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# 'Magic' Words To Build Your Business Exponentially

It's fine to build your business gradually, a step here and a step there. But it's so much better, faster and just plain more FUN to build it by leaps and bounds.

Below you'll find the magic words that will help you to do just that. Forget taking the long, slow painful route and resolve to achieve a quantum leap, or true metamorphosis in your business.

## **1 Magic Word That Quadruples Productivity And Profits**

There are a myriad of tasks any one online marketer needs to perform, and the faster and better those tasks are completed, the more profitable the business can be. But struggling marketers who are trying to balance administrative duties, product creation, social media, customer service, formatting and uploading books to Kindle, writing blog posts, setting up JV's, recruiting

affiliates, writing emails, setting up autoresponders, doing research, writing sales copy, answering emails, forum posting and all their many other marketing tasks might be better off doing less, not more.

If you've ever been on a ship, you probably noticed the captain doesn't cook the meals or swab the deck. Nor does he maintain the engines, hoist the sails, plot the navigation or the other 101 duties that are done aboard a ship. Rather, he is the pilot of the entire operation, instructing everyone else on what to do.

Perhaps it's time you think of yourself as the pilot of your own business. Do those tasks which you are extremely good at, and **OUTSOURCE** the rest to professionals who excel in those areas. You will not only get far more done, but odds are the work will be completed faster in a more professional manner. And when you can quadruple your efforts by adding a few part time outsourcers, you can also quadruple your results and your profits.

Don't kid yourself – you cannot do it all and make the kind of money you want. As soon as you can afford to, start outsourcing. It's not only one of the most profitable things you can do, it also gets you away from the grindstone and able to see the big picture so you can better navigate the waters of your business.

## 2 Magic Words To Make You A Marketing Rockstar

If you want your content to be seen and shared, and if you want it to make a lasting impression of prospects, then the written word is seldom enough anymore. Let's do a test: Tell me everything you can about the person who wrote the blog post you read yesterday. Drawing a blank? Now tell me everything you can about a video you saw yesterday. Different story, right?

What if someone calls you on the phone to sell you something you're interested in, versus someone that shows up at your door. Which one are you more likely to buy from? Assuming you're not freaked out that a salesman appeared out of no where with the product that adequately fits your needs, you're going to buy from him, not the faceless person on the phone.

Obviously you can't visit your prospects in person, but you can do something almost as good – **USE VIDEO** People remember video over the written word because it engages more of the senses. If you only use the written word, you're simply not going to make nearly the same level of connection that you could have with video.

Now then, you might be afraid to get in front of the

camera. If so, you can start out with slideshow videos, animated videos or screencast videos. Then move up to videos of yourself because this is the real pay off. This is where people start to feel like they can really connect with you and they KNOW you. Remember, content is more important than quality. You don't have to be the next Steven Spielberg to make this work, you just have to be authentic with something to say that people want to hear.

### **3 Magic Words That Can DOUBLE Your Sales**

You should be doing this every single time you sell a product or service because it will invariably increase your bottom line. Marketers have added hundreds of thousands of dollars to their sales funnels by simply incorporating these three words into every sales system they create.

What are the 3 magic words? **ALWAYS BE UPSELLING.** Every single time you sell anything, offer an upsell / downsell sequence because it can turn your original \$47 sale into a \$300 sale or more, simply by offering the customer additional options.

Offer something that is complimentary to the original offer. It might make the original offer easier or faster to implement, go into more depth, offer more options, or even perform a service for them. It could be coaching, an

additional information product, software, a membership program or anything else that helps the customer to achieve the result they want.

What if you don't have a product or service to offer as an upsell? Then find an appropriate affiliate product that matches your original offer. And here's a secret: When a customer turns down an upsell, they are typically more open to buying a lower cost (downsell) product. It's almost as though the higher ticket item warms them up to the downsell offer. This is why car dealers and real estate brokers like to show cars and properties that are too expensive for the client. Once they show the client something more affordable, the client is more likely to make an offer than if they'd been shown the lower cost model in the first place.

#### **4 Magic Words To Get You More Clients**

If you're selling big ticket items or services, I'm about to utter the 4 words 9 out of 10 marketers dread: **PICK UP THE PHONE.** Nothing sells as well as face to face contact except perhaps the phone. Let's face it – your prospects are inundated with emails and shout-outs on social media. If you really want to connect and make the sale, you need to pick up that 500 pound phone and establish a real one-on-one relationship.

If you're phone-a-phobic, start with existing customers. Find out how they're doing with the product(s) they've purchased and what you can do to help them along (coaching, perhaps?) Next, move on to your lowest hanging fruit – those prospects you deem most likely to bite. Make it a rule to call 5 people each day, and within 3 weeks you'll notice 2 things: First, being on the phone isn't so scary anymore. And second, business is definitely picking up.

## **5 Magic Words That Virtually Eliminate Any Competition**

Whatever your niche, there are others who are doing very nearly the same thing, better known as your direct competition. For example, if you're a weight loss coach, there are thousands of other weight loss coaches you're competing against to gain clients.

That's why you've got to find a way to stand completely apart from the crowd, and the best way to do this is to **CREATE A UNIQUE POSITIONING POINT** for yourself and your business. Find that one thing that makes you totally different from all the other weight loss coaches out there, that thing that draws customers to you like flies. And mind you, saying that you're better, that your work is

higher quality, that you've got more experience, etc., isn't unique. Everybody says those things.

Can't think of anything? Try this: *"I will show you how to lose weight while NEVER feeling deprived and still eating the foods you love."*

Sign me up!

Here's one from a carpet cleaner: *"If I don't remove your stain and get you sparkling clean carpets, I'll pay you \$50 for your time."*

You're hired! I wouldn't need to hear another word in order to choose this carpet cleaner over all the others – would you?

A Chiropractor might advertise: *"I'll get you immediate relief from your back pain or your visit is completely free."*

That's what I want to hear - make me an appointment now!

## **6 Magic Words That Double Subscribers**

You already know how crucial it is to continually build your list. But are you being aggressive enough? The vast

majority of websites are missing opportunities to grab more subscribers because they don't **PLACE OPT-IN BOXES ON EVERY PAGE** of their website. Yet this simple step can as much as DOUBLE the number of subscribers you get from your site.

Most websites have an opt-in box on the homepage or none at all. But very few have an opt-in box on every single page. And fewer still place opt-in boxes on both the right sidebar above the fold, and again at the bottom of each post. But adding these boxes along with a great incentive to sign up will increase the number of subscribers you get. And make sure your opt-in box stands out with clean lines and no clutter.

And go ahead and place opt-in boxes in unexpected places as well. Do you have sales pages? Place an opt-in box on each one. Do you have more than one sign-up incentive? You might place one incentive in the right sidebar, and the other at the bottom of the page. This way if one incentive doesn't interest them, then the other one might. You can then position your follow ups according to the incentive they chose.

You might even place a video with your opt-in boxes, instructing the reader to fill in their email address and press the button to get the incentive. By telling people



what to do, you increase the chances they'll actually do it.

Can you make a short, snappy and powerful quiz people can take? This is another way to capture email addresses. Once they finish the quiz, you request their email address so you can send them their confidential results via email.

## **7 Magic Words To Build Your Visibility And Reach a Larger Audience**

If you're not on Google+ yet, you're missing the boat. Google+ will increase your visibility, help you boost traffic to your site, improve your search engine ranking, improve your authority, increase the distribution of your content, and connect you to your potential customers, affiliates and joint venture partners. That's a LOT of benefits you're missing out on if you're not already on Google+, but it gets even better.

Google+ has a feature called Hangouts, which brings us to your 7 magic words to increase your audience and your visibility: **HOST REGULAR GOOGLE PLUS HANGOUTS ON AIR.** Hangouts are multi-participant video chats. When you host a hangout, you can carry on a training or conversation.

Your Hangouts might be informal chats, scripted or anything in between. You can keep the Hangout private, or you can live stream and broadcast your Hangouts on *Live Hangouts On Air*. By publicly streaming your show, it's automatically recorded and added to your YouTube account. It's streamed live on your Google+ profile, and you can embed it on your website.

If you don't want it to go live, you can make it private, download it when you're finished and edit it before posting it.

This is a great way to reach a huge audience and cement your reputation. Make a plan on how and when you will use Hangouts on Air, and set up a regular schedule for broadcasting. Think about using Google Hangouts for teaching and lecturing, for coaching, consulting, interviews, webinars, product demonstration, hold question and answer sessions, etc. The possibilities are exciting and nearly endless. For more information on how to use Hangouts on Air, go here:

<http://www.google.com/+learnmore/hangouts/onair.html>

## **8 Magic Words That Increase The Money In Your List 10 Fold**

A list full of buyers is worth at least 10 times more than a list full of people who haven't purchased anything from you yet. In fact, in most cases a buyers list is often worth closer to 100 times more than a list of prospects, and here's why: When someone purchases anything from you, even if they only spend \$1, they are now in a vastly different mindset concerning their relationship with you and your products. They now have an OWNERSHIP mindset because they own one of your products, and because of this they are far, far more likely to purchase from you again and again and at higher and higher price points.

So what are the 8 magic words that increase the money in your list 10 fold or more? **TURN PROSPECTS INTO BUYERS AS FAST AS POSSIBLE.** In the beginning it doesn't really matter if they are spending \$1 or \$100. The important thing is they have crossed that threshold from prospect to buyer.

How do you get prospects to immediately buy? The easiest way is to get them pre-sold by people they already know and trust. This means having affiliates refer people to you. If you cookie the affiliates in so that they receive commissions on anything prospects purchase for a long period of time, such as a year or even lifetime, affiliates will be more than happy to send you referrals.

Other ways to get people pre-sold on you before they even hit your site is to guest blog, to do joint ventures, and to create products that others in your niche can give away as a bonus to their own product. Whatever it takes, turn your prospects into happy customers as quickly as possible and you'll be able to continue to sell to them for a long time to come.