

**New Sales &
Marketing
Course FREE to
paid-up
members of the
Local Business
Forum**

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EASIER TO READ
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CONVENIENCE**

Yes! There's more so keep reading

The marketing
Ideas
& Selling Skills
e-course

marketingmadness

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Learn the Secrets of Marketing & Sales Success! And see profits grow . . . within 6 weeks . . . or less

Countdown to Tuesday 10th November and Module One. Learn & Earn

Mike Leahy reveals simple proven no-cost and low-cost marketing ideas and workable sales skills that you can use immediately to get more customers.

Are you ready to increase business dramatically with a system that will generate orders see customers return time and time again?

If the answer is NO!
Don't read any

There are just three essential elements that will put you light years ahead of your competition. Learn what these are in Module One. Once you have these and start using them you'll just leap ahead. I'll be like you've been turbo-charged.

You'll get at least 20 Modules that will run over more than 40 weeks. Each Module consists of articles and white papers, video and mp3 recordings, pdf documents and Word templates together with links to invaluable services and software. You'll be able

Yes! There's more so keep reading

to archive this for future reference: print off the documents to build up into a library: and use the templates to save time. The course is comprehensive but there will be additional Modules added to the already content rich course. I've already thought of 4 more topics that will be included in Module 21.

Anyone can read a book. Anyone can attend a seminar. If you read a book you'll only remember about 24% and if you go to a seminar you remember less because the speaker will just fly onto the next point. But ~~I'm going to show you through videos, articles, templates and mp3 recordings.~~ And you should make your own notes and take action each week by doing those things we've covered. If you do this and repeat them on a daily basis you'll get good at them. **Do them for 30 days and they'll become good habits.** Just think! It is a proven fact that the most successful people have good habits that they follow actively.

So what does the course actually include?

Here is the Module content for the first 14 weeks. Take a look and see just how much is crammed in for your benefit.

Module One

**STARTING TUESDAY 11th
NOVEMBER ON A
COMPUTER NEAR YOU**

- **Introduction.** "What you can expect from this course" If you want to increase turnover and sales and are prepared to make some changes then this is for you. Successful selling is achieved through having positive personal attributes, sales skills, marketing ideas, plenty of bottle, the ability to take enthusiastic action and a good system.
- Learn the 3 Essential Elements for Success? Many people say they'll succeed: without these 3 powerful elements you'll struggle. With them you'll find there are no boundaries.
- **Visualisation.** What is it and how can you use it to become ultra successful?

Yes! There's more so keep reading

Get the basics right and the rest will follow

- **Get Organised.** Lets start as we mean to go on. Without organisation you'll never reach your goals in life. And there is no set way to be organised only golden rules.
- **Back to Basics.** Before you can go forward you need to look over your shoulder and see where you've come from. You also need to look at the maths equation that will tell you whether you have a chance to succeed. No you don't have to do any complicated algebra!!
- **All about Canvassing.** Why do you need to canvass? What methods can you use? What is best for you? Canvassing is both a big "No! No!" and a "Numbers Game". What are your numbers and how can you improve them?
- **Carry out a SWOT Analysis.** Read the instructions and follow the template: you'll then work it out for yourself
- **Use a Diary.** Many don't use diaries properly. A diary is the signpost and results of your Business or Marketing Plan. A diary is the place where you must be honest with yourself.
- **Live Diary.** This Microsoft system is free and will allow more than one person access. Great for running teams, using a virtual assistant or answer service
- **Action Plan introduction.** You'll see how important a forward running Action Plan is to keep you in front of the game. You'll get a template that you can use week on week, month on month.

Loads of great content to get you going fast

Module Two

- **The Day Book your best £5 investment.** Buy a Day Book today and you can use your brain in a more constructive way.
- **The YOU brand.** Let's be honest. Why do people buy from your business? The answer should be a personal one.
- **Complete the Hidden Asset Audit.** This 26 pages questionnaire will help you see strengths and weaknesses in your own marketing

Yes! There's more so keep reading

- **Write Marketing Plan Part One.** So now to write out the Marketing Plan that's going to shoot you up to the stars. Part one however is getting the background information. Unfortunately this is the boring bit so lets get it out of the way first.
- **Getting that order - the numbers game.** If converting prospects into customers may be an art then working out the number of orders you'll get is quite a science. You'll love it when people say "No!"
- **Selling success is a conversation piece.** I've loved selling for the past 45 years. It has been an experience to meet so many interesting people, to hear their stories, to ask them questions and to finally get that order signed. Most people hate selling – I'll show you how to love it!
- **Getting calls. Mobile, Answering Service, Pager, Joint Ventures.** When someone calls your phone they want to talk to a person. Maybe you can't afford a receptionist. Well there are some great alternatives. And I bet one of these is for you.
- **Looking Great.** Do you look the part? These tips alone will increase your confidence and add inches to your personality.
- **Checking back on last weeks Action Plan.** And now lets see what exactly

After just 4 weeks you should be seeing some positive results already

Module Three

- **Canvassing to suit your Business.** There are many ways to generate interest in your services and products. Calling people by phone, writing, sending e-mails, texts or calling in person on them at work are just some ways. Lets find out what suits you.
- **Canvassing by Phone Part 1.** Telephone canvassing is hard work that most people hate. Done well by experienced canvassers can be enjoyable, stress free and very rewarding. What are the key secrets? How can you succeed? Part One will get you started.

Yes! There's more so keep reading

- **Canvassing Sheet.** This template will get you started and enable you to keep tabs on what you are doing. Remember! Number crunching shines the way forward.
- **Door-to-Door Canvassing Part 1.** Going out and calling on businesses was the rage in the sixties. Now it's back and bringing in the results. We've forgotten the importance of personal face-to-face contact. Try these proven techniques and win through time after time
- **5x3 Cards.** Forget your Blackberry or I-phone. Index cards are your secret weapon in relationship selling.
- **Canvassing schedule.** You've got to set yourself targets. Make your pledge today and I promise you'll see positive results fast.
- **Write Marketing Plan Part Two.** We've seen where we are now lets look at where we want to be. This is your blueprint.
- **Checking back on last weeks Action Plan.** And now lets see what exactly you've achieved in the first few days.
- **Facebook, Twitter, Linkin and more.** If you haven't used any of these get onto the site and look at some of the pages. You may have to register as a member but it's free so just do it. Make sure you use the same name – your name to build up your personal branding. More about this later.

Using the phone means you've lost one sense. You can't use or read much body language

Module Four

- **All about phoning.** The phone is your biggest sales tool. Learn to use it wisely.
- **Using the Telephone.** Everyone thinks they can use the phone. What bad habits do you have? Is your phone etiquette good? Are you afraid of calling people you don't know? Most people dread making calls to strangers so if you like it or are willing to learn to like it you'll be streets ahead of the rest.
- **Canvassing by Phone Part 1.** Are you sitting comfortably? Then it's time to stand up. Learn how to get people to open up within a few seconds. People

Yes! There's more so keep reading

will hang up on you but I'll show you how to make connections quickly and effectively.

- **Telephone Sheet.** As with the street canvassing, a good phone-cavassing sheet is vital to keep tracks. I'll show you how to stay on top. Not getting back to people when you say you will and forgetting to keep promises will mean less sales. Fewer sales will mean missing out.
- ✗ • **Top Tips for telephoning.** So here are your top tips for being more successful on the phone. ✗
- **Telephone Schedule.** Without a schedule that encompasses targets you're going nowhere. So time to make promises to yourself.
- **Write Marketing Plan Part Three.** Finally the good bit. We will look at what you feel you can achieve and how you are going to do it. Remember that a Marketing Plan is a living document and will change direction like a river. But you need to have a plan to work to. A plan that will guide you. A plan that will be a benchmark.
- **Blogs.** What are they Why are they important? Open your free Blog today.
- **Checking back on last weeks Action Plan.** And now lets see what exactly you've achieved in the first few days.

On-line & off social networking works. Follow the rules. Get involved and you'll reap the rewards!!

Module Five

- **Get writing that Blog today.** So you think you can't write. Anybody can write but you might just need to get someone to check over your spelling and grammar. Remember, it's better to write something that's not perfect than to write nothing. Do it now.

Why you must have a website. Can't believe that some people still don't have a website for their business. Do you? If you don't you'll probably not have a business in 4-5 years – even if all your business is within a stone's throw.

I'd really urge you to use a web designer. Don't do it yourself!

Yes! There's more so keep reading

- **Bring your website alive.** I'm not a website designer but I can tell you what you need to do and point you in the direction of some great guys who are trustworthy and really good at what they do – putting websites together.
- **Graphics you can make.** Whether you want a header for your Blog, a picture for your newsletter or a diagram for a video you need to be able to produce graphics quickly. You need to find a good graphics designer too because you might think you're good or you'll read a book and become good but it's cheaper to pay someone for 3 big reasons.
- ✗ • **Some free or low-cost resources.** These resources are really necessary if you want to be different. You'll not want them all but take a look and try a few. I've personally used everything here.
- ✗ • **Facebook.** Getting your presence felt. Building your image and branding. Growing "friends" who will propagate seedling ideas about your business.
- ✗ • **Networking.** What is networking and how can it help me achieve my goals. Is networking cost effective? How can make the most of every opportunity?
- **Checking back on last weeks Action Plan.** And now lets see what exactly you've achieved in the first few days.

Only a quarter way
through 3 times as much
more to go!!

Module Six

- **Letter writing general.** Do you like writing business letters? Just like selling almost everyone will tell you they hate writing letters. Many people haven't written a letter since they were at school. And even then they weren't taught the simple basics of good business letter writing. Listen and learn.
- **Letter templates.** OK! So you don't want to compose letters. No problem. These templates will get you started. Just change as necessary and Bingo! Remember! Once you've got your own templates based on these general ones you be able to run off a sales or follow-up letter, quotation, order confirmation or introduction letter in minutes. Most people love receiving letters and letters just formalise things. Get writing, surprise yourself and grow your business.

Yes! There's more so keep reading

- **On that appointment.** Once you've persuaded someone to agree to you visiting their offices to make a presentation you are halfway there. So you've got to get it right.
- **Testimonials.** The strongest selling tool you can have. Get yourself set up with some great testimonials and prospects will gain real strong confidence towards placing that order.
- **Sight Seller.** Let's put together the tool that'll back up every presentation you make. That will keep you on the straight and narrow and that will guide you directly to the real deal – getting an order form signed.
- **100 Day Action Plan.** You have now completed the first 100 days and should have seen some positive outcomes. You should feel positive and be seeing some sales generated through this programme. Now is the time to take a critical look at those first 100 days and make sure you are steering straight and true.
- **CRM What is it?** Customer relation management is about getting new customers and keeping them. It's about being able to access customer information and planning keeping them satisfied.
- **Recap of the course to date.** We've just looked at our 100-day plan. Now we want to look at everything we have covered in this course. Time to look back over each Module and make sure we are following each aspect.
- **Checking back on last weeks Action Plan.** And now lets see what exactly you've achieved in the first few days.

Tell them
to sell
them!!

Coming up is the final unit to whet your appetite. There are another 13 units after this one to complete the course.

Module Seven

- **Free CRM.** This is a great system but it'll take you a while to get accustomed to it. You'll be setting up an account and trying it out. You'll see how this can be a dynamic way to keep on top of customers and that you can use it within a group so when you have a sales team you'll keep on top.

Yes! There's more so keep reading

- **Street marketing.** Door drops, posters, ad trailers, promotional and publicity stunts can be used to get yourself noticed. And not just by potential customers but a way to some free publicity.
- **Postcards.** The most cost effective mode of direct advertising. My report showing 37 ways to make postcards work for you. Postcards are a great way to get a message out there fast for a low cost.
- **Write Postcard.** The trick is in basic concepts. Making your postcard stand out
- **Closing.** Getting the order signed is the most important thing and closing is the penultimate step to getting that order.
- **Checking back on last weeks Action Plan.** And now lets see what exactly you've achieved in the first few days.

So this is just 7 Modules out of the already planned Course. Modules 8 – 20 are equally content rich and relevant to your business.

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The Marketing Man reveals simple proven no-cost and low-cost marketing ideas and workable sales skills that you can use immediately to get more customers.

Yes! There's more so keep reading

Are you ready to increase business dramatically with a system that will generate orders see customers return time and time again?

If you are a subscription member of the Local Business Forum you'll get this course free as part of the benefits. If you are already a member it's just £21.50 a month on an annual subscription. Sign up today and get the first month for only £4.99. [Go to the Local Business Forum by clicking here.](#)

Mike Leahy

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Mike Leahy © 2004

ps. All the ideas and skills in this course have been proven and have worked over and over. Technology is racing ahead but sales and marketing rely on our personal ability and creativity. Learn a few basic skills and reach for your biggest dream. If you dream it you can achieve it!! **Starting Tuesday 11th November.**