

Time Profit Maximizer

Making **MORE** Money by
Spending **LESS** Time With
Customers and Clients

by
STEVE ROSENBAUM

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DEDICATION

This book is dedicated to the millions of entrepreneurs worldwide that endlessly search for reliable methods to simplify and improve their business, sales and profitability.

I would especially like to express my endless thanks and love for my members, customers, clients and followers that continually inspire me to light their path and “bring order to the chaos” and confusion of a loud and distracting marketplace.

Finally, a special “Thank You” to my immediate family, Sherri, Danny, Steffani, Bob, Carole, Paul, Chet and Marilyn for their untiring support.

I Love You, All.

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This book contains the transcripts from a recent presentation by Steve Rosenbaum to a group of business people that wanted to improve their marketing efforts so that they made more sales and profits. Steve's style is very personal and interactive, so you will note times that he is communicating with the audience to get their feedback and input. Pay special attention to these areas, as there is often "hidden gold" that likely applies to your business as well.

Enjoy!

Time Profit Maximizer

Making MORE Money by Spending Less
Time With Customers and Clients



1. TIME PROFIT MAXIMIZER

Welcome!

Well hello everybody! How is everybody doing today? This is Steve Rosenbaum, and we've got some advanced training that we're going to go through today. First of all I want to say hello and make sure everybody can hear me. Can you hear me okay? Say yes. Tell me where you're listening from; we've got a great crowd already, thank you so much for everybody that got here early. Really appreciate it and obviously, everybody's as enthusiastic about today's discussion as I am. Hey Scott, you're from my hometown of Chicago! And Mike, I wish Maui was my hometown!

Great to see you. Atlanta, Albuquerque, oh let's see we've got Oconomowoc, Wisconsin, that's great! Who do we have from furthest away? Who do we have overseas? I know we've got some people overseas. There we go, New Zealand. Welcome, welcome. UK. All right, all right. Great to see everybody. All right.

Today is going to be--hey, first of all I've got to say hello to some of our brand new people. And I really appreciate it. I see Brad there, I see Carol, I see Chuck, there's my friend Dawn, going down the list here, and the other thing is I'm seeing some people who are returning that I haven't seen in a while and I want to say thank you and welcome! We've missed you! And I'm glad you're taking advantage of the fact that I opened up today's discussion. Because a lot has been going on! And, frankly, you've missed some, but I welcome you back and you can do a little bit of catching up today. I can at least get you back on the right foot.

All right. Today we're going to talk about something near and dear to me, just cause it's so ingrained in everything I've done throughout my entire career; and I feel as I was putting together today's presentation, it brought me back a

little bit. Because I've got a different cap on today. I've gotten more of my sales management cap on today and of course these things apply to marketing. But they also apply, and maybe more importantly apply is something we don't talk enough about and it's running your business. And especially running the sales end of your business.

Because, as you know, that's my background. I spent 25+ years in a corporate world and this is what I did. I led sales and marketing for some companies large and small. Over the years I've helped thousands of people with this very aspect and obviously I've learned a few tricks of the trade. And I've learned it, some of it I think was fairly innate, ingrained, in who I am, or maybe not. Maybe I picked it up from somewhere. But it came kind of naturally.

The cool thing about it is that usually when I share this stuff with folks, even if they're intimidated by "sales" which some people just hate and are scared to death of it; but the reality is that sales is a necessity in any single business no matter what you do. You're going to be selling something. If you're going out on a job interview you have to sell yourself. If you're trying to recruit a client, you have to sell

yourself and sell your business and sell your systems. Because without sales, there's no revenue. And without revenue, well, there's no business, is there? So sales is a necessity like it or not. And I could tell you that my son, and that apple obviously did fall far from the tree, because he hates sales. He hates anything to do with sales. He wants nothing to do with sales. Yet he has gradually seen the light now that he's out of college and himself in the corporate world but there's no escaping it. Sales is a necessity; sales is a reality.

So, that being said, since we have to do it, we might as well learn some tricks of the trade to make us more successful and even have more fun with it ,right? What do you guys all think about all that? That was a long sentence, wasn't it? 'I hate sales, Steve!' Well, maybe we'll change that today. Keith says, 'Well, who doesn't love sales?' There you go, Keith. Man after my own heart.

Today, You Will Get:

- A New Understanding Of A Well-Known Principle
- Advanced Client Management Techniques Cultivated by Me over 25+ Years
- Controversial Account Attraction Strategy
- A Glaring HOLE in your Business That You NEED to Fill
- Time Management Secret That Will Make You "Super Productive"

2. TOPICS

So today, here's what you're going to get. Here's what you're going to get. We're going to talk about, and I'm going to give you, a new understanding of a well known principle. All right, and hang on a second here. We're going to talk about some of those advanced client management techniques that I talked about; these are things that I've cultivated over 25+ years in the corporate world and also in business for myself. I'm going to share with you some controversial account attraction strategies, and also controversial account management strategies. Some people are going to hate me for this. But that's okay. And I am going to show you a glaring hole in your business that you

absolutely need to fill. So obviously this is critical; you're going to want to stay til the end.

By the way, the question's already been asked; am I recording this. Let me say this about that: yes I'm recording it, okay; the recording will be made available for my BEST and Team ZapPowee members; also my LeadOutcome members for a short time; and that's it. Those of you that are here are complimentary and I've let you in; please stay and enjoy it; but the recording will be for members only. Now that being said, I'm hoping the recording is taking. I'm a little concerned about that, because of the way I started this thing. But anyways.

Finally, I'm going to teach you a time management secret that will make you super productive. How does that all sound? Sound good everybody? What sounds the best? Of all those bullets, what is the most that you're excited about? What are you most excited about? I am absolutely talking backwards today. Well, come on Keith! Pick a side, pick a side. The controversy, says Dan. The glaring hole, says Scott. All right. The time management! All right! Because we're going to get to all of it. Oooh, glaring hole seems to

be the most popular there.



3. THE PARETO PRINCIPLE

All right. Who knows who this man is? My friend Vilfredo Pareto. Say that 10 times fast. Who knows who this is? Keith has it. Hayes has it. Mike has it, Scott has it. Okay good. Everybody knows who that is. Well, that's good; that's good. Mr. Pareto made popular or famous the notion of the 80/20 rule. What does the 80/20 rule say? What does the 80/20 rule say? How do you know the 80/20 rule? There are so many people that refer to the 80/20 rule, but what do you understand it to mean? All right. So Hayes pretty much said what everybody thinks it is. 20% of your focused effort results in 80% outcome of results. Okay. So

20% percent produce 80% percent of sales. 80% of business comes from 20% percent of activity. Um..oooh, listen to this one! Mr Avery. Throw out out 80% of your customers. Drastic. Drastic, drastic. I know why you say that. But you are hinting at the controversy and that's why you're going to want to stay to the end because I've got a different take on that. But I know why you say that and it's a very interesting take.

All right. Now most people are saying this as it relates to sales so that's why I'm asking you how do you understand this to mean. And most of you are saying that it means that 80% percent of your business come from 20% percent of your customers or your clients. And yes, the principle does apply to sales and customers. But see, what Pareto was saying was actually something much more general. In fact he wasn't talking about sales at all. What Pareto really means, and I'm going to paraphrase here and I'm going to take some liberties on what Mr. Pareto meant here was: ***“Most of the outputs will result from a few of the inputs.”***

Notice a few things here. Number one, I am not limiting

this to sales. Pareto's law is not limited to sales. In fact, Pareto wasn't even talking about sales. Does anybody know what Pareto was talking about? When he came up with the 80/20 rule? Yes, Dan, he was talking about wealth. Okay? Hayes says peas. Interesting, Hayes. You're right about that story too. Okay? So let me expand on that. Yes. Pareto made an observation on wealth. In fact Pareto was pretty much a socialist, even a fascist. And what he was bemoaning was the fact that he--I think he was in Italy and he first started in Italy but he studied this in many many places and what he found was that roughly 80% of the land, of the real estate, was owned by 20% of the population, and that 80% of the wealth was owned by 20% of the population. So that's what kicked it off, and that's what got him seeing this. And as he examined this not only in his own country but in other countries, he started to see this over and over and over again.

Now that was contrary to what you might expect. You might expect the nature of things typically are distributed along a bell curve. But wealth had nothing to do with that. It was largely skewed to a few owning the most. Now Hayes says that he was talking about peas, and that's

interesting, Hayes, because you are absolutely dead on. After Pareto made that discovery about wealth, he started to observe this 80/20 phenomenon or this principle of a few of the inputs resulting in the majority of the outputs over and over and over again. In fact, yes, he found it in his own garden. He found that the majority of his pea harvest resulted from a few, a minority of the actual pea pods. And again, this has been demonstrated over and over and over again. You can talk about trees in the forest, with leaves; you could talk about fish in the ocean; you could talk about just about anything that seems to be some sort of a universal law that Pareto stumbled upon, which says that most of the outputs will result from few of the inputs.

Now the other common misnomer is that it's actually 80/20. It's not. 80/20 might be a good approximation. But there's no hard fast number. But there is a general skew to this. The general skew is that most of the outputs will result from few of the inputs. The other misnomer about this is that those numbers have to add up to 100. They don't. There's absolutely no correlation. Yes, 80 and 20 add up to 100. But there is absolutely no reason that those numbers have to add up to 100. I heard people say, "oh well, mine's

not actually 80/20, it's more like 90/10 or like 95/5. So there's this common misbelief that what we're doing is segmenting a whole into percentages. Ant that's not true. So it does not have to add up to 100.

So with those things in mind, what I will tell you is this. Well I'm not going to tell you anything. I'm going to ask you this. How many of you believe in Pareto's principle? How many of you have witnessed Pareto's principle? And how many of you think it's a flat out lie? Now I'm going to take a sip of water. Keith says "I've seen it, believe it, and know it is a fact." "100%," says somebody else. "I've seen the numbers to be around 73/27" There you go, Scott. An amazing coincidence, Scott! Okay, excellent. All right. 5% own 90% of the income. Yeah right and then you know about all those one percenters out there too, right? All right. It's real, it's very real. I believe in it. I've seen it, I believe it. It's absolutely true. Maybe it's 90/10 I think the principle is good, I believe it is true. Nobody but nobody but nobody has said that they disagree with this.

I'd love to, I'd love to get another perspective on this. Is there somebody who would like to tell me why they want

to poke holes in this or that they don't believe it? Okay, I've got no takers on that. Okay so I guess we all universally believe it's true too.

So with that being said here's some important things. Pareto's principle, and we will call it the 80/20 rule, even though now we know that it doesn't have to be 80/20. What Pareto's principle, the 80/20 rule applies to everything. From peas in the garden to everything else, you will find it over and over and over again.

80/20 Applies to:

- You
- Your Clients
- Customers
- Products
- Customer Service
- Your Work

As it applies to business, know this: it applies to your business. It also applies to your clients' business. Now this is important because the things I'm teaching you today, you

can obviously apply to your business. But when you take it and apply it to your clients' business, you're going to look like a rock star. When you do the things that I'm going to teach you today for your clients' business, they're just going to think you're a genius. So obviously you're going to apply it to your business but you're going to apply it to your clients' business as well.

Now we all want to apply this to sales and customers. That's a given. We all believe that's true. The first thing out of everybody's mouth was, and if somebody asked me what the 80/20 rule is I'd probably say the same thing, 80% of your business come from 20% of your customers. Okay, that's a given, we get it. All right. But it also applies to products. Now I used this frequently when I was a sales manager for a travel accessory company and we had hundreds, maybe even over a thousand different products. What we called SKU. Skus. Stock Keeping Units. Okay. We had well over a thousand SKUS.

But the majority of our sales came from just a few of them. Now I did that study; I picked it out, and what I found was that 35 products represented the majority of our business.

And moreover what I found was that those obviously sold through at retail so that those 35 products also had the most re-orders. So what I focused my attention on, what I focused my salespeoples' attention on, take notes here because this is the type of thing you could do for your clients, was identifying those 35 out of a thousand most profitable or fastest selling products.

I focused all of our attention on those 35 products. All of it. I even made a chart. the chart had those 35 products across the top and it had all the customers down the left side. The spreadsheet if you will. For every one of my sales reps I gave it to them. And their job was what? Their job was to make sure that they could have a number in each and every cell. You got me? What I mean by this was, their job was to make sure that every customer bought all 35 of these products.

That alone was one of the most influential things in tripling our business with that company in the first year. And it made my salespeoples' jobs very easy. They were overwhelmed. Wow, I gotta sell a thousand products! Well you don't have to sell a thousand products. You have to

sell 35 products. And the first thing you do when you walk in to a customer is you explain to them that if they can release 35 products they're going to turn over much, quicker, they're going to have a faster ROI. And the amount of dollars they generate from the retail space is going to be highest. They were successful. Now did the other products do well? Of course they did! Because what happened was, we started getting reorders quicker. And the customers said wow, this stuff really sells well; let me try something else, or let me try this other product which is not one of our best sellers, but they're going to try it. They're going to add it along. And it was a rising tide that raised all boats. Does that make sense to everybody? That's a real world example of applying 80/20 to products.

Now what else does it apply to? Customer service, right? How does it apply to customer service? Well, the majority of your complaints are probably coming from a few customers. We call those pitas, right? Anybody know why we call those pitas? I'll let you figure it out. It also applies to your work. You see, when you apply this to your workload, and you've got this to-do list as long as your arm, this happens to me. I wake in the morning and I'm looking

over my to-do list, and I go oh, my God, I've got so much to do. The reality is, what I do first is I focus on the few things that are going to be the most productive. The few things that are going to generate the most output. I make sure I get those done first. When I do that, that makes me the most productive.

Let's move on here. Let me take a sip here. Another sip of water. I'm already up and pacing. See, I love this stuff. Is this helpful? Do you love it as much as I do? Capital Y-E-S! Yeah keep going! Bring it on! I love you guys. You keep me going! You keep me energized! That's why I love doing this so much.

Critical Concept...

The 80/20 Rule is “Fractal”

A fractal is a never-ending pattern created by repeating a simple process over and over in an ongoing feedback loop.



3. THE PARETO PRINCIPLE IS FRACTAL

Here is a very, very critical concept. Now this is bringing a whole new perspective to this, all right? Be prepared now to blow your minds. This is going to be one of those 60s Woodstock moments for you. Here we go. Critical concept. The 80/20 rule is fractal. Okay, fractal. There's a word maybe you've heard it, maybe you don't know the definition, heck I had to look it up too. The definition of fractal is a never-ending pattern created by repeating a simple process over and over again in an ongoing feedback loop. Take a look at that triangle there. Look what's happening. We could keep dividing it like that infinitely, an infinite number of times, can't we? Every time there's a

new resulting triangle we could make it into smaller and smaller and smaller triangles. We could do this forever, couldn't we? That is fractal. Guess what? The 80/20 rule is fractal also. You know what I mean? Because I'll show you.

Let's take a look at a million dollar business. Maybe some of you have a million dollar business already. I hope so, and maybe some of you are going to have a million dollar business very very very soon. You probably have some clients that have million dollar businesses though, so I want to use a million dollar business just for easy numbers to work with. Because you're going to have to put your thinking cap on here. I'm going to challenge you a little bit. But we're going to have an "Oh, wow" moment at the end. We are going to have an "Oh, wow" moment. So bear with me, even though these concepts might be a little more challenging.

By the way, do not pay any attention, we are not at 100% attention. I'm going to take a sip of water until I get 100% attention. Because like I said, these are challenging concepts that you have to watch. Time to put down the Facebook and the Twitter and the email. Okay, we're

getting closer. Not there yet. Not there. Come on! All right, soon I'm going to look at the attendance list and see who's not paying attention, and start naming names. That always gets 'em. Here goes. All right, thank you. Welcome back.

All right. Let's look at a million dollar business here. Let's say, for argument's sake, that this million dollar business has a thousand customers. Now that's pretty easy, right? What we know is that, if we've got a thousand customers and each of them averages a thousand dollars in sales, we've got a million dollar business, right?



Customers	Sales	Average
1,000	1,000,000	1,000

Very easy math here. This is not the hard part. One million

divided by a thousand is a thousand, correct? No disputes there. All right let's apply the 80/20 rule to this.

If we apply the 80/20 rule, then here's what we know. 20% of our customers will generate 80% of the revenue, right? 200 of the customers are going to generate \$800,000 of the revenue.

That is what the 80/20 rule says, correct? So now what we know is that the average of those top 200 customers is \$4,000 each, right? 800,000 divided by 200 is \$4,000 each.

Customers	Sales	Average
1,000	1,000,000	1,000
200	800,000	4,000
800	200,000	250

What that also means obviously is that the rest of the people, 800 customers, make up the rest of the sales which

is \$200,000. So \$200,000 divided by 800 is \$250 each. So your top 20% are averaging \$4,000 each. And the bottom ones are averaging \$250.

Top 20% Are 16X Greater!

$$4,000 / 250 = 16$$

Now that alone is pretty sizeable, right? That's 16 times greater!

Now we're only talking averages here. Those top 20 accounts on a per account basis average 16 times greater than 80% of the customers. That's a pretty big number, isn't it? 16 times. That's pretty big.

All right now. Let's get back to that fractal part. Remember the triangle, right? Remember we kept dividing that triangle

and dividing that triangle and dividing that triangle. We're going to do this with the 80/20 rule. Let me go back to the slide one more time. Take a look here, this middle row here. The majority of our business came from the minority of our customers. I'm going to take these same numbers. 200 customers, \$800,000, \$4,000 dollar average.

Guess what I'm going to do.

I'm going to apply the 80/20 rule again. Just to these people. Okay? This is where it's fractal, right? Are you with me? Now if I take the 200 customers that comprise \$800,000, and I apply the 80/20 rule again, I get this. 20% of those customers is 40 customers. 80% of the sales is \$640,000. That's a whopping sixteen thousand dollars per account average. Everybody see where I'm getting that? The remaining 80% of the customers, that's 160 customers, the remaining sales are \$160,000.

Top 20% Accounts

Customers	Sales	Average
200	800,000	4,000
40	640,000	16,000
160	160,000	1,000

So the rest of those people are only averaging a thousand dollars. The majority of customers only average a thousand dollars, but the top 20% average \$16,000. Everybody with me so far?

All right, what does this look like? Talk about exponential ROI...Okay, 40 accounts equals \$640,000 dollars. We started with 1,000 accounts. And a million dollars. But only 40 of those accounts are representing \$640,000. That's 4% of the accounts that are representing 64% of the sales.

Exponential ROI!

40 Accounts = \$640,000

4% of Accounts = 64% of Sales

Now according to Pareto's law, if we went by the strict 80/20, this would be a universal truth. A universal truth would be that on the second generation, if you applied 80/20, in two generations you're going to find out that 4% of your accounts represent 64% of your sales. That's staggering, isn't it? What do you guys think about that? Wow; mind blowing; eye opening; awesome; okay.

Let's do it again.

We're going fractal, baby, we're going fractal again!

40 customers. \$640,000 dollars. We're going to apply Pareto's principle one more time. Of the 40 customers,

eight of them represent 80% of the sales. That's \$512,000 dollars, right? \$64,000 dollars apiece, am I right? Where's my calculator? I think that's right, right? Hang on a second here; \$512,000 dollars divided by 8; yes it is. \$64,000 dollars. The number's so huge, I had to check it myself, even though I did this and checked it a million times, like wow! It still blows me away.

Okay. 8 customers. \$512,000. \$64,000 apiece. Of course that means the remaining 32 customers make up \$128,000 dollars of sales, or a measly \$4,000 dollars apiece.

Customers	Sales	Average
40	640,000	16,000
8	512,000	64,000
32	128,000	4,000

Everybody see how I got here? Now does this concept of fractal make a little more sense now?

Better take good care of those eight! Yes, sir! You are 100% right. I'm going to repeat that. Keith, that is such an awesome concept and you're 100% right. You better take good care of those eight. Yes, you better. Yes, you better take good care of those eight. In fact, if I ever make this presentation again, Keith, that is going to be the title of this presentation. That is such an awesome, awesome comment. Thank you Keith.

Those eight represent \$5,333.33 per month. Yes sir. I love it, I love it! You guys are doing the math with me. I love it! Thank you everybody. All right.

This is exponential ROI. 8 accounts, \$512,000. How many accounts did we begin with? Let's go back to the beginning. Help me out here. We started with how many accounts and how much in sales? Help me out here. 1,000 accounts equals \$1,000,000 in sales. Yes Sean, that is absolutely how we started.

Okay? Now out of that million dollars in sales and 1,000 accounts, 8 accounts are representing \$512,000. 8 accounts

is what percentage? It's less than 1%. It's .8 percent of the accounts. \$512,000 is what percent of sales? 51.2% of sales.



Exponential ROI!

8 Accounts = \$512,000
.8% of Accounts = 51.2% of Sales!
.8% of Accounts = 64X Average!

Let's round this off. Let's round this off. Let's just generalize it.

“1% of your accounts represent half your sales!”

Okay, I think we're close enough that we can say that. Pareto's principle, when applied on 3 levels, states that 1% percent of your accounts are going to represent half your sales. You believe that? Do you believe that 1% of the accounts will represent half your sales? Absolutely, says everybody.

Well, everybody agreed with Pareto's principle. I started by asking if anybody disputed it and nobody would dispute it. Everybody said, I've seen it, I've seen it, I've seen it. Well, there you go. Now you've seen it three more times. And now you see what the results of three times is. 1% of the accounts will represent roughly half of your sales.

Keith, let's go back and revise your statement, OK? Would you like to revise that statement, Keith? Keith's statement was, "Better take good care of those eight." You wanna revise that, Keith? Not only that, the average, okay? Right? The average is - remember the average at the very beginning. The very beginning was, we said, 1,000 accounts are averaging \$100,000 dollars, okay? Eight of these accounts are averaging \$64,000. So 1% of your accounts are going to be 64 times the average. That's not correct, is it...yes it is, that's right. \$512,000 dollars divided by 8 is \$64,000. That's correct. 1% of your accounts are going to average 64 times the rest of your accounts. Okay?

See, look at this. I live with this. This has been part of me for years. And I'm looking at this and I'm doubting the

numbers again, even though I've done this millions and millions of times, it's so staggering. Yeah, Mike says it's a benchmark. True, absolutely true. Okay. That's why I said at the very beginning, 80/20 is not an absolute. That's why I said, okay, let's not - now that we've proven this, now that we've had that "Oh, wow" moment, and now that everybody's shocked, let me go back to what I said at the very beginning. It's a generalization.

The generalization is that everybody said 80% of the business comes from 20% of the customers. Okay, well that's not a generalization. That's kind of specific. 80% of the sales come from 20% of the customers. No.

Generalization is that most of the outputs result from a few of the inputs.

Okay? It seldom is going to be exactly 80/20. But the power of this is true. And when we apply it on successive generation of our population, this is the result. If we believe that most of the results come from few of the inputs, and we believe that, and I absolutely do believe that, and we apply that three times, then what we come up with

is, *almost all of the results come from very very very few of the inputs*. Okay. That's the point that I'd really like to make with this.

Let's see here. I've got to take some water and Terrell says something here. Terrell says, "Who cares about a benchmark, the main point is most of your revenue comes from a small percent of your customers, it's been true in every business I've ever run." Exactly, Terrell. Man you guys are right on today. Thanks for the passion. You're as passionate about this as I am. I appreciate that. Chuck says, "Amazing insight." Bradley says, "Total paradigm shift on how to target my marketing." Excellent. Okay. Ah Mr. Schaeffer, Dr, Schaeffer, this is why this is intelligence, "Helps us rule the world. Business intelligence helps us rule the world." Yes it is. We love business intelligence now, don't we. You guys are awesome. Hang on. I'm parched. I think I've walked and paced a mile and a half. I've got this spot in my office where the carpet is almost worn down to the floorboards. All right. This is how I get my exercise. I'm counting the steps. All right. "You see this apply to any organization, and it's especially true in MLM." Yeah, I don't know if I agree with the concept of 'especially true.'

It's not especially true anywhere. It's just pretty much universal.

All right, let's move forward. Everybody like that? Did I deliver on my "Oh, wow" that I promised? "Rock on!" "I'm rewriting the title of my book and creating more new, more expensive products based on this principle." Excellent.

By the way, so I've done this throughout my entire career. I've known this, I've lived by it, okay? What I will tell you is this: I recently read Perry Marshall's book, 80/20 Sales and Marketing, and he expands on it even more. And he's done a phenomenal job of bringing this out even more. And frankly, part of the inspiration of me wanting to share this was, you know, even though I've lived this my entire career, I'm reading Perry's book and I'm right back to those "Oh, wow" moments just like you are. And that's why I'm sharing this. So run out and get Perry's book, 80/20 Sales and Marketing. It is awesome, all right? And just know that, in 25+ years of doing this, I've seen it time and time and time and time again as most of you on this call have also. But you'll see some amazing insights come out of it.

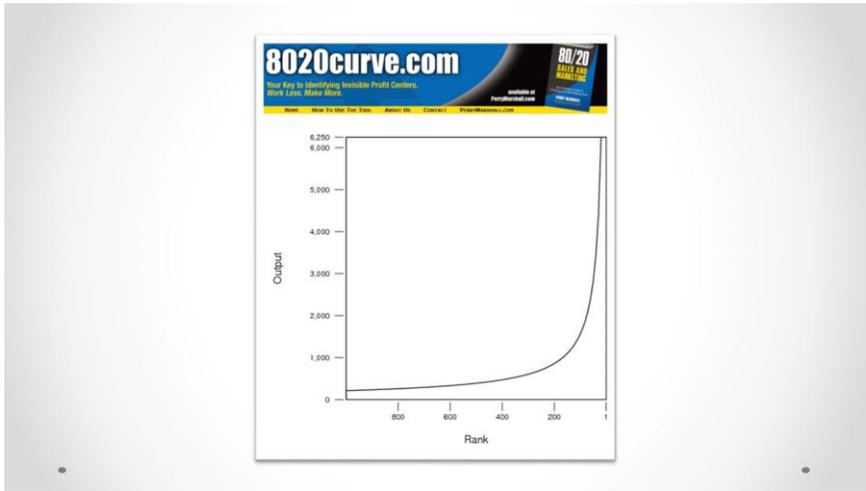
All right. “Well, Steve, we all know you have to get through the 80 percenters to get those high value 20 percenters.” Right on, Scott. We’re shifting gears and going there now, Scott. You’re 100% right. Remember I told you about a hole in your business that absolutely needs to be filled, Scott? Stick with me, you’re right on target. “I just got Perry’s book but I have not read it.” Well you will have to read it. It won’t be any good on the coffee table. All right. Right. “80% of my books never get read either. But man, those 20% that I do read, they are awesome!” All right.

And Perry has a site, 8020curve.com. What I did was I plugged in - you can go there, 8020curve.com. You can’t go there right now. Don’t you dare do that right now. But you can go there later.

But on Perry’s site that he put out to tie in with the book, he’s got some things that just draw some excellent examples. All right?

So I plugged in the numbers of 1,000 customers averaging \$1,000 each; \$1,000,000 business, and this is what the

80/20 curve looked like.

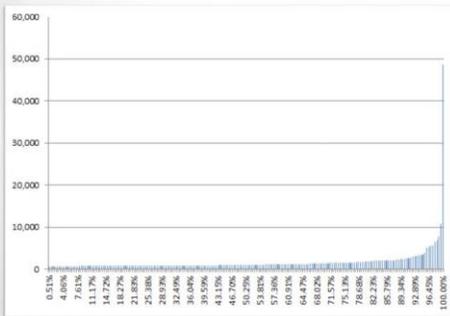


And you'll notice something here. So you got a thousand customers. 1,000, 600, 800, 400, 200. Those are 20% of the customers. And look at what happens right at the 200 point. This thing goes from a gentle slope, and it skyrockets through the roof. Right there at the 20%. There is a 20% right there. Right? We're slightly sloping upwards, slightly sloping upwards, and at 20% whoosh! Right through the roof. Even notice up here, we don't even get to see the top of the chart. It's too big. Why? Because here's what we know. We know that those top 8 accounts average \$64,000 each, right? Well, this chart only goes up to \$6,250. There's not enough room on this screen to show \$64,000. Those

top 8 accounts are whoosh, way up there. Right? We can't even get there. It's probably through the ceiling of my office. You see what I mean on that? Yeah, Dan wants to apply this to referrals. 20% of the customers will refer 80% of your new business. Right on! Right on, Dan. That's an awesome application of this.

All right, so take a look at the general shape of this curve. Starts slow, starts slow, starts slow, gets here and starts whoosh, going straight up. Let's compare that to some real world data.

Actual Sales Data



- Average = \$427
- #1 Account = \$48,950

4. A REAL WORLD EXAMPLE

I went back to some old data from a company that I worked for a long, long, long time ago. I found an Excel spreadsheet that had a bunch of customers on it. And all I did is I took their numbers and put them on a spreadsheet and I sorted them in ascending order, so I could see what the chart looked like

There's what my chart looked like, above.

Percentages down here, Everything's low, low, low, low, low, low; we get to here, and boom we skyrocket through the roof. Look at this one account at the very very end.

Now. What I want you to look at is a general shape of the graph. The general shape of the graph - does the general shape of that graph look like this graph?

Yeah, it absolutely does.

Now notice something here. This company did not - 80/20 did not apply to this customer. Okay? However, the majority of the sales did come from a minority of the accounts, didn't it? The majority of the sales are represented from this point on. These few accounts right here, okay, added up to much more than all these accounts here. So this guy was not 80/20, his 20% was probably closer to the 95%.

Okay. Now what that means is, he had a lot of small small small small accounts, and he had a few very very big accounts.

Okay? So it wasn't exactly 80/20, but the shape of the curve is the same, right? Just shifted a little bit. So for him, his average customer did \$427 dollars. But he had this one

customer here, this one customer here, that did \$48,950. That's 100 times. This one customer did 100 times the average. Anybody ever seen anything like this in any companies you've been associated with? Exactly.

“This is also like the RWA (ready, willing, and able) sales process.” Yes! That's exactly what this is.

So these concepts are not new to me or new to anything that I teach. But I thought the insight was powerful. Because like you say, Dr. Keith, it now brings even more focus on the importance of RWA. That's what this is all about. You guys are rockstars. Man. Love you. “23% of the customers equals 98% of the business, in this case.” Roughly, Scott. I don't know if that's an exact figure or not. If it is, congratulations for putting that together. Yeah, it probably is. It probably is. All right.

Focus on Large Accounts

- Easier to Grow
- Success Breeds Success
- They Understand Your Concepts
- They're Hungry For More
- Influential

5. FOCUS ON YOUR LARGE ACCOUNTS

So what do we learn from this? The importance of focusing on the large accounts, right? Was it Keith that said, “Better take damn good care of those eight.” Yeah, you better. I mean, what happens if we’re busy focusing on those small accounts and we’re not paying attention to one of the big ones, and a competitor gets in the door to one of those big guys. When the big guy has a problem and he can’t reach us because we’re on a Skype call with somebody that is taking up a lot of our time. You know, one of those pita customers? Remember, pita? Now by the way, there’s a controversy. Right?

Am I saying that we can't treat all customers the same?

I'm damn sure saying that. You can't treat all customers the same. Okay? But you focus on the large accounts and here's the reasons why.

Here are the things that happen as a result of everything we just discussed.

Number one. The large accounts are easier to grow. They're easier to grow, they're more receptive to you. They are successful, and success breeds success.

We know that. We've seen that. They also understand your concepts. They love you. They think you're brilliant. And they just want more. You hear me talk about Bobalu a lot. Well, Bobalu is one of those accounts for me. And that's what makes it so much fun. He's always saying, "Steve, that's awesome. This is great. What can we do next?" I have never been to a meeting with Jeff when his question wasn't, "What can we do next?" All right?

That's what comes from these large accounts.

Success breeds more success.

They're hungry for more. That's exactly what I'm saying. And they're influential, right? Successful people like to hang out with successful people. And successful people like to talk about what success they're having. All right?

And other people are watching successful people. I get approached by cigar people. They say, "Man I heard you're the guy behind Bobalu. Can you do that for me?" Now I choose to tell them no. But at least I have the choice.

Your success, and the success of your client, has a lot of influence.

Does that make sense? You guys all agree with that? What do you think? Somebody poke some holes in it. Somebody tell me where I'm wrong.

"But Steve, didn't you fire a large account that was responsible for 60% of your business?"

You are absolutely right, Scott, you are absolutely right. Painful, painful decision. Okay? Why do you think I did that? Because even though he represented so much of my income, he still took up a disproportionate amount of my time. And he still caused a disproportionate amount of my aggravation, to the point that it stymied me. Yeah! You can imagine the pit in my stomach, the agony, the discussing this with my wife, right? The nausea, of having to do that. You're absolutely right.

Therein lies the importance for that hole in your business that needs to be filled that we're getting to.

Thank you for bringing it up Scott. You're absolutely right. He was a pita. He was a major pita, Carol. A major, major, pita. Aggravation's not worth it. Aggravation will cripple you. It was. It was crippling me. I was not productive. I wasn't even as productive with him as I could have and should have been because I agonized just working on it. Okay, don't bring me back there. You're bringing me down! I was on a high!

Terrell says, "If I wake up thinking about you three days in

a row and I don't sleep with you, you've gotta go." I hadn't heard that one, Terrell.

I'm gonna repeat that, I love that. I mean, I'm going to put that on my wall too. "If I wake up thinking about you three days in a row and I don't sleep with you, you've gotta go." That is brilliant. All right. Oh, man. Hang on a second, now I'm going to need a sip of water. I've got to wipe tears out of my eyes, I'm laughing so hard. All right. Now.

Automate Your Bottom Accounts

- Make Them Self-Sufficient
- Broaden Your Offering
- Affiliate Commissions
 - LeadOutcome / ZapPowee Campaign Kits
 - Hosting
- Subscriptions
 - Membership Site
 - Newsletter
- Fire the bottom 10%, and the most demanding clients every year.

6. THE GLARING HOLE IN YOUR BUSINESS

Okay, here it is guys. Here's the glaring hole in your business.

See, we can't have all big accounts, can we? You still saw that there were 80% of accounts that make up 20% of your revenue, right? If we don't have those, then not only do we not have 20% of our business, but what is the other important part of that 80% of the customers that make up 20% of your business.

Scott, this is the answer to your question. Why are those other 80% so important? They can refer you to 20%, yeah,

I'm looking for something else. Looking for something else.

Because you're nurturing them. They are your herd. They are your future top 20%. They are the people that are learning your concepts and beginning to know, like and trust you.

They are your future top 20. Not all of them. But remember the fractal part. Remember the fractal part. It also applies to the bottom 80%.

That means within the 80%, 20% of those people are way above everybody else.

Does that make sense? So within those 80% are the people, Scott, that could potentially replace and dethrone one of those top accounts. How awesome is that. How awesome is that. You're grooming them. You're grooming them to kick out your pita!

Now Scott, I got a little lucky with that, and here's how I got lucky. I didn't necessarily have that entirely in place.

What I built it quickly, when I launched back in blueprint. And so I was able to build a big following very quickly, and find people that quickly rose up.

So, Scott, I got a little lucky on that. Okay? Now it's a whole lot different. Now it's a whole lot different. And that's what I've learned that I'm sharing with you on this slide right now about automating your bottom accounts.

Okay folks, you should be thinking about some of your - here's a part of your business that you need to start thinking about, and you're likely not thinking about them yet. And this is the glaring hole in your business that fills this need. You need to build that 80% of people that represent 20%. You need to automate them. We're going to call them your bottom accounts. You need to automate those bottom accounts, okay? So you don't wake up thinking about them three days in a row. In fact, so you almost never hear about them. Okay?

How can you automate them? Number one: you have to make them self-sufficient. You have to give them things that don't require your direct attention. Now I will invite

you to think about me and my business right now, all right? And think about elements that you know I have in place. And this is how I have built my business for that, okay? You know that I've got things in place, I've got Hangouts and YouTube videos for people who don't want to spend any money. I've got low price products for people that just want to try me out and get used to me. I've got step up products, okay.

And this is part of - here's something else Dan Kennedy says, right? Why do we make a sale? We make a sale to earn a customer. Okay? So. Think about this. Have some things in place that are fully automated that are self-sufficient. Broaden your offerings. Start thinking about things that you can offer that you may not be offering right now. Affiliate commissions are perfect. Okay?

LeadOutcome is perfect for you. Okay, what you should be doing now is getting your clients into LeadOutcome. Why? Because, if you set up LeadOutcome, you could set it up so that you're getting a monthly referral fee from LeadOutcome every single month. Not only that, but my company, is now starting to build these campaign kits. I

know you've been hearing about them, I know you've been wanting them, believe me they're getting closer, closer, closer, closer. Okay? And in fact I'm going to be working on them again this afternoon because some of the new technology is now ready with LeadOutcome. So just know this. Soon, soon, soon, what that means you'll have a campaign kit for past customer reactivation or for generating referrals or positive reviews. Okay?

Now the beautiful thing is, we can automate this. Now you can go get a hundred customers and say, look we've got automated stuff for you. We've got a marketing automation program for you called LeadOutcome, and we have done for you prepared marketing automation content kits, campaign kits, from Steve Rosenbaum, "The Original Back End Specialist"..

And you won't have to do any work on those things, but you will get a recurring monthly commission.

I also threw up there hosting. You know you could make it a point that you belong to a hosting affiliate program. I like my buddy James Maduk at WPSupportOnly

But when you put up a site for somebody, make sure that they go through your affiliate link. The main registration. Same thing. Think of services that your customers will need and will want that you could refer them and generated commission. You might only get ten bucks. But start multiplying that times 100. Because in the next year, you're likely going to talk to 100 different customers, and if you could just get them to sign up for one of these services and you make 10, 20, 30 bucks an account, all of a sudden you're talking about \$2,000, \$3,000 of monthly recurring income. All right?

It's starting to look closer to that 20% isn't it? And it requires nothing from you. If they're got a hosting problem, they're not going to call you. You're not going to let them call you. They're going to call the hosting company.

If they're got a problem with LeadOutcome they're not going to call you. You're going to tell them to call LeadOutcome.

I'm going off on a tangent here, but since I brought it up, I'll continue. The new release of LeadOutcome now has the ability to do the campaign kits. We are in beta. I've got content written for several of these campaign kits. We're going through the beta to make sure it installs correctly, that it acts correctly, you know how this is, with software development We're going to test it, test it, test it, then we're going to bring it out and we will likely find some bugs, just like Apple, and just like Google, and just like Obamacare. Okay there's always going to be bugs. Now let's see. Where were we...

Subscriptions. Folks, you know I've got a membership site. I've got a membership site that provides me with a nice recurring income, and I get to do something once that benefits a lot of people. I get to make a recording that benefits a lot of people. The pita factor is very, very, very, very low. All right? Occasionally someone needs help with a password, something like that. There's no reason you can't have a membership site.

Let me throw out a couple of examples for you. You probably have a lot of clients that you've directed to use

WordPress, let's say. Okay? Now there's some very nice PLR packages out there for next to nothing of WordPress instructional videos. How much time are you taking to teach somebody WordPress when you could put up a membership site with some PLR WordPress videos in there and when somebody tells you no, they're not ready to be a client, you could say, okay but you know what, maybe you would like to have access to these WordPress videos. So for 10 bucks a month, you could have access to these WordPress videos.

And how many other things could you do that for? You could put information about copyrighting in there. You could put information about Facebook in there. Okay? All these clients that you go to and you don't sign them up to be a top 20 client, would they maybe pay you 25 bucks on a recurring basis just to have access to some information that's going to help the business? I can tell you they do for me. I don't know why they wouldn't for you.

Now we've talked about Dan Kennedy several times on this call and we typically talk about him a lot, with good reason. Kennedy is probably the most successful

information marketer out there, certainly responsible for creating probably the most million dollar information marketing businesses out there. The man knows what he's doing.

Dan Kennedy says that the single best thing you can do is a newsletter. And we're talking a physical newsletter here. But you can charge for that newsletter. There's a way to do it, and Dan Kennedy's put out a lot of information about that, he's got a course on it, I'd recommend you buy it. I don't even have an affiliate link or I'd give it to you. I probably do but I don't have it up top of my fingers. I'll tell you that I own it.

And I learned some things about newsletters that I never knew. Okay? And it makes it much more effective and I will tell you this: I used to do one, I stopped, I'm going to start again. One of the biggest mistakes I've made was stopping my newsletter. All right? People will pay you for that. You could have clients pay you for that. There's all sorts of benefits that come from it. All right, so what I'm trying to do here is open your eyes about things you probably haven't thought of because there's a glaring hole

in your business to fill.

Now what's going to happen to people, if they belong to your membership site and they read your newsletter, what's going to happen to them? Some of them, maybe 20% of them, will likely become your future clients. You're nurturing them. You're turning them into RWA's. And if you're doing it right, if you've got them subscribed to these things, and you're peppering them with more information all the time, you are nurturing them. And if you're doing it right, and you're looking for their signals, and you're getting their feedback, and you've got their listening devices out there, what's going to happen? You're going to find the RWA's, aren't you? Right?

Oh, man, I just did another mile and half, back and forth. Let me get another sip of water here. Sean beat me to it. Sean said yeah, they're going to become RWA. Yeah, Sean, right on. All right.

Here we go! Fire the bottom 10% and the most demanding clients every single year. Get rid of them! In my case, fire your number one account. If you've got more balls than

brains, then do that!

All right? What do you think? All right! “You must have lost five pounds in the last hour.” I’m hoping so, Scott, I’m hoping. You know what, I might want to do one of these webinars every single day. I mean, because I don’t get on the treadmill, I don’t go work out, so I might as well just do a webinar every single day, right? Multitask. “Hey, just wrapped up a prospect meeting, feeling good,” says Terrell. Well thanks, Terrell! Great to hear! Go and share it with everybody in Skype and also on Facebook, Terrell, my friend. Alright, where are we, where are we.

All right, more critical concepts. Who’s ready for more critical concepts? Oh hang on a second, Alisha just said something here. “I fired one of my 80% pitas! He begged and begged to be kept on board and I used that to set the terms I wanted!”

Bingo! I love it! Alisha, I’m going to reread this. Alisha, brilliant. And congratulations, Alisha.

Alisha says, “I fired one of my 80% pitas. He begged and

begged to be kept on, and I used that to set the terms I wanted.” Right on! Right on! Love it! Beautiful!

Sean says, “How often would you clear out that 10%?” Well I said every year, Sean, but you know, you do it as you feel you can, right? You know, you wrap up your business and you get yourself firing in all cylinders and when you’re firing in all cylinders, then something’s going to happen. If you are really firing in all cylinders, now you’ve got to make a decision. If you want to grow, and you are at capacity, you have two choices to make. Right?

What are those choices? If you are at capacity and you want to grow your business, what are your choices? Well you’re either going to have to enlarge your ability to produce more, or you’re going to have to cut off the riffraff.

Right?

So if you’re ready to invest, if you’re ready to take on a bigger infrastructure, and you want to do that, by all means do it.

If you're not, get rid of the riffraff. "Cut the fat." Yeah. "Increase your prices." Bingo! Man, there goes Mr. Kennedy again. Right? The fastest - here we go, right? Mr Kennedy, Dan Kennedy says again, the fastest way to deal with the capacity problem is to raise your prices. Then the riffraff goes away. Right on. We should all be increasing our price quarterly.

Critical Concepts...

- Stop Looking For Businesses That NEED Help and Start Putting Yourself In Front Of Businesses That WANT Help!
- Target Successful companies that want to be MORE SUCCESSFUL!

6. CRITICAL CONCEPTS

All right. Back the critical concepts. Stop looking for businesses that need help and start putting yourself in front of businesses that want help. Got it? That make sense? Right? I'm guilty myself! I'll be in a business and I'll look at them and say, man these guys need help. I better talk to them, they need help. And then I gotta grab myself by the ears and say are you crazy? I don't want to work for people that need help. I want to work with people that want help. Target successful businesses that want to be more successful. All right.

How many of you saw the campaign that I recently did and

it was to bring in coaching students? How many of you saw that campaign? Because it was all laid out for you right there. I put some pretty big hurdles in place and I had some people that were very enthusiastic and very passionate and ready to succeed. And they were willing to jump over the hurdles, to tackle what I put in front of them. To prove themselves. And I am ecstatic about working with and helping these folks. There is absolutely no reason, and you know what I'm talking about if you saw my campaign and you saw everything that I did, that's exactly how you should go about recruiting clients. It's exactly how. Okay? And those folks that emerged at the top of the top of the top, I congratulated you. And I am thrilled and excited to be working with you and we are going to make magic together. And you deserve it. And you are going to get my undying gratitude and attention. You deserve it, okay? All right.

Oh, I use an application. Terrell says, I didn't see it, did I use an application. Maybe somebody - go to the Facebook group, Terrell, and maybe some people will fill you in on it. It was quite an application. I'll tell you this: it was 30+ questions, some of the them SA, every single one of them

required. Man, I had a very high abandonment rate. I did. I had a lot of people that went to that application and just shut it down and said, the hell with this thing. And I said, okay. Maybe you're not ready, willing, and able. That's okay. You can enjoy - I've got other programs for you, enjoy them. And I value you also, but understand, you are at a different level. My students in my coaching program are getting the most direct access. They deserve it. They tackled the obstacles, they leaped over the hurdles in a single bound, and showed confidence in themselves, and they will be greatly rewarded. All right.

“Keep nurturing me, Steve, I'm not quite RWA.” That's okay! Yes, that's why I do it! And I value you too! Please know I value everybody. I think I give a lot of value. And yes, I will keep nurturing you. And if you become RWA, then I've got no doubt that you will have no trouble in filling out my questionnaire. All right. My best clients have always given me the most information when I've asked for it. True, that's true, Absolutely true.

All right, back to critical concepts. Man, we've gone long today. Time has flown by. Has this been good for

everybody? I'm not done, but I've got a little more. Has this been good? Clearing the water out of my beard and my moustache there. Quality. Yeah! Yes, yes, awesome reminders. Very good, yes, very good! Great! Awesome. "Yes it's exactly what I needed right now, Steve!" I love to hear these things. Thank you, everybody. My friend Kurt, I didn't see you earlier, Kurt! I asked for who was here from the furthest away! Where are you again, oh Kurt? Are you South Africa? Cape Town, that's what I thought. South Africa. Well good to see you, my friend. Good to see you. All right, hang on a second here. All right.

Now. Let's apply this to time management okay? Remember I told you to keep this in mind, apply it to time management, and it will make you super productive. Of the hundreds of things that are on your mind right now, only a very few really matter and deserve your attention.

Critical Concepts...

Of the hundreds of things on your mind...

only a few really matter and deserve your attention

Okay? It's hard to do that sometimes, and sometimes you just gotta grab yourself and focus on it and really make that tough decision. But it's absolutely absolutely true. Put a value on every single one of those things that you have to do right now, and you're going to find that out of the hundred things that are right now on your mind, there's only a few that really really matter and deserve your attention. What do you think of that? Yeah, it's a great reminder, isn't it? Yeah, guilty as charged, says Chuck.

Yep, that's why - hey look, we're all guilty of it. This is, look, you are getting coaching right now. It's group coaching, but you're experiencing it. Okay? And I can do that because, A. I've helped thousands of people already,

but B. I'm not Superman. I have all these same issues. These are some of the tools that I use to confront and deal with it. Yes, I'm fortunate, I'm blessed, and I've been able to rise above some of my challenges, knock on glass (my desk is glass). Okay? And by the way, I'll be the first to acknowledge that sometimes success is temporary. Believe me, I've had my ups and down and my cycles. Okay? And yes things are going very well right now, and yes, I'm knocking on glass and I've got some better things in place that I hope are going to sustain this. But we never know what the day is going to bring. Right? You never know. Never know. All right.

But again, I'm sharing with you the things that I have put in place because every time I've been chopped in the knees, and it's happened, and it's happened, and it's happened, okay? You know, at least I looked at it, see I love systems, I looked at it and said okay, how am I going to make damn sure this doesn't happen to me again. Why do you think I'm so short and squatty? You know it's happened several times!

2 Things You Must Do

- LeadOutcome
 - <http://zaplink.us/leadoutcome>
- More Back End Training – BEFS
 - <http://zaplink.us/befs97>

7. NEXT STEPS

All right folks, two things you must do. I've already told you about the glaring hole in your business. One of the best things you can do is generate some affiliate income. I've gotta tell you, I get several thousand dollars a month in affiliate income. And it's a blessing. It is wonderful okay? And a lot of what we're focusing on right now and in the future is LeadOutcome. We're building your business on LeadOutcome. You're going to be teaching others to build business on LeadOutcome and if you're not, if you are not currently on LeadOutcome, and if you plan on following me, and if you want to see how we can do this, and build up residual monthly income for you, then do it. Sign up for

LeadOutcome. So if you haven't yet, then I will give you a link. It's an affiliate link: zaplink.us/leadoutcom. Okay.

Two things you must do: one of them, LeadOutcome. Okay? Do that. All right? And when you do that, follow everything they tell you, because they will tell you how to set up your own affiliate link. Then get that affiliate link and recommend it to your businesses. Tell them, you should be in this automation program. Okay? And know that here's what's coming down the pike, okay, you go to the marketplace, they're there. They're not functional yet, we're just laying this out right now, but there will be soon.

Campaign kits. Okay? Now we're going to be building these campaign kits that work for your clients. Things like sales CPR, so they can go back and get past customers. Things like referral generators and reviews and testimonials. And nurture programs and customer stick sequences. Okay, those are all things that we're building that you will be able to get your clients to subscribe to. You know? So maybe it'll be 30 or 40, some of them might be as much as 100 bucks a month. All right, before you know it, you could be generating 20, 30, 40, 50, 60, 70 dollars a

month recurring monthly income per client without having to talk to them because you're just using something automated. And there's no pita factor because these are brought to you by companies that take care of, that support themselves.

And within them, there's going to be people rise up and say, hey I need some help. Okay? That campaign is good, but I want a tweak. I want some more emails put in there, or I need some, I need a landing page done. And you're going to get to say, well I do that for my clients. And here's what it's like to be a client of mine. See it's going to open the door for you for lots of opportunities as well. It will help you build that 80%. But it's also going to help nurture and bring up the people that will become your top 20 clients. How cool is that? Okay? You guys like that? Okay? Because if you like that, and you want to be a part of it, then here's what you have to do: you have to go to that link that I gave you and folks, please do me the courtesy of using my link because yes, I do get commission for it. My link is zaplink.us/leadoutcome, and it's in the chatbox. All right. And then again, once you do that, you will have your own link to give to to other people. And you will get

commission on it. All right.

And guess what, it's multi-tier also, all right? So let's say you go to somebody that's in a networking group and you get them the LeadOutcome and they sign up and they get their own link and they go and tell other people in the networking group. They come in underneath them, you are still going to get commission. Multiple tiers. I think like five levels deep. How cool is that? You could make a whole business out of that, folks. Especially with the tools that I'm developing for you. We're going to do a whole nother webinar, Will and I are going to do a whole webinar on how you can make a whole business out of that. All right so, LeadOutcome is going to be a great tool for you to manage your business. Okay.

With ZapPowee campaign kits and LeadOutcome are also going to be great revenue generating tools for you. You're in the right place at the right time, because marketing automation is exploding. But nobody's doing the content like we are. That's a secret. All right. If you have not been through the back end training yet, invest in yourself. It's too late for you to become one of my coaching students, all

my slots are full, but if you like what I talk about, then invest in yourself. Go here: zaplink.us/befs97. Is that right? Does that work? It works, but I think the \$97 program is over. Yeah, it's \$147 now, even though the link says 97, it's not. It's 147, but it's usually 297, okay? So I'm giving it to you for half price. All right? So here is the link on that. What happened? Let me give you the link on that. Copy this, paste it here. Okay. There's the link. zaplink.us/befs97. I think that works. Okay.

What about BEST? Let's see, somebody's asking me what about BEST; you've already done back end fast track, you want BEST. Okay let me give you BEST. BEST is <http://zaplink.us/best>. Okay? So you've got three important links there. Whatever stage you're at, do what's right for you. Okay, BEST is also on sale. I'm waiving the enrollment fee of \$397 and the monthly fee is right now \$50 less than normal. So everything's on sale for you right now. Your links are in the chatbox. Copy them and paste them if you're not ready for them. Invest in yourself. Take that next step.

There's great education in there for you, if you guys like the

way that I teach, if you want to be a part of this great thing that we're doing, because I'm not just teaching folks, I'm not just teaching. LeadOutcome and my company, we are building the tools that are going to help you put this in place. So you could also have that 80% that are giving you 20% of your revenue with absolutely no pita factor. All right.

Whoo! Let's see, let's see here. "Steve, I love you bro! I love how you always have an offer from the back end of your content webinars!" Well thank you, and I'm sure that's a compliment. What is - well I think Mr. Kennedy also says, there is always an offer. Folks, there is nothing that I do that I wouldn't have you do. Okay? There is absolutely no reason for you to be giving away the value of your knowledge without having some way to get compensated for it. All right? I would never expect you to do it; it would be bad business. Okay? So I'm glad you like that and I hope you're doing it yourself. "If we are currently in BEST, should we sign up for BEFS too?" Yes, Scott, here's why. Here's why.

BEFS is my most recent - that's Back End Fast Start, okay?

Back End Fast Start is my most recent. And let's face it, okay? As it is with all of us, things get better and better and better and better and better. What I do today is better than what I did yesterday. Okay? BEST is awesome, but BEFS, I also add some things that may not have been covered in BEST, okay. BEST is also ongoing, I should say. BEST has its initial sixteen modules, yes. But this program might not today be part of BEST. All right, that's what BEST is. It's ongoing. Back End Fast Start is a one time. But the other thing is Back End Fast Start is all based on the LeadOutcome system. Because everything I've done before that, the examples were all shown on Office, Autopilot, and SendPepper. Now that's okay because when we talk about our concepts and processes and they work and they do not matter what platform you're on. All right, but if you actually want to see it done on LeadOutcome, Back End Fast Start is good for that too. Look, I think there's value in it. I think there's value in everything I put out, frankly. So that's my unbiased opinion, Scott. If I'm selling it, you should definitely buy it. That is my unbiased opinion. All right.

Dan, I'm not going to address that here, but I'm working

on some of that. I will say that. Okay, I'm going to address that here. Dan says "Can you ask LeadOutcome to make some of the training videos shorter." Dan, I'm actually making some training videos for LeadOutcome. On top of everything else. And they will be short and to the point and concise. And especially as we come out with the campaign kits, they're all going to have short concise training videos to deal with that. Kevin says...oh thanks. Kevin, I'll let you know if I need it. He recorded all but the first five minutes. Well, the first five minutes, Kevin, was brilliant! Okay but hopefully, if I need it I'll let you know. Dr. Keith said it was a compliment when he said "That was a compliment indeed," Dr. Keith said. He was talking about that comment when I said that about how I always have an offer on the back of my content. I know it was a compliment! I take it that way, Dr. Keith!

I'm very proud of every single thing that I do. But thank you very much. Darwin says, "How do we know if we already have LeadOutcome but not sure we're using your link we haven't used it yet." Darwin, thank you, don't worry. If you already have it, you have it. And that's okay. I would never ask you to change however you got there. So

just - you are welcome to be a part of everything that I do and I thank you for that, but don't worry about it. Just use it in good health, you say you haven't used it yet, but what I will tell you is, please use it. Okay? For you. Please use it. Jeff says, "There's a poor rooster that won't crow for his own back yard." Jeff are you from Iowa? All right, my friends! I've gotten to the bottom of the list, we've gone 90 minutes today, and it seemed like 7 minutes. I loved every minute of it, and I'm grateful for every one of you that showed up today, and almost every one of you but four of you have stayed to the very very end. So thank you very much with that.

Hey, hang with us. Hang with us in Facebook. Go to the best small business marketing community. Let's see what that looks like here. zaplink.us/bbbsbg. Okay here it is. Oh, I've got to log in. Are you kidding me? Hang on. Are you kidding me? All right, Facebook isn't going to let me in. Try the old robo form. No we won't. Okay people. That's not going to work. Here it is. It is <http://zaplink.us/bbbsbg>. All right. That's our Facebook group come join our Facebook group if you're not there already. Its called Best Small Business Marketing, I think.

Something to do with best and small business and marketing. It's an open group, come join us. You can also come be a part of our Skype group. And I don't know how to tell you to join our Skype group and it's really supposed to be just for members. And I'm not going to give that information here because I can't remember how to do it. All right, we'll have to tackle that one next time. I have to think of how I could tell you guys to join our group on Skype, But we'll save that one for next time. All right. But do come see us at Facebook, watch also from my Show Me Your Back End Hangouts that we do a couple of times a month on Wednesday afternoons, and everybody, I love you, thanks for following me, and I really had a great time with you this morning. Thank you very much. Have a great day everybody.

ABOUT THE AUTHOR



Steve Rosenbaum, is an entrepreneur, author, business advisor, product developer, and leader that inspires and mentors tens of thousands businesses and professionals worldwide to get more sales and improve their bottom line.

Regarded as "The Original" Back End Specialist, Steve founded ZapPowee and created the first Back End Specialist Certification program with the core mission of teaching others his skills so that they could help local businesses in their area survive and thrive ; a true "Win-Win" that addresses two of the biggest problems facing our economy today.

Steve has a special gift, just for “So What Do You Do” readers! Claim your free gift at <http://zaplink.us/swdyd!>

Making MORE Money by Spending LESS Time With Customers and Clients

