

AN OVERVIEW OF THE ENTIRE COURSE

You have three markets: suspects, prospects and customers. First, you identify suspects and contact them using the right media.

Second, after they become a prospect, you educate them and give them persuasive offers until they buy from you at least once.

Third, after they make their first purchase, they now become a valuable customer. From this point forward, you persuade them to buy from you more than once, and give you testimonials and referrals.

To reach this market...

This is what you need to do...



SUSPECTS

Anyone you know who could buy from you...but doesn't know you.
GOAL: turn them into a prospect.

- Phase 1 Market selection (Page 28)
Media (40)
Message (45)
- Phase 2 Business cards (167)
Direct mail (175)
Interactive 3-D mailer (189)
- Phase 3 Mass media (250)
Free Internet media (276)
Paid Internet media (279)



PROSPECTS

Anyone who knows you...
but hasn't purchased yet.
GOAL: turn them into a customer.

- Phase 1 Consumer awareness guide (70)
Recorded message line (94)
Landing page (100)
- Phase 2 Follow-up formula (197)
Follow-up system (208)
Audits (212)
- Phase 3 Facebook (288)
Websites (293)
Prospect info sheets (300)



CUSTOMERS

Anyone who has given you money at least once. GOAL: turn them into a client and raving fan for life.

- Phase 1 Customer contact (Page 111)
Customer list (115)
Newsletters (116)
- Phase 2 Texting (222)
Birthday club (223)
Client contact calendar (234)
- Phase 3 Dormant clients (309)
Customer feedback (320)
Referrals (327)
Testing (334)