



The Blueprint

To Free Yourself From
Chasing Referrals

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"Dedicated to Hard Working Folks in their 30's & 40's."

What Do You Think Generates The Most Amount Of Sales And Clients *IN THE WORLD?*

All we know is that Online marketing generated about
\$640 Billion dollars in sales in 2014.

After 550+ businesses and individuals reviewed and over 200 marketing leaders studied, we created **a blueprint** crucial for all our online marketing effort.

But before I show you this blueprint, we need some context.

I was not always this successful or prolific (getting published, working with Australian Icons, the sports cars etc)..

In fact..

Since 1999, I have personally tried and failed at almost every single business I tried.

I have tried recruitment, selling “profelactics”, fashion, SEO, Web-design, MLM (indeed!), food, tutoring centres, coffee.. and the list goes on. Flunked!

All these EPIC failures compounded into:

- a) Thousands spent with counsellors to save my marriage and sleep
- b) Drinking issues until a few years ago
- c) Constantly battling weight issues
- d) Pneumonia
- e) A \$30k loss, *before* salaries.

It wasn't until I realised **1 thing** that my business started changing for the better (I still have issues.. but it's a lot nicer to arrive at them in a New Jaguar!)

In every discipline there are only a few people that have mastered their field.

It was entirely by accident that I stumbled across this. I was about to fold this online business too.

On a hunch, I attended a seminar one morning as a last ditch effort.

The VERY same day I got a large client based on the knowledge I got from that very seminar.

I am a sceptic by nature - I was shocked!!!!

At that point I had been looking for referral partners for 2 years. I had done all the following up diligently. It had only gotten me marginal results and cost a lot of time and money (And coffees).

‘Obviously, I don’t have the grey hair nor the network that older business owners have.’

I vowed to only learn from marketers that had made their proofs. People with actual case studies. With actual ROI to demonstrate.

Not the idiot-charlatans out to rip people off.

And I found what I was looking for.

The following blueprint has made me and my clients a lot of money. The smallest ROI we have measured is 640% to date. Personally, I have doubled my business in 6 weeks using the same thing. And the same logic continues to get businesses around the world tons of willing customers. The mighty **Frank Kern** and the over-achieving **Ryan Deiss** both teach a version of this.

HERE ARE THE 3 PARTS TO MAKE THE BLUEPRINT WORK

Part 1: Getting Attention Really Fast (time is of the essence here)

Let's say there are two people (Paul and Quayle). Both with \$1000 in advertising budget. Both with monthly ongoing expenses of \$5000.

Paul advertises all of it one day and gets \$10,000. Next week, he advertises \$5K and earns \$50k (the same ROI). And grows his business by the end of the month.

He would have made a profit of \$39k in less than 1 month.

Quayle on the other hand spends \$1k in ads over 3 months.

And gets \$10K(the same) .. but over 3 months.

His LOSS would be about \$2k/month. BIG DIFFERENCE!

And no more money to spend on future advertising campaigns.

That's why spending and getting attention has to be done as fast as possible.

Part 2: Build Goodwill , trust and authority automatically (so you don't have to manually do this part)

99.9% of businesses out there think they need to nag and hammer their prospects with their offers to get a sale.

Sure, that gets you a 4% conversion and you piss off 96% of the people you talk to – who in turn give you bad WOM. Way more than the 4% you converted.

What if you could get 3-4 times by building more goodwill before you pitch?

Imagine sending them highly desirable information on how to resolve some of their issues *BEFORE* you pitch anything?

*The blueprint is below to show you how to do that.

Part 3: Re-Market to you audience... (frequency builds familiarity and trust commands larger prices)

This is the easiest of all the parts.

If you can copy and paste you can do this.

It is just a small piece of code that Facebook and other sites provide you, that you copy and paste in your website.

(Your webdesigner can do that or even you can do that with all the instruction that is provided, Wordpress actually comes with instructions too.. not that you would need, it is so easy)

They take care of the rest.

Once someone has clicked on your ad or visited your site (because they have a problem you can resolve)

.. the Re-marketing ads track them.

ROI on Re-marketing campaigns are 10-to-1 i.e. 1000%

Your next ads go straight to them and keep on educating people that you know are interested in your services.

Besides, even if they don't open their emails, they still have to read it – it's now right in front of them

..in their Newsfeed <<<<<<<<

[No wonder the ROI is so high.]

Besides it is really easy. And cheap.

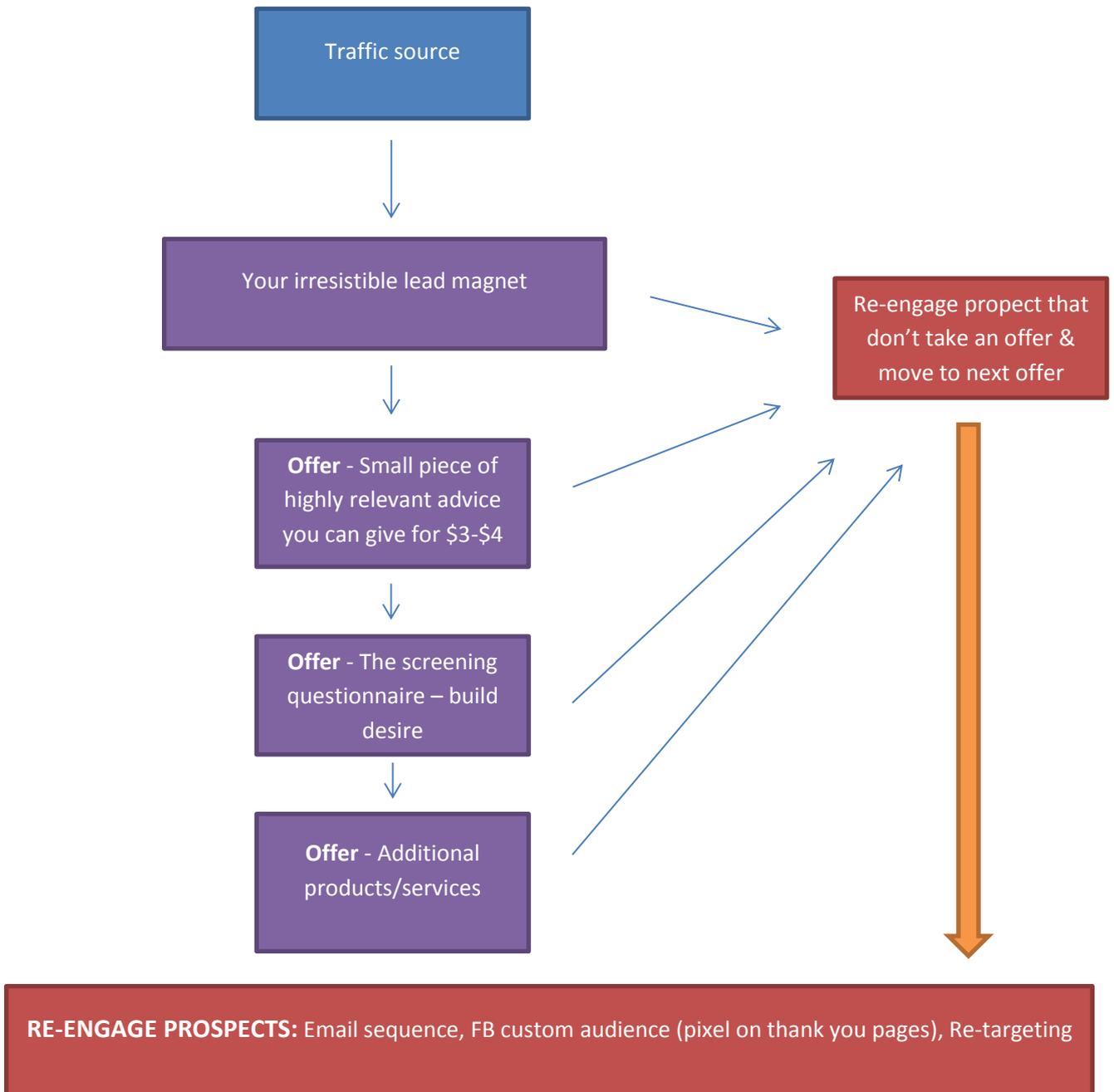
The following BLUEPRINT explains the 3 steps in a [“model case study”](#)

At a summary level, **the blueprint** is for:

- a) *Advertising a piece of very exciting, desirable and sexy information (called a leadmagnet)*
- b) *Prospects want it and opt-in, providing you with their email addresses*
- c) *They are then taken to an offer for an appointment*
- d) *If they turn that one down, the system automatically re-engages with them from a different and helpful angle (SO YOUR PROSPECTS DON'T THINK YOU ARE A NAG!)*
- e) *Then the flowchart allows you to pitch your services again.*
- f) *It repeats this process by itself X 3.*

On the next page, you will now see **my/your blueprint.**

*Because it is an easy task, [we can also show you how it would work in your firm \[FOR FREE\].](#)



As discussed, it is a really easy process to adjust to your business. [So, we can help you do all of this quickly \[FOR FREE\].](#) Or you can do this on your own too.

If you would like to see how this blueprint would work in your business [FOR FREE], [please click here and answer a few simple questions.](#)

Whilst I can't make any promises that this will make you money, I can tell you this makes my clients and I a lot of money. And billions are generated online through very similar (If not the same) mechanisms. If you would like our help to implement this, [please click here to answer these easy questions to see if we can work well together.](#)