

**Engineered Marketing: Making Business
Exciting Again**

FREE Guide:
**How to Get a
Consistent and
Scalable Stream
of Leads and
Clients**



BY CHRIS GOEGAN

Discover the Simple, Reliable Way to Bring in a Consistent, Scalable, **Stream of Highly-Qualified Leads and Sales**

In this **FREE Guide**, you're going to learn the simple methodology to grow your business. Whether you are a coach, or consultant, or professional, or any business that simply wants a handful of hot, pre-qualified leads each, and every month; or, if you want to grow and scale your business 2x – 100x, and want a continuous supply of leads and sales, this guide will show you how to accomplish that.

You will learn:

- ✓ **How to STOP scrambling for leads and forever end the *feast or famine***
- ✓ **How to bring prospects to you, get their attention, and have them pre-sold on working with you**
- ✓ **How to build a selling system that works with every traffic source making it easy to find prospects who need your service**

How to get the most value out of this guide: If you are sincere about growing your business, then do this: set aside 5 minutes to read through it, print it out or save it in a place where you can refer back to it, turn off all distractions - get off of email, and social media and truly dedicate 5 minutes to learning this stuff so you can begin to apply it and make your business exciting again.

- If you're new, then this whole guide will help tremendously

- If you've done some campaigns or have expertise, then the Attention Amplifier and how it applies to the Client Acquisition System will be a game changer

Marketing, and online digital marketing does not work like it used to. Funnels and direct ads no longer work like they used to. The game has changed. It will change again. It was 80% of the spoils went to 20% of the players. Now it's 90/10, and will soon become 95/5

The good news is, right now, there is a window where you can get in and in a short period of time become a major player. If you miss it, it is going to get incredibly difficult.

And even better, you can accomplish much without all the pander and hype that is going on in the marketplace. Why is this so effective? It's based on what's working today that is grounded in principles that have been in place for centuries.

One of the major fundamental pieces to significant business growth and excitement is what I call "Engineered Marketing".

What is Engineered Marketing and why it will forever change the way you look at growing your business?

This is a profoundly important point. But before I get into it, I'm going to use an analogy that you will hear more and more frequently. In fact, you may say, "*c'mon Goegan, I've heard that so many times, can't you tell me something else!*" To which I'll reply, "*Yes, but first let me tell you the story of the magic box. . .*"

The magic box . . .

"Imagine you have a magic box. Magic because of its unusual capabilities. It could produce unlimited amounts of money from smaller amounts of money. That's right, it's a money multiplier. All you have to do is place a small denomination bill – a \$1, \$50 or \$20 bill into the slot on the side of the box and out came a larger denomination – a \$100, \$500 or \$1000 bill from the slot at the bottom."

Imagine if you had a magic box like that? What would you do with it?

When I ask this question to clients, realizing it's not a trick question, the overwhelming response they say is *"I'd stuff as much money as humanly possible into it!!"*

Sound far-fetched? It's not. That is what a well-engineered, and properly functioning Client Acquisition System will do for you.

You invest dollars in your marketing and advertising, and a multiple of that comes out in the form of happy, paying clients. And not just any clients, but the ones that you enjoy working with the most.

This FREE Guide will show you how to do that. And if you find this useful, we have created a [FREE eBook on Client Acquisition Systems](#) to help you learn more and fast track your business growth.

There are 10 Fundamental Building Blocks to Growing Your Business

These pieces are like puzzle pieces, when you have them all, your marketing puzzle is complete and you will see the beauty of it, especially as it produces the effect you want. Think of all these pieces as your marketing system, or what I call your Client Acquisition System.

The problem is, most marketing that is pitched only handles one piece, or one component. The result is, the puzzle is incomplete. If you only had one piece of a Ferrari, let's say you had the body, would it run? Of course not. You need a whole lot of other pieces before it will purr down the road.

Let's get into the pieces you need to put your Ferrari together.

1) DREAM

What is your dream or vision for your business? Why did you get into business in the first place? What problem are you out to solve? Or, who do you want to help the most?

Once you have clarity on this, then it's time to figure out how to make that a reality.

2) Goals

You have goals for your business, right?

Write those down, more specifically:

1. What is your goal for this year?
2. What is your goal next year?
3. Where do you want to be in 3 years?
4. What is your 5 or 10 year goal? (use a timeframe that makes the most sense for you)
5. How many leads and sales do you need to hit those goals? Write that down.

Sanity check: are you on track for your goal? It's ok if you're not, You're not alone, most business owners aren't.

Now, let's shift gears and get into your marketing . . .

3) The 3 Buoys

When I was in college, my friend's dad had a sailboat. When we finished finals, his dad would let four of us take it out for a road trip on water. Good friends, music, laughter, the Great Lakes, open water, shooting stars, sunny until 10pm . . .

it was magnificent and peaceful. Our favorite spot was Mackinac Island. It was a special place and time and time seemed to stand still.

Of the four of us, three had never sailed before, and only my friend with the boat was an accomplished sailor. He loved to race, and often won some of the big sailboat races to Mackinac Island.

We were getting close to our destination one day and I was at the wheel. We were going parallel to the shore. My friend pointed to where we were going. He stopped me before I could turn the wheel. I was going to cut in at a 45-degree angle to get to the shore. It was the shortest way.

Instead, he pointed to some buoys in the water. He said, *“Keep going parallel to the shore until all three of those buoys line up perpendicular to the shore. When they line up, turn and go in. The buoys are there to show where the deep water is. There’s a channel that will take us safely in. If we go outside of those buoys, we will most likely crash on hidden rocks and sink the boat.”*

That lesson stayed with me. Over 30 years later, it still holds true with marketing.

When these 3 Buoys are lined up, you have much better odds of success. When they’re not, you will crash on the rocks.

The 3 Buoys:

1. What are you selling
2. Who are you selling it to
3. How are you selling it

Buoy #1: Be specific. If you have multiple products, determine the highest selling, most profitable product and start with that. To begin, build your client acquisition system for that one product. Be specific.

Buoy #2: Determine who are you selling it to. Be specific. Determine who your best clients are. If you don’t know, make a list of the top 10-20 clients you’ve worked with and look for the commonalities. Use that to build the profile of the perfect prospect. This is the person you want to fill your business with. Let’s call this ***Cloning Your Million Dollar Client***.

Buoy #3: Determine how you are currently selling them. What is the selling process you use? Write it down. We will revisit this later.

4) Competition

Now that you're clear on what you're selling, who you're selling it to, and how you're selling it to them, let's see what the competition is doing.

Most people will say they don't have any competitors. I get it. But let's take a fresh look through the eyes of the customer. There's an old saying that says, *"If you want to sell to John Smith, what John Smith buys, then you have to see the world through John Smith's eyes."*

Let's look through John Smith's eyes.

Here's what to do:

1. Do a competitor analysis of the top players in the market
2. Look at what they're doing good and bad
3. How are you different? This is your USP – your Unique Selling Proposition.

Again, when you're doing this, remember, the prospect John Smith, knows very little about you or anyone else. In fact, all he really wants is to get rid of the problem he has, or, to get something he wants. Pain or Gain. And by far, the biggest reason people take action is to avoid, or get rid of something painful in their lives.

Whether you sell home theatre systems, financial services, legal services, tax planning, ballet classes, almond butter, supplements, health solutions – whatever you sell, there are pain points.

- How well is the competition addressing them?
- How well are you addressing them?
- After looking at the competition, look at how you are different through the eyes of the consumer.

Make sure you're different. If you hit the pain points and are different through John Smith's eyes, he will perceive you as better.

5) Core Marketing Messaging

Hopefully by now you have a good understanding of how the market is addressing the problem and pain points and you have a clear solution that is different and unique.

Now it's time to create your marketing messaging and tell your story. Tell the core story of:

- Why you exist in the market
- Who you're out to help
- What problems you solve
- What is wrong in the market and what's missing

Often this can be done through telling your personal story, because that's a big reason why people started off – they saw an opportunity to do something better, or solve a problem no one else was solving.

Tell this story and put it on your website or in a video on your website. This is also good to go into an engineered follow-up email campaign. A well-told story will help people bond with you.

This story will be a common thread used throughout your marketing.

If you're just starting off, instead of blowing bucket loads of cash on marketing, test your idea. The easiest way to test your idea, or product or concept is to talk to people who are in your market, and tell them your story. If they open up their wallet and ask how they can buy it, then you know you have something. Beware of the “nice” person that wants to be encouraging but wouldn't buy it. Opening up their wallet is the best way to know you have something people want.

Case Study: How Ian Tested an Idea that Paid Him in Full . . . even before he started working on the project

If you have a customer base, pick up the phone and talk with them. Tell them your story, and see what happens. Ian, an author in Canada did this with a new book he was considering writing. He didn't know if he wanted to invest the time in writing the book, so he talked with some people. He told them the story and they said "Yes! I want in!!". He then sent an email to a bigger list and told them the story. The feedback again was Yes! So he collected orders, had the book paid for in full, plus profits, before he even wrote word one.

That was a brilliant way to test viability. Much better than spending hundreds or thousands on Google or Facebook ads. Oh, that can come later, but let's minimize your risk and maximize your gain first. Yes?!!

6) Engineer and Build Your Selling System

Are you seeing the simplicity and step-by-step process to build a system that will sell whatever you are selling?

That is what Engineered Marketing is. It's a systematic, methodical, step-by-step process to engineer and build a system that will give you what you want: sales and happy customers.

I started this over 3 decades ago, and it's just as relevant today, maybe even more so with the increasing intricacies of marketing, the internet and digital marketing.

In any given market, 1-3% of people would be interested in buying right now. Up to 30% would be interested in buying if they were educated about it.

There are two ways to sell what you're selling:

1. Direct go for the jugular
2. Indirect

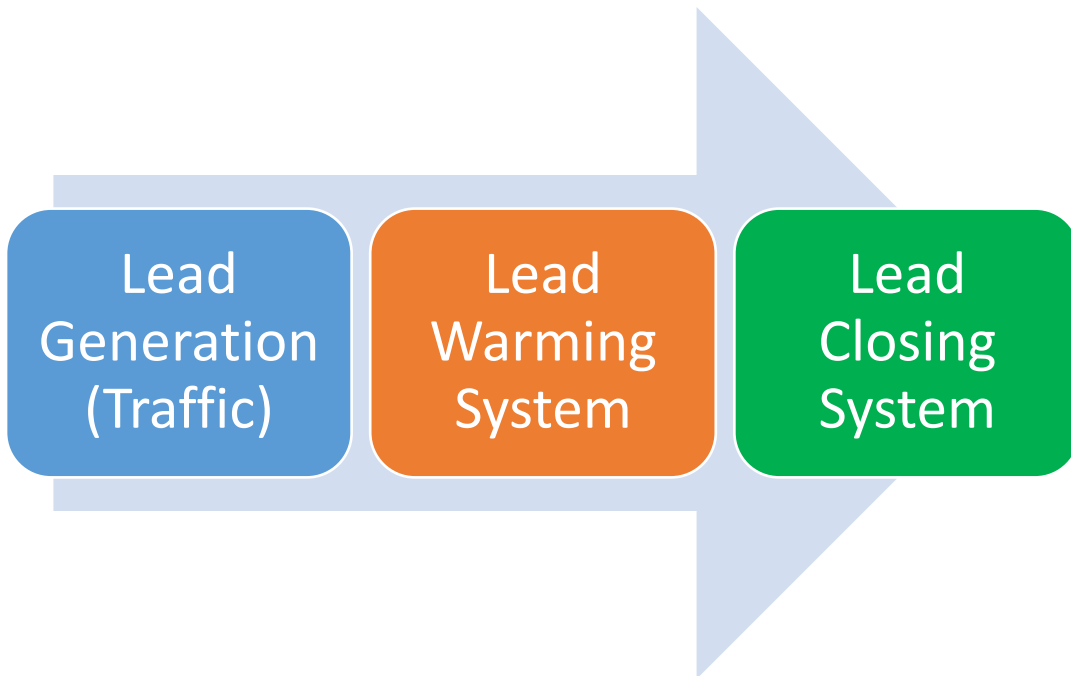
Here are some guidelines:

- With the direct approach, for every 100 people that visit your website that are interested in what you sell, about 1% of them will buy. This is faster to setup, and you can get hot leads right away. Cost per lead and cost per sale are usually much, much, higher this way.
- With the indirect approach, up to 30% would buy if they were educated about it. This is longer to setup, and typically involves a number of things – free reports or guides (like what you're reading), articles, teleseminars or webinars, and email or video series. The advantages of this is that you can achieve significantly lower cost per lead (CPL) and customer acquisition costs (CAC). The other advantage is you can move volumes of leads very efficiently and is highly scalable.

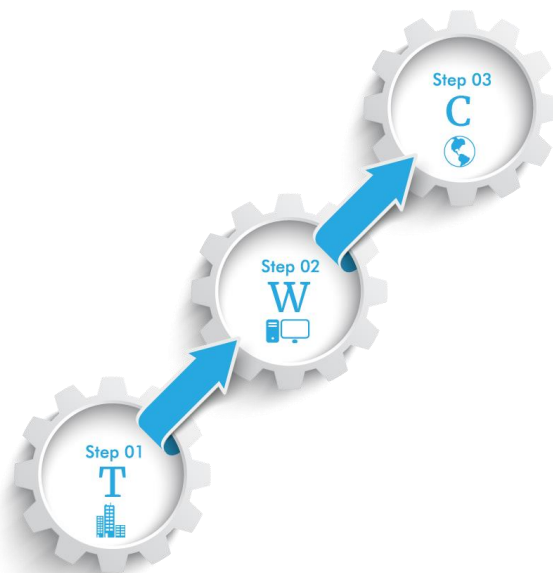
So what method should you use? I like to use both. I like the idea of getting immediate feedback and sales to help pay for, and fund, building out the rest of the Client Acquisition System.

7) The Client Acquisition System:

The client acquisition system is lead generation, and lead conversion. Lead conversion consists of warming the leads, and then closing the leads. Simple. The complete client acquisition system has 3 parts: 1) Lead Generation, 2) Lead Warming, and 3) Lead Closing. Simple.



Another way of showing the same thing is with the graphic below. This is the picture that is on the cover of this FREE Guide.



T = Traffic, or Lead Generation. We need traffic to generate leads.

W = Lead Warming System. Once we have traffic, there is a system for how to warm these leads, taking them from cold, to warm, to hot leads.

C = Lead Closing System. We take the hot leads and turn them into sales and happy customers and clients.

When engineered properly, there is a beautifully simple and smooth progression from “not interested”, to “raving fan”. Instead of forcing people along, let the system move them along at their own pace. They will appreciate it, and you will enjoy working with the hot leads that already know you, like you, trust you, and are pre-sold on you.

Doesn't that sound much more enjoyable than how you're doing it now? If you want more detailed information how this works, we have a [free eBook on building Client Acquisition Systems](#). It goes much more in-depth on what to do and how to do it.

8) Components of the Client Acquisition System:

The client acquisition system has several components to it. Here are the items to setup:

1. Your money page – this is the “request a consult” page, or for ecommerce businesses it's the sales page. I call this the money page, because when people fill it out, it's money in your pocket.
2. Lead closing system – engineer and build your system. What will you send them when they request a consult? What information do you want them to provide before the meeting? What emails will they get? How will the phone

call be structured? How will you close them? (My favorite closing question is “*What do you want to do from here?*”, this is no-pressure and has an incredible closing rate).

3. Your lead warming system – this consists of:
 - a. A lead magnet (free report, white paper, quiz, etc.)
 - b. Opt-in page for the lead magnet
 - c. Email follow-up system
 - d. Technology to automatically deliver the emails
 - e. Additional educational pieces to help them progress from cold to warm to hot.

A word about funnels: they work, but not nearly as effectively as they used to. People do not flow through a funnel smoothly, sometimes they get stuck. Your lead warming system should use funnel components and autoresponders, plus other tools to move them along. We cover this in more detail in the eBook on [building Client Acquisition Systems](#).

9) Send Traffic

With your system setup, it’s time to send traffic to your system. There are 4 main types of traffic:

1. Direct – the most common is your email list. This is often the best way to test your system. Depending on the size of your list, it’s good to test it to metered traffic before dumping it to your entire database.
2. Social – this is from social media – Facebook, YouTube, Twitter, Instagram, LinkedIn, etc. It can also include networking events or people you know.
3. Referral – this is from joint venture partnerships, referral sources, or guest blog posting. Please note, when doing joint venture promotions, the person blasting their list will typically want to know what return they will get before they blast, if you don’t know how much you can pay per email sent, or per lead, or per sale, then it’s better to hold off until you are ready to do that.

4. Paid media – this is an excellent way to test and debug your system. This would include Google, Facebook, YouTube, LinkedIn, Yahoo / Bing, radio, TV, direct mail, etc. There are super-advanced targeting abilities with most platforms these days where you can clone your best customers, or have your ads appearing before only the best, most highly qualified prospects. I cover this in more detail on webinars and consults. If you want a consult, you can request one here: <http://www.ChrisGoegan.com/Win>

When your system is up and running, you should have a mix of media running. Imagine having 5-10 media sources all producing revenue. Would you feel more secure, and more excited about your future?

Caution about traffic: Costs have increased significantly. We run traffic campaigns on many platforms, and almost every business I've been called in to help was chasing traffic. Their selling system was not working. They could get leads, but their profits were in the toilet. If you chase traffic without a solid selling system, you will be losing massive opportunity. (You will also call me in later, costing you more money to have me fix it!! 😊)

With a Client Acquisition System,

- ✓ **It works with every traffic source making it easy to find prospects who need your service**
- ✓ **It brings prospects to you, gets their attention, and has them pre-sold on working with you**

10) Measure How Well You're Doing

Answer these two questions:

1. Is it working?
2. If not, what is the gap in order for it to work? Can it be fixed so it works?

Do more of what is working. Cut what isn't working.

You need to measure the results. There are many measurements, or KPI's (Key Performance Indicators). The two biggest are Cost Per Lead, and Client Acquisition Cost.

How much does it cost to get a lead. How much does it cost to make a sale.

KNOW these numbers, and then see if they are profitable.

Why People Buy, and HOW People Buy Online

This is incredibly important. It is so important that I expanded on this in my [FREE eBook: Client Acquisition Systems](#). Go get a copy of it and read it.

Here's one part of it:

Here's what makes this system so incredibly powerful, and why it has yielded results in work done with hundreds of clients in 100+ industries in my consulting business:

This system is NOT built on traffic fads or the latest bright shiny object. It is built on people.

Why People Buy: There are many wonderful books on why people buy, but the foundational principles are why people buy are simple. Two reasons:

1. Pain

2. Gain

And most people buy to avoid pain, or, to get out of the pain they are in.

How People Buy, and How People Buy Online:

How to Go from No Interest, to a Raving Fan . . . and do this with only 1 second!

That has to sound far-fetched. If I didn't know what was coming up I would be saying "*Sure Goegan, what have you been smoking? That's not how it is in the real world!!*"

But that IS how it is in the real world!

All sales start with only 1 second.

. . . did you get married in 1 second?

. . . did you buy your house in 1 second?

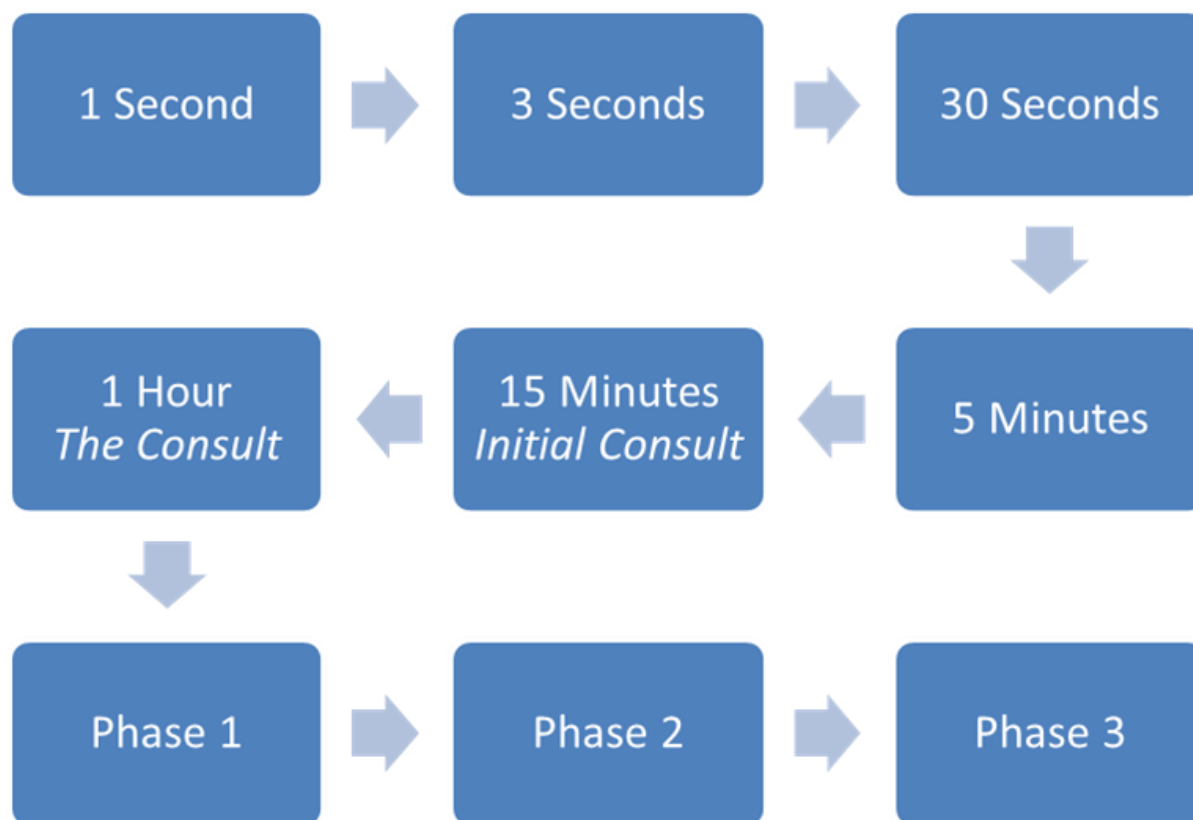
. . . did you ever buy anything significant in 1 second?

Of course not.

We didn't buy in 1 second. But something did catch our attention in 1 second. And then we decided to invest more time. Remember when someone special first walked by, or first got your attention? That sparked a desire to invest more time to get to know them.

I call this, "The Attention Amplifier":

There's a human engagement factor that goes like this:



Quite simply, 1 seconds buys you 3 seconds, which buys you 30 seconds, which buys you 15 minutes, which buys you 1 hour, etc. The Phases represent a deeper level of time commitment the client will spend with you.

When you understand this, ALL your marketing works better. If you would like a more in-depth understanding of it, I cover it in my [FREE eBook, Building Client Acquisition Systems](#).

Key Lessons From this Guide:

- #1: Know your customer. Whoever understands the customer best wins.
- #2: Develop your strategy around your business' strengths and objectives. NOT whatever bright shiny object is pitched. Remember fish chase after bright shiny objects. They also end up dead on the dinner plate.
- #3: Get your core marketing in place - your unique selling proposition and your value proposition.

#4: Develop the right media mix FOR YOUR BUSINESS. Even though most of our business is internet marketing related, there are usually other opportunities to very quietly make significant gains that your competitors cannot track.

#5: Be patient. It takes work and energy to make BIG gains. Don't expect to make radical changes and dominate your market in 30 days. Turn "Hype-TV" off and have a 3-12 month (or more) growth plan.

And lastly, go after it with FOCUS and DETERMINATION.

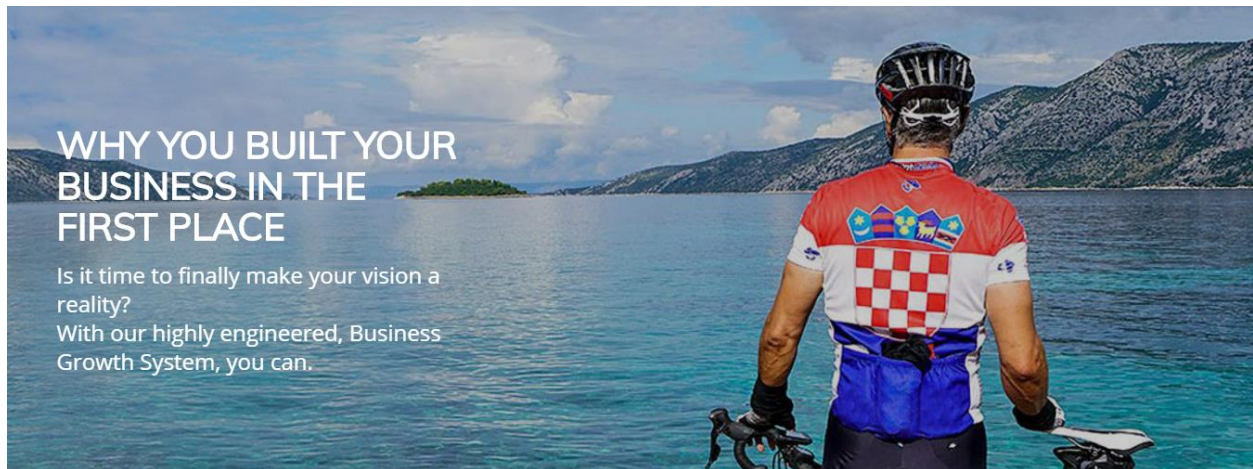
Thank you for your time reading this.

Blessings,
Chris.

RECOMMENDED NEXT STEPS:

1. Make sure you've read this eBook so you have a better understanding of the fundamentals of building your Client Acquisitions System.
2. Determine the best you can what your current Client Acquisition Cost is. This is vital for growth. We will make fun and challenging games based on this number that will astonish you how simple it is to grow.
3. Keep watching your email. We've got many, many topics planned to educate, empower, encourage and help you really get back in control of your business again (or maybe for the first time ever). You can always check our website and blog for the latest.
4. Like us on Facebook at <https://www.facebook.com/chrisgoeganfan/> to get more information and stay up to date and connected.
5. Watch some embarrassingly old videos (yet still relevant) of me on YouTube at <https://www.youtube.com/channel/UCWAJ3IdPMAaMghd3ZdppCLA>. While you're there, why not subscribe?

6. Consider visiting our website to poke around and see different resources available to help you. <http://www.ChrisGoegan.com>



**SIMPLIFYING
BUSINESS GROWTH**
WITH CHRIS GOEGAN



Need to Talk?

For a Straightforward, Down-to-Earth Perspective and Insights to Get Your Marketing Working the Way It Should; Please Call (714) 553-2982, or go here:

About Chris Goegan

This is the part that is supposed to say “Chris is a highly sought after marketing consultant, speaker and entrepreneur who etc. etc. etc.”

And while I have worked with hundreds of business owners in 100+ industries around the world, I’m really a simple guy. I love my work, I love my clients, and I love my family. I work with well-known thought leaders and professionals, I also work with a friend who makes almond butter, and my daughter’s ballet studio that went from struggling to being full, because my wife believes in the family values and the people there.

I started as an engineer building high volume manufacturing lines and then got into sales and marketing. I struggled at many times and had wonderful people give me wisdom and help me out at every stage, so why wouldn’t I turn around and do the same for others?

My mission is to Simplify Business Growth.

Let’s face it, things are a lot more difficult for business owners. Leads are harder to get and close, costs are going up, people pitching the solution is at an all-time high. Never has there been more confusion.

Most business owners are overwhelmed and frustrated.

And compounding this, never has there been a better time, where you can get your message to hundreds, thousands, millions or billions of people in 10 minutes.

It starts with your client acquisition system.

So if you are struggling or frustrated or irritated or annoyed because you need more leads, or need more sales, or need systems working for you, if this is you then I can help. I help business owners build sales and marketing systems, and automated systems, that generate more leads and sales so they can free their mind

(and time) and focus on growing and scaling their business. If this speaks to you, go get some special free resources on my website at: <http://www.chrisgoegan.com>

Thank you for reading this.

Blessings,
Chris Goegan.