

Free Report

5 STEPS FORMULA TO GROW YOUR BUSINESS ONLINE



Discover how you can leverage the internet to get more clients and grow your business.

Vince Comfort

You're Welcome!

'Sales' is the lifeline of any business. Sales is what your business depends on. If people don't buy your product or service, sooner or later you will have to close your doors. Only through sales, can you get the money to feed your family, give to your church or mosque, provide employment opportunities in your community let alone grow your business.

I am here to help you get your business in front of thousands of people through a simple 5 step method that your competitors are not using.

Who Needs this Report?

- Entrepreneurs
- Freelancers
- Small Business Owners
- Online Marketers
- Bloggers

I just wanted to keep this dead simple.

Many times, we use the wrong approach when trying to acquire customers through the internet. Late last year, one of my associates got a gig to promote health products. The client asked him to come up with a proposal and describe in detail what he was going to do for the business. His main strategy was to use Facebook to reach the target audience. The client didn't like the idea because he had invested time and money in Facebook Ads for over 4 months and never got any results. "I want return on investment" he said.

It is unfortunate that the client had to lose. BUT, all that happened either because he didn't know what he was doing, or he was following the wrong instructions.

This simple guide is to help you avoid making the same mistakes. Follow the steps, and with consistency you are bound to get a return on your investment.

Step 1: Build your website or webpage

The first thing you need is a contact point between the customer and your business. A website or even one webpage can be your contact point. Through this website, the buyer gets to see the products and services you have to offer with their specifications. But that is not the most important reason why you need a website or webpage. You need a website to be able to collect contact details from potential clients. We are talking about their name, email address, phone number.

In fact, you need to be collecting these details in your business already. According to Hubspot (One of the best providers of CRM, marketing and sales Softwares), 80% of sales are made after the 5th follow up. Those are tremendous figures that you can NEVER ignore.

Step 2: Create an offer to give away

At this point, most business owners I work with always go crazy. They're like "Dude, I'm looking for money and not looking for people to give it away!". When we talk about an offer, it doesn't always mean that you are going to give away money. Yes! If you run a restaurant, transportation or repair services business, the best offer would be a discount on your services to anyone who submits their information to you. Depending on your services, a 10% discount could go a long way. So, I would wish you look at it as an investment to get more people to visit your business.

But, it doesn't always have to be a discount. For example, my offer to you is this great piece of information. (*which by the way, I hope you will put into action*). If you are going to create a report like mine, it has to be unique and packed with information that the potential client needs and values.

Step 3: Setup an Autoresponder

An autoresponder in simple terms, is a program that automatically sends out messages to email addresses.

You need to setup the autoresponder to automatically send out your offer to your subscribers, and eventually stay in contact with your prospects. While there are free autoresponders out there, I'd suggest you use reputable services like MailChimp, GetResponder and Aweber. These tend to have a better email deliverability.

Step 4: Get Traffic

Now is the time to spread your information and get eye balls to see your offer.

There are two types of traffic: Free and Paid.

It is totally upto you to choose what to go for. Free traffic usually takes a long time to get results because it is untargeted. Paid traffic is the best because it is targeted and you get results almost instantly when set up right. Of course you'll need to monitor, test and tweak where necessary.

Create and share content. Now is time to work on your social media account. What you will be doing here is to build reputation. The content we are talking about here can be blog posts, inspirational images, image quotes, statistics, how to do posts, and anything that you think will be useful to your target audience. Again, a restaurant for an example; you could post about recipes, quotes about food, restaurant jokes, etc. I hope you get the idea.

After creating a bunch of them, post them to your social media account. Make sure you post regularly and consistently. As you post, make sure some of the posts include a link to the webpage with the offer asking for the customer's details. Adding a link in 2 out of 10 posts seems to work good for me. You don't want to post the same information and only talking about your offer.

WHY?

You are posting to show up in potential clients' timelines and handles with information that is useful to them. The idea is to get them to know you, and want to take the offer you present.

Step 5: Communicate to your contacts

Remember the contact details we were gathering through the website/webpage? Now is the time to put them to use. You now need to contact them. First, you need to deliver their offer. So if the offer a free digital product like mine, you can automatically send it to them through email. If it's a discount at a store or restaurant, you can send them a coupon code, or better still call them to know when they would like to use their discounts or offers. Now you have access to this individual. You can get to them and find out how you can help them. Find out if they are interested in any of your products. Remember 80% of sales are made at the 5th follow up. Now is the time to follow up.

Rinse and Repeat the process!

Bonus Step: Be Obsessed and Stay Consistent

One of the mistakes I made was not being obsessed and staying consistent. Most people including myself whine about how we are not generating enough business online. Lucky for you, I figured out what the problem is. Lack of Consistency. When you start, it will not make sense since people won't be liking your posts, they won't be retweeting, they won't be sharing. But if you stay consistent and keep showing up, you will get their attention. They will want to know who you are; what services you offer etc...

NOTE: If your target audience is passionate about your product or service, you can quickly get a tremendous ROI (Return on Investment). But the ROI should never be what you are up to. Most people concentrate on the ROI but they forget the fact that the online activities help their businesses come out of obscurity. More people get to hear, see, and read about your services or products. That makes it easy for you and your sales people to make the sale.

You can also head over to [my services page](#) to have a look at some of the services I can help you with. The idea is to help you get the boring stuff done while you spend your valuable time doing things that really matter to you and your business.

Resources:

[Get Your Free Tools](#)

Read More about;

[Social Media Marketing](#)

[Mobile Marketing](#)

[Content Marketing and Blogging](#)

If you have any questions or need help, don't hesitate to send me an email at <http://vincecomfort.com/contact/> (I will respond within 24 hours)

Best of Luck!