

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life

CHRIS CARDELL'S

ULTIMATE MARKETING HUB

www.cardellmedia.com/umhub10/

Seminar Ten: Advanced Marketing Masterclass

Advanced Strategy 1: Guarantees and Risk Elimination

Strategy 1: Guarantees and Risk Elimination

How Business Transactions Work

- **Person A buys something from Person B**
 - **Example:** I sell you a table for £200

Strategy 1: Guarantees and Risk Elimination

- **One person is being asked to take all the risk**
 - You give me £200, I give you a table, and that's it. The risk is all yours.
 - If it doesn't look good in your house, that's your problem
 - If you decide you don't like the colour, that's your problem

Strategy 1: Guarantees and Risk Elimination

Guarantees Shift the Risk

- **If you can shift the risk from the Customer to the seller, you will see a significant increase in Sales**

Strategy 1: Guarantees and Risk Elimination

Guarantees Shift the Risk

- **Example:** 50 people come into my shop
- Five people buy a table
- 20 or 25 people may think about buying one but don't
- The biggest reason they don't buy the table is they don't want to take on the financial risk of buying it and then deciding they don't like it

Strategy 1: Guarantees and Risk Elimination

Eliminate the Risk by Adding a Guarantee

- **If you add a guarantee, the whole Sales process shifts radically**
- **It's about shifting the psychology of the transaction**

Strategy 1: Guarantees and Risk Elimination

Eliminate the Risk by Adding a Guarantee

- **If you add a guarantee to an existing ad, it's not unusual to see a 30% to 40% increase in Sales**
- **Find a way to incorporate guarantees in your business**

What If You Get Ripped Off?

Strategy 1: Guarantees and Risk Elimination

Who Cares?

- **You have to look at sales in a very unemotional way**
 - If 5% of my Customers send the product back and claim the guarantee, but having a guarantee increased Sales by 40%... who cares?

Strategy 1: Guarantees and Risk Elimination

Who Cares?

- **It's a numbers game**
 - In two decades, I have never come across a business that had to remove a guarantee because too many people were taking advantage of it

**How can you make
your Guarantees
more powerful?**

Ways To Make Guarantees More Powerful

Make It Long and Generous

- **If you do a 30-day guarantee, some Customers will remember that they have 30 days and will make the decision to take advantage of it**
- **If you offer a one-year guarantee, 10 months from now they will probably have forgotten**
- **If you offer a lifetime guarantee, there's no pressure for them to claim the guarantee**

Ways To Make Guarantees More Powerful

Make It Clear and Unambiguous

- **Spell it out in plain English**
- **Don't hide your guarantee at the bottom of your copy**
- **Put your guarantee everywhere**
 - You can make it your Unique Selling Point (USP)
 - It can be the headline of your website or ad

THE BEST CARPET CLEANING IN THE AREA... OR IT'S FREE!!



Flooring
ready to walk
on in

30
MINS

99%
of
stains removed

100% 
SATISFACTION
GUARANTEED

**CALL 0800 731 9121 OR
BOOK ONLINE AND GET A
£10 DISCOUNT »**

 [Click here](#)

£10 OFF
BOOK ONLINE
TODAY AND
RECEIVE
£10 OFF

WATCH OUT FOR THE COMPANY

Your Unique £25,000 Guarantee

Your Remarkable £25,000 Guarantee that means coming to the Entrepreneur Summit effectively costs you Nothing.

I believe so passionately that these three days are absolutely essential for you and your business, I'm willing to offer you the following, very unusual if not actually unique guarantee: If by 3pm on the first day, you are not convinced that the Entrepreneur Summit is going to be worth at least £25,000 to you and your business - you may leave the event and claim a full refund - no questions asked.



Ways To Make Guarantees More Powerful

What If You Can't Guarantee Results?

- **If you can't guarantee the results, guarantee your service**
 - **Example:** A dentist may not guarantee their work, but they could say, "If you're not seen within 10 minutes of your dental appointment time, your visit is Free."

Ways To Make Guarantees More Powerful

What Do People Hate Most About Your Industry? Promise Not To Do It.

- **Examples:**

- Plumbers overcharging
- Delivery services not arriving
- Mechanics not fixing the problem

Ways To Make Guarantees More Powerful

Know That Risk Is Not Always Financial

- **It's also hassle**
 - If you can guarantee removal of the hassle, it will make the sale easier
- **Some buying decisions also involve emotional risk**
 - **Examples:** Coaching, consulting, therapy

Ways To Make Guarantees More Powerful

Know That Risk Is Not Always Financial

- **Talk to your Customers about what they perceive the risks to be and what you can do to address them**

Advanced Strategy 2: Text Marketing

Text Marketing

- **Permission Based**
- **Convey Information**
- **Confirm Purchases**
- **Follow up**
- **Ask for a Call**

Text Marketing

- **Sell**
- **Test Frequency**
- **One to One Messages**
- **Text Magic www.TextMagic.com**

Advanced Strategy 3: The Power of Referrals

Strategy 3: The Power of Referrals

Referrals are one of the most Powerful and Effective Ways to Grow Your Business

- **They're either Free or virtually Free**
- **Once your referrals are automated, it will work magic in your business**

**Referrals are Usually
the Best, Most Loyal
Customers**

Strategy 3: The Power of Referrals

Referrals are Usually the Best, Most Loyal Customers

- **There's a big difference between a new Customer who is willing to give you a try and one who has come to you because their best friend has been raving about how great you are**

Strategy 3: The Power of Referrals

Referrals are Usually the Best, Most Loyal Customers

- **They have different expectations**
- **They already have a positive feeling about you**
- **Their guard will be down**

**How can you get
great Referrals?**

Strategy 3: The Power of Referrals

1 Understand That Your Customers WANT to Do This

- **People like giving referrals**

Strategy 3: The Power of Referrals

2 Incentivise Your Customers

- **Give them a gift to pass on to people**
 - A book on your core subject
 - A sample of your product
 - A Certificate/Voucher
- **Include your branding on the gift and a direct call to action to get them to contact you**

Strategy 3: The Power of Referrals

2 Incentivise Your Customers

- **Give them a voucher**

- **Example:** When you go to a restaurant, the restaurant should give you vouchers to give to three friends for a Free bottle of wine or a Free meal

Strategy 3: The Power of Referrals

2 Incentivise Your Customers

- **Give them a voucher**
 - If they give one to each person who comes in, they will probably each get one person to claim their Free meal
 - The Free meal doesn't cost much, and if the restaurant does a good job they'll be Customers for life

Strategy 3: The Power of Referrals

3 Ask for Referrals Up Front

- **Cement in your customers' minds that your business grows on referrals**
 - If people are bringing in referrals without you asking, what would happen if you did ask?
 - Just say, ***"If we do a good job for you, would you be willing to recommend us to two or three people?"***

Strategy 3: The Power of Referrals

4 Reward Customers for Referrals

- **If somebody comes to you as a referral, find out who referred them and reward that person**
- **Types of rewards:**
 - Gifts
 - Vouchers or discounts
 - Cash

Strategy 3: The Power of Referrals

4 Reward Customers for Referrals

- **Be generous!**
 - If your Customers are acting as Salespeople for you and they bring in new Customers who are worth \$500 to you, give them \$50 or the equivalent
 - At the very least, send them a thank-you note or card

Strategy 3: The Power of Referrals

5 Have a Marketing Sequence for Referrals

- **Market for referrals just like you market your product or service**
 - Have referral-generating campaigns
 - Send letters and emails asking for referrals

**Don't miss out on the
lowest-hanging fruit!**

**Make Referral
Marketing a core part
of your business.**

Advanced Strategy 4: **Authority Marketing**

Strategy 4: Authority Marketing

How to claim the Authority position in your Market:

- 1. Claim the Leader position**
- 2. Personality – Video, Social Media, Content**
- 3. Webinars and Live Events**
- 4. PR and Media**
- 5. Write a Book**

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**THANK
YOU**

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