

# Engineered Marketing

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The 3 Essential  
Systems To Grow Your  
Business While  
Freeing Up Time



*If you want systems to deliver high quality leads and sales consistently while freeing up your time, and grow 2x-10x, schedule a call right now at <https://www.ChrisGoegan.com/Win>*

*with Chris Goegan*

## ***Engineered Marketing: The Only 3 Systems You Need to Have High Quality Leads and Sales Consistently Coming To You While Freeing Up Your Time***

Wednesday, 3:05pm, from the desk of Chris Goegan:

(If you want to know about me, there's a short bio at the end of this pdf)

I've built systems my whole life.

I've helped clients get to 6 figures, \$1 million, \$2 million, \$5 million, \$10 million, \$20 million, and more, and what has worked for them, will work for you.

There's so much bad information and misinformation out there and I hope to change that. What I'm sharing with you is what the successful businesses do. I hope you find this helpful and my approach refreshing.

Let me begin by asking:

Have you ever felt stuck?

Stuck because no matter what you try you can't get the leadflow and sales that you need.

You struggle to stay on top of all the daily demands that are put on you. You have so much that you HAVE to do that it's overwhelming at times.

You're busy all the time but it doesn't feel like you're making progress. You hear about other's successes and it seems like B.S. or you are secretly annoyed and discouraged because it's not happening for you. And it's definitely not happening fast enough.

Long hours. Lack of family time and the guilt that goes along with it.

You feel disorganized, all over the place, always busy doing all the things that need to get done.

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You hire somebody but you find it's easier to just do it yourself because it takes just as long (or longer) to show them what to do, and then it might not be up to your standards so you'll have to fix it anyways.

It's exhausting, isn't it?

Cashflow?

Sure, there are good months, but it's up and down like a roller coaster or a scene from Groundhog Day that you can't get rid of. Many times you don't get paid because everyone, and everything else comes first.

No matter how much comes in, it seems like it's never enough.

Another sleepless night.

And then you get up the next day, and it's the same thing all over again.

And then a week goes by, a month, and an eternity and you're still in the same spot.

If that's you, then welcome.

We're going to fix all that.

And you're much closer to being free than you could imagine.

## **There's a common problem that all business owners and entrepreneurs that I work with have:**

. . . They all want more leads and sales.

**But they also have another thing in common** – they have a great product or service, there's a big market, they want to grow and could grow if more people knew about them, but the business depends on them, they are the magic.

They don't have time and their energy gets drained.

But they **HAVE** to keep going because *EVERYTHING* depends on them.

They are exhausted.

They believe in systems, but they don't know how to effectively make them work for them.

And they're feeling frustrated or stuck.

Can you relate?

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Instead of that, imagine this . . .

Imagine having your marketing and sales dialed in, you're finally getting a great return, leads and sales are consistently coming in, your systems are created and they work, it doesn't require your time or energy, and it's producing consistent and scalable results that someone else can manage.

Imagine, 12 months from now and you're reflecting on this past year. . .

- You're smiling because you're officially done with the feast-or-famine roller coaster
- You're elated that you have consistent growth in revenue and profit since you systematized your lead generation and sales conversion
- You're excited that marketing is really clear to you and you have a clear plan to get to an even higher level
- You're giggling that you've been able to raise prices because of the demand
- You're relaxed because cashflow is stable and you have more than enough to cover expenses
- You're relieved that you no longer have to do 6 webinars a week to keep the pipeline full – you have leads coming to you from multiple sources that don't depend on you.
- You are touched that you have a dream team of people that do the work and solve problems
- You are reassured that the quality is the same (or better) than when you were doing the fulfillment
- You can actually take a vacation without worrying about the business (wow, imagine that!!)
- You're filled with deep gratitude because you have flourishing relationships with those that matter the most to you (don't wait for a year to do this one)
- You feel confident and in control and are now reflecting on “*what's next*”

Growth that doesn't depend on you.

**Imagine if that could happen, would life be so much better?**

That is what I want to help you with.

And I'm sure you've heard a lot of things before. I have. Just about every client I've worked with has. Like you, I get pitched everything under the sun. Sure it sounds good, but too often it fails to deliver on it's promises.

I used to be an engineer and have developed a system for growth over the last 30 years. I've observed certain patterns and things that the most highly successful companies do. I've tested and tried a number of other things and I've developed a very systematic approach to growing and scaling business called Engineered Marketing.

More on that later, but first . . .

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## **Business is simple.**

You get people who are interested in what you do, they buy and you make money. They post great reviews and refer all their friends, their family and their social networks and you get even more business.

Life is good.

Simple, right?

But it never goes like that does it?

It usually goes more like this:

People love what you do, but you can't find enough people. You need leads so you network, or virtual network (in your jammies while trying to hide your kids from peering into the camera so you can maintain professionalism).

You yell, "*Quiet! Mommy (or daddy) is on a call!!!!*" . . . hopefully you hit the mute button before yelling.

That doesn't work so it's on to LinkedIn.

You connect with a few, or a few hundred, or a few thousand people. You try to blatantly pitch them but that feels icky and doesn't work. You change tactics and instead of being like a used car salesman, you try to become friends and establish a connection and see how you can mutually benefit each other. You wish them happy birthday or happy anniversary. You have conversation after conversation that feels good in the moment, but doesn't get you anywhere. You record a special video. You post content.

You spend hours and hours doing stuff, but you don't want to really do this, ***all you want is to find people who want to buy from you.***

So on to Facebook. You read an article or watched a video of how one guy made millions with a \$5 dollar ad. You figure it should work for you. So off you go with high hopes and end up with yet another thing that didn't work.

And then there's Twitter, YouTube, podcasts, webinars, social media, email blasts, 5 day challenges, . . . the list goes on.

Another thing that didn't work. And another. And another.

And there's speaking – do you ever get tired of the countless and relentless speaking schedule and requests. What was once exciting you now begin to dread. Dread because you're tired of doing them, and dread because if you stop, the money stops coming in.

It's EXHAUSTING. (I'm exhausted writing this!! But this is real. This is what happens to people.)

All the while you go from excited, to depressed, to determined. It's like this:



Until one day, you've had it. You quit.

Discouragement takes over.

But you are so determined to figure it out that you can't give up.

That's the silent problem many business owners are having right now.

They are frustrated, annoyed, irritated. They become miserable to be around. They can't stop thinking about their work. It seems like they can never turn their business brain off, and the relationships that are most important are strained and suffer. Their kids grow and move away, and a strained relationship is harder to heal the longer it goes on. And they know it. They struggle with their self-esteem and self-worth.

Because they can't figure it out.

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And all the while the thought is this . . .

. . . if they can only figure it out, if they can only get a steady supply of good leads and solid sales . . . all those problems would go away.

## How Marketing Works

If you want to understand how to make your marketing work, if you want to get more leads than the referrals that are coming in, if you want more than one leadsource working for you, or if you want to take your business to a whole new level, then you have to understand how marketing works.

Have you ever wondered how to cut through all the tactics and know what works and what doesn't?

I took a survey from a class I teach, and here's what business owners are wondering when it comes to marketing:

1. What is the best way to reach people?
2. Is social media the best way to go?
3. Can I get someone else to do my marketing for me?
4. What is the latest go to method in marketing?
5. What's NOT working in marketing anymore?
6. What's the real problem with my marketing?
7. What are successful businesses using in marketing today?
8. Here's the biggest: *"How do you do it? How do you make your marketing work? I'm tired of all the garbage and B.S. out there. I know it won't happen overnight, but how do you do it?"*

I've been helping companies grow and scale for the last 30+ years. I've worked with hundreds of private clients in 100+ industries. I've worked with some very big names, and I've worked with the smallest of the small and many in between.

They all want the same thing – more leads and sales.

They all struggle with the same thing – their marketing doesn't work.

They all focus on the same thing – more traffic.

They all share the same problem – they are focusing on the wrong thing.

## I Realized Something Profound

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If everyone is doing the same thing, and they're all struggling with the same thing, and they're all getting the same miserable results, maybe they're focusing on the wrong thing?

I love chocolate chip cookies.

My daughter makes ones that are unbelievably good. They're gooey with just enough dough in them to hold the molten chocolate together. I eat these until my stomach hurts and then I have a few more. Yum!

If 1000 people make chocolate chip cookies, and none of them have my daughter's recipe, and they all make them the same way with some other recipe, and they are all awful, don't you think that there is probably something wrong with the recipe?

I've worked with and seen the inside of 100's of private client businesses. I've seen and interviewed thousands more. They all struggle with their marketing. They all make bad chocolate chip cookies.

They all use the same marketing recipe that doesn't work.

Except the ones that do well.

They do something completely different (plus they allow me to help them 😊)

They have the same recipe that I'm about to give you . . .

. . . What do they do?

## The 5 Things Success Businesses Do

Here are the 5 Things:

1. Focus on people, not traffic.
2. Create differentiation.
3. Develop their sales messaging.
4. Build trust.
5. Amplify Attention.

Of course there's more detail to this, but let's keep it simple. As an engineer, I used to overcomplicate things, but what works best is to keep it simple.

Let's explore those 5 things:

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# 1. Focus On People, Not Traffic

Yes, you need traffic. But traffic sources have never bought anything from me or my clients. Facebook, Google, LinkedIn, Twitter, YouTube, Social Media, etc. – they're all good, but neither myself or my clients have got checks from them. Have you?

Traffic doesn't buy things, people buy things.

Focus on people.

Focus on why people buy. How people buy. And how people buy online.

You've probably heard it said that people buy for emotional reasons, and then use logic to back up their purchase.

People buy things for two basic reasons – to gain pleasure, or avoid pain.

More people buy things to get rid of pain.

I work with a lot of coaches, consultants and professional service businesses, and the most effective way for them to market is to address their prospect's pain and how they help them get rid of it.

If you want to help people, first identify the pain your prospective clients have. When you speak to people's emotions, they will start paying more attention to you.

# 2. Create Differentiation

Take an honest assessment of how you are positioned in the market. Are you like everyone else? Is your message the same or different than everyone else's?

There's a saying I heard a long time ago that I like: *"If you want to sell to John Smith what John Smith buys, then you have to see the world through John Smith's eyes."*

A fun exercise I do with clients is to have them objectively look at the world through their prospect's eyes. We do a competition analysis and review a number of websites looking at a number of factors with messaging being one of them.

After they look at a number of websites, their comments are typically: *"They're all rubbish. They all say the same thing – we're the best, we're #1, we're the greatest."* And then they follow that up with *"and we don't say anything different."*

Most clients are shocked at how much their message sounds like everyone else's.

Is your solution the same as everyone else's? Are you the same as everyone else?

No. You are unique. You are special. You have a special way of helping people.

Whatever that is, you need to identify it.

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### 3. Develop Your Sales Messaging

You need sales. Your website, your ads, your emails, all your messaging acts as your salesperson. What is the sales message that it is saying? How well is that working?

If it's working, then awesome. Let it run.

Chances are, especially if you're reading this, it's not doing as well as it should.

Your website needs clear sales messaging. You need to have a way to sell what you're selling. I've found the best way is to do this is to take how you would sell in-person, take that sales conversation, and put that on your website.

Of course you will want to condense it and present it in an effective manner centered around your main core message.

What you want to do is what I call the Royal Gorge – you want to show prospective clients the massive cliff that they will fall off of if they attempt to do what most people do that doesn't work, and then show them a simple bridge across – that bridge across is your unique solution.

Please note, effectively selling is much more involved and much more in-depth than what I can write here.

To learn more, see my free training here <https://www.chrisgoegan.com/3-systems/> or for advanced training, get my workshop here: <https://www.chrisgoegan.com/5-day-workshop/>

You need to be able to effectively engage people and sell them, which I cover in the next point.

### 4. Build Trust

Let's face it, trust is at an all-time low. Does anybody trust the media these days? Everything seems to be politicized. Sadly, objectivity seems like a thing of the past.

Look at the people in your space, are there any snake-oil salesman? Look at the marketing space, how many messages do you get about making \$30 million in 30 seconds? Or am I the only one getting them? Everyone is an expert these days. I get pounded on LinkedIn, I get hammered with email messages promising instant riches.

I think we're all tired of that garbage.

So how do you build trust?

I've found the best, and easiest way is through education.

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Look, I'm not a marketing guru, or some guy that had success one time, no, I'm a guy that has been working in the trenches, building campaigns across multiple traffic platforms for clients. I've done lots and lots of work and seen the inside of so many businesses. I don't work off of theory, I work off of what works and what doesn't.

That's what I'm sharing with you. Whether you choose to accept it or not, that's entirely up to you.

I'm educating you about what works and what doesn't. I want to educate you so you can avoid the same mistakes I made and others have made. Why not save yourself a few years and thousands of dollars? (My clients have blown \$26k+ on marketing programs that promised the moon but delivered garbage. We call this 'investing in their marketing education'. How much have you blown?)

When you educate people, they get value.

Don't be a cheesy sales or marketing person. Be yourself. Educate people. Give value.

When they get value, they will give you more attention.

When they give you more of their attention, they will want to learn more, they will learn more from you and will get more value. They will trust you.

Do you see how that goes?

Be authentic. Be yourself. Share things that will help.

Use education-based marketing. You will build value, have deeper connections and will build trust.

## 5. The Attention Amplifier

The companies that are the most successful have a way to smoothly and seamlessly amplify their prospect's attention. Where they gain their initial attention, provide value, and gain progressively larger amounts of their time and attention.

They have a way to hook them, engage them, build trust, to gain more attention, to build more trust and lead them to the next step, and the next, and the next until they are ready to buy.

I've found that people will give you 1 second of their time, which leads to 3 seconds, which leads to 30-60 seconds, which leads to 5 minutes, which leads to 15 minutes, which leads to an hour, which leads to a purchase or engagement, which leads to the next, and the next and the next.

I call this the Attention Amplifier.

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When you have a way to effectively gain their attention, and use education based marketing to build trust, they will invest more and more time with you until they are ready to hop on a phone call or buy from you.

You have to engineer this. How can you hook people's attention very quickly and figure out what messaging you can use to amplify their attention.

## What Is Highly Effective Marketing?

*When you are speaking to people's problems, their desires, their goals and their fears, when you are doing it authentically, and when you are doing it in a way that is different from everyone else that "just feels right" . . . to them and to you . . . when you are doing that, they will want to come to you and you will have the lion's share of business. You can have a high flow of quality leads across multiple traffic sources that doesn't depend on you to be the magic.*

That is the goal of marketing.

That is my goal for marketing.

When you do it this way, you can take your message, and put that out on any, and every traffic platform out there. And then you measure the results to see how profitable that traffic platform is. You enhance what is working and cut out what's not working.

Simple.

I have taken the entire marketing process and boiled it down into a simple step by step, methodical approach called Engineered Marketing.

Engineered Marketing works best if you want to help your market out and make a difference, and if you want to have massive growth, whatever massive growth means to you.

A critical point is this . . .

*. . . Focus on people first, not traffic.*

When you do it this way, you get away from the "traffic technique du jour".

You will have a system that can work on any, and every traffic platform.

The traffic platform is a way to reach the people we want to target. Your system handles the rest.

You can create a beautiful business.

Simple right?

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It took me 30 years to figure this out. Hopefully it doesn't take you that long!!

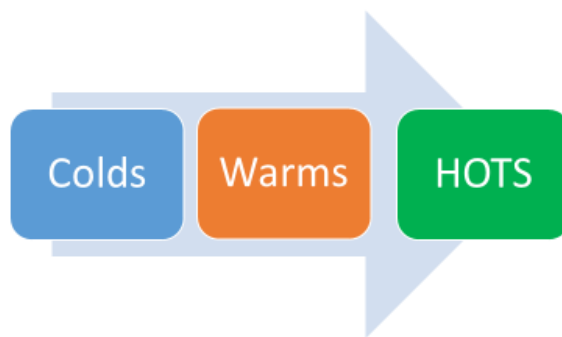
## Want to Make It Even Easier? Want a Shortcut?

Did you know that to get the growth you want, all you need is 3-Systems?

I've found there are only 3 types of prospects: Colds, Warmes and HOTS

That's it. No more, no less.

### There are 3 types of leads:



**Build a system for handling each. That's it.**

When you build a marketing system focused on colds, warmes and HOTS, then you can grow to whatever level you want that the market supports.

Here are the three types of leads you'll ever come across in your business:

1. Colds – They have no problem.
2. Warmes – They are aware that they have a problem and are researching different solutions trying to figure out if their problem is worth solving or not. They are not looking to buy – yet.
3. HOTS – They want to get rid of their problem and are actively looking for the best solution to buy.

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Meet them where they're at with your messaging. Don't sell those who aren't ready to buy. Help them with the stage they're at. You will build more goodwill, you will build more trust, and the interesting thing is you will have more sales. It will feel so much better. You'll fall in love with your marketing and your systems when you have a way to reach out to prospects, engage them, help them, and work with those that see the value in what you do and appreciate you.

There's three types of leads. Build a system for each. That's it.

Free Yourself. Build a system to get leads and sales that works on any, and all, traffic platforms. Have systems do all the hard work, not you.

I received an email from someone saying:

*"My results are not THESE:*

- *How a small local business added \$135k in 6 weeks with \$500 adspend*
- *How Chuck went from \$6.8 million to \$15.2 million while working less in his business*
- *How a small local business that was doing "ok", made key adjustments and is now poised to grow to \$100 million*

*Our marketing isn't dialed in right now it's still bubble gum duck tape shoe string... I need systems. I love systems and this area is spaghetti.*

*So I want a clear plan and a clear and concise way of doing it... it all relies on me performing and that my friend is EXHAUSTING."*

That sums up what happens to just about every business owner when they don't understand how to effectively build systems in a step-by-step, simple, pragmatic and engineered way. They haven't been educated so they lack the knowledge, strategic plan, and the implementation.

It takes pure hustle to get a business off the ground. And well done for doing that.

But what got you here won't get you there.

Without systems you will always be limited.

With systems, you can get to any level you want that the market will support.

By the way, those are real results listed above. Of the hundred+ private clients that I've worked with, we have a 99% success rate.

So how did we do it?

How do our clients have such incredible results using all the same technologies and traffic platforms that previously "*didn't work*"?

What is the simple approach?

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We engineer and build the 3 Systems – a system for the Colds, a system for the Warmths, and a system for the HOTS.

Once we engineer and build our systems built, then we launch traffic with a phased in approach.

Very systematic.

Very pragmatic.

Very focused.

VERY EFFECTIVE!

I have free training on this here: <https://www.chrisgoegan.com/3-systems/>

## Next Steps:

There's so much possibility. It's exciting and overwhelming and your head may be spinning wondering what to do next.

You want to always be working on what I call your AOHO's – your Areas Of Highest Opportunities. These are the 3-4 things that will give you biggest bang for your buck.

If you focus on your AOHO's, you will have the greatest growth and greatest return.

I see everything as a management of resources – time, money and energy.

Identifying and focusing on your AOHO's will allow you to have a maximum return on your resources.

As an engineer, I believe in simplicity and a step-by-step methodical approach to engineering and building growth systems.

Most likely we haven't met yet. But if you're like the many other business owners and entrepreneurs who have struggled and are ready for remarkable growth, then there's just a few things to focus on.

So here's what I would do:

### **Step 1: Fix your lead generation system.**

Whether you're just starting out, or at \$10,000/month, or \$25k/month, or \$1 million or more, you must fix your lead flow. You must transition out of you being the magic, from you being the lead generation machine, to engineering and building a system that can

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operate with, or without you. You need a system that can generate leads across multiple traffic platforms - If all you have is one traffic platform, you don't have a secure business. All your eggs are in one basket and if anything happens to that one leadsource, you are screwed, you are in deep trouble. Create a lead generation system that can work on multiple traffic platforms that can operate without you.

## **Step 2: Fix your lead conversion system.**

You may be taking all the calls and closing all the leads, and that's ok. But when more leads are coming in, at some point you will become overwhelmed with too many leads to close. You will want to hire someone to close sales and handle the abundance of quality leads flowing in. Before you hire someone, it's best to build the lead conversion system out.

## **Step 3: Fix your client fulfillment system.**

Similarly, when you have an abundance of leads and sales coming in, you won't have enough hours in the day to work with everyone coming in. You need to maintain the high quality, 5-star experience, but you need to have others delivering it, not you. This is about growing your business and freeing you up from having to do everything. Right now, you probably have the capacity to take on more client work, but this will need to get addressed at some point and you will need to put systems in place.

### **A note about systems . . .**

I love systems!! I've spent my whole life building systems. Lead generation systems, lead conversion systems, client fulfillment systems, operational systems. I LOVE systems. I've built a lot. And while it might be foreign to you, I can easily see what systems need to be created and when, and then engineer and build those systems.

So just know that you have a resource to help you.

My mission is simple: *"To help good people build great businesses."*

EVERYTHING was a struggle for me. I joke that I'm a good learner, just not necessarily a fast learner! My hope is that you can avoid much of the struggle I had and get to your goals faster and easier than what you could ever imagine.

Yes, it will take work.



***“If you do what’s hard, life will be easy. If you are only willing to do what is easy, life will be hard.”***

Let’s make life easy! Yes?!

When I did an Ironman Triathlon (2.4 mile swim, 112 mile bike ride, and a marathon 26.2 miles), I did it to raise money to fight cancer after losing my dad to brain cancer. I couldn’t have done it without my Coach, Coach Dave.

I had never done an Ironman, and I didn’t know how to prepare for it. I had done shorter triathlons before, but an Ironman was too big for me to figure out on my own.

Coach Dave had done many Ironmans, and successfully coached others, and his goal was to get us to the race injury free, and complete the race injury free. He did just that.

He developed a workout schedule, and his advice was “*just do the workout*”.

Whenever I questioned myself about whether I could do an Ironman or not, whenever I doubted my ability, whenever I doubted anything, he would flash that smile and say “*just do the workout.*”

I did. And I did. I finished the Ironman. (I wrote about my experience [here](#))

Allow me to be your Coach Dave.

Just do the workouts.

## **How Can I Help?**

There are 3 ways to work with me:

1. Personal 1-1 Private Client Work – for those \$350k and up that want to scale to \$1 million, \$5 million, or \$10 million.
2. Global Growth Mastermind – for those at \$500k - \$10 million that want to scale globally.
3. Engineered Growth Systems Program – a 3-month group implementation workshop for startups and businesses doing \$2k - 20k per month and want to grow to a whole new level. Startups are ok as long as they have a product or service and have forward momentum. One client went from startup to the largest in the world in his market in just 3 years. So, while that’s not the norm, great things can happen.

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Interested in any of those? Let's continue the conversation.

**SCHEDULE A CALL**

Book a confidential 15-minute call so we can get to know each other and we can each assess whether or not it will be a fit.

Here's the link to schedule a call: <https://www.chrisgoegan.com/win>

My Engineered Growth Systems Program (option 3 above) was created based on work that I have done over the years building lead generation and conversion systems.

It's a live implementation program with a group of other determined, growth minded entrepreneurs and business owners.

It's a step-by-step program.

I modeled it with a client that had 2 hours per week, no marketing experience, and we built their systems live, together.

That year, they went from \$4 million to \$10 million. . . and they put in 2 hours per week on our calls together.

Pretty cool. I figured I had something good.

Now I've refined it and since Covid broke out, more and more people have asked about joining.

It's completely different than what people imagine.

There are no gimmicks or tricks.

When you understand that people buy things, not funnels, or challenges, or Google, or Facebook, or Instagram, or Twitter, or whatever the latest bright shiny object is.

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When you focus everything you do on building a system to meet people where they're at, whether they are Colds, Warmes, or HOTS, and talk to them about what's important to them, when you do that, the results are remarkable.

*Like the client that went from a startup to the largest in the world in his market in just 3 years. And it's a competitive market.*

So a simple place to start is with my Engineered Marketing 5-Day Workshop. It's meant to be a primer to introduce you to engineering and building growth systems that I use on all levels of my work.

It's super inexpensive – it's \$99 but I'm offering a \$50 off gift code below.

## **Get My Engineered Marketing 5-Day Workshop:**

As I mentioned above, there's so much more I could get into that will help you. You can get 5 master classes I did so you can gain the information and knowledge you need so you can quickly get your marketing working.

It's a recording of a live training I recently did. It's 5 modules, each module is 1 hour.

In this 5-day workshop, I show you how to grow and scale your business. You will learn how you can get leads and sales off of any and every platform. No more chasing the latest fad, social media, funnel or traffic technique. At the end of 5-days, you will have an actionable plan for growth.

Here's some of what you'll learn:

- Day 1: Scaling and Perfect Prospects
- Day 2: Systems – Creating The Most Powerful Growth Engine In Your Market
- Day 3: The Attention Amplifier
- Day 4: Launching It - The best way to launch a new venture or campaign – this will change how you look at business and get you to growth quicker. It's not what you think either.
- Day 5: Scaling for Massive Growth

For a long time, I've wanted to make my systems **available to "the everyman."**

And with this five day workshop, I've finally done just that.

If you are ready to grow and scale, then you should consider my 5-Day Workshop. (60 minutes per day. All videos are available to watch On Demand)

It's \$99 for the 5-Days, but I'd like to give you a special gift of \$50 off.

Even at \$99 it's worth it.

**At \$49... !**

*If you want systems to deliver high quality leads and sales consistently while freeing up your time, and grow 2x-10x, schedule a call right now at <https://www.ChrisGoegan.com/Win>*

[Go here to 'meet' me in the video and to sign up.](#)

**Use this promo code to get the \$50 discount: EGS50off**

Whether you need five to ten high quality leads and sales per month, or tens, or hundreds to thousands of leads and sales per month, you can get there with well-engineered systems.

In just 3-12 months you can have a remarkable and exciting business.

**If you're ready to seriously scale your business and get to an entirely new level, and if you want systems and your dream team to do all the hard work, not you, then. . .**

**SCHEDULE A CALL**

**[Book a call here](#)** to see if our Engineered Marketing 3-Systems is a fit to grow your business.

## **Who Is Chris?**

*If you want systems to deliver high quality leads and sales consistently while freeing up your time, and grow 2x-10x, schedule a call right now at <https://www.ChrisGoegan.com/Win>*

Chris Goegan is the owner of Engineered Growth Systems. His business helps entrepreneurs build scalable client acquisition systems. Chris has spent a decade as an engineer building high volume manufacturing systems, a decade in the trenches doing sales, and over a decade in marketing. He's personally worked with hundreds of business owners in 100+ industries, interviewed thousands more, worked with thought leaders like Michael Gerber (author of The E-Myth), industry leaders and the smallest of the small.



He has put tens of millions in the pockets of small business owners. He started building manufacturing lines for Ford Motor Company, has made over 100,000 cold calls in sales, hating all but 3 of them and created marketing campaigns across multiple traffic sources.

The core of what he does is his Engineered Marketing. There are only 3 systems you need to have high quality leads and sales consistently coming to you. Engineered Marketing has worked 99% of the time with hundreds of clients and works across any, and all traffic platforms.

He also completed an Ironman to raise money for cancer research after losing his dad to brain cancer.

He is passionate about helping good people build great businesses.

He loves sports, the outdoors, and is from Canada so he speaks funny (eh!). Chris is most proud of his wife, 4 kids and their black lab "Scout".

*"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

His mega best-selling book "The E-Myth Revisited" is listed on the top 10 books billionaires read. Look for his new book "Beyond The E-Myth"

Some places Chris has been featured in:



*If you want systems to deliver high quality leads and sales consistently while freeing up your time, and grow 2x-10x, schedule a call right now at <https://www.ChrisGoegan.com/Win>*