

The Ultimate 3-Step Plan to **GET MORE CUSTOMERS**

STEP 1



Generate Leads

There are many ways to generate leads. Both online and offline. For example, online you can use Pay-Per-Click advertising or Video Marketing. Offline you can do Postcard Marketing or run a local seminar or workshop. The key is to find the right one that works for you and the one or two you can do consistently.

STEP 2



Capture Leads

Once you invest your time and money generating leads it's critically important that you capture their name, email, and sometimes address so you can follow up with them. Statistics prove that it can take up to seven contacts before a consumer makes a decision. The recommended online tool is an autoresponder like Mailchimp. Offline you can use any CRM. You probably already have one for your business!

STEP 3



Convert Leads

As we said, it can take seven "touches" or more before a consumer makes a buying decision. Unlike the old days it's tough to get someone to buy immediately. You need to nurture and educate your leads on why you're the best choice among every other option available. You do this through what we call "conversion tools". These are nothing more than free information that educates and provides value to your target market. Things like free reports, videos and audios are all perfect examples. You can post them online for instant download.

Next Step

Check This Out...

Time to get more customers! Go to <http://bit.ly/MKT-SMB> for 3 of the most powerful small business marketing strategies. You'll be surprised how easy to implement some of these strategies are..