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WORKING SEVEN DAYS A WEEK IS OVER-RATED ... AND WHY THREE IS MORE THAN ENOUGH ... !



Discover how you can launch a new or existing offline business ... online, leveraging the power of the Internet to reap massive rewards quickly, cheaply and easily ... no rocket science required!

James Klobasa

James jumped online with his first eCommerce site success in 1998. With a background in promotions, branding, patents and licensing, James is able to identify and protect a company's IP and then launch that company's identity and products to a global market.

Studying marketing since this time, and personally trained by Jeff Walker in Product Launch Management, James is focused on delivering results for others through proven marketing tactics and strategies, and has worked with companies such as Yamaha, Suzuki, Tooheys, Cantel and MasterCraft in Australia, USA, South Africa, Japan and Canada.

Currently living on the Sunshine Coast of Australia, he is a keen surfer and lifestyle lover. When not working, you'll find James in the ocean or travelling towards it.

In this chapter ... I'll show you just how easy it is to build and promote your business using online launch strategies. We'll go inside one of my launch successes to reveal the exact tactics and strategies that you can use to deliver success after success.

The Goal: Create \$22,000 per month income in just three months on a budget of \$300 per month, from scratch.

The Specifics:

- *Launch a brand new business, a typical offline business that provides services requiring no more than a few days work per week to deliver.*
- *The business has to deliver its services in the same way offline businesses have been running for decades, with real products and services, delivered by real people.*
- *Launch it using only online methods – no magazines, no newspapers, no radio, television or Yellow Pages.*
- *The business must be seen by a national audience and recognised as a leader in its field.*
- *It must be rolled out on a small business budget, \$300 per month.*
- *Profit must be made from day one to service business growth into the future.*

In this chapter, you may notice similarities of how your current business could be grown with the ideas offered, whether starting from scratch or expanding an existing business. Included are the steps in the exact order used, so you can follow along and use this as a blueprint to build or start your own business.

It's your turn for success

The figures achieved and used within this case study are proof, not of my ability, but of how following a system and using specific tactics and tools can produce amazing results. And the best part is you can do it yourself, not just once, but over and over again.

Success ... it's a funny word. Most people only measure this word by the monetary result, but I don't want to have this confused with being successful in taking the steps required to produce a result. For me personally, the first six months of building this business was a massive success. After that, I knew bigger challenges called and they will for you too.

Yes, it did produce a nice monetary result, but it was the roll out – the perfect design and execution, the viral growth, the positive customer feedback and the brand being recognised nationally as a leader – that made this a very successful project.

It ticked the boxes I set out for it. Only measuring success by the money you generate clouds your more important goal of serving your customers.

Launch basics revealed

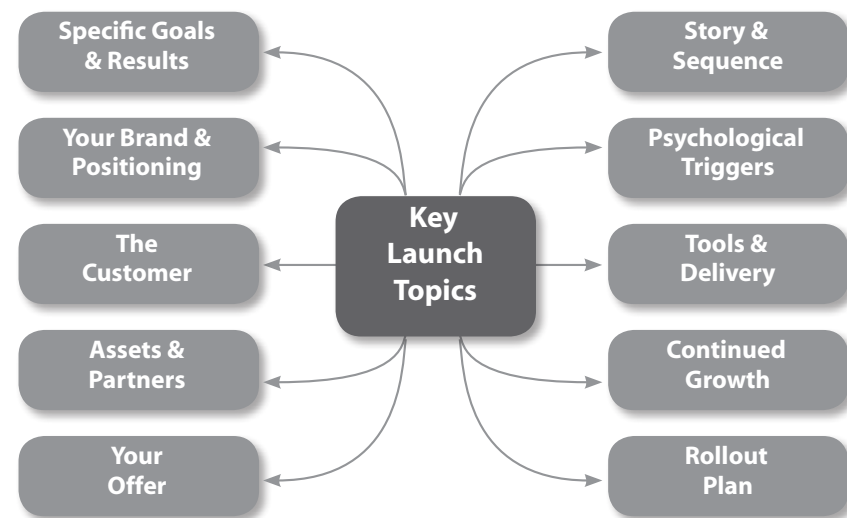
In this chapter we'll be talking about launching a business, but in essence this is 'Product Launch Strategy 101'. Consider your business as a single product for a moment.

Product launches help a business in quickly building large lists of raving fans/ customers via the creation of an event or sequence of events leading to an anticipated conclusion. Much like Hollywood releases movie trailers leading into a big movie launch, you can do the same to promote a new service your business offers.

Huge cash reserves are often a by-product of creating raving fans. These fans regularly deliver unique market information that allows the development of new products and services. Once delivered, these new options again create more raving fans and more profits.

Why create raving fans? Because they will continue to buy from you time and time again, become your best advertising sources and build your business for you.

Key Launch Topics:



This chapter and the above diagram is to be your working model – we'll go into depth on each topic. There will be checklist steps, specific tasks, and easy to implement strategies that will give you a great foundation to launch any business or product. Let's dive right in.

Why launch?

Having a clear understanding of ‘why’ gives you the drive for those tough days.

Specific Goals and Results ... Knowing your result in advance gives you items to measure success by and the direction to achieve them.

For the project outlined above, clear and specific goals around the monetary results were part of the plan. This did have a lot to do with the drive, determination and the actual results that were produced.

But, aside from the end dollar figure, you may also have other reasons for launching. You may wish to attract new partners, develop a new list of prospects or customers, or even research what new products your clients are in need of. The end goal doesn’t always have to be money, but done right, it is usually the end result.

Setting these gives you measurable targets to gauge your success or failure by. Many people get caught up in these, making them dream numbers instead of just basic clear and achievable targets.

Yes, the results achieved in the above case do seem high, but in actual fact, given the market, the service delivered and the time frames, these were all kept very realistic. Doing this will keep you and your team focused on the tasks at hand in order to achieve the results.

Demanding results that are unachievable in reality will kill off any enthusiasm for the work needed to achieve them. They must challenge and inspire you, not scare you.

Simple steps and effective strategies combined with direct action produces results.

Complete the tasks below each section. Later in the chapter you’ll use this to develop your own launch roll-out plan.

Task #1: What are the specific goals and results you desire for your business or product ...?

Your Brand and Positioning ... Think big, start small.

As mentioned, the project aimed to have a national audience and to be recognised as a leader. The two are tied together and gaining the authority to complete this was the key.

We began very small, never speaking of our greater vision. The call just kept being answered at the highest standard with a consistent message, feel and look. Starting out, we targeted local clients and got their feedback. This allowed us to adapt our response to suit the vision and our much larger audience that awaited ... this was a crucial step.

This was kept very simple. There’s no need for ‘big noting’ or being extravagant around this area. There is a fine line between cheap and just plain simple though. However, we made sure the brand would be easily associated with the service provided and not be limited to an area, size, or dollar value.

In essence, we allowed our clients to determine for themselves what the brand meant to them. By not limiting it, the client’s perceptions took over. When seeing the brand, the clients immediately had their own vision of the quality they would receive, the price they would have to pay, and whether we were a ‘next door business’ or a ‘multi-national’. We allowed our clients to talk the brand up and tell us what they expected from the company.

Our client feedback gave us a direction to fulfil, positioned us as a leader in our field, and over time, our clients actually determined for themselves what they would pay for the services we sold. They gladly paid top dollar. They said we were a national company and they told us to only deal with the biggest names and work on specific projects. Who were we not to listen?

In actual fact, we controlled the show throughout. We hand fed our customers bite sized pieces of information about what we did and how we operated and gauged their response to those bites of information.

We simply listened and adapted ... giving them what they asked.

Task #2: Is your branding limiting you to an area, size or value? What is your customer saying about you? What do they expect from you? Where do they think your company is positioned in the market? Are you listening and adapting?

The Customer ... Know your customer well.

This is one of the most important steps any business can take. You must know the intimate details of your customers and create an 'avatar' or a 'client description' that describes them in detail. Everything from their needs, wants, lifestyle and values will ensure that you are servicing the needs of your customer.

Meeting their needs on a personal level and at every level is an important key for success. This makes the creation of an irresistible offer easy. They will be happy to part with their hard earned cash and be thanking you for it if you meet their needs exactly.

Our customers are our greatest asset, and you should cherish yours. Know them ... and know them well.

It's easy to get your customer wrong. For example, a new business selling PVC pipe glue may think a local plumbing contractor is their customer, and this is true to a point. But when it comes to being a successful business, is it really true? How many plumbers are you able to sell to if you're the maker of the best PVC pipe glue in Bondi, Sydney?

Well, you'll have the local plumbers, maybe a few extra from the next suburb, and a few blow in contractors that take your product back home with them. But this is where the average business fails, by staying a small business. They haven't outlined their perfect customer.

What's the perfect customer in this case – the local plumbing store and ideally a big chain store that wholesales to all the plumbers in the city, one that has stores across the nation, if not the world.

Going deeper, knowing their sales goals and targets is part of knowing your customer. Knowing whether they're making budget is important. Knowing the key purchasing officer is important. Knowing how you can solve their most pressing concern around how to make more money selling PVC pipe glue would be vitally important. It may take detailing who that key person is and outlining every last detail of their life so you know how best to present your product as the answer to their needs.

It may seem like a lot of work but it's much easier to sell one million pots of glue to one person than 100 pots to 100 people!

Task #3: Describe your ideal customer ... What age are they? What sex? What is their lifestyle like? How much do they spend on products and services in your area of expertise? What are their hot points for buying? How can you describe them in as much detail as possible to understand why they buy?

How can your product solve their most pressing concern?

What does it take to make it work?

This is assuming you do know 'something' about the market you're entering. You can't chop wood without a saw of some description.

Assets and Partners ... Align yourself with the best; you can't do it alone.

Both to begin and to grow, the assets of the project were detailed. These included everything from suppliers to machinery and the skills required to deliver the services.

This was very simple to outline. We listed what was in our favour and for who we wanted to work.

We didn't want to spend all our time building random relationships. Instead we had a clear idea of the ones we wanted and knew they had to be effective in key areas in order to produce profitable and measurable results.

Aligning yourself with key partners allows leverage. The key here is outlining all the items that make your business/product more valuable to another's business.

If you are able to create strategic alliances with key players in your market, helping their business grow and in turn having them help your business grow, you are creating leverage.

The bit that takes a little time is knowing who is worth creating that leverage with, you must research your partners to make sure your goals are aligned. It's no good having another business promote your services to an area you don't service.

Your assets are critical in launching also. Knowing what you have to work with is a must. These may be skills in certain tasks, teaching materials, or specialised staff. For this case study, the assets needed were specialised machinery and occupational health and safety manuals.

These assets, allowing entry to a larger and much more lucrative market, were sourced and created before even registering the business name. Risky? No. From day one, we knew we were going to be profitable.

Task #4: Who are the people in your market that you'd like to work with? What could you add to their business? Are they a good match for your future goals?

What special skills or requirements are needed in the market you're entering? Do you have them? Can you source them? Also, list everything in your favour for entering your market.

Your Offer ... An irresistible offer is the golden goose.

Regarded as the single most important factor in any sale, creating an irresistible offer crafted to meet the exact needs of your exact customer at the exact time they wish to buy will make the sale an absolute no-brainer.

Creating need is also important and can be a route to market but meeting the needs of others is the quicker way to profit. Keeping your eyes and ears open will have you recognising opportunity before a market is flooded.

In this project, we entered the market in the early stages of its growth within a certain industry. Seeing and acting on this was one of the factors that guaranteed our success. We knew what the irresistible offer would be.

The creation of an irresistible offer will keep your customer coming back to you over and over again. They will become your raving fans and that is your best form of advertising, the type that money can't buy.

'The golden goose' delivers the golden eggs that fill the gap between where they are and where they want to be.

You must provide a complete solution to their needs. If you can't supply a complete solution to 'all' of their needs, you must be specific and supply them with a complete solution to a specific area of their needs.

When my project began, we serviced a local area. Occasionally, we'd have requests for services from the other side of the country. The way we provided the irresistible offer in this situation was to partner with someone. We'd have them deliver the exact service we promised in the same way we would in our local area, even wearing our branded clothing. The simple act of doing this gave

our client the view we were a national company able to deliver what and when they wanted. They also perceived it as being on their terms. This created 'big brownie points' for our company going forward.

This one action built our reputation as a 'big brand' in the industry. Our customers started telling others (raving fans), which put our services in greater demand in these areas. As our demand grew, so did the ability to create scarcity around our services, and in time, raise our pricing.

Our irresistible offer was really created by the customer: they told us what they wanted, we delivered, and they grew our business for us. Careful attention must be taken in this process. Delivering quality and exactly what the client needs is essential. You must over deliver at every stage.

The irresistible offer is not defined by price, it is defined by what the customer wants, when they want it and in the way they want it. It must give them the result they are looking for. It's really nothing to do with you being the 'best at what you do'.

Task #5: What can you do to provide for your customer in the exact way they want and need? How can you differentiate your business offer from your competitors?

Story and Sequence ... It comes down to the right thing at the right time.

Getting these factors right can be tricky, but if you've done your homework, if you know what your customer, wants, know their fears, frustrations and desires, you'll know what to act on and you'll know the story you need to tell your customer to gain the result you desire.

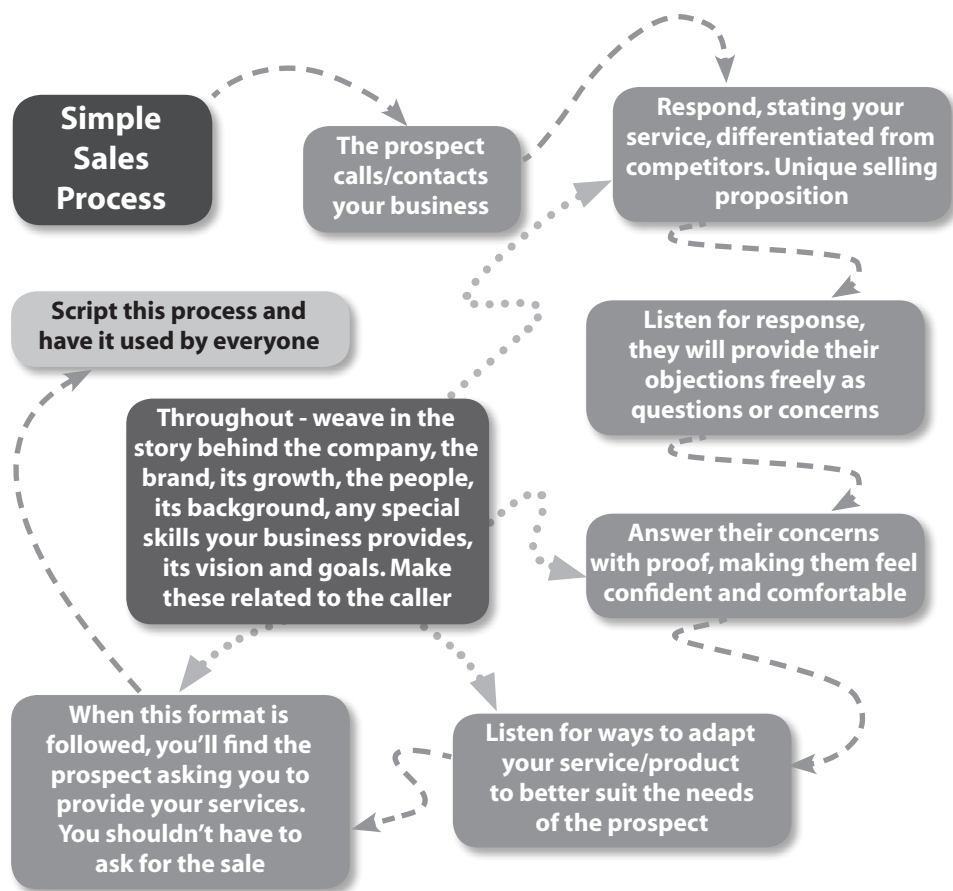
There are also many sequences that add to your roll out. The time before or leading into your launch (pre-launch), the actual launch period, the post launch and the re-launch periods. Extra factors that can be considered are partner launch time frames and even automated launch sequences.

Turning your business or offering into a story with a beginning, middle and end will have your customer go through your buying funnel in a deliberate and effective manner. (See diagram on next page.)

From the opening phone call, we started with delivering the unique result we guaranteed they would receive if using our service. We would then take them through their concerns, making them feel comfortable, and even confident, of the service we provided.

We would build on this and establish how we could best meet their needs by adapting our delivery of services to better suit their particular time frame or specific situation. Then they would ask, 'When can you help us?'

All throughout this process, clients were told the story of the brand, its beginnings, its people, its development and processes. To tell you the truth, I don't believe we ever had to ask for the sale when using this story and sequence technique. It works so well that the customer ends up believing you are their best option, the authority in the market, and is left almost begging to purchase from your business.



How Is This Done?

Psychological Triggers ... Influencing is not manipulation, if done with integrity.

Getting into their head ... There are time old mental triggers that will affect buying patterns. If you can identify these within your target market, you can repeat a buyer experience, their buying cycle, and even control the amounts that they buy.

The mental states of excitement, anticipation, authority, proof, surprise, controversy, the common enemy, scarcity and reciprocity are like your secret weapons. Influencing your customers by using these triggers at various times creates customers that are responsive to your actions, offers, story, and most of all, you.

In dealing with phone calls, I'd often answer as though I was under time pressure or with huge excitement, giving the customer the impression of being busy or in demand. What does this do in your customer's mind? It leads them to believe that your company is in demand, automatically creating scarcity or urgency in their mind. Being a company in demand must mean you're good at what you do, which increases your authority and your ability to charge more.

Once in the conversation and after qualifying the prospect, I'd move quickly to slowing down the conversation, taking time with the customer, take the time to answer all of their questions and concerns. I'd give freely the knowledge or information in the form of video or pdf material that makes them feel listened to.

This all creates respect and reciprocity. In the end, they feel as though you have just stopped your whole world for them and they want to repay the favour and purchase your services.

I've listed some triggers above, there are many more. I have included resources at the end of this chapter that will help you become skilled in the art of influencing your prospects and creating customers.

These tactics are massively powerful and should only be used for good! I'm certainly not condoning the use of these psychological triggers to manipulate. It's about being able to influence your prospect, take them on a journey, of sorts, until they reach their desired destination.

Tools and Delivery ... Finding the right resources and outsourcing is easier than you think.

All that it took was \$300 per month, and some time, to grow a very profitable business through the right promotional avenues and using the right strategies. Stay with technology, the dark ages were a long time ago. You don't have to go back to university, although you may want to hire the kid next door.

I am not going to go into how I used all of the tools in detail here, although I am going to provide you with all the links and a description of how they were used, plus other resources, at the end of this chapter.

Remember, they will be in the order that you will need them for the rollout of your launch.

The reality of it was, once I had the site designed and setup (outsourced for \$250 – one-time fee), fifty articles were written and submitted to the directories (outsourced for \$200 – initial fee, and became a cost of \$30 per month).

All I had to do was spend just a few hours each week, monitoring my ads (the setup of this was outsourced for a one-time fee of \$150, and later became fully monitored and managed by others for under \$50 per month), checking traffic stats and making small improvements.

For the first eighteen months the whole advertising system and website ran on autopilot for \$300 per month while we provided the services of the business.

What if it all goes wrong?

Don't panic ... There's no need. If you've come this far, chances are you've built a great name for yourself in your market and even the most dire of economic climates, like the recent GFC, can be triumphed over.

The project outlined in this case study began in the middle of the biggest downturn in history. So nothing can really stop you from succeeding if you follow the key topics listed here.

Continued Growth ... Educate and over deliver to retain.

The Stick Plan ... Once a prospect becomes a customer, never ever lose them. Getting new customers these days is hard work and can be costly, so you should always be nurturing them and coaching them into staying with you.

The easy way to do this is just train them. Train them that your business is the best provider of what they need, when they need it, and how they need it. It can be done very simply and quickly.

So you've found a new customer and they've used or purchased your goods/ services. In order to build on growth, follow up with them. Ideally, with a phone call or an email and ask them some basic questions:

- *Did you feel you received the level of service we promised we would provide?*
- *Did you feel it was worth the cost?*
- *Is there anything we could have done that could have improved the result for you?*
- *Is there any other added service we can offer you to help you improve your results?*

The list could be endless ... but there are a few important items to note. Ask in a way that's perceived as an opportunity for them to make a contribution towards improvement. And most of all, offer something in return for the answers. This could be a discount on the next purchase, a free trial period on a service, or a partner discount. Make sure they feel like they are receiving more than they're giving and repeat this process.

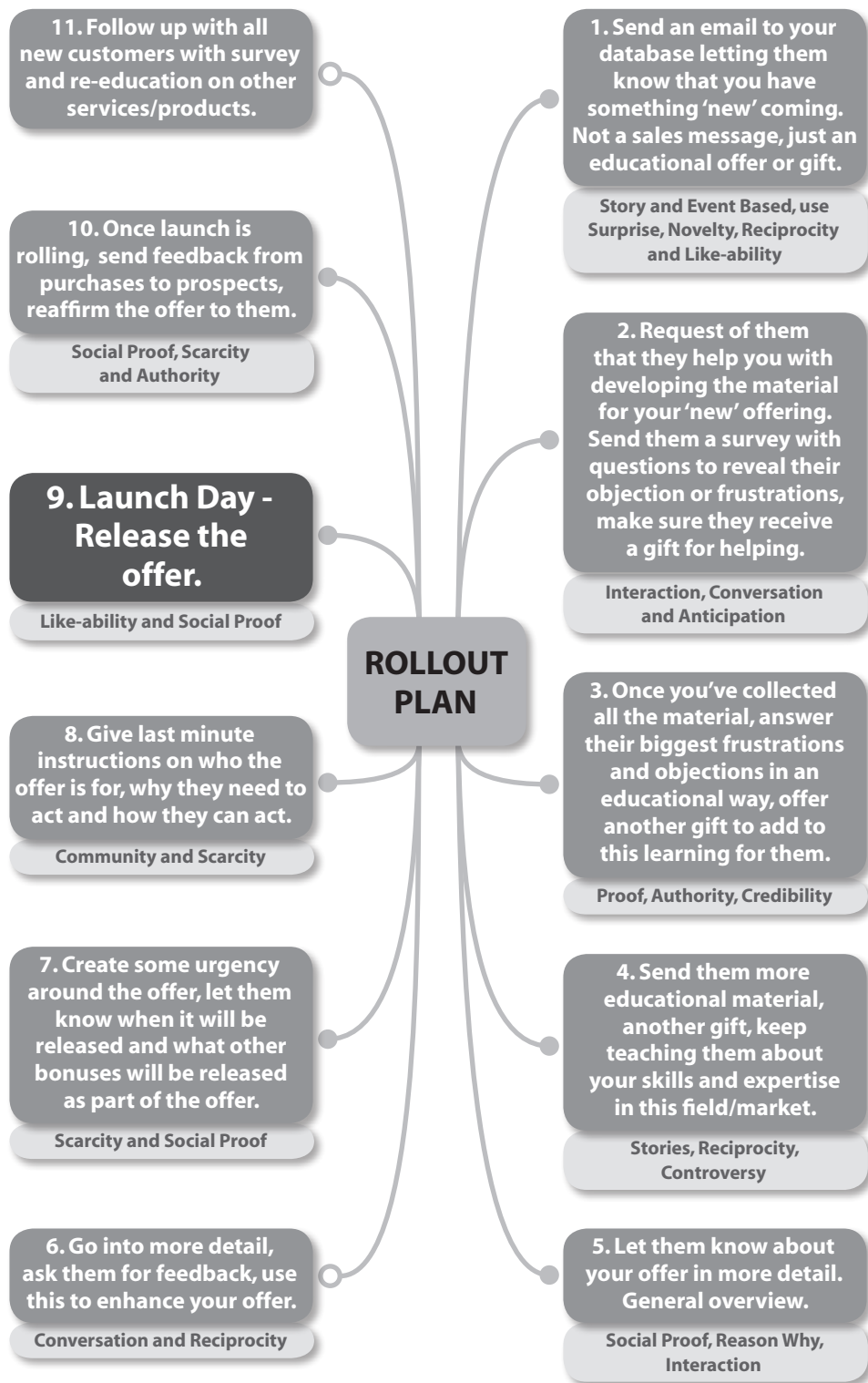
Once initial follow-ups are completed, it's the perfect time to offer more services/ products to a customer. Continue to teach them about your business, its staff, the methods used, and special training or skills available. This should be done through audio, video and pdf material.

Ask, listen and educate to build stronger 'connectedness' with your customers .

Task#7: What are the important questions you could ask your new customers to have them help improve your service? What could you offer as a gift for helping you? How could you educate them on your business?

Rollout Plan ... 'Give away, help others and it will be returned to you in a greater way, like a drop of water from your glass ... picked by the sun and rained back in your backyard ...'

Here's where we tie all this work together. The following diagram gives a specific rollout plan for a product, but the same can be applied to a business rollout. It includes some of the mental trigger points you should be trying to hit along the way.



If you have done your homework from above, you will be able to add all the elements to the plan in order. You will be able to see how they all link together forming a very strategic formula, one that you can follow over and over again.

In summary and in closing, I guess you'd like to know the final results of my challenge.

The project did make it to \$22,000 by the third month, then went on to \$42,000 in the fourth month, and continued to fluctuate from there. It still runs and is currently on the market to be sold (at the time of writing). So yes, for a \$300 per month investment, the business made in excess of \$42,000 per month within four months ... not a bad return on investment!

How do I know you can do this?

Because I know I'm no different to you. After leaving high school and completing my trade, I quickly began following my dreams of travelling and sports. I spent thirteen summers in a row travelling as a professional water-skier and have had over a dozen different jobs. This isn't rocket science.

What am I up to now?

I'm currently working in the financial, fashion and social media markets, rolling out product launches across the globe while I continue to enjoy life my way.

Where to next?

I'll continue to build businesses and help clients while travelling the globe. It's what I love and do best.

What I do know

Product launches work in any market at any time. Give one a go, you won't be sorry! You may just become hooked!

Thanks for your time in reading this chapter and all the best ... James Klobasa

'The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.' – Michelangelo

Recommended Reading

Dan Ariely – *Predictably Irrational*

Robert B. Cialdini– *Influence: The Psychology of Persuasion*

Tom Hopkins – *How To Master The Art Of Selling*

Jay Abraham – *Learn From the \$4 Billion Man*

Napoleon Hill – *Think & Grow Rich*



FREE BONUS GIFT

James Klobasa has generously offered multiple FREE BONUSES valued at \$997 to all readers of this book ...

James' 'The Business Launch Blueprint Kit'

Access his Product Launch Members Area with all the resources you'll need to complete your own business launch as described in the chapter. **Over 200 must have resources before starting out in business online or offline ...**

A copy of '**Creating The Crush**', an insiders look into what a successful launch really looks like, warts and all. 21 pages telling the story behind the story ...

PLUS your own **Blueprint Questionnaire**, a detailed guide to all the answers you need to create and roll-out your first amazing product or business launch. **Revealing all the questions you 'must' answer to unlock the code of product launch success ...**

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