

# **HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS**

*Your Step-by-Step Marketing Roadmap*

## **HOW THIS E-LEARNING MARKETING SYSTEM WORKS FOR YOUR BUSINESS**



# HOW THIS E-LEARNING MARKETING SYSTEM WORKS FOR YOUR BUSINESS

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# INTRODUCTION

I'm sure it comes as no big surprise that every business in the world wants to reach a million dollars in revenue.

So, would I shock you if I told you that building a multimillion dollar business is actually simple? Now don't misunderstand me, it isn't easy. It does take some work and effort on your part.

But once you know the right information, and you then apply that information in the right order, building a multimillion dollar business is simply the logical conclusion in the process.

The problem is that very few business owners know the right information, and even fewer apply it in the right sequence to make things work. For example, I'm often asked by clients if I will critique their elevator pitch. But when I first ask them who their target customer is, or how their target customer finally decides to buy their product or service, they don't have a clue what to say.

In other words, they don't know who they're attempting to sell to, or what it is they want. Then, how can you even begin to create a compelling elevator pitch? See what I mean by lacking the right information in the right order?

An elevator pitch is an essential business fundamental that every business **MUST** have, but you can't create one properly until you properly identify your target customer and thoroughly understanding how they go about making their buying decisions.

**NOTES:** *(click below to add)*

# INTRODUCTION

Let's face the facts. For the most part, the marketplace is nearly void of great business building systems. Knowledge of advanced marketing is extremely rare. Business owners are crying out for solutions, yet they don't know where to go for help.

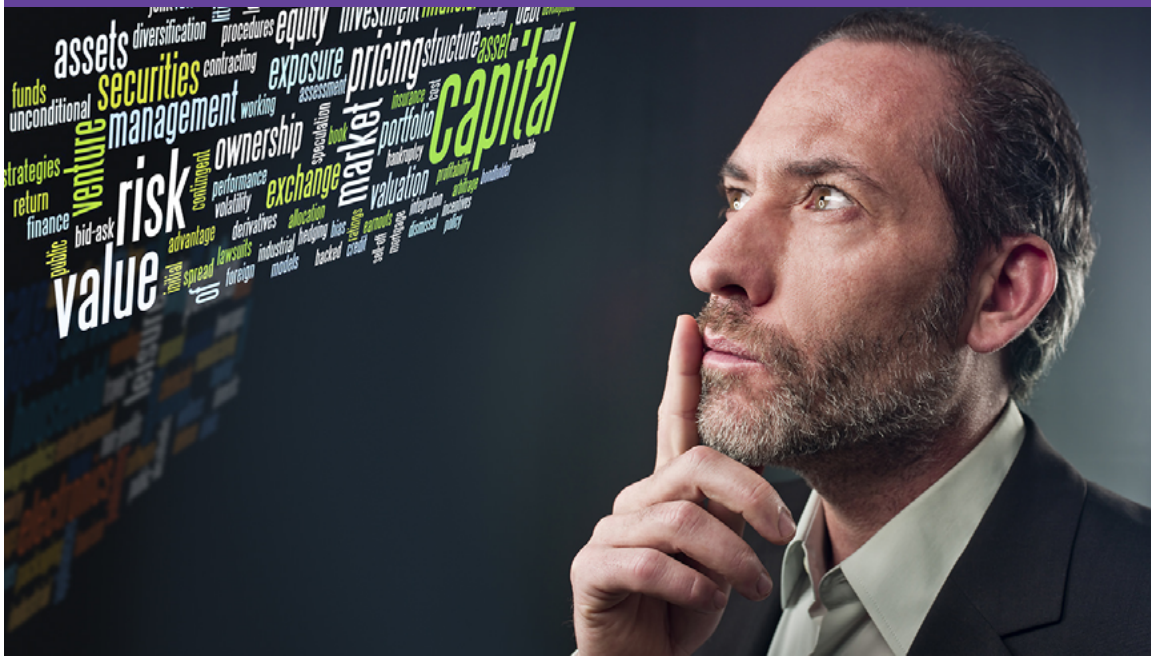
Most companies that we've worked with have a very limited understanding of the basics of marketing. Take for example the Yellow Pages, both the online version and the physical book that is still in use. We found that 99.92% of companies who attempt to advertise in the Yellow Pages have no recognizable USP, which stands for Unique Selling Proposition.

In other words, they have no market-dominating position they hold over their competition. They're losing money every single day because of that missing fundamental.

**NOTES:** *(click below to add)*



## THE PURPOSE OF THIS PROGRAM



We want to train you in knowing, understanding, developing and applying the essential marketing and business growth fundamentals that are required in order to build a multimillion dollar business.

But let me first congratulate you for taking action and enrolling as one of our valued members. You have just committed to take action to build your business. Believe me, it takes that type of dedication to succeed in business today.

All we ask is that you apply the information we'll share with you to your business. We want you to play full out, to do whatever it takes to become successful, to put forth real effort, and be committed to achieving results. If you will, then we'll guide you every step of the way.

**NOTES:** *(click below to add)*



Every business owner wants to build a multimillion dollar business. But building a multimillion dollar business requires effort, planning and a proven and tested process. That won't happen overnight. If you agree, then you're on your way to unprecedented business success. If you're ready to commit to putting in the time, effort and energy, then we're ready to give you the formula for business success.

You now have access to the most powerful and proven business growth program on the planet. We have a proven and tested process that can help you build a multimillion dollar business. It has already helped thousands of small business owners worldwide become successful.

We designed our E-Learning Marketing System as an effective way to help serious business owners build up the momentum they need to get their business up and running and making money.

But this is a program that requires you to APPLY the information we teach you. That's because information without application is worthless. If you will take the information we give you and apply it directly to your business, you will begin to see immediate and impressive results. The E-Learning Marketing System is here to help you gain traction, to get you out of a financial hole if you're in one, and to help you regain the momentum you may have lost in your business. But you must be disciplined to make it work.

**NOTES:** *(click below to add)*



That's why one of the primary goals of the E-Learning Marketing System is to help you quickly increase your revenue. Your current financial situation may mean that you need the E-Learning Marketing System to give you the financial life support you must have right now to survive. That's okay; this is the program that will help you do exactly that. But it also means YOU must discipline yourself to apply the information and follow our process to the letter.

So I'm going to ask you to make that commitment, NOT to me, but to YOUR-SELF! Open your Outlook calendar or your day planner right now and schedule at least 30 minutes every day where you will set aside that time to work ON your business, NOT IN IT!

Don't let anything interfere with that time. Your business is important to you, your family, and your future. So treat it as such. Don't make excuses, and don't let life's trivial endeavors interfere with your goals and dreams.

We promise to provide you with terrific content that will help you grow your business to its maximum potential. We have everything you need to ensure your success right here in our E-Learning Marketing System.

**NOTES:** *(click below to add)*

## THE GOAL FOR THIS PROGRAM



We would like to make you aware of a personal goal we have for our E-Learning Marketing System members. In each and every presentation we provide, we'll reveal to you **WHAT** you need to know in every facet of your business, **AND** we'll teach you exactly **HOW** to apply that information as well. From properly identifying your target customer, to understanding how to generate all the prospects your business can handle, we won't hold anything back.

And, to help you actually **APPLY** this information, we'll include a workbook we've created specifically for each individual presentation. We thought it would help to reinforce the information we'll be covering, and give you a way to review this information at any time in the future.

**NOTES:** *(click below to add)*



Be sure you download it before every presentation you watch, including this one. Go ahead and print out the workbook for this presentation, and feel free to pause the presentation while you do.

Let's start by explaining the objectives we want to help you attain throughout the E-Learning Marketing System. We have designed and developed what we feel is the world's most dynamic, powerful and complete "client attraction program" ever conceived.

We know that as a business owner today, you're in the fight of your life, and we want to provide as much guidance, assistance and support as we possibly can so we can help you to not only survive these tough times, but to thrive in them. That's the purpose behind this powerful program.

To accomplish this bold objective, we've designed and created a powerful series of presentations like this one so we can provide you with the tools, the strategies and the support you need to build the type of business you've always dreamed of having.

We want this program to be simple-to-use and easy-to-understand. We feel it's our job to make sure we provide you with the specific, cutting-edge information you need to build the business you want. But we need your help to get this done.

**NOTES:** *(click below to add)*



That's why it's YOUR job is to take the information we provide and actually apply it to your business. It's the application of information that produces real results. This program will encompass an entire series of critical business fundamentals that cover all of the major business growth areas such as lead generation, lead qualification, lead conversion, lead nurturing, marketing and advertising, compelling messaging, persuasion marketing and many more. Once you begin to apply this information, you will power your business to a whole new level.

Obviously there's a lot of information in this program, and that can be overwhelming to say the least. But don't worry; we'll make sure you receive this information in bite-size chunks that's easy to understand and just as easy to apply to your business.

- STEP 1:** In the E-Learning Marketing System is to watch this presentation so we can provide you with an overview of the entire process.
- STEP 2:** Is to start working through each subsequent weekly presentation, beginning with identifying your market-dominating position.
- STEP 3:** Is to complete each presentation in the order we send them. Remember, the secret is to apply the right information in the right order. But don't rush through it. Move at a pace that's comfortable for you, and that allows you sufficient time to take the information you learn and physically apply it to your business.

**NOTES:** *(click below to add)*





You've heard that a vast majority of all small business owners go out of business within just their first few years. Did you know their failure isn't typically due to financial reasons? They fail because they simply lose hope, they lose sight of their dream. They focus on the wrong things, and then wonder why they aren't seeing the results they thought they would. This program has been designed to change all of this once and for all. The presentations we've created will help you produce real results.

If you're a solo-professional, then you're also performing all the functions involved in running and operating your business, and that often indicates you're not focusing exclusively on the things that generate revenue for your business. You should be spending 80% of your time focused on your highest income-producing activities.

This program will change your life forever as a small business owner by helping you to focus on the activities within your business that bring in the bucks, helps you reset your daily activities so you're spending 80% of your time on money-making activities, and shows you the secrets to eliminating all of your income-draining activities forever.

Each E-Learning Marketing System presentation has been designed to move you and your business to the next level. Each presentation is in the specific order that's proven to generate the most revenue, and at the fastest rate for your business. Think of each presentation as the right information in the right order. It will prove to be the fastest way for you to build the business you want, and so richly deserve.

**NOTES:** *(click below to add)*



We'll make sure you receive relevant examples and suggestions based on real-world situations to help you learn and apply each and every presentation. This will greatly increase your retention rate, and make the information that much easier to apply.

Our goal is to always help you to achieve real bottom-line results quickly and effectively. Unfortunately, many businesses today are getting horrible results. The high failure rate for small businesses is a testament to that fact. So let's make sure you're not starting out with three strikes already against you.

There's a litmus test that every small business owner should take when they first start their business. It helps them to determine and confirm that their business is a truly viable one. There are 3 market conditions that MUST exist for ANY business to have a chance at success. First, a problem must exist in your market. Second, your product or service must offer a solution to that problem.

However, chances are you will have several competitors in this market, and if all of you offer the exact same solution to the problem, then all of the businesses involved will be doomed to forever compete on price. Do your best to create unique, innovative solutions for every problem that does exist in your market so that you separate your business from your competition. This is known as a market-dominating position, and it's by far the single, most critical component to building a successful and lucrative business.

**NOTES:** *(click below to add)*





The third market condition that must exist is the key to business survival. There must be a demand for your solution. Believe it or not, you can have the first two components, but the third component may be missing. For instance, think about your computer or cell phone. You can buy any of these remarkable devices today for just a couple of hundred dollars. But what would you have to pay a technician to repair a defective one. It's actually cheaper to just throw the old one away and purchase a new one.

In this example, a problem exists in the communication market since these devices do malfunction over time. A qualified technician is a great solution to that problem, but market conditions have now silenced any demand for that technician due to the low acquisition cost of a replacement unit.

As you can see, all 3 market conditions **MUST** be present for a business to be viable, so first and foremost, make sure your business meets all 3 of these vital requirements. The E-Learning Marketing System will help you specifically define each of these 3 areas to ensure the feasibility of your business. Unfortunately, those 3 only define the viability of your business, **NOT** the success of it.

**NOTES:** *(click below to add)*

## 3 CRITICAL BUSINESS FUNDAMENTALS



There are 3 business fundamentals every business MUST have in place to not only survive, but to THRIVE. First, your business must stand out from the crowd, it must be “unique.” You MUST establish that all-important market-dominating position. Second, your business must offer extraordinary and exceptional value. Your prospects, no matter who they are or what they’re buying, always want the best deal. That doesn’t mean the lowest price, it means the most value for the price they pay.

They will gladly pay a higher price, as long as the perceived value is greater than the price. The key words here of course are “perceived value.” In an upcoming presentation, we’re going to help you specifically define what their perceived value is as it relates to your specific product or service.

**NOTES:** *(click below to add)*



## 3 CRITICAL BUSINESS FUNDAMENTALS

The third and final fundamental may be the most important of the three. You must have a compelling message that confidently communicates the first two fundamentals. You must be able to explain to someone quickly and succinctly what it is you do, and how your product or service will benefit them.

With these 3 fundamentals firmly in place, you instantly separate your business from your competition, and immediately position yourself as the dominant player in your market. Your prospects will literally be thinking to themselves that they would be absolute fools if they bought your product or service from anyone else but you.

These 3 fundamentals are so powerful and effective in growing successful businesses that we're going to focus on these first. They're absolutely crucial when you need to generate more leads, attract more clients and make more money.

That's why the E-Learning Marketing System contains multiple presentations designed to help every business owner build a successful business. We're going to guide you through each and every one of them, and do so in easy to manage segments.

**NOTES:** *(click below to add)*



## 3 CRITICAL BUSINESS FUNDAMENTALS

Let's explore several of these presentations to give you an idea of how they're going to help you build a multimillion dollar business. First, you **MUST** separate your business from your competition. If you don't, you're doomed to forever compete on price. When you offer the exact same product or service as everyone else in your industry, price becomes the only differentiating factor. You **MUST** establish a market-dominating position for your business, and the next two presentations we'll send you will help you do exactly that.

Do **NOT** shortchange these presentations. Believe me when I tell you that this one fundamental will make or break your business. Spend as much time on this fundamental as necessary, and apply it to your business. Just this one critical fundamental can set the stage for the success or eventual failure of your business, so get it right.

Next, most business owners feel they must attract a wide range of prospects to their business, so they try to be all things to all people. That's one of the worst things you can ever do.

So to help you identify and find the prospects most likely to buy what you sell, we're going to focus on showing you how to identify your ideal target customer. Your ideal target customers are those prospects who **WANT** what you sell, versus those who **NEED** what you sell. That one difference alone is huge.

**NOTES:** *(click below to add)*



## 3 CRITICAL BUSINESS FUNDAMENTALS

Prospects may or may not buy what they need, but they will always buy what they want. When you have the ability to identify and separate these two groups, and then position your product or service so it attracts only the prospects who WANT it, you begin to separate your business from your competition, and you make your business “unique.”

We’re going to help you find your target customer by breaking this critical fundamental into 4 separate and distinct presentations. Each presentation is available to you in both audio and video formats, so you can access this information based on your individual preference and learning style.

We’ll teach you how to identify your perfect target market, and how to know what they’re thinking before they think it. This will completely remove the guesswork when you go to search for the customers who will turn out to be your best customers. These will be the customers who want what you sell instead of those who simply need what you sell.

We’re going to make this a very simple exercise for you to perform with the help of the workbook we’ve developed to accompany each presentation, along with our proprietary forms that we’ve included in the workbook materials.

Then we’ll teach you how you can make sure you’re selecting the right target market in which to invest your time, money, effort and energy. This is the market that will restore your passion for what you do, and enable you to attract all the target customers who also share in your passion.

**NOTES:** *(click below to add)*



## 3 CRITICAL BUSINESS FUNDAMENTALS

This is an important concept for you to thoroughly understand. The benefits you will experience after applying the information in these presentations are almost immeasurable. When you know what your target customer really wants, you can easily define your “perfect” market. Once you define your perfect market, your target customers are much easier to find. And because they want what you sell instead of need what you sell, they’re easier to sell to. And since they share your passion and love what you do, they continue to buy from you forever. They provide you with a much greater return on every marketing dollar you invest.

They will spend the most money with you, require little to no maintenance when it comes to customer service, and they’ll demand you sell them additional products and services, because they respect and trust your expertise.

They will sing your praises to everyone they meet, send you more referrals than you can handle, and offer you their unsolicited testimonials. Imagine the fun, satisfaction and financial reward you will gain when you have a business full of these target customers. That’s why we’ve made this one of our top priorities in this program. We must teach you the little known process that will attract these target customers to your business.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION



Once you begin to attract them, you must then understand how they go about deciding whether or not they're going to buy what you sell. So the next critical fundamental we'll explore is their "buyers thought" process. We're going to give you the power to know what your target customers are thinking before they think it.

This is the key fundamental that will begin the process of separating your business from your competition. This is where we will help you create unprecedented VALUE for your product or service.

**NOTES:** *(click below to add)*



## SEPARATE YOUR BUSINESS FROM YOUR COMPETITION

We're going to help you develop what we call a "prospect mindset." You're going to learn how to think EXACTLY like your target customer thinks. You'll learn to identify the problems, concerns, frustrations and fears they anticipate, and typically experience, when they buy your product or service. This moves your business light-years ahead of your competition and opens the door for you to dominate your market.

So what makes this so powerful? It's vital that you understand the thought process of human beings. Every decision we make begins in one of two ways, either through an "internal desire", or an "external influence."

Just knowing that difference alone can save you a small fortune on your marketing expenses, and may explain why some of your previous marketing efforts may have failed to produce the results you had hoped for.

**NOTES:** *(click below to add)*



## WEBSITES



For example, I'm assuming like most business owners today that you probably have a website. But do you really need one? Did you know that many businesses don't? Do you know which ones do and which ones don't? You will after you watch this presentation.

As you develop your "prospect mindset," you'll begin to understand what your clients want, specifically. You'll understand how to clearly identify the problems, fears, frustrations and concerns they typically experience when they buy your product or service. Then you'll be able to evaluate if your product or service provides a solution they want.

**NOTES:** *(click below to add)*



Unfortunately, the solution your business presently offers will often match the solution your competition also offers. When you both offer the exact same solution, prospects are then forced to default to the business that offers the lower price. When businesses offer identical solutions, then none of them offer exceptional value. Prospects are always looking for value. They always want the best deal. That's why in this future presentation we're going to show you how to create that value.

We'll teach you how to strategically "innovate" your business, and in doing so, separate your business from all of your competitors, and position you for total and complete market domination.

As a small business owner, innovation is your ticket to success, wealth and financial freedom. The new innovations you create will give you the ability to offer exceptional value that will literally blindside your competition. Innovation begins the process of separating your business from your competition. They will quickly discover they can no longer compete with you, or the value you now offer. This gives you a major competitive advantage since you will now be working smarter, NOT HARDER!

**NOTES:** *(click below to add)*



Innovations tap into the direct emotional responses of your target customers. That's very important since we know that prospects buy based on their emotions. They then use logic to justify their purchase.

That's why understanding the difference between WANTS and NEEDS is so critical to the success of your business. Wants are emotion-driven, needs are logic-driven. We're going to help you create innovations that target your customer's hot button emotions. Those are emotions that deeply resonate within each and every one of your target customers.

**NOTES:** *(click below to add)*

## CREATE PERSUASIVE AND COMPELLING MARKETING MESSAGES



Once you completely understand how and why human beings think like they do, you can finally begin to create persuasive and compelling marketing messages that are so powerful they all but force your prospects to buy what you sell.

We'll start this powerful message creation process by helping you develop a compelling and engaging elevator pitch. This is similar to a 10 to 15 second mini-commercial for your business. Here's an example.

Let's say you're at a networking event loaded with target customers. Someone walks up to you, introduces themselves and then asks you, ***"so what do you do?"*** What do you say?

**NOTES:** *(click below to add)*



## CREATE PERSUASIVE AND COMPELLING MARKETING MESSAGES

The next words out of your mouth can make your business millions, or result in its complete demise. Most business owners respond to that question by telling someone who they are, such as saying ***“I’m an attorney,”*** or ***“I’m a teacher.”*** That is not what you DO, that’s who you ARE. Knowing exactly what to say, and the order to say it, is the real secret to building a successful business.

Once you develop the perfect message, you can use it everywhere. At networking events, in everyday conversation, in your marketing and advertising, in your emails and direct mail letters, everywhere. If you fail to get this right, little else matters.

In this future presentation, we’re going to make sure you get this right. It’s far too important to the success of your business. We’ll teach you how to create an elevator pitch so powerful and compelling, it will stop your prospects dead in their tracks, make their jaw drop to the ground, and get them to immediately ask you the all-important question, “how do you do that?” With that one question, they have just given you permission to sell to them.

Once you develop that powerful message, we’ll help you shorten it and create a compelling networking tool that will generate a massive number of leads for your business. This shorter message will help you walk into a roomful of prospects, per-qualify ONLY those prospects who are your target customers, get them immediately interested in what you sell, and have them begging to set up an appointment with you so they can buy your product or service. But we won’t stop there.

**NOTES:** *(click below to add)*



## CREATE YOUR USP



Every business needs what is known as a USP. That stands for Unique Selling Proposition and it represents the single biggest benefit your business offers that your competition doesn't. If you don't have a USP, or you don't articulate the one you do have, then you're lucky if you get any business at all.

Most businesses don't communicate ANY benefits that differentiate themselves from their competitors. This is a huge mistake when they attempt any sort of marketing. When they're trying to attract new customers, by not stating their distinctive advantage, they're indirectly saying, "Give me your business instead of my competitors, even though I have nothing special to offer you." Why would businesses do that? If you cannot give your prospects a better reason to buy from you, they're probably not going to transfer their business over to you.

**NOTES:** *(click below to add)*



The key again is innovation. Innovations create additional benefits. You will be able to offer these additional benefits, thanks to the innovations you previously created in the presentation where we help you know in advance what your target customers are thinking..

Once you create your USP, it becomes the centerpiece for all of your marketing initiatives. It helps you stay passionate and focused on the objectives of your business, and in the process, separates you from all others in your industry.

When you can identify your target customers, understand how they think before they think it, create a compelling message that resonates with them on an emotional level, and compels them to take a specific action, you will be able to instantly increase the number of leads you attract to your business. And not just any leads, but highly qualified leads ready to buy what you sell.

You will attract these targeted prospects in droves, and begin to make more money than ever before. And maybe best of all, you'll work fewer hours in the process. This is how you work smarter, not harder.

The great thing about creating compelling messages is they come with a host of benefits for your business. It communicates to your target customer exactly what you do, and how you do it, in a highly compelling way. Your message now emphasizes the benefits of your product or service instead of its features.

Your message now resonates with your prospects on an emotional level. And you immediately begin to attract highly qualified leads that convert easily into new customers who remain loyal to you forever.

**NOTES:** *(click below to add)*



If you will devote just 30 short minutes every day to working in the E-Learning Marketing System, then all of your efforts will begin to produce unprecedented results within just the first several weeks. But here's the really exciting part. These aren't TEMPORARY outcomes. These are permanent results that your business will experience moving forward.

OK, so now that we have the core message created for your business, we need to start putting into place the fundamentals that will enable you to create a laser-focused marketing program and drive in all the qualified leads your business can handle.

Lead generation requires a plan of action that leads to a specific end result. This plan of action is typically known as a marketing process. We're going to help you develop a successful marketing roadmap for your business. This roadmap contains a specific set of steps for marketing and selling your product or service. These steps are typically referred to as lead generation, lead qualification, lead conversion and lead nurturing.

When done properly, this roadmap will increase your marketing's response rates along with your conversion rates. It also improves your client retention rates. When you know and understand this process, you can avoid making costly marketing mistakes. This obviously explains why it's so important that you fully grasp this often complex topic. But why is this so complex?

**NOTES:** *(click below to add)*





Remember earlier when I asked you if your business REALLY needed a website? A website is a strategy many businesses use to generate qualified leads, and in other businesses it's used as a marketing channel to directly sell a product or service. Some businesses don't even need a website since their target customer isn't online looking for them in the first place. So how do you know what's right for YOUR business? That's what the marketing process is all about. It removes all the guesswork from your marketing program. We'll show you how to remove all the confusion?

We'll teach you an easy to understand, simple to use step-by-step process that will enable you to create a visual roadmap with the EXACT combination of marketing channels, strategies and tactics that will help you to out-market and outsell your competition.

Your marketing process removes all the guesswork from your marketing. It helps you know the right combination of strategies and tactics to use in every stage of your marketing efforts. It places your compelling message directly in front of your target customers and compels them to take action. And believe it or not, it reveals whether your overall marketing plan will work or not, saving you tons of time, enormous effort, and your hard earned money.

With your marketing process firmly in place, you're now ready to begin creating and implementing a world-class, state-of-the-art competition-crushing marketing program. This is so important, and so critical to the success of your business, that we're going to teach you our proprietary process that we refer to as "persuasion marketing."

**NOTES:** *(click below to add)*

## REVOLUTIONIZE YOUR MARKETING



We're going to revolutionize your marketing by giving you a powerful "marketing equation." When you follow this equation, you will harness the power required to create emotionally compelling and highly effective marketing messages. This equation creates marketing that will actually make your business money, a LOT of money.

We're also going to reveal to you the closely-guarded secrets used by the world's top copywriters and designers that will turn your website into a cash collector, and all of your marketing collateral into an army of your very own personal sales agents. We're going to turn your simple business card into a powerful lead generator and list builder.

**NOTES:** *(click below to add)*



## REVOLUTIONIZE YOUR MARKETING

We'll teach you the secrets to creating offers so compelling they're almost irresistible. We'll also help you price your product or service so your price actually reflects the true value of what you offer.

But that's not all. In order to create marketing that produces real results, you will need various tools, templates and resources to get the job done right. We're going to provide you with several of our highly proprietary resources for you to use in creating your own compelling marketing collateral. We're going to give you our own personal "swipe file." This is a collection of the world's most powerful headlines and sub-headlines you can use to create your own compelling marketing materials for your business.

We're also going to release to you our "ad template." This removes all the guesswork when you begin to design your ads by giving you a step-by-step, paint-by-numbers template that shows you where to position all the critical parts that make up an effective piece of marketing collateral.

**NOTES:** *(click below to add)*

## RECAP

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Our goal is to help every small business owner understand what it takes to immediately produce more leads, more clients, and more revenue. Together, we'll help you grow your business to that elusive million dollar level and beyond.

So consider this. You now have access to some of the world's most cutting-edge business growth information specifically designed, tested and proven to help you create the business you've always dreamed of having. Can you imagine where your business could be in say, 12 short months?

This presentation was created to provide you with an overview of the content you will receive so you'll know what to expect in the weeks, months and years ahead.

**NOTES:** *(click below to add)*



Our passion has always been with the small business owner. We love it when you get results. We love to help you grow your business all the way to its maximum potential. We promise to be there for you every step of the way, with the programs, services, tools, templates, resources, strategies, tactics and support you want and need so you can build the type of business you've always dreamed of having. A business you can operate with complete and total confidence and certainty.

That's why we created the E-Learning Marketing System, to specifically help you get the information and the support you need to grow the business you want.

**NOTES:** *(click below to add)*



## NEXT PRESENTATION



If you're ready to get started, so are we. We'll help you get started by establishing your market-dominating position and then continue through each of the remaining presentations. Be sure you work at a pace that's comfortable for you. Devote at least 30 minutes every day to working ON your business, and let us know if you're having any problems.

We have a lot of work to do together moving forward, but let's also have some fun as we go. This is an exciting journey we're undertaking, so let's work together to help you reach all of your business goals and objectives.

So until next time, here's to your success.

**NOTES:** *(click below to add)*

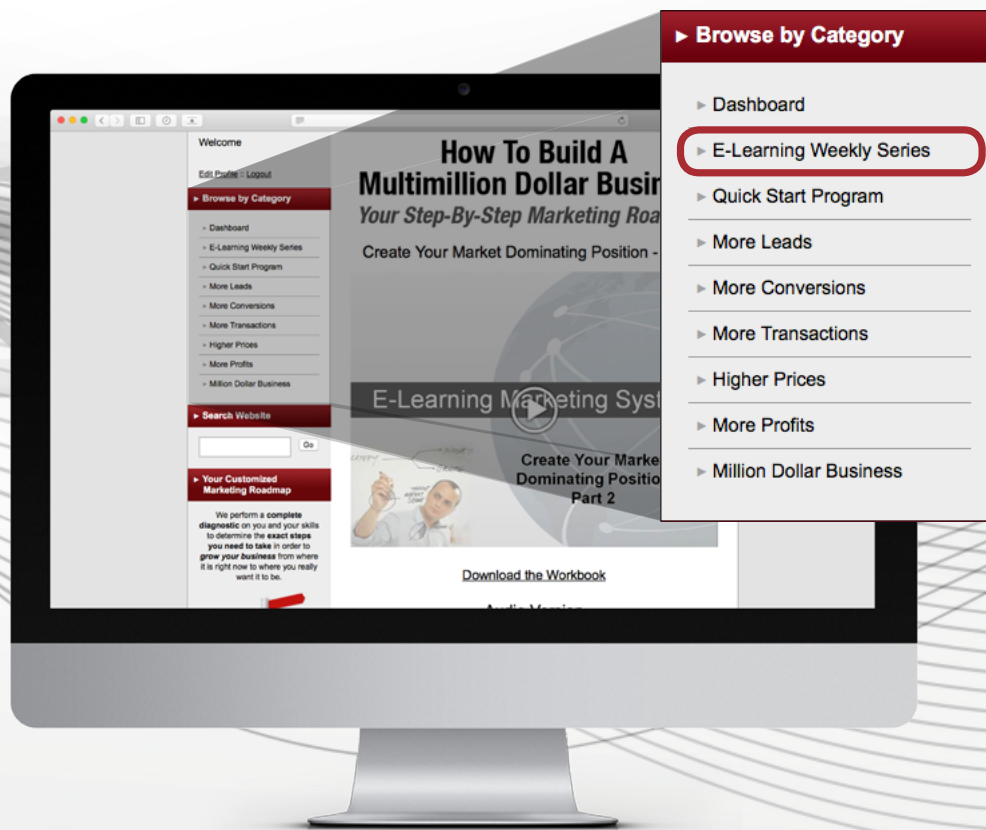
# HOW TO BUILD A Multimillion DOLLAR BUSINESS

*Your Step-by-Step Marketing Roadmap*

**WEEK #1**

YOUR COMPANION VIDEO LESSON

***HOW WE MAKE THE E-LEARNING MARKETING  
SYSTEM WORK FOR YOUR BUSINESS***



FIND ALL YOUR LESSONS IN THE *E-LEARNING WEEKLY SERIES* SECTION OF YOUR MEMBER SITE