

The Edge of Success

9 Building Blocks to Double Your Sales

By Clate Mask, CEO and Co-Founder, Infusionsoft

Despite investing blood, sweat, and tears in their ventures, many entrepreneurs find success just beyond their reach.

They are poised on the cusp of greatness—on the edge of success.

All they need is a nudge in the right direction. This book is that nudge.

This book unveils nine proven strategies to start, run, and grow a business the right way and double your sales—guaranteed!



TABLE OF CONTENTS

The Edge of Success	2
Building Block 1: Supercharge Your Website	3
Building Block 2: Fill Your Funnel	4
Building Block 3: Convert Your Funnel	5
Building Block 4: Flip Your Funnel	6
Building Block 5: Win Lifelong Customers	7
Building Block 6: Sell Online	8
Building Block 7: Collect the Cash	9
Building Block 8: Grow through Partners	10
Building Block 9: Measure and Tweak	11
Get Started	12

CONTENTS

THE EDGE OF SUCCESS

Like most aspiring entrepreneurs, you probably started your business in the pursuit of something greater than profits.

You dreamed of doing things your own way and being free from “The Man.” You longed for the flexibility to attend your kid’s baseball games. You aspired to revolutionize your industry and change the world.

Far too many times, entrepreneurs fail to accomplish their goals. Despite investing blood, sweat, and tears in their companies, they come up short. They are on the cusp of greatness—perched on the edge of success.

But it doesn’t quite pan out.

Why does this happen? Why do so many entrepreneurs discover that instead of being set free, they have been enslaved by their business? Why do they spend time reading financial statements instead of reading to their kids? Why do they wake up to discover that instead of changing the world, the world has changed them?

This book is your answer. It explains why so many entrepreneurs fail to accomplish their dreams. It will show you what you can do to prevent the same thing from happening.

This book will help you start, run, and grow your company the right way. It will give you strategies to double your sales. But more importantly, it will liberate you from your business and empower you to achieve the fleeting aspirations that inspired you to start your business in the first place.

Let me begin by sharing a secret. . .

There is a fundamental marketing and sales principle that has held true since the beginning of time. People buy when THEY are ready to buy, not when you are ready to sell.

This does not mean, however, that prospects will never buy from you. Most of them will. In fact, a recent study by the Gartner Group showed that 87% of prospects that inquire about a product will purchase it or a similar product within 12 months.

Your job is be available when prospects are ready to buy. If you are not there, someone else is going to land that business. And guess what? That business owner was probably just lucky enough to be in the right place at the right time.

Why leave your sales to chance? Staying in front of your prospects is the single easiest way to boost sales and grow quickly.

It is your responsibility to create moments of interaction and maximize those moments to close more sales, gain more customers, and grow your business.

This is where the building blocks come in. They are the tools for creating and making the most of your contact moments with your prospects and customers.

They are the ultimate key to small business success and quickly doubling your sales!

INTRO



THE EDGE OF SUCCESS

SUPERCHARGE YOUR WEBSITE

Your website should be one of the most powerful tools you use to grow your business. Unfortunately, that usually isn't the case for small businesses because they don't know how to use the Internet as a marketing tool.

They, in an attempt to use their website to generate business, go straight for the sale and completely miss out on the additional value a website can bring. And sadly, some business owners never even launch a site. They get so hung up on trying to make it perfect that they never do it at all.

This is especially tragic because the first step to growing your business is to supercharge your website.

A supercharged website can be the most powerful tool in your marketing program. Done properly, it will position you as a trusted expert and get visitors to opt-in for your communications.

Position Yourself as the Trusted Expert

Your prospects are just like you. They want to be confident that they are making the right choice by doing business with an expert. They look for proof of your expertise on your website. Unfortunately, you only have about seven seconds to supply that proof.

So what does expertise look like on a website?

It can take many forms, but it almost always includes social proof (such as testimonials) and high-value educational resources (like reports and presentations). When you publish this type of content on your website, you

become an "author" in the eyes of your prospects. For most people, author = subject matter expert.

Get Visitors to Opt-in

Since most visitors coming to your site are not ready to buy today, it's important that you capture their contact information for future communications.

This is usually done by offering valuable content in exchange for their name and email address. The content is critical because it gives you something to exchange for contact information.



SUPERCHARGE YOUR WEBSITE



FILL YOUR FUNNEL

Now that your website is supercharged, you're ready to start driving traffic to it so you can fill your funnel with tons of leads. The funnel, of course, is the metaphor used to describe the system of capturing prospects and converting them into customers.

The funnel is imperative to sustained business growth. You see, today's leads are tomorrow's buyers. By putting those leads in your database, you are securing a lucrative future for your company. The more leads you have in your funnel, the more buyers you're going to have down the road.

Although many people think they have a proper funnel in place, the reality is they do not. Instead, they get caught up in the sales mentality. They get so focused on making a sale that the sale is ALL they see. In short, they get "TUNNEL VISION."

By putting too much focus on making a sale today, you will miss out on great prospects that aren't ready to buy today. You've got to turn your "TUNNEL VISION" (a focus on today's sales) into "FUNNEL VISION" (a proper focus on filling, converting, and flipping your funnel).

The Hunter Mentality

When faced with the challenge of filling the funnel, most people think about advertising and sales.

You place an ad somewhere. People see it. They learn about your product, service or special offer. Then they somehow contact your company—go to the website, visit the

store, make a phone call—and then buy something.

Most small businesses design their systems of selling the OLD way, based on the concept that advertising leads straight to sales. But the problem with this model is that you only close the hot prospects (let's say a hefty 5%) and let everyone else (the other 95%) go to waste. This is called the hunter mentality—you eat what you can kill today.

Today's Leads Are Tomorrow's Buyers

But the truth is, most buyers don't see an ad and immediately purchase your product. They buy when they are ready to buy. To reach these buyers, you need a systematic approach to generating and converting leads.

Think about the sales process you have in place for your website leads. Typically, you present these prospects with a sales offer. If they buy, you collect the cash and move on to the next prospect. What happens if they don't buy?

Ideally, you would add them to a marketing campaign that will keep your name in front of all those leads until they are ready to buy.

That's what the funnel is all about—capturing leads that aren't ready to buy and funneling them progressively toward greater and greater commitment through continuous, automated follow-up campaigns.

It's about being there when prospects are ready to buy.

FILL YOUR FUNNEL



CONVERT YOUR FUNNEL

CONVERT YOUR FUNNEL

We've talked about how to supercharge your website and fill your funnel with leads. But if you fail to move your prospects through the funnel, you're not going to make any money.

You need a system for converting those leads into sales. At the most basic level, you need to define your funnel and create a follow-up plan.

Define the Funnel

Wouldn't it be great to be able to look at all the leads you've captured and predict when they are most likely to buy? It's like a weatherman predicting when it's going to rain! How does he do it? Easy. By observing and measuring patterns.

Predicting when your customers are most likely to buy is not much different. If you know what to look for, you can identify logical steps that indicate that a lead is getting warmer. That way you can be there when the window of opportunity opens so the sale will go to you and NOT your competition.

Create a Follow-Up Plan

A well-designed follow-up sequence will naturally pull prospects down through each step of the funnel until they are ready to buy.

This is the key to systematized growth (and to doubling your sales).

A follow-up sequence can be comprised of a series of follow-up messages in any form of media (emails, letters, phone calls).

The most important factor is that the messages have a specific purpose and provide value. When sequences contain meaningful information that prospects can use right away, they'll be more likely to look forward to your next email.

In addition, the value technique allows you to communicate with your prospects without the fear of the "hard sell."

When prospects receive sales messages, they immediately become defensive and skeptical. By sending purely educational content, you are building trust and getting prospects used to reading your messages with an open mind.

Let them grow comfortable with the information you're sharing, and then drive them to the sale later.



FLIP YOUR FUNNEL

You worked hard to fill your funnel with leads and convert them into paying customers. Now what?

Most small businesses let out a sigh of relief and then move on to driving the next prospect through the funnel. However, this strategy leaves a lot of cash on the table.

You need to flip the funnel.

Flipping the funnel refers to what you do AFTER the sale to maximize the value of your customers. The goal, of course, is to turn one-time customers into repeat customers and turn repeat customers into raving fans.

There are three simple strategies you can implement to effectively flip the funnel.

Create Customers for Life

The longer a customer stays with you, the more valuable they become. Your job is to convert customers into raving fans so that they'll buy from you again and again.

To create customers for life, you must continuously cultivate strong relationships that generate loyalty. Contrary to popular belief, most customers don't leave a company because they are unhappy. They leave because of indifference. They don't feel special.

So go above and beyond to wow your customers. A little humanity, honesty, and extra mile behavior can really make you stand out from the competition!

Cross-Sell Additional Products

Cross-selling is simply offering your customer a product or service related to what they are purchasing (ex. "Would you like fries with that?"). Done properly, it is an excellent way to boost sales and deepen relationships with customers.

Many small business owners are afraid to cross-sell because they don't want to be pushy. This fear is unfounded.

As long as you follow a few basic rules, such as offering relevant products in a range of prices, your customers will appreciate that you made them aware of your other products and services.

Up-Sell to Increase the Transaction Size

Much like cross-selling, many entrepreneurs shy away from up-selling out of fear of offending customers. However, up-selling is a great way to increase sales with little effort.

As long as the up-sell offer is relevant to the original purchase and delivered in a polite manner, your customers will either tell you no or upgrade and thank you for the great deal.

FLIP YOUR FUNNEL

WIN LIFELONG CUSTOMERS

If you have ever received disappointing customer service, you won't be surprised to learn that most companies spend more on acquiring new customers than keeping existing ones happy. After all, once a customer is onboard, why bother investing more?

The truth is, just because a person buys from you once, does not mean they will buy from you again. Winning lifelong customers requires the ability to not only get a prospect to buy again and again, but to do so happily.

The key to making that happen is giving customers the experience they deserve and creating a relationship through consistent follow-up.

Keep a Database

If you want to manage your relationships effectively, you need a customer database that tracks their likes, dislikes, past purchases, interests, and anything else that could impact their decision to buy from you.

Using that information, you can send a targeted marketing campaign that will wow the socks off your customers and give them a reason to return.

Make Service a Marketing Strategy

Great customer service can be a very effective marketing strategy.

Consumers buy based on price when there is nothing to differentiate your product from other brands. Providing great customer

service does exactly that. Remember, your company's attitude towards people can make you irresistible in the minds of your customers.

Simple Things Make a Difference

Providing great customer service doesn't have to be complicated. Simple solutions are best. For starters, deliver as promised. You have to meet the expectations set during the sales and marketing process before you can exceed them.

Then, go above and beyond.

No one wants to be just another customer. They want to feel special. They want to feel that their decision to buy means more to the business owner than just another sale.

But sometimes businesses get so caught up in the business of doing business that they forget to consider their most valuable asset—customers.

Luckily for entrepreneurs everywhere, customer loyalty is not dead. People still feel a sense of obligation. You have the ability to create that loyalty towards your company through the relationships you build with customers.

After all, the world is full of better offers. You're never going to be able to give your customers the best deal. But, by treating your customers the way they deserve, you will be creating customers for life.



WIN LIFELONG CUSTOMERS

SELL ONLINE

No matter what product or service your company offers, if you want to reach a broad market of willing buyers fast, you need to sell online.

It's a scary concept for a lot of small businesses, but selling online can be as easy as you want to make it.

Open a Webstore

Billionaire Mark Cuban gave a sage piece of advice for business owners. He said, "Make your product easier to buy than your competition, or you will find your customers buying from them, not you."

He may not have been talking about a web store directly, but this concept is true whether your business is housed in a building or on a website.

To maximize sales, you must make the shopping experience intuitive and your store easy to navigate.

Secure Your Website

Most consumers that don't shop online explain that security issues are one of the factors that hold them back. But this is an objection that is easily overcome.

There are dozens of merchant processors that will provide a secure portal to process web transactions.

By providing the necessary security, you can virtually guarantee that your customers'

information will remain safe.

Process the Payments

A key component of selling online is being able to collect payment and deliver the products or services. There are a variety of software solutions that will make it easier by automatically collecting payments and activating product fulfillment requests.

This frees you up to focus on more important things, like running your business.



SELL ONLINE

COLLECT THE CASH

Wouldn't it be nice if every time you sold a product or service, you instantly received payment?

But that's not how it works.

Unfortunately, a lot of entrepreneurs discover that getting paid after the sale can be more difficult than closing the deal in the first place!

On top of collections, there are other financial matters to address. Invoices need to be mailed, credit cards need to be processed, payment plans need to be managed, and refunds need to be processed.

Ironically, the more you sell, the more financial overhead you need to manage. This distracts you as the business owner from focusing on what really matters.

Put Your Finances on Autopilot

Software can turn the nightmare of invoicing and collections into a simple, automated process that works every time.

The right system will liberate you from tedious tasks by automatically creating invoices, tracking payments, managing payment plans, and alerting you of overdue or missed payments.

Through the power of automation, the tedium of collections will melt away. Your system will automatically send out late notices and even notify a collections agency should you choose to use one.

Plus, when you incorporate a method for credit card processing, you will be guaranteed instant payment.

Never again will you have to worry about collecting what is due to you for services rendered.

COLLECT THE CASH

GROW THROUGH PARTNERS

Growing through partners is a fantastic way to reach new markets quickly while spending significantly less money upfront to generate and convert leads.

Although there are a lot of factors that contribute to the success of your partner program, it is critical that you define what you want to achieve and then provide the right incentives to encourage that behavior.

Determine Your Objective

Most partner programs are designed with the goal of generating qualified leads through referral affiliates. Since you only pay for successful referrals, referral programs have very high return on investment.

However, there are many other ways you can leverage partners to achieve your business objectives.

Partners can be highly effective at driving traffic to your website. If their website is great at conversion, let them sell on your behalf.

Partners can also provide advice or education in your area of weakness and credibility to your business.

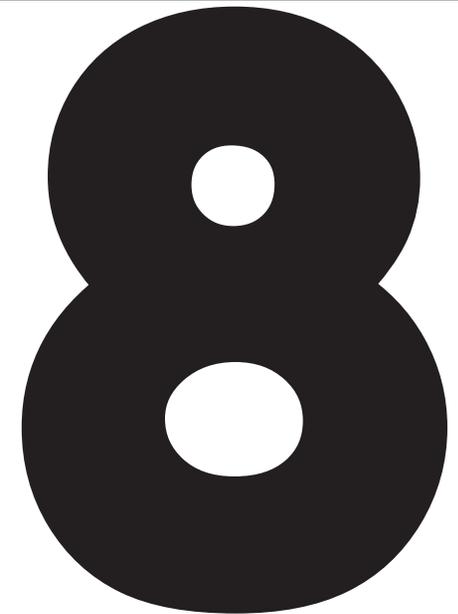
Offer Incentives

A successful partnership must be a mutually beneficial, symbiotic relationship.

A partner's motivation for participating is not always all about money, although money is highly motivating for most people.

Consider swapping marketing services instead (they market their product to their list, you market their product to your list) or developing a solution together that you can both market to your existing customers.

In the end, it all comes down to understanding what your partner's motivation is and developing incentives that best fit their needs.



GROW THROUGH PARTNERS



MEASURE AND TWEAK

A lot of marketing dollars are wasted on ineffectual campaigns because there is so little visibility into what is working (and what is not working).

When uncertainty rules, marketing is nothing more than a shot in the dark.

This very expensive issue could be solved if you could simply test various marketing campaigns, track results, and make tweaks to maximize return on investment.

If you want to get the best results in the shortest time possible, test and test again. Testing takes the guesswork out of marketing and adds a scientific element that will give you the confidence you are making the right choice.

The process is easier than you think. Put together a marketing campaign. Try it out. Measure the results. If you don't get a good response, tweak the message, and try again.

When you track and measure your marketing messages, your ability to communicate with your customer or prospect improves.

Your messages will be more specific and targeted. You can budget for the right type of marketing, rather than throw your money out the window on something that may or may not work.

MEASURE AND TWEAK

GET STARTED

Entrepreneurs are fascinating people. They do more than just drive our economy. They change the world with revolutionary new ideas.

They understand goals are the limits we set for ourselves and shooting for the impossible is the only way we can truly achieve greatness.

Many people dream of changing the world, but few have the courage to actually try.

You are one of those people

You have the courage, strength, and talent to make it happen.

I sincerely hope that after reading this book, you find it easier to generate leads, convert prospects into customers, turn customers into raving fans, and sell more than you've ever sold before.

Implementing the nine building blocks is a monumental challenge but you don't have to do it alone.

There are several software solutions that are designed to help you grow your business.

However, there is only one solution that will help you with all nine building blocks, from supercharging your website to measuring and tweaking campaigns.

It's called Infusionsoft and it's the software my partners and I have spent the last seven years perfecting for the entrepreneur.

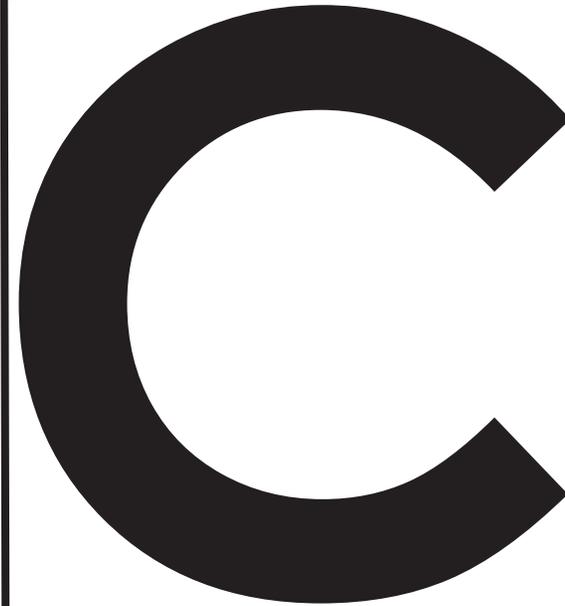
Infusionsoft is our way of revolutionizing the world, by making it easier for small businesses to grow quickly and profitably.

I know that business ownership is not easy, but we are on a mission to make it more so.

If you would like to learn more about Infusionsoft and how it can automate your own business, visit www.infusionsoft.com/srg.

Thank you for reading my book and good luck!

CONCLUSION



GET STARTED