

Unconventional Strategies to
**SCALE YOUR
PROFITS**

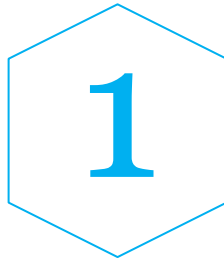
Make your competition irrelevant...
and kick some profit goal butt!!



STEVEN PLACEY

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CHAPTER ONE

Generate Sales with LinkedIn



Generate Sales With LinkedIn

LinkedIn has 670 million users, 63 million of which are decision-makers you'd LOVE to talk to (and sell to).

If you're like many people, LinkedIn is a vast unknown place that you know you should be visiting more often, but you don't really know how, when or where. You have a profile set up, maybe even a company page, but you're not tapping into the goldmine that is LinkedIn.



LinkedIn has 670 million users, 63 million of which are decision-makers you'd LOVE to talk to (and sell to). It's all levels of Entrepreneurs and business professionals from every industry on the planet all congregated into one platform...that's a huge opportunity to tap, if done correctly.

Many people are either:

1. Not spending time on LinkedIn OR
2. they want to take a shortcut by using a BOT to try to connect and sell people immediately. If you are doing this – please stop. Here's why:

Bots suck. All they do is make people angry and ruin opportunities for you. Everyone knows it's an automated bot because it replies to them right after they accept your connection. At that point you have lost all credibility. If you won't take the time to build a relationship in the beginning while trying to earn my trust and business, then I will also assume you make no effort AFTER you earn my business either. Do yourself a favor and get rid of the bot.

Generate Sales With LinkedIn

Continued...

Here's what TO do:

1. Get really clear on your ideal customer profile (your Avatar)

- a) Don't connect with just everyone. Be prudent, be selective. That way you can better track and follow up with people who best fit you.

2. Go search for and connect with your Avatars

- a) Search for great people and request to connect with them.
- b) Should I add a message to connect?
 - i. *We have found that unless you make it a very personalized message, where you mention a specific person you have in common AND WHY you want to connect with them, there is no noticeable difference in connection acceptance rate vs no message.*

3. Start meaningful conversation. (DO NOT GO DIRECTLY TO SELLING)

- a) Ask people about their business
 - i. What they do, how they do it
 - ii. Who do they help – maybe you could connect them to someone?
 - iii. The conversation will get back to YOU and what you do...
WINNER!
- b) If you have your own podcast or vlog, ask them if you could interview them.
 - i. If you have a roundtable you run, ask them to be a guest speaker?
 - 1) Be REAL... only offer this to people that you really DO want to add value to what you are doing. NEVER be fake!

Generate Sales With LinkedIn

Continued...

- c) Ask for their advice (most people LOVE sharing their advice)
 - i. Ex: Simply curious (name), if there was one piece of advice you would give a new Entrepreneur in your industry, what would it be?
 - 1) Most people love to help – and they love to talk about themselves and share their story. This could be a great way to start a conversation!

The best part is that the LinkedIn mobile app is robust. If you dedicate 15 minutes a night simply connecting and conversing on LinkedIn, you will see results – more opportunities, sales and customers – all while sitting on your couch in your PJ's.

*Note: Tapping LinkedIn is a huge opportunity for you but maybe you don't have the time or desire to connect, converse and convert your ideal customers. checkout the **Linkrocket** program. It was created for people just like you! We do all the work, and you reap the rewards. Our team will connect with your ideal Customers through high-quality LinkedIn outreach. 100% done for you by real people.*

You can find more info about this powerful program here: RYBinc.com/Linkrocket

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CHAPTER TWO

Mine The Gold inside your current customer list



Mine the Gold inside your current customer list

The easiest sales (and referrals) you will ever get are from the people that already trust and love you.

Out of the vast companies we have worked with over 20 years, I would estimate that only about 10% or less of them were adequately marketing to and creating more referrals and sales from their existing customer list.

The easiest sales (and referrals) you will ever get are from the people that already trust and love you.



People get fixated on only creating new customers. Yes, you need to have a pipeline full of new prospects, but we have helped many people multiply their sales with strategies to pull more sales and referrals out of their current lists.

There are only a few methods of increasing your revenues:

1. Get new customers
 - a) Can be expensive and a long sales cycle
2. Increase your prices
 - a) We have seen that MOST companies could increase their prices by 10% without any concern from their customers. What would an additional 10% right off the top do for you?

Mine the Gold inside your current customer list

Continued...

3. Reduce expenses
 - a) Not always easy
4. Sell your current customers the same service again
 - a) Most companies can get repeat business if they simply ask for it. (Which most don't)
5. Sell your current customers something new
 - a) Do you have something new to sell? If not, maybe you should...
6. Get warm referrals from your current customers
 - a) Warm referrals buy at EXTREMELY high percentages for more money than new customers

Notice that half of the list involves tapping into your current customer list. Just because you may have solved someone's issue in the past, doesn't mean they don't have more issues now. If you are constantly staying in front of your list with new ideas, services or even just info relative to their lives or businesses, you will stay top of mind and create streams of repeat business and referrals.

How do I stay in front of them?

An example:

We helped a BBQ restaurant create a birthday club where anyone that signed up for the club would receive an email with a free lunch coupon they can use on their birthday. Why this is awesome:

Mine the Gold inside your current customer list

Continued...

1. No one goes to lunch by themselves on the bday, so the bday person will probably bring at least one guest with them.
2. People would refer their friends to join the bday club so THEY also get a free meal on their bday – exposing the restaurant to even more new people.
3. He has 700+ people join the club in the first year, which added a ton of people to his email list.....that he can market to ALL YEAR LONG with specials, events and more. Cha-ching!

Another example:

We helped a florist that has been in business for 20 years get back in touch with their past customers and explode their business. How? By regularly showcasing amazing arrangements and gifts they created for other customers to ALL their customers. We educated people that giving flowers to someone out of the blue all can create amazing moments and memories. Why wait until Mother's Day, an anniversary or to say you're sorry, to send flowers. Doing it for no reason other than you love them is the PERFECT time.

We became idea generators by showing unique arrangements and corresponding gifts that can create a WOW moment....and we consistently stayed in front of their customers through email and social media. We also engaged their followers with questions and contests. People began looking forward to emails and posts – what a win!

Mine the Gold inside your current customer list

Continued...

I can go on for hours with examples of huge returns created with re-engaging your past customers. But for now, **a few questions for you:**

- Are their accessory services or products you can start selling to past customers?
- Have your customers' lives changed because of COVID or other events?
- Are there more things you can help the same people with again?

All great questions to contemplate.

Tapping into the goldmine that is the people that already know and trust you can create HUGE revenue spikes without a mountain of expense, resources, or time!

Note: Want to re-engage and really mine the gold that is your current customer list?

We can create some fresh ideas that will intrigue, excite and engage your list causing repeat and new sales from your list. It's called the SalesMiner program.

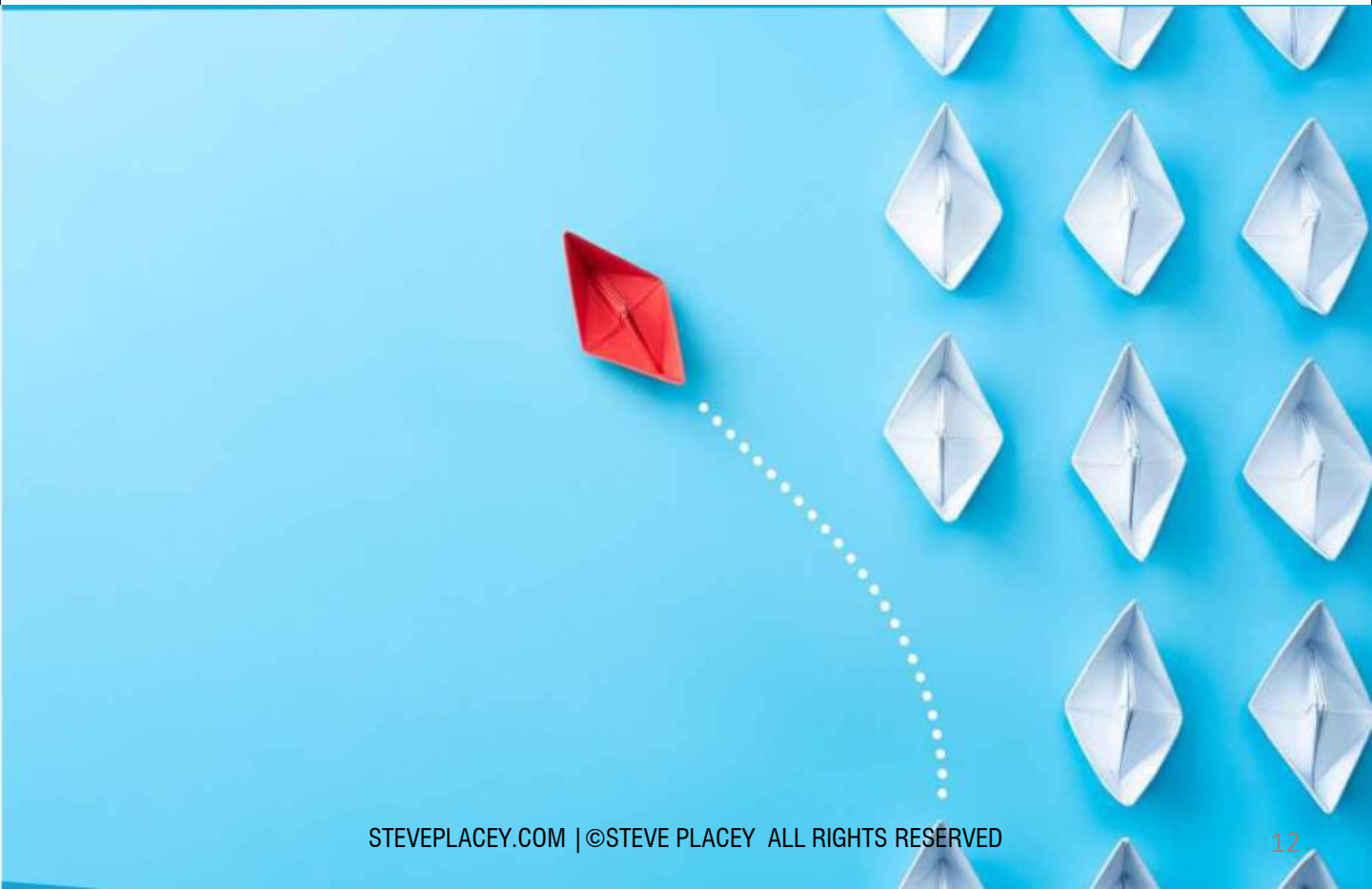
It is the fastest way to create more revenue from people that already love your company.

*You can find more info about this powerful program by **texting "MINER"** to **415-528-7403** and we'll send over all of the details.*

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CHAPTER THREE

Create Your Own Roundtable



Create Your Own Roundtable

Learning best practices from your peers is a phenomenal way to help you get from point A to point B much faster

Learning best practices from your peers is a phenomenal way to help you get from point A to point B much faster. It will cut down on the time, cost, and frustration for you to reach your goals. The value in hearing other people's failures also tells you what NOT to do.

People love roundtables. Your ideal customers may already be plugging into peer roundtables based on their industry or personal goal. This is a huge opportunity for you to:

- Provide a forum for your ideal customers to gather
- Showcase your knowledge and support
- Gain trust in their industry as a thought leader
- Get more of your ideal customers

I love brainstorming and helping Entrepreneurs. I have run roundtables and mastermind groups for over a decade. It's incredibly enjoyable, fulfilling and VERY profitable. I have gained many longtime customers, incredible friends and experts that I can call when I have questions.

Absolutely amazing.

Create Your Own Roundtable

Continued...

Here's one example of how we helped one of my clients start his own successful Roundtable:

One of my clients Kevin is the owner of SmartPlan, an outsourced Accounting and CFO firm specializing in Veterinary practices. We created the SmartVet Peer Roundtable for Kevin and marketed it to his email list, on social media and through some direct connection with ideal customer prospects on LinkedIn (yes, we follow our own advice on LinkedIn because it kicks butt!).

The first Roundtable only had a few Vet practice owners, but we had an amazing discussion on topics from hiring to firing, marketing and cost reduction tips. It was fantastic. And just after one meeting with only a few people attending, Kevin's already gotten a new great customer from it. We recorded the session as well, which can be used in marketing future sessions and even excerpts in a podcast. Win! Win!

The next Roundtable already has 3x the guests attending so more great things to come for Kevin as he continues to grow his Roundtable. **You can create your own as well** and have great success being a conduit and resource for your ideal customers.

You can create a free roundtable open to everyone once a month or a fee-based group that is limited to members and approved guests. I prefer the fee-based group for sometimes FREE can equal "no value" in the minds of some people.

Whichever you are comfortable with, just get started. It's extremely rewarding in many ways.

One More Strategy...

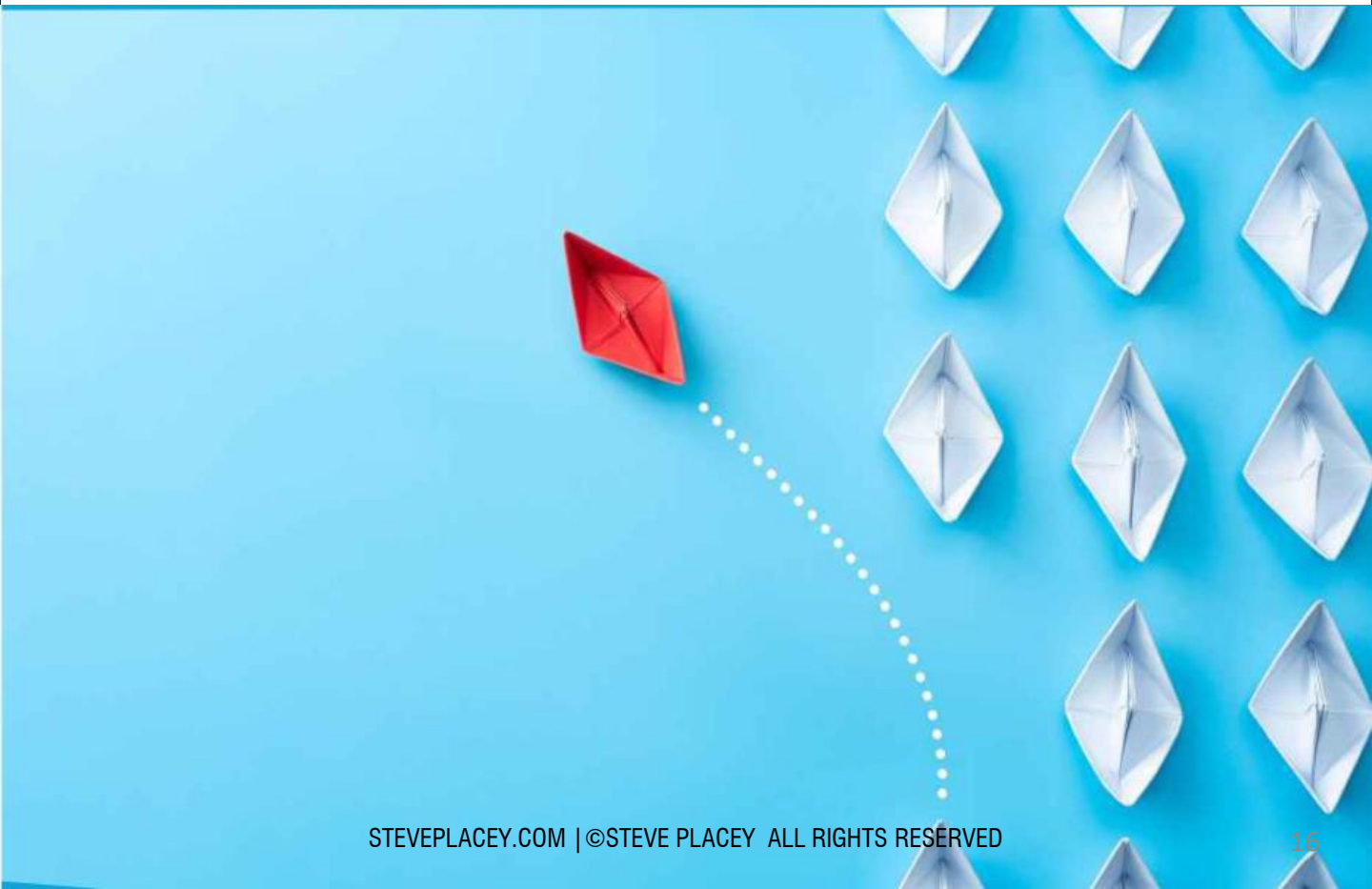
One more strategy I have to share...

Here's a BONUS more conventional strategy for 2021. Many people are doing it, but HOW YOU USE IT to open doors is totally unconventional! This strategy creates HUGE, clear separation for you and expands your reach WAY beyond what you have now...

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CHAPTER FOUR

Start Your Own Podcast



Start Your Own Podcast

The Rock Your Business Podcast has been one of the best lead generators I've ever done for my business.

You may have thought about starting your own podcast, but you were not able to figure out what it should be about or what equipment you would need or what you would talk about or how to use it to get new customers. I hear you; I had those same questions and doubts before I started my podcast.

The Rock Your Business Podcast has been one of the best lead generators I've ever done for my business. I know I was skeptical at first but then things just started happening...More interviews, more leads, great responses and the best way to open doors to hard-to-reach people, I've ever seen!

Here are three ways it's gotten me new customers and how maybe starting your own podcast can do the same for you.

#1 - It's expanding my reach to thousands of new people outside of my city, outside of my state, outside of my country that I might not have been able to reach any other way. I have literally had people from every continent listen to my podcast which is incredibly cool.

Most importantly I have had people from all around the country listen to a podcast and become great customers.

You know you need to be creating content on social media right now but what kind of content is best? What will get the best rate of return?

Start Your Own Podcast

Continued...

One thing I do know is that every successful person that I see marketing online has at least one podcast. Some of them have two on various subjects. So why are these multimillion-dollar marketers doing that? Because **without a doubt podcasts are the best long-form content that you can create.**

Statistics show that out of the 400 most listened to podcasts in the world the average length of those podcasts is around 40 minutes. Podcasters are staying in people's heads for 40 minutes to an hour every week.

That's a gigantic way to:

- Show people what you know
- Connect and earn their trust
- Provide advice that helps them solve problems or causes pleasure in their business a life
- Get them to know, like and trust you.

What other content can you create that people will knowingly and willingly and look forward to giving you their attention for 40 min to one hour a week? Is each of my podcasts 40 min - no. I interview other great people - those are the longer ones. But many of my podcasts are 10 - 20 min where I give great advice - and quick wins - to my audience.

I have also been asked to be on several other podcast video shows and been interviewed many times from people listening to the podcast. This is another amazing way to help you expand your reach to a ton of new markets.

Start Your Own Podcast

Continued...

#2 - The Rock Your Business, Inc. podcast has been the best door opener to executives, professionals, business owners and entrepreneurs that normally would not respond to other types of social media marketing.

I have reached out through LinkedIn through Facebook to individuals that are high profile people that have great stories and that would have great content for my listeners. I ask them if they'd be open to be interviewed for my podcast. This literally takes 30 seconds...

Before I have them on the podcast, I suggest that we do a brief pre-interview call so we can talk about subjects, the format and how the podcast is going to go. Now you have this hard-to-reach person on the phone. Winner, winner, chicken dinner!

In this meeting, you are having a discussion with this great person and they're eventually always going to ask, "well what do you do and what does your company do". I have dozens of stories where, in that simple short call, we uncover something that they would like my help with, and I sign on a great new customer.

I wish I would've started our podcast 10 years ago because it has been the best (and easiest) door opener to those hard-to-reach people I have ever used for my company.

#3 - A huge source of new referrals and leads. Since I have full control over the Rock Your Business Podcast, I do short commercials for my programs, classes and more inside of my podcast. I can talk about an upcoming launch or about new products. I can talk about all kinds of great things in the short commercials and as long as they're kept 15 to 20 seconds, the listeners seem to not mind.

Start Your Own Podcast

Continued...

Think about it, your own podcast is like having your own radio show where you have full control over the content and the advertisers. What could you promote in a short commercial? If they are listening to your podcast, they know, like and trust you. Being able to offer them further help through your products, classes, services or consulting is a next logical step.

Did you know you could get paid to do your podcast? If you wanted to get sponsors for your podcast you can do so, or other companies might want to sponsor your podcast and reach your listeners.

So now you're not only expanding your reach and opening doors to all kinds of new, wonderful people and customers, you're also getting paid by sponsors to do it. How cool is that!

Start Here

“Great ideas, now where do I start?”

Great ideas cannot become reality without a plan of attack – or a strategic plan. Breaking down goals to the small action steps you can take today, tomorrow, and next week keeps you from getting overwhelmed.

Stop running on the hamster wheel and take time to write out a strategic plan for 2021. I will help you get started:

1. What is your #1 goal for 2021?
2. What do you NOT have now that you WANT in 2021?
3. and my favorite question: What do you HAVE now that you DON'T WANT in 2021?

Knowing what you do not want is extremely powerful. Is it something you just hate doing? Is it a low margin, high work product or service? Things like that keep you from doing other more rewarding activities! Get rid of them and live a happier, wealthier life!

Start HERE >> Your strategic plan needs to be more comprehensive than just 3 questions. ***Get the free 2021 Small Business Strategic Planning Worksheets I created for you on my website www.StevePlacey.com.*** Take these simple steps and build a strategic plan that can help you get more customers, higher sales, and live a happier life in 2021!

Start Here

So there you have it, 3 kick-butt, unconventional, high ROI ways you can reach, build and convert many of your ideal customers, sales and referrals in 2021. I have given you the keys to the kingdom, you now just have to execute. If you do not know how, [then get help](#). No one ever said you had to figure everything out yourself.

The worst thing that can happen is that you read this, put it aside and continue to do the same things that didn't get the results you wanted the first time.

Why would you do that?

Aren't you worth trying something different, that you competitors probably aren't doing?

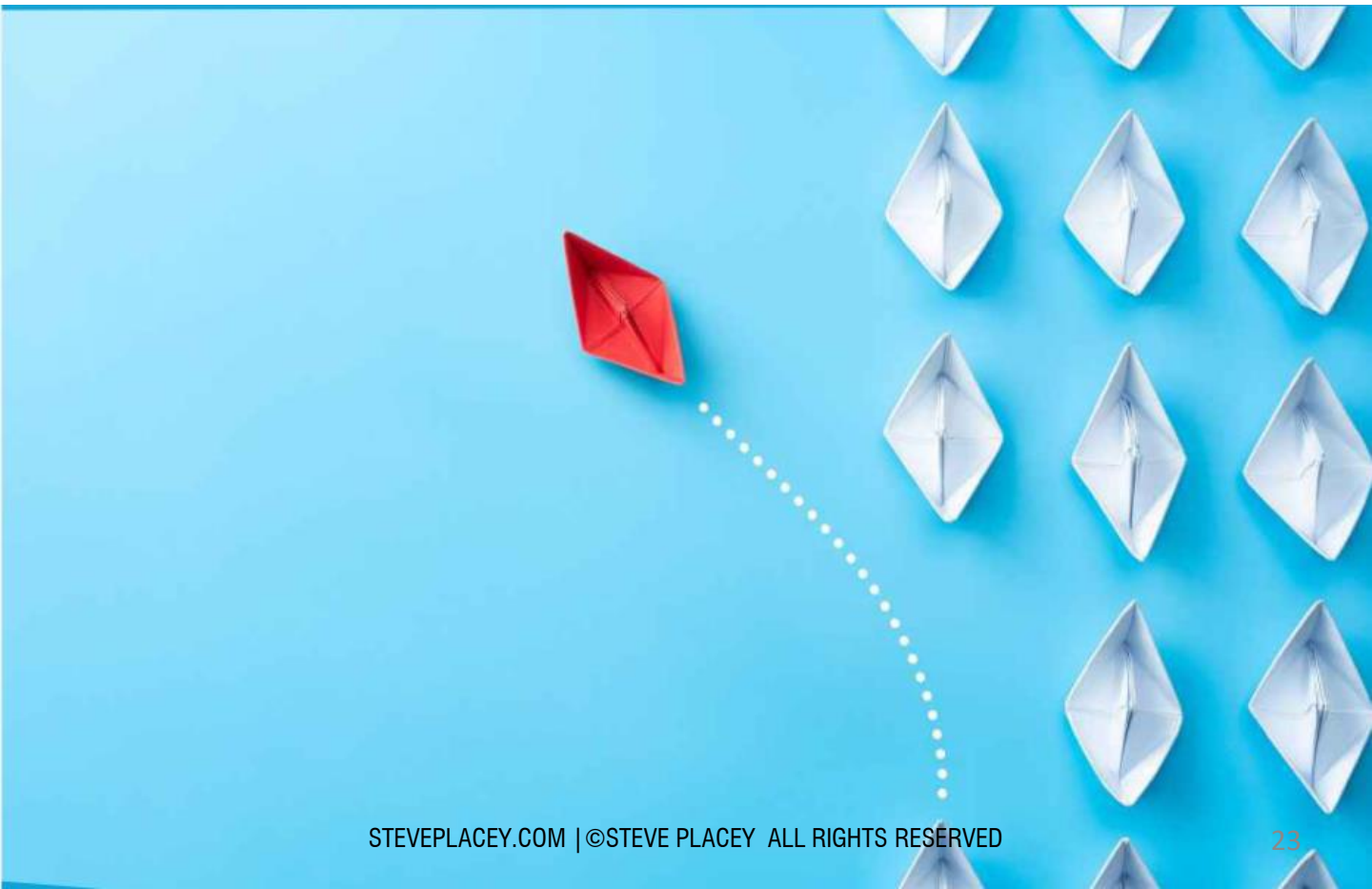
You are awesome, so be the best, damn, awesome YOU and go kick some butt!

-Steven



ABOUT THE AUTHOR

Steven Placey



Who is This Guy?



Through his hands-on work, online courses and masterminds, Steven has helped thousands of entrepreneurs and small businesses create millions in sales in his career.

His direct problem-solving abilities, positive outlook and innovative ideas provide the blueprints for Entrepreneurs to finally turn their ideas into reality, their passion into profits and do what they love with who they love.

Steven is also the Founder and President of [Rock Your Business®, Inc.](#), a Branding and Business Development Firm with a collection of uber-talented integrators that can take any strategy Steven creates for a company (or their ideas) and execute them with stellar results.

Personally, he and his family can always be found in and around the ocean fishing, relaxing, playing and laughing while listening to music from reggae to metal (his fav!)

*Create your own Strategic Plan
and Crush Your Sales!*

Download your free

2021 Small Business Strategic Planning Worksheets

THE FASTEST WAY TO GET FROM
POINT A TO POINT B *in less time, frustration and cost!*

[Yes, I want it!](#)

