



**Supercharge Your
Marketing for Less Stress,
More Clients, and More Cash
in Just 4 Weeks**

With Jennifer Henczel



Jennifer

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Module 3- How to Share Your Work and Give Your Audience Exactly What They Want with Integrity and Joy



When your focus is on helping your subscribers live their dream while solving their problems, an unexpected side effect occurs. Even if you started out being a tunnel-visioned sales shark, you actually start to care about them. This happens because even while your subscribers are getting to know you, *you are getting to know them*.

And getting into relationships with people either means they drive you crazy... or you really start to care. (Sometimes both!)

You start naturally looking for ways to be there for them, ways to share.

Happily, most work-at-home entrepreneurs are not “sales sharks”: “Happily” because today’s online marketing is mostly relationship-based (and because it’s not nice to feed on people) and “happily” because those who focus on relationship-based marketing get better results. Their subscribers:

- Turn into repeat customers
- Develop loyalty and trust
- Spread the word—like wildfire!

Sales sharks are an entirely different breed of people: They go in for the “kill” approach and don’t care if their products deliver or not. They ignore or are tardy with refund requests or complaints. People who have bought from them once do not buy from them again. They sell on sheer volume, throwing money into making money and drawing the unsuspecting in through heavy advertising (with misleading claims).

Step One: Selling Doesn’t Have to be Sleazy

When Frances first started to work in a fishing tackle store, she did so because (a) she desperately needed a job (b) she knew fishing, inside and out. In fact, she was absolutely passionate about it. She had grown up in an area where fishing was second-nature to most people: And she had been practicing all sorts of fishing since she was a little girl, introduced to it by her favorite grandfather.

The trouble was, she hated selling. She remembered her college days, working at a department store, being penalized by managers for not pushing the store credit card on every customer. She remembered working for a real estate agent who insisted she “cold-call” people from the phone book at supper time and push them to sell their houses. So if she hadn’t really needed the money, she would never have worked at a fishing tackle store where her main duty would be “selling”.

But Frances lucked out: The owner of the store was a man with the same values as her grandfather. He too was passionate about fishing, and wanted someone who would “help” his customers.

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When Frances' focus turned from the bogey-word, "selling", to helping customers find exactly what would help them the most, selling became "fun".

Frances discovered that selling with this type of focus:

- Solved problems
- Delighted the customer
- Resulted in repeat sales—with customers specifically asking for her over the other employee, who didn't care about fishing but was "good with the boat rentals"
- Allowed her to recommend high-ticket items, secure in the knowledge the customers trusted her recommendation
- Made her boss happy
- Increased annual sales
- Created a culture and a community
- Made the store become the "go-to" store of its type in that local tourist area
- Led to side business opportunities
- Built her reputation and earned her thanks

And above all, selling with this type of focus was rewarding and easy to do.

Step Two: Listen to your Subscribers

One thing Frances naturally did was *actively listen* to her customers when they asked for help. She also stepped up to greet them and *offered her help*, after they'd had time to look around.

She did not rush up to them as they were stepping in the door and try to sell them a twelve-hundred-dollar Daiwa Branzino lure rod.

Instead, she...

- Welcomed them to the store, and quickly told them where everything was (if they looked "lost")
- Asked them if there was anything they needed help with
- Listened to their answer
- Applied her own knowledge and judgment to "filling in the gaps"—the details they didn't tell her

For example, if a bewildered elderly couple came in, modestly dressed, she could (from experience) correctly guess the price range they wanted to stay within, as well as the fact that they were not fishermen, when they said they were looking for a "fishing pole" for their grandson.

Her next question, since "fishing pole" is both inaccurate and generic, was: "What type of rod does he need?"

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When they weren't really able to answer, she asked leading questions such as: "What type of fish does he catch? Does he fish in rivers or go out in the bay?"

When she was sure she knew the specific type of rod needed, she then showed them the three or four models that fit within their price range. (She also asked them: "How much do you want to spend?")

And if there was a slightly more expensive rod that would really be more suitable, she would offer it as an option, point out its advantages and help them by letting them know it was going on sale "next Tuesday" – or letting them know they could put it on layaway.

(In the online marketing world, that translates to rewarding your subscribers and creating anticipation by telling them you'll have a special offer for them on an existing product "on Tuesday" or "offering split payments".)

All this came very naturally to Frances, because she not only knew her products and her niche, she was customer-focused and liked to help.

If you treat your subscribers—and your affiliates—like this, and let them know their problems and dreams are important to you, then **sell them what they need next**, you've got customers for life! (**Acknowledging their needs but not having any solutions** to offer is one of the worst mistakes you can make!)

And take time to really think about your subscribers, when you are not actively listening to them. Ponder their problems. Observe their behavior. Anticipate their needs.

You do all this through tracking and observing what causes them to stay in your sales funnel—and where they frequently exit. Those exit points are not a problem for you: They are your best opportunity, once you've identified why they are leaving.

That allows you to plug the gap with a product that solves the problem; or divert them to a membership site; or even send them to another competitor who has exactly what they need. (Just make sure you sign up as his affiliate first!)

Step Three: Supercharged Marketing Ideas that Work

You have to walk a line between the familiar and the innovative. So keep things like your branding, your delivery system and your "voice" the same, but wow your subscribers with offers that "step up" your results in a unique way.

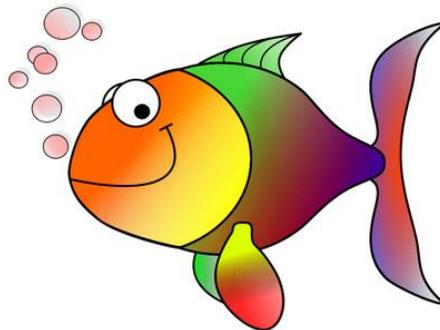
Remember Frances? We mentioned that the other employee didn't particularly like fishing; he enjoyed boats (and tinkering around with them, refinishing them and repairing them). Frances persuaded the owner to let him run a boat-rental-and-repair division full time—and hire another helper for the store.

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The only thing Frances didn't do that you have already done was go into business for herself. But you can hire people like Frances and her boat-crazy colleague. These are the specialists who:

- Take care of energy-draining tasks and areas that you have no aptitude or inclination to effectively take care of
- Prevent disasters caused by your lack of familiarity in crucial areas that are beyond your expertise
- Help your customers love your business, because they get the help they need—and get it easily
- Help your business run like clockwork and make you look good

Let your outsource specialist do what they love to do best, don't get in their way—and enjoy the results!



Step Four: Your Delivery Systems

Remember our Shark Marketer? He didn't care if he delivered. That's not you, but you can unwittingly circle and upset the same boat by **not paying enough attention to your delivery systems**.

This usually occurs when you do tasks like try to set up shopping carts or sequence downloads with upsells and bonuses. If one step gets out of sync—or confuses your purchaser—you've lost them.

You may honestly have placed their goods in the right spot for easy delivery, but your shopping cart “glitched” because you forgot one detail.

Not only will your customer feel she's been cheated in some way, she will completely lose trust in you. And if she forgets who you are (or even if she doesn't) your name in her inbox will give her a vaguely unpleasant feeling.

If she decides dealing with you is too hard, she may ask for a refund without ever giving your product a chance.

This is when easy, flowing delivery and top-drawer customer service become essential. Start making room in your budget now by allowing for **outsourcing**.

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You are not about the shopping cart. Setting up the delivery steps won't make you money (and may even lose you money, if you don't do it expertly!)

You are all about the fishing—just like your customers!

Step Five: Creating What They Need—the Supercharged Way

Okay. Enough about fishing. How as an online marketer can *you* please your customers?

1. Get into the habit of really listening through:

- Tracking their behaviour
- Making notes from their comments and feedback
- Seeing what they are searching for in Google
- Seeing which products are your top sellers—and which don't move at all
- Noticing your refunds and complaints
- Asking clear questions about what didn't work
- Asking your customer directly through:
 - Questions
 - Facebook polls
 - Email surveys
 - Forum posts
 - Membership site posts and polls

2. Reassure your customer through:

- Promptly acknowledging complaints
- Promptly and cheerful refund their money
- Offer a different solution, if this one really didn't work for them (and especially if the fault was yours)
- Asking questions that will help you solve the problem
- Providing an easy, effective customer service system with fast turnaround
- Letting your customer or subscriber know how to reach you—and how to access your customer service system
- Giving your customer a good reason to use your customer service system
- Reassuring them by:
 - Acknowledging and repeating back the problem
 - Telling them what you are going to do to fix it
 - Fix it promptly—or send them a new unit, if applicable

3. Create the products they need!

If you have truly listened, you will soon become expert at anticipating when and where in your sales funnel your customer will be looking around, saying: “Where can I get a _____?” Or “Where can I get more of _____?”

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Once you've created a signature product, don't rest on your laurels: Create more, and fill those gaps. In every step of her journey, your customer should feel happy because *just when she's ready for the next step*—there you are with the ladder.

Having a selection of both **evergreen, always-available “signature” products** as well as **providing regular new products and offers** makes for an active community. And “community” is what online marketing nowadays is all about.

Here are six proven suggestions to supercharge your marketing:

1. Create a membership site.

If yours becomes an active community, and you are receiving questions and feedback regularly through email, forums and your social pages or profiles, then it is definitely time for a membership site of your own!

Put all the questions you've answered into a FAQ page for your subscribers and send it to them. Tell them they can have access to you (specify when and how often) in your new membership site to gain access to more valuable, hands-on tips and information.

Membership sites do have a life-cycle-per-member, so if your membership site becomes successful quickly, offer lifetime memberships:

- a. **After XX number of payments** OR
- b. **For one lump fee** (worth at least five or six months of your membership site)

This ensures at least some of your Lifetime Members will enjoy hanging out to help newer members—and you'll boost your community even more, while earning recurring, regular monthly and lump-sum income from it.

Use [Amember](#) or [WishListMember](#) software to administer your membership site. And if you don't find it as easy as these companies promise, do remember you can always [outsource](#).

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2. Don't put all your eggs in one basket

Create multiple types of offers. That can include:

- Your membership site
- Digital products
- The same product delivered in your audience's different learning styles
- Services
- Free products and offers
- Paid products and offers
- **Upsells**—for those ready to take the next step
- **Downsells**—for those who are eager, have the potential to fit in well with your audience base, but who are just starting out, needing simpler instruction or temporarily budget-challenged (because they haven't used your product or systems yet!)

3. Reward your subscribers

Send them discount coupons or codes. Test out new products on them with limited-time, introductory offers. Offer a great affiliate program with supercharged rewards. (Remember, you can outsource your affiliate management too!)

In short, give your subscribers a really good reason to stay with you—and keep opening your emails!

4. Look for opportunities to naturally and organically promote your products

You can, of course, write blog posts specifically to give yourself an opportunity to sell at the end of the post, but this rarely works as well as if you write your blog post to help your subscriber: Then see what product, offer or affiliate product might help them take the next step. Direct them to it via your link, widget or ad—and point out what they should do next.

5. Create regular systems

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A system will help you sell because of one huge factor about systems: They create subscriber habits.

For example, if you **post a video series at the same time every week** and **let people know when the next one will be available**, you are much more likely to build an audience as your viewers get into the habit of walking that particular journey with you.

Take advantage of that organic opportunity and offer them a sign-up link so they can be reminded, the day of the next video.

6. Instead of looking at what your competitors are doing, look for what they haven't done yet.

Okay, so this is just a fancy way of saying “fill the gaps”, but that phrase has become overused to the point of having no meaning.

Try to approach every facet of your business with a fresh, new mindset. Look at old products new ways, old problems new ways, old solutions to see if there's a better one.

Step Six: Outsource!

We'll say it again. You can't do everything yourself—nor should you. After all, you wouldn't expect a company creating five thousand frozen meals a day to be run by just one man, packing frozen dinners into cartons himself (even if he has a conveyor belt); doing the bookkeeping; driving the delivery truck; sourcing ingredients; doing the cooking—et cetera, et cetera. (You'd think he was crazy!)

If you do have to do everything yourself at the beginning of your online entrepreneurial journey, do so in the knowledge that it is a temporary measure and fit outsourcing into your plans as soon as possible—as soon as you begin to make money. (Get into the habit of investing profits back into your business: Don't let life gobble it all up!)

Meanwhile, help yourself to free training and prepare yourself so you can outsource with confidence by learning from Melissa Ingold, who has been where you are and who is now an acknowledge star in using outsourcing effectively, at [GetMoreFreeTime](#).

Don't spend your days doing tasks that you hate and find difficult or boring. Be like Frances, and focus on doing the things you love to do most—the ones that bring in profits.

Oh. And as for the elderly owner of the business that Frances went to work for and whose shop she eventually ran as manager? He got to do what he loved best, too.

He went fishing.



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Jennifer

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