

SUBJECT: Decommoditize Your Business, Get More Time

There's nothing worse than being outsold by a competitor who you know offers inferior service.

It's enough to drive you crazy.

But that's what happens when you run your business like most people do.

You've got to beg for the business.

The power is in the hands of your customers.

And it's one tough, uphill struggle.

I used to have that problem.

Then I learnt a simple, lead generation system.

It turned me from a bulldog (out there chasing business. Woof. Woof. Woof)

Into a magnet.

I stopped pushing.

And started MAGNETISING.

The secret to becoming magnetic is simple.

You've got to attract the right people with the right bait.

And then you need to educate your customer so that they actually see the difference between you and your competitors.

Think about it.

Let's say you're looking at selling your house.

And there's one real estate agent... you replied to his ad 12 months ago... and he's been sending you useful information religiously for the past 12 months which proves he's an expert.

It's interesting. It's useful. It's entertaining. You've got to know his personality. You know he knows what he's talking about.

Now who are you most likely to buy from?

The guy who's been in touch... or the guy with a good smile in the newspaper.

It goes without saying, right?

Selling is all about trust.

And that's where most people get it wrong.

It's also why so many business owners are running around chasing their tail.

They waste time with unqualified prospects (instead of prospecting harder because there's a line of people wanting to do business with them).

They waste time prospecting instead of positioning themselves as the expert (so people chase you, instead of you chasing them).

And as a result, they are ALWAYS stuck working IN their business rather than working ON their business.

The fundamentals of getting out of this trap are simple.

Think of it like fishing...

Step #1: Create the right "bait" (so people want to bite on your hook)

Step #2: Build trust with new prospects (gently wind the line in, not too forcefully)

Step #3: Let the sales happen, without force (take the fish off the hook & throw it in your esky)

Think about it – instead of spending hours prospecting, the advertising will do the work for you.

You save time.

And then the "trust" happens automatically from a set'n'forget system you set up that doesn't require you.

Then all you need to do is talk to qualified prospects... and close the sales.

Simple, right.

If all you are doing is talking to people who are predisposed to buying from you, how much more time would you have?

And what could you do with that time?

I'll tell you what.

You could use that time to work ON your business... to bring in more leads and take your business to a whole new level.

This same strategy can be adapted to any business... I don't care if you're a retailer, wholesaler or in the service industry. It works across the board.

It stops you from being a commodity (so you don't have to deal with tight customers)

It gives you more time to work ON your business.

And it makes selling easier.

By the way, if you want to know specifically how to do this in 48 hours I am opening the doors to a brand new coaching program where I'll walk you through the entire process step-by-step.

And give you the opportunity to work with me personally over the next year to help you generate an extra figures over the next 12 months.

Do you want me to let you know about it first? I am planning to allow 10 people to get in right away, and there will be about 7,000 people getting this notice... just hit reply to let me know.

All for now,

Scott Bywater

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<http://www.scottbywater.com/proof> (check out this if you think advertising doesn't work)