

**ENGINEERED
MARKETING**

**FAST TRACK YOUR BUSINESS
GROWTH**

CLIENT ACQUISITION SYSTEMS

BY CHRIS GOEGAN

*"Simplify your business growth by
building a system to get all the
leads and clients you want to
make your vision a reality"*

“Creating a Client Acquisition System”

**Read this to Grow Confidence in Your Ability
to Get Loads of Leads that Convert to High Paying,
Loyal Clients.**



**SIMPLIFYING
BUSINESS GROWTH**

WITH CHRIS GOEGAN

This eBook will show you how to simplify your business growth and deliver all the clients you need to make your vision a reality. The world of marketing unfortunately is more confusing than it should be. .
. until now



“If Chris Goegan isn’t the answer to everyone’s prayers, he’s been the answer to mine! I’ve never worked with a more enthusiastic, capable, resourceful and productive guy. And we’ve been in business for 30 years! Best of all, Chris always keeps his word! If trust is as important to you as it is to me, then by all means, give Chris a try as I did. Then you’ll be up here touting his wares!” ... Michael E. Gerber – Author of the mega best-selling book *The E-Myth Revisited*, which is listed on the top 10 books billionaires read.

Creating a Client Acquisition System:

Of what value is it to have a client delivered to you?

Please pause a moment and answer that question. Because how you answer that will make all the difference in the success of your business.

You see, most people are so busy hustling to get the next deal, or hustling trying to bring in a few more leads, so busy doing it, doing it, doing it. Yes, they are so busy, but what have they got to show for it?

More importantly, what do you have to show for all the “hard work” you’ve been doing?

Have you seen others get ahead while you continue to struggle? Do you feel like you are doing far less than you could? Do you want to always be hustling to get a few leads, or do you want a system delivering you a load of leads at will? And do you want a system to close those leads and deliver clients to you?

How a Manufacturing Engineer Unexpectedly Discovered Why Most Marketing Doesn’t Work and What to Do About It

I started my career off as an engineer building high volume automated manufacturing lines with thousands of steps. I have always enjoyed seeing things and people get better. I left engineering simply because I wanted to be able to provide a better income for me and my family. I still hold my passion to help people and businesses get better, but now I do it from the sales and marketing side.

More specifically, I build client acquisition systems. And like an engineer, I like to take things apart, observe how they work, tinker with them, and then put them back together (hopefully without extra parts!).

I spent many years confusing myself in the finite details and I overcomplicated things too often. Over time, from working closely with hundreds of industry and thought leaders, I’ve been fortunate to learn a lot. After a while it dawned on me that in almost every case, the problems and solutions were the same for virtually every client in every industry. It was remarkable. Sure, the problems

and solutions were different every time, but on a fundamental level they were the same thing.

Now, I've distilled down even the most complex things.

I've always been annoyed with how frustrating and confusing marketing can be. I don't know if you've ever felt that, but I sure did.

Constantly asking myself, "*Why is this so difficult? How can this be easier?*", I've developed a very simple and highly effective methodology to help any business owner succeed.

My mission is to Simplify Business Growth. To help business owners grow and scale their businesses with great systems while building great people.

So, if you want to ***Simplify YOUR Business Growth***, then understanding the fundamentals revealed in the answers to this quiz is the starting point for you.

Ready?

The Magic Box

My good friend Guy Baker tells this story in his brilliant book "[Why People Buy](#)":

"Once upon a time, there was a magic box. It was called a magic box because of its unusual capabilities. It could produce unlimited amounts of money from blank pieces of paper. That's right, money from blank paper. All you had to do was place a blank piece of paper into the slot on the side of the box and out came a large denomination bill – 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?

Realizing this is not a trick question, most people I've talked with say they would run around and get all the paper they could and stuff it into the box. They would max their credit cards and buy all the paper they could. They would hire someone to make sure it is fed 24/7 and they would have it closely guarded and protected.

Stay with me for a minute, IF you had this (and I realize this is a big "IF"), what impact would it have on you and your organization? What problems would it solve in your life? How would you feel about your business and your future? What stresses would it relieve? What markets would it open up? What opportunities would you pursue?

Unfortunately, none of us will ever own a box like this. But you have something that is equally as valuable: your client acquisition system.

A properly engineered and built Client Acquisition System is that box. Where you put a small denomination bill, \$1, \$5, \$20, in one side of the box, and out comes a large denomination bill – a \$100, \$500, or \$1000 bill from the slot at the bottom.

Your client acquisition system is like this magic box and, it will keep working 24 hours a day, 7 days a week, 365 days a year (you can give it a day off for leap year every four years ☺). Best of all, it will never complain or call in sick. And it will produce for you regardless of your mood (that's a good thing for many business owners!)

In my business, my organization does all the repeatable work. This repeatable work is work that can be systematized and automated utilizing technology or an assistant. The technology I use is mainly comprised of a website, opt-in forms, emails, marketing automation software and analytics software. I invest my time developing or pursuing the bigger opportunities and the system does all the sifting, sorting, nurturing and filtering for me.

You send traffic to your client acquisition system, it does all the hard work, and delivers you sales or hot leads pre-sold and wanting to do business with you. The end result is that you get to focus on why you got into your business - helping people solve their problems, and NOT with all the people that suck the living life out of you (or your team) and leave you begging "*dear Lord take me now!*"

The good news... you can, however, create a system that will take people with varying degrees of interest and using systems and automation, it will meet them where they're at, filter and warm them according to their needs, and produce only the hot prospects ready and wanting to do business with you.

Creating this client acquisition system takes an investment of time, money and energy to get it done. It's up to you to decide how much of your time, your money, or your energy you want to invest to build one for your business.

In the next few pages I'm going to show you how to build one.

You do have one, right?

If you don't, let's fix that and get you one.

Let's get started.

If you have been a student of marketing and internet marketing, odds are you have pieces of one, or you may *think* you have one ...

These days, a lot of people *think* they have one – sure they have some of the components – they have a website, landing page, opt-ins, email autoresponders, etc.

– but they don't have a *Client Acquisition Machine*. They don't have it producing leads and sales at will.

Case study: *“A leading brain doctor invited me in, he had written several New York Times bestselling books, their website was amazing, they had all the latest technology, they had everything, and I mean everything – every possible bell and whistle imaginable. But for some reason it wasn't working like they envisioned. What they were sold to believe, and what their reality was, were two separate things. After reviewing all the parts of their machine, I realized that a small yet critical gear was missing. I added this in and it more than doubled their revenues in a matter of days with no increase in adspend or expenses. The gear that was missing was a very small series of emails that most people don't even know exist and never even think about creating.”*

You can have all the parts for a Ferrari, but if it can't scream down the road and pin you to the back of your seat when you press the accelerator, then you don't have a Ferrari.

Having all the components, and having a machine that produces large denomination bills are two entirely different things. Most people these days have components; very rare is someone with a machine.

Key Components for Your Automated Client Acquisition System

What is needed to create this machine?

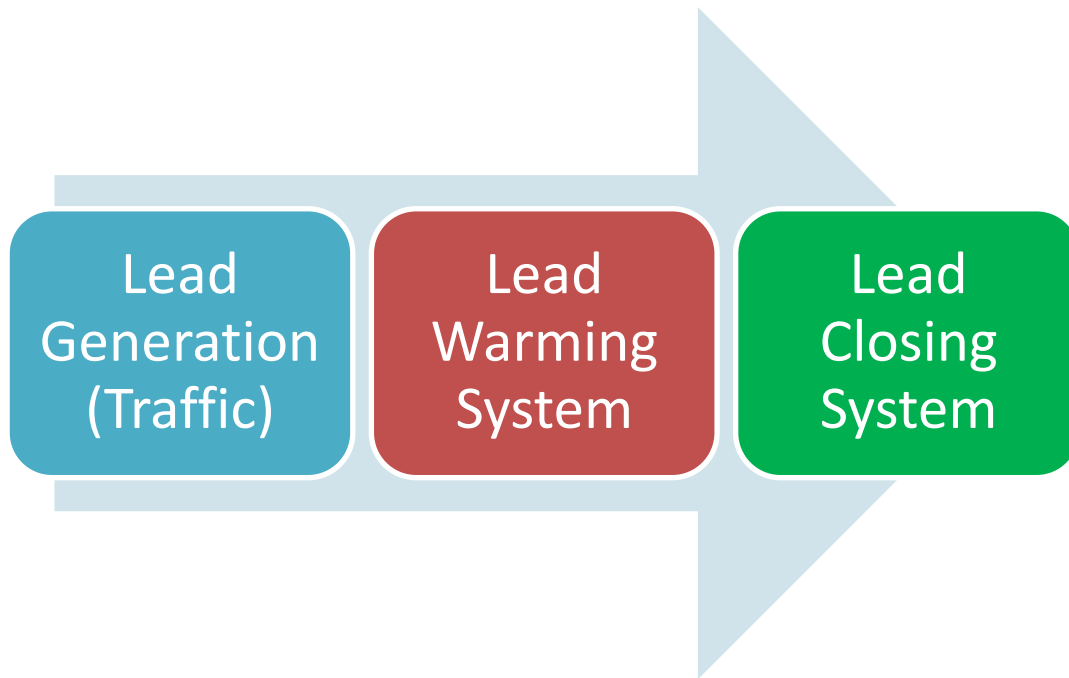
Your client acquisition system is made up of two components: 1) lead generation, and 2) lead conversion.

Lead generation is about traffic and getting cold prospects to come to you.

Lead conversion takes those cold prospects and warms and closes them. So the cold prospects become warm prospects, and then hot prospects. The hot prospects are turned into happy customers that buy more and refer others to you.

Lead conversion consists of two components: 1) lead warming, and 2) lead closing.

So here are the main components of a well-engineered client acquisition system:



Prospects go from cold, to warm to hot, to close.

So, traffic goes after cold prospects, then the cold prospects go into the warming system until they become hot leads. As soon as they are hot lead, they go into the closing system. After they close, the 5-star client fulfilment system kicks in and delights them, which in turn leads to happy customers who buy more and refer more.

This can be fully manual, or for the people not afraid of hard work, this can all be automated. That is where it gets really fun!

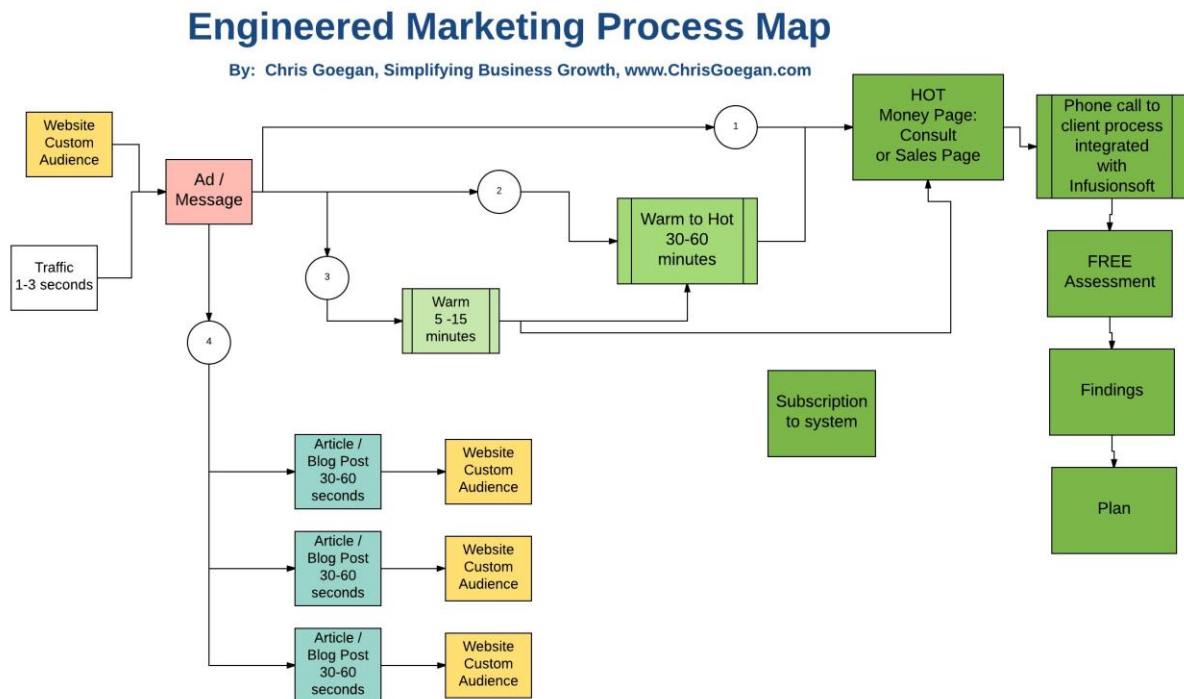
The Inner Workings of The Client Acquisition System

What does this look like?

The image below is the inner workings of the client acquisition system I use and have used for many private clients. There are variations of this depending on the type of business, this one is for professional service businesses.

- The left side, white box, is for Lead Generation
- The middle part is for the Lead Warming System
- The vertical part on the right that starts with the phone call, that is the Lead Closing System

Not shown in here are the components and processes to move people from cold to warm to hot to close. I explain this in detail on a webinar which you can have access to on my website at www.ChrisGoegan.com



Do you notice that this system doesn't focus on Facebook traffic, or LinkedIn traffic, or Google search or display traffic, or YouTube traffic, or Social Media posts, or Direct Mail, or any, and every other traffic source?

Case Study: the client with thousands of leads, but was unnecessarily losing sales

We were called in to help a very successful business owner. He had written numerous NY Times best-selling books. He was generating thousands of leads per month but felt there was something missing. He felt he could be doing better. We analysed his process and found that while he had many of the components listed above, there were several invisible gears (not in the graphic above) that were missing. We created some invisible campaigns, I say invisible because the competition wouldn't be able to find these. These campaigns doubled the sales of his primary product, and this happened in 30 days. He had a good funnel. He was missing a critical piece of his client acquisition system. Once fixed, he shared that we were the only company they hired that gave them a positive return on their investment. It's not because we're brilliant, it's because we have a great system.

The beautiful thing about this system is that is in NOT built on the latest traffic source. The traffic sources will change. What's hot today, will most likely change or

be replaced by something else tomorrow. Google was THE guy a decade ago, in 2013, Facebook roared on to the scene, who knows what it will be in 2020 or 2030.

The point is,

When you build a system dependent on the latest traffic tricks, you will struggle. Instead, build a system that depends on something that has NEVER changed for hundreds, or thousands of years – people.

This system is built on people. That is what makes it work so astonishing well.

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.

The more you can touch on emotions, or push their emotional hot buttons, the more successful you will be. The reverse is also true, if you don't touch any pain or gain hot buttons, you will have worse results and will be missing opportunities.

Now that we know why people buy, it's important to know *HOW* people buy.

**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?

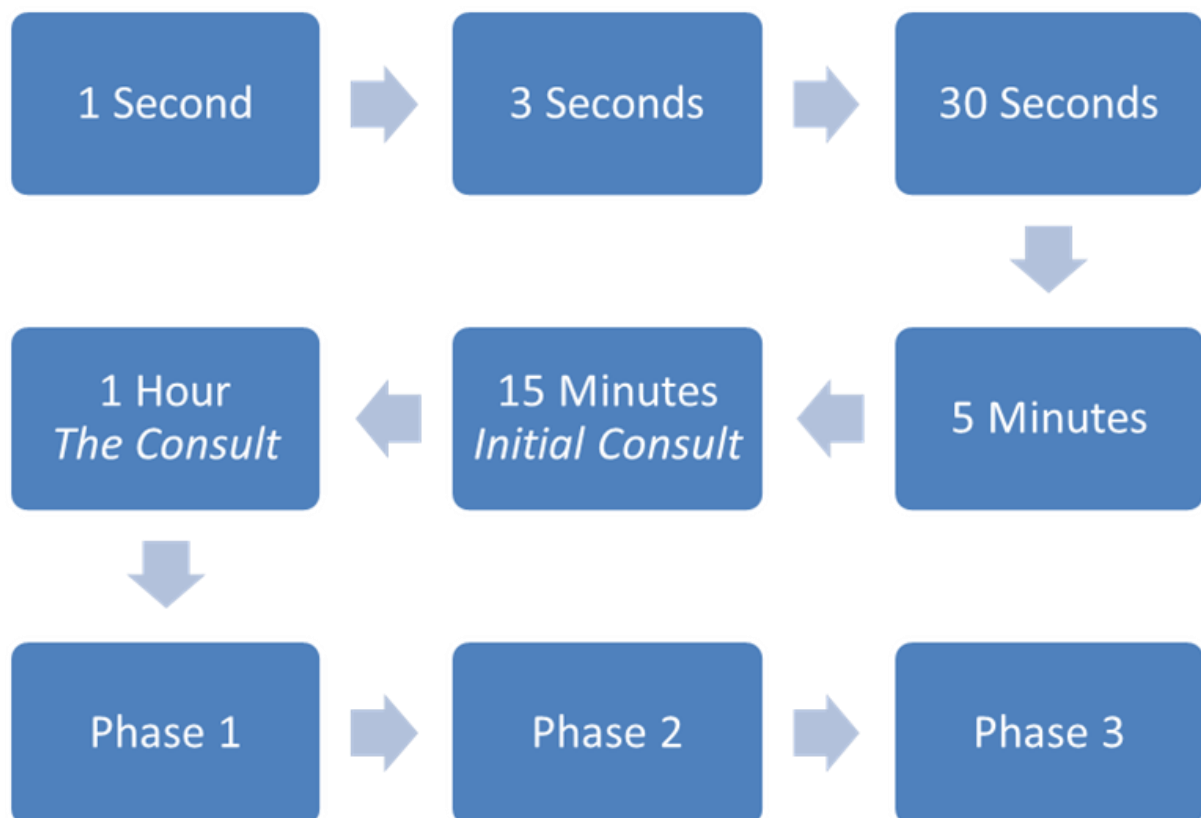
. . . did you ever buy anything significant in 1 second? (ok, we've all bought impulse buy's in 1 second)

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.

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.

The times for each will change, but you get the point that you get more time, the more interested someone becomes.

How you get people to give you more time is vitally important to the success of your marketing. I call this the Attention Amplifier. Whatever time people give you initially, you want to amplify that time until their desire is burning hot and the sale is made.

In dating, it's like this, 1 second smile and hi, buys you 30 seconds conversation, which buys you 5 a minute chat, which buys you 15 minutes to meet for a cup of

coffee, which buys you dinner, which buys you another, which buys you . . . you get the point right?

How does this relate to business?

We needed some work on our air conditioner at home. We had pain because it was hot and we didn't want to sweat. My wife went online and Googled for HVAC companies. A list of ads came up, my wife ignored the ones that were not related to air conditioners and clicked on a few that caught her attention. That was the 1 second. She went to their website and some went to random pages and confused her so she clicked off, they failed to get her past 3 seconds.

A couple sites resonated with her, which was the 3 seconds. She read the content on the page (some sites she clicked off because it turned her off), the sites where the content matched – “problems with your air conditioner?” kept her on the site, the ones that seemed family friendly kept her on longer buying 30-60 seconds for her to click around. She called a few (which is the 5 minutes). Some didn't return her call for over a day even though they said they called within 10 minutes and were a 24-7 company (“*yeah right*” we said to ourselves!).

She talked with one company that matched what she was looking for – professional, family oriented, local, testimonials – and they came out to do an assessment (15 minutes). The assessment showed we needed a couple quick fixes which he did on the spot (1 hour). We had a great experience with them and have referred them to others.

Your entire selling system is important. If there are any breaks along the way, your prospects will fall off and will run to your competition

I refer to the entire selling system as a “Greased Slide”. Where there are multiple components that go together and it must all flow smoothly and seamlessly.

If there are any seams, then it hurts your business. I went down a big slide with my kids before, the ride started great, and then 2/3 of the way down there was a massive seam and I crushed my tailbone. What a pain in the be-hind! Literally.

Ouch! Case Study: What happens when your greased slide is broken:

For example, we had one client that made \$2000 per sale. From the outside that may seem good. Their service was sold for \$6000, but it cost them \$4000 in

marketing costs to get a client. When you factor in cost of goods sold (COGS), they were making little or no profit. It was entirely unproductive and they spent all their time chasing the latest traffic technique to lower their costs. After several years of frustration and wasted effort, they decided it was time to get help. They allowed us to show them opportunities they hadn't thought of, and inefficiencies in their systems, and a major section of their greased slide was broken. They couldn't believe it at first, but once we showed exactly what was wrong and what to do about, they did the work to fix it. Now, their acquisition cost can get down to \$300. BIG difference. At that level, every marketing will work and they can dramatically increase revenues and market share.

Make sure your greased slide doesn't have any seams. Be a cold prospect and see what it's like. You might be surprised. Like one client that called me in because his marketing wasn't working. I looked at his greased slide and there was a massive seam – the sales department were blowing the calls. It didn't matter what marketing tactic or technique was used, it was doomed for failure. They were blowing tens of thousands of dollars a month on their marketing and advertising. That hurts more than a bruised tailbone.

Make the entire process easy and enjoyable!

Here's what a well-engineered greased slide looks like when your prospects are going down it:



Is that the experience your customers and clients are having?

Your lead conversion system is your greased slide.

Your lead conversion system should take cold prospects from 1 second interest and move them to 3 seconds, to 30 or 60 seconds, to 5 minutes, to 15 minutes, to 1 hour, to an engagement, to a relationship, to an upsell to a raving fan.

If you don't have this, you are losing thousands or millions.

If you need help, get a free consult here: <http://www.ChrisGoegan.com/Win>

Main Components of a Client Acquisition System

The client acquisition system, is made up of the following parts.

1. Articles or content
2. A landing page with a very simple and specific call to action
3. A way to get people to your landing page and to take action
4. A way to follow up with people that did not take action
5. A way to warm people that took action, and turn them from cold, to warm, to hot
6. A way to convert the hot leads into clients
7. A way to convert clients into long term clients that buy more and refer others
8. A way to do this that can be automated so it doesn't sap all your time and energy creating and keeping it running on an ongoing basis

In addition to these parts, it is important to have a way to know how well the selling system is doing. You need to know how profitable you are, and how much more profitable you can be. I call this a data feedback system.

The Formula for Successful Internet Marketing

Success = Engineering + Systems + Salesmanship + Data Feedback Loop

The system also needs to be modular. It needs to have bolt-on ability, where you can bolt on new components to improve it, and unbolt and remove old components that are no longer working or are obsolete.

In other words, you can bolt new traffic sources on, and measure how well they're doing, or not doing, and unbolt the ones that don't work and throw them away.

Likewise, you want to be able to bolt on any components that make it easier and simpler to do what you're doing to increase efficiency and free up your time.

Finally, the system needs to have timely communication with the prospects and clients. Email series can effectively be used to bridge and strengthen all parts of the turnkey selling system. It should not be limited to email only, the phone, handwritten notes and direct mail pieces are also excellent tools that should be used where it makes sense.

But I already have a landing page...

There are wonderful off the shelf templates out there, and sometimes I use them myself. If it gets results and makes the work easier, then why not? The problem with off-the-shelf templates is that they are not customized and most likely will not work for your business. Every business is different. Every business is unique. You may be in the same industry as others, but your business is unique, and your story is different than your competitors. No?

If your business is different in some way, how can you use a generic template? Wouldn't everyone use the same one?

From the hundreds of businesses I've worked with around the world, while templates can and should be used whenever they can, they still need to be customized for them to work effectively.

My background is in engineering and I love data and formulas. I wish there was a universal formula that can be used in every situation in every business at any time and the outcome would be the same. Wouldn't that be wonderful?!

Unfortunately, only sales people pitching a product would have you believe that.

The truth is that you can use a template, but it must be customized for your unique story and your unique situation.

But why can't I just send more traffic to my site...

"I've already got a website, I have good traffic, my landing page is good, I have good people answering the phones, we do email, we send follow ups, we send thank you gifts" – I've heard it all before. Some clients have some of these things, some have all of them, most do not.

Virtually every business I've ever seen, are missing key components of the turnkey selling system.

Sound rash? Maybe. Having seen or talked with thousands of business owners, there is opportunities in each and every one of them.

The question to ask yourself is this: Are you happy with the results of your client acquisition system?

Building Your Client Acquisition System

The first place to start is by answering these three very basic questions:

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

Do not let the simplicity of these questions get you off track. One of the main reasons why people fail is a lack of clarity. It's all about clarity. Clarity, clarity, clarity. When things get confusing, come back to these starting questions, they will help give you clarity.

First, you have to know what you're selling – is it a physical product, software or a service? Whatever it is, whether it's a supplement, electronics, software, almond butter, asset protection, zero tax planning, courses on economic development, business services, financial advice, copywriting, or whatever it is for you, you have to have something specific you are selling. Often times, new products can quickly be created based on newly discovered needs within existing markets.

Second, once you know what you're selling, the next step is to determine who you are selling it to. You have probably heard of the Pareto Principle, where applied to sales and marketing, 80% of your profits will come from 20% of your clients. Who are the people that are more likely to buy, and will buy more of your product than anyone else? Determine the demographics – age, male/female, income, net worth, profession, etc. Then determine their psychographic background – what happened that caused them to want to find a solution? What problems are they having that they want to get rid of? What are their key frustrations? Their desires? What do they want?

Third, how are you selling it to them? This is where many fall short. Most simply throw up a website and dump traffic to it with the assumption that the prospect will know what you are offering.

Key point: never underestimate the laziness of your prospect in this digital age. Picture someone lying on the couch too lazy to move, pinned down and held captive by the forces of gravity, yelling for their kids to get them their cell phone or the remote control to change the television channel.

Let's now explore a highly effective way to sell in this economy...

How a Professional Service Business Can Get Five, Six and Seven Figure Clients

For this example, I will focus on service businesses. Whether you are a doctor, lawyer, accountant, copywriter, marketer, financial advisor, plumber, mechanic – whatever your profession is, if you provide a service, this will work for you. Please note, if you are an ecommerce company, or sell software or a physical product, a different version of this will work for you. You may contact me for more information or an example.

Here's how I get leads for my business. This exact same approach has worked well for many of my private clients as well.

There are two approaches, the direct approach, and the indirect approach. We'll look at each starting with the direct approach.

Here's the flow:

The Direct Approach:

Traffic → Opt-in for a free (or paid) consultation → Pre-meeting prep and questionnaire → Initial consultation → The Assessment (free or paid) → The findings → The Solution (the solution should be multiple, phased in steps to gradually move them along with each step deepening the relationship and maximizing the value you give them and the compensation you receive.)

With the direct approach, people with a problem are searching for a solution, and are brought directly to the landing page to opt-in for a free consultation. The purpose of the consultation is to qualify if they are a prospect, demonstrate value, and that you can solve their problem, and then have them pay you to make their problem go away and fix their business or whatever need they have.

Each and every step should be done with specific intent. Meaning, everything is engineered and orchestrated. People wonder how I am able to get six and seven figure clients and why industry and thought leaders seek me out for help. It's not because I'm superior, far from it, I'm no different than most people and have many flaws and inadequacies.

The difference I have, and the reason why I'm able to secure very exciting pieces of business, is because I have a superior selling system. And the system I have developed, which I call "Engineered Marketing", has come from the school of hard knocks and from things I have picked up over the years from the exact right person

at the exact right time. Luck? Fluke? Providence? My story has been filled with all of those and by successes, failures and much undeserved grace.

From the outside, it may appear that the key to success is the landing page, or the copy or the content on the landing page. Far from it. The key is: 1) knowing my customer, and 2) knowing how to simply and seamlessly move them along from step to step.

There is never a hard close. Everything is very conversational. In fact, my favourite close happens at the end of the initial consultation and goes like this:

Client: *"How do you work?"*

Me: I briefly describe the assessment, which I call "Engineered Marketing Phase 1 Analysis". After explaining it, I ask *"What would you like to do from here?"*

Client: *"Please send me the paperwork. I'd like to get started."*

That's it. No high pressure. No "they say this, you say that" stuff.

The Key to Successful Selling and for Getting Loads of Lower Cost Leads

The key to selling is the process. If selling ever seems awkward or uncomfortable, then your process, or selling system, is off. It should feel like you're having a heart-to-heart conversation with a good friend at a Starbucks.

I mentioned earlier that everything should be engineered to simply and seamlessly move your prospective client along from step to step. A well-engineered engagement and warming system helps. They need to feel their pain, and have confidence that you can help them.

I have also found that once they are hot, sending a pre-meeting questionnaire after they request the free consult helps this tremendously. I have simple and specific questions I like to ask that helps me understand their situation and I know with almost certainty based on their answers if I can help them or not, and if we will work together, even before our initial call.

The other place that is vitally important is having a well-crafted sales conversation. As I mentioned earlier, this should not feel like a sales call at all. You should ask them a number of well thought out questions that help you understand their situation.

The main focus of the initial conversation is to have the problem clearly defined and have the prospect agree with you on what the problem is, and it should be in their exact language.

For example, the problem my clients have is that they do not have a marketing plan that they have confidence in. Once we have that agreement, I can show them the solution, which is to hire me, and they can have a marketing plan that they have confidence in and then if they want, my team and I can roll it out and implement it for them.

Adapt this for your business. What are the core problems you are solving for you clients? How can you structure your sales conversation so that the problem is clearly identified and agreed upon?

It's important on the initial consultation, to never give the solution away for free. They won't respect you as much as if they paid for you to provide a solution. The more you want to make per client, the more important this is. And also, the more you want to make per client, you need to bring more value and solve bigger problems. I have yet to see a client that won't be happy to pay 6 figures for helping them create an additional 7 figures that wasn't there before.

The Steps a Customer Takes for You To Make A Sale:

Basic Steps The Customer Takes For You To Make A Sale:

1. The customer identifies that he has a problem.
2. The customer determines if the problem is worth solving and how much time, money and energy he wants to invest in solving it.
3. The customer starts the "looking process".

Note: The first 3 steps you have no-to-little-impact over unless you know exactly what to do and how to do it to influence them. Warning: without this knowledge you will waste time pursuing them until they start the "looking process". The good news is that if you engage them at step 1 you will form high levels of bonding and rapport and become their trusted advisor giving you a distinct advantage over all competition. The best news is that you don't have to know exactly what to do and how to do it, [I can provide that for you](#).

4. The customer agrees with you on what the problem is.
5. The customer agrees on the "generic" solution to the problem.
6. The customer recognizes the value of your specific solution to his problem.
7. The customer determines what his risk would be if he goes forward with your solution.
8. The customer knows you, likes you and trusts you, he is confident that you will do what you say you're going to do and he's willing to risk his career credibility (maybe even his job) by cutting you an order.

To accomplish steps 1-7.... You can either use all your EXTRA time and your overwhelming desire to be on the phone cold calling at all times (ugh!). **OR you can use your marketing and advertising to accomplish steps 1-7 for you.**

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.

But what about the people that don't identify that they have a problem? You know, the ones that are good prospects but they don't see a problem. What do you do about them? Did you know that you can prod them along and kindle a fire under them to move them along? How? Like this:

1. Appeal to their fantasy of what "could be", or their nightmare of what "will be". Pain or gain.
2. Show them how they benchmark compared to others and top producers.
3. Help them understand what happens if nothing happens.
4. Educate them about what they need to move them forward.

When you accomplish this, you can move them into Step 1 at the top – Identifying that they have a problem.

Ask yourself: where is my potential client in this process? What engagement process do you have to simply and seamlessly move them from one step to the next? What questions do you need to ask in order to understand where they are and how to move them along?

The Indirect Approach:

Traffic → Opt-in for a free report (or white paper, video or email series, cheat sheet, etc.) → Deliver the free report → Email follow up → Opt-in for a free (or paid) consultation → Free eBook or teleseminar or webinar → Pre-meeting prep and questionnaire → Initial consultation → The Assessment (free or paid) → The findings → The Solution & Implementation

You will notice that this is the exact same process, except there is a lead generation piece added to the front. The purpose of this is to get cold traffic and warm them at a comfortable pace so they know you, like you, and have some level of trust with you.

Your lead generation piece should educate people about their problem and show them a clear path to getting what they want.

When done properly, the clear path should have only one solutions - hiring you.

Once you have your turnkey selling system setup and running, get it working on a small scale and test it, test it, and test it some more. When you are happy with how it's performing, then you turn on as many traffic sources as you can.

When you truly grasp how this works, getting traffic to your website will be the easiest thing there is.

Why Doesn't Everyone Do This?

My friend and private client, [Michael Gerber](#), who wrote the phenomenal book [The E-Myth Revisited](#), says that most business owners are really technicians who started a business and they don't understand all the aspects needed to run a business. (If you haven't read the book, go get a copy today, it has sold millions of copies and is on the top 10 list of books that billionaires read.)

His point is, virtually everyone that starts a business is good at what they do, but they don't understand all the aspects of running a successful business. If you are an attorney, or consultant, or doctor, or financial advisor, or make green juices, or bake cookies, or, or, or, - they are good at doing what they do, they aren't good at marketing, advertising and selling.

If that is you, that's ok. You're not alone. And the good news is that you can start wherever you are, with whatever knowledge and resources you have, and over time, you can implement quickly or slowly, all the things outlined in this brief overview, and be on the road to growing your business like you've never imagined possible. But it takes a commitment. Will you commit to learning how to grow and market and sell your services in a scalable way?

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>

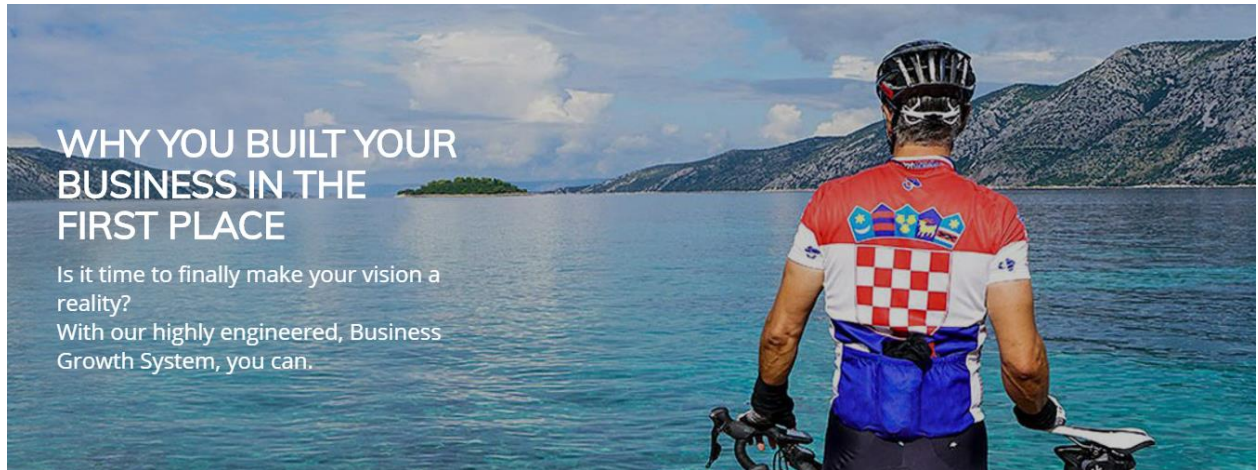
Thank you for reading this.

Blessings,
Chris Goegan.

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/UCWAJ3ldPMAaMghd3ZdppCLA>. 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:

www.ChrisGoegan.com/Win