

How To Get Off The Roller Coaster & On The Escalator

Escalator
*Marketing*TM

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Dear Colleague,

Everywhere you turn, gurus of one type or another are telling you to increase conversions, “sell” more (whether through soft selling or traditional selling) and focus on increasing your profits.

There are ways to do that without alienating, steamrolling or hugging your clients to death.

And yet the “old” ways of doing business – launch-based marketing funnels and marketing pyramids – have significantly shifted in this new economy and for good reason. Personally, I think it’s about time.

To be successful, you need to focus on the client and HER needs and do it in such a way that the relationship is honored. . .on both sides of the equation.

It’s not about you providing everything for free while hoping that your prospective client will sign up for something and it’s not about seeing “how much” you can get from her.

It’s about mutual support. An exchange of energy, money and value and, when done with Extreme Client Care™, your client always feels she got the best end of the deal.

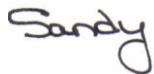
Before we get into details, I want to share a couple of definitions as used in this report:

Extreme Client Care™ = Think of how you want to be treated and then go a step further in everything you do. Ensure that your clients walk away from EVERY contact with you feeling served and served exquisitely.

Nurturing Sequence = Automatic follow-up with customer or client. Usually sent via email autoresponder.

Before we jump in to an overview of Escalator Marketing™, it’s important to start with what you know and are likely implementing in your business today – and why it doesn’t work.

Ready? Let’s get started. . .



Sandra Martini
Founder, Escalator Marketing™ &
Creator, Escalator Profits Program™

Why Most Online Businesses Fail

Chances are you know the statistics:

- 4 out of 5 small businesses fail in the first 2 years
- 63% of small businesses fail in the first 5 years

And, according to the Small Business Administration, they fail as a result of

1. Lack of vision and SYSTEMATIC strategy
2. No marketing SYSTEM
3. No client follow-up SYSTEM
4. Trying to do too many things at once
5. Do everything ad-hoc and no SYSTEMS

And a separate Dun & Bradstreet report found that businesses fail as a result of not recognizing their weaknesses and, when they do recognize them, not getting help in resolving them.

Add to the above, which is true of small businesses in general, the fact that online business owners tend to be more focused on the latest technique, software, strategy or other bright shiny object and I'd be willing to theorize that online businesses have an even greater failure percentage.

Scary, isn't it?

Especially when you're banking your entire future on the success of your business.

Let's take a quick look at what's going on. . .

Employee vs Entrepreneur

Most entrepreneurs were an employee at some point in their lives. The “employee” mindset is hard to break and can create problems for you as an entrepreneur:

Employees work set hours	vs	Entrepreneurs work on their own schedule
Employees are paid for “showing up”	vs	Entrepreneurs generate revenue when they do the right things at the right time and for the right people
Employees are recognized for going above and beyond	vs	Entrepreneurs are recognized by an increase in profits
Employees often get weekends off	vs	Entrepreneurs work “as needed” in order to finish a project

In order to be a successful entrepreneur, you have to embrace that YES! you have the freedom to work **when you want** and how you want to **AND** you have the responsibility to work **when your business needs you** to.

It’s time to let the employee mindset go so you can fully embrace who you are as an entrepreneur.

Mired in Overwhelm

The typical business owner is mired in overwhelm and confusion. . .not sure what to do or when to do it.

Everywhere she turns, another guru is telling her to focus on this, or that, or this other item. It’s business by bright shiny object.



EEK! No wonder you're confused and overwhelmed. And the above doesn't even begin to cover it all.

There's the:

- Lack of support
- Not having enough confidence in "it" (your business)
- Not having enough confidence in yourself
- Belief that it's too hard
- And, most importantly, an insufficient "why" – WHY are you in business for yourself? (And no, it's not "money"!)

These all combine to create a muddle of overwhelm, confusion and frustration – oh. . .and very little revenue.

And rather than strategically implementing that which you know and which resonates with you, there's a good chance you're tempted into purchasing the "latest and greatest" program, product, service, mastermind membership, etc. – all with the intense hope that "this" will be "the one" to take your business to the next level.

The gurus and internet marketers are thrilled. This is exactly what they want – for you to be seeking out the next opportunity (which they're happy to provide) rather than having you step back, reassess and build your business as a business, designed for you and the way you serve clients.

Marketing Funnels and Pyramids Don't Work

For years, decades actually, you've been taught to create marketing "funnels" and "pyramids" and that these, in essence, create the backbone of your marketing plan.

They don't work.

Let's start with the marketing funnel. . .



Wide at the top, this is where your prospects first learn about you – where awareness is created.

The thought is that you want as many people "falling into" your funnel as possible as only a few will make it all the way through. It's considered a numbers game.

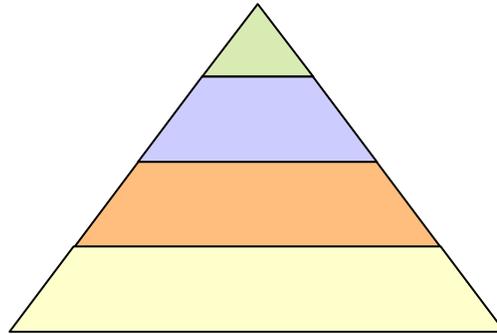
And the funnel bottom. . . narrow, designed to allow only a few through, this is where the high end programs, products and services are located, waiting for those lucky enough to reach the bottom of the funnel.

All the motion surrounding the funnel is negative:

- As the entrepreneur, the funnel model is designed so that you spend a lot of energy filling the top part of the funnel and are able to serve an ever-reducing amount of clients as they progress down through the funnel.
- As the client, the funnel model is designed to put more and more pressure on you to invest at a higher and higher level as you progress down through the funnel.

It's a harsh image, but I often think of a marketing funnel as akin to a meat grinder in its treatment of clients which ties in with the fact that funnels are often used/promoted by those who are often viewed as more "hard core" marketers.

And onto the marketing pyramid. . .



Wide at the bottom, this is where your prospects first learn about you – where awareness is created.

The thought is that you want as many people stepping onto your pyramid as possible as only a few will make it all the way to the top. Just like the funnel model, it's considered a numbers game.

And the top of the pyramid. . .narrow, designed to allow only a few access, this is where the high end programs, products and services are located, waiting for those lucky enough to reach the top of the pyramid.

Many marketers who believe themselves to be “softer” use the pyramid as a way to move away from the traditional funnel paradigm – problem is that the pyramid doesn't work either.

Everything about the pyramid is incongruent with a soft-style, relationship-based marketing approach:

- As the entrepreneur, the pyramid model is designed so that you spend a lot of energy moving people from one level to the next with the end result being that you serve an ever-reducing amount of clients as they climb each level – not exactly a high impact movement.
- As the client, the pyramid model just feels hard...pyramids are not designed to be flexible and the effort to progress from the bottom to the top is significant.

I've seen businesses with 5-10 marketing pyramids to try and cover everything they're doing – how can the business owner keep track of it all and, worse, how can she expect her client to keep it all straight.

Neither the funnel nor the pyramid models impart the feeling of “welcome” and “I appreciate you” that your clients are looking for. . .and your business should automatically (read “consistently and through systems”) provide.

Launch-Based Models Don't Work

You know the launch-based business model – revenue comes in when you launch something new (a program, product or service) and when you're not launching something, incoming revenue tends to be limited.

It creates a Revenue Roller Coaster in that one month you're doing great and on top of the world and the next, you're scraping things together to meet your basic expenses.



I think of it as the “YES!”/”UH OH” model, it's not a business/lifestyle model I'd wish on anyone and yet it's likely the most prevalent among small business owners and entrepreneurs.

While you may have never heard it described as a “Launch-Based Model”, if you're living this model, you know exactly what I'm talking about and it's not a comforting place to be.

Just describing it here feels stressful – living this model takes its toll on your energy, your motivation (your campaigns sound desperate to your readers. . .seriously, they do!) and your client care. It's hard to serve your clients when you're consistently worried about where your next mortgage payment will come from.

Sadly, most business owners I know, even the ones who proclaim themselves as “million dollar this” or “million dollar that”, are launch-based.

Miss a launch, don't pull in the numbers you were hoping for and your business is in trouble.

It's no way to live and it's certainly no way to design your own business. Who would willingly do this to themselves?

Welcome to Escalator Marketing™

Now that we've explored why the marketing funnel-, marketing pyramid- and launch-based business models don't work, let me introduce you to what does:



Escalator Marketing™

To describe the basic concept, let's take a look at what a typical escalator does:

- As a moving staircase, it's fundamental purpose is to support you, whether you're standing, walking or racing to meet your goal, it's there. . .supporting you *every* step of the way.
- It smoothly moves you from one level to the next as you check out the offers and choose what resonates most.
- It naturally has a feeling of smooth, consistent movement and is designed to have a greater impact than either the funnel or pyramid as its purpose is to support (or impact, if you will) a greater number of clients. . .and, the system just keeps supporting as everyone receives the same, consistent experience.

For the entrepreneur, the escalator provides a consistent, supportive experience to every client who comes along, thus leveraging the work that you do – regardless of whether you have one or one million clients.

For the client, she receives support, consistent support, every step of her journey and clients, whether they'll openly admit it or not, crave consistency in both value and experience.

While not glamorous, the escalator does its job of supporting you, day in and day out, regardless of whether you're standing, walking or racing forward in your business.

And, as I always say:

**It's the ordinary things done consistently which
bring extraordinary and consistent results.**

So. . .how's it work?

Escalator Marketing™ starts with a few basic premises:

1. You're in business to make a positive impact on the lives/businesses of your clients (regardless of your industry) *while* creating the *profits* required to live *your* desired lifestyle (whatever that looks like).
2. You believe in being there for your clients. . .the relationship is more important than the money.
 - a. How you show up and are "there" depends on your industry
3. Your business is a "house" on the outside and a "mall" on the inside.

Let's review that last one. . .

With all the marketing messages out there from those which can be considered competitors of your business, you want to make it as easy and desirable as possible for someone to enter your business.

And by "enter", I mean visit, and stay on, your website.

Picture this. . .you're walking down the street (or on the web) and you see two houses (businesses) you're interested in learning more about:



Which one are you going to approach?

Think about your very first reaction as you looked at each picture. The house on the left is beautiful, yet overwhelming. As a first-time visitor, *where* do you go? There are simply too many choices and it's unclear which door to enter through.

The house on the right however makes things very simple – you know exactly where to go and what to do when you get there.

Your business is like a house. You want to have a single door for new visitors to easily identify and enter through. Otherwise they don't know what to do and a confused person always leaves to find someone who makes it easy.

And, once they cross that threshold into your business, you want them to see the different levels you have available to meet their needs – let your clients know that you have offers for them at all levels of their business growth.

This is where the “mall” analogy comes in:

Ground Floor = the foundation of your business. Your newsletter, blog, social media, free teleseminars/webinars/webcasts, etc.. .all the ways you communicate with your prospective clients and generally includes your overview or entry-level program.

Resource

To learn more about my entry-level program, visit
www.GetItDoneRightTheFirstTime.com

Up the escalator. . .with you gently supporting them

1st Floor = Different offers around one of the themes of your business. In my business, the 1st Floor includes programs and products designed to help my clients attract more clients and generate revenue quickly.

Up the escalator. . .with you gently supporting them. After the quick results they see from the 1st Floor, many clients choose to walk quickly up to the next level and that's totally okay. . .the escalator supports them every step of the way.

2nd Floor = Different offers around another theme of your business. In my business, the 2nd Floor includes programs and products designed to help my clients increase their productivity and efficiency through customized systems and leverage for everything they do.

Up the escalator. . .with you gently supporting them. After the quick results they see from the 1st Floor combined with the increased time realized from the 2nd Floor, many clients choose to run up to the next level and that's still totally okay. . .your escalator supports them every step of the way.

3rd Floor = Different offers around another theme of your business. In my business, the 3rd Floor includes programs and products designed to help my clients keep more of the revenue they're creating, that is, increase their bottom line profits.

The “different offers” include programs, products and/or services for clients at different points in their business and with different requirements.

It’s important to note here that not every floor of every business does, or should, look alike.

For example, you could just as easily set up your floors so that each level contains yours programs, products and/or services designed specifically for clients at different growth stages of their business: beginners, intermediate and advanced.

There’s no “right” or “wrong” way to set it up. The key points are that:

1. You should be doing only those things which resonate with you.
2. Each offering (program, product and/or service) should have a natural flow into other things you offer, while supporting the overall mission of your business.

Creating Your Mall

What does your Ground Level/Foundation Level include? Remember, this is where your ideal and choice clients are introduced to you.

To start, pick no more than 3 activities that you focus on consistently. As you make them a habit, you can add others which resonate with you.

Sample activities for your Ground Level include:

- Article marketing
- Free teleseminars
- Live networking
- Group forums
- Attending events
- Hosting events
- Social media (Twitter, Facebook, etc.)
- Ezine
- Publishing a book
- Blogging
- Podcasting
- Direct mail

After reviewing the above, and adding any other effective strategies you enjoy, which 3 visibility strategies will you focus on consistently for the next 21 days?

- 1.
- 2.
- 3.

Now that you have your Ground Level set, it's time to determine how you're going to build your floors.

Are you going to offer:

1. Group programs, products and services with a similar content focus together on each floor, irrespective of their skill level. To use a gardening example, you could have all your programs related to:
 - a. Growing veggies on the 1st floor
 - b. Growing fruits on the 2nd floor
 - c. Caring for your garden and gardening tools off season on the 3rd floor

2. Group programs, products and services with a similar skill level together on each floor, irrespective of their content. To continue our gardening example, you could have all your programs related to:
 - a. Beginner gardeners on the 1st floor
 - b. Intermediate gardeners on the 2nd floor
 - c. Advanced gardeners on the 3rd floor

Either of the above methods works extremely well. It's a matter of how you prefer to set your business up – and can be created based on how you currently offer programs and services.

Will your Mall floors be defined by content or skill level?

- 1.

To assist you in locking in this new way of thinking about your offers, list sample programs, products and services for each floor:

<u>1st Floor</u>	<u>2nd Floor</u>	<u>3rd Floor</u>
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- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Extreme Client Care™ and Escalator Marketing™

An escalator is a system – it’s a moving staircase with one purpose. . .to support people (“clients”) as they go from one place to another in a smooth and consistent way.

Extreme Client Care™ requests that you provide exquisite and, when compared to what others offer, extreme, client care so that your clients *can't help* but tell others about how great your business is.

Extreme Client Care™ creates an experiential business – one where doing business with you becomes about the overall experience and not the simple transfer of money.

When you combine the two, you have a business which provides support and client care so consistently and so effortlessly that clients become raving fans with no desire to look elsewhere.

It's not sexy. It's not glamorous. It IS darn effective.

Practicing Extreme Client Care™ is simply a matter of putting yourself in your clients' shoes and asking how they'd like to be treated.

Take a few minutes to think about all the programs, products and services you've bought in your life – business and personal.

Now think about those instances which stand out to you as fabulous customer service or great experiences.

What was different about those experiences, how were you treated, how did you feel? Make a list.

-
-
-
-
-
-
-

Resource

Extreme Client Care™ lets clients/prospective clients know that you care about them as people, not as only another revenue stream.

Sample ways to practice Extreme Client Care™ in your business:

- Content in your ezine
- Free teleseminars
- Send give to new ezine subscribers
- Mail birthday cards
- Mail “thank you” cards or pick up the phone to say “thanks”
- Hosting client-only events
- Promote them in your ezine
- Send gifts as appropriate
- Hold contests to honor high achievers
- Special Q&A or private calls
- Send postcards with links to client-only articles/info
- Send “thought of you” clippings

After reviewing the above, and adding any other Client Care “touches” you, and your clients, enjoy, which ones will you implement starting today?

- 1.
- 2.
- 3.

Resource

Pick your Top 3 clients and start gently so as not to overwhelm yourself or them.

Practicing Extreme Client Care™ and Escalator Marketing™ combined with the delivery of your unique talents and skills ensures that your clients will fully experience you and your business in such a way as to turn them into happy, raving fans.

Why Escalator Marketing™?

While it sounds like a cliché, Escalator Marketing™ *truly* is about productivity, profitability and the freedom to enjoy them both.

It's:

- knowing your reason “why” for everything you do and letting that pull you forward and upward
- incorporating Extreme Client Care™ and caring about your clients so that everything you do serves them *while* serving your business
- creating offers which naturally flow into each other so clients feel supported and aren't wondering what to do next and you aren't in a place of desperation, quickly creating products to launch and praying people will buy
- creating multiple streams of income so that if one dips, there are others to keep revenue coming in (think of how your different floors could look here) and your energy high

I know that learning something new, while exciting, can be intimidating and overwhelming. Escalator Marketing™ isn't solely about learning. . .it's about putting these strategies into practice so you, and your clients, can begin reaping the benefits immediately.

The time to start is now.

To learn more and for a no obligation “Get Off The Roller Coaster” session with Sandy, please visit www.sandramartini.com/getofftherollercoaster.html

Meet Sandra

Sandra Martini, creator of Escalator Marketing™ and the Escalator Profits Program™, a leading small business expert, mentor and author, uses her experience and successes to teach entrepreneurs and small business owners smart, simple ways to create Extreme Client Care™ through systems; increase their profits and have more freedom in and from their businesses.

Sandy regularly offers:

- ✓ E-courses
- ✓ personal coaching & mentoring
- ✓ special reports
- ✓ FREE teleclasses
- ✓ FREE articles
- ✓ group coaching & mentoring
- ✓ teleseries
- ✓ E-books

....that help coaches, entrepreneurs and service professionals from all industries change the way they do business and truly turn their passions into profits. You can learn more about these great resources at www.SandraMartini.com.

Sandy's background includes degrees in International Relations and Russian Language, spending 3 years coordinating the marketing efforts of the Peace Corps, launching the AmeriCorps Domestic Volunteer Program, working with the White House to plan and execute Presidential Events, and spending 7 years working in the marketing and finance departments and being responsible for managing the Congressional Oversight process for Internal Systems and Controls of the Corporation for National Service (a federal corporation) before moving home to Massachusetts and spending 7 years as the Senior Director of Operations for a national satellite company.

Simply put Sandy's natural talents, experience and voracious appetite for learning have created a skill set unlike any other – the perfect balance between marketing savvy, intuition and results-driven systemic implementation.

For FREE how-to articles and tips to help you work smarter, not harder while increasing your profits AND to be notified of upcoming teleclasses and workshops, sign up for Sandra's weekly online newsletter *The Martini Advantage* at www.SandraMartini.com.

Sandy's award-winning articles on strategic marketing, productivity and time management and small business systems have motivated readers worldwide and are published regularly on hundreds of sites across the Web.

Sandy now lives in beautiful rural Massachusetts with her husband Jerry, their three dogs and two cats and loves the freedom that her business allows!

You can reach her at Sandy@SandraMartini.com.

For free articles and resources, please visit www.SandraMartini.com

Please see the following for a few words from some of our incredible past and present clients. . .

“I couldn't be happier with the service I'm receiving and the money I'm saving.”

"I can't believe how much more I'm getting done since hiring Sandy's "done for you" team! I finally feel like I'm able to work ON my business, instead of just IN my biz. Since hiring Sandy, I'm now spending my time on money-making activities like growing my list, launching new programs and products and creating JV relationships.

The transition to her team was smooth as silk and I couldn't be happier with the service I'm receiving and the money I'm saving having a highly trained and efficient team. I'm even sleeping better at night. Thank you so much for this -- I couldn't run my business without Sandy's team!"

Kendall SummerHawk
Million Dollar Marketing Coach
www.KendallSummerHawk.com



“Thanks to Sandy’s coaching and her team’s stellar help, I was able to create, launch and make money from a new product within 36 hours!”

“Sandra Martini has coached me through all the stages of a business start-up. And then -- through her Online Business Marketing & Management Team service -- her team actually provided the services that made everything possible. Thanks to Sandy’s coaching and her team’s stellar help, I was able to create, launch and make money from a new product within 36 hours!

I could not have launched my business without this help. Sandy helped me clarify my vision, map out each step, and understand what tasks needed to happen. I do the parts that are easy for me or that only I can do. Sandra's team looks after all the implementation. Recently, while I was on vacation, the business ran seamlessly without me because Sandy's team was making sure everything worked like clockwork.

My clients are treated with the same care and consideration that her staff treats me. All the tasks are done in the best possible way, making the best use of available technology, and in the most economical way possible. Sandy and her team are as passionate about wanting my business to succeed as I am. I get to make the best use of my time, energy and expertise, and leave the technical and administrative details to them. This is an arrangement made in heaven! Thanks!”

Bonnie Hutchinson
Soul Power Wisdom, Inc.
www.SoulPowerWisdom.com



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