

BUILD YOUR BUSINESS ONLINE

Every business owner deserves to know how to increase customer count, multiply profits and mine every hidden asset and overlooked opportunity in their world.

This Book Is Specifically For You.

Wesley J. Harrison

The WjH Signature Series Presents: Mouse Trap Marketing - The Top 5 Online Business Building Insights

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Top 5 Online Business Building Insights

1 TELL THEM THE ANSWER THEY ARE SEARCHING FOR FIRST

It was 9 o'clock Monday night and I was extremely tired. I had stayed up all night Sunday finishing a rush marketing campaign for a client and now I was going to get some shuteye. The phone rang. It was Dr. Michael Tomlinson of Tomlinson Chiropractic. I didn't answer.

The ringer stops and then starts again. I look and it's Dr. Tomlinson again. This must be an emergency or he would not have called, hung up and called right back. I answered this time.

The excitement in his voice was overwhelming as he apologized for calling so late. He had just finished working with a new patient today that had flown in from Madrid Spain to see him specifically. This was not his first patient that had flown in from overseas, this was his 4th and now he knew this is not an accidental coincidence.

Long story short, these are the words that will forever ring in my ears: "Wes, Thank You So Much! This proves to me that my message can reach anyone and that I can truly help them anywhere on the globe."

THE PURPOSE OF THIS BOOK IS TO HELP YOU CREATE AND GET YOUR MESSAGE to your target market, be it local, national or worldwide and do so in an efficient and cost effective manner, so that you can reach prospects anywhere you desire, as long as they have access to the internet.

Please Note: This outline is the condensed version of what has been effectively implemented for many and various businesses. It has been

used very effectively in my own marketing efforts to generate hundreds of thousands of dollars each. The information contained within is perhaps the most powerful marketing information there is.

WHAT STARTED THIS JOURNEY – JUST A FEW FACTS FIRST

I needed to find an effective way to get more customers into my automotive repair shop. PPC (pay per click) advertising was expensive and I did not feel as if I was receiving a good ROI (return on investment). I had to find another way to engage with quality *prospective clients* that need/want my *highest profit products and services* and let them know about me.

Back in 2009, only because I wanted to share the sheer enjoyment of my sport, I posted a skydiving video on YouTube about my skydiving school. People had been calling asking questions about enrolling.

Without realizing it, this was my first “lead generation” video. It’s still generating phone calls to this day. Think upon that for a second.

In 2011, I was looking at my skydiving video and this gave me the idea that this “video stuff” might work for my auto repair shop too. I created and posted my first video about auto repair on February 16, 2011.

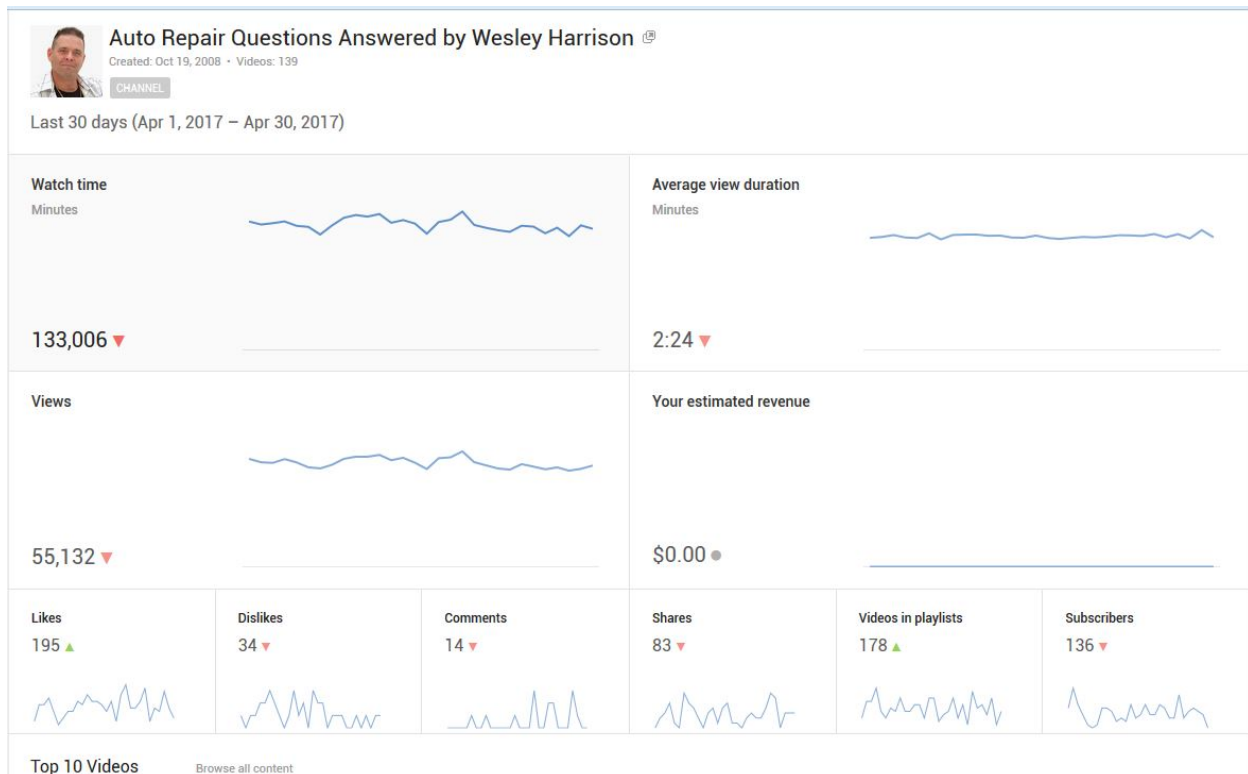
In that first 46 second video, I simply answered the number one question I am asked as an auto repair shop owner. “Wes, how can I make my car last the longest?” **Within three months, my net profits doubled**. Since then I have added a few more videos answering common questions about auto repairs and here are the channel stats.

YouTube STATS as of 05-02-17 from 65 auto repair related videos:

- **2,569,146+** unique viewers that are **watching for 2 min 36 seconds each for a total of 6,454,275 minutes watched and engaged**. That's equivalent to 12 years, 99 days, worth of air time to people that WANT to see my information.
- Current Subscribers: **6,528+** subscribers waiting for more information.
- Over 8000+ phone calls asking for service (average repair order is \$364.00).

On Average, every 30 days, my online traffic numbers are:

- **55,132+ (50k – 60k) unique visitors**
- **133,000+ minutes ENGAGED** (93 days, 5 hours air time, every month)
- **136+ new subscribers**
- **Screen shot of current STATS below: 04-01-17 through 04-30-17**



This YouTube channel, on average, and its videos generate 200+ phone

calls a month from real people asking me for the highest profit services offered. I learned the hard way: NO COUPONS ARE NEEDED (unless you want to give money away).

I am sharing these numbers with you to impress upon you that **24 hours a day, 7 days a week, my message is helping someone**, somewhere out there, around the globe and it is costing me zero.

Why this is important to you.

Once I had proof my videos were generating quality leads for the shop, I took the concept of creating “info videos” and presented it to Dr. Tomlinson. He agreed to try it. In August of 2011, we created and posted a short series of “whiplash pain relief” videos for him.

Why only whiplash videos? Dr. Tomlinson considers his ideal patients to be Whiplash injuries. For him, these patients generate the highest profit for his practice and he wants more of these “ideal patients” (more on this point later).

One day, shortly after posting our first few videos, a lady who drove nine hours from Colorado to Kansas City to see her son, stopped into his office and said: “while I was in town visiting my son, I wanted to meet Doc because of the information he had shared with me in his video.”

To this day, she drives in from Colorado to see Doc for treatments and while she is in town, she also visits her son (her words, not mine).

Moral of story: Videos Work! If done right, videos will complement any other type of advertising you currently have in place. Best of all this type of marketing campaign costs you ZERO out of pocket, to implement, and can work for years to come. My 2009 skydiving video is still generating skydiving student leads for the dropzone to this day.

Since that first video in 2009, I have created thousands of videos that have generated tens of thousands of dollars for my clients. More importantly, my clients have created their own videos that have led to tens of thousands of dollars a month being generated for their businesses, ultimately changing their lifestyles.

I believe, video is the most powerful, cost effective advertising medium there is. You can shave years off the learning curve once you know the insights, 'how to' and most important aspects to focus on first.

The information contained in this report is only the tip of the iceberg, but are the 5 most important insights you need to know to get a fast start on the most effective marketing campaign you'll ever experience.

Consider this report to be your knowledge shortcut to effectively grow your business using and leveraging the most powerful marketing tool there is, internet video.

Let's Begin.

#1: Create a Video That Tells Them The Answer They Are Searching For First (Keep it super simple) Here's how:

- Open a video recording app on your phone: Press Record. State the 1 Question/Information piece you are going to reveal the insight to. Reveal the Answer/Insight. State a (CTA) Call To Action after the reveal. Press stop. Keep it less than 2 min if possible.
- Upload that video to YouTube and Facebook.

It does not have to be any more complicated than that. You just need to do it. Create a bunch of them in one sitting. It gets easier and easier.

Fast Action Tip: Use a table of contents of a related book for your “video content seed ideas.” Go over to Amazon and click the “look Inside” feature of a book related to your profession/topic.

Bonus point: look to see if there is a “for dummies” printed book on your topic. If so, great because they have already completed the research for the “Hot Topics” people are wanting more info about that can relate to your topic.

This “ordered list” is a huge researching/validation time saver!

Jot down your notes about each “chapter.” Then grab your phone and press record, repeatedly. The first few are the hardest. Get over it.

Video Title Tip: Title Your Video the Question You Answered in it. This will be how they are searching for ‘the information’ (by typing in the question) and will find your information because it is indexed by the question you titled it.

In short order, you will have created more real, relevant, useful information that actually helps people, than you realize.

In section 5, I’m going to show you how to re-purpose these short useful infomercials over 27 different ways so that you can explode your online presence using content you created once.

Before we go further into content creation, lets clear up the most common asked questions about building a real online presence.

2 ONLINE MARKETING MIND GAMES

Everyone has the same struggles and questions.

1. What Makes A Great Website?
2. What Should I Be Doing Online?
3. What Should I NOT Be Doing Online?
4. What Should I Be Doing With Social Media?
5. What Should I do First?

Let's look at each of these.

1. Q. What Makes A Great Website?
 - One that provides relevant information.
2. Q. What Should I Be Doing Online?
 - Creating relevant content.
3. Q. What Should I NOT Be Doing Online?
 - Anything that tries to manipulate search rankings.
4. Q. What Should I Be Doing With Social Media?
 - Telling your audience about the relevant content you've just created and posted on your website.
5. Q. What Should I Do First?
 - Define Your **'Why'** (more on this in a bit).

3 MARKETING MESSAGE MASTERY

Master Your Marketing Message

“When You Can Describe A Person’s Fears and Frustrations (the pain points they are experiencing), and Their Wants & Desires To Them BETTER Than They Can Describe It Themselves, They Instantly Perceive You As An Expert/Authority and Automatically Assume You Have The Solutions They Seek.”

Dr. Wyatt Woodsmall

Read That Again.

When You Can Describe A Person’s Pain Point and Desire To Them BETTER Than They Can Describe It To You, They Instantly Perceive You As THE Expert and They Automatically Assume You Have The Solution They Seek.

Clearly Define Your ‘Why.’ Write down clear and concise reasons about WHY you became a master of your chosen profession. This is your base message about what you do and how you do it should come from deep within, at the core root level of your why.

FACT:

Most marketing messages will describe ‘what’ you do.

Some marketing messages may even describe ‘how’ you do it.

A Great Marketing Message will describe ‘WHY’ you do what you do.

Bonus Tip: Watch this Ted Talk video, it’s the best 18 minutes you’ll ever spend on learning about how to create a marketing message that clearly communicates your why. [Simon Senik: How Great Leaders Inspire Action.](#)

Example: A person seeking Chiropractic Treatment information:

A person seeking chiropractic related products and services (treatments) usually want to know the following, in this order:

1. What is it that is causing my pain?
2. Can my condition be 'fixed' through chiropractic care and can YOU 'Fix' It?

Once they have watched a video and determined they like you:

3. How long will it take?
4. How much will it cost?

Answering These Questions From the Perspective of your 'WHY' Will Help You Refine Your Marketing Message for each possible condition they may have (that you treat) and convey your 'beliefs' to them, through your answers to their questions.

When You Answer Their Questions First, Magic Happens!

This alone will automatically attract more of your 'Ideal Customers' (the higher profit customers) into your place of business, seeking your products and services as if by magic. When you create videos that share your answers to their concerns, you no longer have to try and entice them into your place of business.

Here's why. Realize and understand that buying decisions are based on emotion, not logic. Passionately convey your beliefs about WHY you do what you do in your marketing messages and your 'Ideal Customers' will 'feel' your message at an emotional level (very *Powerful Insight* here).

Fact: *People do more business with people that have similar beliefs. Why? Because it 'feels' right to do so.*

Exercise: Watch the above Simon Senik video. Start to create a core message that will convey to your potential 'Ideal Customers' *your story of why you do what you do*. Doing this will help them understand that you can help them better than any other choices they may have BECAUSE you understand THEM at their core, 'same beliefs' level.

This ensures, through expressing your passion, that you truly want them and their family to enjoy a better quality of life; that it's not all about the money, it's about your belief in your ability to create the lasting change they seek.

In short: Be very passionate when describing your 'why' and allow them to experience your passion about why you do what you do.

Magic will happen when you do this exercise and you will begin creating a marketing message, at a mastery level, that no other person can come close to creating for you.

On the following page, let's cover some typical marketing message examples that are used in real life. You'll recognize each one, and you'll more than likely also recall a specific example when you have experienced each one being used on you.

Reflect on your thoughts as you read these. Quickly, you'll discover the difference I reference above between a 'message' and 'message mastery.'

Exactly, What is a Mastery Level Marketing Message?

A potential customer is looking to buy a new(er) car... Aside from all the typical car sales BS scripting, here is what “marketing message mastery” will look like:

- 1)** A Brand NEW car salesman will talk about the fact that a car comes with air conditioning... (a Feature).
- 2)** A More Experienced car salesman will describe how much value the air conditioning adds to the car... (a Benefit).
- 3)** A TOP PRODUCING car salesman (who's still working) will describe how awesome it is to have air conditioning on a hot day and that cars with air-conditioning will typically sell for \$500.00 more at resale time... (a Result Produced by a Feature & Benefit).
- 4)** The Financially Stable, Semi-Retired Car Salesman that has achieved sales & marketing message mastery will tell you a story about how the air conditioning in a very similar vehicle worked so well on a really hot day that it helped another customer (just like you) land the perfect job of his dreams and that job finally provided financial stability for him and his family, even allowing him to retire early (if he wanted to). Perhaps, if you were to decide on this car, equipped with similar air conditioning, the chances of landing your dream job, achieving early financial stability and enjoying early retirement will increase dramatically too, not to mention the increased resale value it adds.

This last example conveys an Emotional Experience produced by the Results of the cars combined Benefits and Features. Notice how the ‘Features & Benefits’ are listed and utilized in a reverse order.

Our goal is to craft real, emotionally compelling marketing messages that are shareworthy ‘stories’ that will convey our ‘why.’

4 TALK TO ALL POTENTIAL CUSTOMERS 'AS IF' THEY ARE STANDING THERE

In ALL communications, content and information you create, talk to your 'ideal customer' as if they are right there with you. Use words in your content the same as you would write a letter to this person and/or a best friend.

Address the individual person about their specific pain point & their ultimate desire.

Create a separate message for each product/service you offer.

Internet marketing fact: He who provides the most real, relevant, useful content, that actually helps people, wins the game.

Below is an exercise I use to help business owners Identify Their Ideal Clients:

Close your eyes and envision the person that has contributed the most money to your bank account through buying your highest profit product/service(s); The person that has referred the most people, family and friends to you and who, when you see them coming in the door, you smile - wide.

Now Answer this: Who is this person EXACTLY (describe them in detail) and what do they buy from you? The answer you write out is the profile of your ideal client/customer/patient that you want to attract more of.

5 VIDEO MARKETING MAGIC – EXPONENTIAL RAPID GROWTH

Video Creation Secret: The more real it is, the more effective it will be. The more 'commercial' it is, the less effective it is at attracting the higher profit 'ideal customers' you want more of. Be You – Be Natural – and just know, the first one is the hardest and after that one, it's easy!

I've spent 8 years researching this point. The fancy 'Commercials' do not attract customers into your door asking permission to give you money. Your *story* of *why you care about them*, will.

I've tested this: 15 RELEVANT CONTENT VIDEOS optimized properly will give you more online exposure than creating 1000 pages in a website. I promise. Besides who has time to write content for 1000 pages?

Video Creation Has a Few Powerful Extras that writing content only for a website does not. When you create just one video, you now have a piece of highly relevant content the search engines want, conveying your voice, your message and your beliefs to the world. There's a reason Google owned YouTube is being built into TVs.

This gets better. You can also extract the audio from the video and now you have two pieces of content. Video and audio (for the drive to work people).

Better still, take the audio and have it transcribed and now you have three pieces of content (the readers now have a copy).

I call this The **Relevant Content Creation Effect**: The 3 pieces of content you now have that cover all three learning modalities are not equal to three, they are the **equivalent of 27**. The combination of all three gives you another 24+ pieces of content (partial list below). Now you have

blog posts, podcasts, articles, presentations, webinar materials, web pages, book pages, Tweets, Facebook posts, press releases, etc...

Some Content Repurposing Ideas: 27 different ways (there are more)

- Post for Your Blog
- Guest Blog Post
- Facebook Post
- YouTube Post
- Vimeo Post
- Daily Motion Post
- Meta Café Post
- LinkedIn Post
- Pinterest Post
- Teleseminar Class
- Webinar Class
- E Course Training
- Ezine Articles – Content for links
- Online Course - Workshops
- Blog Talk Radio - Podcast
- List Building Freebie (Special Report)
- Signature Speech (aka) Elevator Speech
- CD - Product
- DVD - Product
- Kindle Book - Author
- Hard Cover Book - Author
- Live Event – Training, Lead gen
- Small Event – Training, Lead gen
- Coaching & Mentorship - Workshops
- Membership Sites - Exclusivity
- Press Releases - Links
- VIP Days – Exclusivity

BONUS Content Creation Points: Not only will you have content for all of the above, but when you create your individualized messages speaking to each pain point your clients/patients experience, you will be creating the exact materials needed for that book you've always wanted to write!

How? Each piece of content can be compiled into a collection and then edited into a book. MouseTrap Marketing, my second book, is an example of this exact tip being applied. Each section is a modified lesson I had created for the students of my Elite Coaching group.

6 BONUS OBSERVATION – THE OVERLOOKED OPPORTUNITY

The Single Biggest Marketing Mistake: **No Complete Customer Engagement System in place (CCES).**

Once you have a paying customer, *most* businesses forget about them.

Electronically Connecting with, Following-up with and Re-Engaging with an established customer is 10x more profitable and effective than prospecting for new customers. It's also 10x less expensive to do than using the old 'traditional' methods.

This overlooked opportunity is very easy to implement and once set up can be a completely automated process driven by a customer's behaviors.

7 WHAT'S NEXT?

If you are interested in a no-obligation one on one strategy session, please call (816) 482-3755 and request a consultation. Please mention this book when doing so and I will waive my initial fee.

Sincerely,

Wesley J. Harrison

<http://wesleyharrison.com>

If you have any questions, please feel free to contact me:

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