

HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

Your Step-by-Step Marketing Roadmap

How To Find, Contact and Persuade Strategic Endorsement Partners



**Part
One**

HOW TO FIND, CONTACT AND PERSUADE STRATEGIC ENDORSEMENT PARTNERSE

PART 1

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INTRODUCTION

This presentation is going to help you learn the secrets to finding, contacting and persuading qualified strategic endorsement partners to willingly promote your business to a multitude of target customers who all need and want what you sell. There is no better, faster or risk free way to generate vast numbers of qualified leads for your business than strategic endorsement partnerships. Every business should be using this revenue-generating strategy.

This presentation will teach you everything you need to know to successfully implement your own partnership program and take your business to the next level of success. Let's begin with a question.

Have you ever bought something because someone you trusted endorsed that specific product or service? For example, if you just moved into a new part of town and your new neighbor recommended a specific dentist or doctor, would you be more or less inclined to use their services? Of course you would. In fact, you probably wouldn't consider looking at any other options.

And yet despite the fact that referrals and endorsements have a major influence on most people, very few businesses actually have any type of formal strategic partnership program set up to nurture these valuable relationships.

Every business, no matter what its size, should implement a formal strategic endorsement program where they earn profits by recommending other businesses products or services to their prospects and customers. And in turn, they should have a formal program in place where they earn profit from **other businesses** recommending **their** products or services to their prospects and customers.

NOTES: *(click below to add)*

INTRODUCTION

This is an excellent strategy that any business can instantly employ to gain access to other business's customers that fit your target customer profile... and immediately begin to generate more leads and attract new customers.

Setting up strategic alliances can be a tricky proposition. The key is to work within the framework of your financial and non-financial resources by using yourself and your staff in such a way that you minimize your time, effort and investment.

For example, the major credit card companies send monthly billings to every one of their customers. These are customers who are obviously interested in buying various products and services on credit.

For that business to mail to this same extensive list of customers would be cost prohibitive, especially when you remember that you must mail repetitiously to customers before your marketing will produce significant results.

But suppose you could pay the credit card companies a fraction of the mailing cost and have them INCLUDE your marketing collateral inside their billing letter. You would be "piggybacking" on their monthly mailing. You see this all the time, especially with rental car companies and various hotel chains.

NOTES: *(click below to add)*

INTRODUCTION

That's because all business people depend on credit cards when they travel, so the rental car companies and hotel chains know that by partnering with the credit card companies they will reach a high percentage of their targeted business traveling customers... and do so for a fraction of the cost of the mailing. The businesses the credit card companies include in their mailings save enormous amounts of money by jumping on their loyal customer bandwagon. But consider this critically important point.

If these businesses sent out their own mailings, how many of them would even get opened? With no name or brand recognition, most prospects today won't bother to open the envelope. But you ALWAYS open your credit card billing reach month. By partnering with the credit card companies, they're all but assured of getting 100% of their targeted customers to open and read their mail.

NOTES: *(click below to add)*

TWO WAYS YOU CAN CREATE STRATEGIC ENDORSEMENTS



The first involves you as the *endorsee*. This means that other businesses will partner with you and recommend your business to their prospects and customers. The second is where you're the *endorser*. You will recommend your partners business to your prospects and customers. The key here is to closely match up your products and services with the wants and needs of your partners prospects and customers.

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TWO WAYS YOU CAN CREATE STRATEGIC ENDORSEMENTS

LET'S BEGIN BY DISCUSSING WAYS TO GET OTHER BUSINESSES TO ENDORSE YOU TO THEIR PROSPECTS AND CUSTOMERS.

Your goal is to gain access to the prospects and customers of other businesses that sell products or services that compliment yours. Consider the advantages you gain when you target your ideal prospects and then get someone they trust to refer you to them. This is similar to having your own separate sales force that you don't have to manage or pay unless they produce qualified sales. But best of all, this strategic partnership can increase the number of customers you can sell to tenfold, and in most cases, without any risk or initial cost to you.

That's because the cost to reach these "qualified" prospects is a fraction of what it would cost you in advertising to find them. Your "strategic endorsement partner" already has their trust. Their endorsement instantly creates a feeling of trust before you ever make them your offer.

THERE ARE THREE SITUATIONS TO CONSIDER WHEN CREATING A STRATEGIC PARTNERSHIP WITH OTHER BUSINESSES.

FIRST, THEY ENDORSE YOUR PRODUCT OR SERVICE TO THEIR CUSTOMERS THAT HAVE A NEED FOR WHAT YOU SELL, BUT THEY CAN'T FULFILL THAT NEED THEMSELVES.

Your partners can provide their current customers and prospects with a valuable service by promoting your favorable prices, terms and offers to them. Their customers are receiving the things they need to improve their lives and in turn, this helps your partners maintain and often improve their lifelong relationship with them.

NOTES: *(click below to add)*



TWO WAYS YOU CAN CREATE STRATEGIC ENDORSEMENTS

SECOND, A SPECIFIC PURCHASE THEY MAKE TRIGGERS NEEDED OR RELATED ADDITIONAL PURCHASES

Many additional purchases are “triggered” by an initial purchase. If you sell a product or service that follows from an initial sale, this sets up the perfect strategic endorsement partnership.

FOR EXAMPLE:

A new bride purchasing her dream wedding gown will also be selecting flowers, a venue for her wedding reception, a limo service, a wedding cake and so on.

A home buyer must choose a mortgage broker, a title company, a termite inspector or a home inspection company shortly after purchasing the home.

A gentleman buying flowers for his anniversary may be looking for a nice restaurant, diamond earrings or a necklace or possibly that special vacation getaway.

Would you agree that any wedding caterer or florist would be chomping at the bit to have the wedding dress shop notify them of every bride-to-be that was purchasing a dress from them? Better yet, what if the dress shop personally endorsed their services to their customer? Are you starting to see the value in this strategy?

NOTES: *(click below to add)*



TWO WAYS YOU CAN CREATE STRATEGIC ENDORSEMENTS

THIRD, WHEN THEY HAVE PROSPECTS INQUIRE ABOUT THEIR SERVICES BUT FAIL TO BUY

These are prospects that consider purchasing your partner’s product or service but for whatever reason never complete the purchase. Your partner’s strategic endorsement can turn this into a win-win scenario for both of you when they recommend these prospects purchase from you. There are several reasons why this might happen.

The prospect may want to add new landscaping, but your strategic endorsement partner only handles lawn maintenance. By referring this prospect to your landscaping company, you would get the job and in turn you could hire the lawn maintenance company to handle that portion of the job and pay them a referral fee as well.

There are also times when a business is simply too busy to service the prospect in a timely manner. Have you ever contacted a business (typically during their busy season) and you hear them say “I’m sorry, but we’re swamped right now and won’t be able to get you on the schedule for at least six week?” How often do you sit around and wait for that business to decide they finally have the time to service you? You don’t, do you? You immediately begin searching for someone else. When this type of situation arises, this is a guaranteed customer that’s being let off the hook. Consider this scenario.

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TWO WAYS YOU CAN CREATE STRATEGIC ENDORSEMENTS

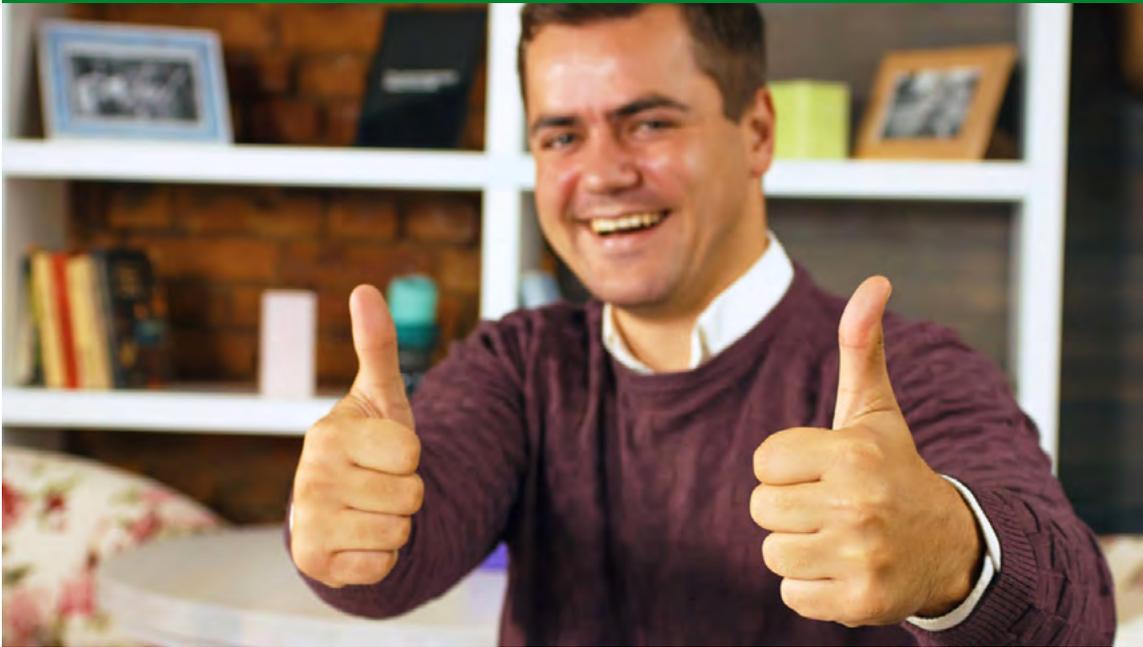
A bride-to-be calls a hotel to book her wedding reception and discovers that it's unavailable on her wedding date. She will immediately begin to call other hotels until she finds another facility with a large enough banquet hall to accommodate her wedding party, including the hotel rooms she will need to book for her out-of-town guests. So what if this hotel agreed to a strategic endorsement partnership with another hotel of equal quality?

The first hotel can now tell the inquiring prospect “I’m sorry, we’re already booked for that date, but may I make a suggestion? Janet Smith is the wedding coordinator at The Luxury Hotel. They have a completely renovated Grand Ballroom that is nothing short of breathtaking. I would be happy to call her on your behalf to see if they have availability.”

You could even offer special pricing, discounts or offers on behalf of your partner (with their approval) to help close the sale on their behalf. “If I call on your behalf I can save you 10% on your entire wedding package because of our affiliation with them.” Can you see how this would motivate inquiring prospects to agree to this arrangement?

NOTES: *(click below to add)*

ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS



In this arrangement, you offer your prospects and customers additional products and services that you don't sell, but they typically purchase (or plan to purchase) from someone else. Create a list of qualified businesses that can fill your customers unmet needs, and you will see a dramatic increase in your profits without having to do a thing.

An interior designer would love to know the names and addresses of the customers who purchase the latest paintings from your local art house. These customers are the exact same customers that buy from them as well. The interior designer also realizes that it will cost them anywhere from \$25 to \$100 or more in marketing fees in order to position their marketing message in front of them. For most businesses, marketing to the masses is not realistic. The cost is simply too great.

NOTES: *(click below to add)*



ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS

CONSIDER THESE FIVE SITUATIONS WHERE YOU CAN EASILY ENDORSE OTHER BUSINESSES TO YOUR CUSTOMERS.

FIRST, ENDORSE YOUR PARTNER’S PRODUCT OR SERVICE TO YOUR CUSTOMERS THAT MAY HAVE AN UNMET NEED, BUT THAT YOU DON’T CURRENTLY OFFER.

Prospects and customers prefer to do business with those they trust and respect. Since they’re your current customers, you’re in a preeminent position to recommend additional related or complimentary products and services that you don’t offer. Your recommendation can save your customers money, time and hassle.

When you can fulfill most or all of your customer’s needs, you get them in the habit of purchasing from you. Consider your situation as a business owner. Most businesses today have an accountant that prepares their quarterly taxes. That accountant is in a trusted position, and you will typically follow their recommendation when additional needs arise.

For example, the accountant may determine your business needs a special form of insurance, and could recommend an insurance company that specializes in this unique insurance coverage. Or perhaps the business has some legal challenges in which case the accountant might recommend a business attorney. Since you trust your accountant to handle your financial situation, you will typically trust their recommendations for other needed products and services without question.

NOTES: *(click below to add)*



ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS

But the accountant could take this to an entirely new level if they so choose. What if they recommended an IT company, an office supply company, a copy machine dealer, a payroll service or a company that specializes in SEO?

These are services that most small business owners need, and yet it's a hassle for them to find reliable service providers on their own. Since you have already established a measure of trust and respect with your customers, your recommendation will be followed the vast majority of the time, especially when it saves them time, money, and the hassle of searching for these providers on their own.

In most cases the accountant would receive compensation for each endorsement, but never forget that just their recommendation alone helps to cement their relationship with their customers, and that can keep their customers buying from them for a lifetime.

THE SECOND SITUATION WHERE YOU CAN EASILY ENDORSE OTHER BUSINESSES TO YOUR CUSTOMERS INVOLVES THE TIMING OF THE SALE.

As we discussed earlier, many purchases lead to additional purchases. Often those additional purchases occur immediately after the initial sale. If you know that a sale is about to take place, such as the accountant we discussed previously, that information is priceless to a whole host of strategic endorsement partners.

NOTES: *(click below to add)*



ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS

A THIRD SITUATION OCCURS WHEN YOUR CUSTOMERS RELOCATE OR TRANSFER.

Approximately one out of five families moves annually. One quarter of them move out of state and close to half move outside of their current community. Obviously local business owners have no chance of retaining the business for those customers moving out of the community. But suppose you forged a strategic partnership with an entire network of business owners in other parts of the country that market the same products and services as you do?

And if your business is regional or national, then the one quarter of your customers moving out of state can represent a wealth of opportunity for your business. For example, banks, franchises, dry cleaners, auto repair shops, restaurants and so on often have a regional or national presence. Even those businesses that don't have a regional presence often offer high dollar services that can command a lucrative endorsement fee from a strategic endorsement partner that could result from making one simple phone call.

Consider an attorney who could endorse another attorney located in your current customer's new community. An accountant could do the same thing. They could jump online, find one of their fellow accountants that specialize in the same services they provide, contact them and arrange a strategic partnership complete with an endorsement fee. If the lifetime value of the new customer is high enough, the endorsement fee could be as high as the first year fees charged by the new business owner.

A building contract, home remodeling contractor, landscaping service, realtor or a home builder could also fall into this arena.

NOTES: *(click below to add)*



ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS

THE FOURTH SITUATION IS WHEN A PROSPECT INQUIRES ABOUT BUYING WHAT YOU SELL BUT FAILS TO DO SO.

How many times have you gone to buy something but didn't find what you were looking for? It may not have been the level of quality you wanted. Your product or service quality level may be more than what your prospects need, or it may be lower than they were expecting. You should have strategic endorsement partnerships set up to counter both contingencies.

If you own a discount carpet store and a prospect comes in looking for new carpeting for their showcase home, you should be in a position to recommend your strategic endorsement partner that owns the high quality carpet store down the street.

There are going to be times when your product or service simply doesn't meet your prospects buying criteria. Prospects look for specific sizes, colors, makes, models, brands, styles and so on. You can't carry everything in an attempt to please everyone. However, never lose out on the opportunity to provide your prospects with exactly what they need, and earn an endorsement fee in the process.

As an example, someone looking to buy a new car has a multitude of choices facing them. Most of them have no idea what they need for their specific situation. The smart sales person will conduct a "needs analysis" to discover exactly what their new vehicle needs to provide. Suppose you sell Toyota sedans but you discover your prospect needs a vehicle with a ten thousand pound towing capacity. This prospect obviously needs a truck or top line SUV.

NOTES: *(click below to add)*



ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS

In the event the sales person can't meet that need, they should be ready to direct them to one of their strategic endorsement partners. After all, if you determine that the prospect is not going to buy from you anyway, why not profit by simply asking a few qualifying questions and then directing them to someone else that can meet their needs. And here's an important consideration.

Just the fact that you took the time to help this prospect find the right vehicle for their specific situation can lead them to become your customer for life. They remember this superior level of service, and next year they may have a family member that wants to buy a new car. There's an excellent chance you will top their list of recommendations. In fact, you can help insure this becomes a reality.

Consider sending them a letter after they purchase from your strategic endorsement partner that says something like this:

"I was delighted to hear that Superior Truck was able to fix you up with the perfect vehicle. In the future, let me know if we can be of service when you decide it's time to purchase that new car to compliment your new truck. I'm enclosing our recently released new car catalog along with a voucher for free lifetime service with us for all new vehicle purchases. In addition, we have just finalized a new arrangement with our local bank to provide all new vehicle purchases with zero interest for one year, saving you thousands over the life of your loan.

P.S. Do you know of any friends, family members or work associates that may be in the market for a new car? If so, please complete the enclosed postage paid postcard with their names and we will gladly pay you \$250 or provide you with a 10% credit towards any future new car purchase when one of them purchases from us."

NOTES: *(click below to add)*



ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS

But consider this one final point. You now know this customer just purchased a new truck, even though they didn't buy it from you. Ask yourself what else might they be interested in purchasing. What other "complimentary" products or services might they need or want to go with their new vehicle? A custom paint job? Alloy wheels? A new boat? Couldn't you now endorse other such providers to these customers?

AND THE FIFTH SITUATION WHERE YOU CAN EASILY ENDORSE OTHER BUSINESSES TO YOUR CUSTOMERS TAKES PLACE WHEN YOU CAN'T SERVICE YOUR PROSPECTS FOR SOME REASON.

There are often times when someone inquires about your product or service and you simply can't help them. You may have run a sales promotion that produced more sales than you anticipated, or your supplier may be out of stock and unable to supply you with a specific product. Most prospects won't wait for you to provide them with what they want, and they typically seek out someone else to provide for them.

This provides you with an additional opportunity to endorse someone else that can help them? Just be sure you receive compensation for your efforts? It was your marketing, your customer service, your endorsement that first engaged this prospect. It's only fitting that you should profit from your time, energy, effort and investment.

Whether you're an endorser where you recommend businesses to your customers or an endorsee where others recommend you... there are three broad categories of endorsement systems for you to consider.

NOTES: *(click below to add)*

THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS



THE FIRST IS CALLED A PASSIVE ENDORSEMENT SYSTEM.

A passive system means you have no control over the endorser (your strategic partner). In fact, the endorser has no real motivation to recommend your specific business, or for that matter, your specific product or service. A passive system basically consists of a loose agreement between you and your partner to “recommend” each other’s business when appropriate.

There is no guarantee they will, and there’s no guarantee that your business will be the only one that sells your product or service that they will recommend. The endorser has full control over when, if and how they will recommend you.

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

For example, a landscaper may tell the lawn care company that they will recommend them to all of their clients, so naturally the lawn care company indicates they too will refer the landscaper. This “non-committal” agreement defines a “passive” system. Unfortunately, the landscaper may have three other of these “non-committal” verbal agreements with your competition. So the best the lawn care company can hope for is they receive just one third of the work the landscaper refers. The key is to capture a larger share of this pie.

The problem with this type of passive arrangement is that the landscaper has no real motivation to refer just your lawn care business, or for that matter, to even suggest that every customer consider using a lawn care service.

In a passive system, you have no idea whatsoever how or if your partner is presenting you to their customers. Renting a mailing list from a business that has the same targeted prospects as customers for your business is another type of passive endorsement. This does help you target qualified prospects and can dramatically reduce your marketing cost. However, since all you did was acquire this list from someone that targets the same customers as you, you receive no personal endorsement from them, so most of these customers will treat your mailing as “junk mail.”

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

THE SECOND TYPE OF ENDORSEMENT SYSTEM IS CALLED SEMI-ACTIVE.

In a semi-active system, a business agrees to include another business' marketing material when they contact their customers but does not explicitly recommend them. The credit card companies that include the promotional materials from the rental car companies or the hotels are prime examples of a semi-active system. Make no mistake about this type of system. This is basically nothing more than a strategic marketing system.

The only opportunity here is the credit card companies use the power of recognition to get their customers to open the envelope and look at the contents, nothing more. You as the “ride-along” have no assurances that your mailing will receive anything more than a cursory glance.

This does give you a slight advantage over renting a list that we just discussed. When you rent a list, you're mailing to prospects that have no idea who you are or what you do. With the semi-active mailing, your chances of getting your prospects to at least read your marketing collateral go up dramatically.

A semi-active system also includes when a business puts you on their preferred provider list. The landscaper did this in our previous example when they referred three additional lawn care companies. Many companies actually publish a vendor list containing multiple businesses all performing the same service.

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

Although a semi-active program links needy customers with qualified product and service providers, they do absolutely nothing to position your business as being unique or special, or why a prospect should consider buying from you instead of the other competitors on the list. Let me illustrate the hierarchy of endorsement methods we are climbing.

If you're a lawn care specialist and you rent (passive) the landscaper's list of current customers, your costs to reach this targeted group would be low – especially if you narrowed it down to customers making more than \$50,000 annually and that live within a five mile radius of your business. This is far preferable than sending out thousands of letters to homeowners in general.

Most homeowners receiving your mass mailing will typically read it **ONLY** if they are currently dissatisfied with their current lawn care provider or they're looking to select one. If you write a compelling letter with an irresistible offer, you will get some new business from this list.

However, if the landscaper mailed your promotional piece (semi-active) to these same customers, the vast majority of them will at least open the envelope and skim through your material. Research shows this typically increases readership and response rates by 500% or more.

But wait. There's a way to dramatically increase prospect interest and response rates. Simply partner with the landscaper and have them actively endorse you to their clients (active). This typically increases interest and response by an additional 500%. This communication can take place in the landscaper's monthly mailing, a direct mail letter or at the actual point of purchase.

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

The letter would tell the landscapers customers:

How your lawn care service performs a spring lawn care assessment to insure the right mix of seed, fertilizer and weed killer is applied at the right times and in the right quantity. How your team takes extra care when trimming and pruning delicate plants and shrubs. How they not only edge the sidewalks and walkways, but they power vacuum all the surfaces until they are spotless.

The landscaper can then tell their customers how you're pricing is the same as companies that provide none of these additional services, and how the landscaper has negotiated a special discount or bonus for their clients, along with a special satisfaction guarantee where if the customer is dissatisfied for any reason, the lawn care provider will come back out for free until the job is done to the customer's complete satisfaction.

The landscaper could share several testimonials that talk about the incredible service the lawn care service provides and how they used a different company in the past that charged 25% more but delivered only half the service.

Now consider the fact that the vast majority of the landscaper's customers trust and respect them implicitly, especially when it comes to their property's visual appeal. Would this letter have a major influence on those customers that are not only dissatisfied with their current lawn care provider but also those that are mildly indifferent as well? Wouldn't their endorsement when coupled with the savings (or bonus) offered by the lawn care provider be both powerful and appreciated by their clients?

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

And perhaps best of all, this endorsement doesn't cost any additional money over and above the landscaper's average monthly mailing expense. But consider the difference in response rates. It's strategies like this that can enable a small business to double or triple their annual revenue virtually overnight.

THE THIRD TYPE OF SYSTEM IS CALLED AN ACTIVE ENDORSEMENT SYSTEM.

As you have just witnessed, an Active Strategic Endorsement System has you controlling the endorsement activity along with the content of the endorsement message as often as possible.

Consider our previous example of the landscaper. What if the landscaper recommended the lawn care service provider to every customer they serviced? What if they could convey the additional benefits the lawn care service provides that is over and above all other lawn service providers in the area? The landscaper's suggestion alone would compel the customer to want to inquire further. Consider this example.

My wife and I recently installed an outside hot tub. We both love stone work and our plans called for stone to be used across the base of the hot tub along with a stone fire pit for ambiance.

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

After seeing our plans, my neighbor decided to build a similar project. Based on our stone work designs, they added more than \$10,000 in stone work to their project. In this example, I was actually the one that cross sold my neighbor on the stone work. However, if the hot tub company had used this same strategy, they would be able to sell many more hot tubs based on this similar concept.

In this example, the owner of the stone work business can offer additional benefits to the hot tub company that makes them unique and offsets their business from all of their competitors. Now suppose the stone contractor could also offer to teach them how to up-sell and add additional cross-sell services; how to create additional revenue by creating a “hot tub lifetime maintenance agreement;” and how to implement their own active referral system.

Would it be reasonable to assume that the hot tub company would feel extremely compelled to enthusiastically endorse this stone contractor? Remember in this example that the stone company is the endorsee. They’re being recommended by the hot tub company who is the endorser.

This same process works in reverse as well. The stone contractor becomes the endorser and recommends the hot tub company. After all, do you think that people who are interested in beautifying their home with stone work might also be interested in adding a hot tub to further enhance their lifestyle?

NOTES: *(click below to add)*



THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS

If so, do you think that most of them probably have no idea who they would use to install a hot tub? What if the stone contractor used strong rapport building techniques to create a relationship with every customer they serviced, and then followed up with them until they were ready to consider a hot tub? Consider the fact that by helping the hot tub company attract more clients, the stone contractor produces additional revenue for themselves, both in stone work and in endorsement fees.

And finally, isn't it standard behavior that most prospects looking to install a hot tub typically meet with several hot tub companies... and in the design phase decide to add stone work to the project? Is it probable then that they might call a stone contractor for various design ideas and to receive bids for the project?

Does this now provide a unique opportunity for the stone contractor to endorse a specific hot tub company – especially if the stone contractor was financially motivated to do so? Use these examples to stir your creative juices and start asking yourself if this is a strategy you can adapt to your specific business as well.

NOTES: *(click below to add)*

RECAP

- * INTRODUCTION
- * TWO WAYS YOU CAN CREATE STRATEGIC ENDORSEMENTS
- * ENDORSE OTHER BUSINESSES PRODUCTS AND SERVICES TO YOUR CUSTOMERS
- * THREE BROAD CATEGORIES OF ENDORSEMENT SYSTEMS



This presentation started the process of teaching you the secrets to finding, contacting and persuading qualified strategic endorsement partners to willingly promote your business to a multitude of target customers who all need and want what you sell. There is no better, faster or risk free way to generate vast numbers of qualified leads for your business than strategic endorsement partnerships. Every business should be using this revenue-generating strategy.

This three part series will teach you everything you need to know to successfully implement your own partnership program and take your business to the next level of success. Every business, no matter what its size, should implement a formal strategic endorsement program where they earn profits by recommending other businesses products or services to their prospects and customers.

NOTES: *(click below to add)*



And in turn, they should have a formal program in place where they earn profit from other businesses recommending their products or services to their prospects and customers. This is an excellent strategy that any business can instantly employ to gain access to other business's customers that fit your target customer profile... and immediately begin to generate more leads and attract new customers.

NOTES: *(click below to add)*

NEXT PRESENTATION



In our next presentation, we'll give you the step-by-step process to follow in order to implement a world-class strategic endorsement strategy for your business. We'll provide you with six powerful implementation techniques that will act as your roadmap so you can determine which one or ones are best for your business.

Then we'll help you determine the benefits that both the strategic endorsement partner and the customer will receive from the partnership. Features tell, benefits sell, so we'll help you clearly define the benefits your partnership provides so they can be conveyed to your potential partners.

NOTES: *(click below to add)*



Next, we'll determine the profitability of each technique you select so you can determine the best one for you to focus on as you begin to implement this strategy. Then we'll help you select the technique that best fits you and your business. We'll help you identify those target businesses that are most willing to partner with yours in strategic endorsement partnerships.

And finally, we'll help you design the perfect program for your business. In the meantime, review the information we just discussed and make sure you have a thorough and complete understanding of the concepts presented. Strategic endorsements can be a major stepping stone in your quest to build a multimillion dollar business.

As always, our overall focus is to help you continue to build the business you've always dreamed of having... a business that provides you with financial freedom and an extraordinary life for you and your family.

Remember that a primary goal in the E-Learning Marketing System is to help you quickly develop the processes that will bring more revenue into your business. Each presentation brings us closer to accomplishing that goal. So until next time, here's to your success.

NOTES: *(click below to add)*

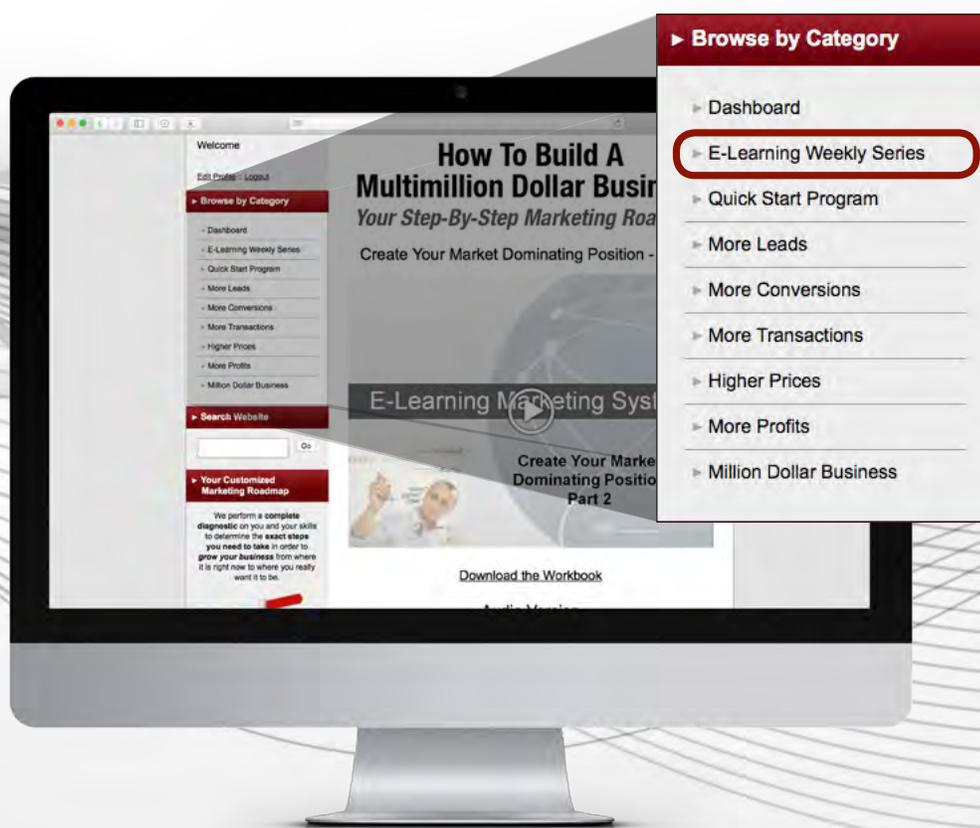
HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

Your Step-by-Step Marketing Roadmap

WEEK 29

YOUR COMPANION VIDEO LESSON

***HOW TO FIND, CONTACT AND PERSUADE STRATEGIC
ENDORSEMENT PARTNERS - PART 1***



FIND ALL YOUR LESSONS IN THE *E-LEARNING WEEKLY SERIES* SECTION OF YOUR MEMBER SITE