HOW TO ATTRACT A FLOOD OF YOUR IDEAL CLIENTS IN 60 DAYS OR LESS...

GUARANTEED!

GKIC
INSIDER’S CIRCLE™
In this short report, I'm going to share with you some strategies that will put more money in your pocket – whatever business you are in.

I'll also introduce you to a complete step-by-step system that you can implement in your business and see results in your bank account in 21 days or less.

I can make a virtual certain bet that you are not following this system exactly the way that I am going to lay it out for you.

In short, my goal in this report is to make you money.

THE MAN BEHIND MAGNETIC MARKETING

Before I get into the details of Magnetic Marketing, let's talk a little bit about the guy who created it – Dan Kennedy.

I'm going to explain how Dan impacted my life and how he is impacting the lives of tens of thousands of entrepreneurs from literally every corner of the world.

He is a multiple-time bestselling author and I believe he is the world's greatest marketing genius.

His system is going to help put more clients, patients or customers through your door and more money in your pocket.

Magnetic Marketing was life-changing for me.
Sure I made more money when I started following it – but it doesn’t end there. What it has allowed me to do is have a lifestyle where I can do what is most important to me – spending time with my children.

I can be truly present with them because I am not worrying about where my next pay check is going to come from.

I’m not worrying about getting new customers or new clients because I have got a system that works.

Whatever deeper reason you have for doing what you do, Magnetic Marketing will help you achieve it faster and better!

**HOW MAGNETIC MARKETING CHANGED MY LIFE**

Let me take you back to a day 14 years ago, when I was stuck in traffic in Atlanta on a hot summer afternoon. It was about 96° and I had the windows rolled down in my car because I couldn't afford to repair the air conditioning.

**I was working at a job I hated and I was sick and tired of working for someone else.**

I was sick and tired of not making the money I wanted to make.

I had a dream about being a professional magician but I was only doing about three shows a month.

I was falling further and further into debt and getting more and more frustrated and angry.

I was worried all the time – lying awake at night knowing that I wasn’t doing what I wanted to do and not knowing how to do what I wanted.
THE DAY EVERYTHING CHANGED

What happened next... I went to a Peter Lower event. There were about 10,000 people in the audience and the last speaker that day was a guy I had never heard of before – by the name of Dan Kennedy.

So I stayed for Dan’s presentation because I didn’t want to fight the traffic and he went over this system that he called “Magnetic Marketing”.

I knew right then and there that that is what I needed.

I knew this was not only how I could go into business for myself but how I could totally explode that business and live my dream of being a professional magician.

But then, Dan told us the price. It was a whopping $279.

At that time, $279 might have been $1 million to me as I really didn’t have it.

MY BIG MISTAKE

My credit cards were almost all maxed out and my wife was working two jobs. So I left that event totally dejected and upset knowing that I had made a mistake.

I knew full well in my gut that Magnetic Marketing was the key to the vault.

But Dan – being a great marketer – a week later sent me a letter saying:

“Hey you were at the event and you didn’t buy Magnetic Marketing. But, I’m going to make you the same offer of $279 if you order the program by the deadline stamped in red on the order form.”

I carried that letter around and read it again and again.
There was a phone number so I called and spoke to his customer service – who happened to be his wife Carla – and I asked her if this was going to work for magicians.

She said she had no idea but I went ahead and bought Magnetic Marketing.

**FAST IMPLEMENTATION, FAST RESULTS**

I remember the day Magnetic Marketing arrived. It was a 1997 edition and it had cassette tapes.

I got it on a Friday and I literally locked myself in a room over Friday, Saturday and Sunday. I went through everything – the entire Magnetic Marketing System and Toolkit.

Then, on Monday, I started implementing the strategies and I had a miracle breakthrough.

I went from doing three shows a month to averaging more than 30 shows a month in less than 90 days. In my fourth month, I did 57 shows!

**I was living my dream.**

**Everything changed!**

My wife quit both of her jobs and we paid off all of our credit card debt. We bought a new home, we bought a new car and I had financial freedom for the first time in my entire life.

So what was it that really transformed me?

Number one I invested in myself at a time when quite frankly I didn’t have the money to invest in myself.
But more important than investing in myself is that I implemented what Dan taught – immediately and without hesitation.

It worked for me and it can work for you as well.

**PRINCIPLES OF MAGNETIC MARKETING**

Let’s look at some fundamental principles you need to know so you can implement the Magnetic Marketing in your business.

It doesn’t matter what your business is – whether you are a professional services provider or you have a retail store or a restaurant. It doesn’t make any difference.

**These are marketing principles that have been proven to work in literally every business category imaginable.**

**CREATING YOUR HATE LISTS**

One of the things that Dan talks about is the hate lists you should have as an entrepreneur.

The first item on the hate list is buying advertising where you don’t know whether it works or not.

Dan calls this being an “advertising victim”.

That’s where a salesman comes in and sells you on the next bright, shiny, new thing and you take out your checkbook. You write a check not knowing whether the marketing is going to work or not.

If you are in sales of any kind, the second thing that should be on your hate list is cold call prospecting.

Dan calls this “grunt work”. It’s like coal mining - it’s dirty, it’s ugly and it’s hard.
The beauty of Magnetic Marketing that I am going to share with you is that it totally eliminates cold calling.

When I was a magician, what was being taught is that you had to get on the phone and cold-call companies to try to book shows. It was a miserable existence.

Once I implemented Magnetic Marketing, that all changed and I began to attract my ideal clients.

One of the keys to success is putting marketing into systems which are duplicable and replicable.

You can turn them up when you want more clients or tweak the systems and turn them down if you want fewer clients. It gives you control.

**BECOMING THE WELCOMED GUEST**

Dan tells a classic story which illustrates a very important point about Magnetic Marketing.

He used to live in Phoenix, where the temperatures are very high in summer.

When Dan is working, he has single-minded focus and he will not let anything disturb him.

So he was sitting in his kitchen on a sweltering hot day and he was working away when he heard banging on his front door.

It was the middle of the afternoon and so Dan thinks it’s got to be what he would call an “annoying pest”. So he ignores him. Dan is awesome at blocking things out but the guy is very persistent and continues to bang on his door.

Dan can’t believe it but still he thinks the guy has got to be the most annoying pest in the world and keeps ignoring him.
Then this most annoying pest in the world climbs over a fence to go into Dan’s backyard and starts banging on the sliding glass door with Dan in the kitchen.

Dan still tries to ignore him but then gets to the point where he can’t ignore him any longer. He opens the door and asks the guy, “What the hell do you want?”

The guy says, “Your entire back yard is on fire. Call 911 and I’ll get the hose!”

This guy instantly went from being the most annoying pest to being a welcome guest.

THE UNWELCOME TRUTH

Here’s the truth. It’s truth you may not want to hear but it’s important for you to know. In most cases, you are being perceived by your prospects as an Annoying Pest marketer as opposed to a Welcome Guest marketer.

Magnetic Marketing is about turning you into a Welcome Guest marketer. When you become a Welcome Guest marketer; when you are attracting your ideal prospects; when you are attracting your ideal clients; when they are coming to you, everything changes for you… and your business.

Obviously you have more sales and you have more profits. But it goes beyond that. When you become a Welcome Guest marketer, you have more productivity and waste less time, meaning you are making more money with less effort.

With Magnetic Marketing I didn't have to worry about marketing. I didn't have to worry about attracting clients.

It just happened. I could sit back with the system in place and clients would come to me.
THE THREE KEYS TO MAGNETIC MARKETING SUCCESS

There are three main keys to your success in Magnetic Marketing.

- **Message:** Without the right message, you are going to be in trouble. Most people do not have a well-crafted message so I’m going to give you an exact model for you to follow to give you a message which truly resonates with your target market.

- **Market:** The second thing is making sure you are actually marketing to the right people. We’re going to go into demographics and psychographics so that you can reach this target market for just a few dollars. You’ll be able to become dominant in your ideal target market.

- **Media:** The third piece of the triangle is media. You need to have the right message and it has to be delivered to the right market via the right media.

Think of it as a triangle with message, media and market at each corner. All three of these must be working together synergistically for you to get the greatest impact that you can from your marketing.

MESSAGE: CREATING A POWERFUL USP

Now, here are three letters that are extremely important – USP. They stand for Unique Selling Proposition.

I am going to give you a model you can follow to develop your Unique Selling Proposition and this is something you need to do.

Having a clear Unique Selling Proposition answers this question which Dan came up with:
“Why should I choose to do business with you versus any and every other option available to me in your category?”

Do you have a good answer to that?

Your answer cannot be something like, “We offer quality” or “We give great satisfaction.” It can’t be “Because our product or service is better.”

These are marketing generalities and they fall upon deaf ears.

Your prospects and your clients don’t even hear that. It is simply noise and fluff.

You need to have a specific answer to this question that is benefit-oriented to your ideal client.

I will give you a model to follow that has built a multi-million-dollar business in a very mundane market.

If I was to say to you, “Fresh hot pizza, delivered in 30 minutes or less guaranteed”, would you be able to tell me who that Unique Selling Proposition belongs to? Of course you would. We all know it’s Domino’s.

That single USP built the business.

Or, here’s another example, “Where it absolutely, positively has to be there overnight”. That’s FedEx.

Notice that these Unique Selling Propositions are more than simple taglines. They are benefit-oriented.

They are not slogans – although they can be used as slogans. They convey strong benefits.

So, let’s talk about how you develop a USP using the Domino’s one as an example.
• The first thing is a **narrowly defined positioning**: Domino’s did not say that they had the best pizzas or that they had secret sauce from the old country. They said the pizza is going to be fresh and it’s going to be hot.

  So they narrowly defined the positioning. **When you try to be everything to everyone, you are nothing to everyone.**

  The more narrowly you can define your positioning, within reason, the stronger appeal you’re going to have to your ideal clients and prospects.

• Next up is **meaningful specifics**. Fresh hot pizza delivered in 30 minutes or less is not delivered “sometime”. It is delivered within a specific timeframe.

  So, when you’re creating your Unique Selling Proposition, you need to create it in such a way that it has meaningful specifics.

  That meaning is the benefit to your ideal clients, customers or patients.

• The third part of this is a **guarantee**. “Fresh hot pizza delivered in 30 minutes or less **guaranteed**” is a great structure for a Unique Selling Proposition.

  Can you guarantee what the outcome of using your product or your service is going to be?

  If you can, then you should put it in your Unique Selling Proposition.

  You can always find something that you can guarantee.

  So this is how you create your USP:

  • Narrowly defined positioning.

  • Meaningful specifics.

  • Guarantee.
Again the question that Dan poses is:

“Why should I choose to do business with you versus any and every other option available to me in your category?”

If you answer this question in a way that is of benefit to your target audience, you will have a very powerful marketing message.

That's just one of the many ways Dan teaches for creating a USP.

He has a USP workshop that he takes people through which leads you through the whole process step-by-step. You come out with something that is amazing and powerful and will get you results.

MARKET: REACHING YOUR IDEAL PROSPECTS AND CUSTOMERS

Recent studies have shown that people are bombarded by 4,000 commercial messages every single day and every day it gets more and more.

So you need to have a message that cuts through all of that.

It needs to be delivered directly to your market and it must have a direct appeal to your market.

You need to be able to target the right people.

Even if you do have a great message, if you don't send that message to the right person, it is going to fall upon deaf ears.

The good news and bad news about this is that privacy is now dead.

This is good news for marketers because it means you can get the names, addresses and e-mail addresses for just about any type of target market that you are looking for.

So, if you are looking for people who are less than 5 feet tall, drive a Cadillac, live in California and subscribe to Entrepreneur magazine, you can get that list.
If that’s your target market, you can reach them.

That’s going to be a small list but you can get that list. So that's good news for us as marketers if we use this correctly and take advantage of Magnetic Marketing.

So let’s talk about targeting your market. How do you focus in on a specific market and how do you determine who your target market is?

**GEOGRAPHIC TARGETING**

The basic way that most people choose their target market is geographic.

If you have a local business, you may say your customers, patients or clients come from a 10 mile radius around your business.

Some people don’t get any more sophisticated in targeting that that.

**Targeting with only geographic information is like getting in a plane and dropping flyers and hoping one hits the right person.**

That may be an exaggeration but the truth is that, with just some simple tweaks, you can make your geographic target marketing much more effective.

**DEMOGRAPHIC TARGETING**

Demographic information is about how old people are, how much money they have, whether they are married or single, liberal or conservative, what religion they are and so forth.

That’s another way to further define who your ideal customer is – and you need to do this – but again it's very surface level.

Geographic and demographic information is important but we want to go even deeper than that.

**PSYCHOGRAPHICS**
To give you an example of somebody who really didn't go deeper than that, Dan was doing one-on-one consulting a number of years ago with a client who had bought Magnetic Marketing and come to all the seminars.

This guy had a carpet cleaning business and he said he'd been following Magnetic Marketing but none of it worked.

So Dan got in the guy's car and followed him around to see who he was targeting.

You need to look not only at the demographics and geographics but also at the psychographics.

**Psychographics are even more important and interesting than the other two because this delves into what people are thinking.**

When Dan got in the car with this guy and they drove around, it turned out he was sending his offers to beaten-down, broken-down homes in neighborhoods where people quite frankly didn't really care about getting their carpet cleaned.

Guys were sitting on the front porch swigging beer and the car was propped up in the yard on cinder blocks.

These were not people that would be interested in getting an expensive carpet cleaning done.

He had the right message but was targeting the wrong market. They had great marketing but it was falling upon deaf ears.

**The question you have to ask yourself is whether you are wasting your advertising bullets.**

That translates into wasted money. If you are sending out great marketing – and it hits the wrong people – they are not going to be interested in what you have to offer.
No matter how brilliantly written your message is, it is falling upon deaf ears.

MEDIA: CHOOSING THE RIGHT MEDIA

So let’s assume we have the right message and we have the right geographics, demographics and psychographics. We know who our ideal client is.

The third part of this puzzle is using the right media.

These days, everyone is infatuated with the Internet – and, by the way, Dan’s Magnetic Marketing systems work brilliantly online.

But the Internet is not a business. It is a media and it is not the only media.

Many business owners are so enthralled by this shiny object that they are really diluting their marketing effort and making it less effective than they could be.

So, while going online is one option, another option is to use traditional print advertising. This could mean direct mail, Valpak, Yellow Pages or display ads in newspapers or local periodicals. All of that stuff works.

The question is what type of media should you use and the reality is you should use a combination of all of the different media.

Much of it depends on where your target market is. If your target market is 80-year-old men, then probably using Facebook is not the best way to reach them. But, in most cases, you should use a combination of online and offline.

I’m going to show you how one of my clients used offline and online integrated brilliantly and it’s a model that you can take and you can follow.

The fact is you are going to want to use online and offline in combination.
But here’s the thing; there are so many different types of marketing you can use.

The key is that you must be able to put it into a system.

If your marketing cannot be put into a system and cannot be held accountable; if you can’t track it and you don’t know what the results are; if you don’t know what your Return on Investment is – and the ROI is not almost immediate – then you probably should not be doing it.

THE MAGNETIC MARKETING SYSTEM IN PRACTICE

I’m about to go into one system which quite frankly is not a new system. Dan took it from what the credit collection people did.

One of Dan’s favorite sayings is, “Don’t be a pioneer.” Use things that work.

**Use proven systems that work because pioneers end up with arrows in their back.**

So this is a very simple system, something you can take and implement right away.

In the real estate world, they use the term “farming” where a real estate agent goes out door-to-door and meets everybody.

That’s what we would call “cold call grunt work”.

This is not going to require you to go out and meet people face-to-face necessarily.

This is an entire system and it is a formula that you can follow. Its worth has been proven in literally every single industry where it has been implemented.
It involves direct mail. When we say that, people typically immediately turn off their brain because they are so fascinated by online.

Direct mail absolutely positively works and it is one of the most reliable and consistent media that you can use.

Major online companies like Amazon and Google use direct mail. They spend a tremendous amount of money on direct mail to get new customers.

If these two big online companies are using direct mail, don't you think that you should be?

The answer of course is absolutely yes.

**Direct mail is not antiquated. It is reliable, it is effective and it can be inexpensive as well.**

**THE DIRECT MAIL MODEL**

The key to success with the direct mail model is to never do one-shot direct mail.

When people say direct mail doesn't work, they probably have the wrong message and they are sending it to the wrong market and **they quit way too early.**

Save your money if you’re only going to do one-shot direct mail.

Don’t do it.

Repetition is a key part of the Magnetic Marketing System.

Whether you are applying it online or offline, the key is to use repetition, repetition, repetition.
You need more than one message.

People are not waiting by their mailboxes. They’re not sitting by the e-mail, waiting for your marketing message to come through.

**People may not be ready for your message right now and that’s why you need to have repetition and follow-up.**

**REAL LIFE STORIES**

I already proved that this approach works in the very esoteric industry of magicians and entertainers but I want to show you that it works in many different industries before we go further into it.

These are some testimonials that Dan has received recently.

**Insurance agent**

“I targeted 500 business owners and 174 of them called us to set appointments. This is the only way I’m prospecting now.”

**Computer software company, selling only to Fortune 1000**

“Your system is the most profitable thing we’ve done to get new business in 12 years.”

**Automobile salesman**

“I’m amazed. I sold 11 cars last month to referrals brought in to an event by past customers, all thanks to your mailing system. We only sent them out to about 100 customers so that was 11 cars sold from 100 customers.”

**Certified financial adviser**

“I went from doing $13,000 a month to $42,000 a month in fees and commissions all in one month thanks to your system.”

**Children’s clothing store owner**
“We doubled our business last year even though a big factory closed in our town.”

We have many testimonials from people who have taken the Magnetic Marketing principles and systems and have built million-dollar business on the Internet. This stuff works online and offline.

**MAGNETIC MARKETING IN ACTION: THE FAMOUS GIORGIO LETTERS**

I’m going to give you an example that comes directly out of the Magnetic Marketing System and Toolkit.

This is a campaign for an Italian restaurant and it’s called the “Famous Giorgio Letters”.

It’s a model you can follow.

**Step One**

First there is a letter with a picture of you.

The picture is important because this is personal. You are developing a relationship with your prospects.

It says “A Confidential Letter to the Husband of the House from Giorgio – Romance Director, Giorgio’s Italian Grotto”.

Then it goes on to outline a problem...

“Women are different than we are. Your loving wife needs, wants and deserves special attention maybe more often than you think to give it to her.”

A classic copywriting formula that Dan teaches in Magnetic Marketing is “Problem, Agitate, Solve” so the next paragraph is agitation.
It states, "You are busy. Preoccupied with work. Aggravated by that dumb-dumb that you have to deal with every day at the office. Tired. Who has the time or the energy to even think about ‘romance’?"

Then he adds, “Two thirds of all marriages end in divorce and the number one reason given by divorcing women – ‘he just didn’t pay enough attention to me anymore’.”

[Just as an aside, that is also the number one reason that loyal customers leave your business. Studies have shown that the top reason customers will leave a business is because of lack of attention from the business owner.]

**Step Two**

So let’s say the person does not respond to this letter, then letter number two goes out.

Letter number two can go out 10 to 14 days later.

Again, there is a picture of you and there is an attention-getting headline.

This time it is “3 coins in the fountain...”

Then Dan has what he calls a “gimmick” or a “grabber”.

A “grabber” is something you attach at the top of your letter.

In this case, there would be three coins – real coins glued to the letter, not pictures of coins.
It opens up, “As you can see, I’ve attached three shiny pennies to this letter. I’ve done this for two important reasons. First, to grab your attention just for a moment or two or three. Second, to remind you of that wonderful romantic song ‘Three Coins in the Fountain’.”

Then it goes on again to make the offer.

As you can see, this is not your traditional boring, staid direct mail. This is going to get someone’s attention. It’s fun. It’s going to break through the clutter.

**Step Three**

If this person does not respond to the second letter from Giorgio, they will get letter number three.

Again, there is a picture of you and there is an attention-getting headline. That’s the formula – picture, attention-getting headline.

It says, “Hear that lonesome whippoorwill – he sounds too blue to cry.”

The letter opens, “This is Giorgio, too blue to cry. Disappointed.

Attached are copies of the two previous letters I recently sent you extending my very special invitation to let me create a magical, romantic evening for you and your loving wife. Maybe you missed them. Please read now.

This is the follow-up sequence again going out 10 to 14 days after letter number two with the first two letters enclosed as a reminder.

This is an example of target marketing, of farming your market, of following up. Repetition is so important.
Step Four

Now let’s say the husband gets letter number three and he doesn’t respond. He is going to get this post card that says, “Can This Marriage Be Saved?”

Again there is a very specific offer and a deadline.

There are also specific instructions about what the person must do and the benefits they are going to receive from taking action.

This kind of promotion has been known to get as much as an 18% response.

That’s not from letter number one or number two but from an entire promotion.

We have testimonials which say this over and over again.

Again this system absolutely works very easily when translated online.

The best combination is online and offline, which we will go on to talk more about.
THE MAGNETIC MARKETING ONLINE/OFFLINE PROCESS

So let me give you a Bird’s Eye view of the online/offline process. I’m going to show you a real campaign that I created based on the Magnetic Marketing System for one of my clients.

The Bird’s Eye view of the online/offline integration is this:

- **First, you’re going to have some type of lead generation “ad”**.

  “Ad” is being used very generically because it could mean a banner ad or lead generation e-mail, it could mean a letter or postcard sent in the mail or it could be a radio or television advertising spot or an ad in a newspaper or magazine.

- **The lead generation ad drives people to go to a website to get more information**.

  This “more information” they are going for is a gift – what Dan describes as a “lead generation magnet”. This has value to your ideal prospect.

  That’s why it’s so important that you define who this person is with the geographic, demographic and psychographic information we talked about earlier.

  When the person comes to the website, the ideal scenario is for you to collect their full contact information. We want to mail them things not only via e-mail but offline as well.

- **The next part of the system is a follow-up campaign via e-mail and direct mail**.

  So that is a Bird’s Eye view of the process.
LEAD GENERATION MAGNETS

A lead generation magnet is designed to do one thing and one thing only.

It is designed to get people who are interested to identify themselves by raising their hand and requesting this information.

That is its only purpose.

It is designed to get people to raise their hand and say “I'm interested”.

So what is happening here is that, as opposed to cold calling and trying to grab people, you are attracting them like a magnet.

They are identifying themselves by saying, “Hey I'm interested in what you have to offer.” Their way of showing that interest is by requesting this lead generation magnet.

Examples of lead generation magnets include:

- CD/DVD sent in mail.
- PDF report or White Paper to download.
- MP3 audio or online video to download.

Any of those or a combination of those works well.

One of the ultimate lead generation magnets is an actual book because it has such high perceived value.

Dan has used books as lead generation magnets for years and years and strongly recommends it to his clients.
MAGNETIC MARKETING IN ACTION: THE FAMILY WEALTH PLANNING KIT

The lead generation magnet must appeal to what your target market is looking for.

Here is an example of the entire process that I created for a client – attorney Alexis Neely.

The principles are the same as we covered in the previous example.

There is a picture of the person and a strong headline with the offer, “Free Family Wealth Planning Kit For Everyday Folks Gives You The Step-By-Step Blueprint For Ensuring You Have Enough Money For Retirement, Your Family Has A Rock Solid Spending (And Savings) Plan, And That You And Your Family Never Fight About Money Again.

PLUS Get The Free CD: How To Find Thousands Of Lost Dollars With Little-Known Financial Secrets Of The Mega-Wealthy.”

This is an ad that was designed to drive people to a website to get the free Family Wealth Planning Kit and free CD.

We drove them to a website and, in this case, we also gave them a toll-free recorded message to call.

Having a toll-free number is something you’re going to want to test. This is where someone calls a 24-hour message to request what you are giving away.

They would leave their contact information for you to mail it to them. Whether you’re driving them to the toll-free recorded message or to a website, these are non-threatening first contacts.
There are sometimes calls to action where the person is being told to call in to talk to a live person or even to visit the establishment to get the lead generation magnet.

But this is a very solid way to do it because it’s a non-threatening first contact. Someone can go online or call your toll-free recorded message and request your information.

**When the person goes to the website, it is critically important that they see an expansion of the ad.**

When someone comes from the ad – whether it’s a postcard, letter, banner ad or whatever – when they get to the landing page that collects the contact information, they should immediately recognize that they are in the right place.

So, here we have the headline, “*Free Family Wealth Planning Kit For Everyday Folks ....*”

It is the same exact headline that was used in the ad.

Now we have bullet points and we have the same picture of Alexis tying it in and making it personal.

The bullet points are where the person is going to discover why they should be listening to this.

Then, of course, we’ve got a call to action. In this case, we were asking for the full contact information because we were sending the information in the mail.

If you are just delivering something online, you would only ask for the first name and e-mail address or just their e-mail address.
GETTING FULL CONTACT DETAILS

The strongest thing you can do is get the full contact information, so let me give you a bonus tip.

The best way to do it is to two-step it. You drive people to a website where they give you their first name and e-mail address (or just an e-mail address) to get the free downloadable PDF or whatever. You're capturing their information and at the very least you're getting their e-mail address.

But, when they go to the next page, you offer them an additional free gift – perhaps a real book, a CD or a DVD. So you ask for their full contact information. 80% of the people will give you their full contact information in the second step.

The beauty of the two-step process is that, the more information you ask for upfront, the less your opt-in rate is going to be. In some cases that is fine if you really want to weed out people – but getting just their name and e-mail address first usually works best.

This is something you need to test but, if they know that a DVD, CD or book is being shipped to them, they are expecting to give you their full contact information.

If you’re offering something downloadable, you are going to get the name and e-mail address first.

Then, on the next page, after they click “Submit”, you are going to offer them something else that you send them in the mail and request their full contact information.

Then they go to a thank you page which says you will send this kit in the mail within 72 hours and they should make sure they open it when they get it.
OVERVIEW OF PROCESS

So let’s go through an overview of the entire process of the Magnetic Marketing model that combines online and offline together.

- There is a lead generation ad which drives people to a landing page.
- The landing page is designed to capture the person’s contact information.
- Once the person fills out their contact information, that information is stored in an online customer relationship management system.
- Then the person is automatically taken to a thank you page.
- The system then sends out pre-programmed e-mails (and direct mail if you have the right system).

Even if you don't have fancy CRM software it’s very simple. The key is following up online and offline. If you do that over time – repetition, repetition, repetition – you will see your results go through the roof.

Many people think Magnetic Marketing is just offline. Dan teaches you to use everything you possibly can – integrated together – to become highly profitable.

You will have a system that works for you 24 hours a day, seven days a week without you having to worry about it.
BRIDGING THE GAP BETWEEN INTENTION AND IMPLEMENTATION

If you are thinking to yourself:

- “Maybe there is something here.”
- “Maybe there is a better way for us to prospect.”
- “Maybe there is a better way to get quality customers.”
- “Maybe there is a way to spend our ad and marketing dollars smarter.”

If you said “maybe”, you've got to be concerned about bridging the gap between new ideas, information and intention with implementation. It's a huge gap. The truth is:

- Knowledge is not power.
- Knowledge is only potential power.

The reality is that most people don’t take action on the knowledge they gain.

One of the keys to my success, as I mentioned earlier, was that I was not only investing in myself, I was also implementing what I invested in.

So you need tools. You need a toolkit and I'm going to talk about that in a moment.

But first let me ask you this...

**If you own a small business of any kind...**

- How would you like to stop being an advertising victim?
- How would you like to finally get accurate, measurable and quick results from each and every dollar you put in to any type of advertising, marketing and promotion?
• How would you like to attract a flood of new customers at will and spark a huge cash flow surge?

• How would you like to define and dominate any target market of your choosing?

It doesn’t matter if you own a company selling sophisticated software or you own the local flower shop. Incredibly what I’m about to reveal to you can reinvent your entire marketing process for the better.

If you are a sales professional...

• How would you like to end cold call prospecting once and for all?

• How would you like to find new and powerful ways to magnetically attract prospects who are predisposed to view you as an expert, ally and adviser and are predisposed to buy from you?

• How would you like to put an end to being screened when you call or playing phone tag?

• How would you like to have qualified prospects easily and eagerly asking you to make time to see them?

If you are a sales manager or marketing executive...

• How would you like to cut out the fat and waste and take all the uncertainty out of your company’s advertising?

You can get this and much more in Dan Kennedy’s Magnetic Marketing System for the New Economy.

THE TOOLKIT FOR MAGNETIC MARKETING SUCCESS

I’m sure you have gone on lots of seminars and heard a lot of speakers. You have probably bought many books and CDs and watched a lot of online video.
However, I guarantee you have never had your hands on anything as powerful and practical as the Magnetic Marketing System for the New Economy.

Dan has assembled a product like no other. It includes 12 CDs but it is actually a complete toolkit – real tools you can take and use in your business.

**You might want to think of this system as a transformational marketing department in a box.**

There are six moneymaking components to this system.

**Moneymaking Component #1: No Brainer, Fast Implementation**

- We want you to take this, use it and get results so that you can put money in your pocket and money in your bank account as fast as possible.

- So Dan has made the implementation no-brainer because he’s done 80% of the work for you.

- In addition to the teaching on the CDs, Dan has taken 11 different businesses, four different sales careers and six different business categories. He has treated each one as a private paying client.
He has created complete Magnetic Marketing systems for each one – including all of the documents you need for prospecting and sales letters, and he has even added postcards.

And here’s the cool thing. **All of these documents are copyright-free,** which gives you permission to take them and use them virtually “as is”.

If you were to pay Dan to just develop one collection of these documents for one client, he typically gets paid anywhere between $75,000 and $100,000.

Now, here’s the best part.

**It turns out that 90% of all businesses and sales careers fit one or more of these categories perfectly.**

Your business or sales career will match with at least one of these categories so perfectly that you will be able to steal and use these powerful marketing documents and strategies – with only very minor adaptations – just as if they were created for you.

Every time I talk to people about Magnetic Marketing, there are always those who ask if the kit applies to them and their business.

We always hear this and they always believe that their business is different.

So let me repeat this. 90% of all businesses and sales careers are covered by this kit. For the most part, **at least one category is such a perfect match that there is instant application** with little or no creative adaptation.

This kit covers areas such as:

- Business to business selling
- Consumer selling
• Retail
• Professional practices
• Automobile sales
• Direct sales
• Financial service sales (despite the huge compliance issues)

... and many more.

Just about everybody who gets this kit will find one of the categories to be a very close match.

Here's the key. You're going to learn and you're going to borrow from all the materials and you're going to be able to do it instantly.

Moneymaking Component #2: Learn From Others

Next is learning from what others have done. In addition to everything Dan has created for you, he has also included over 102 additional exhibits that he did not create.

These came from his students – people just like you who purchased previous editions of the kit. They adapted something to their own business with extraordinary results.

By seeing how others have taken the ideas and documents from one business to another, you'll see how you can do it too.

This kit includes the famous “Cash Flow Surge” letter. I've used this for myself when I was a magician, and for clients who are dentists, financial advisers and restaurant owners, for example.
These four typed pages brought in $58,000 of extra cash to an art gallery owner in just 15 days. It's been adapted with similar success in over a dozen different businesses that we know of. This alone could easily be worth thousands of dollars for you as they were to me.

While some of Dan's Magnetic Marketing systems are letter-driven, virtually every possible media – every effective method of getting your message out to your target market – is included in these systems.

The Magnetic Marketing kit is a comprehensive integrated package of marketing messages and target marketing. Every media and every method that works is included.

**Moneymaking Component #3: Cafeteria CD**

In the “cafeteria CD”, Dan walks you through every page, every document, every tool and every sample in the kit. You sit down for about half an hour with the kit and listen to this CD first.

You'll then understand everything within the kit – where it is, why it is there, how it is to be used. This way, you can quickly set up your own “cafeteria line” so that you can select the strategies and tools most relevant to your business right now.

You can get those up and running and working for you, then go back to the line at any time and pick up another system, technique or strategy.

Don't worry about the "how to eat the elephant" problem. The answer really is one bite at a time.

This kit is not something you're going to zip through once, put on a shelf and never go back to. This is a true toolkit that you're going to keep coming back to time and time again, month after month, year after year.
I still go back to my Magnetic Marketing kit at least once a month – oftentimes more than that – and I’ve had the original version of this kit for about 14 years.

**Every time I use one of these strategies, I simplify my business, strengthen my marketing and increase my income.**

**Moneymaking Component #4: Crash Course CDs**

Component four is what we call a crash course in Magnetic Marketing. This is CDs 2, 3, 4 and 5. They give you a fast crash course in these very unusual powerful marketing messages.

These unique CDs condense Dan’s answers to a full day of interviews about all of his marketing methods.

It is a total brain-dump and it is very listenable. Dan is very entertaining and I promise you’re going to eagerly listen to those four CDs over and over again. Every time you do, you will make new discoveries.

**Moneymaking Component #5: Fast Start CD**

The Fast Start CD focuses on a couple of marketing systems that are super-easy to master and implement so that you can very quickly see results. You’ll be able to take this, listen to it and start implementing.

Remember, I got this kit on a Friday and went through the entire thing and started implementing on Monday. Basically I implemented what was on this Fast Start CD.

**Moneymaking Component #6: Special Reports and Checklists**

In addition to all of that, you’re also going to get some special reports and checklists covering the most commonly asked questions. For example,
“How To Print As Much Money As You Want Legally”, “The Secret Weapon Report”, “How To Turn Mailing Lists Into Money,” “Elements of Magnetic Marketing”.

If you ask any successful GKIC member, they will say that Magnetic Marketing is the course that turned their business and their life around.

Making it easier to invest in your success

Now you’re probably worrying and wondering about the price. Don’t be.

We at GKIC believe that people who show an interest in improving themselves and their business by reading this report should be rewarded.

So, you can get this new Magnetic Marketing System for the New Economy – the toolkit, CDs, transcripts – everything you need – for only $497.

This is a greatly updated program from the one I got. Quite frankly this is more sophisticated.

It has online strategies and it has really been improved. And we also have some great gifts that go with this. Now I know it sounds clichéd but these gifts are quite frankly worth the price of the entire system.

Gift #1: CD Bonus Pack – The first gift is you get a four CD bonus pack where you get three Dan Kennedy teleseminars plus exclusive presentations by Zig Ziglar, Tom Hopkins and the late, great Jim Rohn. We sell these separately for $89 but they are worth a lot more than that and they are included.

Gift #2: The Ultimate Success Secret – We will also send you a copy of Dan’s book The Ultimate Success Secret. More than 200,000 copies of this powerful little book are in print. It reveals the single most critical factor that determines outcomes and results in a person’s life. This is a Dan Kennedy classic.

The first thing I did when I got Magnetic Marketing was read this book. The secret in this book is what kept me up working, going through the material for
that entire weekend – and then implementing on Monday. Then I saw my life changed in less than 90 days.

We have only allocated a limited number of kits at this deeply discounted price so you need to act right away to get the special investment of only $497.

Get this kit now: Go to

www.gkicresourcecenter.com/product/new-magnetic-marketing/
or call 800-871-0147

Regardless of the business you’re in, this can absolutely give you the business you’ve been dreaming about – regardless of the economy.

This course changed my life it can change yours as well.