



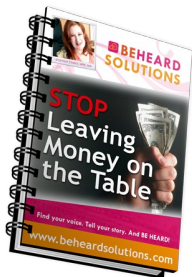
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SOLUTIONS**

# **STOP** Leaving Money on the Table



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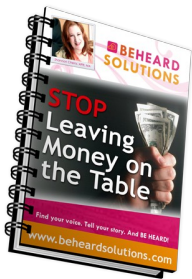
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## About the Author

### Shannon Cherry, Your Creative Relationship Marketing Expert



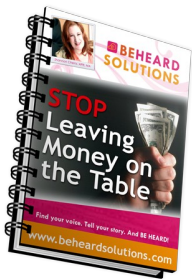
Imagine being the go-to person in your field... the expert your prospects want to do business with... the one everyone is talking about... the one getting more money consistently. Now imagine being that successful with authenticity and integrity... in a way that you build lasting relationships with those you serve.

Shannon Cherry, Your Creative Relationship Marketing Expert, helps you do just that by creating a powerful presence to make more money. Her background as a PR and marketing pro, as well as a TV reporter and anchor, combined with a unique ability to see through the clutter, gives her the expertise to build your exposure, increasing your credibility and visibility.

For more than 18 years, she has helped businesses increase their traffic, fill seats in programs and get more profits. Shannon has helped her clients appear in Parents, NewsWeek, Entrepreneur, USA Today and the New York Times, as well as on The Today Show, Fox News, The History Channel, CNN and The Oprah Winfrey Show.

She founded Be Heard Solutions in 2002 to help help experienced and ambitious, entrepreneurs, coaches and consultants to create and grow the business they desire without compromising on their sincerity and principles.

She proudly walks her talk: Shannon's business has been debt-free since its inception and she consistently works only 25-27 hours per week to spend more time with her family in the capital of New York.



## *Are you leaving money on the table?*

If you've been in business on the Internet for any length of time, you are probably coming to the conclusion that the same old, same old just doesn't sell the way it used to anymore.

That's because customers are savvier than ever. That doesn't mean they're not buying. It just means they are going to think a bit more about you and what your offering before handing over their hard-earned dollars to you.

You see, when we're in business for a while, we learn how to sell, but somehow it starts falling flat.

And the reason why is that we start focusing on the numbers (that is, how many sales) instead of the people we're selling to. To be successful—and to stop leaving money on the table, you need an eye on both.

That's where creative relationship marketing comes in.

Creative relationship marketing is a strategy designed to foster customer loyalty, interaction and long-term engagement.

It's designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication.

This approach often results in increased word-of-mouth activity, repeat business and a willingness on the customer's part to provide information to your business



to actually improve your offerings.

**But dont be fooled.**

We're still talking about marketing here.

Dont fall so in love with the relationship that you forget about the marketing.

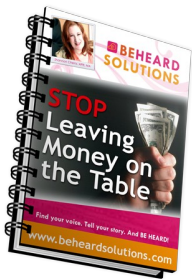
Just because the word relationship is in the term 'creative relationship marketing' does not mean you're going to focus on completely building a connection with each and every prospect you have. (That would be exhausting as well as impossible.)

Creative relationship marketing is about *getting the customer to stick around long enough to keep shopping with you*. And it's about making sure that customer comes back next time to buy more stuff.

**So where does the creative part come in?**

As much as relationship marketing hasn't changed much in decades there is something that IS new. It's the creative use of assets and the way we build relationships with prospects and customers.

It's not about pushing a marketing message through as many ways as possible. It's about pulling -or attracting -the right prospects to you.



It is a fact that people do business with people, and that they find it far easier to do business with people they like.

So, a deadpan this is who we are, this is what we do and you can fill this form in to contact us' type of site no longer cuts the mustard as far as the modern consumer is concerned, because they want so much more from you.

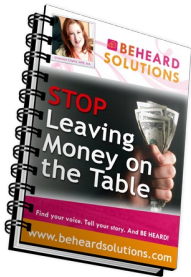
And this pulling through creative relationship marketing instead of pushing gives you your competitive advantage. It's what differentiates you from others in your field and gets people liking you.

And even if you think you're doing pretty well in the creative relationship marketing department, think again. I've reviewed these five mistakes consistently with many coaches, consultants and business owners – and the fact is most are making at least two of these mistakes.

Don't worry if you are making some or all of these mistakes. I'll be sharing some creative relationship marketing strategies that will help you rectify that!

And I want you to be reading closely... because in every mistake there's one thing they all have in common. It's something that I'll share at the end of this report.

(But don't skip ahead. that would be cheating. ;) )



## ***Mistake #1: Not knowing that you're a marketer, first and foremost.***

It's one of the hardest concepts to get – even for people who market others for a living – if you don't market yourself and your expertise, your business has little chance in succeeding.

Count the tombstones of the businesses out there. Only half of small businesses created last more than five years, according to the U.S. Small Business Administration Office of Advocacy.

That means your business has a 50% chance of making it. Sure, as a more experienced entrepreneur, coach or consultant, with a few years under your belt, your odds are better than most. But the stats don't lie.

The sooner you realize that no matter what business you're in, you're also in the business of marketing yourself, the better.

Because if you don't, you have no business.

The world is changing, and the pace of change is accelerating. The population of small businesses is expanding faster than their business clients.

This is why the battle for clients & customers, and the battle for recognition in the marketplace is the single biggest concern that businesses — of all sizes — face in the war for survival.



## Marketing and Business Development as Strategic Weapon

The science of marketing and business development is at the core of every battle for clients and customers, and yet, ironically, this critical business discipline is still shunned by many who think of it as nothing more than cheap advertising and unseemly begging. The study of markets (aka "marketing") is what fuels the success of every successful business, and yet most small business owners, coaches and consultants still don't really understand the marketing function.

Marketing is not just advertising and it's not a bunch of used-car sales techniques. It is the study of:

- why your clients buy your services
- what services they buy, when and how they make buying decisions
- what they are willing to pay for those services
- what would make them buy more
- what other products or services they want from you
- what causes them to defect and what causes them to stay with you.

In short, it is the essential understanding of how your cash register rings.

Many small business owners are also struggling with the idea of business development programs, which are the means by which you capitalize on your marketing information and knowledge.

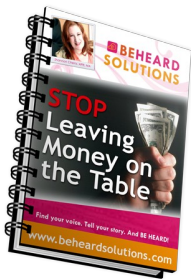




If marketing is studying your customers to position and communicate your services to meet their needs (getting ready for battle), then business development is coming up with a plan to win those customers and get more of their business (a specific strategy and tactics for winning the war).

The business development plan provides a suggested road map for how to reach clients and prospective clients, how to win them over, how to build intimacy and expand relationships with them, and how to keep them amidst the turbulent seas of change.

Those who ignore the importance of marketing or see it as a box of charlatan's magic tricks will be left behind, waiting for the phones to ring, and pining for the good old days when you just needed to hang out a shingle and put an ad in the yellow pages to get customers and clients.



## ***Mistake #2: Not using offline marketing methods along with online marketing tactics.***

Many people ask why even bother with offline marketing, when most people are online and using search to find you. Well, while it's true a majority of people in the US, Canada and Europe are online, the fact of the matter is offline marketing methods still reigns supreme.

As a matter of fact, a recent iProspect study showed that more than 67% of all people who searched for a specific topic – like yours – online, was only motivated to do so AFTER finding out information offline first.

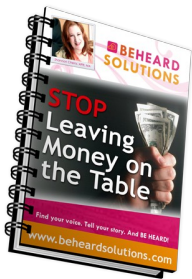
So you may be missing your highest paying customers if you ignore offline marketing. Plus, with some of the offline marketing methods, you actually enhance your credibility MORE than with most online methods.

Here are a few ideas to get you thinking offline:

**1) Direct Mail** -- Nothing beats direct response when it comes to results-driven proven advertising. And messages sent directly to your highly targeted market via direct mail can deliver a terrific return on investment (ROI) when tested properly. We love using postcards, because not only are they cheap to design and send, but you can also send out letters as well as newsletters.

Want to see a direct mail campaign in action? Go to:

<http://www.beheardsolutions.com/thanks> and get on the Be Heard! Priority



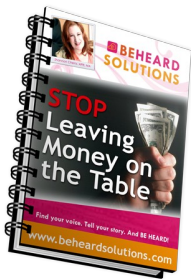
Customer Mailing List. You'll get additional exclusive bonus gifts, tips and offers from Be Heard Solutions.

**2) Flyers** -- Who says you can't hire a high school student to stuff mailboxes or stick them on windshields? Post them on community bulletin boards, on telephone poles, wherever you think your target market will see them. Obviously if you are selling a high-priced financial course, it would be better to target the windshields of a fancy hotel than your local Wal-Mart.

**3) Letters to the Editor** -- The Letters to the Editor section is the most read section of any publication. Yet, the editors we talk to say that they never get enough! Simply comment on a recent story showing off your expertise. Don't forget to sign it with your name and your website url.

**4) Start a Talk Show** -- If you can generate enough content, your own local talk show may be another avenue to cut through the clutter. In most communities, there are local TV access stations that have these types of programs, and in most cases the community stations are free to air your programs. And if you think you aren't ready for the bright lights of television, there are also many radio stations who might be interested as well.

**5) Creative Business Cards** -- Besides using both sides of your business cards and putting a compelling benefits-oriented message on it, there are many other creative ways to put your business card to work for you. Of course, odd-shaped and "rolodex-styled" cards stick out from the crowd as well. A good lead generation device is to offer a free report or other gift on the back of the card. Then just distribute them where your prospects live.



Now one of the best –and low cost – ways to use offline marketing is to get media coverage is by using press releases.

Think about that for moment... If you received media coverage form a prominent news outlet, wouldn't that enhance your status as the expert people need to use? And of course, you can announce that exposure online as well.

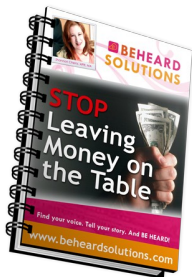
A press release is a newsworthy story about your business that you submit to various media outlets ~ newspapers, radio, television, magazines, etc. If the media is interested in your story, they may just interview you or run your press release in their publication.

A press release follows a specific format and is sent to solicit interest in your business. It's very important to remember that a press release is not an advertisement about your business. It is a newsworthy story that the media might just be interested in picking up. When thinking of press release ideas, put yourself into the shoes of someone reading a newspaper, watching a show, etc. What would they want to hear about? You need to convey that information to the reporter, editor or producer effectively.

The most important thing to remember is: dont wait for news to happen. Make it happen. Use your creativity when writing your press releases and create news.

### **Proper Press Release Format**

Your press release should follow a specific format and include a few key components. There are a few sample press releases and a template at the end of this guide. Reporters and editors receive many releases each and every day. You only have a few seconds to grab their attention, so write a succinct and



interesting story. The headline and first paragraph are often your only chance to get attention before your press release ends up in the shredder.

**And Never Forget!** This story is for your readers (the editor/reporter and ultimately, their audience) ~ tell them why it would interest them. You are not important.

Here's what your press release should include:

### **Date Instructions**

"For Immediate Release"

### **Headline**

Use an attention-grabbing headline. There's a fine line between a promotional headline and a headline that gets attention, but don't be too mundane and factual in your headline. That's boring. Here are a few headline ideas:

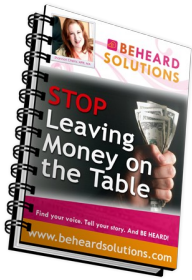
*A Headline for a Nutritionist:*

76% of People Surveyed Eat at Fast Food Restaurants More Than 3 Times Per Week, Contributing to a Growing Obesity Program in US

*A Headline for a Night Club:*

Single Richmond Residents are Invited to Find Their Soul Mate at Valentine's Day Dating Game Fundraiser

*A Headline for a Florist:*



## Local Residents to Be Awarded in an Upcoming Rose-Growing Challenge

### Summary

Before you get into the body of the release, write a sentence or two to summarize your press release. Make it interesting, you want the recipient to keep reading. Also, include the area to which this release is relevant.

### Content

This is the meat of your press release. Again, write a benefits-oriented story. Think of the target audience as you are writing. Your target audience is partly the editor or reporter who will be reading the release, so write it in the style of the local newspaper for the most accurate results.

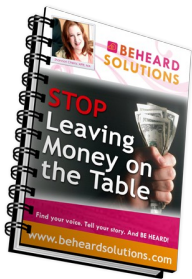
The first paragraph should answer all the important questions - Who, What, Where, When, Why & How? You only have a few seconds to keep an editor's or reporter's interest. Here's your chance.

### Signify the End of Your Press Release

Use ### to let a reporter know your release is finished.

### Contact Details

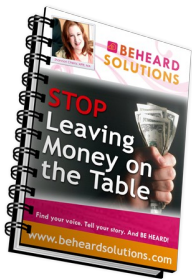
Include as much information as possible here. Make it easy for the media to contact you. Include your phone number, address, company name, fax number,



email and URL. Include the hours you are available at the listed phone number and add an after hours phone number, if applicable.

### **Additional things to keep in mind when writing your release**

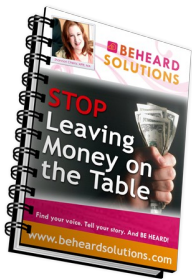
- Keep your release to about 1 page (or 2 pages maximum).
- Number your pages 1 of 2, 2 of 2, etc.
- Avoid the hype. Don't use big words and adjectives. Stick to the facts in plain English, ma'am.
- Focus on benefits: What problems do you solve for your customers or website visitors?
- Use bold headlines to get attention.
- Break up your paragraphs for easy reading.
- Tweak your release when sending to different media outlets. If you are sending it to the local paper, your content may be slightly different than if you are sending it to a trade journal.
- If you are sending your release by mail, use 8 1/2" x 11" letterhead. Use only one side of the paper. If your release is more than one page long, write "more" at the bottom.
- If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email.



- Back up your claims with facts and statistics. Often the media will publish your press release without interviewing you or making substantial changes. They may not even have time to check your facts, so if they are dubious, then they may just toss out your release.

Sometimes you may not have the time to learn a new skill like press releases. That's when you want some additional help – and that's when you can turn to [Press Release Success](#). It contains a how-to guide, templates and software to make sure you get the job done RIGHT without too much effort.





### ***Mistake #3: Little to no follow up with prospects.***

It never ceases to amaze me how few business people make the time to follow-up after they have made initial contact with a prospect or customer.

In the last few months, I can think of at least eight different situations in my own life (business & personal) when someone did not bother taking this initiative.

These included:

- a contractor who came to our home twice to put together a quote for a new roof and some various home repairs
- two different people who spoke to me about creating a SEO plan for my business
- a business coach where I signed up to listen to her free teleseminar
- a non-profit leader who was asked to send information

In each of these situations, I was very interested in the product or service offered by the vendor. But it was their competitors who won my hard earned money because they followed up with me.

But I get it. Establishing a client relationship is a lot like dating. You don't want to seem too eager, but you don't want to be overly relaxed either.

As a business owner, coach or consultant, it's essential we come across as professional and confident. If we look needy or over-eager, we'll scare business away. (And who needs that?)



In addition, studies show that it takes at least 7 -13 times (and some say even more) for a prospect to even recognize you and your expertise. In fact, A recent study conducted by Sales and Marketing Executives International concluded that 81% of major sales are closed sometime AFTER the seventh contact.

That means if you follow up just once or twice, you're missing sales and long term clients and customers.

It can hard to follow up without feeling creepy or pushy. But it is our responsibility to keep following up with our prospects until we know for certain if they want to do business with us.

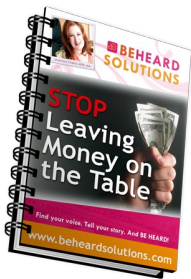
Here are some ideas to follow up in a way the increases your visibility, shows off your expertise, and more importantly, lands more sales.

### **1) Create a series of autoresponders.**

Email autoresponders allow you to keep reaching out to your prospects without you having to do it each time someone signs up with their email address.

Basically, you set up a whole sequence of autoresponder messages going out on any day you choose. For example, message #1 might go out immediately, then message #2 goes out 2 days afterwards, next message #3 goes out on day 5, then day 8 comes another message, etc, etc.

And the best part is everything is done automatically for you because it's triggered when a prospect submits their email address (perhaps for your ezine or for your free teleseminar). So that means you can simply set up your system



once and then it keeps working over and over again like a tireless moneymaking robot making sure no prospect ever slips through the cracks.

There are several wonderful programs out there that include sequential autoresponder services. I personally use [Aweber](#) and [WahmCart](#).

## 2) Send a thank-you note.

Sure, you sent an email thank you and even made a phone call.

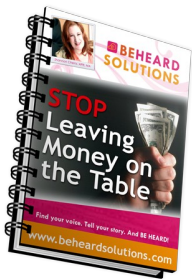
But, nothing beats a good old fashion thank you note sent via the U.S. Postal System. For some reason, being able to decipher handwriting and feel a card in your hands just makes you feel special.

If you want to make an impact, make your clients and prospects feel like they're important. Send them a hand-written note within a week of meeting them or when they purchase. They'll love it.

I use [Send Out Cards](#) for this. This card service actually takes your handwriting and makes it a digital font. You then can choose from more than 2500 cards or even create your own. It prints your custom card and sends it out within 24 hours!

## 3) Find a relevant, interesting article and send it.

This doesn't need to be an extravagant gesture. If you find a blog post your prospect would find interesting, send them a link. See an article about them in the local paper? Clip it and send it, along with a hand-written note.



Be creative here. To make this gesture personal, make a mental note of personal details about your lead when you're chatting with them. Do they have kids? Do they like to golf? If you remember these personal details, you're more likely to create an impression.

For example, you could send a networking acquaintance a note and a bunch of coupons for Quiznos because she mentioned it was her favorite place to have lunch. (In case you're wondering, I like Panera Breads, myself!)

People do business with people they like. Make yourself likable, and memorable, by being thoughtful.

#### 4) Follow-up with personal introductions

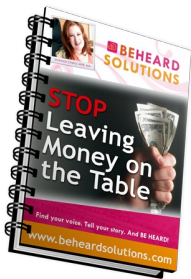
Here's the scenario: a business colleague gives you the name of a person that might be interested in doing business with you.

The first mistake we generally make is not following up with this person at all.

The second mistake is not having our friend make an introduction. Sure, you can get business by doing your own follow-ups, but isn't it more effective if you set up a meeting with you, your friend, and the prospect?

Calling a referral is a lot like a blind date: uncomfortable and awkward. Set up a group thing, instead.

The benefit? Things aren't so weird. Plus, your "old" introduction becomes "warm," and you have a living, breathing testimonial with you at lunch. My advice? When you get a referral, follow-up with the person who referred you.



Thank them. Set up a lunch or phone meeting with them and your potential client. Or at least have the person who referred you introduce you via email.

### **5) Offer one-time offers.**

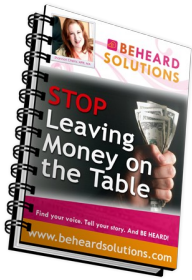
As a marketer you are losing out on a great source of income if you are not utilizing one-time offers (OTOs). A one-time offer is simply an up sale of an enhanced product or the cross sale of a related product. If you are selling an inexpensive product, say a \$27 report, why not attempt to up sell the customer while you have them on your site?

You can set up an OTO on any page. If you have someone sign up for you newsletter or ezine, you can add an OTO on the confirmation page. If you sell a product usually a low priced product you can set up an OTO on the download page.

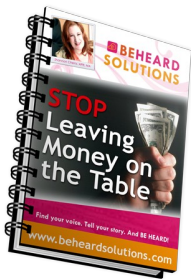
You should carefully plan your approach. The page with your one time offer should make it clear to that the customer is only going to see this page one time. Once they click the "No Thank You" link the offer will be gone forever.

When a client clicks on the no thank you, they would be forward to their download, confirmation page or another one time offer. Just because a client does not take the first OTO does not mean you cannot offer another. However you should be considerate and deliver the product the client purchased.

You actually saw a one-time offer in action when you signed up for this report at <http://www.BeHeardSolutions.com>. But perhaps, due to your excitement getting



the free report, you missed it. Visit <http://beheardsolutions.com/oto> to take a peek. But I need to warn you, just like any one-time offer, this one is limited. I've added a countdown which, once it reaches zero, will stop you from seeing the offer. (That means if you're interested [Press Release Success](#), you need to act now –and use that link to get it at a discount.)



## ***Mistake #4: Reinventing the wheel with everything you do.***

You already know that online and offline content builds your brand, creates more visibility and drives traffic to your business.

If you are like most entrepreneurs, coaches and consultants, you're now thinking, I don't have time. I can't write. I hate writing.

And your marketing campaign sputters and fails. And then your competition beats you, creating more buzz and making more sales.

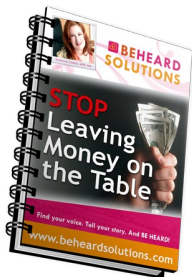
That's because they know that it takes, on average, 7 to 13 times for your prospect to see your message and connect it with you. That's why the big companies dominate the advertising market: they buy thousands of ad spots in order to make sure you remember them and what they are selling.

McDonald's spends more than \$1.5 billion every year on advertising ALONE! Are you going to compete with that?

So you're stuck. Produce content or die. And it is hard work, no doubt about it.

You can make life a little easier, though, by learning to recycle and reuse content.

Okay, it's not really going to have an effect on the environment, but it IS going to save you plenty of time and even money. Content is not a send it out once and



forget about it thing. Content can be used over and over, reworked and repurposed.

Not many people actually do this. However, those who do often make the mistake of simply copying everything in different formats. Unfortunately, this won't help you in the long run. Search engines including Google have caught on to this, and can give you the "Google Slap" (not include your content in search rankings). Media outlets look at copied content as hype, and will put you on their banned list. And your prospects will see right through this too.

So how do you repurpose your content the RIGHT way?

When you're getting ready to create a new report, conduct a teleseminar or create any type of content, always think about what previous content could help in this particular project. You might want to take snippets here and there, put the content into a new format or simply reuse the content again. There's no sense in doing the work all over again, when a lot of it might already be done for you.

The key is to stop reinventing the wheel and ALWAYS think of how you can do MORE with the content you already have.

That's where my [Complete Online/Offline Marketing System](#) comes in. It takes content recycling to a new level, where you easily use one idea or concept and turn it into more than 10 pieces of new content to market yourself. In addition, as one of the bonus items, I share a list of other ways to recycle your content. Get your copy at <http://www.ContentToProfit.com>.

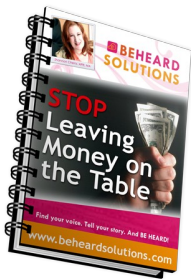
But in the meantime, here are a few ideas to get you thinking about recycling the content you already have:





- Refer and link to previous blog posts when making new content.
- Offer your podcast for purchase on CD.
- Put a checklist onto a laminated wallet card that your readers can carry around with them.
- Put a live teleseminar series into CD format with a workbook and sell it as a homestudy course.
- Create a rip card that showcases your best tips and allows people to tear off the bottom to request to be put on your list.

You get the picture. Always think of how you can do MORE with the content you already have.



## ***Mistake #5: Not getting companies to pay you through sponsorships to do your marketing***

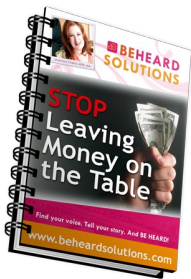
Most people think sponsorships are just for not-for-profits or for big name celebrities, but that's simply not the truth. Sponsorships are a business deal, not a donation or hand-out. Here are couple more things you need to realize:

- Sponsorships won't work if you are just saying, "Gimme! Gimme!" It's not about you. It's about creating a win-win.
- You need to offer a good marketing investment to potential sponsors. You see, sponsors are looking to exploit the commercial opportunities associated with you or your organization.

It is as simple as that...but perhaps the hardest to grasp.

But it's why National Be Heard Day, my [list building holiday \(List Building Promotion Secrets\)](#), is garnering a lot of sponsorship interest. I showed them why joining my list-building campaign is a good value for their marketing dollars. They get:

- media coverage from the associated press (as well as several other business related media outlet)
- increased exposure through the emails my JV partners send out, promotions on social media and much more.



▪Plus, companies will also be mentioned in proclamations by several government entities, include the NYS governor. So I help them connect with government officials as well.

Basically, I made it a 'no duh' kind of answer for them by showing them the value.

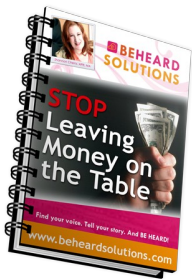
Prior to creating a proposal for a potential sponsor do your homework on this shiny new potential corporate partner of yours. If you have not, do not pass go and do not collect \$200 (or more). Always do your due-diligence in researching your prospect. In addition, seek their input.

Today, more and more emphasis is being placed on a tangible return so show them ROI. Remember creative and unique ideas sell but the key to a GREAT sponsorship proposal is having the right content and customizing that content to speak to your potential sponsor's needs/wants/desires.

In the [Sponsorship Made Simple Academy](#), you'll learn everything you need to create sponsorship proposals that highlight the right ROI for each sponsor. But in case you're wondering, here are the crucial elements your proposal needs to get a company's attention:

**1) Mission statement** –if you don't have one (which you should) tell them why you are doing this. This speaks to who your organization is and what you stand for.

**2) Statistics** –Next give them an introduction to the what you want the company to sponsor. Briefly sum up what it's about, total attendance or



target market (this gives them a number of eye balls that they will be exposed to), demographic breakdown including, a skew of age of participants and spectators, income levels, percentage of male vs. female.

**3) Inventory availability** - This should include the exposure opportunities that you can offer. Standard inventory includes such things as billboards, fascia boards, TV and radio spots, PA announcements, booth space at your venue or event and banner placement to name a few. In addition, this is where you apply those creative ideas that really help draw the sponsor in. Find ways to engage their product or service with your event attendee or spectator. Propose appearances, speaking engagements, autograph signing by your event participants, CEO, board members, celebrity participants etc. The key with inventory availability is not to present a laundry list of available inventory but to share with them the pieces that make sense for their business.

**4) Tailor your pitch** - This is the most important part of the overall pitch. Make this pitch speak to your sponsor. Remember that due-diligence you did in researching the sponsor and finding out their hot button? Apply that here. If their demographic is women and so is 65% of your audience make that as clear as possible. In your stats comparison, if you have direct stats that speak to the sponsor, use them.

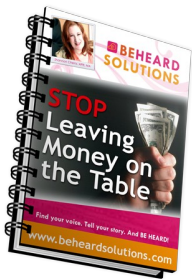
**5) Aesthetics**- The look and feel of your proposal needs to be appealing, attractive, creative and speak to you. Use pictures that stand out and represent your event. Action shots of the event itself and crowds enjoying your event are ideal. Take pictures of some of your key inventory and



display that in the pitch with your potential partner's logo on it. Make sure you really highlight the inventory or ideas that get sponsors the most exposure or are the most unique to your event/property.

**6) Investment** – Notice the word investment is used here. It reiterates that this is going to offer a return. Be clear and share with them what the expected investment level is here. Be just as clear with what they will be getting in return for their investment.

When closing your pitch make sure they know that you will take care of them and strive to go above and beyond their expectations. If you follow these steps you should be on the right track to creating a winning sponsorship proposal. For more help, check out the free ecourse at <http://www.sponsorshippmadesimple.com>



## **What do all these mistakes have in common?**

Now that you've got a good idea on how to stop leaving money on the table, it might be tempting to just go and start running with the advice in this report.

Before you do that you need to know what every one of the tactics I share in this report have in common. That way, you can evaluate all the marketing you're doing and see how you can improve it.

***Every one of these strategies use the same formula to help you attract more clients, increase your visibility and make more money.***

And it can be filtered down to three simple steps:

1. **Find your voice.** (Identify your ideal client and know how to speak with them in the way that makes you an expert.) It's more than just naming a target market, it's learning how to speak their language!
2. **Tell your story.** (Create the content that solidifies you as the go-to person for what you do.) The key is to identify what content and marketing tactics work in a sea of options and how to use it to your best advantage without reinventing the wheel!
3. **Be heard.** (Send out your content in the ways your ideal client will best see and hear it.) Knowing exactly what to do here will increase your traffic & visibility, attract more clients and multiply your profits!

The best part?



You can use these steps for any of the marketing strategies you do.

And I want to help you master creative relationship marketing because I really think it can help your business prosper.

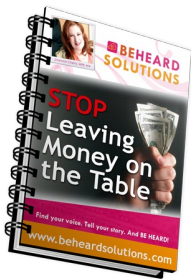
That's why I'm offering a free e-course that expands on these topics and gives you specific actions you can take to improve your relationship with your prospects in a creative and fun way.

If you already got this report from [Be Heard Solutions](http://www.beheardolutions.com), you're on the list to start receiving this e-course.

But maybe you got this report from someone else. (That's allowed, you know... you can even share it yourself. See details on the last pages of this report to find out how.) Then stop by to [Be Heard Solutions](http://www.beheardolutions.com) and sign up for FREE access.

And it's worth your time to do so, because I've added some very cool unadvertised bonuses along the duration of the e-course to inspire you and keep you motivated.

Visit [Be Heard Solutions](http://www.beheardolutions.com) and sign up today to learn more about creative relationship marketing and how it can help you attract more clients, get more visibility and make more money.



## How To Make This Report Your 24/7 Digital Sales Machine!”

I hope you enjoyed this free report and checked out some of the products and services offered by Be Heard Solutions, including:

- [Sponsorship Made Simple Academy](#)
- [List Building Promotion Secrets](#)
- [Press Release Success](#)
- [Be Heard Solutions](#)

***Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...***

Would you like to get paid a commission when the people you share this report with also buy one of the recommended products and programs featured in this report?

If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. You can then post it to your blog, share it on Facebook and Twitter, or even use it to build your list.

***And here's the best part...***

Your readers will also receive “giveaway rights” to this report. Which means, if they give it away **without** rebranding it (*and many will*), you'll get paid





commissions on ALL of their referred sales as well. Example: Let's say Stephanie downloads your report, but **does not** rebrand it with her ID. She then shares YOUR branded version with Bill who buys one of the recommended items guess what? **YOU** just got paid... *\$Ka-ching!\$*

Get excited! Because you're about to unleash your own "digital sales machine" that cranks out commissions for you 24/7 (*even while you sleep!*)

***Here's what to do next...***

**Step 1:** Go to Be Heard Solutions' PDF Generator at

<http://BeHeardSolutions.com/PDFGenerator>

**Step 2:** Click "Stop Leaving Money" at the top of the page to rebrand the report.

**Step 3:** Start sharing your new report with others and **GET PAID!**