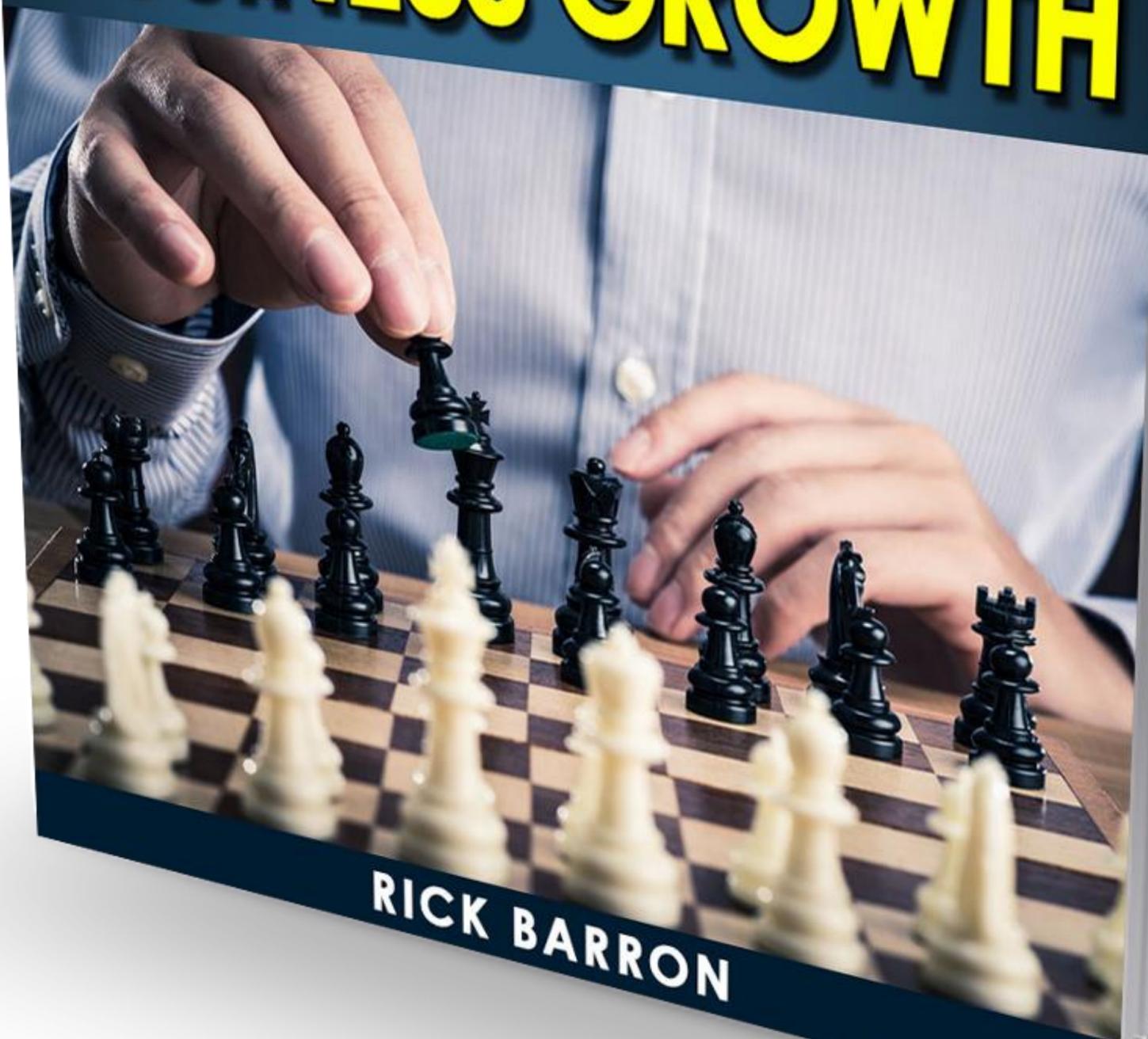


How to **OUTWIT**
Your **RIVAL**s and
Skyrocket Your
BUSINESS GROWTH



RICK BARRON

NOTICE: You Do NOT Have the Right to Reprint or Resell this Document!

You Also MAY NOT Give Away or Sell the Content Herein.

If you received this document from anywhere other than <https://www.OutwitRivals.com> you have a pirated copy!

Please help stop internet crime by reporting this to:
piracy@InterceptClients.com

Copyright © 2017 Intercept Marketing, LLC

ALL RIGHTS RESERVED. No part of this document may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording or by any informational storage or retrieval system without expressed written, dated and signed permission from the authors.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

The authors and publisher of the document have used their best efforts in preparing this material. The authors and publisher make no representations or warranties with respect to the applicability, fitness or completeness of the contents. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential or other damages.

This document contains material protected under International and U.S. Copyright laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

TABLE OF CONTENTS

OUTWITTING CLIENTS

- 4 How's The Title Make You Feel?
- 5 Let's Be Clear About Something
- 6 How Do You Prefer To Get Them?
- 6 Where Are They Going For Help?
- 7 Is That the Tactic You're Suggesting?
- 8 How Do You Use The Internet?
- 9 Here's Where It Gets Bad
- 9 Is My Scenario Accurate?
- 10 Here's Where You Make The Money
- 11 Here's The Point
- 12 Here's How You Cash The Check
- 13 The Home Page Can't Do It All
- 14 It's As Simple As 1-2-3
- 15 Give It To Them
- 16 Sift And Sort By Providing Resources
- 17 Why Disqualify Them?
- 18 Poach Or Be Poached?
- 19 My Offer To Those Left Reading
- 20 How To Take Action

HOW'S THE TITLE MAKE YOU FEEL?

Are you curious, intrigued or upset about the title of this report? If not, there's no reason to continue reading. If you're content knowing your competitors have one up on you, that they're doing something that's literally poaching clients from you and you aren't even the least bit interested in knowing what it is (better yet, how you can STOP them from continuing to do it), you may as well just close and delete this document now.

If, on the other hand, you're a competitive business executive who not only likes to win but who thrives on knowing you're the one who's whipping your competition, this report was written specially for YOU!

WHY? Because I am going to show you not only how your competitors are literally stealing clients from you but also how you can begin poaching new clients from them.

Does that excite you? Then keep reading.



LET'S BE CLEAR ABOUT SOMETHING

Traditional “me-too” marketing has lost its effectiveness. Your prospective client is interrupted every day with 100’s, even 1000’s, of ads, requests and offers. It’s impossible to even fill the gas tank of your car without being asked on the credit card reader to buy some special offer inside the convenience store. There are so many requests to buy, save and act that people have numbed themselves to the ads and the affect they have upon them.



I define “me-too” marketing as media and messages used by virtually everyone else in the same industry, market or business. Many business leaders are tricked by savvy sales people into believing that an event sponsorship, print ad, radio spot, billboard or other “follow the leader” types media will generate new prospects (what do your results say about your last “me-too” campaign?). It’s rare to see tracking systems implemented to test the effectiveness of these campaigns and even rarer to have them based on solving problems their potential clients are experiencing.

HOW DO YOU PREFER TO GET THEM?

Your product or service adds value to those who use it. Your clients purchase from you because you do for them what they're unable to do for themselves, providing value in doing so. When you or your staff are ~~face to face~~ with a prospective new client, do you prefer one that's seeking solutions to the problems you solve, or one that must first be convinced they should move forward with an investment in what you offer, before they can experience resolution of those problems?

If you like convincing people who are not yet seeking the solutions you offer, it's time to stop reading and delete this file. You're not going to like what follows.



WHERE ARE THEY GOING FOR HELP?

It's no secret that the internet has become the reference library of choice and that your potential clients are using their smart phones to research answers to their questions, solutions to their problems and products/services to fulfill their wants. BILLIONS of searches are done daily to address these needs, searches that often include the state, city or neighborhood where you do business.

I call searches terms that include a location “local keyword phrases”. For example, the phrase “business development consultant cincinnati” is a local keyword phrase. The prospect is seeking someone in the Cincinnati area to assist them in increasing the sales and revenue of their business.

Many more potential clients conduct searches without adding the location. I call these search terms “national keyword phrases”. While the traffic is typically higher (often significantly higher) for these national phrases, there’s typically much more competition because companies all over the country are competing to be placed in front of the prospect.



IS THAT THE TACTIC YOU'RE SUGGESTING?



Ranking a landing page on your business website for local keyword phrase(s) IS part of the tactic your competitors are using to kick your butt, but there's MORE. A whole lot more!

You've stuck with me this far. Please continue reading.

If you've tried SEO in the past and consider it a lost cause, if you're using it now but feel you're not getting value from your investment or if you're a strong supporter of SEO and use it to poach clients from your competition daily, stick with me. I've got a new twist on SEO that will decrease your cost of new client acquisition.

Let me be clear, if a landing page focused specifically on solving the need of your prospect is not listed in the top 5 results for the local keyword phrases most important to your business, your competitors ARE poaching clients from you. Here's why.

HOW DO YOU USE THE INTERNET?

You're seeking a solution to a problem, issue or opportunity. You, like most, are busy, busy, busy and forgot to ask a friend, relative or lifeline to make a suggestion or recommendation. You pick-up your mobile phone (more organic searches are now performed on smart phones than on desktops), or sit at your desktop computer and search the internet for a local service provider.



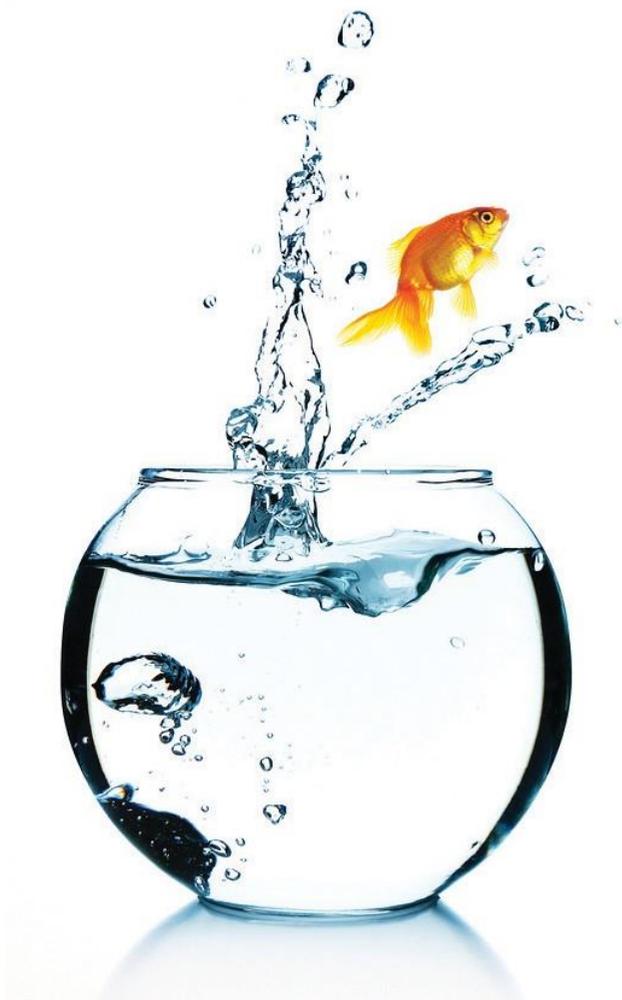
What's your search engine of choice? Google is #1 with almost 64% of desktop search volume, Bing is #2 with almost 21% and Yahoo is #3 with over 12%. If you're like most, you'll click on the organic search results vs. the paid advertising (94% selected organic search over paid in research from GroupM UK and Nielsen).

Reviewing the organic search results, you'll click the 1st, 2nd or 3rd listing. The #1 site gets an average of 32.5% of the traffic, #2 just 17.6% and #3 11.4% (61.5% for top 3).

¹Jerry Dischler, Google VP - May, 2015

²comScore Explicit Core Search Report - November, 2015

³MrSEO.com



HERE'S WHERE IT GETS BAD

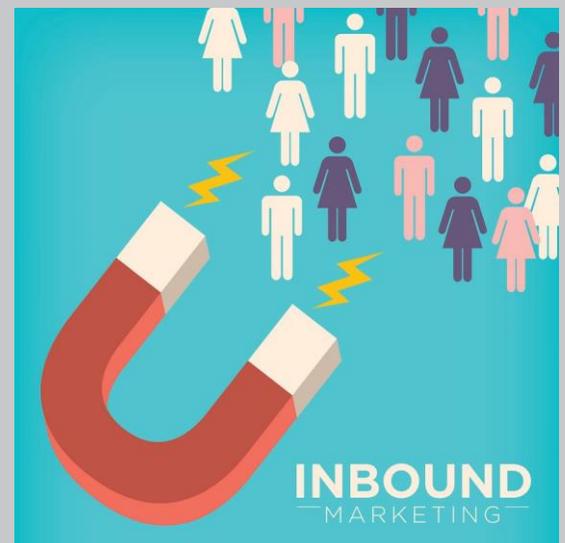
You'll review the selected website for the solution you desire with an average attention span of 8.25 seconds (0.75 seconds less than that of a goldfish)⁴. If you can't find the solution you desire, you'll use your browser's back arrow to return to the search results and select another website.

After failing to find what you're looking for on the first few websites, you'll change the search term and repeat the process over again. NEVER visiting the websites listed in the bottom of the first page organic results.

⁴ National Center for Biotechnical Information - 2015

IS MY SCENARIO ACCURATE?

Put the statistics, the research and the example aside. Being on the first page of the organic search results means your website is considered one of the best for a particular keyword phrase. And that's what you should aim for: to be the best. Providing what your intended audience is looking for will go a long way and will certainly boost your chances of grabbing the #1 spot on Google.



HERE'S WHERE YOU MAKE THE MONEY

Please indulge me by allowing me to make this point by sharing a personal story. My father died young (71) with every major ailment known to modern medicine. He was overweight, had high blood pressure, high cholesterol, suffered from type II diabetes, struggled with macular degeneration, had heart by-pass surgery, relied on a pacemaker and had 1 heart valve replaced and another repaired.



While standing in the shower getting ready to share my thoughts at his memorial service, I pledged that I would not follow the same path. My exercise routine included weight lifting, but I had never included any aerobic activity to strengthen my heart and lungs. I committed to start running when I returned home.

After visiting my podiatrist to update my orthotics, attending a running class and buying new running shoes, I was prepared to start my running routine. I exited the house, ran down the street to the bottom of a small hill, turned around, walked back up the hill and returned home. I ran a total distance of 0.4 miles and was home in about 5 minutes. Every time I ran afterward, I ran into and out of another cul-de-sac on my route. Gradually increasing the distance to 3 miles, then scheduled my first 5k race. I continued to increase distance and reduce time to finish a 10k race in under an hour (my personal goal).

HERE'S THE POINT

Many SEO providers just take orders. They either rank you for the keyword phrases you request or they rank you for the keyword phrases that are the easiest to achieve (without regard to what's important to your business). In other words, they jump right to the race without a STRATEGY to MONETIZE the new traffic they bring to your website.

Your SEO strategy should start with an assessment of the available traffic and your site's current ranking in the major search engines for those keyword phrases. Then your provider should explore the relative difficulty to rank websites for those keyword phrases and work with you to make a STRATEGIC choice that puts the most money into your pocket BEFORE trying to enter the big race (i.e. compete for the difficult keyword phrases).



HERE'S HOW YOU CASH THE CHECK

Your website has one main purpose, to bring qualified leads to your business 24*7. To do so, I've discovered the following best practices to rank websites, drive qualified traffic to them and convert that traffic into significantly higher revenue (I'm working with one client that can convert a \$6,000 monthly investment into \$6,000,000 additional revenue per year).



Once you select your keyword phrases, here are the steps required to turn them into increased revenue, poaching clients from your competitors.

1. Create Keyword Specific Landing Pages
2. Engage Visitors Using a 3-Step Process
3. Make an Irresistible Offer
4. Disqualify as Many as Possible

Let's explore each in detail.

THE HOME PAGE CAN'T DO IT ALL



- I see this mistake all the time; a business invests with an SEO provider to rank their website for important keyword phrases and makes the mistake of sending visitors to the website home page! The home page cannot be all things to all people and should not be called upon to do so. Ranking your website's home page for your keyword phrases is like pouring your kid's Halloween haul on the floor in a dark room and trying to sneak your favorite from them before they notice. Virtually impossible to get what you want!
- Your SEO provider must create landing pages for the themes within the keyword phrases you've selected. Then support those keyword specific pages with a technically compliant website that utilizes the keyword phrases (and their variations) in the title tag, the meta description, image file names and alt tags (If you're not familiar with these terms, don't worry. I'm happy to share what they are and how they're used should you choose to contact me to discuss your goals.).

Recall my example of how most people use the internet? If the website visitors are unable to find what you promised them in the organic search results in a very few seconds, they'll back arrow out to visit the next listing in the organic search results; wasting your SEO investment and allowing your competitors to poach them from you.

IT'S AS SIMPLE AS 1-2-3

Why is someone searching the internet using the keyword phrases you selected? Most searches are presumably done to find an answer to a problem, issue or opportunity.

Are they ready to buy when visiting your website? Some of those new visitors may be ready to make an investment, but MOST are conducting research. They're exploring different offerings and providers to make a decision at some time in the future.

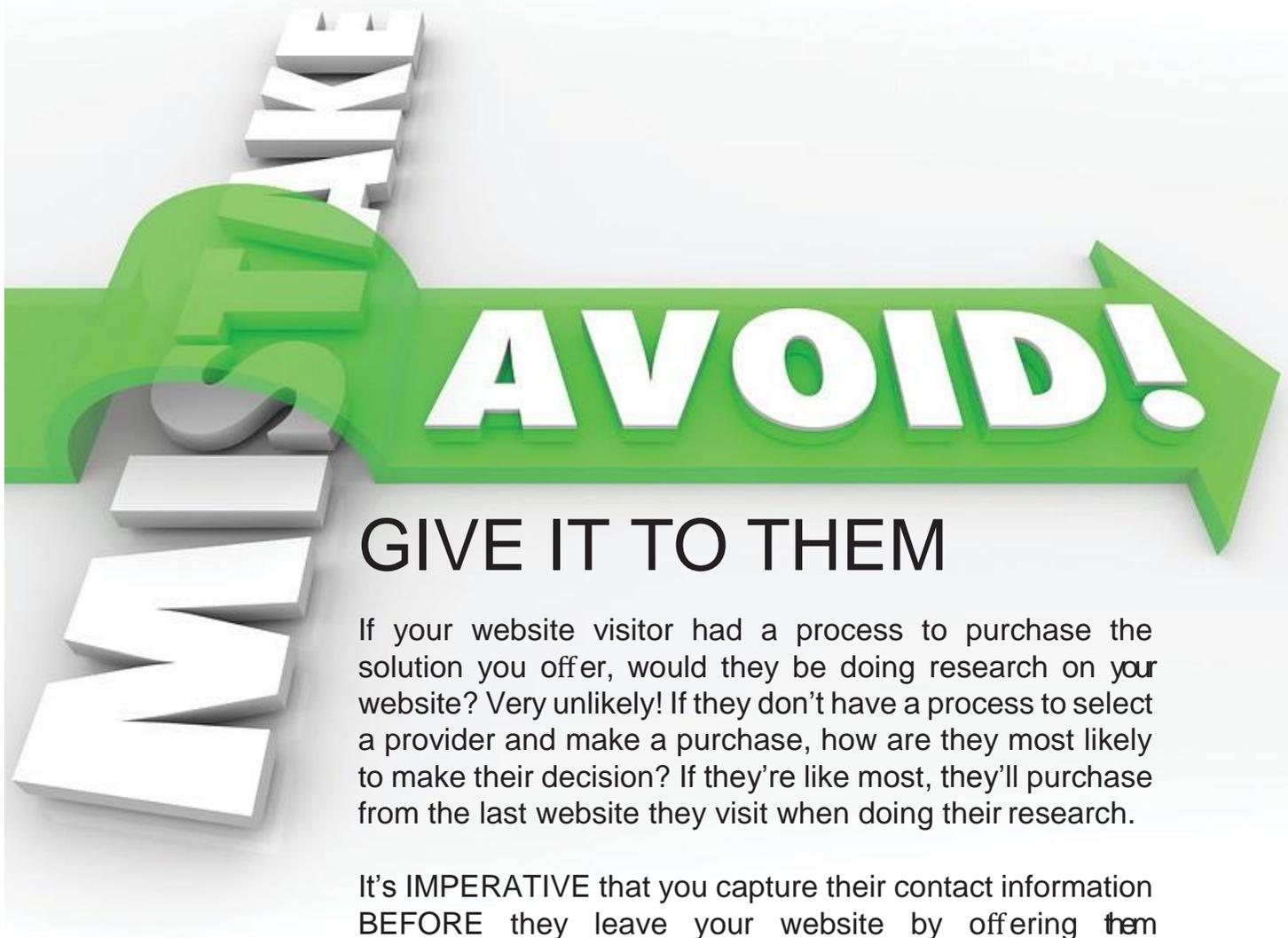


What do most website visitors see when coming to a new site? How long they've been in business, why their business was started, a description of how much they care and are committed to serving them, etc., etc.

Does this support their research? Heck no! In most cases it suggests a quick exit to find a website that engages them using the following formula:

1. Show Them You Understand Their Problem
2. Let Your Clients Share That You Solved the Same Problem for Them
3. You Have a Solution That Will Work for Them

Once they know you understand WHY they're visiting your website, that you can empathize with their situation, that you've solved the same problem for others just like them and that you can offer them a solution they can use and afford; NOW they want to know about you and your process and story. Not before!



GIVE IT TO THEM

If your website visitor had a process to purchase the solution you offer, would they be doing research on your website? Very unlikely! If they don't have a process to select a provider and make a purchase, how are they most likely to make their decision? If they're like most, they'll purchase from the last website they visit when doing their research.

It's IMPERATIVE that you capture their contact information BEFORE they leave your website by offering them something they can't refuse. Something so irresistible they're willing to share their name and contact information (the better the offer the more details they're likely to share).

Companies make promises to us all the time, lose this, and get that. Few companies actually deliver on those promises. Meaning most visitors are reluctant to share their contact information based on a promise made by someone they don't know or trust (we can talk about the advanced technique I used to get you to respond to my promise).

I've discovered that no one wants to be the one making the "common" mistakes. Offering them a download titled "How to Avoid the Top 3 Mistakes When Selecting..." supports their research process, provides them from being "common" AND assures them that you have their back.

The content they receive MUST be of the BEST quality and should not be a lengthy sales letter for doing business with you. When you give-away your best stuff people will think, "WOW if he gave me this free what's he going to do for me if I choose to pay him?"

SIFT AND SORT BY PROVIDING RESOURCES

Do you recall the last time you shared your contact information on a website? After receiving what was promised, did they help you make an informed decision in selecting a provider for the problems you solve OR did they fill your inbox or voicemail with solicitations?



If you'd like something different you need to do something different. So here's what we've discovered that converts your traffic into the BEST new clients - educate them about your decision process, providing them resources to disqualify themselves.

WHY DISQUALIFY THEM?

When your business phone rings, would you like it to be someone asking the same question asked by virtually everyone OR would you like them to ask when then can give you money to solve their problem? I'm sure it's the latter.

The simplest way to do so is to provide them resources supporting your process (remember they don't HAVE a process). Share resources like info graphics sharing an overview of your "proprietary" process, spreadsheets they can use to make assessments or inventory of their situation, worksheets to support what you'll need to serve them and to solve their problem.

In other words, share the details you'd give them once they agree to do business with you BEFORE agreeing to get involved so they won't waste your time through the sales process and are ready to go when they do purchase. This is typically done via a series of 7 to 9 emails, scheduled over the time period you've discovered most new clients use to make a decision.

You'll be the **ONLY** one helping them through their decision process, allowing you to skim the very best clients off the top while significantly reducing your sales cycle time **AND** increasing the productivity of your staff.





The promise I made to you was to reveal one untapped and often misused tactic that your competitors are using to poach clients from you. If a landing page for your website (you now understand why it cannot be your website home page) is not in the top 5 organic search results for the keyword phrases important to your business, you're competition is skinning you alive (and you may not even know it)! The prize of consistently higher revenue goes to the bold, the one that knows what they want and is not afraid to place themselves in a position to win.

I expect you to share this document/strategy with your marketing manager or members on your leadership team. I can recite the list of excuses most of you will receive about why pursuing Search Engine Optimization is a "poor investment of company marketing resources" and know most of my leads will die right there.

I also know there are a few of you reading this report that KNOW your competitors are skinning you alive online and are committed to affecting change. It's those readers with whom I want to share my final thoughts.

To those who don't hear back from their marketing managers or leadership team, I request that you perform one additional task - request the ROI from the 3 most recent marketing campaigns. If this data is conveniently unavailable, is not well over 300% or is a number you don't believe, come back and finish reading.

MY OFFER TO THOSE LEFT READING

Would you like me to show you how to CRUSH your competition every month for FREE?

I'm happy to help you design a custom SEO strategy for your business to provide a flood of new clients poached from your competition. This way you'll be able to skim the best clients off the top, leaving the road kill for the competition.

I'm offering this service to you because I am a consultant specializing exclusively in helping companies with more than 50 employees attract and convert more clients online.

And there's a GREAT possibility your local market has a large number of potential new clients that would be very responsive to the plan I'll give you for free.

And if you find the plan I create for you valuable, you might be interested in using me to help implement the strategy. If this is the case, my rates start at \$2,000 / month with one-time setup and website redesign investments starting at \$10,000. However, with that said, please understand that I am not offering you a sales pitch in disguise. I promise not to pressure you or pester you in any way at all.



In fact, if you feel I've wasted even one minute of your time, let me know and I'll immediately write you a check for \$100 to compensate you for your time. But before you schedule time to share your business details with me, you need to know that I can't help everyone. I can only be of benefit to business leaders who:

- Lead organizations directly employing at least 50 people in a single location.
- Have influence to authorize the investment in my services.
- Are frustrated with their inability to grow via "me-too" marketing and resent the fact their competition is poaching their clients.
- Are subject matter experts in their field or have direct access to such resources.
- Are willing to change existing processes and invest in achieving the growth they desire.

HOW TO TAKE ACTION

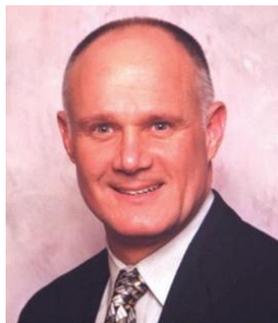
Here's what you need to do next: Schedule a planning session with me by simply clicking the link below.

www.OutwitRivals.com/request-planning-session/

You'll see a form with a few questions about your business and what you're looking to accomplish. Once I have that information, I'll do some market research for you and setup a time to go over it together. I look forward to learning about your business and exploring the opportunities that exist for it online.

Respectfully Yours,

Rick Barron
Chief Rain Dancer
Intercept Marketing, LLC



P.S. I understand that you might be worried I'll hound you to death if you complete the form requesting a planning session. I'll alleviate that fear by offering to match your hourly rate for last month should you find that I wasted your time or pay you \$100 whichever is greater.