

Take Your Business to YOUR Next Level !

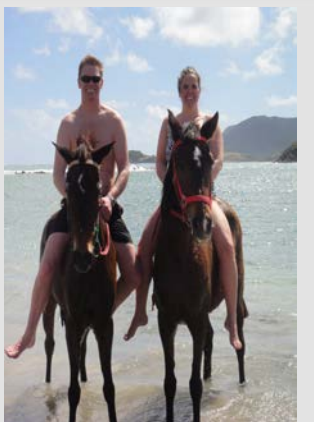
Presented by: Stacey Hylan

[www. BusinessOptimizerCoach.com](http://www.BusinessOptimizerCoach.com)

What you will learn:

1. My best strategies that my one on one clients use to get happy dance results (you know...when you get new clients, double sales, reach and exceed your monthly and yearly goals) so you can too.
2. How to Get More Clients and More of Your Best Clients.
3. How to create momentum so you don't have dry spells in your business
4. What to stop doing so you don't repeat the same year over and over!

A little about me...



What is YOUR Next Level?

- 2014 What do you want?
- Business:
 - Income
 - Time off
 - Impact
- Personal

What to Stop Doing!

1. Looking for the Magic Bullet, Fairy Dust, Miracle Pill, etc
2. Learning without implementing.
3. Feast or Famine Marketing
4. Leaving \$\$\$ on the Table.
5. Marketing to Everyone.

How to Get Happy Dance Results

1. Market to Your Perfect Clients

- Pareto Principle : 20% of the customers account for 80% of the profits

Who is your perfect client?

- Figure out your current top 20% of client base
- What do they have in common?

B2B

- Location
- Size co
- Gross sales
- Years in business
- Number of employees
- Trade journals
- Events they attend, tradeshow, networking,
- Business and professional groups they belong to
- Other services and products they buy

B2C

- Zip code
- Age
- Marital status
- Children
- Hobbies
- Magazines , things they read
- TV shows
- Radio
- Newspaper
- What are they searching for online Keywords

Know Your Perfect Clients

- What are their problems or challenges?
- What keeps them awake at night
- What are their gaps?

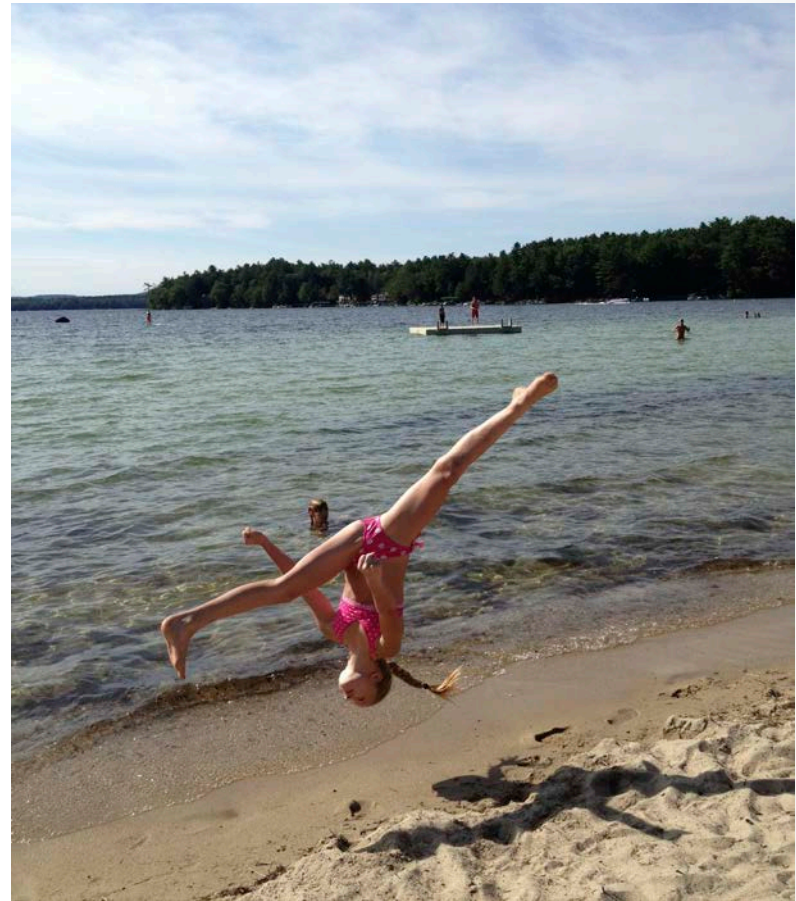
Where are they now?

Where do they want to be?

- What do they want vs what they need?

How to Get Happy Dance Results

2. Get UP FASTER!!!



How to Get Happy Dance Results

3. Use the Power of Leverage- Getting MORE out of less.

Your time

Your knowledge

Leverage Your Time

- Look for multiple ways to use everything you have.
- Outsource
- Train your team

Here are some places to look in your own business to leverage your content:

- Blog posts can be used to create short snippets for tweets and Facebook and Linked In updates to drive traffic to your blog.
- Speeches can be used for content for videos, blog posts or newsletters.
- Old products can be used for bonuses or incentives with a new product or service.
- Excerpts from books or audios can be used for giveaways in exchange for an opt in to your website.
- Articles and videos can be submitted to article directories like www.EzineArticles.com
- Videos can be submitted to video syndication sites like www.TubeMogul.com for more widespread distribution than you would get on your own site.
- Photos can be used to generate engagement on Social Media sites.

How to Get Happy Dance Results

4. Uncover Your Hidden Profits in Your Business

- \$\$\$ You are leaving on the table in your business
- Follow Up
- Conversions
- Sporadic marketing
- Sales process not optimized
- Follow up

How to Get Happy Dance Results

5. Get Out of Your Comfort Zone!!!



Create More Momentum

1. Implement!
2. Stack Your Marketing
3. Manage your state

Create your ACTION Plan

- Which of these strategies are you going to implement?
- WHEN?

Want to Reach YOUR Next level?

“Stacey, you are in my head and I LOVE YOU!!! Leverage, leverage, leverage. Working hard everyday, creating things that I can use again and again! Saving time AND MONEY!! Thank you!” *Joyce Shanks, Owner, eCause Canada Inc.*

“I wasn’t sure that having a coach would help me build my new marketing agency, but **after just two sessions with Stacey, I landed the client I’d been aiming for!**” *Sally Blodgett, Artemis Services*

“**Last year, working with Stacey as my marketing coach, I increased sales by 178%. That is even more amazing when you consider it was at the depths of recession** in the logistics industry, which was hit hard. This year we are already at a 30% increase over last year’s incredible growth. The combination of Stacey helping me with designing marketing pieces that allowed me to reach the decision makers, building sales skills and sales management for my team, and having the accountability to get it done even with my business travel schedule, has been a huge asset. **The return on investment from the coaching has paid for itself many times over.**” *Don Norwood, President, High Definition Logistics* www.HighDefinitionLogistics.com

My Gift to You

FREE 30 minute Marketing Strategy Session (\$297 value)

We will:

1. Find where you are leaving \$\$\$ on the table.
2. Figure out what has stopped you from reaching your goals in the past.
3. Create a plan for how to reach your next level in 2014.

Sign up here: <http://businessoptimizercoach.com/strategy>

**Remember, Don't just learn,
IMPLEMENT!**

Email me at:

Stacey@BusinessOptimizerCoach.com

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<http://www.businessoptimizercoach.com/strategy>



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