Get Ready to Achieve a Brand New Level of Success in Your Business!

Congratulations! You have taken your first positive step toward joining countless other business owners worldwide who are improving their businesses—and their own business expertise—through the Instant Income Small Business Coaching Programme. Not only are you moving toward a whole new level of expertise, you'll be learning an entirely new way of building a business.

Over the next 90 days, you and your coach will focus on developing the actual systems that make income generation easier. You'll learn by actually planning and executing strategies. And you'll gain the confidence that only comes from taking action. Yet, with all you and your coach will work on, your time together is just a prelude to the constant and never-ending improvement you'll eagerly pursue—for yourself and your business—once your Instant Income Small Business Coaching experience is through.

We are excited to be joining you on this journey.

What Instant Income Small Business Coaching Is Designed to Do...

Our main goal over the next 90 days is to give you the tools and support you need as you establish key money-making systems in your business and learn to implement the *Instant Income* strategies on an ongoing basis. But rather than simply stepping you through individual money-making campaigns you might choose to execute, we're here to do something *much more important:* To help you acquire the skills you'll use *forever* to grow the business of your dreams and create cash whenever you want in your business. You'll learn to:

- Develop systems within your business that enable you to easily execute the *Instant Income* strategies at will.
- Create a prioritized list of strategies for bringing immediate cash into your business.
- Create an annual calendar of income-generation activities designed to stabilize your cash-flow and insulate you from seasonal downturns.
- Develop an automated customer relationship management system that communicates with customers regularly while you focus on building your business and creating new profit streams.
- Develop a simple, inexpensive website that sells your entry-level product or service and actually programs new customers to buy even more later.
- Shift your focus from "busy-ness" to taking action.
- Build a team of savvy income-generation specialists who can do the work of bringing in the cash for you.
- Focus on new business development as a major activity of your business.
- Free your time to enjoy the lifestyle you deserve with personal productivity systems designed to double your time off.
- Create a prospecting system and sales function that converts inquiries into revenue.
- Recruit your own cadre of personal advisors you can call on for seasoned advice.
- Understand key profitability indicators and use them to increase the results of your marketing.
- Establish financial controls for the business and begin allocating cash-flow for growth.

Programme Materials You'll Receive...

We believe that *Janet Switzer's Instant Income Small Business Coaching Programme* is the most comprehensive and focused business-building programme in the world today. To create this ground-breaking experience, Janet has drawn from her 20 years' worth of experience in implementing, testing and discovering what makes businesses money. Along with that expertise, she's added her own personal experience as a bestselling author, internationally respected speaker, successful business owner and strategic advisor to many of the most renowned celebrity entrepreneurs in the world today.

The comprehensive materials you have already received include:

- **Coaching Programme Application Form.** Please complete and fax to (61) 000 000-000. (You'll find the Application Form in this Welcome folder.)
- **Mutual Commitment Contract.** Designed to detail our mutual responsibilities during your 12-week *Instant Income Small Business Coaching Programme.* Please complete and fax to use immediately at (61) 000 000-000. (You'll find the Mutual Commitment Contract in this Welcome folder.)
- **"My Business" Confidential Questionnaire.** Designed to familiarize your private coach with your business and its greatest opportunities and challenges—before the two of you ever meet by phone. Imagine being guided by someone who understands your business thoroughly from the very first day of your Programme! (You'll find the Confidential Questionnaire in this Welcome folder. The Questionnaire should be returned 72 hours prior to your first coaching session.)
- **Twelve 30-minute tele-strategy sessions** with your personal, experienced business coach who is dedicated to helping you get results from the Instant Income systems you'll be learning about each week. You'll experience the following private business strategy calls with your coach:

Week One:	Instant Income Overnight Audit…Deciding Which Strategies Will Bring In the Cash
Week Two:	System 1: Your Internet Selling System…Generating Leads and Making Money Online
Week Three:	System 2: Your Cash-Flow Generating Staff…Building a Team to Bring In the Cash
Week Four:	System 3: Your Lead Generation System…Filling the Pipeline for Future Sales
Week Five:	System 4: Your Sales and Inquiry Conversion System…Turning Leads into Revenue
Week Six:	System 5: Your New Business Development System…Partners to Help Bring In the Cash
Week Seven:	System 6: Your Customer Relationship & Database System…Increasing Lifetime Value
Week Eight:	System 7: Your Marketing Metrics & KPI Reporting System…Understanding the Numbers
Week Nine:	System 8: Your Financial Reporting System…Managing Cash and Maintaining Growth
Week Ten:	System 9: Your Product and Service Delivery System…Turning Customers Into Cash
Week Eleven:	System 10: Your Personal Productivity System and Personal Cadre of Advisors
Week Twelve:	Your 12-Month Instant Income Cash-Flow Calendar

- The **Instant Income Small Business Coaching Manual** contained in a handsome, three-ring binder. You'll find a separate section for each of the 12 weeks of your programme—with each section including:

  1. **Comprehensive Lesson Material.** Each week, you'll learn how to establish a new and important income system within your business. Not only that, but you'll also plan the exact tasks needed to execute at least one (if not several) *Instant Income* strategies. Finally, through simple exercises, you'll begin to take action on bringing in the cash.
  2. **Implementation Guide and Cash-Flow Planner Exercises.** Whether creating your new business development X-list, writing your squeeze page, or completing one of the dozens of other exercises in the *Instant Income Cash-Flow Planner,* each week's coaching lesson will have you taking steps to actually implement in your business what you learn that week. This "take action" component separates us from every other business-building course available today. You won't be just learning. You'll be doing!
  3. **Coaching Call Advance Request Form.** Prior to each week's coaching session, we'll ask you to review that week's lesson, then complete and send the request form to your coach (in advance). Perhaps you'll use the form to ask for: Clarification about what you've read…further help with any past assignment…accountability around a particular task or incomplete…or some other request.
  4. **Coaching Call Follow-Up Form.** Have feedback, questions or insights about anything you and your coach talked about this week? Follow-up with this form to be sent to your coach within 24 hours of each week's coaching call.

How to Transform Your Business Over the Next 90 Days…

You'll be dedicating time, resources and energy over the next 90 days. To be sure your investment in coaching delivers a return for you, we recommend the following:

- **Commit to Yourself That You'll Maximize Your Coaching Experience.** A successful coaching experience takes the dedication of two very important people—you and your coach. To insure that your investment in coaching pays off, commit now to participating fully, even when you might seem overwhelmed by other concerns of your day. The Instant Income Small Business Coaching Programme is designed to alleviate these headaches as you steadily implement new business systems that take away these daily cares.
- **Prepare Each Week for Your Coaching Call.** Read the lesson material, send in your Coaching Call Advance Request Form, and be prepared to discuss your ongoing implementation plan each week with your coach.
- **Take Action and Implement What You Learn.** Only when you begin to establish the new income-generation systems in your business and begin to execute the Instant Income strategies will you begin to see results. You may make mistakes as you implement. You will

learn entirely new information about your business. You'll discover new things about your market, your customers, your staff and even about yourself. But you'll *never* discover these things—nor learn how to manage them or overcome them—unless you take action.

Schedule Time to Make Coaching a Priority

We're often asked how much time the coaching commitment requires every week. And while the benefits you and your business will reap from coaching are directly related to how much time and effort you put in, the following guidelines will give you the *minimum amount of time* required to simply review the documents and complete the exercises.

Of course, when it comes to actually implementing individual strategies in your business, the schedule is up to—a longer amount of time if you're less familiar with basic marketing techniques or a shorter amount of time depending on your level of expertise.

Minimum time required each week to:

1. Read Lesson Materials:	60 to 75 minutes
2. Complete Chapter Exercises:	120 to 150 minutes
3. Implement an *Instant Income* strategy or Install a New Cash-Generation system:	4 to 8 hours
Total Weekly Time Needed to Implement New *Instant Income* Systems and Strategies:	**7 to 11 hours**

Additional Hints for Managing the Coaching Time Commitment

- If you have staff or outside vendors available to help you with some duties—particularly the completion of chapter exercises or the installation of new systems in the business—by all means, involve them in the process and delegate specific duties and tasks to them.
- Wherever possible, schedule the same time each week to review and complete that week's coaching module. For instance, you might schedule Monday afternoon from 1:00 to 5:00 as the time you'll review lesson materials and complete the exercises. You can then spend the rest of the week implementing what you've learned or delegating duties to staff or vendors.
- Your coaching appointments, to the extent possible, will be scheduled at the same time every week—for example, Wednesdays at 2:00 pm. Missed appointments will be forfeited, so be sure to make the commitment to be available for your coaching call or re-schedule with at least 24 hours notice.
- Remember that the purpose of the *Instant Income Small Business Coaching Programme* is to focus you on bringing in cash and establishing future cash-generating systems. While daily concerns may come up in your business, always weigh them against the benefits you'll derive from completing your coaching assignments—which likely have a longer term pay-off.

What Happens During a Telephone Coaching Call?

Your coach is dedicated to helping you achieve the maximum advantage and long-term benefit from your coaching experience. The sessions themselves are also designed to help you learn new ways of doing business, then implement these new ideas in your company.

To ensure you receive the full benefit of each coaching call:

- Complete the *Coaching Call Advance Request Form* and email or fax to your coach at least 24 hours prior to your private telephone coaching session.
- Call your Private Instant Income Coach each week at the scheduled time.
- Plan to spend 30 minutes on the phone following this informal call format:
    1. Discuss your progress over the past week—including what worked and what didn't work for you. What you discuss is up to you; your coach will support you with questions designed to uncover how you can move more easily and rapidly toward your goals. Together, you'll focus on the challenges met and progress made in executing your action commitments from last week's telephone session.
    2. Review the insights you experienced from the week's Lesson Materials and discuss your responses to the week's exercises. This is an ideal time to pose questions to your coach about any marketing materials, systems, scripts or other work product you produced as part of this week's lesson. While your coach won't edit or write these materials for you, feel free to use this time to explore with your coach different or better approaches, headlines, compensation plans, joint ventures pitches and so on.
    3. Finish the call by determining your action commitment for next week. What aspect of this week's lesson will you implement in order to move your company forward? What goal will you set for yourself? What will you want your coach to hold you accountable for at the beginning of next week's coaching call?
- Within 24 hours of *each* coaching call, email or fax your coach a completed *Coaching Call Follow-Up Form.*
- Email your coach *immediately* whenever you have an amazing breakthrough to report. As entrepreneurs, we don't always find our friends, family and colleagues to be as excited as we are about our accomplishments. But your coach—who has full knowledge of where you are in your journey—is the ideal cheerleader to applaud you and keep you motivated to achieve even more. They "get it" about what you're trying to accomplish and they understand how big your daily breakthroughs truly are. Plus, writing down your accomplishments while your excitement is still high actually serves to "anchor" the positive emotions of that victory in your mind—keeping your subconscious focused on accomplishing even more.

How to Contact the Instant Income Small Business Coaching Programme Staff

The Programme staff and your Private Small Business Coach are here to serve you and help you on your path toward learning and achievement. To contact them for any reason, refer to the contact information below:

To schedule your coaching appointments or change an appointment:

(24 hours prior notice required)

______________________	______________________	______________________
Your Private Coach's name	**Coach's telephone number**	**Coach's email address**

Your Coach's fax number (please return "My Business" Questionnaire to this number): ______________________

To access the Coach-on-Call Help Desk between coaching calls:

(Coach-on-Call available Monday through Friday from 9:00 am to 4:00 pm Sydney Time)

Coach-on-Call Telephone Number: (61) 000 000-0000
Coach-on-Call Email Address: ________@______.com

To contact the Programme Services Department regarding materials shipments or other matters:

(Monday through Friday from 9:00 am to 4:00 pm Sydney Time)

Programme Services Telephone: (61) 000 000-0000
Programme Services Email: ________@______.com

Janet Switzer's

Instant Income®

SMALL BUSINESS COACHING

Instant Income Small Business Coaching Mutual Commitment Contract

In joining Janet Switzer's Instant Income Small Business Coaching Programme, I understand, acknowledge and agree that:

1. I am responsible for setting my own goals for business and personal growth, and I am responsible for developing and implementing specific strategies to achieve these goals. My Private Coach will help facilitate this process, but he/she will not create the materials, edit or amend my work, negotiate arrangements with outside parties or otherwise participate in the day-to-day implementation of the strategies I decide to pursue. I understand that only under these circumstances can I truly "learn by doing" and gain the confidence and expertise required to continue on my own once my coaching time is through.
2. My level of success in the Programme—and the particular success with which I achieve my business goals—depends entirely upon my own talents and resources and how I apply them, how persistent I am, my entrepreneurial instincts and my business abilities. All Janet and my Private Coach can do is provide me with the time-tested teachings and guidance that have worked for her clients and for herself—and could work for me. The rest is up to me.
3. Prior to each of my private telephone coaching sessions:
    a. I will fax or email the *Coaching Call Advance Request Form* to my coach.
    b. I will carefully and earnestly review the Lesson Materials for that session.
    c. I will complete all exercises related to that Lesson.
    d. I will choose one Instant Income strategy to execute in my business **OR** choose one aspect of that week's new business system to implement in my business.
4. I will telephone my Private Coach promptly at the scheduled time. If I call late or fail to call at the scheduled time, my coach has no obligation to extend the time of the call or reschedule. Under Programme Policy, all missed calls are forfeited.
5. Within 24 hours of each telephone coaching call, I will complete and fax or email to my coach the relevant *Coaching Call Follow-Up Form* for that session.
6. I alone am responsible for any and all decisions I make and all actions I take, whether or not they arise from my participation in the Instant Income Small Business Coaching Programme. My Private Coach is acting as a facilitator—not as an advisor, vendor or supplier. I understand that Janet Switzer, Instant Income Worldwide, Profits Unleashed, my Private Coach and all publishers and copyright holders (herein known as "Providers," "they" or "their") have used their best efforts in preparing this Coaching Programme and/or delivering related services. Other than the use of their best efforts, I understand and agree that Providers make no representations or warranties with respect to Programme material or services. In particular, Providers make no representations or warranties with respect to the accuracy or completeness of the contents of material. They specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranties may be created by implication. No oral or written statement by Providers or any sales representative or other third party shall create any warranties. They do not guarantee or warrant that the information and opinions stated in this Programme and associated materials will produce any particular results, and I am hereby cautioned that the advice and strategies contained in this Programme may not be suitable for every individual or business. Providers, individually or collectively, shall not be liable for any monetary loss, physical injury, property damage, loss of profit or any other commercial damages, including, but not limited to, special, incidental, consequential or other damages. This Programme is sold with the understanding that Providers, individually or collectively, are not engaged in rendering legal, accounting or other professional advice. If legal advice or other expert assistance is required, the services of a competent professional should be sought. I understand that some names, characters, places, statistics and incidents used in sample advertisements and sample marketing copy contained in materials are either the product of the author's imagination or are used fictitiously. Any resemblance to actual events, locales, organizations, data or persons, living or dead, is entirely coincidental and beyond author's or Providers' intent.
7. I will use my best efforts to learn the Instant Income material and apply it to my own business and personal life.

I have read the foregoing statements, I understand them fully, and I agree to be bound by them. In signing below, I also bind my business as a party to this agreement.

____

Name (please print) Signature Month/Day/Year—ex., Nov. 17, 2007

Name of My Business (including fictitious names and parent companies) ______________________________

Business Address ____

Sign this document and return immediately by fax to (61) 000 000-0000.

Instant Income Small Business Coaching
"My Business" Confidential Questionnaire

As a new Programme participant, I ask that you complete this questionnaire so your Private Coach can better review the opportunities and challenges facing your business before working with you. Don't worry if some of the questions do not apply to you—or if you feel that not being able to answer some questions will present you in a less than positive manner. Your Coach will look at all your attributes, experiences, challenges, opportunities and ideas.

When you've completed this questionnaire, please fax it to your Private Coach as an attachment. You'll find your Coach's fax number on the document entitled "How to Contact the Programme Staff" located in the Welcome Kit along with the questionnaire.

Best regards,

Janet Switzer

CONTACT INFORMATION

Name ____

Mailing Address ____

____

Physical Address (no P.O. Boxes, please) ______________________________

____

Daytime Phone (________) ____________________ Evening Phone (________) ________________

Fax Phone (________) ______________________ E-mail ______________________________

Do you have partners? ☐ Yes ☐ No What is their role? ______________________________

____

Do your partner(s) need to agree on the approaches you take to build your business? ☐ Yes ☐ No

Do you currently have access to… ☐ Salespeople? ☐ Interns? ☐ Volunteers?

Do you have a website? ☐ Yes ☐ No If so, what is the web address? ____________________

____

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

QUESTIONS RELATED TO YOUR WEBSITE

What are your current Lead Generation/Lead Capture Strategies on the Internet?

____

____

What are your current Product Sales Strategies / Shopping Cart / Upselling Strategies at your website?

____

____

____

Do you have a Media Page or other webpage at your site that facilitates press coverage of your business?

____

____

What other other activities do you conduct at your website not listed above?

____

____

WHAT IS YOUR BUSINESS BACKGROUND? HOW DID YOU GET WHERE YOU ARE TODAY?

____

____

____

____

HOW DO YOU CURRENTLY EARN REVENUE IN YOUR BUSINESS?

____

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Please fax this document to your Private Coach 72 hours prior to your first coaching session.

IS THAT A MAJOR CHANGE FROM HOW YOU EARNED REVENUE IN THE PAST? HOW? WHY?

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____

____

CUSTOMERS / BUYERS / STUDENTS / SUBSCRIBERS

How many total customers do you have? ____

What are the sub-segments of your list (buyers of specific products or services)

Category ____ How many names? __________

Category ____ How many names? __________

Category ____ How many names? __________

Category ____ How many names? __________

Category ____ How many names? __________

What information do you have on your customers?

☐ Name/address only ☐ E-mail addresses ☐ Phone Numbers ☐ Fax numbers

☐ Last Date Purchased ☐ Purchase History ☐ Marketing source of customer? ☐ In a list segment?

Are any customers on a “continuity” program (where you ship something every month and automatically charge their credit card)? Describe:

____

Do you have or can you get testimonials from customers? ______________________________

Do you have expires or past customers from long ago? Describe: _______________________

____

How do you get new customers? ____

____

What is one thing you believe would generate new customers, but you haven’t been able to execute yet?

____

____

____

____

____

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

PROSPECTING / LEAD GENERATION

How many prospects (potential buyers) have you generated for specific products and services?

Category ______________________________ Count ____________

Category ______________________________ Count ____________

Category ______________________________ Count ____________

Category ______________________________ Count ____________

Category ______________________________ Count ____________

How many prospects or leads are in process and being contacted regularly?

Category ______________________________ Count ____________

Category ______________________________ Count ____________

Category ______________________________ Count ____________

Category ______________________________ Count ____________

Category ______________________________ Count ____________

How do you generate prospects? ______________________________

____

____

____

Do you utilize free media—such as press releases, going on radio shows, appearing on television—to generate leads?

____

How are you converting prospects into buyers now? ______________________________

____

____

If you contact prospects after they inquire, how are you contacting them? Through:

☐ Commissioned salespeople ☐ Telemarketers ☐ Email ☐ Mailings ☐ Live meetings

Do you have literature you send prospects or website copy to point them to? What is included? ___________

____

____

What is your conversion rate (number of people who buy ÷ number of original prospects)? ____________

What might boost your conversion rate? ______________________________

How do you pay your salespeople? ______________________________

____

____

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

PRODUCTS, SERVICES AND REVENUE SOURCES

What products or services do you sell? ____

____

____

How do you sell your products or services currently? ____

____

____

____

____

____

____

Do you run special offers? ____

____

____

____

____

Do you have products or services in development? ____

____

____

Are there products you sold in the past that you no longer sell? ____________________________________

____

Do you currently have inventory overstocks on any products? _______________________________________

____

Have any products NOT successfully sold in the past? Do you know why? __________________________

____

Have you ever conducted an ongoing programme with automatic renewal or continual billing?

____

Do you have other revenue sources you haven't mentioned or that you would like to develop?

____

____

____

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

WHO IS THE MARKET FOR YOUR PRODUCTS AND SERVICES?

Who is currently buying your products and services?

Type of Buyer ____ Product/Service _______________

Type of Buyer ____ Product/Service _______________

Type of Buyer ____ Product/Service _______________

Type of Buyer ____ Product/Service _______________

Type of Buyer ____ Product/Service _______________

How did you determine that these people were your market? ____________________________________

____

____

Has the market told you what it wants? Have your customers or prospects asked for specific things?

____

____

Where are your prospects coming from? ____

Do you have peers in your niche market who might want to use your business model or operating system?

____

____

Can you re-purpose your product or re-cast your service to appeal to other markets? ________________

____

____

____

How large is your primary market? How many prospective buyers are out there? ______________________

____

____

How much affinity you have with this market or with individual segments within that market? _____________

____

____

Do you have media exposure in this market or within individual segments of the market? _______________

____

How easily you can locate the prospective buyers—are there channels of communication open to you?

____

____

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

How desperate is the market for the product or service you have to offer? ____________________________

____

____

How many competitors are there in the market? ____

What are their names? ____

____

____

Have you ever approached these competitors for joint ventures? ___________________________________

JOINT VENTURE RELATIONSHIPS

Do you currently sell your products, services or other items through other people? ____________________

____

____

Are you currently negotiating any joint ventures? ☐ Yes ☐ No Describe: _________________________

____

Do you have access to potential endorsers of your products? ☐ Yes ☐ No Please list: ______________

____

____

Are any of your customers potential joint-venture partners? _______________________________________

____

Who is the ideal joint venture partner for you? ____

____

MARKETING ACTIVITIES

Do you have an in-house marketing director for your information products or services? ________________

How often do you send out offers to your customers? ____

Do you have an annual schedule for these promotions? ____

Do you have a budget for marketing? _________________________ Is it product-by-product? _________

What has been the most successful marketing campaign you've conducted? ________________________

____

Are you still running that campaign? __________ If not, why not? __________________________________

____

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

What does your annual marketing calendar look like? Do you:

Pro-actively market at all times? ____________________

Send out promotions for upcoming products? ____________________

Survey your customers about new product ideas? ____________________

Conduct new-business development? ____________________

Exhibit at trade shows/conferences? ____________________

Run seasonal promotions? ____________________

Develop bonusing programs to go along with your products / services? ____________________

Test new marketing copy / offers against existing copy / offers? ____________________

Are there new marketing strategies that you would like to try or know you need to be using, but don't know how to get started?

What's the biggest challenge facing your business today?

What are the biggest opportunities facing your business today?

Please fax this document to your Private Coach 72 hours prior to your first coaching session.

What are your top three business goals or cash-flow goals for the next 90 days? If someone asked you how you will achieve those goals, what would your answer be?

Goal #1: ____

____

____

How I plan to achieve Goal #1: ____

____

____

Goal #2: ____

____

____

How I plan to achieve Goal #2: ____

____

____

Goal #3: ____

____

____

How I plan to achieve Goal #3: ____

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____

Do you need to work around any personal challenges in running your business such as physical disabilities, problems at home or in your personal relationships, small children or elders to care for, financial concerns, etc?

(Remember, all information will remain confidential.)

____

____

What else would you like your Private Coach to know about you or your business?

____

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Please fax this document to your Private Coach 72 hours prior to your first coaching session.

JANET SWITZER'S

Instant Income®

SMALL BUSINESS COACHING

Your Name ______________________________

Coaching Call Advance Request Form

System 1: Your Internet Selling System
Generating Prospects and Making Money Online

After reviewing your work over the past week and reading through this week's Lesson Materials that follow this page, use this form to report to your coach any follow-up items from last week, any questions about this week's material, special intentions, or other matters ahead of this week's coaching call. Your comments ahead of time will help your coach prepare for a more productive coaching session with you. Fax this form to your Coach using the fax number found on the sheet entitled "How to Contact the Programme Staff" included in your Welcome Kit.

What were your most notable successes over the past week?

Which action items or commitments are still incomplete from last week?

Why were you unable to complete the above commitments or action items?

How do you now intend to complete them? Are they still necessary to your future success?

If your Coach could hold you accountable for any commitment during this week's call, what would it be?

Do you need any clarification about this week's Internet Selling System lesson materials?

System 1: Your Internet Selling System
Generating Prospects and Making Money Online

While the Instant Income Small Business Coaching Programme is *not* an Internet training program, the reality is the Internet remains a significant component of any revenue-producing activity for most companies. As more and more consumers go "online" looking for products, services, advice and information—you and your company need to be there to meet them with information that convinces them to buy from you…even if you operate a "local" business with customers "only" from your home town.

You'll also want to drive traffic to your website—or at least mention it—in virtually every marketing and advertising message you distribute. Plus, the Internet is one of the least expensive vehicles for marketing, advertising, recruiting new business and generating leads for your salespeople to follow up on.

For these reasons, we'll start systematizing your income-driven business *on the Internet.*

The Three-Page Website Formula

To create an Internet Selling System—that is, to capture prospect names and sell products and services on the Internet—I recommend a simple three-page website formula that I've detailed for countless business owners over the years.

Your "homework assignment" in completing this week's coaching lesson is to design and launch these three important pages: your Squeeze Page, your Congratulations Page and your Sales Letter or *landing page.* You can either set up a brand new website with these pages—or simply add them to your existing site.

Your Squeeze Page

Websites are ideal for collecting the contact information of prospective customers. And a Squeeze Page is designed to reward visitors for giving you their contact information voluntarily. Perhaps you'll give away a free special report with information that's of interest to your visitors. Maybe you'll record an "audio brochure" about your company and how you are the ideal solution for consumers or businesses. The format of your giveaway item doesn't matter—just as long as it can be easily opened, read, listened to, viewed or otherwise used by the people who opt-in at your site to get it.

I've seen small businesses give away comparison shopping guides, assessment tools, audio interviews, short-courses on a particular topic, video presentations, special reports and white papers, an electronic newsletter or ezine, plus many other innovative free gifts.

The websites that feature my products giveaway a special report series, teleseminar recordings, multi-part tutorials and more—all for free when visitors type in their first name, email address, and zip code, then choose from a pop-down menu that identifies what type of consumer they are.

In just a moment, you'll be crafting your own Squeeze Page to start the process of developing and launching your own three-page website sales system. But, essentially, you'll be using highly descriptive copy to entice visitors to opt-in to receive your free giveaway—using a fill-in-the-blank form located at the bottom of your Squeeze Page.

Once visitors provide their contact information at your Squeeze Page and hit the "Submit" button, three things should happen: (1) their data should be collected into a database at your shopping cart or via a list management tool you purchase or subscribe to, (2) your shopping cart system should enroll them into an "autoresponder" where the shopping cart automatically sends pre-scheduled, pre-written emails every other day, and (3) the prospect should immediately be taken to Page 2 of the *Three-Page Website Formula*—the Confirmation Page.

Your Confirmation Page

The Confirmation Page serves only two purposes, but they are extremely important. First, it confirms to the visitor that they have opted in successfully and that the free information or item they wanted is coming soon. And, secondly, the Confirmation Page entices the new prospect to click through to Page 3 of the *Three-Page Website Formula*—that Sales Letter or *landing page.*

Your Sales Letter or Landing Page

The best time to sell a prospect something is when they are still at their emotional peak or point of interest. If you've done a good job of presenting your free item and enticing your prospect to click over to your sales letter from Page 2 (the Confirmation Page), your chances of making a sale on Page 3 are high.

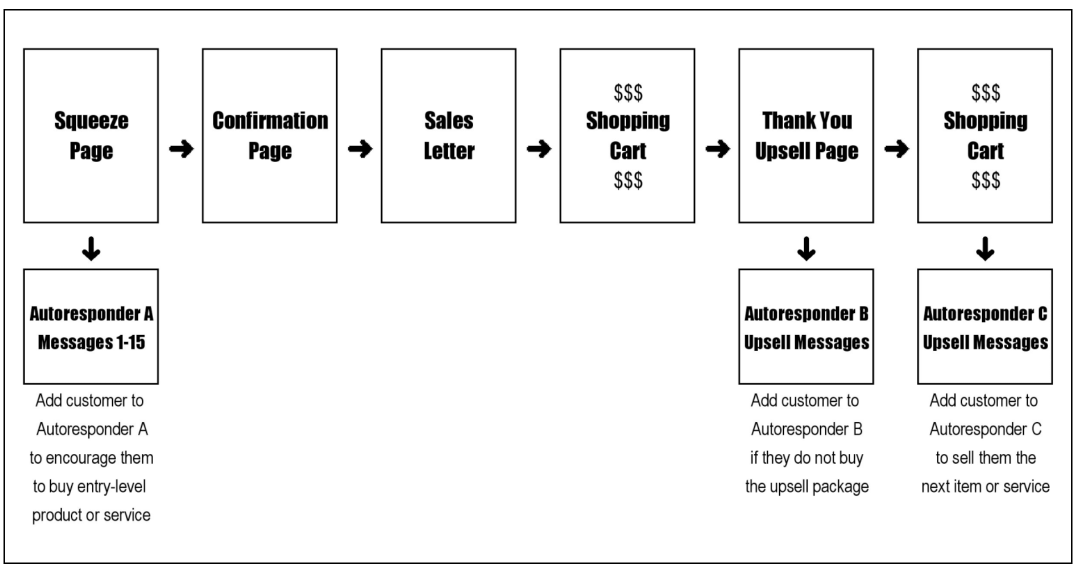
You should use Page 3—the Sales Letter or Landing Page—to offer an entry-level item. What could that be? If you own a service business, why not sell a lower-priced "get acquainted" package of a single service call (with nice bonus gifts) or a small package of three visits? If you own a consulting firm, you could sell a single consultation as a stand-alone product, rather than as a billable hour of your time.

Of course, the most "hands-free" websites sell a *digitally deliverable* item on Page 3 such as a consultation package, e-book, subscription or other electronic deliverable. But if you have a physical product and must ship it, that's fine, too. Even services can be sold and scheduled via the Page 3 Sales Letter. Your imagination and how these sales fit into your overall business are the only limitations.

Once the visitor reads about your product or service, they will click on one of many links and got to your shopping cart where they can complete their purchase and pay by credit card. This requires a simple shopping cart (excellent cart systems are available for $80 or less a month) and a merchant account which gives you the ability to accept credit cards for payment.

While your "normal" business might invoice customers after a product or service is delivered, always ask for upfront credit card payment on the Internet. This qualifies the customer as a legitimate purchaser, but also eliminates "no-shows," cancelled orders and "declined payment" incidents that are so prevalent in the anonymous world of the Internet. Since there's no penalty for not paying later—unless you put Draconian measures in place—it's easy for buyers to back out of a purchase when they only fill out a form and *request* a shipment or service call without paying first. Get the money up front.

Take a Look at How Visitors Will Click Through All Three Pages, Opt-In to Your Autoresponders and Pay at Your Shopping Cart



Consider Adding a 4th Page After They Buy...The Thank You-Upsell Page

If you have a corresponding product or service that goes along with or enhances the item you're selling on Page 3—if you have an upgraded package, a bundled collection, an extended warranty to add on or any other "upsell"—now is the time to make an offer to the customer before they leave your site having purchased only the entry-level item.

What makes for a good upsell? You can offer an upgrade, an add-on product or service at a special price, additional quantities of the item they purchased (great for consumables), or another appealing product or service—but the key is to make the offer or package unique and limited. In fact, the best upsell pages I've seen put an actual time limit when the offer will expire—usually with minutes or hours of the customer's original purchase. Be sure to make the price, package or selection truly unique to your Upsell Page—don't offer it anywhere else as a matter of integrity and courtesy to your customers.

Crafting and Designing the Three Webpages You'll Need

As part of this week's Coaching Lesson, you'll begin building your own three-page "mini site." You'll decide what you'll give away at your Squeeze Page, and you'll determine what you'll be selling at your Sales Letter Page. These decisions are critical, because only *after* you decide can you begin collecting the benefits, copy points, testimonials, bullets, and other elements you'll use in writing the compelling copy and crafting the design for all three webpages.

Crafting Your Squeeze Page

What could you give away on the Squeeze Page? There are many options, but the key is to give away something that will ultimately compel your visitor to buy products and services from you later. You want the giveaway item to familiarize website visitors with you, your business, your expertise, the benefits of doing business with you, why you're trustworthy, why you're better than competitors they might encounter and so on. It has to be compelling—remember, you'll be "selling" your product, your service and your company from the very first headline. Take a look at the list below of what *you* might give away:

- **A special report or white paper** on a topic of interest to your potential website visitors such as *Retirement Investing in the Coming Downtime, Using CRM Software to Double Your Sales, The Million-Dollar Investment Portfolio for Kids…A Simple Guide for New Parents,* and *The Doctor's Guide to Mastering HIPAA Regulations and Avoiding Prosecution.*
- **An assessment tool** such as a checklist given out by financial planners called *Are You Ready for Retirement?*…a time-share seller's guide called *Is Your Time-Share Property Sellable in Today's Market?…* a guide given to small businesses by a local labor consultant called *Ten Common Problems Affecting Employee Productivity and How to Recognize Them.*
- **A buyer's guide detailing how to purchase an expensive item** such as *Buying Diamonds in Today's Troubled Gemstone Market, Where to Shop for Hard-to-Find Hand Tools and Woodworking Supplies* or *27 Ways to Cut 50% or More Off the Price of Your Wedding Plans.*

The key is to make the title of the give-away item enticing enough—and explain it in enticing enough terms at your Squeeze Page—so that visitors will opt-in to download it. Only then will you capture their email address for future marketing. Take time to think through the most compelling information or giveaway you can offer. Even giving away something FREE on the Internet is difficult these days. People know that when they give out their email address they'll be flooded with junk mail, Your giveaway item must be superior enough to overcome this objection.

Once you've decided what you'll give away, it's time to write the copy that will describe it and convince visitors to opt in. But don't worry. There's a formula for building out a Squeeze Page that's easy to follow. You'll find it in System 1 of the Cash-Flow Planner.

Crafting Your Confirmation Page

Before writing your confirmation page, remember its purpose—to alert new opt-in subscribers to look for a link in their email (or even whitelist a specific email address you'll be sending the autoresponder emails from) and to motivate them to click through to your Sales Page.

Many people ask, *Why not just take opt-ins directly to the sales page?* Because you'll be "selling" them before they're ready to be sold. Remember that at your Squeeze Page, they may have just encountered your name and company for the first time. To immediately try to sell them something is off-putting and will likely cause a negative reaction to your future efforts to convert them to buyers.

When designing your Confirmation Page, you'll be including these key elements in the following order:

1. Headline such as "Congratulations!" or "Your Special Report Is on Its Way!"
2. Confirmation paragraph alerting them to check their email for a link to the free giveaway item (or other instructions on how to download it).
3. A second paragraph with details about what will happen next. (Will they receive a short-course, should they look for additional emails from you, are there more giveaways coming?)
4. A subheadline that details any special software they may need to view the report or video preview (plus a link to the appropriate website where it can be downloaded free.)
5. A transitional or segue paragraph that introduces the fact that you have another product available with just one click. Use lead-in sentences such as "And if you're ready to make the jump to…" or "If you'd like to get started right away [accomplishing XYZ]…" This paragraph includes a link to your Sales Page.

6. A testimonial about the item on the Sales Page.
7. A second testimonial about the item on the Sales Page. (If you have a second testimonial available).
8. A final link to the Sales Page with the invitation: "Click here to read more about it."
9. Your signature and printed name (plus company name if appropriate).

One caveat, however: Never mention on the Congratulations Page the price of the item that's described on the Sales Page. In fact, you shouldn't even mention that it's an item you are selling. Simply state, "To find out more about ______, click here." Leaving out the price and sales pitch will persuade the prospect to click through without the natural hesitation prospects have about "being sold something."

If you can complete the writing of the Confirmation Page this week, that's terrific! If you can't write it now, schedule a date in the near future when you can complete it. Be sure to ask your Private Coach to hold you accountable to that date.

Crafting Your Sales Page

Your Sales Page—on page 3 of this Three-Page Website Formula—is nothing more than a direct-response style sales letter posted to a webpage. (You can read more about direct-response style copywriting techniques in Chapter 3 of the book, *Instant Income.*) Your Sales Page doesn't need extravagant graphics, java scripts or flash animation—in fact, these elements have proven to actually *detract* from the response rate you would otherwise experience.

Remember, too, that this page is designed *solely* to sell an entry-level item or package—and only that. It's not meant to provide a forum for the many different product lines and services you have available. It shouldn't be a page where you feature links to the different areas of your website or talk about the different departments or functions of your company, These kinds of website features and links are part of what is known as a "brochure" site—not a website that sells something. In fact, links other than those to a shopping cart to make a purchase are proven to distract the prospect from the purchase they are there to make.

The only job of the Sales Page is to create an entry-level buyer w*hich you can then sell more products and services to later.* I cannot emphasize this point strongly enough. After all the work you did to generate a visitor, to get them to opt-in to your free giveaway, to click through from the Congratulations Page…*do you really want them to do anything other than spend money!?*

Of course not.

That's why your Sales Page should include all proven elements of a great direct-response sales letter—from the headline to the lead paragraph, bullets, testimonials, offer, call-to-action and finally, the postscript.

While there is no true "formula" for crafting these sales letters, take time to review the *Instant Income Advertising and Copywriting Course* contained in the Instant Income Business Multiplier System to familiarize yourself with all 16 elements of a well-crafted sales letter. Then review the accompanying collection of advertising and marketing pieces included. There are dozens of examples that will help you write effective copy. If you're still stymied in your efforts to write a sales letter, why not hire a professional freelance copywriter through such sites as www.elance.com or the American Institute for Writers and Artists at www.aiwa.org.

Just remember that you already know much about the prospect who eventually clicks through to this sales page. They've opted in for your free giveaway item. They may have even self-selected what type of buyer they are from a pop-down menu at the fill-in form. They responded to the testimonials on your Congratulations Page. And they've stayed at your site for more than 10-15 minutes by this point. This tells you something about them. Write your headlines and sales copy accordingly.

This Week's Coaching Tasks & Exercises

1. Review today's Lesson Materials (above). Find the Cash-Flow Planner portfolio contained in the Instant Income Business Multiplier System, and read System 1: Your Internet Selling System.
2. If you haven't already, sign up for a shopping cart such as www.1ShoppingCart.com or www.infusionsoft.com. Choose the monthly payment plan that allows you to conduct e-commerce—that is, selling products and accepting credit cards at your website.
3. If you don't accept credit cards at your business now, call your bank about setting up a Merchant Account. If you have a Merchant Account already, ask your bank or service company the name of the gateway so it can be programmed into your shopping cart later.
4. Review the sample Squeeze Page at www.HowExpertsBuildEmpires.com (or in the Instant Income Advertising and Copywriting Course included with this coaching program). Decide what you could give away for free at your new Squeeze Page, then write the copy for a new Squeeze Page using the formula in Exercise #1 below.
5. Prepare the giveaway item as a PDF file, MP3 audio file or some other downloadable, viewable or streamable file.
6. Complete Exercise #2 to plan the autoresponder series your opt-is will receive.
6. Schedule time in your calendar to complete the Congratulations Page and the Sales Letter Page—either this week or in the near future.
7. If you don't have a webmaster now, start the search to find a part-time person who can build the three-page Internet Selling System for you.

Exercise #1: Writing Your Squeeze Page

Once you've decided what you'll give away, it's time to write the copy that will describe it and convince visitors to opt in. But don't worry. There's a formula for building out a Squeeze Page that's easy to follow. Take a look at the sample Squeeze Page below. All the elements on your page should appear in this proven order:

Finally, the Advisor Behind Many of the Biggest Information Empires of Our Time Reveals How to Catapult Yourself to Becoming the Leading Expert in Your Field -- With All the Fame and Fortune That Goes With It...

f

- **Headline**

You Probably Know Very Little About Her...

Yet, She's Helped Build Information Empires for **Chicken Soup for the Soul...Jay Abraham...Yanik Silver... Mark Victor Hansen...Jack Canfield** and MANY Others You Know.

Now **She's Agreed to Reveal How Any Professional Who Sells Their Expertise for a Living Can Quickly Stop Trading Time for Dollars** and Create Information Profit Centers That Work for YOU Whether You Choose to Work or Not.

- **Headline Stack**

Introducing Janet Switzer... The World's Leading Expert at Building Information Empires

- **Headline Stack**

Dear Fellow Professional,

- **Salutation**

For nearly 15 years, top authors, well-known speakers, information industry moguls and venture-capital professionals have all written the praises of **"publishing phenomenon"** Janet Switzer.

- **Lead Paragraph**

You may know her as the **secret marketing weapon** behind some of the **biggest names in publishing**.

- **Body Copy**

For her few select clients, she's generated **as much as $105,000 in six weeks, $31,000 in a** matter of hours -- ***and for her last lucky client*** **-- $1,018,729 in just 294 days!***

- **Body Copy**

She has the **uncanny knack** of taking a book, an idea, a training concept or a successful business model and literally creating an information and publishing profit center around it.

- **Body Copy**

Once you master each of the elements above, take time to plan your own Squeeze Page content using the template below. For more information about writing individual elements such as the headline, subheadlines, bullets and body copy, refer to the *Instant Income Advertising and Copywriting Course* included with this *Business Multiplier System.*

Template Squeeze Page (below)	**Your Company's Squeeze Page** (below)
Headline or Headline Stack Citing Big Benefit	
Sub-Headline That Mentions Free Item	
FROM THE DESK OF JANET SWITZER	FROM THE DESK OF _______________
Dear Fellow Business Owner,	Dear ______________________,
Lead Paragraph	
Body Copy Paragraph	
Body Copy Paragraph	

(template continued on next page) *(template continued on next page)*

Template Squeeze Page (continued)	**Your Company's Squeeze Page** (cont.)
Body Copy Paragraph	
Sub-Head Designed to Break Up Copy and Encourage Reader to Read Next Section	
Offer of Free Giveaway Item	
Headline + **Testimonial** + Photo + Customer's or Endorser's Name Contained in a Pale Yellow Box	
Headline + **Testimonial** + Photo + Customer's or Endorser's Name Contained in a Pale Yellow Box	
Headline + **Testimonial** + Photo + Customer's or Endorser's Name Contained in a Pale Yellow Box	

(template continued on next page)

(template continued on next page)

Template Squeeze Page (continued)

Opt-In Box Headline

Restatement of Benefits and
Description of Free Giveaway Item
Prospect Will Receive

Fill-In Form for Opting In (below):

Your first name:*	
Your email:*	
Re-type email:*	
Your zip code:*	
Are You a...?:	Choose One...

* Required / Privacy policy

Page Footer

Contact Us | Policies | Join Our Affiliate Program

Your Company's Squeeze Page (cont.)

Exercise #2: Planning Your Opt-In Autoresponder

Once visitors provide their contact information at your Squeeze Page and hit the "Submit" button, three things should happen: (1) their data should be collected into a database at your shopping cart or via a list management tool you purchase or subscribe to, (2) your shopping cart system should enroll them into an "autoresponder" where the shopping cart automatically sends pre-scheduled, pre-written emails every other day, and (3) the prospect should immediately be taken to Page 2 of the *Three-Page Website Formula*—the Confirmation Page.

This Exercise will help you plan the autoresponder series that will convert any opt-ins who do not advance to your Sales Letter Page and buy what you have to offer there.

The key is to plan an informative series that keeps the communication going, continues to deliver valuable information and—at one point—begins to alert the subscriber that you have something for sale. To plan your series, complete the chart below with your notes about what you'll email that day. Then, schedule time in your calendar to write these autoresponders in the near future. While it may seem like a lot of writing for those who are not used to it, remember that this is a "write it once, make money forever" kind of project. For help writing, refer to the Instant Income advertising and Copywriting Course included in the Instant Income Business Multiplier System. If you truly struggle with copywriting, use the Exercise below to plan your approach—then hire someone to write your autoresponder messages from these notes.

Day #	What Your Email Might Communicate	Topic(s) You Can Write About
0*	1. Your free giveaway item can be accessed by clicking the link below. 2. Over the next few days, you'll receive valuable additional information from us that will help you in your business, home life or career. 3. Be sure to add this email address to your whitelist or address book. 4. Look for my next email day after tomorrow where I'll discuss...	
2	1. I'm following up on my email of two days ago. 2. Did you know that…? 3. If you've had a chance to review the free giveaway, you've discovered that… 4. This is one reason why my company does… 5. I'll be sending addiitonal information in a few days. Look for my email then.	
4	1. Janet here with another message about… 2. One thing many people don't know is that… 3. You can save yourself some trouble by… 4. In fact, this is a service my company provides when we… 5. I have a mystery to reveal in my next email. 6. Talk to you again in a few days.	

* The day a visitor opts in at your site is known in shopping carts as Day Zero.

6	1. I have a mystery to reveal today that I know will significantly impact your… 2. It has to do with… 3. You probably didn't know that… 4. One way we help overcome this potential problem is with our XYZ Widget 2000. 5. It's a unique widget product that actually... 6. Here what John Doe said about it after he... 7. Here's what Shannon Smith said about it the first time she... 8. You can read more about it by clicking here. 9. I'll write again tomorrow with a unique story of how you, too, can...	
7	1. Yesterday I wrote you that… 2. One aspect of this industry that tends to confuse people is… 3. An easy way around this dilemma is to… 4. It can be difficult to go it alone. That why we offer the XYZ Widget 2000... 5. One story that really illustrates its benefits is... 6. You can read more about how you, too, can benefit by clicking here and visiting our Widget website. 7. I have just one more "lesson" to add to the tutorial series I've been sending over the last couple of weeks. 8. Tomorrow, I'll deliver the easiest method ever for...	
9	1. In my last installment of our unique tutorial series, I want to tell you about… 2. The easiest method ever for _______ is to… 3. This is something we help our customers with all the time. 4. Of course, the easiest way by far to ______ is to get your own XYZ Widget 2000 and begin using it to _________________. 5. Our website offers a special deal for readers like you. 6. To read about it, click here. 7. But before I say goodbye, read how Mike Michaels' life changed literally overnight with the XYZ Widget 2000.	
11	1. One thing I forgot to tell you in my last message yesterday was… 2. Since we often encounter customers who ______, I thought I would write again to make you an even better offer on the XYZ Widget 2000. 3. It's this… 4. To take advantage of this special offer, you must click on this link today. 5. If I can ever be of assistance in the area of ______, please call me. My number is (000) 000-0000. 6. Click to read more about the XYZ Widget 2000.	

JANET SWITZER'S

Instant Income®

SMALL BUSINESS COACHING

Your Name ______________________________

Coaching Call Follow-Up Form

System 1: Your Internet Selling System
Generating Prospects and Making Money Online

After discussing Your Internet Selling System and future strategies with your Private Coach today, use this form to report to your coach any questions, special intentions or other matters as a follow-up to this week's coaching call. Fax this completed form to your Coach using the fax number found on the sheet entitled "How to Contact the Programme Staff" included in your Welcome Kit.

The most important insight I took away from today's coaching call is…

The one thing you said to me that I know will most impact me and my work going forward is…

Questions I still have or discussion items we did not talk about during today's session are…

If I could ask you to do anything differently during our calls, it would be to…

Three things I need you to hold me accountable for during next week's call are…

1. ______________________________

2. ______________________________

3. ______________________________

Your Name ______________________________

Coaching Call Advance Request Form

System 5: Your New Business Development System

Recruiting Partners to Help Bring In the Cash

After reviewing your work over the past week and reading through this week's Lesson Materials that follow this page, use this form to report to your coach any follow-up items from last week, any questions about this week's material, special intentions, or other matters ahead of this week's coaching call. Your comments ahead of time will help your coach prepare for a more productive coaching session with you. Fax this form to your Coach using the fax number found on the sheet entitled "How to Contact the Programme Staff" included in your Welcome Kit.

What were your most notable successes over the past week?

____

____

Which action items or commitments are still incomplete from last week?

____

____

Why were you unable to complete the above commitments or action items?

____

How do you now intend to complete them? Are they still necessary to your future success?

____

____

If your Coach could hold you accountable for any commitment during this week's call, what would it be?

____

Do you need any clarification about this week's New Business Development lesson materials?

____

____

____

____

System 5: Your New Business Development System
Recruiting Partners to Help Bring In the Cash

While it's always ideal when leads come to you, you'll still want to develop an internal system for pro-actively seeking new business—either calling to initiate sales, approaching other businesses to joint venture with, or pursuing one of the many other new business development activities.

Pursuing New Business Development

There are many types of new business depending on the kind of company you own. But whether you own a retail store, a consulting practice, a service company or other type of business, your role as the owner or manager is to continually seek out new ways of making money for the business. To do that, you'll need to establish systems that help you continually identify, pursue and follow-up with people and other businesses who can help you make more money.

Your new-business development activity might fall into *several* of the following categories:

- ❏ Recruiting joint venture partners & endorsers
- ❏ Conducting new product launches
- ❏ Recruiting non-traditional salespeople
- ❏ Finding unique retail outlets or turning your product or service into an add-on
- ❏ Selling excess service capacity or floor space
- ❏ Developing more distributors/dealers
- ❏ Recruiting affiliates on the Internet
- ❏ Establishing a professional consortium
- ❏ Finding outside products/services to sell to your customers and prospects
- ❏ Selling your/your employee's expertise

Throughout this week's coaching module, you'll discover how to initiate and continually manage a system that helps you develop new business in each of these 10 areas.

Focus Your Development Efforts

Beginning a New Business Development program can be daunting. For most business owners, the easiest way to start is to focus your development efforts into one of two areas:

1. Selling more of what you sell now.
2. Selling new items.

If you work on **selling more of the products and services you sell now,** your development efforts will tend toward creating joint-venture relationships where other businesses can sell your existing products, recruiting Internet affiliates—that is, other website owners and ezine publishers who will send their visitors to your website to buy—or recruiting non-traditional outside salespeople who could establish distribution of your product in entirely new markets.

Compare that with focusing on **selling new items.** Perhaps your service department is running at maximum capacity and can't schedule any more service calls. Perhaps your product is time-consuming to produce or you don't have adequate throughput in your manufacturing facility to produce more inventory than you're selling now. If that's the case, you may want to sell *other* goods and service to your existing customers. Tremendous new business can be had in this area including: Negotiating for other people's goods and services to sell to your customers; packaging up your employees' expertise and selling it via consulting packages or an apprenticeship program; selling floor space or renting your kitchen time to other businesses; and so on.

Your Company's X-List

At my company, we maintain a complete database of deals we are pro-actively pursuing, including deals we've been approached with, deals we've initiated and deals that have already advanced to the contract stage and now need to be managed. We call this database The Expansion List—or X-List, for short. Once each deal is recorded on The X-List—along with any necessary contact information, deadline dates and other notes—it can be assigned to a new-business development professional who moves the deal forward and is responsible for managing any relationships associated with that project.

While individual managers may have their own list of, say affiliates or distribution outlets, The X-List is the master list for the company. When everything is written down, individual deals are simply easier to manage.

What needs to be on your X-List?

- ❏ Name of Opportunity or Potential Partner
- ❏ Priority Number or Ranking (vs. Other Deals)
- ❏ Date of Most Recent Activity or Communication
- ❏ Any Follow-Up Pending or Documents Promised
- ❏ Main Contact Person at Other Party
- ❏ Telephone Number(s) of Main Contact Person
- ❏ History of Communications by Name/Contact
- ❏ Brief Description of Opportunity
- ❏ Current Status
- ❏ Staff Person in Charge of Contact
- ❏ Deadline for Follow-Up
- ❏ Email of Main Contact Person
- ❏ Mailing Address of Main Contact

Establishing Your New Business Development System

Most businesses either stumble upon new business opportunities—or tackle this area of their business only haphazardly. But a specific series of steps will help you integrate New Business Development into daily operations so that opportunities can be pursued and launched as profitable new business centers for your business.

What are the steps for creating a system besides establishing your X-List?

Step 1: Assign someone to manage the process—even if it's you.
Step 2: Schedule regular research projects such as making a list of all synergistic companies to approach for joint ventures or all renting a list of retail outlets who could become new distributors. Outsource this research, if necessary.
Step 3: Determine your criteria for what makes a new venture profitable or worthwhile, so that the pursuit of new business can eventually be delegated to someone you train for that role.
Step 4: Establish a library of scripts, literature packages, deal-point memos, and other documents you can use repeatedly or repurpose for each deal. This will help take away the overwhelming feeling you might encounter when initiating yet another discussion that must be followed up.
Step 5: Set aside time every week or every month to make calls to the opportunities you've identified through your research, such as Wednesday mornings or the 10th through 15th of every month.
Step 6: Add a link to your website's home page that reads "How to Do Business With Our Company." Then, point that link to a new webpage with a form that interested parties can fill in. Use the form to collect data such as name, company name, address, telephone number, email address, primary business conducted by their company, project or promotion they are contacting you about, start date of promotion, what they are asking you to do, how your customers will benefit, what *they will do* as their part of the project, how many customers of their own will be marketed to, and anyone else who will be participating in the project or promotion. Configure the webpage so that details are emailed to you whenever anyone completes the form.
Step 7: Meet with your staff regularly to discuss progress. If you're a solo entrepreneur, recruit a friend or mentor to be your accountability partner. Then meet in person or by phone at a regularly scheduled time each week—even if just for 30 minutes to discuss new opportunities or updates to deals in process. Update the X-List before each meeting.

10 Key Areas for Finding New Business

Let's take another look at the 10 main areas where new business, increased profits and outside revenues can be found:

- ❏ Recruiting joint venture partners & endorsers
- ❏ Conducting new product launches
- ❏ Recruiting non-traditional salespeople
- ❏ Finding unique retail outlets or turning your product or service into an add-on
- ❏ Selling excess service capacity or floor space
- ❏ Developing more distributors/dealers
- ❏ Recruiting affiliates on the Internet
- ❏ Establishing a professional consortium
- ❏ Finding outside products/services to sell to your customers and prospects
- ❏ Selling your/your employee's expertise

Over the next several pages, you'll be learning about these types of revenue streams—and determining whether they are appropriate to implement in your business. You can read more about these 10 key areas by reading through the strategies you'll find in the book *Instant Income: Strategies That Bring In the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs.* The corresponding page numbers are noted for each key area.

Recruiting Joint Venture Partners and Endorsers

❖ **Read more about it in the book *Instant Income*…see page 34.**

Every business would like to make more money without a lot of extra work, expenditure or aggravation. Joint ventures—that is, other companies endorsing your products to their customers and even taking orders for you—are the way to expand your business with the least possible effort on your part.

So how can you recruit dozens of businesses who are eager to sell your product or service on your behalf—earning a commission only when sales are made? On page 38 of the book *Instant Income,* I detail a grid for compiling a list of possible joint-venture partners in three different categories: Synergistic companies, competitors, and completely unrelated companies.

Joint Ventures With Synergistic Companies

Synergistic companies are those companies who already sell a product or service that is complementary to yours—and whose customers, members, subscribers and students trust them for ongoing information and expertise. Depending on your type of business, you may even find these companies locally. Or, if you have a national or regional business, an Internet search will help you identify hundreds of companies to approach with your joint-venture pitch. (More about this in a moment.)

Joint Ventures With Competitors

Competitive companies are another type of potential joint-venture partner. While it may seem crazy to approach competitors with a joint-venture proposal, here's the reason I recommend it: At the same time your competitor is generating leads and turning them into new customers, some of these leads—or *prospects*—will never buy anything. For some reason, your competitor's product or service just isn't appealing. Perhaps it's too expensive, too cheap, too elaborate, too simple. But the bottom line is…those prospects aren't buying. However, they may buy from *you*—if your product or service offering is more to their liking or if your marketing materials are more convincing than those your competitor used.

Similarly, customers who bought from your competitor in the past might have simply discontinued buying. Perhaps they had a service contract with your competitor and did not renew it. Or perhaps they simply bought every product or service your competitor had to offer. Both situations are very common.

With the right approach, your competitor may agree to a joint venture with you simply because they have already spent money to create those prospects and customers from whom they'll make no future money whatsoever. Your job is to approach your competitor with a joint-venture deal that will instantly "monetize" those prospects and former customers—turning them into money for both of you.

Joint Ventures With Completely Unrelated Companies

Finally, look for joint-venture partners whose companies are *completely unrelated* to yours, but whose customers have the "psychographic" profile you are seeking.

You've probably heard about demographic data—that is, age, occupation, household income and so on—but *psychographic* data tells you what kind of *buyer* a prospective customer will be. It tells you where customers shop, whether they're computer-savvy, what magazines they read, whose opinion they listen to, what their hobbies are and so on.

When you take time to investigate the psychographics of your buyers, you can begin to compile a list of unrelated companies whose buyers are the same types of buyers you are looking for.

Developing Potential Joint-Venture Partners

While contacting a potential joint-venture partner may seem daunting at first, remember that you'll be offering them a benefit, too—either additional revenue they never would have had without you or the ability to offer their customers a popular product or service without the cost of buying inventory or training their staff.

To prepare for your initial phone call—and I do recommend that you make all initial contacts by telephone—make a brief script for yourself complete with talking points and questions you may forget under pressure. Be sure that when you call, you successfully reach the ultimate decision maker—typically the business owner or the marketing manager.

One quick way to start developing relationships with potential partners is to form a simple referral arrangement like the one below, with you paying a finder's fee whenever sales are made.

Adapt the sample script below or write one specific to your own offer:

> Hi, Ms. Jameson. My name is Julie Beekman. I'm calling because I notice that your company services and repairs boats and marine equipment. My company reupholsters and designs new interiors for boats, and we've noticed that many of our customers originally had trouble finding these services, especially for older boats, which you probably service frequently. I wonder if ABC Boat Repair would be interested in receiving a referral fee for any interior job we write for one of your customers. We have a complete marketing plan for notifying your customers of our value-priced services, and we've paid out thousands of dollars in referral fees over the years. The entire joint promotion requires just a simple letter which we will take care of mailing at our expense. Can I send you a copy of the letter and put you on our calendar for a mailing soon?

Negotiating the Joint-Venture Deal

Regardless of the kind of company you identify as a potential joint-venture partner, the fundamental idea behind a joint-venture partnership is to create a win-win scenario.

One way to acknowledge both the value of your joint-venture partner's customers and the opportunity you bring to the table is to split the profits 50/50 after all marketing and product costs are paid. Calculate in advance what that profit slit will be, then negotiate a specific amount or percentage of the selling price that corresponds to that profit split.

Another method for paying joint-venture partners—and the best arrangement when the other party must take the orders and collect the money—is what's called a "cash with names" arrangement. In this type of deal, you write the promotional letter, email or other device that sells your product or service; the promotional piece directs customers to your partner's website, store or toll-free telephone number to buy; and your partner captures the orders and collects the customers' money. He then sends you a check for a fixed amount per unit, along with the list of customers you need to ship product to or deliver a service to.

Setting Up Your Joint-Venture Recruitment System

Like other new-business development efforts, identifying then pitching, negotiating and commencing business with a joint-venture partner takes time, focus and follow-through. The good news, however, is that this aspect of a business' cash flow is often so significant, it's worth assigning this task to a qualified staff person—rather than doing it yourself.

To set up your Joint-Venture Recruitment System, follow the same steps discussed above for all new-business development efforts:

1. Establish your X-List and assign specific prospects to yourself or a qualified staff person.
2. Schedule regular research projects to find other potential joint-venture partners.
3. Determine the criteria for a viable joint-venture arrangement. Decide what commission you'll pay whenever a joint-venture partner makes a sale for you.
4. Establish an archive of scripts, literature packages, deal-point memos an other documents you can access instantaneously.
5. Set aside time to make calls to potential joint-venture partners.
6. Add a "How to Do Business With Us" link at your website that takes visitors to a fill-in form that—when completed—sends the inquiry to your email inbox.
7. Meet with your staff or accountability partner regularly to discuss your progress.

Developing More Distributors and Dealers

❖ **Read more about it in the book *Instant Income*…see page 155.**

If you sell your product on a wholesale basis to dealers or distributors who then resell it to consumers, your revenues are driven by your ability to recruit new dealers and distributors—and by your accounts' ability to sell those products in the retail market. This means that working with dealers and distributors—and expanding your account base—really requires a two-pronged approach; (1) Convincing more dealers to carry your product, and (2) supporting those dealers in selling the product onward to consumers.

This section will help you undertake both requirements.

To begin the process of recruiting more dealers, it's wise to first determine what's holding them back from becoming a dealer or distributor for you. Is it your wholesale prices? Your product selection? Your minimum order requirements? Your credit terms or overly stringent account approval policies? Your marketing materials or lack thereof? Your product quality (either too high or too low)? Your territorial restrictions or other exclusives? Or is it that they simply don't know about you and your excellent product line? Only after you identify *why* more dealers and distributors are not signing up with your company, can you begin to address each problem individually.

Begin Recruiting New Distributors and Dealers

Once you determine that your product mix, pricing, terms, minimums and other factors are, in fact, meeting dealers' and distributors' needs, you can begin to market these benefits to prospective new accounts. While many different marketing strategies are explained throughout the *Instant Income Business Multiplier System* and within the pages of the *Instant Income* book, those strategies that work best with dealers and distributors are:

Trade shows • Direct mail • Email • Websites • Trade publication ads • Telemarketing

But what should your message be? While most wholesalers focus on the product in their advertising, I like to detail *everything else* that makes their buying experience easy, enjoyable and profitable. One of the easiest ways to write an ad or direct mail letter is to simply tell someone—a staff member, prospective dealer, friend—*everything* your company does for its accounts. Record this conversation (where permissible), then transcribe those sales points and put them in your ad.

Support Distributors and Dealers Once You've Recruited Them

Once you recruit dealers and distributors, you should also develop better ways to support them in selling your product or service. Have you ever asked your accounts what would help them sell more to their customers? Do they need in-store displays? Planograms? Seasonal packaging? Informative brochures or fact-sheets? Co-op advertising money? Statement stuffers? Or something else?

The easiest way to find out is to simply ask. Develop a short script and list of questions, then call 5-10 of your key accounts to ask what would help them sell more. While you probably can't deliver on every request they make of you, let them know you'll do as much as possible to meet their needs.

Use the script below to get started on crafting your own script:

> Hi, Malcolm. This Janelle at International Tableware. I'm calling because we're conducting an informal survey of our most important accounts to learn what would help you sell more of International's designs in your stores. Do you have a moment to answer a few questions?

Then proceed to the questions you want to ask. Review the examples below, then add your own—appropriate to your industry.

1. Who is your typical consumer for our product? What's the average sale?
2. What do you think would increase sales in the store (at point of purchase)?
3. Are your sales clerks well educated on the product line? Could they use extra training via video?
4. Are there any reasons customers expressly give for not purchasing our line?
5. Would it be possible to run a special promotion to previous International buyers, such as an offer for serving pieces to match dishes they've previously purchased? Do you have purchasing history on buyers to the point that we would know which customers previously bought International tableware?
6. Is there anything else that you believe would help your stores sell more International product?

Recruiting Affiliates on the Internet

❖ **Read more about it in the book *Instant Income*…see page 163.**

On the Internet, a joint-venture partner is called an *affiliate.* And because you hope to have hundreds—or even thousands—of active Affiliates one day, it's best to maintain a separate list of potential Affiliates outside of your main X-List.

The truth is affiliates are always looking for new products and services to sell their customers, prospects and subscribers. When you build a robust, compelling and marketing-oriented website, affiliates will want to send traffic there to buy your product on which they'll make a commission. There are so many badly executed offers and product promotions on the Internet that yours will stand out if it's well written and compelling.

In addition to the fully functioning website you'll want to have running on the Internet—you'll want to choose a shopping cart that will register Affiliates, assign them a unique identification link to your product, track all purchases, credit each sale to the appropriate Affiliate and even make Affiliate tools available for download. If you don't yet have a website that sells or a shopping cart that can also track affiliate-generated sales—it's imperative that you have these in place *first* before attempting to recruit Affiliates. Review *System One* of the *Instant Income Cash-Flow Planner—Your Internet Selling System* to learn how. Or, recruit affiliates in conjunction with your very first Product Launch Campaign (see *Conducting New Product Launches* below).

Once you have your website and shopping cart operational, you can add a webpage that recruits Affiliates to help you sell your products and services. Ideally, your Affiliate recruitment page should be a personal letter from you introducing your Affiliate Program in language that convinces another website owner to promote your products and services. The letter should also contain a link that takes readers to your shopping cart's Affiliate sign-up page to register.

Once this page has been added to your website, you should add a link to the bottom of each page which reads "Join Our Affiliate Program" or "Become an Affiliate." The link would then take visitors to this Affiliate Recruitment Page. Once Affiliates register, your shopping cart should not only allow you to approve or reject them—it should enable the newly approved Affiliates to download tools they can use to promote you. The most common tools include banner ads and announcement emails that direct readers to your sales page.

Conducting New Product Launches

❖ **Read more about it in the book *Instant Income*…see page 185.**

By far one of the best new-business development strategies I've found—both for creating momentum in a business and generating massive cash-flow—is the 28-Day Product Launch Campaign detailed in my book, *Instant Income.* One of the more fascinating side benefits of a launch campaign like this is the substantial number of people who will "discover" you and inquire what kind of business you can do together.

When I launched my very first product using this technique, my company not only recruited 220 affiliates (joint-venture partners on the Internet)—but more importantly, my product and I came to the attention of dozens of major players in my industry who wanted to "do business" with someone who ran finely-tuned marketing campaigns that generated both excitement and cash.

To get started developing new business via a product launch campaign, re-read pages 185-190 of the book *Instant Income.* Then use the following recommendations to prepare your upcoming campaign:

Step 1: Produce Your Launch Schedule

Using the chart you'll find in the *Instant Income Cash-Flow Planner,* start plotting out your 28-Day Product Launch Campaign on a calendar—noting the dates you'll email messages to your growing list of names generated from the launch giveaway item (a free special report, free audio interview or other item). For the complete series of emails and webpages used in my first Product Launch Campaign for the Publishing Mavericks' program, please see the *Instant Income Advertising and Copywriting Course* included with this *Instant Income Business Multiplier System.*

Step 2: Recruit People with Email Lists

The ideal joint-venture partners to help you with your Product Launch Campaign are other business owners who have large customer lists—with email addresses—and above-average affinity with those customers. Whether they are synergistic companies, competitors or completely unrelated companies doesn't matter. As long as their customers and prospects would be ideal prospects to buy your new product or service.

To recruit these business owners as partners in your campaign, start by making a list of likely endorsers to approach. Then telephone them to describe your upcoming campaign and elicit their response. Ask if they would consider endorsing your product or service for a commission on each unit sold to their customers. Then offer to send them a complete written document describing the Campaign in detail. You'll find details on scripting your telephone "pitch" to affiliates—and preparing the explanatory document—in the *Instant Income Cash-Flow Planner.*

Step 3: Write the Email That Joint-Venture Partners Will Send to Their Lists

The easiest way to get maximum participation—and maximum response—is to write the email for your joint-venture partners to send to their lists. This way, you're assured it will get written. Plus, you'll be able to control the quality of writing and the presentation of the offer.

Step 4: Write or Record Your "Launch Freebie"

To kick off the launch, your affiliates will send an email to their list offering a free giveaway item available at your website. When people go to your website to get the free item, your webpage should require them to opt-in before downloading it. The free giveaway item should be a special report (most common), a video presentation, a previously recorded teleseminar or some other instantly downloadable or viewable file that presents you, your product and your expertise in the best possible light—while at the same time teaching recipients something new, revolutionary, controversial or thought-provoking.

Step 5: Gather Additional Free Giveaway Items and Get Them Ready to Download

Throughout the campaign, you'll also be giving away additional free items—again, always downloadable as MP3, PDF or WAV files. Because these campaigns can get very frantic, it's best to get these additional giveaways ready ahead of time. You can even have your webmaster build out four or five successive versions of your "free giveaway download page" with the MP3 and PDF files already linked. This way, it's a simple matter to upload each subsequent version of the page whenever you send an email announcing the next giveaway.

Step 6: Get Your Product Ready Including Any Bonuses You'll Offer With Purchase

Produce at least several units of your product (if not dozens) in readiness to ship to initial orders. If you don't produce enough, don't worry. You can always report to your buyers that you were "oversold" and are rapidly making additional units available for shipment.

Step 7: Make Sure Your Shopping Cart Is Operational Including Credit Card Capabilities

If you will be directing people to buy your new product online, you'll need to be able to accept credit cards at your website. If you've followed the process in *System One* of the *Instant Income Cash-Flow Planner,* you already have your website and shopping cart operational and ready to accept credit cards.

Step 8: Write Your Webpages and Build Your Website & Blog

To effectively run your Product Launch Campaign, you'll need a number of webpages—each with a specific purpose. You'll also be sending people to your blog to record their comments, thoughts and reactions to the ongoing material you send out over the 28 days. (You'll find samples of each type of webpage in the *Instant Income Advertising and Copywriting Course* included with the *Instant Income Business Multiplier System.)*

Step 9: Write at Least Your First Week's Worth of Email Communications
While much of your email content will be generated by the feedback happening at your blog, you can prepare at least the majority of emails ahead of time. Spend time ahead of the campaign writing descriptions of your bonuses, for instance. Review the email schedule in the *Cash-Flow Planner* to give you an idea of the type of email to send each day.

Recruiting Non-Traditional, Outside Salespeople

❖ **Read more about it in the book *Instant Income*…see page 153.**

Could your product or service be sold outside your local market—or in entirely new markets—if you had enough time and resources to find these new outlets? In every industry, there are salespeople calling on prospective customers *you* would like to sell things to. They may be sales representatives from other companies, consultants, non-competing service providers… even visiting nurses. These unlikely "salespeople" can double as *your* sales professionals, once they are properly trained to offer your products and services to their contacts—and compensated when sales are made.

To begin locating the most likely non-traditional salespeople, start by making a list of the types of salespeople who are calling on, speaking to, selling to, visiting or advising the people you would like to sell to. Not only would these salespeople already have the goodwill of your prospects, but they would be in a position to know if the company was considering making a purchase, changing suppliers or otherwise seeking your type of product or service in the near future. What's the best way to recruit these folks to work for you? I tend to like direct mail (if you don't know them personally) or email (if you know them well enough to have their email address).

Produce Materials to Make It Easy for These "Salespeople" to Help You
Once you've started the recruiting process, it's time to set up a turnkey program that will increase the number of salespeople willing to help sell your product or service. Start now producing complete materials for these non-traditional, outside "salespeople" so that nothing is left to chance. In other words, to encourage them to sell, you want: (1) to produce tools that make their job easier, (2) to reduce the effort required to make a sale, and (3) to provide accurate information about your product or service via salespeople who may not be fully briefed at all times. Take a look at the list of recommended sales tools below to help make your outside "salespeople" as effective as possible in the field:

- An information package or brochure salespeople can leave behind
- A tip-sheet on how to effectively sell your product or service, including an explanation of all procedures
- A commission chart detailing how much they'll be paid for each type of sale
- Order forms or other documents that allow them to take orders for you, if that is appropriate

Establishing a Professional Consortium or Referral Circle

- ❖ **Read more about it in the book *Instant Income*…see page 48.**

Perhaps the simplest of all New Business Development strategies is to create a professional consortium or referral circle to get more business. This requires nothing more than a few phone calls to other business owners you may be able to partner with. Ideally, you would be forming a loosely associated group of professionals who are each occupied in a different line of work or who each specialize in a different niche area of a single industry. These professionals can't possibly meet all the complicated needs of their numerous clients, *but someone else could*—which makes for an ideal referral situation. When 5 or 6 of these busy professionals agree to pro-actively and enthusiastically refer clients to one another, we call this a *referral circle.*

And while a referral circle is an informal group that typically pays no compensation to one another, a *professional consortium* is a defined group of people who act almost as business partners—visiting clients together, writing proposals that include each other's services, delivering joint services under one contract and even distributing a brochure that details all their expertise. When an individual member lands a big contract, they'll typically pay other consortium members on a sub-contractor basis for services provided.

Of course, the best possible group members for you are professionals whose clients are perfect prospects for your service—and whose frequent marketing activity is reaching *a constant stream of qualified clients.*

When you first approach a potential referral circle member or professional consortium partner, remember that the relationship has to be a winning scenario for both sides. To insure it is, think through how you can help others—yet at the same time generate lots of new referrals for yourself without feeling like you're begging or selling.

Create a plan for approaching these other businesses, then articulate an appealing offer that carries a big promise of what's in it for them. The key to making a compelling offer is to put yourself in the place of your potential referral-circle member. What do they *really* want to accomplish in their business? Whatever you determine will be most appealing to a prospective referral circle member, be sure to put it in bold type above the first paragraph of your letter or email. Or, if you're calling on the phone, state the proposition in your first few sentences, as you tell the person who you are.

Read through the following "headlines" and lead paragraphs that you might use in an email or telephone script.

EMAIL: `If you've always wanted to earn thousands of dollars a week extra in graphic design services, but can't afford to hire a full-time graphic artist, I can help you boost every client's print order by $75 to $450 at no cost to you...and with no extra effort whatsoever.`

TELEPHONE: I've been familiar with your firm for years, but I noticed that you've never offered business and personal management services along with your tax preparation work. I'm calling to explore whether you would consider adding this new revenue stream to your practice without any extra work, staffing or expense whatsoever. My firm specializes in business and personal management for high-net worth individuals, and we recently decided to partner with firms like yours to offer this work as an adjunct service you can bill for, but outsource entirely to us. Is that something you would be open to discussing?

Decide How You'll Market Your Referral Circle or Professional Consortium

You can read much more in the book, *Instant Income,* about the various ways to market, promote and publicize your referral circle of professional consortium (see pages 52-54). To get started—and create a list of discussion points for speaking to potential partners—take a look at the list of possible marketing strategies below:

- ❏ *Share the high cost of advertising*—Run newspaper ads, Yellow Pages ads, television commercials and patient-client referral programs—while sharing the cost and including all partners' contact information in the ads.
- ❏ *Form a retailer's group*—if you're all located in the same geographic vicinity, print a map of all locations, hold weekend events around a theme, offer buying services that include all circle members and so on.
- ❏ *Send an email, postcard, sales letter or some other communication*—You can easily announce your new consortium using these simple marketing techniques. Be sure to communicate that this is an added value to your customers who otherwise might have to work with many different professionals or businesses in order to get the top quality services you are now making available "under one roof." You can also mention you've done the difficult job of sifting through hundreds of different professionals and businesses to find the handful that are truly "best in class" for your customers and clients.

Becoming an Add-On or Finding Unique Retail Outlets

❖ **Read more about it in the book *Instant Income*…see page 64.**

Do you sell a product or service that could become an integral part of *someone else's business?* While it's easy to become a necessary service provider or add-on to other people's products and services, surprisingly few entrepreneurs even attempt to develop these kinds of joint-venture relationships.

An easy way to start finding companies you can work with is to make a list—through your research—of every company, local or national, whose customers would be perfect prospects to buy your product or service. Then, make a list of all the products or services that company sells—and which of your products or services would be a perfect add-on for each.

Next, write a script to "pitch" the idea that your product or service is the perfect add-on to something they are already selling. Be sure to include such benefits to them as:

- Your product or service makes theirs operate easier or be used more effectively
- Adding on your product or service will generate an instant profit center without the time or cost to manufacture the item on their own or to hire staff to provide that service themselves
- Buyers of their product or service are known to purchase your product or service almost immediately (if that's true)
- Adding on your product or service would give them a more complete solution for their customers, thus increasing their sales
- You will do all the work for them by providing brochures, display racks, order forms, an online scheduling calendar and other conveniences. You'll even collect the customers' money and provide full accounting reports, if desired.

Once you've done the preparatory work, it's time to start telephoning prospective companies. Once you have a company who is interested, be sure to make it easy for the other company to add-on your product or refer their customers to you by installing a display at their premises, supplying order forms, offering pick-up and delivery at their location, providing a scheduling calendar, visiting clients with them, training their staff to sell your product, and so on.

Finding Unique Retail Outlets

Similarly, you can begin to investigate unique retail outlets for your product—stores that wouldn't typically stock your type of product or service on their own, but who might be persuaded to stock your product as an add-on because you: (1) offer a unique product line they can't get anywhere else, (2) provide products they've decided not to produce themselves, or (3) have products they could sell profitably due to other unique factors such as foot traffic, location, store theme and so on.

Finding Outside Products to Sell to Your Customers and Prospects

❖ **Read more about it in the book *Instant Income*…see page 55.**

One area of immediate new business is to begin selling outside products and services to your existing customers. This strategy allows you to substantially expand your product line without spending money on extra inventory. It lets you offer unique services without investing in specialty tools, equipment and staff. And it lets you generate substantial new-found revenue with virtually no effort on your part.

What kinds of products and services do your customers need that you don't currently offer? What have they been asking your customer service staff, order clerks or sales representatives for? When you've answered these questions, start searching for companies who have the products and services you identified. Interview them about costs, retail pricing, availability of their product or scalability of their service and so on. In other words, make sure the pricing leaves enough profit for you, and that the company can easily "scale up" to accommodate all of your customers who purchase—even if it's dozens, hundreds or thousands in the first few days.

When you've done your research and reach that point where it's time to decide what to offer, first calculate your costs of marketing the new item(s) to your customers. In fact, marketing should be your only cost. Ideally, your joint-venture arrangement with the outside provider should be negotiated in such a way that the provider gets paid only when sales are made. Try not to take possession of inventory (or pay for it) until the item(s) are sold.* Better yet, negotiate your joint venture in such a way that the supplier or outside vendor fulfills on orders by drop-shipping directly from their warehouse.

Selling Excess Service Capacity or Floor Space

❖ **Read more about it in the book *Instant Income*…see page 199.**

If you have a service business with slow evenings, slow weekday mornings or other "downtime," you can turn this excess service capacity into instant income. Similarly, if you have a retail store, restaurant, manufacturing facility or other location with excess floor space, excess kitchen availability, excess manufacturing time or other types of extra room, you can offer it to other businesses for a profit.

To begin the process of determining the "inventory" of excess capacity you have to sell (and how you'll price it), complete the charts included in the *Instant Income Cash-Flow Planner.* Determining the actual excess and its value is key. Only then will you be able to determine how to market your excess capacity.

Determining Your Inventory of Floor Space or Excess Equipment Capacity

Perhaps you have extra warehouse space, an empty corner of your retail store, or weekday mornings free in your restaurant's banquet room. Whatever excess space you have available, it's possible to market and "rent" out that space—once you inventory what's available, research who would want that space and determine what it might cost someone to rent that space elsewhere.

Marketing Your Excess Capacity

On separate paper, write down who would want to book appointments during your downtimes if you made them a special offer—or who would want to "rent" your excess floor space or other available space. Start with your own customers. Then, advance to the local market (or even an international market, if appropriate for the service you have to offer).

To market your excess service capacity—that is, unscheduled appointments available at "undesirable" times during the week—you could make a very specific offer about the number of appointments you have available each day, along with a specific price for the appointment. To

* In the United States, you must have a reasonable expectation that you will be able to fulfill on orders within 30 days. Otherwise, you will have conducted a "dry test" which is prohibited. To avoid challenges, check out the "30-Day Rule for Direct Marketers" at http://www.the-dma.org/guidelines/30dayrule.shtml.

arrive at the best price for these "excess" appointment times, you could use two different approaches: (1) Charge full price for them, but add a special bonus item or service to encourage patrons to book during these "excess" times, or (2) Discount them by a percentage that leaves enough revenue to cover your staff and equipment costs, plus generates a modest profit for yourself. You could even use an unusual price, such as $38.40 which implies you truly calculated exactly what you need to earn to cover your costs. Of course, your profit might be substantial at $38.40 per appointment—but it looks like a bargain price because it's so specific.

Once your offer is complete, determine how you'll get the word out to your customers or other potential buyers of your excess capacity. Will you use:

- ❏ Voice-mail broadcast?
- ❏ Email?
- ❏ Outbound telemarketing?
- ❏ Direct mail?
- ❏ Postcards?
- ❏ In-store or in-lobby posters or displays?

Selling Your Expertise or the Expertise of Your Employees

❖ **Read more about it in the book *Instant Income*…see page 203.**

Expert employees are the most valuable overlooked asset of any small business. They not only have unique expertise, but they're highly "marketable," too. They've lived through your corporate history, learned new ways of doing things, developed systems that work. Perhaps you've even invested in their education or turned over large areas of responsibility to them.

With very little effort, you can "package" their expertise in dozens of different ways—then sell it, trade it, rent it, loan it or bonus it to create instant income.

What Do Your Employees Know How to Do?

Your employees know things. They know people, processes, procedures and other particulars that could help grow a business, improve an individual system or simply bring in more money.

That knowledge is worth cash.

In fact, certain kinds of knowledge—especially knowledge that's needed by your customers and peers—can be turned into consulting revenue, project management revenue, more lucrative service contracts and so on.

The most commonly marketed types of employee knowledge include:

Implementation and Installation Services—Without a doubt, the #1 problem most customers have is implementing, installing, using or integrating the products, services or advice you sell them.

Superior Technical Knowledge and Problem-Solving—Companies both large and small are securing large contracts and creating additional revenues by bundling in the expertise of their top technical and scientific employees.

Sales Strategies and Dialogs—Every sales organization wants to increase their close rate and boost their average amount per sale. If your employees have this knowledge (and you can hone it into scripts, prospecting and closing techniques), you could "hire out" your staff to companies outside your geographic market area.

Artistic Expertise and Training—I once worked with a client in the faux finishing (elegant paint finishes) industry who started a school, a seminar business and a national industry conference "selling" his employees' expertise and his own unique finishing techniques to other artists who wanted to upgrade their skills and build a more lucrative business.

New Business Development—You can easily sell this type of expertise to novice entrepreneurs or start-ups by packaging new business-development training into a coaching program, consulting contract or call-in advisory service.

Sourcing—If your employees are masters at finding raw materials, locating unique services, securing international manufacturing or uncovering other resources, you're sitting on a goldmine of expertise with a potential side business in referrals where you get paid a percentage of all the business you direct to those resources.

Industry Research and Market Intelligence—Research is worth potentially hundreds of thousands of dollars in side revenue for you from other non-competitive companies who can use it to build their business.

This Week's Coaching Tasks & Exercises

1. Review today's Lesson Materials (above). Find the *Cash-Flow Planner* portfolio contained in the *Instant Income Business Multiplier System,* and read *System 5: Your New Business Development System.*
2. Exercise #1: Develop your company's X-List (Expansion List). Brainstorm with your staff, if necessary, to determine the complete list of deals, opportunities and possible joint ventures your company is currently working on or has been approached with.
3. Exercise #2: Establish your in-house New Business Development System to insure that the X-List deals are followed up and moved forward in a timely manner.
4. Choose one of the 10 key areas of New Business Development to focus on from the lesson materials above, then complete the exercises associated with that key area in the *Instant Income Cash-Flow Planner.* Discuss with your coach the results of your exercises, as well as your plan for pursuing new business in that key area.

To manage the New Business Development process, I recommend you maintain a complete database of deals you are pro-actively pursuing. At my company, we call this database The Expansion List—or X-List, for short. We record each deal on The X-List—along with any necessary contact information, deadline dates and other notes—then assign it to a new-business development professional who moves the deal forward and is responsible for managing any relationships associated with that project.

What needs to be on your X-List?

- ❑ Name of Opportunity or Potential Partner
- ❑ Priority Number or Ranking (vs. Other Deals)
- ❑ Date of Most Recent Activity or Communication
- ❑ Any Follow-Up Pending or Documents Promised
- ❑ Main Contact Person at Other Party
- ❑ Telephone Number(s) of Main Contact Person
- ❑ History of Communications by Name/Contact
- ❑ Brief Description of Opportunity
- ❑ Current Status
- ❑ Staff Person in Charge of Contact
- ❑ Deadline for Follow-Up
- ❑ Email of Main Contact Person
- ❑ Mailing Address of Main Contact

While we use a simple Excel spreadsheet for managing these deals, you may decide to choose a more elaborate software application—such as Microsoft Project—or you may simplify management even further than I have by using a white board, note cards, a special three ring binder or other device. It's your choice. But whatever you choose, begin your New Business Development efforts now by producing your starter X-List. Just making a start will help you get organized.

Once each deal is recorded on The X-List—along with any necessary contact information, deadline dates and other notes—it can be assigned to a new-business development professional who moves the deal forward and is responsible for managing any relationships associated with that project.

While individual managers may have their own list of, say affiliates or distribution outlets, The X-List is the master list for the company. When everything is written down, individual deals are simply easier to manage. You, too, should create your own X-List using database software, your favorite spreadsheet application, a white board in your conference room or any other device that helps you stay on track.

Today's exercise asks you to establish your X-List—even if you list just one or two deals in process.

Exercise #2: Establishing Your New Business Development System

Most businesses either stumble upon new business opportunities—or tackle this area of their business only haphazardly. But a specific series of steps will help you integrate New Business Development into daily operations so that opportunities can be pursued and launched as profitable new business centers for your business.

What are the steps for creating a system besides establishing your X-List?

Step 1: Assign someone to manage the process—even if it's you.

Step 2: Schedule regular research projects such as making a list of all synergistic companies to approach for joint ventures or all renting a list of retail outlets who could become new distributors. Outsource this research, if necessary.

Step 3: Determine your criteria for what makes a new venture profitable or worthwhile, so that the pursuit of new business can eventually be delegated to someone you train for that role.

Step 4: Establish a library of scripts, literature packages, deal-point memos, and other documents you can use repeatedly or repurpose for each deal. This will help take away the overwhelming feeling you might encounter when initiating yet another discussion that must be followed up.

Step 5: Set aside time every week or every month to make calls to the opportunities you've identified through your research, such as Wednesday mornings or the 10th through 15th of every month.

Step 6: Add a link to your website's home page that reads "How to Do Business With Our Company." Then, point that link to a new webpage with a form that interested parties can fill in. Use the form to collect data such as name, company name, address, telephone number, email address, primary business conducted by their company, project or promotion they are contacting you about, start date of promotion, what they are asking you to do, how your customers will benefit, what *they will do* as their part of the project, how many customers of their own will be marketed to, and anyone else who will be participating in the project or promotion. Configure the webpage so that details are emailed to you whenever anyone completes the form.

Step 7: Meet with your staff regularly to discuss progress. If you're a solo entrepreneur, recruit a friend or mentor to be your accountability partner. Then meet in person or by phone at a regularly scheduled time each week—even if just for 30 minutes to discuss new opportunities or updates to deals in process. Update the X-List before each meeting.

To begin setting up your system, take time now to complete the exercise below—recording what you'll do and when:

Name of the person who will be managing New Business Development ___________________________

What type of research will you do and when will you complete it?

Name of Research Project	**Desired Completion Date**
______________________________	______________
______________________________	______________
______________________________	______________
______________________________	______________

What are your criteria for deals you will pursue? While many of these details will become evident as you start the New Business Development process, make a start by listing profit margins required, minimum units that must be sold, maximum costs you'll pay in a joint venture and so on.

____

____

____

____

List any joint-venture "pitch" scripts, literature packages, websites, price lists, deal-point memos, contracts and other documents you already have that you could use to follow up with X-List prospects. Who in your organization is in possession of that item?

Existing Document or Item	**Who Has It?**
______________________________	______________
______________________________	______________
______________________________	______________
______________________________	______________
______________________________	______________
______________________________	______________

List those documents you believe you will have to produce in order to follow up. If you don 't have enough time, who could produce these documents other than you?

Documents or Other Items That Must Be Produced	**Who Else Could Produce It?**
______________________________	______________
______________________________	______________
______________________________	______________
______________________________	______________
______________________________	______________

Regularly scheduled day and time you will work on New Business Development ____________________

Day/time of regular update meeting or phone call with accountability partner ________________________

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SMALL BUSINESS COACHING

Your Name ______________________________

Coaching Call Follow-Up Form

System 5: Your New Business Development System

Recruiting Partners to Help Bring In the Cash

After discussing Your New Business Development System and future strategies with your Private Coach today, use this form to report to your coach any questions, special intentions or other matters as a follow-up to this week's coaching call. Fax this completed form to your Coach using the fax number found on the sheet entitled "How to Contact the Programme Staff" included in your Welcome Kit.

The most important insight I took away from today's coaching call is…

____

____

The one thing you said to me that I know will most impact me and my work going forward is…

____

____

Questions I still have or discussion items we did not talk about during today's session are…

____

____

If I could ask you to do anything differently during our calls, it would be to…

____

____

Three things I need you to hold me accountable for during next week's call are…

1. ____

2. ____

3. ____