievers, is this:

They follow The Directions!

They don't go out and buy 13.5 “How-To” courses to see “what else is out there”. They don't say to themselves “oh, that's just for them. Maybe I can get lucky one day too” and then look for the next “big thing”.

They just dig in and get to work.

This is a common theme

They have this magical and rare ability to hear directions and then just go “**Oh. OK**”.... and get to work.

You could tell these guys “you can make a Million by selling art from hamburger wrappers on the side of the road” and they wouldn't blink an eye.

They'd say “What kind of hamburger wrappers sell best?” ... then go out, make art from them and see what happens next.

No “research” ... no browsing forums.

Just “**Oh. OK**” ... **and instant work.**

And I call it a magic power for a reason.

See, most people find this type of thing extremely hard to do.

They get the manual or attend the seminar and then they feel the need to “take it all in” or something else ... before they take action.

Now, you might be thinking “hey, these guys have so much money, so obviously they can just go ahead and try all this stuff”.

Well, first of all it's of course the other way around, they have all this money, BECAUSE they took the action in the first place (ok, you got me, you already knew I was going to say that, didn't you?;-)

And the second thing is: they have a very specific way of “just going ahead and doing the stuff” -- which, incidentally, is – as you now now -- another one of the Killer Mistakes that afflicts so many of us. Not them: they TEST small and often. Remember the final KILLER MISTAKE?

Now, let me ask you a question: who'd you rather be:

A) the self-made millionaire who if often wrong...

... or ...

B) the person who is usually right, doesn't make many mistakes

... ah yes, and is broke?

Easy, right?

And just in case, you didn't pick up on it: what these guys do is take action on a **consistent** basis.

They're only human, just like you. They too only have 24h in a day.

BUT -- they have two things helping them achieve what they're achieving on a **consistent** basis:

- they have the **habit** of doing things, even when they're not sure what the outcome might be and
- the have the **systems** in place allowing them to do this on a **consistent** basis.

The big difference a system makes is you no longer need to think ... you can just tell your creativity to shut up, park all that big-picture thinking and just get to work.

Right now, I'll give you a great tool to help you with step 1, getting into the action habit

Here's what you do ... to replicate their results

just like the successful gals and guys,...

you stop doing what you've always done – and that hasn't worked out for you (namely: taking MASSIVE action) and start ...

... taking **baby-step action**, but on a **consistent** basis.

when you do this, something magical happens ...

... and it's something that [Maxwell Maltz](#) refers to as the "Automatic Success Mechanism" (and with over 30M happy readers there must be something to it, right?)

(Part I) "when you act on something you learn"

And

(Part II) "when You learn you send a message to yourself"

And then you **really** take on what you learn, (remember: no failure, only feedback) ... what does that do to your self-image?

You'll quickly find you feel more optimistic.

And a consequence of that is that you take (more) immediate action.

In other words, you start doing your "shoulds" (Richard Bandler used to say "**Most people don't do their "shoulds", but do their "shouldn'ts" instead**")

And the more you do it, the more you see a universal success principle at work:

If you are someone who takes action, it stops becoming an IF, and starts becoming a WHEN.

You start to see the progress consistent with action.

And it really doesn't matter whether that is massive action, or 'just' baby-steps action on a consistent basis.

You get the gut-level feeling of success and then the results from it!

Oh, one more thing...

... one thing you see me doing again and again throughout this report:

I'm brutally honest with myself ... and you!

This is our lives we're talking about, not a game. Everything counts.

And I'll be brutally honest right now:

If you don't implement something small you find somewhere in this report

(and note: I'm not asking to implement it all ... right away ... I'm asking you to pick one thing that's new to you, something you may have heard before but never took action on, and then take action on it. ***Right away***)

if you don't **start taking baby-steps**, then please put down this report right now and do something else ... like your shouldn'ts

Sorry to be a little harsh at this point, but – as my good friend Johnny Cass told me the other day --

"one of the best things my one of my mentors early on in this business told me was

"Johnny, in life, either you are going to be interested in something -- or -- you are going to be committed to something.

When you think of coaching and training and what it is that you are doing right now -- are you committed to it or interested in it?"

and i made that decision that i am going to be committed to it and that's what made the biggest world of difference."

Because the people who are committed – they're the ones who do rise above it all and do well -- and there are plenty of resources available to people to be able to go out there and run a very profitable business.

At the end of the day, you are in a very personally rewarding business.

It's satisfying and there's nothing better for somebody to know that with the right amount of commitment, the right amount of energy, and building a team around you and being willing to push yourself out of your comfort zone, you can actually have a very profitable successful business and make a difference at the same time.

If you need a kick-start find that one small idea that you could do right away, tell yourself

"Oh. OK" and GET TO IT!

Finally,

the one open question is of course: "what steps do they take, what do they dig their teeth into, once they've decided to get going"?

Which brings us full-circle to "systems".

Hey, and if you don't like the sound of that word, call it "procedures", a "blueprint", whatever.

Anything that is compatible with your view of the world.

In a sec, on I'll show you how to get your hands on proven sets of business blueprints which you can take ... and without any thinking ... start implementing. And profiting from... all by just taking a few proven baby-steps.

See, during the last 7.5 chapters you have learned THE fundamentals that elevate your business game to a whole new level.

If all you do is take one or two of them and apply them to your daily practice, the results will come in ... fast. There is no doubt in my mind about that.

I see it happen over and over again.

As you've come this far, I'd be surprised if you weren't thinking, "ok,

- I now know what I **really** want and
- I've now got the fundamental strategies in place and
- I want to take my business to the next level and
- I want to generate tons more leads and
- I want to convert them to profitable clients and
- I want to create an elegant business model as a back-end to my coaching, training or consulting so
- I can STOP trading my time for money, and get my knowledge working for me BECAUSE
- I want to build a business that generates cash - no matter whether I'm there or not BECAUSE
- that allows me to do the things and experience the experiences I REALLY want and

**All I want now is a bit more help and support
creating this**

If that's you, then I'd like to invite you on a journey:

although what you've got in this report should be plenty to get you going and give you tons of results in advance (and it may well be enough), once you got those results and you'd like to have more, I'd love to help – if we're a good fit.

If we are can only establish in a short exchange, either by email:

vubs@caligaconsulting.com

or by phone. Simply send me a quick note saying that you are interested in more and I'll have my assistant schedule a free 20min consultation in which we figure out where you are, where you want to go and whether I should be part of the journey.

With that, go forth and take baby-steps (but consistent) action and make a massive difference!

Oh, OK!

Dr Veit U.B. Schenk