

5 Proven Marketing Secrets

THAT WILL

Double Your Business In 2015



Over 18 Months Of Extensive Research
and 20 Case Studies Included



Dear Futuristic Business Owner,

Based on an 18 month extensive research project, our team was able to accumulate 20+ case-studies and all sorts of margin-increasing data that will explain how the most impactful strategies and market shifts taking place amongst businesses with \$5 million or less in revenue can be taken advantage by you in this digitally-driven economy.

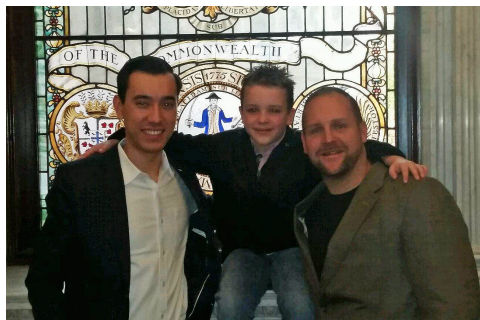
But rather than bore you to death with all sorts of *rams*, *roms*, *bits*, and *bytes* talk, we're going to get right after it.

We took the top 5 goal-getting strategies and put them right here in our latest business breakthrough report. We promise that IF you invest the 8 minutes and 43 seconds it will likely take you to get through this profit propelling material, you will be perfectly positioned to create a multitude of bank-breaking breakthroughs for your business.

If you were standing with any of the hundreds of sales professionals, business owners, management executives, and marketing consultants who have "praised" this piece up until now, they would likely give you one of the most compelling "green lights" to move forward in reading this white-paper style business breakthrough report.

Oh, by the way, please don't be bashful about sharing this online domination getting started guide with somebody you know who cares about making their living in the most leveraged and poised for stable growth way possible. Many of our clients who are following this formula are consistently generating a \$5, \$10, \$25, and even \$52 return for every \$1 they spend each month with us like clockwork. This could be YOU!

To higher profits and beyond in 2015,



John Gosselin & Austin Pike

Co-Founders, EarnMoreDoLess.com

1. Stand Out By Crafting The Most Benefit-Based Unique Selling Proposition (USP) As You Possibly Can

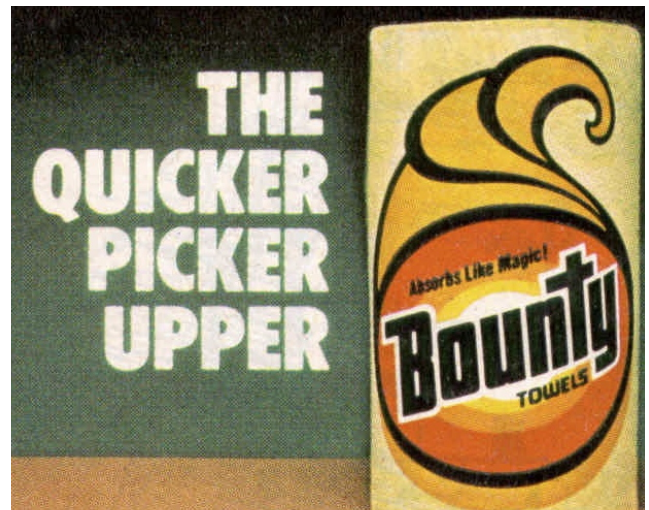


What is it about your business that gives it a unique appeal to those in your target market?

It is your Unique Selling Proposition (USP), and it must appeal to the innermost, deep-seeded, decision-making desires of your target market. To be effective, your Unique Selling Proposition must be able to be expressed in a handful of words and “speak” to why your ‘ideal’ clientele would buy from you.

Here are a few great examples that help these companies stand out in their industries:





2. Use Marketing Messages And Calls-To-Action That Are Clear, Compelling, And Highlight What Is Causing Your 'High-Probability Buyers' Sweating Profusely At 3 AM



All written material in your “marketing mix” must reinforce your USP and encourage people in your target market to take action in the least risky way. Your headlines need to ‘hook’ the reader; the body of your copy must state the benefits of what you do/how you can help in the most absorbable way; your close must “tie” the reader down to want more of what you believe because they believe that too.

In all of your direct marketing (regardless of the channel), remember to:

- Define the problem and target customer clearly
- Present your solution in as much detail as possible
- Provide evidence that your solution has a track-record of delivering immense value by using testimonials, trust-marks, “social proof,” and anything else that quickly establishes your or your entity credibility
- Address any objections upfront and reverse the risk on your buyer using BOLD, benefit-based guarantees
- Provide a way to ‘nudge’ them forward so they’ll feel better faster...

Here are a few great examples:

Is Facebook Advertising for You?



Find Out in 60 Seconds with this Easy Tool!

www.IsFBforMe.com



[HOME](#) [OUR TEAM](#) [ABOUT OUR CLIENTS](#) [WHAT WE SELL](#) [RESOURCES](#) [CONTACT](#)



Learn The #1 Reason Your Website Isn't Converting Visitors To Buyers Now!

FACT: high-probability buyers are looking for "specific" things when they visit a website. If you aren't aware of what those things are - we can help

Enter your Website to start getting more buyers.

http://

SEARCH

THE MOST INCREDIBLE FREE GIFT EVER

INCLUDES 2 MONTH FREE MEMBERSHIP

LEARN MORE

\$633.91
WORTH OF
MONEY
MAKING
INFORMATION

3. Be Sure Your Website Provides An Optimal Viewing Experience On All Screens & Devices



After speaking to and working with thousands of business people over the past 15 years, our team can say with absolute certainty that there is not one business owner we've met or worked with who wants to work longer hours, add more clutter to their life, feel less fulfilled by their net results, or let down their 'raving fan' customer base that's supported them along their journey.

Have a modern, simple clear design that looks professional and enables visitors to focus on the content and calls to action. To minimize overwhelm, we suggest you use a Wordpress website that is "responsive" in nature. According to Wikipedia, responsive web design (RWD) is an approach to web design aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones)

Here are some considerations for a small-to-mid size business website:

- Make sure your theme is clean, professional and simple - strong colors or shapes should be reserved for focus points not outlying design
- Support text with relevant, consistent and professional graphics (limit stock photos - if you can avoid them altogether do so)
- Break content up using visuals, dot points, ample paragraph spacing, etc
- Don't clutter the page / limit options
- Clear calls to action with size, shape and color used to differentiate from the rest of the page
- 1 page 1 purpose, don't try to achieve too many things on any given page
- Establish a visual hierarchy - make it natural for someone to read through the page and arrive at the goal of the page
- Make it legible (contrast against background, font size, etc.)
- Make sure elements are aligned - small imperfections in alignment can hurt a design
- Make sure colors are coordinated and consistent and strong colors aren't overused
- Generally bevels and drop shadows look dated unless you are working with a great designer. Simpler flatter designs are easier to make look professional in most cases.
- Make sure all elements are consistent (style, color, size, etc.)

Here are some best practice examples:

Monique's Bath Showroom



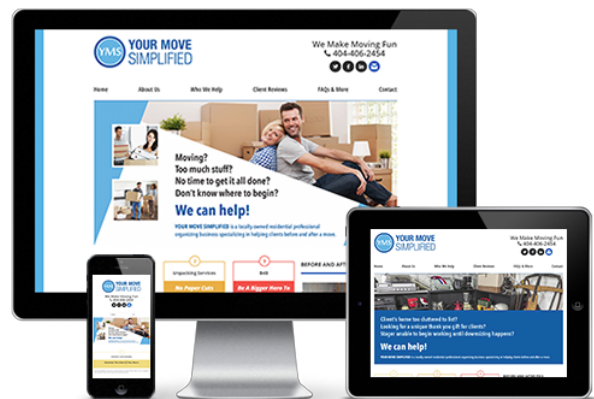
Kundalini Yoga Boston



Kumqot



Your Move Simplified



Complete Commercial Finance



Moody Street Dental



4. Test & Tweak To Validate Your Website, Conversion Tools And Marketing Funnel Is Constructed To Turn Visitors To Leads And Leads To ‘Raving Fan’ Buyers



Each page is clearly designed around an obvious and appealing goal. Conversion tips may vary depending on the goal. Here we will assume the ‘ideal’ outcome is to complete a contact form or sign-up for a product.

Here are some conversion tips for various aspects of a web page. You can see these in action in most of the examples provided.

Overall Theme

- Attractive and simple overall theme
- 1 page 1 goal
- Limited clutter
- Opt-in stands out in color and depth or in some other way
- Visual cues towards opt-in
- Proof of benefits provided if possible

Value Proposition

We mentioned above about having a clear Unique Selling Proposition (USP). Now make sure that is turned into a clear reason to take action right now (i.e. sign-up or contact you)

- The benefits of taking action should be relevant to your target audience
- The value should be clear
- The step for taking action should be simple and clear
- The value should be backed up by some sort of proof (logos, testimonials, etc.)
- If there can be some sort of scarcity or urgency this will increase conversion

Headlines

- Benefit driven
- Data filled (if practical)
- Social proof (if practical)
- Who is it for (if practical)
- Grabs attention

Supporting Copy

- Specifically what the benefits / features are
- Who it's for if not specified in the headline
- Social proof (if practical)
- Logos / security / memberships / clients / risk reduction (if practical)
- Deal with objections if possible - i.e. Add a message '100% privacy - no spam guaranteed' with a padlock

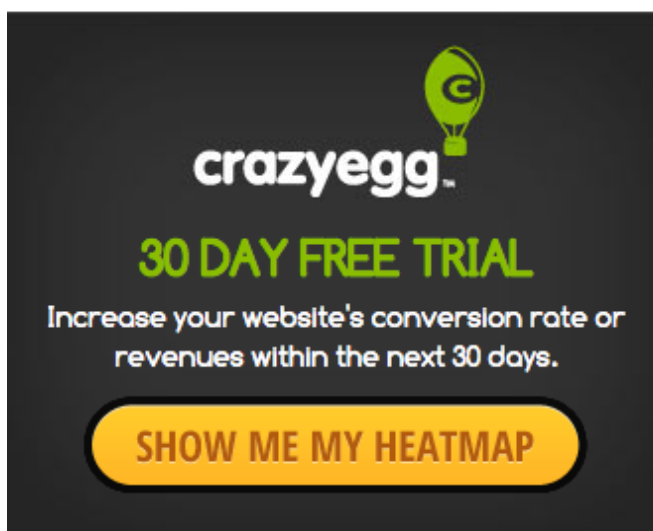
Conversion Images

- Professional quality
- Images that add credibility
- People can work but generally cheesy stock photos don't
- Don't take focus away from the conversion point if possible

Conversion Call-To-Action Button

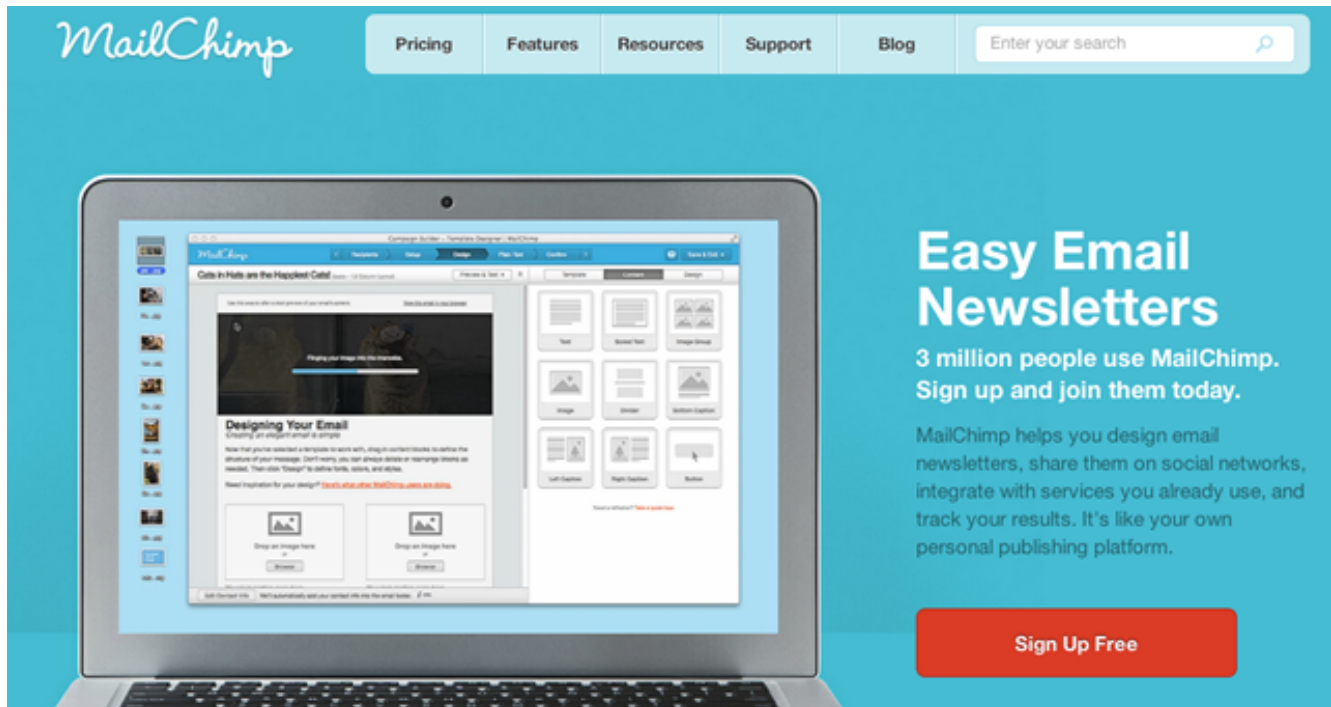
- Button stands out in color
- Looks like a button
- Text is benefit filled (if possible) AND action-oriented

Here are some best practice examples of Call To Actions buttons:



Landing Pages

Dedicated landing pages will convert visitors much higher than normal pages within the standard theme. They are particularly effective for email opt-in. Here are some best practice examples:



5. Make Sure You Are “Winning” With The Internet By Using Search Engine Optimization (SEO), Search Engine Marketing (SEM), And Paid Media Advertising Effectively

There is a lot of information out there about SEO but the fundamental have remained more or less unchanged for quite a while. Here are some basic guidelines that we have found success with for EarnMoreDoLess.com, our clients (especially clients investing our monthly marketing program), and every case-study mentioned in this white-paper.

Here Are A Few Search Engine Optimization (SEO) Inclusion:

- Clean Coding - Making sure it is coded with clean HTML / CSS
- Tags - Make sure your website is using the right tags in the right places (for example your blog post titles will be H1 tags)
- URLs - When someone visits your ‘product-x’ page the link is ‘business.com/product-x’
- Titles - Making sure your website automatically create page titles and descriptions are based on the content on the current page
- Sharability - make the content on your site is able to be shared (i.e. widgets on your blog)
- Authorship - If you have a blog make sure you are using Google Authorship so people find your post and your face.

Online Marketing Dreams Do Come True...

To the right is a best practice example of how one company can blanket the 1st page of Google and generate a REALLY healthy profit from an “under the radar” term that goes unnoticed by most experts.

The screenshot shows a Google search for "hibu review". The search bar at the top contains "hibu review". Below the search bar are tabs for Web, News, Videos, Shopping, Images, More, and Search tools. The search results show "About 1,570,000 results (0.24 seconds)".

The first result is an advertisement for Team AAG, titled "HIBU: Is It Worth It? - 5 Most Overlooked Factors In 2014". The ad includes the URL "www.teamaag.com/hibu-reviews" and a call to action "Get The Detailed Review Today!". Below the ad are links for "Results Guaranteed - Data Driven Decisions - Weekly Optimization", "Portfolio Of Our Websites", and "Websites That Make You \$ What Our Clients Say".

The second result is titled "Top 158 Complaints and Reviews about Yellow Book" with the URL "www.consumeraffairs.com > Business Services". It has a rating of 1.1 stars from 113 votes. The text below the title reads: "I was looking to freshen up our website so I signed on with Hibu & was assured I would get a ... I just wish I had read their review before falling into this scam!".

The third result is titled "hibu Reviews | Glassdoor" with the URL "www.glassdoor.com/Reviews/hibu-Reviews-E7640.htm". It has a rating of 2.7 stars from 678 votes. The text below the title reads: "678 hibu reviews. A free inside ... I worked at hibu full-time (more than 8 years). Pros The community relies on everyone sharing - Add Anonymous Review ...".

The fourth result is titled "Hibu Web Design - An Honest Review - Plato Web Design" with the URL "platowebdesign.com/articles/hibu-web-design-an-honest-review/". It has a date of Mar 19, 2014. The text below the title reads: "If you're in the market for a cheap website, you've likely come across Hibu, a division of Yellowbook that sells low-cost web design. They seem ...".

The fifth result is titled "A Former HIBU Customer Holds Nothing Back In This Review" with a YouTube video thumbnail and URL "www.youtube.com/watch?v=3kQnpS2jF2s". It has a date of Jan 1, 2014 and was uploaded by John Gosselin. The text below the title reads: "http://teamaag.com/hibu-review-and-hibu-websites-marketing/ If you are looking to use, or currently use HIBU ...".

The sixth result is an advertisement for Team AAG, titled "An Honest HIBU.com Review on HIBU Websites - Team AAG". The ad includes the URL "teamaag.com/hibu-review-and-hibu-websites-marketing/" and a date of Jul 22, 2014. The text below the title reads: "If You've Reached This Page In An Effort To Find A Non-Company Created 'HIBU Review' Or To Discover If You Should Expect To Make ...".

Here Are A Few Search Engine Marketing (SEM) Inclusion:

1. Identify ideal audiences for your preferred channels
2. Publish a keyword-centric 3rd party piece of content
3. Repurpose Step 2 content onto your website's blog
4. Film & embed a YouTube video into your blog post
5. Share your blog post with your email subscribers
6. Syndicate your content on various social sharing sites
7. Run paid ads on Google, Facebook, LinkedIn & YouTube



Here Are A Few Paid Media Marketing (PPC) Inclusion:

1. Define and allocate budgets strategically
2. Identify a list of profitable keywords
3. Finalize targeted keywords using different tools
4. Segment keywords for different ads to ensure higher clicks and conversion rates
5. Author compelling headlines for your ads
6. Create attractive description text
7. Drive traffic to click through with Call To Actions
8. Match the landing page with what was promised in the ad copy
9. Optimize your campaigns weekly
10. Make adjustments based on comparing click through and conversion rates
11. Follow rules of different platforms and industry best practices
12. Monitor your campaign and test variables regularly

Your Business Is Your Life's Ultimate Accessory

According to Michael Gerber, Author of *The E-Myth Revisited*, 70 percent of entrepreneurs spend their time "doing" during the day, 20 percent of business owners work mostly as the "manager," and 10 percent spend a majority of their time moving their business forward. So...which are you?

When done properly, you'll be amazed at how quickly all kinds of helpful market research appears, how easy it will be to spot emerging trends and manage the numbers, how simple it will be for your company to compound the interest of the data-driven insights, and how consistently you will have ready-to-buy with cash-in-hand prospective buyers lining up to work with you when you get your marketing message right and find out which campaigns are gaining you traction (and what campaigns are not).

But here's the secret! The key isn't in acquiring the data – it's what you do with the data that will help your business blow beyond what you once considered remotely possible. And it all starts with knowing what 20% of your business activities are generating 80% of your results! Let's find out together!



"This team will help turbo-charge the value of your company... trust me!

They will be your faithful allies and loyal to you. They will help you make sense of the "new world" you have entered online, and give you intelligence about what is going on in every nook and cranny of your company.

They do EVERYTHING for you and make it very understandable.

They will give you a lot of information and data-driven analysis you need to make smart decisions and huge changes."



I couldn't suggest setting up a phone meeting with John enough. In less than 15 minutes, you'll be a more well put together business owner and you'll know what you'll be saying no to if you choose to go another way!"

- **Michael Battista**, President of Monique's Bath Showroom

Winner of the 2014 DPHA & 2015 KBIS Showroom Of The Year Award

Free Business Breakthrough Call

\$197 Value

Get 15 minutes 1-on-1 with John Gosselin, who oversees the marketing strategy for businesses earning \$2, \$5, \$25, and in one case, \$59 for every \$1 they spend with our team!

You will leave the call having discovered 2 "gaps" in your sales and marketing that are costing your company time and/or money today.

Visit EarnMoreDoLess.com/book to set-up your call with John

Visit EarnMoreDoLess.com/Book

or

Call John at (781) 248-5102 Today!