

# **9 Secrets to Creating a High-Converting “Money Site”**

Written by Lisa Parziale

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# Introduction

**Thank you** for requesting this free guide about the secrets to creating a high-converting website! What is that? Simply, a website that doesn't just look pretty, it also has been designed to capture leads and drive sales. We call them "money sites."

I've put this guide together because I love helping small businesses. If you're not content with the current success of your business, then I'd love to help you build a tremendously successful website that not only looks amazing and functions well, it **effectively attracts and captures ideal customers willing to pay top dollar for your products or services.**

As a website developer and marketer since 1997, **I've seen many websites come and go that could've been amazing success stories**, if only they had followed even some of the advice contained in this guide. Most failed because they did not see the value in investing in their own business and resources, such as their website.

As an **extra bonus**, I'd like to offer you a **FREE Strategy Session (\$1500 value)**. In this hour-long session, I will take you through a proven process that will result in a written, executable success strategy to create a new, or redesign your existing brochure style website, so it is a lead magnet that drives sales (cash cow).

Together, we will create a **Success Strategy** for your business that is yours to keep, even if you don't hire us! I normally charge a \$1500 fee but it's yours free for downloading this guide. This guide will equip you with the knowledge to ask the right questions in order to build a high-performing, lead-generating website. Honestly, after reading this guide, you will likely not settle for anything less.

Your partner in success,



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**P.S.** If you didn't receive this guide directly from one of my websites, be sure to visit <https://portsidecreativegroup.com/free-website-secrets-guide/> where you can sign up to gain access to our free resources for business owners and receive regular marketing and business building tips.

**P.S.S.** To **schedule your FREE Strategy Session**, [click here](#). You will also learn more about our Strategy Session at the end of this guide.

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**Special Bonus:** Free one-hour strategy session (\$1500 value)



**No strings! No catch! Not a sales pitch!**

Your completed strategy plan, plus your market analysis video are yours to keep, even if you never partner with us on any marketing. That's my way of providing extreme value in order to earn your business.

A handwritten signature in black ink that reads 'Lisa P.'.

**One more bonus:** Upon completion of your strategy session, we will conduct a Free Market Analysis with a competitor comparison (\$2500 value) and deliver it with a personal walk through video created by Lisa or her team.

You can get more details about either of these high-value bonuses here. You can **schedule your Free Strategy Session** [here](#).

# Preface

Like most business owners, I did not have a business degree or any formal training. I had read plenty of books, but nothing would prepare me for the crash course in business I would get in my first few months in business. **One of my biggest mistakes was not understanding who my ideal customer was.** I made plenty of assumptions but never took the time to go through the process of clearly defining and seeking a customer that would be the best fit for my services. It seemed like I struggled to get what I felt was a fair price for my services. I undercharged. And I struggled.

In my initial attempts to find new clients, I sent mailers to brand new businesses offering them logo design, printing and website design. I discounted each service and ran specials. I was actually pretty busy and quickly, **I had no free time for anything**, including working on building my business. However, I have always carved out time to read, learn and look for growth opportunities. This time in my life was no different. I happened on a book called *Your Money or Your Life*, which talked about things like **figuring out what your hourly time is worth.**

So off I went to calculate what I was making per hour in my new business...

## Wait. What? I was only making \$16 per hour!

I had never gone to college. In fact, I went straight into the United States Army directly after high school and from the day I left the service, I had worked for someone else. However, this book really had me thinking. I learned a very important lesson quickly: **time is money.**

At the time, I was running specials for \$1295 complete website builds and \$195 logos. While reading the book, I did the math and calculated all of the time spent in attracting a customer, meeting with them, making a sale, drawing up an agreement and doing the work. Here are the actual notes I made that day:

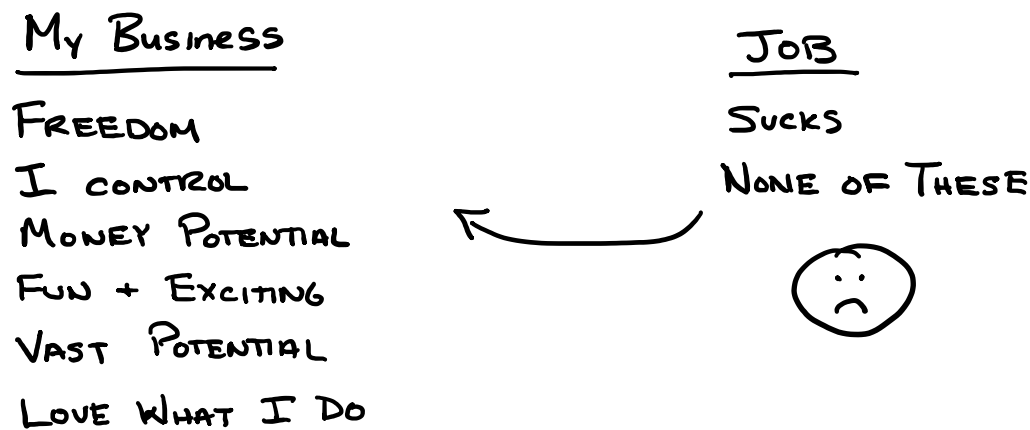
<u>WHAT</u>	<u>TIME</u>	<u>REVENUE (AVG) EACH MONTH</u>
MARKETING	1 HR	
SALES	1 HR	2 WEBSITES \$2590
MEETINGS / PREP	2 HRS	2 LOGOS \$390
OPERATIONS	1 HR	
MISC	1 HR	
<u>DELIVERING</u>	<u>40 HRS</u>	<u>\$2980</u>
TOTAL TIME	46 HRS	÷ 184
		<b>\$16.19 HR</b>

PER WEEK = 184 / MO

I was stunned. The math couldn't be right! I figured it out again.  $2980 / 184 = \$16.19$ . I felt defeated and angry. **I was giving up every free moment of my life to start my own business.** This was the first time I had seriously considered packing it in and sticking with my day job. Well, for a few minutes anyway.

I quickly thought about all the reasons why I hated the day job and the reasons why I started my business in the first place. I am a list maker by the way, even today I make lists, just in a more professional way now using project management software.

Here is the list I wrote down that day:



One thing stood out clearly to me after making that list. **I had more to gain from my business than staying at my day job.** I just had to change my math!

## Changing the Math

\$16.19 an hour. That's \$33,675 a year at my current trajectory. Now I am not complaining by any means. There are people who would love to make that in a new business just starting out. But I had that day job. I was essentially working most of the hours I was awake.

Even so, I knew what I was doing was not sustainable. I could not afford to build a business like this. I had no more hours to give and could not clone myself. I would have no money to hire anyone at that rate. **I had to increase revenue considerably** if I was going to make it in business.

I needed a plan that would allow me to sell my services for what they were worth, while leaving a profit that could be put back into the business. That was the only way I would be able to pay myself a good salary and build a team that could create a company I was not only proud of, but that would also offer my customers extreme



value. Of course, it also needed to create high profit margins and increase my hourly wage, or I would not be in business very long.

While I have to admit, it has taken the last decade to perfect our processes, techniques, strategies and implementation, it all started a couple months into business for me. I hope you are in the same place right now, just starting out. However, if you have been in business a while, don't fret. Many people never find secrets like these. The good news is, **it won't take you a decade to learn what I had to go out and figure out on my own.**

While this guide is about Secrets to Building a High-Converting Money Site, they are "evergreen." Meaning, what you are about to learn not only provides the framework to create a better website, these same secrets are applicable to just about any service or product in just about any industry.

Even if you don't build a website, I am quite certain you will be glad you read this guide all the way through!

Before we start, would you like to calculate your hourly wage?

Try to remember all of the things it takes when adding up your hours!

**Revenue \_\_\_\_\_ / Hours \_\_\_\_\_ = Hourly Wage \_\_\_\_\_**

Add your monthly revenue or take an average. Divide by the number of hours you work in a month on average. This will be your hourly wage. You may find it eye opening. We are about to share some secrets that will likely change your math!

Now that you know your math, so you want to change it?

**Let's learn the first secret!**

## Secret #1: Your **Ideal customers** will pay top dollar

Once I had learned I was grossly underpaying myself, it became my number one mission to **change the math** so to speak. I only had so many hours in a day, so taking on more work was simply not possible. The only way I was going to fix the math was to raise my prices. I had to ask for and receive the value my services were actually worth.

Up until this point, I had only marketed to brand new businesses. We had a method that allowed us to send direct mail to newly formed business. I incorrectly assumed that I had to offer them a low-priced deal. We knew that new businesses would need many of our services, not just logos or website design. However, we thought that logos and websites were the best way to introduce ourselves to new businesses. Hindsight is always 20/20. That was one of my first a-ha moments in business.

How could I meet higher paying clients? I did what I always do when I want to learn something, I found a couple of books on "value pricing." I will save you a ton of time and just give you the biggest take away...

### **If you provide more value, you can charge more money!**

Simple right? I needed to charge more for my services. What about your business? Do you charge what you, your products or your services are worth?

I wasn't at this point. I asked myself this question: who can afford \$3000 - 5000 to build a website? The answer was simple. Everyone. That was the average price point for a professionally designed website. Of course, everyone wants a great deal. But if asked, **businesses want more sales and revenue even more!**

If I could provide a service (website design for instance) that helped a business convert visitors to their website into buyers who would pay top dollar for their services, I could charge not only a fair price, I could ask for even more.

I simply had to provide more value than my competitors and create a marketing strategy that sought after those ideal customers. Ideal customers who understood that value meant many things and price was relevant. Sounds simple, right?

Not so fast. I set out on a mission to only offer services that provided extreme value and an integrated approach to helping customers do one thing; **build a website that attracts ideal customers willing to pay top dollar.**

Wouldn't you be willing to pay more for a website like that?

Sure, everyone would pay more if their website was more than a pretty brochure and delivered higher returns. The challenge was, how do we communicate that spending

money on a “highly converting websites” or what we call sales funnels with highly optimized strategies to convert traffic, will exponentially perform better (convert).

While it took a decade to perfect our highly effective process, **once we made that first mind shift, things started clicking**. Over the past decade we have immersed ourselves in all things digital marketing. We have spent hundreds of thousands of dollars on training, seminars, books and software. We have created several hundred websites. We have created a repeatable system that turn ordinary websites into high-converting money sites.

Secret #2 is exciting and talks about how we went from getting \$1200 for a website to customers gladly paying us top dollar. But before we get into that, stick with me just a short while longer. This part is important.

As part of our core service, we engage every customer in a **Strategy Session**. Our mission is to clearly define *their* ideal customer. We define exactly who that ideal customer is, what they look like, where they hang out, what motivates them and other highly important traits, characteristics and actions that clearly define the ideal customer.

Here are a few of the questions we dive into in that **Strategy Session**:

Who can afford my higher-end products or services?

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Where can I find this customer – where do they hang out?

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What should I say to this customer when I find them?

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You need to know the answers to these questions and so many more in order to effectively understand your ideal customer (if you think this work is awful, then let me know, we love doing this stuff).

The purpose of these questions is to create a “customer avatar.” We will go deeper into what a customer avatar is. Take the time to think about and write down the answers as you read this guide. When you write something down, you are 70% more likely to do it.

## **Your customer avatar is your ideal customer defined.**

An “avatar” is simply the profile and characteristics of your ideal customer. Take this exercise seriously and all of the other secrets in this guide will turn to gold. **We used this very method to take our business from zero to over \$3 million dollars.** As part of a bigger strategy, we use this method with our customers as well, exponentially increasing their revenue and success, resulting in super happy loyal followers!

*Ask yourself, “If I could dream up my most perfect customer, what would he/she look like in terms of their dreams, desires, aspirations and beliefs. Where do they hang out? How do I reach them and what do I say to them when I do?”*

We won’t get too deep into the process in this guide, but we will walk through an example of how you can easily **define your ideal customer by creating an avatar.** This works for any business, in any industry and for any product. See the illustration below for a list of the types of things you would identify.

### **WHO ARE THEY?**

Who are we targeting?	Age, gender, location
What is their personal life like?	Single, married, children, pets
What is their work life like?	Job role, status, company type
What are their financials?	Income, own home, assets, retirement

### **WHAT INTERESTS THEM?**

What business / professional interests?	Education, training, experience
What do they do with leisure time?	Social, political, sports, hobbies, travel
Where do they congregate?	Stores, clubs, events, groups, online, offline
Who do they follow?	Media, brands, celebrities

### **WHAT IS STOPPING THEM?**

What are their pain points?	Issues they face now
Do they have frustrations?	What is getting in their way
What objectives may they have?	Why they would not buy / select you
Who / what may influence decision?	Wife, money, family (where pressures come from)

### **WHY WILL THEY BUY**

What results / outcomes are appealing?	What is their idea of good or positive to them
How will that make them feel?	Based on the good or positive
What does your product/service say?	About them or their character (BMW = success)
What are their aspirations or desires?	How can your product / service contribute?

All of these questions are just a guide to help you think about your ideal customer and serves to help you define an avatar.

Here are examples of customer avatars we have created. We have many avatars and use them to create very customized marketing strategies to attract each type. I would recommend you start with just one. Over time, you can refine your avatar or create additional avatars. Remember to be as specific as possible.

**Brad – Male – 40 years old**

Owns local service-based business  
Married, with 1 or 2 kids  
Has at least one pet  
Has achieved some success  
Has some employees  
Eats out locally a few times a month  
Belongs to organizations  
Hobbies include sport or club  
Started business to escape JOB  
Some business knowledge  
Understand marketing is a must  
Does not want to do it themselves  
Is an educated consumer

**Jennifer – 30 years old**

Started her own law firm  
Single mom, 1 or 2 kids  
Has a pet  
Has achieved some success  
Has some employees  
Eats out locally a few times a month  
Belongs to organizations  
Has at least one hobby  
Started business after apprenticing  
Very little business knowledge  
Will spend money on advertising  
Has previously hired marketing  
Was unhappy with results

Note that we named our avatars. Each is named after an existing client that we feel already fits the mold of our ideal client. It continually reminds us that we are seeking more “Brads” and “Jennifers.” Also note they are slightly different. Each avatar services a very specific niche or customer base we are looking to attract.

If we had to sum up our ideal client, it now looks like this:

***“We help businesses identify, find and attain their ideal customers, who will gladly pay top dollar for their products and services, by creating highly effective online sales funnels that run on auto-pilot.”***

Do you have an idea of your perfect or ideal customer? \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

## **Do you see how powerful it can be to create or define an avatar?**

Once you have your ideal customer clearly defined, you are ready to learn the next secret that will help you easily find and attain those clients! While this guide focuses on using websites to create a high-converting sales funnel (Secret #2), you can apply these principles to other sales mediums as well.

Each industry or business is different. However, they all have one thing in common. Every business should clearly define their ideal customer and create an effective marketing and sales strategy to attract and sell to those clients (and keep selling – see secret #6).

During Strategy Sessions, we work with *our* ideal customers to help them define their ideal avatars. It is one of the most important steps in creating a high-converting money site. Avatars are also used in all aspects of marketing. Knowing who your ideal customer is will be extremely important for the Lifetime Value (often referred to as LTV) of your customer.

LTV is the value of your customer throughout the relationship. In some cases, that may be a short period of time. For many products or services, however, it is typically a long-term relationship consisting of multiple sales. For instance, when we provide logo design as our initial service, many customers go on to order other services, such as print marketing, website design or SEO. That may happen over several years.

Determining your LTV simply means adding up all of the services, on average, that are part of your sales “funnel.” When you do that, you also know what the value of each customer is worth. Your LTV is very important in determining how much you can spend to acquire your ideal customer.

For example, if I only thought about the one service, logo design, it may be difficult to spend a great deal of money to acquire that customer. Logo design has an average selling price of \$400. Add in overhead to deliver that service and many business owners would not choose to spend a lot to acquire a customer that wants a new logo. Not us! We know the LTV of our ideal customer. That means we are often willing to even lose money on our initial sale in order to “get in the door” and meet those ideal customers.

We use sales funnels, not websites, to meet and introduce ourselves to our ideal customers. Knowing *who* they are is one of the most important first steps. Don't worry if you are not clear on what a sales funnel is, I am going to talk more about sales funnels next in Secret #2, where I will show you one of our biggest secrets to our success. Hint: we don't create pretty brochure websites, we create high-converting money sites!!

## Secret #2: Sales funnel websites convert 10x better (over simple brochure-style websites)

Let's start by explaining the difference between a traditional "brochure-style" websites and what we refer to as a "sales funnel websites." I learned a lot about sales funnels from many mentors, videos and books, but the true authority on funnels is Russell Brunson. I highly recommend purchasing his book, [\*DotCom Secrets\*](#), where you will learn so much more. I have his *Secrets* trilogy and they are well-worn.

If you plan on doing your own marketing or building your own website, the series will become invaluable to you. We also recommend our customers read at least the first book mentioned when working with us. It helps them quickly understand what we are doing, the terminology we often use and the techniques we are using to build their high-converting money site. Those that read the book tend to be much more active participants in the process!

In this guide, I am only going to cover the basics of what a sales funnel is and why you simply **must** build one into your website strategy (instead of a brochure-style website). The decision to use funnel pages in your website can transform a lack-luster performing website into a **high-converting money site**! We have the data to prove it! We have seen 2x, 5 and 10x higher conversions when converting traditional websites into sales funnel websites. Let's talk about what a sales funnel is.

### What is a sales funnel?

A sales funnel (as it applies to websites) is a sequence of pre-determined events that are used to walk website traffic (visitors) down a pre-determined path to create a desired result. The result can be one or more of many things, including simply getting the visitors email address or completing an initial purchase. In some funnels, the intent may be a high dollar sale.

How you build your funnel will be extremely important. **It took us years** of learning, practice, testing and of course, real world scenarios with our websites, along with customers, **to achieve our current level of expertise and success.**

Before we go further, I want you to disperse any myths or preconceived notions. Do not think of a "sales funnel" as anything negative. We have conducted countless **Strategy Sessions**. In doing so, one thing stood out. The customers that embraced the idea of a funnel as a positive way to provide value to their client-base had much greater results. Sales funnels are a wonderful way to sell your products or services.

Sales funnels are also not "scams", schemes or trickery. Sure, I guess they could be used in that manner, but why would you use such a wonderful resource that way?

When used correctly, sales funnels actually feel better to the customer! The notion that customers do not want to be sold is hogwash. Customers simply want to know that what they are buying are valuable and worth the price paid. A sales funnel is a much better way to actually accomplish those goals.

If you provide extreme value, your customers love your funnel and often have no idea they are even in one. For example, while I assume you know that this eBook was the first step in our sales funnel, I also bet you will find it extremely valuable once you read it all the way through. I am giving you this entire book, for free, as a means of **"putting my best foot forward" and demonstrating real value.**

My hope is that you'll love it, and **this will be the start of a good business relationship** for years to come. If you are seeking someone to design your website (or use another service we offer), I bet you would happily want to know what we offer and the results we have received for others. What you likely do not want, is a bunch of blah-blah-blah about our company and boring facts about our services.

Simply, our ideal customers usually want to know only one thing: what have you done for others and what you can do for me to accomplish my goals!

## **Sales Funnels outperform traditional websites or web pages!**

You will quickly see why a sales funnel is much different than the typical "brochure pages" you find on most business websites. I would bet you have seen a ton of those as that is the standard for most businesses.

I also would guess you have likely found yourself in a product funnel as well at some point. They have become more and more common as more marketers learn about sales funnels. However, applying these techniques to service-based business websites is very uncommon. Using sales funnels instead of simple brochure pages will immediately **set you apart from your competition** and generate much more traffic.

## **Traffic, if handled correctly, equals greater success and increased revenues.**

A traditional web page (a single page on your website) is structured more like a brochure, in that it tells the website visitor what you do, who you are or what you can offer them in a very passive way. Rarely does it elicit "feelings" or cause the user to feel compelled to take action. Sure, they may be a contact form on the website, but rarely do you receive any form submissions. The conversion rate is likely under 1%.

A funnel page, when used in a sales funnel, is different in that it rarely talks about the website owner but instead is geared toward the actual visitor. It is designed to create "feelings" and generate emotions from the visitor. The end goal is often a very specific



action, such as filling out a form, supplying an email address or purchasing a product. The funnel page is more likely to result in a form submission, increasing your conversion rate from the typically 1% or less to as much as 30%.

### **Wait, what? Did you say 30% conversions?**

I sure did. In many cases, we have seen form submissions skyrocket with the right sales funnel pages. Don't get me wrong, it is not a simple task. We have spent years perfecting these types of pages and there is a lot of testing and tweaks to get those numbers. However, even those that try this on their own should see increases in conversions.

There are many factors in what type of conversion you are seeking. Patience pays off. It's like dating. When you first meet someone, you can't ask them to marry you on the first date. It likely won't go well. However, if you nurture that relationship, you will be much more likely to get a yes! Our first conversion we strive to achieve is permission to continue the relationship by offering something irresistible and asking for an email address. Once we provide extreme value on that first experience, we can move on in our funnel sequence (more on that in Secret #4).

### **What you say and how you structure the page is extremely important!**

Let's look at an example.

When you went to our website, you were likely expecting to learn about "Website Design" and what it is, what we do for you and how much we charge. I will readily admit, our website used to look like that and just like everyone else. And as a result, it performed about the same way! We received a ton of traffic because we were SEO's and great at getting websites to page one of Google.

However, you know the saying, "If you build it, they will come?" Turns out, they may come, but they certainly won't stay! **Our conversion rate was pretty low** – meaning we were able to get a lot of traffic to our website, but we were not turning enough of those visitors into customers. That is about the time we started testing funnels on service-based websites. We started with our own!

That changed everything! **Not only did we convert at a much higher rate, so did our customers!** We started implementing funnels on many of our client pages (if they were willing) and the results were unmistakable. While in most cases, conversions simply meant getting a name and email address, it allowed us to begin implementing a full sales funnel that **focused on increasing the LTV of their customers.**

In every case, the results were positive. No matter what business, niche or vertical they were in, adding funnel pages had a positive impact on their business.

## What is the big “change” that has to happen?

Honestly, there is quite a bit that goes into it. More than meets the eye. With every business it may be different. Trial and error, called split testing, is the best way to get to that sweet spot and find your highest conversion rate. On our original website, our website design page used to look something like this:

***“Portside Creative Group has been building websites since 1997. Our team of highly trained professionals understands how to create websites that not only looks pretty, but also turns visitors into sales.”***

Not bad right?

Let’s change that up a bit... what could we say differently that still gets that same point across?

***“Would you like to turn your website into a sales machine?”***

Less words but did you feel that? In your mind, did you answer the question? If you are reading this guide, you likely did. You may have found this eBook through one of our websites and downloaded it after reading a similar title like the one above. **We continually test every title to ensure it continues to drive ideal customers into our funnel.** We do the same for our customers. It works. But it is a lot of work.

We try at least 10 versions using split-testing, which shows each title an equal amount of time. In the end, we find the titles that convert the best. We repeat testing on just about everything on a funnel page, including text, images, videos, buttons and anything else on that page. We change fonts, colors and verbiage.

Now that you know we worked hard to test our titles and content so that **you** clicked the button, gave us your email and downloaded this book, how do you *feel*?

If you feel good about the resource you have stumbled upon, you are learning exactly why these secrets work. But more importantly, you should feel great that you are learning something that will likely change your business. You do have to be mindful of what you use as a title. You can just as easily turn someone off with what you say.

Think about this title: ***9 Amazing Secrets that Will Change Your Business Today!***

But Lisa, isn’t that “click bait?”

Click bait was not even a word just a decade ago. Sure, it’s real and it happens. We all get fooled into clicking links that promise one thing and deliver something else. But in

this case, we just wanted to share our secrets. We just needed a title that would grab attention, just in a more emotional way to get our visitor to feel something or internally say yes. And, ultimately, there is no trick involved. We actually deliver what we said we would, ***9 Amazing Secrets that Will Change Your Business Today!***

If you can't get a visitor's attention, you have zero chance of establishing a relationship. Only you can find that balance. For visitors that click on our links, they quickly see that we are the real deal. But if they never give us a chance to show them, then we both lose. Getting anyone's attention in the age of information overload is key. As a business, you have to do what it takes.

It is important to note that sincerity and transparency is key when using funnels in business. If you promise something, you need to deliver. Period. **The easiest way to gain a customer for life is by providing extreme value with honesty and integrity.** The fastest way to lose a customer is to be dishonest or not deliver what you say you will.

Since we tracked and analyzed all of our statistics, we knew we had a gold mine in traffic. We just needed a better way to turn that traffic into customers. That is when we started to really dig into the idea of using funnels for more traditional business websites. Not only was it highly successful for us and our customers by increasing conversion rates, it set us and our customers apart from our competition. It was a game changer and still remains one of the best decisions we have ever made in business.

What emotions could you use to motivate your customers to take action?

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We will go into this more in Secret #4, but for now, simply know that a funnel page should serve only one purpose. To elicit a response that ends in a predetermined action. Do not confuse the visitor with multiple messages.

How many funnel pages do you need?

In my humble opinion, you should start with just one. When we work with our customers, we recommend working only on one service at a time. It is tempting to rush in and create a bunch of these new sales pages.

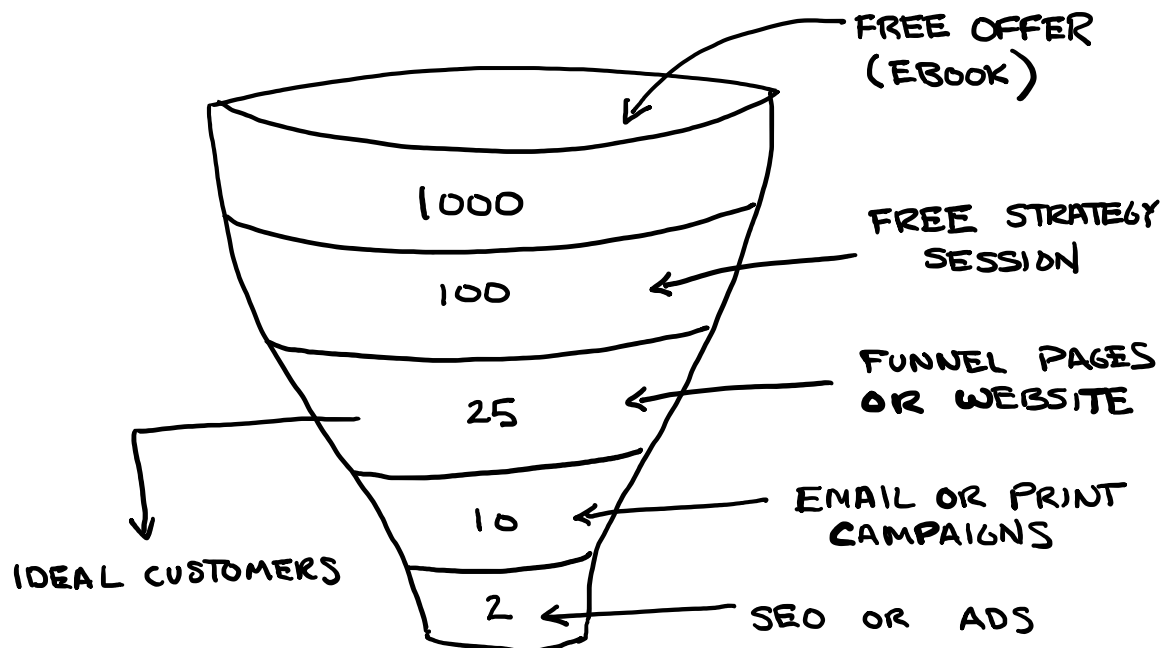
Why?

What you say, how you say it and every image, story, testimonial or other piece of content on that page can make the difference between a 30% conversion rate or a 1% conversion rate (or even 0% for that matter). Spend more time in the planning stages than in the execution (the actual building of the pages).

## What should be in the funnel?

The basic funnel starts with something that everyone may want. Then, as you move through the funnel, the focus narrows and your ideal customers start to clearly emerge! Along the way, your goal is to provide more and more value for your customer, and they will gladly continue to give you top dollar!

This is what a "funnel" may look like. It is called a funnel because as your customers move through your sequence, it is highly likely your customer base gets smaller and smaller for each product or service.



What I have illustrated above is an example of a basic funnel we might use for our business. Remember, a funnel is not anything negative. Think of it as just another way of looking at your sales cycle for each customer. Let's break it down. We created this free eBook with a ton of great information and anyone can use it to turn their brochure-style website into high-converting money sites. Awesome stuff (I hope you agree) and we get a lot of downloads!

Let's look at the math!

For every 1000 downloads of our eBook, we can expect about 100 strategy session requests. Remember, we are looking for our ideal customers and not everyone fits that mold. 100 is a lot of strategy sessions! Not all of them will happen, though. And that is ok. Our ideal customer understands that action = success. Our services work best with customers who are serious about achieving success. We only have so many slots open, so we only want to work with those that we know are ready to change their business.

What other ways could you identify your ideal customers from the initial action takers?

When we offer the free strategy session, we ask for a little information from the business owner BEFORE we confirm the strategy session. About half never complete that simple information sheet, so that cuts the 100 down to about 50. Again, don't look at this as a bad thing. Remember, you only want to work with your ideal customer. That is the key to getting the highest LTV for each customer. We have finite resources and/or materials in just about every business. Don't waste them!

In our case, normally around 15 of the remaining 50 don't confirm their appointments. That leaves 35 actual strategy sessions from the 1000 visitors that first downloaded our eBook. That number is not only manageable, we now have a much greater chance that the ones that remain are serious about the success of their business and realize these few simple steps we have outlined are worth completing.

This is how we have been able to attain the amazing results we have for our customers. We are only working with those that are serious and will do what it takes to achieve their goals!

The level of success is also reflected in the high conversion rate we receive at this point. About 25 out of 35 on average take some sort of action. Not everyone jumps right into the high-converting money sites. Some just want to start with the basic website and then add-on later as they have the time and/or money to do so.

The 25 that take action are our ideal customers!

Do you now see why is that so important?

We are more likely to get the results that they have signed up for, since they are "on board," they understand our methods and they are an active part of the process. Our customers who do take action typically 2x, 5x or 10x their business in 2-5 years.

But enough about us, I wanted to use that to illustrate what a funnel is. Yours may look completely different, but the idea is the same.

Have you identified what you may want to offer as your “free” product or service to get your ideal customers into your funnel?

Before you continue, give it a try. Jot down a few ideas while they may be fresh in your mind. What free product or service first came to mind? What else?

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Don’t worry about if they are good, bad or not “right”, we are about to go into more detail about that first, free offer! Just write down as many ideas as you can. Often, you will need to test more than one thing in order to attain the results you are looking for.

That brings us to Secret #3, where I will talk about the foundation of your funnel and your free offer in a little more detail. Read on!

## Secret #3: Strong foundations drive leads & revenue

When I built my house, I was very excited and wanted nothing more than to move in. However, about four months into the build, construction came to a halt. Nothing was being done, so we called the builder to see why. Apparently, one of the main beams in the framing did not pass inspection and the builders had to wait for a new beam to be milled and delivered before they could move onto the next phase. The framework in a house is one of the most important structural pieces in building a strong home.

Like that house, when you build a sales strategy, in this case a sales funnel, the same principle applies. It is easy to rush this part of the process, or worse, ignore it completely. However, creating a strong foundation is one of our keys to achieving the level of success we have attained for ourselves and our clients.

### What is your UVP or USP?

UVP stands for unique value proposition and USP stands for unique selling proposition. In other words, what sets you apart from your competition? If it is nothing, then you will struggle to create a high-converting sales funnel website. In [\*DotCom Secrets\*](#), Russell uses a similar approach, referring to his UVP as a Value Ladder. At our company, we refer to them as ***Success Stairways***. Whatever you call it, the principles are the same.

If you have read any business or self-help book out there, someone has likely mentioned that people interact with people they know, like and trust. That interaction can be anything, including friendship, a business relationship, purchasing products or service, or even dating. Let's break it down.

### People Interact with People They Know

Obviously, this is the first step in any relationship, whether it be personal or professional. The first step is to have an introduction to someone. In some way or another, you have to meet them. That meeting may be in person, on the phone or even virtually, like online or in social media channels. For business, this is typically an initial phone call that allows a potential customer to get to know us, or, like this guide, an eBook, video or website.

I would bet that after you complete this guide, you will "feel" like you know me at least a little bit. While we have not met in person, I have shared a lot of personal information and ideas with you. We have officially "met" at this point and can continue progressing in our new relationship. However, just knowing someone is not enough for human beings. After we know someone, we next determine if we like them.

## People Interact with People They Like

Have you ever met someone you did not like? I have and let me tell you, once I determine I don't like someone, it is hard for me to buy anything from them or have a personal relationship with them.

I bet it's the same way for you, right?

That is pure human nature. Everyone on the planet reacts similarly. A sales funnel has to find a way to make you or your business likeable. It may be in what we say on a phone call or what we write in our sales copy. Either way, the more likeable you are, the more people want to be around you or buy from you.

Why do you like certain people? Why don't you like certain people?

Not everyone will like you. That is just the way life works. I encourage you to be yourself, no matter what your end goal is. Why? Just like in "real life," eventually the truth comes out. I call that your reputation. Don't jeopardize such a hugely important thing for even "one more sale" or interaction. It is simply not worth it.

If someone genuinely likes you, they will want to move to the next phase of the relationship which goes hand in hand with what I just mentioned. Trust.

## People Interact with People They Trust

We touched on trust in Secret #2. Trust is important in any relationship but especially important in business. Establishing trust is extremely important when you want to attract and work with only your ideal customers. The easiest way to build trust is with free or low-cost services. This allows you to deliver amazing service or products, which in turn, builds that trust.

Think about how you can do this with something easy to provide at little or no cost. If you can create something that is evergreen, meaning it will last a very long, that would be ideal. For instance, I tend to write reports, guides or books and give those away. They can be extremely valuable to the reader, yet I only have to write it once and then it can be used over and over again providing value.

Trust becomes more and more important as you ascend your **Success Stairway**. So why do we call it that? We coined this term in our business because we were always asking ourselves, what is the next step? We could have called it a ladder, but I prefer a much sturdier base under my feet, so a stairway just sounded better.

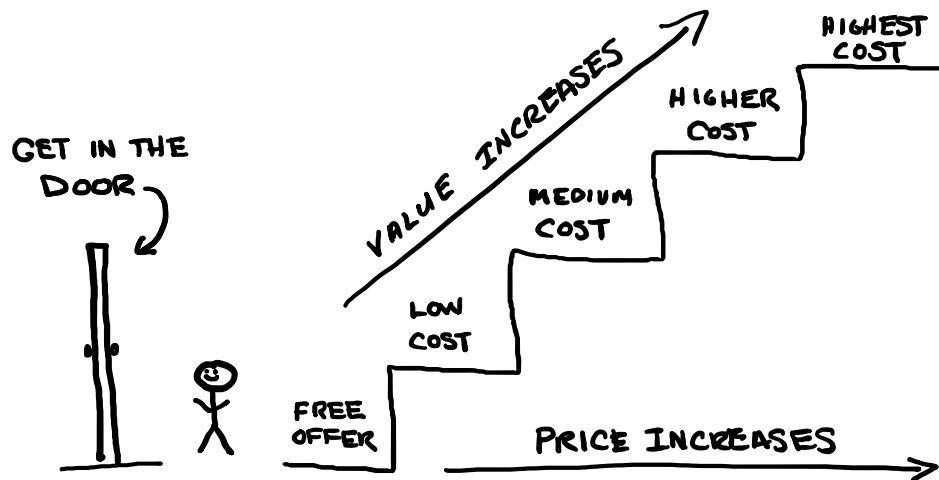
As we go through this next part, envision a set of stairs and at the top is success. Success is whatever you determine it to be. Money. Freedom. It is yours to envision.



## The Success Stairway

While I did not go heavily into how to build rapport, likeability, trust or credibility, this next section will clearly help you envision why these things are extremely important as you build your ***Success Stairway***, which clearly achieves all of those goals.

Take a look at the next illustration:



Notice on our ***Success Stairway***, we begin our journey with a free offer. We like to call this our “get in the door” strategy. If you simply can’t offer something for free, offer something that is extremely valuable at a low price. **Even if you do not make the greatest profit on this step, you will make up for it later, trust me.** But if you can, try to offer something absolutely free, even if it is something simple.

Ask yourself this question; don’t you love getting something of value at no cost? Especially when it provides extreme value?

Yes! Everyone does. We are letting our visitors get to know us but in a way that immediately provides something of value, regardless of whether they buy anything else from us or not. In my case, I offer a truly free, no strings attached eBook in this case; the book you are reading right now.

## Value creates trust and loyalty

Value is the most important factor; I could have given out a 3-page quick list of things you can do to change your website that would have provided some value. But I know offering something extremely valuable is ten times better, so I put in the work and have created this guide. I put my best foot forward right from the start. Remember, I want the reader (you in this case) to experience some feelings, whatever they may be.

After reading a few secrets, do you *feel* I have created something of value? Are you getting excited about the ideas in this guide so far? Can you feel the excitement thinking about ways to make your business grow? Do you feel like you can trust me? Would you be able to say at this point that I know what I am talking about (that's credibility)? Do you feel I am open and honest?

If you said "yes" at least once, **I have succeeded with this eBook**, providing value in the form of knowledge and helping you to really think and feel something. Even if you don't hire us, you will have more knowledge after reading this guide to find a qualified, trusted partner to build a website that will drive business and revenue. Or, if you decide to try your own hand at designing a website, you now know what type of website you may want to build.

Remember, I am not looking to work with *everyone*, I am seeking my ideal customer. Not only does my first step on my ***Success Stairway*** establish value, trust and credibility, it also weeds out the type of customer that is not our best fit. We only want to work with customers that agree that a website is not just a pretty brochure and they want their website to perform a specific task in order to increase business or revenue.

Our strategy is a win-win for us and our ideal customers. It provides a means to establish a relationship that is not only prosperous for both sides, it will last a lifetime. Most of our customers become loyal, raving fans and even refer their friends and colleagues.

## **What about your business?**

Think about your business and what you can offer your ideal customer that would be a great value and help them in some way. **If you wrap your mind around this idea, trust me, you will see the results.**

Too good to be true?

Hey, I get it. You may be thinking this sounds too easy or too good to be true. I want to be completely transparent. I will never say something is easy. Anything of value will typically take work and dedication. Some tasks and things are easier than others. But this works. Period.

Since we implemented this method for ourselves, I simply wake up each day with a sense of joy I did not have in the early stages of my business. **Finally, I am working with the type of customer I initially set out to help!** I am helping small businesses reach their dreams or goals, just like I did, freeing them from "work" or a "job" mentality so they can live their best lives. For me, that means freedom and travel. For you it may mean something else.

We have tested this on countless campaigns for ourselves and our customers. That's how we know what works and what doesn't. One thing stands out: funnel pages work ten times better than brochure-style websites when executed properly.

Do you know what your first step looks like?

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What could you give away for free that provides extreme value?

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### **Are you ready to start ascending your staircase?**

Great! The next step is to expand on how to build your first offer. In Secret #4, we'll talk about how important your "free offer" or what we call your "lead magnet" is. The first step on your staircase is the most important. It is the "first impression" and your foundation for the rest of the staircase!

## Secret #4: Free lead magnets build opportunities

One day, soon after I started my company, I was online looking for digital marketing training. I happened upon a link that lead me to a free report about Search Engine Optimization (SEO) and how I could "*Get Instant Links on Google News.*" I was curious.

What was the price?

In exchange for the information, all I had to provide was my email address.

"Wow? That's it?" I gave them my email and downloaded my free report.

You may be thinking, oh no, now Lisa is on one of those "lists." Truth be told, I did hesitate, as I still do today, for that very reason. You may have done the same thing before asking for this eBook. Why did we both do it? Likely, the offer was too good to pass up. I was curious, and I did need some traffic secrets. While I have signed up for duds, this one truly did what it said and was well worth it.

I was very happy with the report and learned quite a bit about using Press Releases to gain "backlinks" from Google, which is good for SEO. I will not go into SEO here, but the example helps me illustrate my next point. **The free report provided so much value for me, when I was offered the opportunity to attend a free webinar, there was absolutely no hesitation.**

I attended the webinar and it too provided amazing value. The informative presentation provided great tips that I could use immediately. At the end of the webinar, there was an offer to buy a course called "*Press Release Boot Camp,*" priced at \$197. The price seemed fair and after already receiving so much value already, **I did not hesitate to purchase the course at the end of the webinar.**

### Can you start envisioning the Success Stairway or Value Ladder?

I have more to the story, but can you already mentally visualize the ***Success Stairway*** in this story? In this case, there are two free resources before a paid offer. Let's continue with the story, which will show you how valuable that first free offer really was. Investing \$197 was a simple choice. Had this been the 1<sup>st</sup> offer, I may not have.

The course was excellent and helped me add a new strategy to my SEO toolbox. If I had been asked what the value of that course was, **I would have easily doubled or tripled the price and still would have been happy with the value.** That meant I would have been willing to pay as much as \$600 for that course, and still felt it to be fair. That is how you know it provides the value you are trying to accomplish.

One of the best tips I can give you in this guide is to always provide greater value than what you have asked in price. This will make it so much easier as you ascend your stairway. If your customer always feels like you “over-deliver,” they will gladly pay full price for your products or services and ask for more.

After the course concluded, the author invited everyone to an exclusive, private “mastermind” that was only open to 20 people. He explained that we were going to be in a room with 15 industry experts, along with the author for 4 days, learning new techniques, working on our businesses and having the opportunity to meet and socialize with all 15 experts. Many of the experts listed were people I knew were pioneers in our industry. Among them would be Russell Brunson, who I have mentioned in this guide.

I was super excited and immediately wanted to attend. However, the mastermind had a \$5000 price tag. Plus, I would have to pay for airfare, a hotel and expenses. I will readily admit, I did not jump on this offer immediately. I had a business partner who would need to weigh in and I was not at all looking forward to that conversation.

**I immediately knew I wanted to attend.** Had the price been lower, I likely would have not even paused. My hesitation had more to do with convincing my business partner. I knew I wanted to go and was willing to spend the money.

But that was a lot of money at the time for our business. It took a lot of convincing to get my business partner to get on board with spending that kind of money. Even though I clearly wanted to attend this mastermind, the price was a big commitment. Going from \$197 to \$5000 was a huge jump.

I know see that in this case, the stairway may have benefited from an offer in between the two. That is a huge jump to make.

## **Every stair on your Success Ladder leads somewhere**

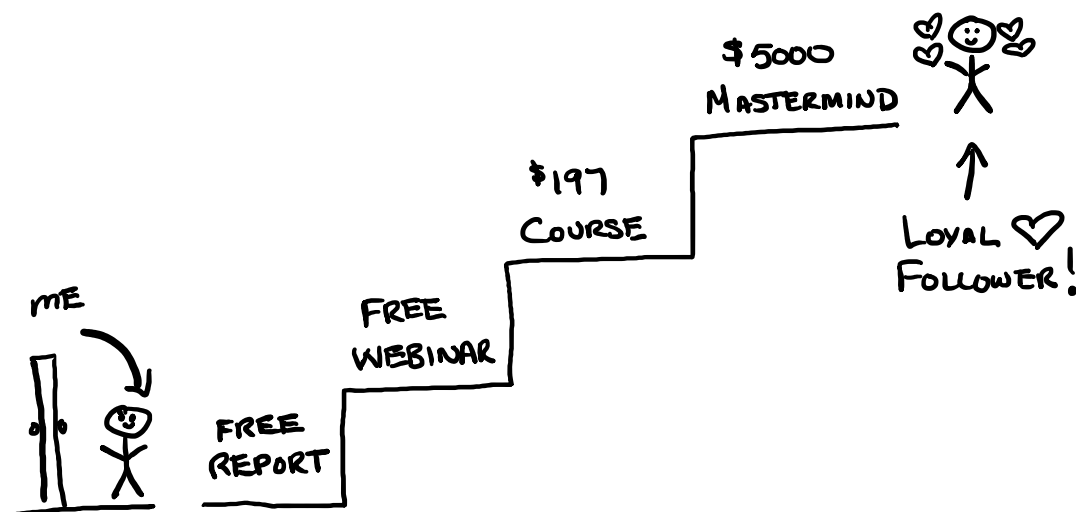
What do you think, did I attend the mastermind?

If you guessed yes, you are right. I not only attended that mastermind; I still consider it the best \$5000 I ever spent on our business. **I met people that opened doors for me and learned concepts that helped me triple my revenue the next year** and we have continued to grow every year thereafter.

That was over 7 years ago and some of those mentors I connected with are now really good friends. I continue to receive value from them. The author who introduced me to these opportunities I consider an expert on SEO. He over-delivered every single time. **Now, when that author comes out with a new course, offer or opportunity, I am quick to say yes.**

Why? I am now part of his tribe...

And it all started with a free report.



## What can you do to start building your Success Stairway?

Think about what things you could offer at little to no cost, that would provide extreme value. eBooks take time, trust me, so that may not be your vehicle. Think outside the box. In Russell's first book, [DotCom Secrets](#), Russell tells a story about a dentist who offered free teeth cleaning. When the patient came in, the dentist had a sales strategy in place to sell teeth cleaning, that lead to teeth whitening and straightening.

Let's refer back to our **Success Stairway**. While our free offer is a simple eBook, we have achieved our goal each time someone requests the eBook. Our only goal is to have the opportunity to be introduced to our ideal customer. The first step is getting permission to continue the conversation. That is what a free offer should provide.

I have created several eBooks, each of which are extremely valuable. I spend a lot of time creating them. I suggest whatever you offer, you provide as much value as you can. Don't hold back! Remember, it's your way of introducing yourself to someone.

While I could write enough to fill an entire book on this subject, I honestly feel there are plenty of good materials already out there. I have mentioned many in this guide. My goal in this eBook is to inspire. I want you to feel a spark that will light a fire in you. I want that fire to make you want an amazing website that converts, and not settle for a boring, ineffective website, no matter who builds it.

Here are some great ideas we have used in the past as our initial offer (all free or extremely reduced):

- eBook with tips, secrets, ideas, training
- newsletters and free reports
- blog articles
- webinars or training videos
- business cards and other print material
- logo or graphic design

Some of the items on that list we did charge for, but usually at a ridiculously low price. Many of the free offers did cost us real “marketing dollars” but our return on investment (ROI) was always worth it. We cover marketing spends in Secret #8. Hint, you have to spend money to make money.

Stop now and think about what service or product you could offer for free in order to meet your ideal customers and earn their trust. Remember, you want to provide extreme value right away.

If you did not do so in the previous step, take a few moments to write down your initial ideas. Jot down whatever comes to mind.

What products or services could you offer?

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If you need help figuring out what will work in your industry or business, just reach out to me. I happily offer a free strategy session to any business that would like to better understand these effective techniques. You are not obligated to buy a thing from me. The more people I meet, the more ideal customers I will find.

Once you have your free offer identified, you can move on to your next step on the ***Success Stairway***, which is typically a “paid offer.” That means, it is time to sell a product or service now that you have provided value and built trust with your customer. Keep in mind, you do not have to move on to a paid offer right away. In some cases, such as ours, moving from a free offer to a higher priced service, is simply not the best

step. For example, after reading this book, if we made you a great offer for a sales funnel or a website, you may be tempted to hire us. To be honest, many do.

Since we still want to find our ideal customers though, our natural “next step” is the free **Strategy Session**. We could easily charge for it and in the past we did. We would charge \$1500 for the session. However, we learned that it is not always the best fit for everyone. And since we want the opportunity to meet as many people as possible, we offer the **Strategy Session** at no cost.

Why? There is also one more reason we don’t charge.

**Some business owners are not ready yet and some are not even open to success.** Seriously. It’s less about the tools and more about the journey. For whatever reason, many business owners are not ready to invest in themselves or their business. They have yet to understand that their business is the most valuable asset they own.

When I talk to customers, I use an example everyone can relate to.

Do you own a vehicle?

Did you make payments on that vehicle?

If you did, you likely did so because you did not have the money or did not want to spend it all at once. So, you opted up for installment payments and invested your money in that vehicle.

Was the decision to finance the vehicle hard to make?

For most, the answer is no. A car payment is just what you do. In North Texas, where I live, a vehicle is practically a necessity. The area is vast, so public transportation does not reach many places. Most people in America simply see vehicle loans as a natural step, one that just about every person does at least once. In fact, many families have multiple vehicle loans. **Investing in transportation is a simple decision.**

## **So why is it so hard to invest in your own business?**

What is interesting, **investing in your business is often a very difficult decision.** It certainly was for me and I made excuses for years on why I could not afford to do this, or do that. I wasted a lot of time and **I could have reached my goals so much sooner had I invested in myself.** Let’s look at an example. I will exaggerate, but it helps me drive the point home.

Do you need a website or want to redesign your current one?

I am guessing you do, since you are reading this guide.



What if I told you that a high-converting website will cost \$30,000 or the same as a typical vehicle in America? Would you immediately respond, “no way?”

Well, the good news is, your website likely will not cost that much. But what if it did? Would you be willing to make payments on a website that allowed your business to double revenues? What about if it tripled your revenues, would that be the magic number?

It is interesting that just about every business owner I have met has a vehicle and most have made payments. They invested in transportation. It was not even a hard decision. It was a natural one. However, many of those same business owners are not comfortable investing in their own business or themselves.

**Guess what? That is 100% natural and most of us at one point are there.**

I was not ready when I first started my business either. Do you remember that free report, webinar, course and mastermind I told you about? If that series of events happened earlier in my business, I likely would not have gone on that journey. I was not ready. But in that case, it was the right time.

For those that are not ready to build the type of success sites we create, asking for \$1500 would be a limiting factor to participate. They would likely never pay the money and come to the session.

I accomplish two things by giving the session away at no cost.

1. For customers that **are not ready**, I am sharing a strategy that one day, when they are ready, they may be open to.
2. For those customers **that are ready**, I have provided another level of extreme value and solidified that my company will always value them, their time and give them much more than they pay for.

Every business is different and every business owner unique. Create the stairway that is right for your business that will attract your ideal customers.

So, what’s next on your stairway? The next offer, which likely results in a sale. In Secret #5, we will dive into your next offer!

## Secret #5: Simple offers lead to higher conversions

The next step on your staircase should be a natural progression in your relationship with the customer. Step #2, in most cases, is the step where you start selling your products or services. If your first offer was a lower-priced offer, this next offer is your higher-profit product or service.

Now that you have provided extreme value to those in your funnel, they will be much more likely to buy your next product or service. **The sale will be much easier as they now know you, they like you and now, they trust you.** You have built confidence in them and demonstrated your authority in your industry or specialty. One of the first things to keep in mind is something I learned in the military.

Keep. It. Simple.

Or what is referred to in the service as K.I.S.S.

If you were also in the service, you likely added another word at the end, hence the additional S, which I like to omit (silly or stupid). Why? When you keep it simple, you are actually being the opposite of stupid, **you are very smart to keep your offers as simple as possible.** Confusion is a negative feeling and when we feel negative, we are less likely to make a purchase.

Can you think of a time when you made no choice because there were simply too many?

Keeping it simple works. When you give someone only one choice, they can only do one of two things. A or B. 1 or 2. This or that. You get the idea.

They do it quickly, without even thinking. Let me give you an example.

Have you ever been to a fast food joint and been asked, "Would you like \_\_\_\_\_ with that?" It is a simple question, but one that is easily answered. It is a yes or no questions.

Have you experienced this? Sure, who hasn't!

And, I would guess you also said "yes" a few times, right?

### What should you offer on the next step of your stairway?

Your next offer should make sense and feel natural, compelling and valuable. But it should be a super simple choice to make. Keep it simple.

Let's revisit the fast food offer to help illustrate this next step.

I love ice cream. Seriously, I would eat it daily if it were healthier. I live in Texas and our summers are very hot. Recently, I saw a commercial on TV for 49-cent ice cream cones. While running an errand, I decided to stop for a cone.

I sat in the drive through and was all ready to order when I heard this, *"Welcome to Sonic, can I interest you in a Strawberry Limeade today?"*

Before I could even think about it, out of my mouth popped, *"Yes please. Can I also have a vanilla ice cream cone?"*

1 ice cream cone .49

1 super large Strawberry Limeade 2.49

**My order had just increased 5-fold.** Has this happened to you?

Sure, I bet it has! It happens to all of us. Why is this so effective?

The offer was simple, and I know the fast food restaurant, like them and trust them. I could only respond with a yes or no answer. They made me a really good offer to get me "in the door" and when I came in for that great offer, they politely offered me added value. It was hot. An ice-cold limeade would certainly hit the spot. And they know it!

That simple question increased their sale from 49 cents to \$2.98. Brilliant. While it is not a lot of money, fast food chains make their money on volume and low-cost items like beverages.

Had the gal instead said something like, "Would you like a coke or fries or something else with that?" I would have likely just said no. Why? It was a more complicated answer where I had to actually think about it. I would have had to remember all the choices, then make a decision that required more than a yes or no answer. Plus, the margin on soft drinks is one of their best, so why not sell a bunch of drinks!

**Keep your offers simple. Offer only one thing at a time.** I like to think of it as taking one step at a time, or in other words, one decision at a time. Funnels work well in this manner if they are designed correctly. If not, you can go from making a sale to losing one just as quickly.

One decision at a time. Keep it simple.

Isn't this how you like to buy things?

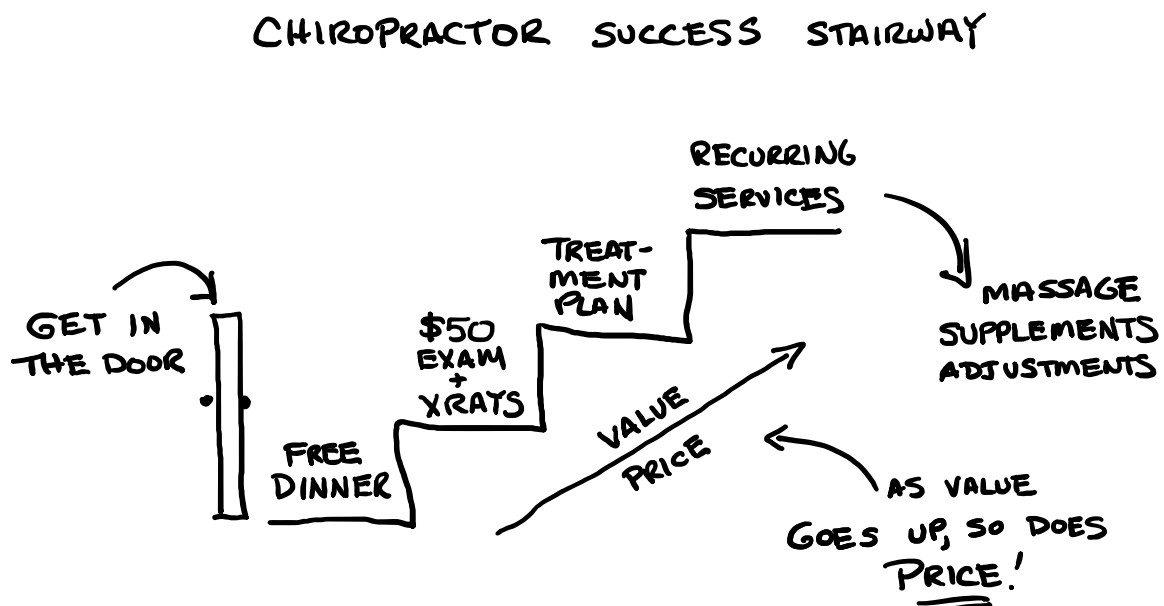
Sure! Most human beings do. We like to make informed decisions. It is human nature. The simpler your offer, the more likely people will say yes. Let's look at an example for a service-based business, using the **Success Stairway**.

## Offer something different on each step!

Another quick tip is to offer something different on each step. Once you have solved one problem, move on to the next. Don't try to resell more of the same thing. The biggest takeaway here is that you can easily increase the value of each customer by just offering the logical next need or next step! Let's look at an example.

One of our customers is a chiropractor who has built a very large chiropractic clinic that offers several services. For each type of new patient inquiry, we have created a **Success Stairway** that starts with education. Chiropractic care has advanced considerably in the last decade. Education is often the key to help their potential customers better understand what they do.

Consider the **Success Stairway** we created for our chiropractor.



Take a look at the first step on our stairway, which is an offer for a "Free Dinner." The dinner is designed to help potential patients better understand how chiropractic care can alleviate pain without surgery or pharmaceuticals. The offer, the dinner and every step thereafter are strategically thought out and executed. Everything is centered around the patient and their pain points, not the services my customer sells.

Instead, the focus is on what the patient is *feeling*, which in most cases is pain or discomfort. Then we create an offer that will likely get their attention. We already talked about that in depth in Secret #4, but I felt it is worth mentioning to set the stage. **Our chiropractor's ideal customer suffers from chronic pain and does not want surgery and hates taking medications.**

The lead magnet is designed to fill a room or virtual webinar with potential patients so my customer, the chiropractor, has the opportunity to offer extreme value by educating those in attendance on effective alternatives to surgery and pharmaceuticals. I won't go into everything shared in that session, but know it was carefully crafted in order to achieve a desired result – the next step in the ladder.

What could the chiropractor offer next after education?

**He should offer only thing. Nothing more. No choices.** What is the logical next step on his stairway?

In this case, the offer was for an initial exam for \$50, which came with free x-rays and a consultation with the chiropractor. While not a huge amount of money, the next stair on this ***Success Stairway*** required a commitment of money.

Why?

In many cases, the treatments they offered were not always fully covered by insurance, so their ideal customer would likely have to pay a portion out of pocket, maybe even all of the costs. Asking for \$50 for an initial session allowed them to seek out those that felt their health was worth at least \$50. **If someone who was in chronic or extreme pain was not willing to pay \$50 for what was being offered, they likely would not be open to the treatment either.**

From that initial exam, the team will likely present and offer a treatment plan, which may include several services. This would be their 3<sup>rd</sup> step on the ***Success Stairway***.

Finally, on the 4<sup>th</sup> step, you will see recurring services, such as massage therapy, nutritional supplements, chiropractor adjustments and other services that will add to the LTV of each patient.

**If our customer provides extreme value on every step, their patients will run up those stairs!!**

Do you see how this helps them find ideal customers?

**Your first offer is your affirmation that this may be your ideal client.** Asking for money at this stage is how you can do that. How to price this next offer depends greatly on what you will be selling.

You can alternatively offer a “time-based” product or free product if that is the natural progression of your value-offer, like I do. For instance, as you know, our next offer is a free **Strategy Session**. Why? We want to meet with business owners to better understand their needs and unique situation. Then, if they are a good fit for our services and we think we can help them achieve their goals, we can devise a **Success Strategy** that will meet those goals. The client wins. We win. Ideal partnership.

Try different things to see what works best and converts the best. **If you stop looking at marketing as “trying to convince someone to buy” and change the narrative to “trying to provide extreme value to earn the customer,” you will achieve greater success.**

What do you think your first offer could be?

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How much would you charge for it? \_\_\_\_\_

Zig Ziglar, one of the best salespersons of all time, said, “***You can get everything in life you want if you will just help enough other people get what they want.***”

Remember, you can always test different offers. Don’t let any of the secrets we share get you “caught up” with indecision. If something doesn’t work, you can try something else. We call this “split testing.” We do it often for ourselves and our customers.

If you have a great product or service, and deliver extreme value and service at every step, you should want to tell the world!

The most important thing you can do right now is *something*. I cannot predict what something will bring you, it may be gobs of new customers or very few. One thing I know for certain, if you do nothing... nothing will happen.

**Once you have provided extreme value in your first offer, selling your second offer becomes much easier.** As you ascend the ladder, it gets easier still. That brings us to our next secret! In Secret #6, I will share a huge secret that can easily X your business. Keep selling to your existing customers!!

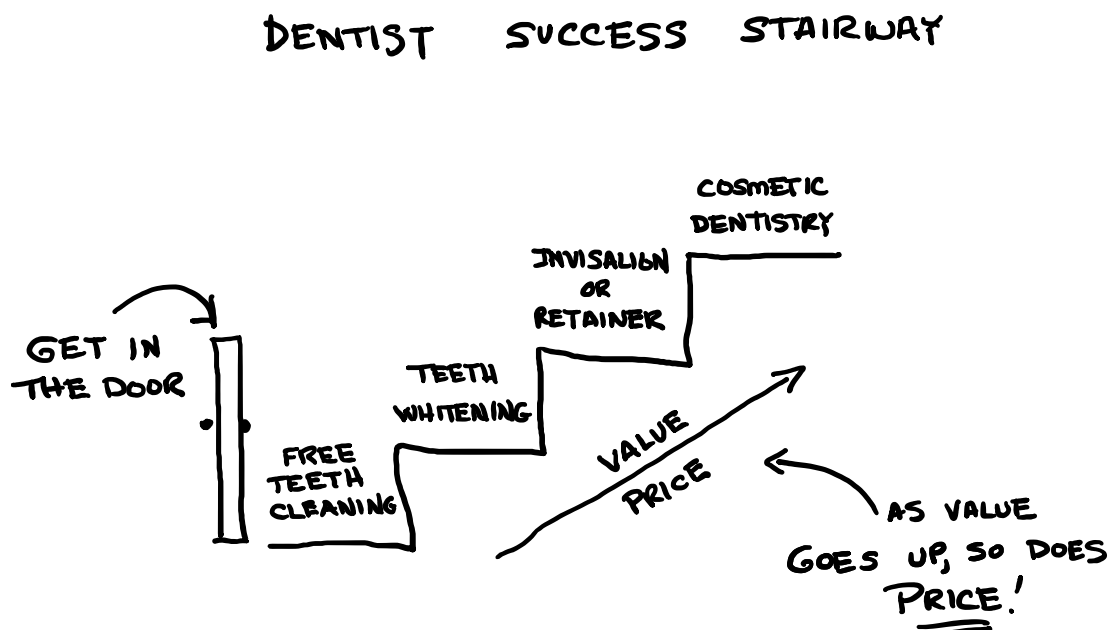
## Secret #6: Its easier to sell to **existing customers**

It is so much easier to sell something to an existing customer over a brand new one.

Can you guess why?

If you said trust, you hit the nail on the head. If you have been delivering extreme value, your existing customers trust you more and more. Once they trust you, they will gladly consider new offers you present to them. In fact, they will value your advice and suggestions.

Let's look at another example.



Let's talk about what we call the "buyer lifecycle." In the above example, our dental client offered free teeth cleaning in order to meet new patients. Their next offer was for teeth whitening. While not everyone who received free teeth cleaning will purchase teeth whitening, some will. Remember, not everyone has dental insurance, so free teeth cleaning can be a highly attractive offer.

While it seems like you are giving away a very valuable service, looking at the lifetime value of a customer is much more important over a quick buck. I realize the above free offer is extreme. We had a solid Success Strategy we were confident would work. The one factor we had to solve was how to educate and train the dental professional, in this case a dental hygienist, to **think of other products or services fit next steps.**

Unfortunately, **most service-based businesses have never been trained in sales**, especially the doctors, dentists or others in professions that required extensive school in their specific specialty. When we consult with medical practitioners, we also provide “free training” for their staff. That is one of our value-adds that helps us increase the LTV for us and for their customers. **While we get our customers abundant traffic to their website, if we could also help them convert it to actual revenue, we upped our value considerably.**

When the new patient comes in for their free cleaning, it would be very simple to quickly see which ones would be ideal customers for various products or services. These are the types of things we train. We help our customer learn the importance of providing value and not being afraid to suggest next steps.

A dentist or hygienist trained in proper sales techniques could easily suggest services as part of their normal routine. Most are simply not trained to do so.

Do you remember the ***Success Stairway*** that showed the services the dentist would like to offer? For example, teeth whitening, or teeth straightening were two of the next steps. Can you think of easy ways to “suggestive sell” those services?

Consider this very simple dialogue:

***Dentist / Hygienist:*** “Your teeth look good, no cavities that I can see. You may want to consider avoiding foods that stain, like coffee or blueberries. That will help with the discoloration on your teeth.”

***Patient:*** “Oh, really? Are they really bad? I do brush twice a day.”

***Dentist / Hygienist:*** “They are very yellow/stained. Let me measure your brightness, I would guess you could easily get 10 shades whiter.”

***Patient:*** “Ok. I know they are a bit yellow, but isn’t teeth whitening expensive?”

***Dentist / Hygienist:*** “No! It is surprisingly affordable. I will get you the pricing before you leave. Interesting fact, by the way, people with whiter teeth have more confidence and are treated better.”

Think about the above short conversation.

While this is not a sales guide, you can get the basic idea of where we are headed with that conversation. **The last statement was what closed the deal more times than we can count!** Seriously, once we talked our dental customer into giving small, truthful facts like this, he increased his whitening sales considerably.



Have you ever seen the show “What Would You Do?” They did a segment on “looks” and how it affected the way people were treated. It was eye opening. When the dental professional dropped in that one sentence, *“Interesting fact, by the way, people with whiter teeth have more confidence and are treated better,”* more people inquired on the price of the service.

Our dental customer has worked with us to build a sales funnel that works in getting new patients in the door and also has built a sales technique to lead them up his ***Success Stairway***. There is nothing wrong with talking about and offering other services in any business! You simply have to strategize and come up with something that works. It may take some time and tweaking, but the effort will pay off.

Again, I won’t make this a sales lesson, but do you see how easy it may be to create opportunity with existing customers?

### **Existing customers are already sold!**

They have received extreme value from you and are open to your other products or services. You simply have to tell them what else you offer and make it a point to allow them the opportunity to purchase more! **This one secret alone could 2x your business quickly.**

In our business, we offer many services. During our customer lifecycle, we will typically offer each and every service we provide at some point. **We never offer the next service until we have fully delivered the previous one** and received outstanding results. It simply makes the next conversation much easier.

For example, we create logos and brands. Once our customer is insanely happy with their results (we will work until that is the case each time), we then deliver the final product in an email, with links to download their logo package. In that same email, we ask if they need any business materials created or printed, such as business cards, letterhead, brochures, etc. **A staggering 90+ percent say yes!**

We just ascended our ***Design Success Stairway*** with that customer. Would they be upset if they knew we had a business strategy that was designed to sell them more? Of course not. They need those items and they always give us feedback on how nice it is that we do everything so they can get it all in one place. We viewed as highly valuable and since we offer competitive pricing, our customers are elated.

We have a Success Stairway for just about every scenario. By far, I would rather create opportunity for my company with existing, happy customers over finding new ones. While we always seek new relationships, this secret is super simple. **Don’t forget to ask your existing customers what else you can do for them.** They already like

you, trust you and have found value with you in the past. This makes it a win-win for you and your customers.

What products or services could you sell on your next step?


Keep in mind, you may have multiple ***Success Stairways*** in your business strategy like we do. As your customers ascend your stairway, our next Secret makes it easy to keep it going on autopilot by getting personal with them using automation (email and newsletters). In Secret #7, I am going to show you how we are able to do all of this and keep everything on track using automation.

## Secret #7: Personal automation X's your revenue

I was on the phone with a customer when something happened that would change my business forever. The customer had been one of our best and with us since the very beginning. We were going over some search engine marketing results and while going over the data, I noticed an uptick in Facebook traffic. I asked the customer if they had been posting more, since the number was noticeably higher.

The customer responded and told me they had hired a company to do their Facebook marketing about a month ago. I was shocked and to be completely honest, not sure what to say. We actually provide Facebook marketing as one of our services. I decided to just be frank and asked the customer why they did not feel we were a good fit to be their Facebook marketing provider. The response stunned me.

*"Lisa, I did not know you guys even did Facebook marketing. We would have loved for you to do it! What else are you holding back from us?"*

I was honestly embarrassed. I was not "holding back" on anything. I simply never followed up to see if there were any other services that they may be interested in. At the time, we had not been great about communicating with our customers. We did not send out emails, nor did we create newsletters. All of that changed that day. With that change, so did our LTV for each customer.

Once customers know how great you are and the value you provide, they will want to know about all of the other services or products you offer. Since you likely don't have time to call each customer personally every month, automation is the next best thing. Just make it very personalized.

Automation can greatly increase the success of offering additional value. I am not referring to the "spam" emails you get all the time. I am talking about personal, individualized automation that is crafted for your existing customer base. This is different than your lead generation marketing.

Wait? You can have personal, individualized automation?

Yes, you certainly can, and I can attest, it can blow up your business, in a good way. Let me give you an example.

After we complete a logo design or branding project, we know from experience that our customers are likely to need many other services, including print marketing and website design. It is a great opportunity for us to provide even more value to our customers. However, it also increases our LTV of our customer.

We created a highly effective **Brand Success Stairway** designed to introduce our customers to those products and services that they may need next.

Once a logo design or brand project is complete, we add the customer's email to our **Logo Success Stairway** email sequence. We use email marketing to effectively step our customers into and up our stairways. Now, before you think this will be impersonal and not effective, I want you to know this one secret can literally X your revenue quickly. The key is creating email marketing campaigns that make sense.

Here is an example of an email template that would be highly personalized but also have all of the elements we need to introduce our customers to our other products. The brackets indicate where we would insert data to personalize the email.

*"Hi [customer], thank you so much for trusting me and my team with your brand. Your new logo looks amazing! I also appreciate the time you took to be involved in the process to make it look great but most importantly, fit your style and vision for [company]. I am excited for you and your new business.*

*You can find your files here:*

*[link to files]*

*The zip file contains everything you need for [company plural] brand, including high-resolution, low-resolution and alternate versions, like the black and the white logos. You will also find any font files used in there as well. Finally, there are multiple file types, such as jpg, png, and PDF for various uses, along with a brand specification sheet with your colors. Let us know if you need any other versions not found in the zip!*

### ***How else can we help you with your brand?***

*Now that your logo is complete, you likely need other business materials. We can do those as well! See the list below for other services we provide. If you don't see what you need, go ahead and let us know. If we don't do it, we likely know someone who does that we trust.*

- *Business cards, post cards, brochures, stickers and more (print marketing)*
- *Indoor or outdoor signs, banners, window stickers or clings*
- *Website design / blogs (we can write the blogs as well)*
- *Sales funnels and step marketing*
- *Monthly newsletters for your customers*
- *Reputation building*
- *Search engine marketing*

*I would be happy to jump on another call to talk about next steps or answer any questions you may have. Simply schedule a call with me here: [\[link to schedule\]](#).*

*Thank you again! The team loved working on your project, and I appreciate your business. Let me know anytime if we can help with anything else.*

*Your partner in success,*

*Lisa "*

Notice that the email above it personalized and sounds like something I may write myself. Why? Because I wrote it! While I would love to sit and write every email, I have found nothing wrong with automation. Whether you write each email by hand, the key is, it should be personalized. Our project managers and other team members do the same thing along the way in our process.

Every email has been highly optimized and serves a specific purpose for both service and sales. I won't go into further details about email sequences but know that they are important. We spend a lot of time on email sequences in our business and for our customers. A sales funnel thrives when all the parts are in place and automated.

We'll go deeper into the "system" in Secret #8.

Could you offer something right now that would be of value to your existing customers?

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In the beginning we simply did not have a good process in place to increase the value of each of our customers. We were so focused on getting "new" customers, we ignored very lucrative value-add opportunities right in front of us. Marketing is not just about getting new customers! Your website should also implement strategies for increasing the value of your existing clients. This is typically done in combination with your email list, which we will cover in our next secret!

Secret #8, one of my favorite secrets! Using your website in combination with a highly optimized email campaign can 2x, 5x or 10x your business quickly.

Would you like to put your business on autopilot?

## Secret #8: 2x, 3x or 10x your marketing dollars

Input in, equals input out! That does not mean you have to work 2 times, 5 times or 10 times as hard to create equal increases in your business. In fact, working smart will often be a lot more effective.

Consider Secret #6 where we talked about selling your next level of service as your customer ascends your **Success Stairway**. At every level, we are providing more value, so in return, we often receive more revenue from those services.

Once we have gained like and trust, it will be easier to sell our other service to existing customers. But how do we do that on scale and more importantly, on autopilot?

### Combine Secret #6 with Secret #7 and you come to Secret #8.

In order to X your business, you need a highly effective “system” that reaches out to your existing customers to offer them more incredible value. We accomplish this with a well-defined funnel. In this secret, I will expand more on how we to strategize and create a sales funnel, but first let me tell you a quick story.

About two years before the Covid-19 crisis, we built a website for one of our customers. When he came to us, we offered to sit down with him and engage in our **Strategy Session** to better understand everything he was trying to accomplish. He politely refused. I don’t recall the exact words, but our conversation went a little like this (note that Bob is not the customers real name).

**Bob:** *"Lisa, I am a sales guy too. I know if I come in and talk to you, you're going to try and sell me a bunch of stuff I don't need. My stuff doesn't sell on a website, I need to talk to people in person."*

**Lisa:** *"I certainly understand your perspective, I know websites have been largely considered online sales brochures, but things have changed. There are some cutting-edge methods that I can implement that would help you find those customers to talk to."*

*"I would like the opportunity to strategize with you to see if it makes sense to add a few more features that would convert better for you. Don't you want to make more money? Isn't that why you want us to build the website?"*

**Bob:** *"Nope. I make plenty of money. I just want a place people can go to see we are real. I will handle the rest. I don't need my website to sell for me. That's my job."*

Honestly, I did not know what to say. It was a first for me. Not the rejection. Many people initially don't want to sit down with us for a strategy session. The typical reason is money. They assume that it will cost too much. Sure, if they decide to build a high-converting money site, it costs more. Building a sales funnel costs more than a traditional website but the benefits, as we will illustrate in a moment, easily justify the additional investment.

In fact, we have data showing sales funnels increase revenues quickly, often resulting in two to ten times the conversion rate in just the first year.

What is that worth?

Bob would never find out. Can you guess what we did for Bob and his company?

We built him a brochure-style website. That is what he wanted and nothing more. So that is what we did. And it looked great! He received many compliments on it and he loved the website. **We did ask Bob once more to allow us to come in and talk to him about some of the possibilities.** He would not have it. We left Bob alone. He was NOT our ideal customer.

Note that we still built him a wonderful website. We do still create brochure-style websites if that is what our customers would like. Why? We have plenty of resources to get it done quickly and simply add that revenue to our bottom line. It also allows us to add the customer to other ***Success Stairways***, such as our ***Brand Success Stairway***. So, what happened to Bob?

Bob was "killing it" before Covid-19. His service was easy to sell and not very expensive. In March, Covid-19 presented a scenario no business owner could ever have prepared for. In an instant, the business world changed. Businesses were closed, countries shut down. Commerce came to a halt.

Did it affect everyone negatively?

For Bob, it sure did. But not just Bob. Interestingly, many of our "brochure-style only" customers were struggling. How do I know? I called them! In March, we called all of our customers that were in one of our ***Success Stairways***. Not only were we wanting to check up on them and see how they were doing, we wanted to see how we could provide value. We kept hearing the same thing again and again.

Our customers, as were all businesses, were afraid of the unknowns that lay ahead. They asked for advice we may have to help them keep their current customers or bring in new business. We gave every customer the same advice; **you need to pivot**. What can you do right now to provide extreme value to your customers? What do they need?

For our restaurant customers, we helped them quickly pivot and let their customers know they were offering “curbside pickup.” If they needed an online ordering system, we quickly responded and did our best to get it up as quickly as we could. We created online menus and helped be a part of the solution that would keep them in business.

Our chiropractors could still see patients, as they were considered “essential” so the strategy was to let their customers know they were open but taking extreme measures to ensure their safety.

No matter the customer, we were there to offer advice and strategy.

We created signs for their facilities, email campaigns to reach their customers and anything we could think of to help those that were impacted. Not everyone was struggling. Some were actually thriving in this new environment. One thing was clear, those customers who had already invested in customer communication systems were in a better position to pivot.

Our customers that already had a strategy in place to reach their customers were able to pivot much quicker than those without. They already had a direct line to their customers, whether it was via email, SMS or direct mail. They were able to create and execute their strategies faster than their competitors who did not have those systems in place. While it was a tough time and by all counts, still is today for some, the experience could be so much worse. Which brings me back to Bob.

Eventually, we did reach Bob and many of our other clients that were not open to or not at a place in their funnel sequence to implement some of our other valuable services. Most were struggling and a couple had gone out of business. We were sad for them. For those that were still in business. we offered to work with them to figure out what we could do to turn things around.

We offered a “***Success Strategy***” session, free of charge. In many cases, we deferred costs for 3 months so they could put their strategy in place. Many of those customers are doing much better and hoping for the best in the next few months as we see how this crisis plays out. But we called every single one and did our best to offer value and any solutions we could to help. We even called Bob.

Care to guess what Bob said?

If you guessed no, you are right!

I felt sad for Bob, as I know how his story will likely end. You know the old saying, **“You can bring a horse to water, but you can’t make him drink?”** That is what bounced through my head that day. Not everyone is in a place where they are open to making pivotal decisions in business or in life for that matter. While I felt bad, I hung



up the phone and that day scheduled over ten strategy sessions with other customers that were open to new ideas.

We sent out email campaigns asking how we could help. We sent out text messages. We offered webinars with free information and education. We used an automated system that was generating the emails and text messages, and each one sounded as if it was written for each customer individually. We helped many more customers than we could have *without* the system. Do you think we hide the fact we use those systems?

No!

Our customers already know! Remember, we don't just use these highly effective methods for ourselves, we also use these same techniques to help our customers build their own ***Success Stairways***. They not only get what we are doing, they often tell me that they use our emails as examples to help shape some of their own campaigns!

We updated this guide to add a more recent experience and mention Covid-19, to simply illustrate that there are opportunities out there no matter what happens.

One more story (or skip to the next secret if you want). During the Great Depression, just putting food on the table was not easy. I would bet that not many people thought opening a new business was a good idea. But a few businesses were created during that time and one I want to tell you about.

William Wrigley Jr, at 30 years old, moved to Chicago in 1891 to open a new branch of his father's soap company. He offered baking powder as a premium. When he and his partner realized baking powder was really why folks were buying the soap, they switched to selling baking powder instead. They became a baking powder company.

In those days, adding a premium product was common. As Wrigley sold baking powder, he offered gum as a premium. And just like baking powder became more popular than soap, the same happened with the chewing gum packages offered with every baking powder. The gum was becoming the focus.

Again, Wrigley switched the business to selling chewing gum and dropped baking powder products. They became a chewing gum company. In 1983, Wrigley introduced two new brands, Juicy Fruit and Wrigley's Spearmint gum.

Interestingly, chewing gum was a big business in the late 1800s and competition was fierce. Wrigley spent over a million dollars a year in advertising, combining gum with other items (today we refer to that as an offer or bundle) like pocketknives, cookbooks, fishing tackles and lamps.

During the Great Depression, in 1907, William Wrigley Jr. took a huge risk. He mortgaged everything he owned and launched a massive advertising campaign. While other businesses were struggling or closing, he pivoted his thinking. His competition was pulling back their advertising dollars to wait out the economic depression. It paid off big for Wrigley.

By 1908, Wrigley's Spearmint Gum sales reached over \$1,000,000 a year and general sales for the company jumped to \$3 million. Wrigley mastered advertising and crafted offers and ad campaigns that focused on the experience. You can walk into almost any grocery store today and still find Juicy Fruit and Wrigley's Spearmint Gum.

Investing in your business, yourself and your customers is a key to success. Don't ignore the greatest opportunity you already have if you are not a new business, your existing customers and the ability to automate a success. If you are starting a new business and reading this guide, you have just jumped on a fast track to success!

## **Automation, Funnels and Value Create Opportunity, Even during Hard Times**

Your funnels work while you sleep. They work while you conduct business. They work. Period. Had Bob been proactive in thinking ahead, building processes that were designed to increase customer value, he could have quickly pivoted his business to offer something of value, even during the Covid-19. He had a large list of customers that trusted him.

What ways can you think of to offer more value to existing customers?

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Don't be afraid to think outside of the box on this step. Yes, you will have to spend money to implement these systems. We look at the Return on Investment (ROI) to drive our decisions. For every dollar I put into advertising or marketing, if I can get two or more dollars out, I am ahead of the game. Of course, our goal is to 10x each marketing dollar. That only happens when you create a solid strategy, test and tweak it over time.

*"Conversation with customers will increase sales, even if the product or service is never mentioned."* – George Farris

That brings me to our final secret. With good strategy and execution, you will find success. Let's jump into Secret #9.

## **Secret #9: Strategy + Execution = Success x X**

Strategy, plus Execution, equals Success times X.

Only you know what your X-factor is.

Secret #9 may be your most or least important secret. Let's find out which it is for you. But before we do, can you answer a few quick questions for me?

1. Did you find value in this guide? Yes or No
2. Have you filled out any of the above questions (the ones with lines)? Yes or No
3. Do you think the secrets in this guide were helpful? Yes or No
4. Will you implement them? Yes or No
5. Do you need help? Yes or No
6. What is your X? Tell me what X means to you, what is it you seek?

I've made it really easy for you to be able to do so, Simply go to this page:

<https://portsidecreativegroup.com/9-secrets-to-successful-website-survey/>

and answer the 5 question, 60 second survey.

Do not go on to the next page until you have sent me your answers.

Seriously.

Stop.

Consider this before you turn the page...

Do I want a website like Bob's or one that is optimized to be a money-making machine?

OK. Turn the page.

## Secret #9: Strategy + Execution = Success x X

That was either extremely difficult for you or you found it simple. I am not talking about whether you actually sent me the email. We receive lots of them by the way and love getting them, so keep them coming!

If you did not send it, you can still do it after I explain Secret #9.

### Strategy + Execution = Success

It is simple. You should always have a strategy. Ask Micheal Phelps how he became the most winning Olympian of all time. I bet he would say he had a strategy. Maybe not in those words. Perhaps he would say he practiced and practiced. But odds are, he also watched video of his competitors. He had coaches who created routines, strategies and other things that got him to where he wanted to go.

But one thing is certain. There was a strategy to become a gold medalist.

If you are thinking, "*Lisa, many athletes have a strategy and don't succeed.*" You are correct. In athletics, competition is not only fierce, there are a finite number of medals. Only one person wins each medal in each category. If you are not in the top 3, you walk away empty-handed, regardless of your strategy.

Business is more forgiving. Thankfully there are more medals to go around.

### Those who achieve great things in business have done so using strategies.

Consider Google for a moment. My clients pay me handsomely to get them to Page 1 on Google for search results. Do you think I am able to achieve that for them without a strategy? No. In fact, we have over 800 steps involved in making that happen for our customers and competition is fierce.

Let's take that a step further. What would happen if we executed our SEO strategy and our customers neglected to create strategies for closing, delivering or increasing the value of their customers? You are right! They would not do well. We also have to help our customers convert the traffic we get them. Otherwise, they would not be customers for long. Strategy + Execution = Success.

### What was with the questions? Why did we have to send the answers to you?

I asked you those questions and then asked you to do something to see if you would do it. Often, it is not the strategy side of the process where business owners stumble. It is with the execution. Let's be real here. Not every strategy will work. Not everything *we* create works. But when it fails, we look at why, make adjustments and continue until it succeeds. Had we failed to execute; we would have never known.

Your ability to create effective strategies for your business is crucial. But **executing against those strategies is even more important**. Whether the decision is to create a sales funnel or offer something crazy at no cost, what is most important is that you spend a great deal of time planning and creating a strategy. Once you have a solid strategy, there is only one thing left to do. Go execute on it!

Execution means putting that strategy, or plan, in motion. I love that you have made it this far in the guide. You have shown you are serious about success for your business.

Let me ask the questions one more time for those who did not complete the survey:

7. Did you find value in this guide? Yes or No
8. Have you filled out any of the above questions (the ones with lines)? Yes or No
9. Do you think the secrets in this guide were helpful? Yes or No
10. Will you implement them? Yes or No
11. Do you need help? Yes or No
12. What is your X? Tell me what X means to you, what is it you seek?

Again, to complete the survey visit the link below:

<https://portsidecreativegroup.com/9-secrets-to-successful-website-survey/>

I hope this guide helped you in some way to better understand why your website is very crucial in your business. No longer are the days where you can just build it and they will come. You have to intentionally build a “money site” designed to convert traffic and create opportunities.

Sales funnels, communication strategies and execution are a must today in order to succeed. Whether you go it alone or partner with me or another company, you are now better prepared to build a website that will perform exponentially better than most websites out there, including your competitors.

Please feel free to reach out with comments, accolades, criticism, success stories, frustrations or anything else you like. If you want to schedule a free strategy session with me, keep reading. I outline our next steps below.

I wish you and your business success and good fortune!

Your friend in business,

Lisa Parziale



## Free **Strategy Session**

If you are serious about creating an effective Sales or Marketing Strategy for your business, **schedule your FREE Strategy Session** with me today by visiting the link below.

<https://portsidecreativegroup.com/free-strategy-session/>

**You are not obligated to buy anything, and I do not believe in “selling” in these sessions.** You are welcome to hire us at any time, before during or after the session, but this session is 100% focused on you and your business to create an executable strategy.

### **What can you expect?**

After your session is scheduled, you will receive a PDF with a few questions and places to provide information, so that before the session, I will have some of your basic information ahead of time.

If you do not fill out this sheet and return it, your session will be cancelled. We must have this sheet before the strategy session.

Why? I can make more money, but not time.

If you cannot take the time to fill out the sheet, then I won't be able to better understand you and your business before the call. This will waste precious time in the strategy session that we could use for more important things in order for you to receive the most value from that session.

I won't waste your time or mine. If you cannot “execute” something as simple as that form, you likely won't take the action required for success.

This is one of those pivotal moments in your journey...

Are you in?

Awesome. For those that make the decision to move forward with your session, thank you. I appreciate the opportunity to work with you and your business. I will not let you down. No matter your business size, type or industry, I know I can provide extreme value for you, like I have done for so many other businesses.

### **What you can expect in the Strategy Session**

1. Clearly define your **Avatar**

2. Complete your **Success Stairway**

3. Create a **Success Strategy**

**Everything created in the strategy session is yours to keep. After the session, you will receive completed PDF documents with the strategies, maps and Avatar profile. These are yours to keep.** No cost to you. Why?

Simple. I'm making this offer with the idea that you'll be very impressed with what I'm giving you today, and you'll want to do more business with me in the future.

I'm betting that you'll enjoy the book so much, you may schedule a strategy session and even hire us.

If after the session you want to go deeper into strategies or discuss hiring Portside Creative Group, just let me know. If not, you walk away with a clear strategy you can implement yourself to help your business grow.

Win-win.

I hope to hear from you.

Your Success Partner,

Lisa Parziale