

1 SUCCESS FORMULA



This Marketing Guide is the easiest way to create a Professional Marketing System!

Guaranteed!

If you're not 100% satisfied, we'll refund your money, ***NO Questions ASKED!***

Here's what you get in this easy-to-use guide!

- 10 ways to create professional credibility—*FAST!*
- 10 ways to become known *almost immediately!*
- The KEY focal points of a Scientific Marketing System
- 6 essential elements of a Scientific Marketing System
- Flow charts, diagrams, and simple step-by-step instructions



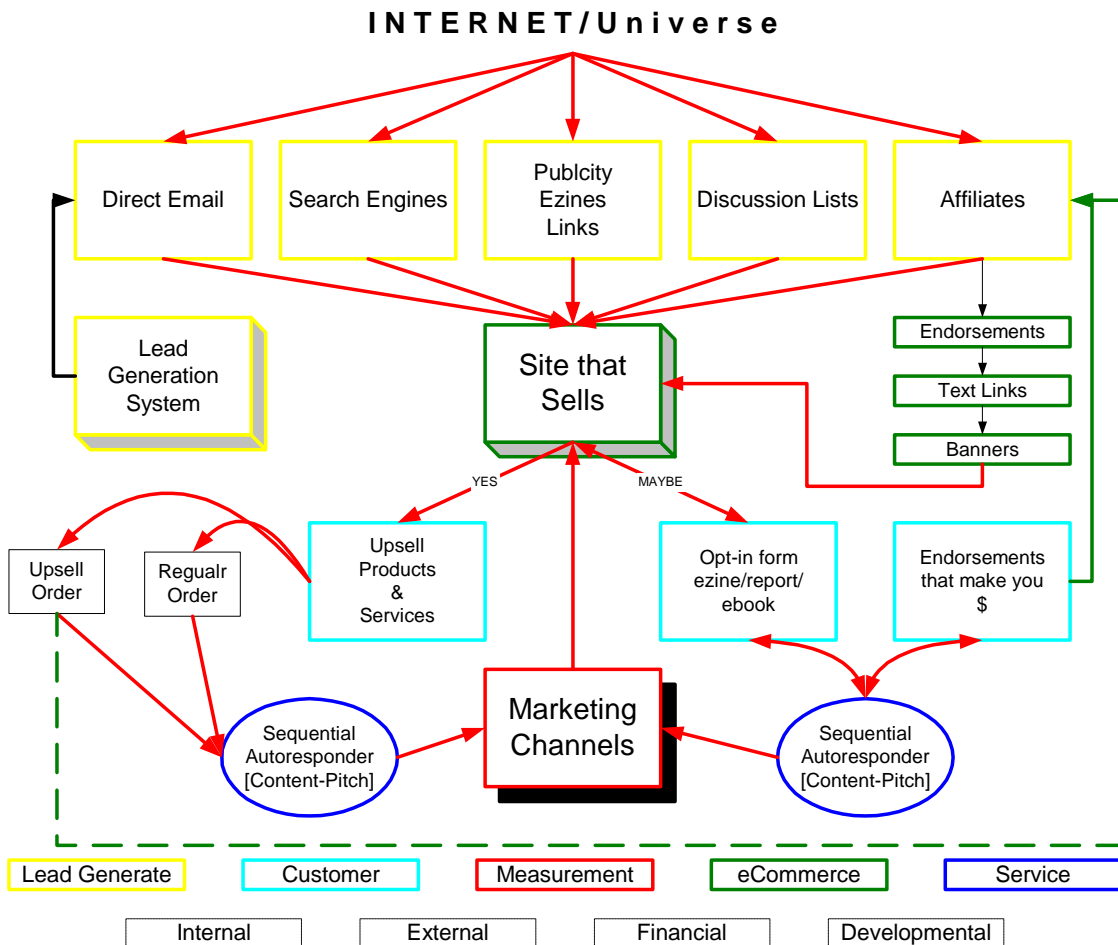
Creating Scientific Marketing Systems

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The BIG Picture: *The picture worth a thousand words is shown next.*



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Creating a Scientific Marketing System

Introduction

Over the years, I have realized how much *NOT* knowing about marketing has really cost me. So I spent thousands of dollars and lost hundreds of thousands coming to this point. In the following guide, I will help you understand how to create a simple-yet-sophisticated professional marketing system. Note: the information does not apply to both online and offline marketing systems, although the principles are generally the same. The good news is that you can create a scientific marketing system (SMS) much easier online—with far less investment—than you can offline.

The offline world, as I write this in 2001, is still a very expensive marketing world. It is best that you focus on the online realm, where it will be much more economical to generate the majority of your revenues as a professional in the future. To make this as short, simple, and straightforward as possible, I will omit a lot of detail. This detail is essential, however, for building a tight system; if you are not good at detail, you should hire or collaborate with some who is. I will also show you diagrams that I trust will be helpful in illustrating how this scientific system works in general. I caution that this is *NOT* as easy as it seems if you are not a conscientious type; I'm not either. I learned to do what needed to be done or I have had people helping me to do it—you can follow this system no matter what type of person you are.



Credibility

The first thing you must do as a professional is also the last thing you must do—create credibility. You must do this in the beginning when you haven't any and maintain it when you get some. Make sure credibility is the backdrop of everything you do.

How do you create credibility?

There are a number of ways. Because the methods are not the focus of this book, I'll simply touch on them for now. We want to establish the identity of the Scientific Marketing System generically, and credibility is as good a filter as I have found. Credibility speaks of professionalism, conscientiousness, follow-through, trust, and so on. So to me, it is an overriding value for the entire SMS.

Credibility can be created generally by mastery of the following.

- Follow-up and follow-through
- Doing what you'll say you'll do
- Admitting when you make mistakes
- Being seen among other credible people
- Being members of groups that have credibility
- Caring about people you serve
- Under-promising and over-delivering
- Continuing to grow your professional knowledge base
- Promoting the work you do by speaking, writing, and consulting



- Working very hard behind the scenes to make things look easy
- Establishing systems
- Attaining advanced degrees and certification [Yes, this still works!]
- Gaining endorsements from people who are credible
- Being viewed by others as a go-to person or expert

Becoming Known—Don't Leave the *Effort* out of Effortless

This is much easier than people think; it takes much more effort than people realize, however. Effortless attraction—getting people to call YOU--comes the same way an overnight success comes to someone who spends 10 years creating it! Here are the steps.

You MUST:

1. want to become known;
2. have something other people want (even if it's just hope!);
3. embark with a scientific plan (unless you want to rely on luck—high odds);
4. understand and model how those people who are credible behave;
5. be willing to be criticized for taking a position;
6. never say anything bad about anyone else;
7. never criticize, condemn, or complain (Dale Carnegie);
8. continuously over-deliver, while guaranteeing results;
9. generate good word of mouth and use testimonials; and
10. promote yourself to others by providing validation of your success.



Now some of you will get chills up your spine when you think about doing some of the things listed in this brief overview. You may have become a professional just to avoid this sort of thing. Whatever extent you can manage your ego and ego needs in this journey will naturally dictate how successful you are in business. Notice I said "business."

You'll want to differentiate personal reality from business reality and find a way to integrate them in a way that is suitable to your desires, needs, and actions. Don't be fooled. Business reality is critically important to business success. I have seen people—and you have, too—who have become known through no fault of their own. In general, however, you can't guarantee business success without a scientific marketing system.

Strategic Components of a Scientific Marketing System (SMS)

I am going to focus in this e-book on the essential elements of an SMS. There are, of course, myriad details involved, but you can get a quick checklist from the following list of components, and work through the details of each one to create the strategic foundation of the SMS. As a side note, all of the following must be engaged at some level through the lenses of a set of balanced perspectives—perspectives that allow us to view things from a system or integral point of view. Ken Wilber talks about an integral perspective of internal, external, individual, and collective. A balanced scorecard uses internal, external, financial and developmental perspectives. Those perspectives are *internal* (what must we do inside the business), *external* (what must we do to integrate the customer with our business, including our business array/supply chain), *financial* (how are we going to accumulate, use and repay capital we need), *developmental* (how we will innovate,



learn and grow personally, professionally and organizationally). These must be in the back of your mind while you form either explicitly or implicitly the following components prior to the formation of the SMS.

The focal points of an SMS

- Identity
- Purpose
- Intention
- Attention

The components of Identity

- Assumptions and beliefs (private and public)
 - Public displayed as a manifesto used in SMS
- Vision (Now, Near & Far)
- Values (through four perspectives)
- Principles (universally applicable to us and business reality)

The components of Purpose

- The 25 word purpose statement. If you can't do this, then you are not clear enough and your SMS will be sub optimized.



The components of Intention

- Strategic Direction (the work as defined through results)
- Key Success Factors (metrics that measure progress/success)
- Goals (tasks assigned as what by when)
- Standards (limits of behavior designed to produce consistent quality without blocking *valuable* innovation)

This mapping system can be purchased online for \$10 here: <http://www.1isis.com>

The components of Attention

- Information
- Time
- Energy
- Action
- Motivation

While we will not cover the details of these components in this book, suffice it to say if you don't address each one, you'll sub optimize the SMS we are going to show you how to build. When you sub optimize something you lose leverage and when you lose leverage you have to increase work to accomplish the same task you could have completed with *less work and more leverage*. Remember that guy who said if he had a lever long enough he could move the world? Same principle goes here. Leverage lowers the amount of force required. ***ALWAYS seek leverage and optimization in your SMS.***



The Nitty Gritty of SMS: The Essential Elements

- Lead Generation System
- Customer Pipelines (Front-end)
- Conversion System (Back-end) (Ways to harvest or farm your pipelines)
- Strategic Measurement System (Score-keeping system for making better decisions)
- Ecommerce System (system to move money and exchange value)
- Service System

You can't create a fully functioning leveraged SMS without these elemental systems. We'll take a brief look at them one by one to give you some background. The purpose of this book is to establish the inevitability of creating a SMS and to outline the components of the SMS. You won't get the details in this treatise; this is meant to provide you with the big picture, so you know how to map the journey. You'll at least need a coach and at most need someone to literally hold your hand through that process.

We built a SMS using <http://www.yellowbrickroadmarketingonline.com>; you can, too.

Lead Generation

The steps to creating a successful lead generation system.

- Do your strategic work first (remember: identity, purpose, intention, attention?)

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- Build a digital system like the one described below first, based on generic products and services.
- Pick a lead product or service; always pick something to sell rather than giveaway. (Front-end)
- Design the information pipeline, what are you going to inform people about using your strategy focused approach...what do you want to be known for?
- Design the product/service cycle of fulfillment.
- Design the follow-up system. (Back-end with all components)
- Design the conversion system interface. (Designing the conversion system comes later)
- Design the measurement system interface (Designing the measurement system comes later)
- Do NOT begin to worry about generating leads yet, you don't have enough system in place, ***first things first!***

Lead generation is key to the front-end of the system. You have to create interest in your products and services and funnel that interest into customer pipelines you create your back-end. On the next page is an example of a simple lead generation system.

Now here's how it works on the front-end:

- People find you through one of the seven avenues shown.
- They exchange *data and interest* with you in the least or purchase directly.
- You send them the information they requested.
 - You follow up at least twice and again on holidays.



- You sign them up automatically to receive your best info on regular basis for free, NOT your newsletter, that is opt-in only. Some people will stay on a list for a long time if the only thing they get is info they are interested in and a soft offer [explained later] or two.
- They OPT-IN to your e-zine or information channel. This gives you the right to continue to send them information until they unsubscribe. This is different from your public channel where people don't want to receive a regular subscription, but they do want information that is cutting edge once in awhile.
- They purchase one of your products or services. Always offer a companion product or service to up-sell and cross-sell—but more than that—to increase their chances of reaching the solution they are attempting to serve!
- They are so satisfied, they want to become an affiliate and endorse your products. Always give people a way to refer to you and a way to endorse your products and services to others while receiving some of the value!

Now here's how it works on the back-end:

- Once people pass through your front-end, they land in one of the customer pipelines. What makes a pipeline different than a channel is the passing through the front-end. In other words. A pipeline flows into a channel. This terminology may sound strange and mechanical, but for now forgive the inorganic taste. It might be easier to understand with a simple example.

Think of it like this. A pipeline requires movement both in and out, so you want people entering that pipeline to push others into the channel as the inertia of your system *moves* people along at their own speed + encouragement. Once they get into a channel, they have a lot more



opportunity to move at their own rate of speed with your help. It's like noticing a river. In the river, you'll see some areas that flow faster or slower than others, yet everything is river. It's the same way with a marketing system. You have to get people into the channel. You do that with various pipelines that feed the channel. These people might come from a dozen different pipelines, but they all eventually end up in one or two channels. This make it more efficient and it also creates numbers and numbers create leverage over time.

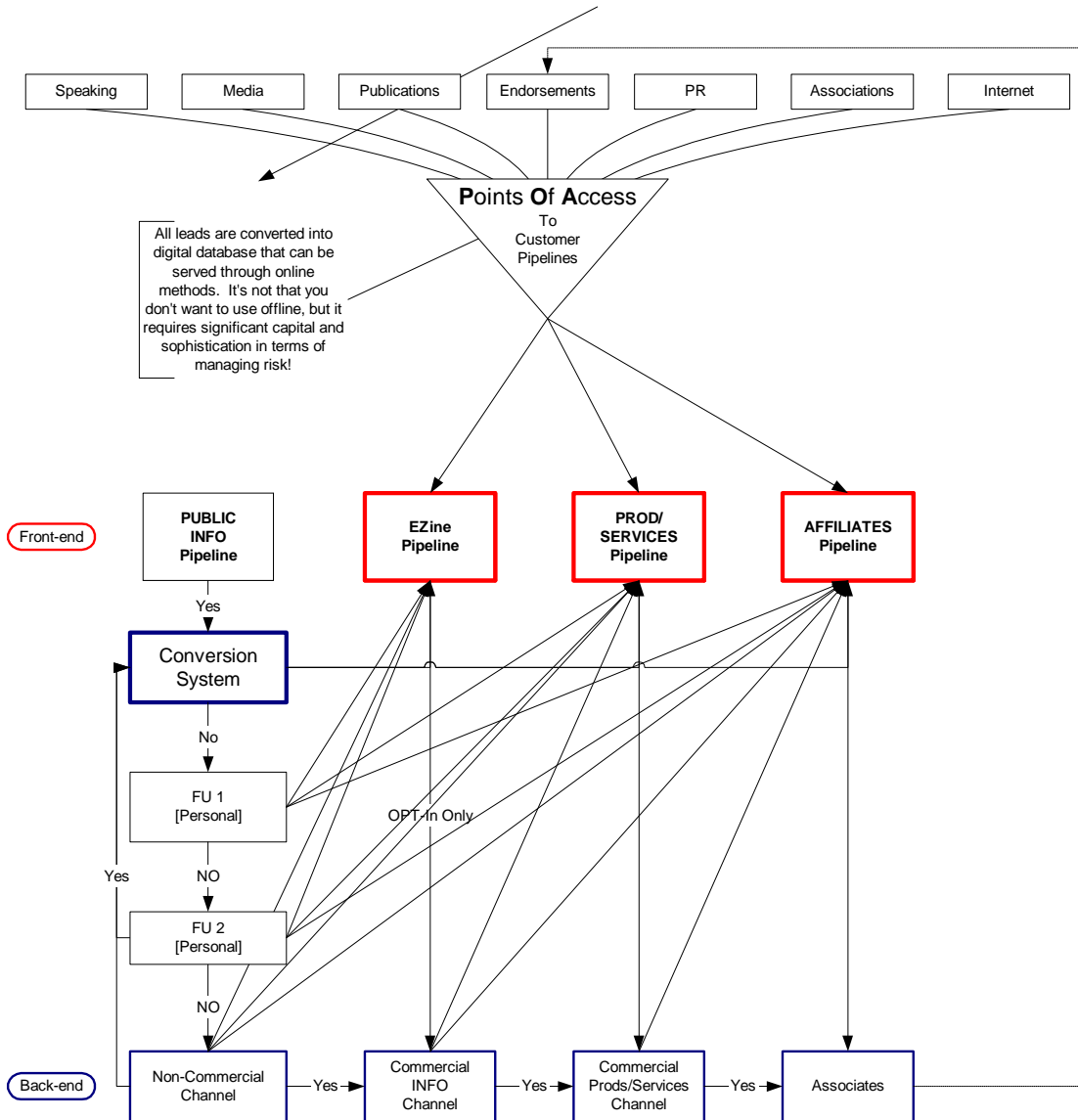
It is a numbers game.

- You don't just stop there. You continue to make them offers they can't refuse. These offers must be more valuable to them than the money they pay for them, so keep that in mind if you're not converting anyone on the back-end!
- Through follow-up you try to convert them from interest into your opt-in channel, your products and services channel or your affiliate channel. You do this through whatever pipeline seems to be attracting and flowing in response to customer intelligence.
- Continuing to help people become more valuable to you and to them is a key attribute of the conversion system, we will discuss later.
- The philosophy of most successful marketers is to do anything on the front-end to get you into their back-end, which means giving away free stuff, contests, etc. We take it one step further and try to make the front-end profitable, however don't think that you have to generate a profit up front.

Remember, ***the back-end is where you'll monetize your system.***



Generic Lead/Conversion Design Flow



Lead generation itself must be systematized or it doesn't produce benefits to you and your potential customers. BEFORE you figure out how to generate interest, you must have a lead fulfillment system in place or you're just leaving money on the



table. So, ***set up your system first!*** This usually comes with a front-end hook. A lead product it is called. Then design the back-end around fulfillment and deeper levels of commitment from your clients and customers. Most people do not do this step, consequently they have no back-end and therefore sub optimize their revenue and return on investment. ***Don't leave money on the table by focusing on the one-time sale!***

Customer Pipelines: Creating Interest

There are myriad ways to generate interest that later becomes converted into dollars. In fact, if you send email to [Marketing Checklist](#) , I'll send you a checklist to guide your lead generation. This is not the focus of this book, therefore we'll assume that generating interest is something you'll learn or you already have some idea of in order to creating an SMS. If you've done the early strategic work, you'll have plenty of things in place to begin using to encourage people into your customer pipelines.

You'll notice I show four pipelines, you can have as few or as many as you want. I use a public pipeline where people have interest in what I do and are not ready to become involved either because of timing, capital or commitment. The next deeper level of involvement is with the info pipeline. This is a regular interface with customers woven with soft offers. (By the way, I found these four pipelines work for most professionals with each pipeline producing a deeper level of commitment from both the system and the customer. The lifetime value of a customer (back-end) is worth far more than the front-end purchase. The greatest way to optimize your SMS is with a good conversion system on the back end.



Soft Offers explained before we go any further.

A soft offer is an offer or an opportunity for the customer to learn more about something they are interested in. You present info about the product or service without the person specifically asking for it and you provide it with additional value.

In this manner, the client perceives value whether they have interest in the offer or not. Notice how I created a soft offer with <http://www.yellowbrickroadmarketingonline.com> in a previous paragraph? I didn't try to sell it to you, I just mentioned we used it. That is a soft offer, because behind the "click" is a sales letter that provides information to influence the customer to become involved at a deeper level. If the person is interested or curious, they may click on the link.

That is why HTML ezines have become so popular. The second you become interested, voila, there is the sales letter or offer, it is just that quick—the less you have to "do" the better, the faster the better, etc. etc. Keep that in mind when you design your ezine. It is probably better to offer the HTML as an opt-in choice as opposed to default because most of the world is still not ok with HTML email.



Conversion System: Creating the Back-End

The conversion system must help people get more and more value from their relationship with you. It also should be aligned and personalized with a system that treats each level of customer according to their level of commitment with you. MOST online marketers are behind the times, because they just get you on their list and spam you until you opt-out or filter their zine. If each time you climbed the ladder of commitment, it triggered them to treat you differently, then you would probably be more valuable to them and *them to you* over time. This entire topic of 1 to 1 customization is treated completely by Peppers & Rodgers at www.1to1.com. They have a great newsletter and a number of great books on the subject if you're interested.

So, how do you create a conversion system?

The best thing to remember is that people who are already your customer are more profitable. The acquisition cost has already been incurred, so each deeper level of commitment you make with your clients, the more return on investment for each of you. The key is to make it win-win. ***You want your customers to benefit from being your customers, more so than you benefit from them.*** This kind of balance in the relationship keeps the momentum and inertia going in the right direction. If it swings the other way, you're back to acquisition and convincing them you have value after they have evidence of it not being win-win.

The best way to find out what customers value is to continuously ask them and to interact with them in a number of ways. Surveys, R&D Teams, product trials,



giveaways, contests, etc. all work to establish a conversion sequence (interest—value—conversion). People who are interested in x are often interested in $x+1$. Therefore you have to rely on your measurement system to give you data in concert with what your customers are telling you about how to convert them to higher levels of commitment. The highest level of commitment is conviction and that is where you want all of your customers to go—conviction. At that point, they begin to endorse and sell you to everyone they know. At that point, you can focus more on conversion than on lead generation, or the back-end versus the front-end, because ***your customers are taking care of the front-end for you.***

This is why you have to take a strategic approach as a professional rather than an entrepreneurial approach. The entrepreneur brings an idea disguised as a product or service to the world. The professional brings the world to their idea. The former is hit and miss and very risky, the latter is systematized and manages risk and reward strategically rather than tactically as does the entrepreneur. The entrepreneur builds a system after the fact, most not surviving to get to that point. ***The professional builds a system before the fact and uses it to serve growth.***

Strategic Measurement System

This system is not built by entrepreneurs, but by professionals, if at all. Once you see the value in measuring key aspects of your SMS, you'll make better decisions, optimize your effort and find leverage in the numbers. There are some critical things to measure in the beginning in order to feed your SMS the proper diet.

1. Number of leads
2. Conversion ratio of leads
3. Conversion ratio of leads to total sales



You must know a number of things before you can measure these things and of course if you don't have a system set up, you'll give inaccurate answers, make inaccurate decisions and sub optimize your return on investment. Stephen Covey said something like if you have flawed assumptions, you'll generate flawed conclusions. And if you are operating your SMS on guessing, you'll be guessing, not marketing scientifically!

Scientific marketing reduces risk, increases leverage and optimizes return on investment. If you don't set up a system of measurement you won't know where to invest attention! [Remember, information, time, energy, action, and motivation?]

1. You must know how many leads you get and where they come from.
2. You must know how those leads convert. (If lead x generates xSales, and lead y generates ySales and $y > x$, then knowing how much it cost to generate those leads can lead to spending more money on "y" leads because they generate more \$Sales.)
3. You have to be able to attribute the share of sales to each lead and each pipeline. (If one pipeline consistently generates more back-end sales, then what does it take to get more people into that pipeline? What is it about those people that make them able to perceive greater value and spend more money over their economic relationship with you? You won't know unless you FIRST know which ones they are and where they are coming from..

To make buying decisions in regards to marketing plays, you have to know your conversion ratios and how much it costs to convert people. If you don't, you'll be



guessing. If you want to leave it up to luck, fine—but remember the odds are not very good. I had a successful online marketer tell me you need to know three things with your SMS online.

1. How many unique visitors today? (all pipelines)
2. How many opt ins for the ezine? (info conversion from all pipelines)
3. How many sales? (sales conversion in all pipelines)

Trends for these would also be helpful to know if your inertia is up or down. Also, it would be helpful to know which campaigns are generating people into the pipeline. We use a complete ecommerce system <http://www.ecomincs.com>, which we will tell you about later and in that system is a function called adtrack. What you are able to do is to track every campaign you run that refers someone to a website. If you do nothing else, use this feature in the system. It identifies where you are getting clicks (visits) and how much money is being generated as a result and the conversion ratio for that period of time. This is slightly misleading as it does count all sales, so if you are more than a one-website business, then you'll have to extrapolate out your numbers of each website or product and service.

So in summary, we want our metrics to simply state the following, each day.

- How much interest did we generate (page views, subscriptions, sales)
- Where did it come from (from which campaigns)
- How much did the lead cost to generate
- How effective was it (conversion ratio) in generating pipeline numbers on the front-end
- How much front-end sales volume is each pipeline generating and how much back-end volume is being generated

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With this simple information, you'll know how to make higher-quality decisions in your SMS. You'll also know how much to pay for traffic and lead generation!

eCommerce System: Show Me The Money!

This system is another critical component of your system. It does take a little time to set up and you have to jump through some hoops, but it is simple if you follow one simple recommendation. Go to: www.ecomincs and sign up for a 30-day trial. How much more simple can I make it?

Yes, it will cost you some money after 30 days, but by then, you'll be making enough money so that your customers will pay the subscription fee. The period of 30 days is long enough to get yourself moving and to experience all the different parts of the system that you'll need to interface with your SMS. In fact, this site is actually an SMS. It does take a while to learn it; reading this ebook will speed you up. Yet, you must do the work, or hire a coach or consultant to help you get going.

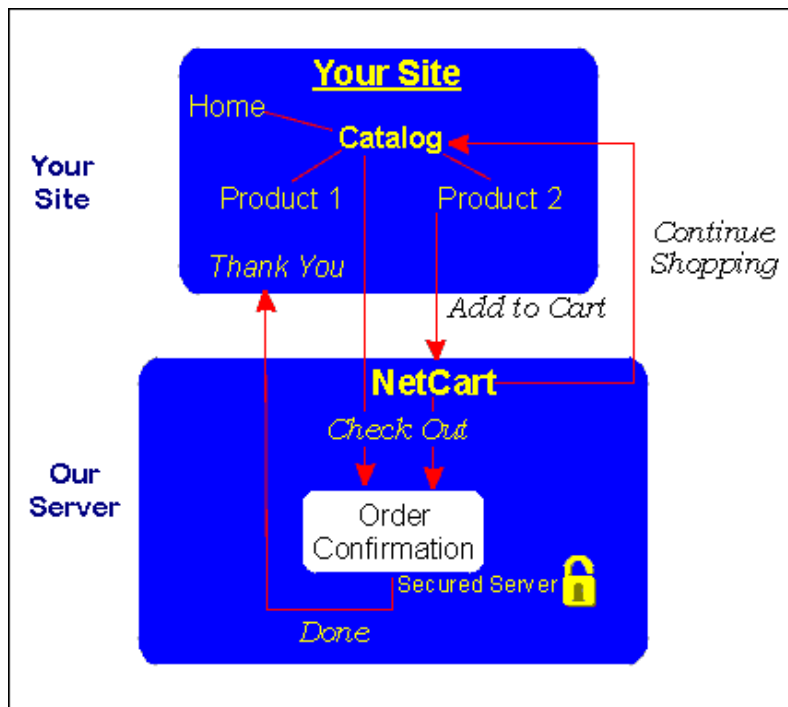
www.yellowbrickroadmarketingonline.com will help guide you as well, it has several options that range from do it yourself [identify strategy and tactics using an automated step by step process] to everything we talk about in this ebook being done for you for a really low fee! ***There's no better way to overcome procrastination than having someone do it for you!***

The ecommerce system, whichever route you take MUST be asynchronous. In other words, it must work automatically to exchange the value that your customers want to



provide with the value you provide in exchange. The ideal system is digital delivery, but don't rule out non-digital methods either; they just cost more and take more money. In the following diagram is a simple ecommerce system looks like if you use the shopping cart system: [Note the catalog resides on your Website!] This is how the shopping cart works.

Courtesy of our Friends at Ecomincs!



Service System

I call this the service system because that is what makes it simply service! If you understand philosophically that this automated, asynchronous system can provide

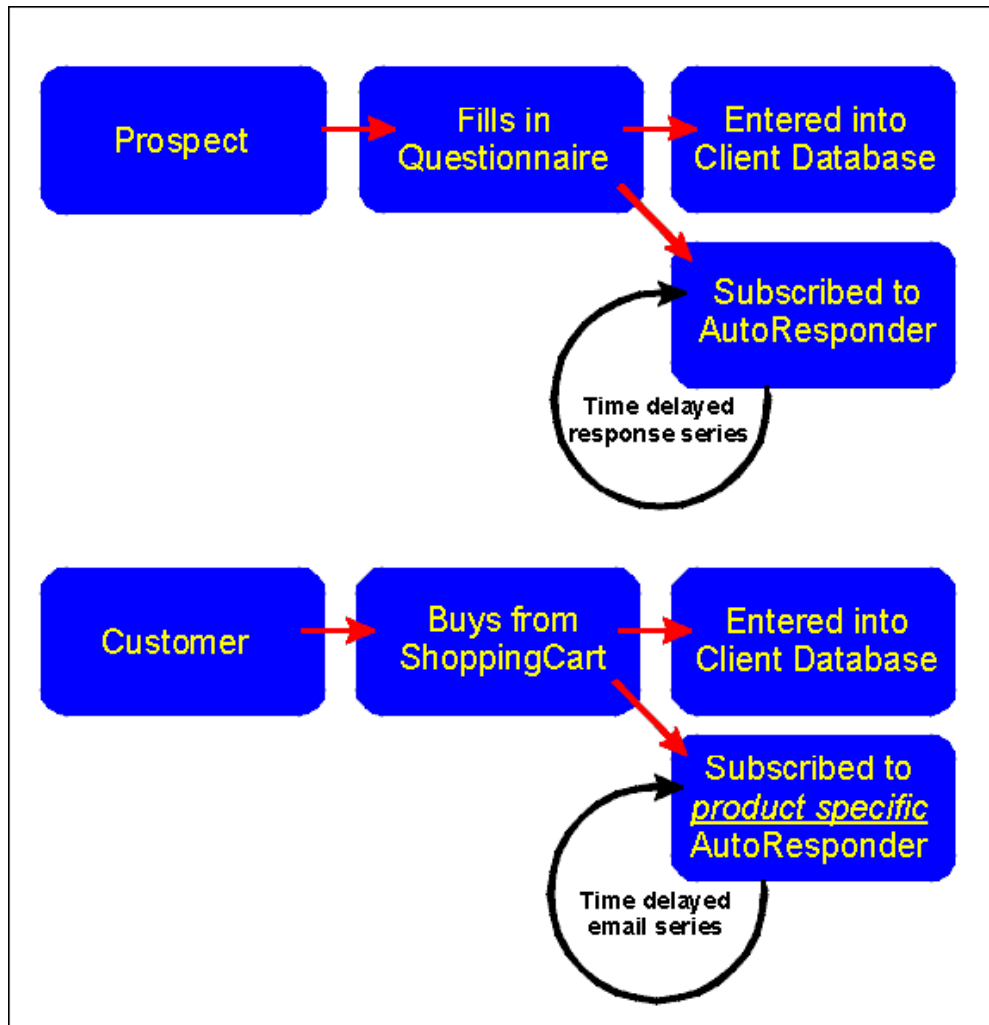


far better follow-up, follow-through, and conversion than a human could, then you'll understand why I call this a service system.

Multi-Follow Up Autoresponder System

Ecomincs includes a powerful multi-follow up autoresponder system that is designed to automate the sales process for you. You can create as many autoresponders using Ecomincs as you wish; each containing an unlimited number of follow up emails. Below is a diagram that shows how our multi-follow up autoresponder system automates the sales process.

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The idea is to use the multi follow-up email series to send regular emails to your customers; follow up with them on a time-delayed basis.

For example, let's say someone responds to an advertisement. When they send an email enquiring about your product or service, you can automatically respond with an autoresponder to tell them more information. You can set up the system to then send a follow up email 2 days later, and another one 7 days later.



The fact is, to improve your sales closure rate, you need to consistently follow up with your client. Studies have shown that you need to follow-up up to 7 times with your clients before they will finally say "yes." With our system, you can automate that process, easily and painlessly. You don't even have to worry about "rejections."

In addition, the multi-follow up Autoresponder series is designed to help you increase your sales by automating the "cross selling" or "up selling" process. When a customer buys a product from the shopping cart system, you can subscribe them to a multi-follow-up series to tell them about other products you sell, automatically. Subscribers can just as easily unsubscribe, serving themselves without having to bother with telling you they want to unsubscribe and without you having to pay labor to make it happen.

An effective service system does the following things in your SMS.

- Captures information automatically and asynchronously
- Populates a database automatically
- Generates an auto-response based on a particular action the client takes
- Generates follow-ups on a time-delayed basis either for service or for sales
- Continuously allows customers to manage their own account
- Allows customers to purchase and follow-up with support
- Allows you to send broadcast messages to your client base
- Allows you to create resellers/affiliates automatically and asynchronously
- Does everything 24/7 with a minimum of labor and human intervention
- Allows for flexible design in terms of service options and customer segmentation



Interested in sending me comments? I would appreciate receiving them:

coach@leadwise.com.

SYSTEMS we recommend!

If you need help with your SMS:

www.yellowbrickroadmarketingonline.com

If you're looking for a great one-stop ecommerce system:

www.ecomincs.com

Some ideas that have worked for me over time:

1. [Review](#) the 7 Rules of Engagement
2. [Map](#) the territory
3. [Identify](#) a resilient personal strategy of action
4. [Breaking](#) into corporate markets
5. Learn to [Monetize](#) your ideas Creating
6. Get out of the rat race [now](#)

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