

# **1** EMBARRASSINGLY **SIMPLE SECRET** TO SKYROCKET YOUR SALES



**USING THE 'GODFATHER TECHNIQUE' TO  
PREDICTABLY GROW YOUR BUSINESS**

**RICK BARRON**

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## Before I Reveal The Secret

I know you're interested to see if you already know the embarrassingly simple secret I agreed to share with you that will skyrocket your sales overnight, but before I do, I have to share a few definitions.

- *Client* is a general term for anyone exchanging money for your product or service.
- *Direct-Response Advertising* is a type of marketing designed to generate an immediate response from consumers, where each consumer response and purchase can be measured, and attributed to individual advertisements.



## How You Do It Now



How much of your marketing efforts can be measured? Provides a positive rate of return? Is worth re-running? If you operate your business like all but the most savvy, little to none!

Most “ordinary” businesses advertise and market like the big brand-name companies, spending (wasting) lots of money on image, brand and presence. These big companies have lots of reasons why they advertise and market the way they do, but most of the reasons have NOTHING to do with getting A NEW client or making a sale.

Your goal is much simpler and you should find successful businesses with similar goals to copy. Those are direct marketers. Examples of direct marketing companies just about everybody knows are the TV home shopping channels QVC and HSN, contemporary online catalog/e-commerce companies like Amazon and Zappos, businesses like Fruit of the Month Club and mass users of direct mail to sell things like Publishers Clearinghouse.

You share the same basic goal:

1. Spend \$1.00 on marketing, get back \$2.00 or \$20.00, fast, that can accurately be linked to the \$1.00 invested.
2. STOP spending \$1.00 on marketing activities that is not directly and quickly returning \$2.00 or \$20.00!



## The Embarrassingly Simple Secret

Here's the secret that will transform your business from mediocre to exceptional, make you the leader in your category or market and have your competitors copycatting you and your marketing.

### Always Include An Offer Or Offers

Start paying attention to the advertising and marketing you see and you'll notice one very important thing... most of it merely talks about the marketers and advertisers and does not directly offer anything specific to be had by directly and immediately responding. This undisciplined approach is a chaotic mess, simply spending more money hoping and guessing, always at the mercy of opinions about your efforts.

By contrast direct marketing imposes discipline, by always making an offer or offers so response to them can be tracked and measured. Your task is to include a direct offer (preferably a "Godfather Offer", one your appropriate prospect or client cannot refuse) EVERY time you put out a message, of any kind, by any means!



## Types Of Offers



Best Offer

There are two types of offers you should be making,

1. An offer requesting a purchase.
2. A Lead Generation Offer asking for a prospect to identify and register themselves as having interest in what you offer.

Direct purchase offers have a number of disadvantages. First, they tend to sacrifice price integrity and profitability, and if used too frequently train clients to only respond when you're offering a "great deal". Second, they're only focused on people ready to buy now and exclude those likely to buy in the near future. Third, they can quickly and easily be comparison shopped, especially if you're making the offer online.

Lead generation offers convert your business from a sales culture to a marketing culture, providing the opportunity to build trust and create a relationship with your potential clients. They are commonly used by national direct marketers but seldom used by local or regional businesses.

## My Offer To You

Here's my chance to practice what I preach. You received this document by visiting my website [www.3GrowthIdeas.com](http://www.3GrowthIdeas.com). On that site I made an offer to share 3 growth ideas with you, unique to your business and situation in a 30 minute phone call. If you took me up on that offer, I look forward to speaking with you.

If you wanted to read this secret before scheduling a meeting with me to discuss 3 business growth ideas, visit [www.ScheduleRick.com](http://www.ScheduleRick.com) to schedule our conversation.



# Thank You

**Respectfully Yours,**

**Rick Barron**

Chief Rain Dancer

[\*Schedule Your 3Growth Ideas Meeting with Me\*](#)

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P.S. If you knew my secret (and are doing it), please send an email to me directly at [Rick@InterceptClients.com](mailto:Rick@InterceptClients.com) to share the results you're achieving. I'm always interested in learning from the success of others.

