

HOW TO **GET MORE CUSTOMERS**

The P.U.M.P. Marketing System



Attract **MORE** Clients

Collect **MORE** Cash

Win **MORE** Freedom



Martin Wales

The Customer Catcher™

This book is dedicated to all the hard working entrepreneurs and independent professionals, like you, who continue on in the face of any challenge to add value to society, to support your family, and to build your business and win your FREEDOM!

And to ...

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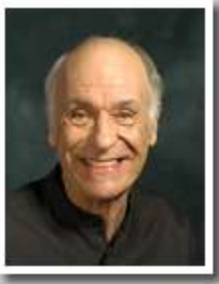
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*"Martin Wales is just what a small business needs! A man who provides you with and has the **information that will make a huge difference to your business.** He presents it in an easy-to-understand manner and in a way that's very effective for your business and your life. I think the planet is lucky to have a guy like Martin helping small businesses."*

-- Jay Conrad Levinson –
Marketing Icon, Famous Author
& Father of Guerrilla Marketing®



Table of Contents

Chapter One	
The P.U.M.P. Marketing System Strategy	6
Chapter Two	
The Hot Dog Theory of Marketing	25
Chapter Three	
Customers, Cash Flo, List Building and Lead Generation.....	50
Chapter Four	
Free Marketing For Maximum Profit	73
Chapter Five	
Using PR to Market Your Business.....	94
Chapter Six	
P.U.M.P. Up Your Referrals.....	114
Chapter Seven	
How to Create Irresistible Offers That Sell	137
Chapter Eight	
P.U.M.P. Up Your Profits	163
Appendix One	
P.U.M.P. Marketing FAQs.....	188
Appendix Two	
Resources.....	190

Chapter One

The P.U.M.P. Marketing System Strategy

Can you get excited about finding the best ways to get more customers, have more clients, sell more and increase traffic to your Web sites? If you answered, “Yes,” to any of these questions, then **The Customer Catcher™ P.U.M.P. Marketing System** is for you.

Can you see the value in have a nearly endless number of No Cost and Low Cost sales and marketing strategies that has the best prospects calling you, and standing in line, begging to give you their money?

The P.U.M.P. Marketing System is all about how to promote yourself and your business. Whether you have a retail location, are involved in direct selling or coaching, or have authored a book, it doesn't really matter. This book helps you get known, win concrete credibility and sell your products or services – without feeling uncomfortable or like you're selling too hard.

A lot of the concepts discussed in this book are ‘evergreen’ and can be used now and into the future. At the same time, there will always be fantastic, new technologies to help you. These are tools that can be very effective, if used wisely, to execute your strategic plans.

Of course, the Internet is certainly one of them and you are going to learn how to leverage the power of the web here. Often, businesses move from one technology to the next looking for that silver bullet, that magic pill, that can let them grow their business and track customers and sales.

However, to be quite direct, lots of people aren't even using the telephone properly yet! They don't leave a decent voice mail. They don't have a decent outbound message that people hear when others call in. It's not uncommon to move on to the next biggest thing without having squeezed maximum leverage out of lower cost, usually less exciting, tools like the phone.

That doesn't mean ignore the latest either. At www.RadioTalkShowHost.com, we teach Internet Radio and Podcasting. These are both low cost marketing tools that are also good credibility builders. This is just one example of what you'll read about. The single underlying of this book is to give you all the help, concepts, plans and tactics you need to know:

How you can get all the customers you want – without doing a lot of work!

Sell ‘Without’ Selling

How much do you like to do sales that involve that “hard closing” feeling? You know the, “You want one?... You've got to get it now! Here's what you're going to get... and, that's not all!” It certainly can be a harsh thing. That rotten feeling in your gut comes when you're selling something to someone that really doesn't need or want what you're offering. Well, the good news is you don't have to be like that today.

Peter Drucker, a famous business management consultant, said, “Because its purpose is to create a customer, any business enterprise has two and only two basic functions, marketing and innovation. Marketing is the distinguishing, unique function of a business.”

That’s really what it's all about. **If you don’t have customers, you don’t have a business.** If they're not funding your business, you don’t have one. Many times, the biggest mistake a company or individual makes is to focus mainly on their product.

An author is focused on her book. The technologist is focused on his software. A retail store is focused on its signage and stock. You need to focus on the person who’s a prospect first before they're even your customer. What do they really want vs. what they even really *need*?

Customer Catcher Tip: Treat people like they *are* your customers *before* they are your customers. Ask them specific questions about what they are looking for.

It’s Never Been Easier

There are many trends today that make it so exciting for you to get customers. It’s easier. It's cheaper. It's more effective and it can happen seven days a week, 24 hours a day without you having to work all that time.

The first trend that you really need to take advantage of is that there are millions of people online searching for what you offer. Up until now advertising and marketing has been called interruption marketing. If I interrupt your TV show with a loud piece of music and some cool creative advertising, that’s going to get you to pay attention.

If I send you direct mail, hopefully you're going to open it or if I put up a billboard on the side of the highway, and you're not speeding by, you’ll take the time to read it. By the way, it’s a big mistake to put too much copy or too many words on signs, in direct mail, and on Web sites.

Millions of people are actually searching for information so all you really need to do these days is just put the information out there. It’s like you have a field behind your house and there are deer in your field looking for a salt lick or some food to eat. All you need to do is put the food out there, and that food will make the deer content.

Second, there is a lot of money out there. There has never been a more significant time when disposable income and dollars are being made available. The use of credit cards online is fairly accepted now. There’s lots and lots of money available.

So number one, you’ve got millions of people searching. Number two, you’ve got millions of people searching their wallets at the ready. Why not make it your product, or your nonprofit, or your information that they're going to buy?

The third trend is the use of computers and the Internet. Computers allow us to buy, sell and search online ourselves and computers are cheaper, faster and better than they've ever been. You can get a really decent laptop for about \$500 or \$600 now.

You can get a great desktop that does multimedia and everything else that you really need it to do, for probably \$1,000. There's a lot of information available via the Internet, not just to market your business but to educate yourself.

One of the themes you're going to hear throughout the P.U.M.P. System is about education and it really doesn't cost you unless you don't accept it.

Education is going on all around you every day, when you're watching television, listening to the radio, walking down the street, or opening your mail. You are getting a free but valuable education.

What you need to do is change your mindset. I want you to put on your Customer Catcher cap, your brainiac for attracting customers. Start looking for ways to get leads and learn to recognize trends.

Read the newspaper as a business person looking for opportunity, not as a citizen looking for entertainment and news. Just pick up the paper, look at a different section that you don't normally read and go from there.

Millions Want What YOU Have

Let's get back to our trends. One is millions are searching. Two, they have money and they're looking to buy solutions. Three is the computer and the Internet. The power of technology is at our fingertips and it's never been easier.

Trend number four is that media is multiplying. We've got search engines, millions, if not billions, of Web sites, hundreds of television channels and we've got hundreds, if not thousands, of radio channels with satellite radio.

IP radio is coming; that's Internet Protocol radio. IP radio is being put in cars that take advantage of the existing cell phone network towers and not the satellites up in space. If you've listened to satellite radio, you may notice that it cuts in and out when it's cloudy or when there's a storm. So people are a little concerned about the consistency of that.

Really, rather than saying the media is multiplying, what's increasing is the number of voids where you can put your information. Wouldn't it be exciting if you could be the one who provided the information? Wouldn't it be worthwhile if you were the author that wrote that article that was interviewed by that radio station or that television station?

It's easier than you think and we're going to cover that in Chapters 4 and 5 on P.U.M.P. Publicity.

Trend number five, related to the void, is “Content is king.” One of the most modern trends that I've noticed is that we're actually going backwards. Traditionally when television and radio first started it was sponsored by the soap companies.

That's how we came up with the soap operas on TV. They would pay for the dramatic, creative content in between and as consumers we would be willing to give up one or two minutes of our time to see what's new about Tide or Palmolive and our fingers soaking in the green stuff.

Now we're going back to that because technology is also allowing people to filter out advertising. So TiVo, that boxy connector TV, allows you to actually skip advertising.

Satellite Radio lets you buy 70's, 80's, 90's, disco, talk, and sports stations generally without advertising. Satellite radio is starting to proliferate because Sirius and XM are looking for more money. They're public companies and they're being judged.

People are paying to keep advertising away so they buy on demand movies. They rent DVDs. They don't want to see the advertising in between.

The best form for marketing your products and services, your information, your coaching, your consulting, your books, is in creating the content.

Become your own soap opera production, if you will, where you create the content. I hosted sponsored radio for companies like Microsoft or *Entrepreneur Magazine*. If we changed the channel or the medium in which we presented it, let's say we took it from traditional broadcast radio and put it on the Internet, they actually would strip out the ads to put it on some Web site.

So by taking out the actual advertising that people pay for, what's left? - The content in between. Let's say I have a guest named Bill on my radio show and I say, “Bill, what's the name of your book,” and, “Bill, tell us about how to reach success sooner.”

In between the show segments is an ad for Sear's windows and doors. Well, if they strip out the ad, I still hear about Bill's book. I'm still getting his Web site information. So, start thinking about how content is king and how you can create it.

I've been saying “Content is king.” Cash is king has always been the expression and I actually came up with a new one when I was speaking to a group in Atlanta and that was, “**Cash is king and content is queen.**” Cash is king, because that's how we run our business, but content is queen.

Focus on what content you can create that you're not creating today.

Continuous Education

Marketing is generally misunderstood or at least people have a wrong perception of what it is. For the purposes of this **P.U.M.P. System** introduction, let's say that marketing is “the continual education and gradual process of guiding of people to take a specific action.”

Now what that means is I want to start a relationship. I want to start communicating before you ever purchase something from me. I want people who never buy from me to refer me to others. People who never buy from you can refer you.

Often people wait for somebody to become a customer before they have the system in place to get referrals. Just because somebody doesn't want a pink umbrella for themselves, doesn't mean they can't refer it to their daughter, to their sister, or whoever wants a pink umbrella.

If you are perceived as an honest, worthy person, providing a great product or service, there are people who aren't necessarily in the market for your specific product or service who will refer you, so make sure you take care of that.

The first part of marketing is identifying and attracting prospects or suspects. Suspects mean they're living, they're breathing, they have a pulse; they might want to read your book.

Prospects are more defined. So if I have a business book on sales and marketing then I may be able to get a hold of a list or create a list of people who have purchased sales and marketing books before.

Marketing is about identifying and attracting people to basically get them to your front door, to get them to your Web site, to get them to phone you.

You might want to flow chart your marketing idea. What is the process? Really, if you want to look at the marketing of your Web site or your book, you need to process that. You need to have a flow chart.

Follow a dollar through your business. Follow a dollar or follow a customer. What happens when somebody comes to your Web site?

What happens when someone phones? How many rings before it is answered? What do they hear when it's answered? What do they hear if it's not answered?

Often you hear a detailed, personal schedule like, "Hi, it's Martin. I'm away from my desk right now because on Monday's I'm golfing. On Tuesday's I'm going to the grocery store." You know, as soon as you get voice mail it's understood the person is not answering the phone. Don't waste your time doing that.

"Hi, thanks for calling the place where *'you get customers until you beg us to stop.'* This is Martin Wales. Leave your message and your call will be returned promptly. In the meantime check out www.CustomerCatcher.com for additional free sales and marketing tips."

Make them feel welcome. State a benefit of your company. Tell them what to do. They already know what to do, leave a message, but it's more about the benefit of, "We will call you back promptly."

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