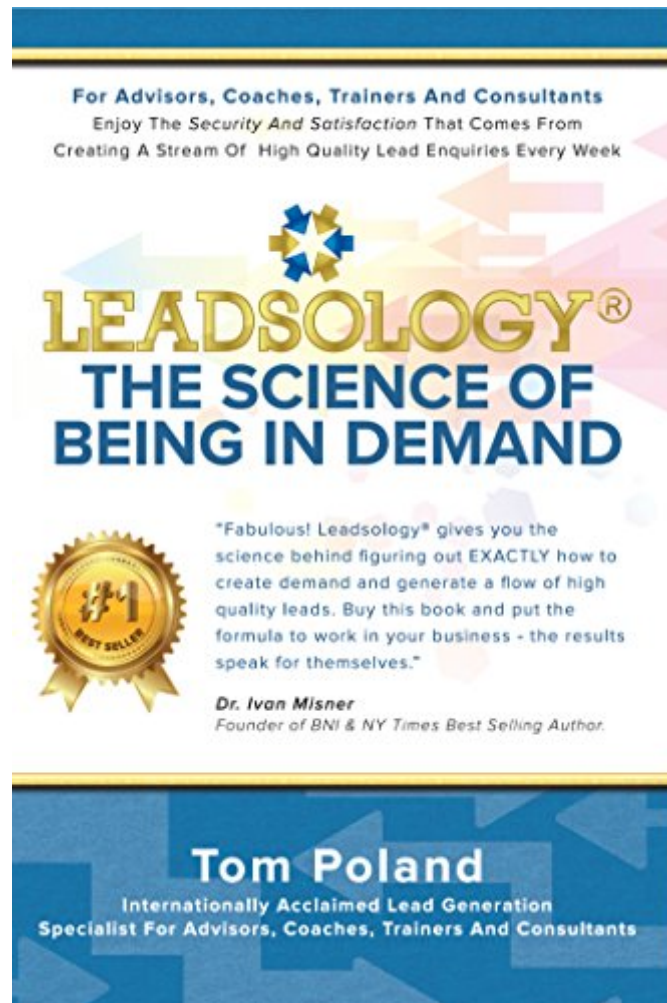


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# LEADSOLOGY®: THE SCIENCE OF BEING IN DEMAND



## Synopsis

Enjoy The Security And Satisfaction That Comes From A Steady Flow Of High Quality, In-Bound, New Client Inquiries Virtually Every Week Of The Year. Hereâ™s what youâ™ll discover from this serial entrepreneur in Leadsology: Sixteen common but costly marketing mistakes that most Advisors make. How to create a marketing message that compels prospects to make an inquiry. The four best lead generation sources for Advisors and how to use them. The Pipeline: how to create a flow of new client enquiries virtually every week. Why premium prices will attract more clients and better quality clients. How to tap into the power of marketing through other peopleâ™s networks. One simple but proven strategy to create an inexhaustible supply of leads. How to maximize the power of Social Media in your marketing. How to increase the value of your service and reduce your hours simultaneously. About the Author Tom Poland is a 59-year-old serial entrepreneur who started his first Advisory business at age 24 and has gone on to start and sell four others, taking two of them international. In that time heâ™s managed teams of over 100 people and annual revenue of more than 20 million dollars. Tomâ™s unique and proprietary Leadsology model has helped thousands of Advisors globally to establish a systematic, predictable, flow of fresh, high quality, inbound, new client inquiries into their business almost every week of the year. Many have gone on to add millions to their earnings and their stories are viewable in the last part of this book and on his website. Tom has written three books and his work has been reprinted physically in 27 countries. Heâ™s also shared international speaking platforms with the likes of Michael Gerber of E-Myth fame, Richard Koch from the 80-20 Principle, Brian Tracey, and many others. \*\*\*Download This Groundbreaking Book At A Special Introductory Price Today\*\*\*

## Book Information

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## Customer Reviews

Three reasons I found this book worth reading: 1. Many of the big names 'online' would have us all believe that to successfully grow your business, you just need to follow their 'blueprint.' In truth, marketing and selling your expertise is a highly nuanced set of skills. And you can always, always always get better at it. Reading through part 1 of Leadsology I came across many ideas I've heard before - but presented just a little bit differently. Which helped me see exactly where my next opportunity for improvement is. 2. To create a consistent flow of your ideal clients, you don't start with the tactic. You don't start with Facebook ads, or SEO or blogging or whatever. Marketing is really a lot like medicine. Would you want a surgeon who always wants to do surgery - or a surgeon who first understands the patient and THEN determines the best treatment? With marketing - as with medicine - you've got to work on three levels: - LEVEL 1: The underlying structure of the situation. (In medicine, the biology. In marketing the psychology.) - LEVEL 2: A process or series of steps that is built on a deep understanding of the underlying structure. (In medicine, this might be the step by step process of conducting a heart bypass. In marketing, this would be a proven process where each element builds on the one before it and contributes to the whole, the flow of leads and clients.) - LEVEL 3: The skills, habits and focus to work the process. (In medicine this might include knowing where to cut, and the hundreds of skills involved in surgery. In marketing this would include choosing your marketing, crafting a simple compelling message, selecting your tactics, a marketing calendar, etc., etc.

So many honest, hard-working, ethical service-based business owners struggle with this dilemma: Their customers RAVE about what they provide, but there aren't enough people buying! So they read the latest marketing books, maybe they or their staffers take a course on social media marketing, PPC, SEO, FB ads, etc. Perhaps worse, they hire a "professional" to help them do this. And what do they often find? It hardly moves the needle. But WHY? The author states: "...what works for retailers or manufacturers very often does not work for Advisors who essentially make a

living from their ideas, rather than with a physical product. Therefore, any book which addresses the subject of Marketing and Lead Generation in general terms is likely to be worse than useless for Advisors, because it will have them undertaking all sorts of marketing activity which is not specifically customised for those offering a service or advice, and thereby has them wasting time, energy and money with little or no result to show for it."\*\*\*\*If you're an advisor, coach, consultant, or trainer, who's tried a lot of techniques and spent a lot of time and money on marketing with mixed-to-awful results, I strongly urge you to open the Kindle version of this book and search for "Here's why the traditional Product Funnel probably won't work for you." In coaching business owners from start-up through \$100M mark, I've seen more service-based companies waste more time, money, and energy on marketing funnels than you would even believe. In SO many cases, it's all been a waste. This is PARTICULARLY true for business owners who try to mimic info-marketing models.

The challenge with most business books is that they're all fluff - rah-rah but then nothing to back it up. Or they're just great stories of success with no idea how you would ever emulate the journey. And even when you get the occasional nugget, it's so isolate from the rest of the content, you don't know where it fits into the overall context. Leadsology is nothing like that. There are two big themes in Tom's book which I thought were very useful. 1. Getting more leads for your service business isn't a "tactic." You can't just wake up one morning and decide you need more leads and then go perform some task to do it. Lead generation is a multi-faceted set of strategies you need to plan, execute, and stick with. Tom correctly identifies this as a big mistake most service business owners make when trying to grow their business. The great thing about Leadsology is that Tom outlines a plan to make this a regular part of your week. 2. Getting more leads for your business is a war fought on multiple fronts at the same time. Despite what many of the "gurus" teach, you can't just "do social media" and suddenly get leads. There are several components to solid lead generation. Tom outlines them in the book. If you are good at just one or two of them, you might fool yourself into thinking you're doing all you can. And thus, when it's not bringing in more clients, you might think, "hey, my price is too high" or "there's something wrong with my product." When in fact, what you really have is incomplete marketing. Tom breaks down - and helps you self-assess - across those multiple dimensions. That self-assessment in and of itself is worth \$1000.

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