



# How To Develop A Marketing SYSTEM

## A PROFIT TRIGGERS SPECIAL REPORT

Here's the ultimate 'millionaire-maker discovery':

We go back over 30 years. I'd read 'Think And Grow Rich' until the pages were worn out, listened to motivational recordings; literally become a self-improvement junkie. But, inexplicably, mysteriously, I was still broke. Without boring you with the details, the realization that changed all that was that neither attitudes or aptitudes matter without a steady stream flowing to you of people (prospects/customers, clients, patients) willing and able to give you money for something you sell. Further, that getting rich gets a lot easier when "demand" exceeds "supply" – when there are more people standing in line to see you than you can accommodate, more people ready to buy than you need to exceed all your goals. This, I reasoned, does not happen by accident. But if you look around at all the business owners and sales professionals you know – probably yourself included – you will see people trying to achieve success by repeating accidents. By random acts of marketing, getting erratic results, demand one day, no demand the next. Being able to somehow find or attract several ideal clients this week, but having your time wasted the next with people totally unqualified to buy. To escape this, you must have:

**Reliable,  
Predictable,  
Consistent  
SYSTEMS  
That  
Affordably and  
Efficiently  
Provide  
Abundant  
Quantities of**

# Quality Prospects, Customers, Clients.

Key word: SYSTEM. By definition, a system is organized, reliable and consistent and there for capable of delivering consistently predictable results. This means you are NOT advertising or doing prospecting work wondering what the results may be; you know in advance as if psychic. That means you go to bed EVERY night KNOWING, within a small range of variance, what tomorrow will bring. Further, a system works for you. It is designed to replace a certain amount of manual labor. This should be your purpose for working with PROFIT TRIGGERS: to engineer systems that work for you.

**So, as a reference tool, let me give you a couple quick checklists...**

## **First, to dissect the definition:**

**Affordability:** your marketing systems must deliver profitable results. You have to know what a customer is worth to you, and then decide what you are reasonably willing to invest to acquire one, and then build systems that work within that limit. There's no free lunch, so if a customer is worth \$1,000.00 and you're willing to spend \$10.00, you're a fool, and you might as well exit now; that's not how you build businesses and get independent and rich. On the other hand, this is about putting a stop to waste. At some point, I'd recommend getting and reading, in the book **NO BS GUIDE TO RUTHLESS MANAGEMENT OF PEOPLE AND PROFITS\***, the chapter on "Numbers," which goes into great depth about 'customer value' and other metrics your accountant doesn't use but you should.

**Efficiency:** your systems must be "targeted," to reach only those people most likely to buy; High Probability Prospects. Without this shift in thinking, you'll never achieve consistent affordability. Beyond that, a huge benefit of getting PROFIT TRIGGERS Systems working for you is Time Efficiency. The more of the work that leads up to selling and developing a customer/client you can put on auto-pilot and have done for you by media (letters, web sites,

etc.), the more of your time gets invested only in the highest value functions, so you make more money from less time.

**Quantity/Quality:** Whatever your income goal, it dictates a certain quantity of lead, prospect and customer flow, which requires a certain amount of investment. You should know those numbers as they presently work in your business. Now, by improving the "quality" of both the prospects selected and reached and the communication with them, you can change those numbers for the better... getting more from less.

Next... what are the key elements of a PROFIT TRIGGERS System?...

**1: A selected group of prospects (sometimes referred to as a "farm," "farm area" or "target market."** Note: the better the selection, the better the results. As example, I recently worked on developing a new direct-mail system for a start-up company, marketing to doctors nationwide. With the first mailing, to about 20,000 doctors, we mailed to the "nth name" selection i.e. every 20th name, in three states. We got about a 1% response. Then, analyzing the response, we found it was 80% male and only 20% female, almost all Anglo-Saxon last names and a few obviously ethnic names, and 70% from suburban areas, only 30% from major cities. With the second mailing we omitted women, omitted ethnic names, and chose only suburban zip codes – and got nearly a 3% response. Nearly a 3X or 300% increase – the difference between loss and profit. (With further refinement of selection of prospects, I believe we can get to 5%.)

**2: Appropriate media for best reaching those prospects.** For some it might be direct-mail, and for some a big postcards; for others a personal letter in an envelope; etc., or it might be e-mail; it might be advertising in some newspaper, journal or magazine; it might be Val-Pak. There is no good or bad media per se. The question is always: how can we best cut through clutter and gain the attention of these particular prospects? Your PROFIT TRIGGERS Tool Kit is, of course, rich in examples of different formulas and ideas. And, almost always, you want to avoid "one shot" marketing in favor of sequence, often using more than one media.

**3: A compelling message of strong interest to your chosen prospects.**

Get away from big, broad, sloppy, one size fits all marketing messages... and stop talking so much about your products and services; talk about THEIR interests, desires, fears and frustrations.

**4: An "irresistible offer."** In getting new prospects to step forward, indicate interest gives you permission and invitation to sell to them, this is often done by creating and offering 'information' of relevance to what you sell and of interest to the prospect. For example, a martial arts school owner might offer a Free Report titled "10 Secrets For Parents Who Want Confident, Well-Behaved, Successful Kids" and an Audio CD "Interviews With Top Teachers, Psychologists And Coaches On Helping Kids Succeed." (Within these pieces, it is, of course, revealed that learned discipline, physical health and fitness matter, and can best be achieved through martial arts. However, the person responding to this does not initially need to be interested in martial arts – but is a genuinely concerned, involved parent who will be receptive to the whole story.)

**5: A means of response and "capture."** Interested, 'high probability prospects' need easy, nonthreatening ways to respond – you may use your regular phone number, also a free recorded message line, a web site, a fax back form, a reply card, coupons; different options for different situations. If driving people to a web site to obtain the information you offer, be sure it "captures" as much of the person's contact information as possible.

**6: Multi-step, short term follow-up.** The information should carry with it a second "irresistible offer" – tied to whatever next step you want to prospect to take, such as calling to schedule an appointment or coming into the showroom or store. Then a series of follow-up "touches" by mail, e-mail, fax, phone are tied to expiring deadlines of that offer. This uses the "First Notice; Second Notice; Third Notice" structure basic to PROFIT TRIGGERS, illustrated in many of the examples in my ToolKit.

**7: "Maintenance follow-up" of unconverted leads.** People who do not respond immediately – within your first few weeks of intense follow-up – may have many reasons for not "maturing" into buyers more slowly. There IS

value in this bank of slow-to-mature prospects. They should continue hearing from you once to several times a month.

This is a “Rome that isn’t built in day” for most businesses, and you may be too quickly tempted to think it sounds too complicated or like too much work or not well suited to your business. But this is the path to liberty, so it shouldn’t be brain-dead easy or child’s play simple. By ‘path to liberty’ I mean that this – and only this – can transform a business (and, yes, ANY kind of business) from those random acts and erratic results of endlessly repetitive manual labor cold prospecting or wasteful advertising to a business running on system. A system that I like to call PROFIT TRIGGERS.

### **How “PROFIT TRIGGERS” Will Change Your Business Life Forever –**

**If you own a Small Business of anykind:** How would you like to stop being an “advertising victim”?.....Finally get accurately measurable, quick results from each and every dollar you put into ANY kind of advertising, marketing, or promotion? At will, attract a flood of new customers? At will, spark a huge cash flow surge? Define and DOMINATE any “target market” of your choosing.....for less than \$2.00 per prospect? (It doesn’t matter if you own a company selling sophisticated software only to the Fortune 1000 or a local flower shop, incredibly what I’m about to reveal to you can “re-invent” your entire marketing process for the better!)

**If you are a Sales Professional:** How would you like to end cold prospecting once and for all? Possess new, powerful ways to magnetically attract prospects who are pre-disposed to view you as an expert ally and advisor, pre-disposed to buy from you? Put an end to being “screened,” to phone tag? Have qualified prospects eagerly asking you to make time to see them?

**If you are a Sales Manager or Marketing Executive:** How would you like to cut all the fat, waste, even the uncertainty out of your company’s advertising.....AND.....make your salespeople immensely more productive?

**So, what IS this PROFIT TRIGGERS SYSTEM and more importantly How Do You Get Access to My Toolkit?**

#1: It is a set of groundbreaking, practical **strategies** that have “moved over” from the direct marketing industry (once called ‘mail-order) --- where many have made their chops, have become a multi-millionaire serial entrepreneur, and have helped hundreds of clients go from zero to millions, even in one case over 1-Billion dollars --- to use in ANY TYPE of business, small or large, and by ANY sales pro. None of this is “the same old wine in a new bottle.” Whatever you’ve gotten in seminars past, whatever you’ve read regurgitated in a zillion books, whatever you think you know WILL BE CHALLENGED by what you hear and see – and THE PROOF you get from me – about a different, better, saner, more productive path to business growth (regardless of the economy) by ATTRACTING ideal new customers or clients. These Strategies are presented and explained in multiple ways in the Profit Triggers Membership Site with written transcripts for easy reference and true-life Examples/Samples from real businesses and salespeople – not “made up stuff.”

#2: It is a **monster-sized yet easily useable TOOLBOX** of ready and nearly-ready to use Examples and Samples, organized into different business categories (you fit at least one)....so you are not asked to listen, learn and then left to your own devices to do. If you’ve ever put a toy together for a kid at Christmas, you know the instructions aren’t enough – you need that picture on the box of what it’s supposed to look like when you’re done! Well, I not only SHOW you every Strategy actually implemented....I give it all to you as Examples very easily and quickly “tweaked” for your use – including Examples marked “copyright-free” for that exact purpose. If I did all this just for you as a private client, you’d pay over \$10,000.00, and many do. But I’m a passionate champion of the independent small business owner and the sales professional. I hate seeing you (us) targeted for criticism and abusive taxation by liberal politicians...it galls me that you (we) are not included when they say “hard working Americans” (as if we get our money handed to us by the tooth fairy)....and it further frustrates me to see you “shoveled” out-dated, antiquated, tired, old advertising, marketing and sales ideas when you NEED real help. So here I am. Having put together a TOOLBOX of “What Works Now.”

"Brad Lloyd strategies success story"....thank me. I'm not telling you that to brag. I'm promising you that you'll soon feel the same way. You'll not only find me "a breath of fresh air," you'll find my TOOLBOX put together for you to be so different and so useful and so valuable, you'll feel guilty about how little you paid, and you'll be eager to meet me in person to thank me. Of course, if you just want entertainment, I would NOT suggest getting my System. I think I'm a pretty entertaining fellow at times, but THIS is not something to be just listened to casually as you drive around town or cut the lawn on Saturday. It is meant to be USED FOR PROFIT.

#3: It is everything you need for a true Marketing **SYSTEM**. That means you go to bed at night – every night – knowing (not wondering, wishing, praying, hoping)...KNOWING where your next new prospects or customers are coming from, with consistency, reliability and predictability. This is a SYSTEM in sync with the emerging new economy, where customers have more confusing and competing choices than ever, traditional ad media readership is falling and fragmented, people are overwhelmed with communication, and spending is more measured and thoughtful. This is a SYSTEM with direct, targeted outreach to carefully selected, ideal customers – literally the opposite of costly, wasteful mass advertising and marketing. This SYSTEM has "built in" competitive advantage... "built in" price resistance minimization....setting you apart from all others and letting you sell in a competitive vacuum. From my PROFIT TRIGGERS System will come YOUR OWN PERSONAL SYSTEM that you can trust and rely on, to achieve your sales goals.

Marketing in the New Economy! Get ready to learn how to get more customers, get them to come back more often, and get them to spend more money every time they come. You want to make decisions on years of real life experiences, proven direct marketing principles, return on investments and profitability for business owners.

As a business owner, you need to adapt -- you can't just put your head in the sand and hope for times to change.

Americans no longer supports businesses that are too slow, too dumb or too big to give customers what they want when they want it.

What's the best investment you can make? To discover more about building measurable smarter selling systems to accelerate your business breakthroughs, keep your subscription and we will continue delivering you solutions.

What Every Business-Owner or Executive Needs to Know About Obtaining Crucial Intelligence. **Quickly. Easily. Affordably.** Time-Tested To Explode Your Results.

**Who really cares what you have done or where you have been... what really matters is where you are now and where you're going...**

*Brad Lloyd*

*Emotional Direct Response Client Attraction* **MAVEN**

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P.S. At Profit Triggers, our purpose is to help small businesses succeed. We empower our clients, who typically are open minded to what working in marketing their business in the 21st century. Providing them an affordable and powerful all-in-one sales and marketing strategic coaching. In addition, we provide a variety of helpful, educational resources including our Small Business Success Club, Lifecycle Marketing and our Big Ideas Blog. These resources are investments we've made to help 'true small businesses' pursue their dreams, grow their businesses and achieve the level of success they desire.