

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

The Ultimate Customer Attraction Strategy

Use "Endorsed Marketing."

Endorsed Marketing is when another business owner who already has a good customer base RECOMMENDS YOU to his customer base.

Endorsements bring instant trust. This speeds up the selling process, since prospects are usually far less skeptical, when you have trusted endorsements.

Regarding Affiliates, it is much better if your Affiliate deals are endorsed", rather than just broadcast like a CPM ad.

EXAMPLE: Eben w/Get Altitude. Normally, such a ridiculously high price point (\$10k) for a seminar, coming out of nowhere, would never work. However, the reason Eben got 100 people to sign up for his seminar, was that he had pre-existing relationships with other respected gurus in the business, and he got them to endorse him.

IMPORTANT: When making these endorsement-style Affiliate deals, you have to make sure that you don't screw up the relationship between your Affiliate and his customers. Otherwise, he won't want to do the deal with you. You can't do normal "hard-sell" sales copy, in these endorsed Affiliate situations...it's a different game.

Good partners for endorsements are businesses that are *similar* to yours, but *not* direct competitors.

Here's a good way to identify good ENDORSERS for your product:

Ask yourself: What are some of the things that my prospects must do just BEFORE buying or using my products...and what are some of the things that my prospects must do just AFTER buying or using my products...?

Then, go out and find the businesses that your prospect patronizes just BEFORE & AFTER using your products...and get those BUSINESSES to become your ENDORSERS!

Tip: A good question to ask these potential endorsers: Is there anything that I can do to help you sell more of YOUR stuff to your customers? Potential endorsers want someone who can add value, above and beyond just the transaction.

Tip: Go and offer your potential Endorser a FREE PRODUCT which he can offer to his customer base. (For example, a free book, or CD, or DVD/Video.)

Example: If you sell golf info-products, and you want to get an endorsement from someone who sells golf clubs...then offer to do an exclusive 15 minute video on golf, which he can give away for free to his potential customers. These videos are easy to make for you, but they contribute a lot of value to your potential endorser.

Another Tip: Offer to do a Free Interview of your potential Endorser, and offer to publish it, for example, in a magazine or newspaper. This will offer him free publicity, and by reciprocation, he will more likely be compelled to respond to your request for an endorsement.

* A HIGHLY recommended author is: JAY ABRAHAM.

“LEAD WITH THE GIVING HAND!”

Offer the freebie first to your potential Affiliate/potential Endorser, then talk about a commission second. Everyone has similar looking commissions, almost nobody offers freebies!

Regarding Testimonials:

Vague, generalistic testimonials, such as “Eben is good...he changed my life” ARE NOT EFFECTIVE.

If you just let the person giving the testimonial talk extemporaneously, without any prompting, this is often what you'll get.

The testimonials that really boost customer response, are those which **promise SPECIFIC BENEFITS**. Therefore, ask the questions that you need to ask in order to get the testimonial-giver to say what you need.

[This wasn't mentioned in this Post, but sometimes you can just write the testimonial for the person, and ask him to sign off on it (if he agrees with the statement, of course).]

Ask the testimonial-giver to send a transcript or video of his testimonial to the people or friends on his mailing list...and then send the testimonial out.

Example: Some real estate brokers have their customers send out letters to their neighbors, telling them what a great job their broker did. Some send it to their closest 200-500 neighbors, which can help conversion rates tremendously.