



# How to Generate **Predictable Sales** in 60 days

OGUZ KONAR



## HOW TO GENERATE PREDICTABLE SALES IN 60 DAYS

Unfortunately most businesses look at marketing as trial and error. Either they give it a try for a short amount of time without a step by step plan OR they only rely on referrals and word of mouth marketing, which is not systematic and/or predictable. The problem here, is that **marketing is absolutely critical** if you want to **increase your sales**.

### AND OBVIOUSLY EVERYONE WANTS TO INCREASE SALES RIGHT?

#### [Case Study 1]

How we helped this Hoverboard company generate \$239,260 in sales in one month through Paid Advertising.

Having strong sales revenue is key to maintaining a healthy bottom line. As a business owner, you know that your firm's success hinges on the ability of your sales department to get customers. Marketing plays an essential function in this.

If you want to succeed, then you need to leverage the power of a marketing system to grow your business. Instead of spending your time in the dark, you can use a set of steps to generate sales systematically. You waste time, effort, and energy when you skip using a systematic approach. Every great business leverages the power of systems to succeed.

**ASK YOURSELF, WHAT WOULD HAPPEN IF YOU PERSONALLY STOPPED SEARCHING OUT CLIENTS?**

The answer might be that you're not sure. Or even worse, maybe you believe that your sales will dry up. Without sales, you can't make a profit. And when that happens it's only a matter of time before your funds dry up and it's time to close down.

The problem is that you haven't invested the time to build systems into your marketing. Instead of running a business, you're more of a contractor. You're going out there and getting clients, but the way you do it is not sustainable. The energy you're using to chase the wrong customers could be used to grow your business in more positive ways.

**SO ARE YOU CURIOUS? DO YOU WANT TO LEARN HOW TO AVOID WASTING TIME ON THE "WRONG" CUSTOMERS? AND DO YOU WANT TO LEARN HOW TO USE THE POWER OF SCALABLE MARKETING SYSTEMS TO GROW YOUR BUSINESS? MAYBE YOU JUST WANT TO HAVE PREDICTABLE SALES REVENUE ON A MONTHLY BASIS? IF THAT SOUNDS LIKE YOU, THEN READ ON!**

Building a marketing system doesn't just happen. You need to follow a process if you want your marketing system to add value to your operations.

### **SYSTEMS DON'T APPEAR MAGICALLY.**

You have to invest time and effort up front to reap the benefits. No doubt, many business owners will be stubborn and decide to skip out on building a system.

Those businesses face an uphill climb than the companies that invest in creating a scalable marketing system that generates revenue on a predictable basis. Although it takes more effort to set up a marketing system, in the long run you'll be thankful that you put in the time.

Now on to the task of actually creating a marketing system within your existing business. There are five steps that you need to follow to make your system work.

## **[Case Study 2]**

**How We Sold  
\$425,856 Worth  
Of Tickets For  
A Comedy Show  
Through Facebook  
Marketing.**

Skipping any of these steps will have severe consequences in terms of your bottom line.

**These steps work no matter which industry you're in, who your customers are, or where you're from. The great thing about creating a repeatable process like this, is that it's universal - it fits just about any kind of business with some minor tweaking.**

## Here are the steps.

-  *Identify your ideal client persona*
-  *Create an irresistible offer that solves a huge problem*
-  *Identify the easiest marketing channel to get in front of your ideal client*
-  *Formulate a sales process*
-  *Test and repeat.*

That doesn't seem difficult right? In fact, it's almost painfully simple how straightforward these steps sound when they're laid out like that. In truth, nothing about the actual steps is overly complicated. No matter what your level of expertise is, you can follow these steps and find some success.

Whether you're a young entrepreneur or a savvy longtime business owner - it doesn't make a difference. You can still get value out of baking these steps into the existing processes of your business. That doesn't mean it will be easy. **Building a marketing system is hard work.** It will take trial and error to get things just right. And even then, you should always keep your focus on testing and optimizing.

**Now we'll go through each of the steps in more detail.**

# 1

## Identifying your ideal client persona: The First 30 Days.

The first step will be the most time intensive. You'll need to do research, talk to customers, and figure out who your ideal clients are.

**You can't sell something until you know who you're selling it to.**

Every business offers a product, a service, or a combination of the two. Chances are, your product or service isn't for everyone. There are over six billion people out there, and they have varying tastes, income levels, and values. There's very few products that would appeal to every single person. And there's nothing wrong with that.

**Many businesses have had a lot of success focusing on a niche market.**

For example, Lehman's is a company from Ohio. They began selling non electrical tools to the local Amish community in 1955. Today they are an internationally known company. Lehman's is one example of a niche company that knows who they are selling to.

The point is, your product will be best suited for a certain group of people. These people will likely have some characteristics in common. **This is great news, because it means you can guess who might be likely to buy your products or services based on your existing customers.**

**But before you get to that point, you need to figure out exactly who your customers are.**

It makes sense right? You have to know who your audience is before you can decide how to reach them. Otherwise, you're just throwing random ideas at the wall

and hoping something sticks. Unfortunately, many businesses fail because they skip this crucial step. They don't know a thing about their customers. And as a result, their bottom line suffers.

To best understand your customers, there is a process which you should follow. This process starts with discovery.

**You have to learn about who your customers are. What do they value? What demographic do they belong to? What motivates them to make a purchase?**

But if you really want to succeed, you have to get organized. You have to invest your time into understanding your market and organize the information you learn about them.

### **How do you get this information organized?**

One solution is creating customer avatars for your different customer segments. One invaluable tool for understanding your customers is the customer avatar.

## **[Case Study 3]**

**How we helped this Small Business Cash Advance Company generate 321 loan applications in 90 days.**

**Read More**

A customer avatar is a representation of **one type of customer that you have**. Customer avatars are a summary of an imaginary customer that reflects a subset of your audience.

If you know that a portion of your existing customers are middle class folks without children who have a group of shared hobbies, then you can make a customer avatar to represent them.

You will probably have several different customer avatars depending on what you sell. Continuing from the previous example, here is what a sample customer avatar might look like.

*"Frank is a middle class man with no children. Frank is usually between the age of 20 - 35 and his hobbies include kayaking, board games, and camping. Frank is likely to be*

*liberal in his views and spends time on websites such as The Huffington Post or Quora.”*

Now, there isn't a specific customer who is named "Frank" and has all these characteristics. This avatar simply represents **a group of customers who share similar traits.**

20% of your customers might be "Franks". But by grouping them together, you are better able to understand them. Once you understand your customers needs and desires, you are able to optimally position your business for them.

**A customer avatar is an important first step when you develop your marketing strategy.**

Another important step to take is asking who would buy your solutions. This is a question you can answer using your customer avatars.

**When you create your customer avatars, you will begin to see trends.**

Certain similarities will show up repeatedly. You might notice that many of your customers admit to having the same problem or irritation. At this point you start to get a sense of who is buying your products and services. But re frame that and look at who is buying the solutions that you provide.

Every successful business solves a problem in some way. The customers have one or more pain points that cause them to seek a solution.

## **So what is the solution that your business provides?**

Knowing what you offer customers is important. But you have to ask customers what the value you provide actually is. Customers might buy your product for reasons that you never thought of. And in turn, that would expose you to completely new markets that you can sell to.

# 2

## Create an irresistible offer that solves a huge problem: Day 30 to Day 35

This next step will require that you spend some time brainstorming and using your creativity.

At the core of any marketing campaign is the offer. The offer, as you may have guessed, is what you are providing your customers in exchange for their money. It might be a product or service, but the result of it is what matters to your customer.

You don't buy food because it looks nice. You buy it because you don't want to be hungry. Similarly, your customers have a specific end result in mind when they purchase something from you.

**You have to understand what the customer needs and then craft an offer that shows you can deliver something that can satisfy them.**

There's one advantage that almost guarantees success and prosperity in business. And that is the advantage of having a customer with a "bleeding neck" problem.

This is a problem so bothersome and immediate that customers are chomping at the bit to find a solution. And whoever can offer that solution will also gain a happy customer.

Instead of selling to everyone, you should focus on the clients who have a "bleeding neck". Not literally, but as a metaphor. Ask yourself - what could be more pressing than a bleeding neck? Few things probably come to mind.

The point is, when your customer has a "bleeding neck" problem which you can

### [Case Study 4]

**How This Lawyer Went From 3 Leads To 34 Leads In Less Than A Month, When He Was About To Give Up On Online Marketing**

solve then you have an amazing competitive advantage. You have a solution that solves their immediate problem. And that means they're much more likely to purchase from you. **A bleeding neck is a problem that needs to get solved right away.**

You don't delay treating a neck that's bleeding. So when you identify a bleeding neck problem for your customers you've found something that they need to solve right away.

So how do you find customers who have a "bleeding neck"? The first step is to understand your customers. Ask them questions. Use surveys and interviews to learn more about them. Information is your friend. Learn as much as you can about your customer base and you'll start to see trends. And then you'll be able to guess what their biggest pain points are.

**Now a bleeding neck problem is a powerful advantage. But to capitalize on this advantage you need an irresistible offer.**

Once you've figured out what really pains your customers you're going to be in an amazing position. You know what your customers are desperate to fix because you've identified a need. Now you need to put that need together with an irresistible offer. **An irresistible offer is an offer that solves your customer's bleeding neck. But there's more to it than that.**

To make an offer absolutely irresistible, it needs to be engaging. There has to be a clear value proposition. You must present the customer with a means to make a purchase or decision immediately. And there needs to be a sense of urgency. If you can accomplish these goals, then you will have an irresistible offer. But here are some additional guidelines to help you craft your offer.

**There are several steps that you can take to improve your offer.**

First, a great offer should balance low risk with a clear value proposition. Risk is usually measured in costs. For example, when you hire a painter the associated risks are the monetary cost, the time cost, and the trust cost.

**There is a monetary cost in every transaction because you are paying for the service or product.**

A painter is offering a service, so you would also be opening yourself up to the time cost. That means if the painter does a bad job you've lost both time and money. Finally, there is a trust cost. This is factored in when there is a risk of damage to your existing property. A bad painter might scratch the wall with a ladder or spill paint on the floor.

**Customers are always considering these risks. You need to consider these risks too and mitigate them in your offer.**

Secondly, your offer must be worded in the language of your audience. Use the type of speech that is common to them. By editing your offer for your customers you'll be able to increase engagement and, as a result, you'll find that more people are willing to buy from you.

Thirdly, you have to give your customer the opportunity to make a purchasing decision immediately. If they are ready to buy then you have to be ready to provide them with their purchase. Or you should make it clear when they can expect their solution. This is important because it minimizes the perception of risk to your audience.

By overcoming customer objections before they arise, you will be better equipped to complete the sale. Follow the process to make your offers irresistible and you'll see the results yourself.



## **Identify the easiest marketing channel to get in front of your ideal client: Day 35 to Day 45**

There is a multitude of channels which you can use to pro-

mote your business. **Facebook, Twitter, Google+, Instagram, Email Marketing, Foursquare, Quora, Google AdWords, Direct Response Mail, Print Advertising**, and more are just a few examples.

**To identify the best channel to use, you have to understand your customers. Where do they get their information? What do they use to influence their buying decisions?**

One common mistake people make when selecting a channel is trying to do everything at once. The problem here is that you sell yourself short right off the bat. Each marketing channel is different and requires a different approach. When you try to do everything at once, you will make mistakes and limit your own returns.

As a rule of thumb you should try out up to three different marketing channels at a time. You can do fewer if you lack resources or more if you have a team working with you. But generally, three is a good number to start with.

Which channel you should start with is dependent on the research you did when you crafted your customer avatars. You might have to spend some time thinking about where your customers spend their time.

## Ask yourself:



*Do they spend time online or offline?*



*Which websites or publications do they frequent?*



*What influences their purchasing decisions?*



*Whose opinions do they value?*

The answers to these questions will shape which channels you should test out first.

Start out by going where your customers are most likely to be. Although your cus-

tomers might have Facebook accounts, perhaps they trust print advertisements better. On the other hand, if your audience is tech oriented they may be checking their twitter feeds relentlessly.

Then drill deeper. Who do your customers follow and interact with on these channels? Do they read the newspaper for the sports section or do they follow Lebron James on twitter? Asking these questions gives you more insight into your customer's behavior and allows you to put your products in front of them at the best times.

The next step of the process is evaluating which influences guide your customer's buying decisions and working those into your marketing strategy. Some people trust reviews online while others go with what they've read in a magazine. Your customers are no different.

Your customers value certain opinions from certain groups. Everyone does. If you want to grow your marketing, one way is to partner with those groups in order to leverage their credibility for your products. For example, let's say you sell tires and your best customers tend to watch Nascar and browse autoweek.com - you now have an opportunity to leverage that information to tie your brand together with Nascar on autoweek.com. Can you think of any ways to use that information to your benefit?

**Each marketing channel will appeal to a specific subset of people. So if you want to reach business professionals then you'd be best served on LinkedIn. And if you have a younger target demographic then you can invest time into snapchat or Instagram.**



## **Formulate a sales process: Day 45 to Day 60.**

The next step is to create a sales process. You need to use your knowledge of your customers to create a sales process that fits your customer avatars.

**A sales process is a set of actions that you anticipate your customers to take before making a final purchase.**

The steps in your sales process will be based on what action you expect customers to take. If you're selling a service, then your sales process will look different than if you're selling a product.

For example, let's say you run an ecommerce business. Your first step is to generate exposure for your ecommerce website. You want this exposure to bring in potential customers, so you might choose to run an ad on **Facebook** or **Google AdWords** to do so. Then you need to build up trust with your potential customers as you guide them through the sales process.

Perhaps you get customers to sign up to an email list. And then you send them a **coupon code**. The final step would be them checking out an order using your online shopping cart. And their might be steps after the sale to ensure customer retention, such as sending a thank you email.

Another example, let's say you are a professional speaker. In this case your process might start with attending networking events and advertising your services on LinkedIn. You may have a YouTube channel with examples of your prior speaking engagements. People will be directed to the YouTube channel from your regular networking and LinkedIn advertising, before being directed to a website or phone number where they can contact you. From a one on one conversation, you will then sell them on why they should book you for an event.

**There are as many different sales processes as there are businesses. The key is to follow the basic formula of getting attention, engaging, building trust, and closing the sale.**

The sales process starts with exposure to your brand. Once a customer hears about you several times they will either investigate further, keep you in mind for the future, or disregard you completely. The action they take depends on how your first impression lands. If you can get your offer across succinctly and create a brand connection then you'll reap the benefits of an engaged consumer.

A brand connection occurs when your clients can see the value of your offering. If your clients don't see the value you offer then they're much more likely forget about you. This is why your value proposition should be focused on solving a bleeding neck problem. When you solve a bleeding neck problem a group of people will pay attention and remember your solution. When you try to solve a few different problems you get forgotten by everyone.

# 5

## Test and repeat: Day 60 and onwards.

Testing is crucial for success. Rarely do things go right the first time in business. You need to test several ideas and pick the ones that provide the greatest return on investment. It's always a good idea to test a few different ideas.

**Every assumption that you make should be tested and evaluated before you take it for granted.**

There are many different ways to test your marketing assumptions. One way is A/B or split testing. This is where you test two different ideas and stick with the one that provides greater results. You can use A/B testing to see which marketing messages bring in the most clients.

For example, you can run two ads on Facebook and switch only the text for one of them. One ad could be focused towards professionals while the other aims to engage students. Then you can evaluate which one has a greater return with your chosen audience.

When you find something that works, stick with it. In marketing you don't need to always take a novel approach. Just because something is different or creative, it doesn't mean that it will work. Case in point, many advertisers and marketers repeat the same old campaigns as long as they produce results. There's nothing wrong with doing that. You aren't here to reinvent the wheel. If you find something that works for you, stick with it and improve on it.

As an entrepreneur, your focus may be to innovate and think differently. That's a great outset to have. However, you should never try to reinvent the wheel when you're already getting results. You'll spend considerable time and energy just to replicate the same results you've already achieved. So if a marketing campaign is working, stick with it.

However, just because something works, doesn't mean that throwing more money at it will produce the same results. In some cases, you might find that spending more money on a marketing campaign produces the same or worse results. This is a scaling issue.

**As you increase your reach and audience, you have to diversify your marketing campaigns. There's no marketing campaign that will appeal to every single person. Focus on bringing a tailored campaign to each specific customer avatar that you've identified and you'll be able to scale more efficiently.**

Consistent testing is the key to success in marketing. Every business is different. Your business has unique challenges and what works for someone else is not likely to easily transfer into success for you. You have to test different ideas and tweak them in order to get results.

You don't have to worry about where the next lead is coming from or struggle to drum up business when you have a marketing system in place. **The magic of a marketing system is that it will continue to produce for you once you've got it up and running.** You should revisit your customer avatars frequently and fine tune your marketing campaigns, but that's much easier and more efficient than operating in the dark. In some ways, a well-developed marketing system is like a flashlight. It illuminates where your customers are hiding!

This process doesn't have to be difficult. You can gather information by interacting with your customers and talking to your frontline salespeople.

Or you can use analytics if you operate online. There are many ways to learn about the different marketing channels available. And you can even craft an irresistible

offer now that you've read through this guide. The important thing is that you get started today. Every moment that you wait, another potential customer is lost.

The key to success in business lies in leveraging the power of systems and processes. By following a tested process you can increase your profits and reduce the risk of failure. The steps outlined in this guide will allow you to take charge of your marketing and fatten your bottom line.

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## Life is Good

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We love meeting awesome new people, and want to be a partner in your success. And if we can't help you, we'll do our best to put you in touch with the people who can!

Looking forward to speaking with you soon.

*Oguz Konar*

Founder-President

Local Marketing Stars

Email: **[info@localmarketingstars.com](mailto:info@localmarketingstars.com)**

Web: **<https://localmarketingstars.com>**



