

# Where Are You On The Pyramid?

**80% of Business Owners are wrong – about everything!  
Here's the proof...**

**Are you in the 80% or the 20%?**

**When you started out in business you had a plan.  
A dream. A goal.**

There was a reason why you set up on your own.

Maybe it was about the independence, the money, the flexibility, the sense of purpose or being able to make a difference.

But the really sad thing is that, somewhere between their first day in business and today, most business owners have compromised on their goal.

Things haven't quite turned out how they planned.

Typically, they're working harder and longer than they ever expected.

Most are conscientious and do a good job for their customers but they're not achieving the fulfilment or success they aspired to.

**If you analyse any industry or sector what you'll find is that the financial success of all the businesses in there breaks down broadly into 5 segments.**

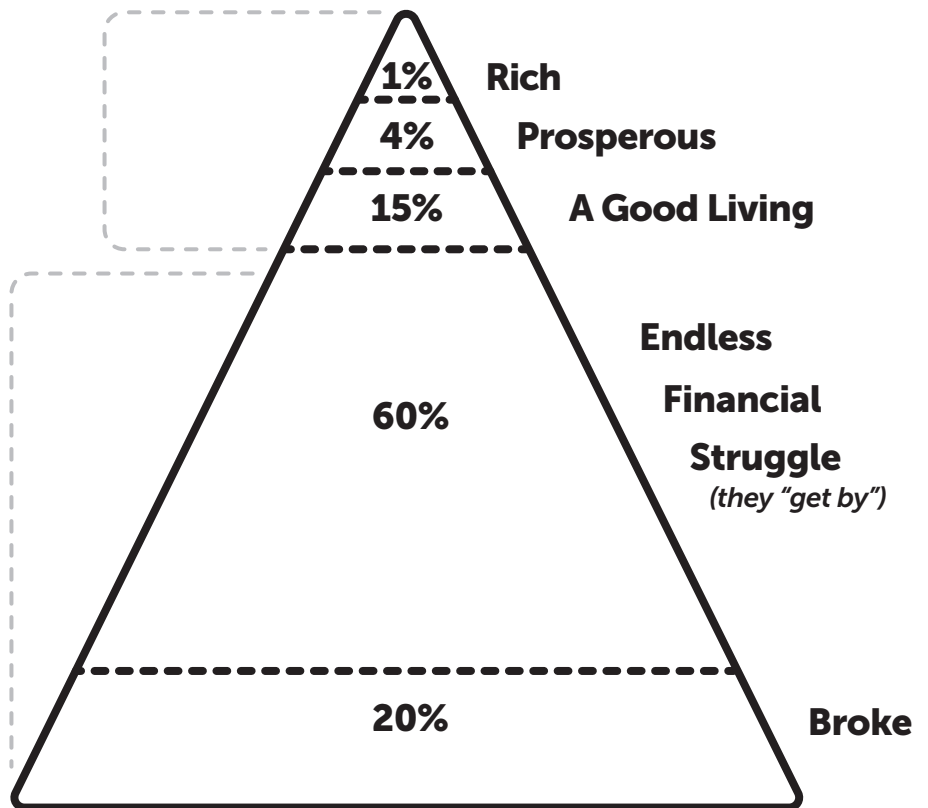


# At the top, are 1% of business owners who are rich. Super-successful.

Just underneath them are **4%** of businesses that are doing great. Their owners are prosperous.

Then, there's typically around **15%** who are 'getting there', They're making a good living.

But the biggest segment, in pretty much every sector, typically around **60%**, are businesses that are 'getting by'. They're in 'endless financial struggle'. The owner is working really hard and rarely takes proper holidays.



They eek out a living, manage to somehow pay their bills but they never quite have enough surplus cash to do the things that they really want to do.

And then at the bottom of the pyramid are the **20%** or so of businesses that at any one time are broke.

Take a look at the pyramid.

## Whereabouts are you?

And then let's think.

**Let's think about why so many business owners – around 80% (!!) – are 'just getting by' or 'broke'?**

**Because that was never their plan was it!**

No one ever started a business with the intention of just getting by or being broke.

Obviously, there are a number of factors **but one major characteristic that is definitely missing for the vast majority of businesses in those bottom two segments is...**

**...how they market their business.**

We're living now in the era of the professional business-person.

The days when all you had to do to be moderately successful was set up your business, take the biggest ad you could afford in Yellow Pages and rely a lot on word-of-mouth are well and truly gone.

Nowadays, to succeed, to achieve the goals that you had, you need to think differently about what it takes to get customers.

You need to play a different game. A professional game.

**Because wherever YOU are on the pyramid if you want to move upwards then part of that movement will be an improvement in your marketing. An improvement in your ability to crack what we call the 'Rhythmic Acquisition of Customers'.**

Here at Entrepreneurs Circle we have **7 Rules of Effective Marketing.**

These 7 Rules have helped thousands of business owners to move markedly up the pyramid. To go from the 60% up to the 15% and the 4% and even into the 1% in some cases.

**These 7 Rules give you a Checklist. A Roadmap. A framework.**

**These 7 Rules will help you get more customers, paying you more, more often.**

**These 7 Rules can help you crack the Rhythmic Acquisition of Customers – the holy grail of business success - when you implement them properly...**

Because here at Entrepreneurs Circle what we do is help people move up the pyramid.

And what I do, as an EC Licenced Coach, is work one-on-one with business owners who want to reconnect with their original goals. Who want to take action to move up the pyramid and reach their goals.

Implement the plan and live your dream.

**Here are the Rules...**



# **RULE #1**

## **There'll be an offer**

*(ideally an offer that's incredibly attractive to your customer AND profitable for you)*

The first thing you **MUST** have is an offer!

**Marketing that simply says:**

***"This is who we are, this is what we do"***

is typical of businesses in the 60% and the 20%. And it ain't very effective. Why should someone choose you, over all the other choices they have?

***A powerful offer moves people to take action.***

***TO CHOOSE YOU. ✓***

Getting people to take action is hard.

Getting customers in the right amounts without a good offer is all but impossible nowadays.

To be clear, an offer **DOESN'T** have to be a discount (*or slashing your prices*).

Remember you're playing a different game. Don't be one dimensional. And don't think '**10% off**'. Hardly anyone buys that wouldn't have bought anyway because of '**10% off**'. That's a lazy offer.

Much better to create a genuine offer that drives premium prices.

Add value and scarcity to your offer.

Break it down into its component parts.

**WOW** your customers **BUT** make sure it's incredibly profitable for **YOU**

## So, what does a great offer look like?

Here's some examples that have worked really well for real businesses:

- Portrait Painter:  
**If you don't absolutely love your portrait then you don't pay.**
- Chinese Restaurant:  
**Free wontons with all orders over £30.**
- Personal Trainer:  
**Free nutrition and diet plan with first training session.**
- Beauty Salon:  
**Free nail/foot cream with every pedicure/manicure.**
- Hotel:  
**Book a 3 night stay and get a 3 course meal for 2 people.**
- Garage:  
**Free fitting when 4 new tyres purchased.**

# CREATING THE RIGHT OFFER WILL DRIVE RESPONSES.

**So take some time, and thought, to GET IT RIGHT.**

## **RULE #2**

# **There'll be a Reason to Respond - RIGHT NOW**

You **MUST** get people to take action NOW – not later.

Set a deadline - but don't be glib and superficial. Be smart and create urgency.

Once you've got their attention don't lose the moment. Present it in a way that gets people to take action right now.

Just like this...

... **Limited to first 9 clients**

... **Within 10 days**

... **Before 17th of the month**

## **RULE #3**

# **There'll be Crystal Clear Instructions on How to Respond**

Only have **ONE** objective. **ONE** thing you want them to do.

Don't confuse people.

People lead busy daily lives.

Make it explicitly clear what they have to do...

... and the more they'll do it!

# **RULE #4**

## **There'll be proper TRACKING and MEASURING**

The fundamental first step to getting more customers and earning more profit is **THIS** step.

You **MUST** have meaningful deployment of it!

### **Here's where to start...**

- \* Use **tracking phone** numbers on **EVERY** piece of marketing. They're **REALLY** cheap - so only use **1** phone number in **1** place.
- \* Use **vanity URL's** that point to specific pages on your website.
- \* Use **separate email addresses** so you can see really easily how many people have responded.

**Understand your CPL** (cost per lead) on EVERY marketing pillar – it'll vary so drill down.

**Understand your CPS** (cost per sale) on EVERY marketing pillar – it'll vary so drill down.

If you don't have proper tracking and measuring in place, then you'll make onerous decisions.

Once THIS STEP is in place then you'll make informed and smart decisions based on facts and not feelings or opinions – that's a game changer!

## **RULE #5**

### **There'll be PROPER Follow Up**

Get better at Follow Up and it'll help your cashflow AND increase the number of customers.

**Most sales come** from the **FOLLOW UP** and **NOT** an initial email or advert.

There are loads of opportunities by getting better at your follow up...

... remarketing, trackable links, phone calls, emails and so on...

**Make sure your Follow Up really speaks to your target audience – use language they understand.**

Keep reminding your prospects that you're there and what you can do to help them.

Make sure your Follow Up is systematic, consistent, and regular.

Acquiring new customers is the most expensive (*not to mention difficult*) thing in ANY business.

**The truth is:  
you're giving up too early**

Whatever Follow Up you're currently doing ... do a bit more



## **RULE #6**

### **There'll be STRONG copy**

Make sure that the copy on your advert, leaflet, website or emails is as strong as possible.

If it's not 'your thing' get someone else to write it for you.

Don't make it all about you. Show your prospects how you can help them. And have fun!

## **RULE #7**

### **RESULTS Rule. Period**

**It doesn't matter what you think or what you like.**

Look at the results and make sure you have the full picture.

You'll be continually surprised at what works.

Without proper tracking and measuring you'll be bereft.

Look at the right results.

The cost per sale is **ALWAYS** more important than your cost per lead – so make sure you know both.

Knowing the **SEVEN**  
**RULES** is very different  
to implementing them  
properly.

But it's the **IMPLEMENTATION** that  
**MAKES THE DIFFERENCE.**

It's the **IMPLEMENTATION** that  
**MOVES YOU UP THE PYRAMID.**

So, if you'd like help **implementing the 7 RULES**, and  
in particular moving YOUR business up the pyramid  
then let's have a chat...

