neurogym™

A Better You. A Better World.™

The Cloning of Business Success Video Series
Program Manual

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CHECKLIST:

Complete At Event

- ☐ Vision Statement
- ☐ Mission Statement
- ☐ Perfect Client Profile
- ☐ Core Marketing Message
- ☐ Elevator Pitch
- ☐ Communication and Distribution/Sales Channels
- ☐ Primary Marketing & Sales Strategies
- ☐ Primary Marketing & Sales Tactics
- ☐ Develop Your Sales Process Map
- ☐ Financial and Non-Financial Goals for This Year
- ☐ Daily Rituals and Planning
- ☐ 90 day Objectives and Action Plan

After Event

- ☐ Develop your website and marketing and sales collateral (free reports, sales letter, newsletters, etc.)
  (after event)
- ☐ KPI's & Dashboards (after event)
- ☐ Lifetime Value Worksheet (after event)
- ☐ Revenue Planning (after event)
- ☐ Finalize Business Objectives By Month for all of this Year

WHAT LEVEL DO YOU WANT TO PLAY AT?

The Master Formula For Consistent Revenue

Traffic x Converstion = $$$

+

Upsell/Downsell + Repeat Business + Refferals

=

Exponential Revenue!

THE BUSINESS PUZZLE SOLVED

1

3

CHOOSE YOUR BEST SALES + MARKETING CHANNELS
1. TV, RADIO
2. MAGAZINES, REFERRALS, NETWORKING
3. ONLINE
4. DIRECT SALES

CHOOSE YOUR SALES + MARKETING STRATEGIES
1. JOINT VENTURES
2. TELEMARKETING
3. MEDIA BUYING
4. NETWORKING EVENTS

CHOOSE YOUR BEST SALES + MARKETING TACTICS
1. DRIP CAMPAIGNS
2. BUY ONE GET ONE FREE
3. FREE CONSULTATION
4. URGENCY + SCARCITY

2

YOUR PRODUCT / SERVICE → PERFECT CLIENT TARGET →

YOUR COMMUNICATIONS + MARKETING MESSAGES

ELEVATOR PITCH
MAIN HOOK
USP
KILLER PROMISE
BENEFIT OF BENEFIT
CALL TO ACTION
FOLLOW UP PLAN

4

THE SALES PROCESS

STEP 1	STEP 2	STEP 3	STEP 4
LEAD GENERATION	LEAD QUALIFICATION	LEAD CONVERSION	LEAD NURTURING
JOINT VENTURES	QUIZZES	CALL TO ACTION	BY PHONE
ADS	PHONE	IRRESISTIBLE OFFERS	BY EMAIL
PHONE	APPLICATION	SPECIAL OFFERS	IN PERSON
DIRECT RESPONSE	CONSULTATION	UPSELL DOWNSELL	AUTOMATION TECHNOLOGY

The Cloning Of Business Success

Your Blueprint For Predictable Business Growth (And An Amazing Life!)

What are your goals, purpose and vision?
Purpose
Passion
Values
Vision for your life
Financial and Non Financial Goals

Know Your: Doubts Fears
Confidence Level Certainty Level Motive For Action
Core Abilities & Strengths
Knowledge Level
Skill level
Emotional & Adaptability Capacity

Which brain type are you?
Left
- Analyzer
- Organizer

Right
- Visualizer
- Socializer

6 Personality Characteristics of Business
Owners
Visionary
Engineer — one or two primary
Salesperson
Manager — one or 2 secondary
Marketer
Driver

Lifestyle Questions
What are your top 5 core values?
What is your higher purpose?
What kind of Legacy do you want to leave?
What kind of experiences do you want to have?
How much do you want to give to charity?
What type of car do you want to drive?
How much money do you want in the bank?
When do you want to retire?
Where do you want to travel?
What schools do you want your kids to go to?

Determine your Business Goals
Vision
Purpose of the business
Mission
Values
Products or Services
Uniqueness of your product or service
Financial/non financial goals
Financial / non financial resources

Assess your business Elements
Neuro-Marketing & Neuro-Sales
IMA (Integrated Marketing Approach)
Management
Finance
Legal
Technology
R/D and Product Development
Client Experience
Sales Process

The Smart Growth Process

Step I

Foundation

- Vision/Mission/Values/Goals
- Core Message
- Perfect Client Profile
- Decision-Making Process
- Lifetime Value
- Revenue Plan
- Communications

Step II

Implementation & Acceleration

- Marketing Strategies & Tactics
- Marketing Schedule
- Sales Process
- Lead Generation
- Lead Qualification
- Lead Conversion
- Lead Nurturing

Step III

Optimization

- Performance Metrics/Dashboards
- Sales Process Management
- New Product Development
- Scaling & Automation
- Team Growth
- Management
- Operational Excellence

My Life's Vision- Example

God—I am totally connected to GOD and the universes' awesome intelligence. Every moment, I feel GOD guiding me in creating a masterpiece for others and for myself. I have TOTAL faith and trust in GOD that everything happens for a reason in which to serve me and help me grow spiritually. I meditate daily to increase my awareness and connection to the source and I visualize the outcomes for everything I am manifesting.

Health—I now weigh 195 lbs with a body fat percentage of is 10-12%. I have an abundance of physical and mental energy and I feel and look great. I am the healthiest I have ever been. Being spiritually-grounded, emotionally-centered, happy and healthy are my highest priorities..

Financial—I am now earning $10 million a year or more from my Income, Investments, and Praxis Now and The NeuroGym. My net worth is now at least $100 million and I am now saving at least $2,000,000 per year after taxes. We are NOW totally debt free and I love it!

Business—I am happily building Praxis Now and The NeuroGym into the #1 brain retraining company in the world. People love our evidence-based research, products and services and we have raving fans and companies who recommend us to all their friends, clients and associates.

Family/Relationships—I love and absolutely enjoy my relationships with Keenan and Noah immensely. They are my shining and loving lights. Maria is an angel and we are having the best relationship ever. My family and I love each other totally and we get along great! My friendships are phenomenal and I am totally fulfilled with them!

Charity- I am now happily giving at least $1,000,000 or more per year to the charities and causes that our family chooses and we feel so blessed to be able to make such a positive impact and give so much of our time and money to the causes we believe in.

Lifestyle-I love living in total luxury and comfort, driving the cars I choose to drive, travelling first class to the places I want to explore, and the absolute feeling of abundance, happiness, gratitude. I love being able to do what I want to do, with whom I want to do it with, when I want to do it.
Living life on my terms is amazing!

What's Your Life's Vision?

What is your BIG why?

What Is Your Business Vision Statement?

Goals that are: Specific, Measurable, Aggressive, Realistic, and Time bound (SMART)

Goals That You Will Achieve 3 Years From Now

What Is Your Business Mission Statement?

(The Reason For Your Business To Exist)

What you will accomplish three years from now?

John Assaraf's Core Values

1. GOD
2. Health
3. Family
4. Contribution
5. Fun and Exiting Life Experiences

Core Values

Your Company	Your Personal

Neurogym Company Core values

1. We Have Fun

2. Love – We are authentically compassionate towards ourselves, employees, partners and customers.

3. Ownership Mentality – We consistently think and behave in ways that are in the best interest of our team, customers and company.

4. Integrity – We are accountable and reliable in our commitments and actions.

5. Passion – Driven daily by our inner purpose, we inspire ourselves and each other to achieve our fullest potential.

6. Customer Focus – We put our customers first by empowering all team members to create a "wow" experience through every decision, action and interaction.

8. Agility and Innovation – We expertly research and develop cutting edge products and services that we test, measure and iterate quickly. We are flexible and nimble in creating and seizing market opportunities.

9. Giving Back – We contribute our time, talents, intellectual property and money to causes we believe in.

10. Humbitious- We strive to be humble and ambitious

Financial Goals for The Next 12 Months:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

What Are Your Top 3 - 5 Financial Goals For The Next 12 Months

1.

2.

3.

4.

5.

Non-Financial Goals for The Next 12 Months:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

What Are Your Top 3 - 5 Non-Financial Goals For The Next 12 Months

1.

2.

3.

4.

5.

The Next 12 Months Business Objective by Month - Part 1

	_____
Sales	1. 2. 3.
Marketing	1. 2. 3.
Client Support	1. 2. 3.
Finance	1. 2. 3.

The Next 12 Months Business Objective by Month - Part 2

	_____
Legal	1. 2. 3.
Operations/ Management	1. 2. 3.
Product Development	1. 2. 3.
Other	1. 2. 3.

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Operations/ Management	1. 2. 3.
Product Development	1. 2. 3.
Other	1. 2. 3.

What is a Revenue Plan?

Think of a revenue plan as a road map to your desired business destination. It is a forecasting document of how many products/services you need to sell to reach your revenue goals.

Why Have a Revenue Plan?

You MUST have a revenue plan if you:

- **Expect to generate a certain and consistent business income**
- **Want to measure how your business is doing on a regular basis**
- **Desire to develop a working model you can tweak to improve**
- **Work less and earn more**
- **Know exactly what you need to do to HIT your revenue targets**

Sample Revenue Plan : Part 1
Day Care Example

SAMPLERevenuePlan															
			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month7	Month8	Month9	Month10	Month11	Month12	Total
SAMPLERevenue		Notes	7-Jan	7-Feb	7-Mar	7-Apr	7-May	7-Jun	7-Jul	7-Aug	7-Sep	7-Oct	7-Nov	7-Dec	Total
DayCare		**													
	DirectMailProgram			1	1	1	1	1	1	1	1	1	1	1	11
	ReferralProgram			1	1	1	1	1	1	1	1	1	1	1	11
	MonthlyClients	1	10	2	2	2	2	2	2	2	2	2	2	2	32
	Accumulative		10	12	14	16	17	19	21	23	25	26	28	30	
	Revenues	2	$8,333	$9,917	$11,484	$13,036	$14,572	$16,093	$17,599	$19,090	$20,565	$22,026	$23,473	$24,905	$201,093

Sample Revenue Plan : Part 2
Upselling Opportunities

			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month7	Month8	Month9	Month10	Month11	Month12	Total
OnlineVideoSurveillance		Notes	7-Jan	7-Feb	7-Mar	7-Apr	7-May	7-Jun	7-Jul	7-Aug	7-Sep	7-Oct	7-Nov	7-Dec	Total
	Participants	3	2	2	3	3	3	4	4	5	5	5	6	6	48
	Revenues	4	$300	$357	$413	$469	$525	$579	$634	$687	$740	$793	$845	$897	$7,243
PrivateTutoring															
	Participants	5	2	2	2	2	3	3	3	3	4	4	4	4	41
	Revenues	6	$300	$357	$413	$469	$525	$579	$634	$687	$740	$793	$845	$897	$7,245
BeginnerComputerTraining															
	Participants	7	1	1	1	2	2	2	2	2	2	3	3	3	31
	Revenues	8	$250	$298	$345	$391	$437	$483	$528	$573	$617	$661	$704	$747	$6,041
	TotalRevenue		$9,183	$10,928	$12,656	$14,366	$16,059	$17,735	$19,394	$21,037	$22,663	$24,273	$25,867	$27,445	$221,623
	TotalCombinedRevenue														$221,623

Revenue Projection Worksheet Template

Revenue Goal for the year:

First Quarter	**$ _____**
Second Quarter	**$ _____**
Third Quarter	**$ _____**
Fourth Quarter	**$ _____**

Product/Services:	**Price Per Unit:**
Product #1	**$ _____**
Product #2	**$ _____**
Product #3	**$ _____**
Up-sell #1	**$ _____**
Up-sell #2	**$ _____**
Down-sell #1	**$ _____**
Down-sell #2	**$ _____**

6 Month Revenue Projection Worksheet Template

Specific Product or Services							Total # Units

WHICH BRAIN TYPE ARE YOU?

SOCIAL

Loves people, Connection and Social fun

CONCEPTUAL

Visionary- Big picture- Ideas- Possibilities

ANALYTICAL

Logic driven- Loves data- rational thinking and loves reasons for things- loves lots of supporting research and information

STRUCTURAL

Process driven- like specific sets of rules- step-by-step instruction- time sensitive to details

DISC

OUTGOING
Dominance
Goal-driven,
Direct, Competitive
"Just Do It"
Influence
People-person,
Talkative, Spontaneous
"Have Fun Doing It"
TASK
PEOPLE
Compliance
Careful, Logical,
Organised, Diplomatic
"Do It Right"
Steadiness
Stable, Dependable,
Conservative, Loyal
"Do It Together"
RESERVED

Calculating
Competent
Cautious
Contemplative
Needs:
Values
Confirmation
excellence
CONSCIENTIOUS
DOMINANT
Direct
Decisive
Determined
Needs:
respect
Choices
control
C
D
S
I
Stable
Steady
Sweet
Needs:
Security
Approval
appreciation
SUPPORTIVE
INSPIRING
Influencing
Interactive
Imaginative
Involved
Needs:
Affirmation
Popularity
recognition

Advanced Insights “Values”

The 6 Hats Required For Building A Successful Business

Visionary

The visionary is responsible for creating the big picture of where your business is going. What products or services should you create? Most entrepreneurs are visionaries and need help fulfilling the other roles of running a business.

The 6 Hats Required For Building A Successful Business

Marketer

Some people are natural marketers whereas others are not. The marketer is responsible for all aspects of the brand and generating interest in your products and services. Who is best suited to define your brand and can maintain it? Who can efficiently generate enough leads and manage your communications until a sale is made? What do people in your niche want and need?

The 6 Hats Required For Building A Successful Business

Salesperson

A great salesperson has the skill to interact with your prospects and present your products and services. The salesperson is able to assess which product or service will benefit your customers and help them overcome any objections they may have during the buying process. They understand the sales process and master persuasion techniques.

The 6 Hats Required For Building A Successful Business

Engineer

Engineers make sure that all your systems and processes are in place. They understand how all the pieces of your business work together so that you can maximize your efficiency. They create the procedures that keep your business running like a well-oiled machine.

The 6 Hats Required For Building A Successful Business

Manager

Once your business has In-house or Outsource employees, you need managers to make sure that they are focused on the right tasks. Managers watch over the processes and systems to make sure that everything and everyone are working toward your overall goals.

The 6 Hats Required For Building A Successful Business

Driver

Who is out there everyday making sure that everything you want to achieve is being done? The driver motivates the team, whether it's in marketing, sales, or any other department, to move toward the vision of your company.

Skill Set Matrix

Put an "X" in each box for which you are now responsible for and focus on:

	Vision	Strategy	Implementation	Management
1. Sales				
2. Marketing				
3. Customer Care				
4. Finance				
5. Legal				
6. Operations				
7. Products/Services Development				
8. IT				

Highest Value Activities: Vision and Strategy

Lower Value Activities: Implementation and Management

Notes

Skill Set Matrix

Put an "X" in each box for which you should be focused on:

	Vision	Strategy	Implementation	Management
1. Sales				
2. Marketing				
3. Customer Care				
4. Finance				
5. Legal				
6. Operations				
7. Products/Services Development				
8. IT				

Highest Value Activities: Vision and Strategy

Lower Value Activities: Implementation and Management

Notes

Key Hires/Resources - Part 1

Sales	
Marketing	
Client Support	
Finance	

Key Hires/Resources - Part 2

Legal	
Operations	
Product Development	
Other	

Mastering Your Mindset

Mastering Your Mindset

Daily Declarations & Affirmations

Stomp the Ants

Replacing NEGATIVE thoughts with POSITIVE affirmations:

- **I could never accomplish these business goals**
- **What if I try and fail miserably**
- **I'm not sharp or savvy enough for this**
- **I can easily acquire the skills I need or find the people to help me**
- **Being afraid is a normal feeling. I feel doubt and do it anyway**
- **I am a successful and savvy business person**

Use Your Brain Retraining Program!

The Power of Success Rituals

Once an idea is chosen and consistently impressed and emotionalized into the non-conscious mind, perceptions and behaviors change to find and produce the desired results.

AM Rituals: Outline 3 To Focus On

1. _____

2. _____

3. _____

In The Morning And Evening...

- Meditation
- Visualization
- Affirmations
- Review Business Goals & Daily Results Planner
- Cognitive Priming Techniques
- Vision Board

Throughout The Day...

Use various forms of neuro-technology (WTGB/WTGM, subliminal audio, etc.)

PM Rituals: Outline 3 To Focus On

1. _____

2. _____

3. _____

My Daily Results Planner

Use this planner daily to help you prioritize your daily activities for OPTIMAL RESULTS!

Highest-Priority, Highest Impact Activities I will focus on and do today:

1. _____
2. _____
3. _____

My Highest Income Producing Activities to focus on today:

1. _____
2. _____
3. _____

Must-do Projects that Support my weekly + monthly goals and objectives:

1. _____
2. _____
3. _____
4. _____

Awaiting Responses from (list the people you need help from to accomplish today's goals)

1. _____
2. _____
3. _____

People I will connect with TODAY:

1. _____
2. _____
3. _____

Really Important Stuff That Just Came Up:

1. _____
2. _____
3. _____

If I Have Time I Will:

1. _____
2. _____
3. _____

Daily Review

On a scale of 1-10 (10 being best) How would you rate your effectiveness for the day?

1 2 3 4 5 6 7 8 9 10

My day today was: **Highly Productive**, **Somewhat Productive** or **Unproductive**?

What can I do to Improve Tomorrow?

1. _____
2. _____
3. _____

Sign_____ Date _____

The Power of Neuro-Marketing & Neuro-Sales

What is Neuro-Marketing & Neuro-Sales?

The ability to understand and lead a prospect through your sales process by understanding how their brain processes information, messages, trust, fear, and call to actions. In addition, it's the ability to persuade them to behave in a way that leads to a higher conversion during the marketing and sales process.

Great Marketing In Action

PooPourri Video

Girls Don’t Poop - PooPourri.com

The SmartGrowth Map

Perfect Client Profile

Why Do People Buy?

Features – the *physical* components of the product or service

Advantages – the *result* components produced by the features

Benefits – the *emotional* components produced by features and advantages

Why Do People Buy?

Are you more likely to buy something you need or want?

Features Tell and Benefits Sell

The Benefit of the Benefit Sells the Fastest!

People Buy:

- The Benefit Of The Benefit
- The Promise
- The Transformation
- Release Of Pain, Fear, And Anxiety And/Or A Problem
- They Buy To Meet An Emotional Need
- They Justify Logically

Identify your Perfect Client Profile

The #1 MUST

- **What type of client do you want to do business with?**
- **Who is going to give you the greatest return on your marketing investment?**
- **Who will be the easiest to find?**
- **Who will be the easiest to sell to?**
- **Who will require the least customer service?**
- **Who will stay with you the longest?**
- **Who will spend the most with you over the longest period of time?**

Identifying Your Perfect Client's Demographics

Demographics are characteristics that define a client who NEEDS what you sell

Benefits of Demographics

- **Creates a picture as to who your 'current' client is**
- **Allows you to discern who you really WANT to be doing business with over the long term**
- **Assists you in determining your target market**

Age, Gender, Income, Education, Marital Status, Children and Ages, Geographic Information

Example: Day Care Company Demographics

Who is our perfect client and how do we reach them?

- **Female**
- **Age 21-45**
- **Married, 1-2 children**
- **Employed, Homeowner**
- **Total Annual Household income 60K-150K**

Now you know who to look for when you want additional clients and this can help you determine where to find them. But what do they want…

Identifying Your Perfect Client's Psychographics

Psychographics are characteristics that define a client who WANTS what you sell

Benefits of Psychographics:

- **Know why clients buy your products…or why they don't**
- **Know clients wants and in turn how to target these hot buttons**

Personality, Attitude, Values, Lifestyle, Interests

Example: Day Care Company Psychographics

What does our perfect client want?

- **5 days per week service or 1-2?**
- **Do they want to be informed? Webcams?**
- **General baby-sitting?**
- **Educational classes to teach their children?**
- **Certified care givers/teachers?**
- **Playful, light hearted environment?**
- **Low child to staff ratio for personal attention?**

It is imperative that this daycare decide what it wants to be & which group it wants to attract. Once it makes this decision, resources should be allocated to create & market a daycare that cannot be matched based on the specific wants of the ideal client the business owner WANTS to work with.

Categories of Perfect Clients

In our example, the ideal clients of this day care were mostly focused on the foundational loving, safe and caring environment.

You may have different categories of ideal clients, for example…

Good

1. **Working mother, children 1 - 5 years: wants best price for average day care service (might prefer annual service contract, less client support needs, more likely to pay in full)**

Better

2. **Working mother, children 6 months - 3 years: wants a loving, caring environment with lots of one-on-one time and attention to each child (might be more selective, appreciate check-in messages, want bios on staff working directly with child, likely to share with friends their experience)**

Best

3. **Working mother, children 3 - 5 years: wants an educational day care specializing in playful educational opportunities (might be highly selective, want progress updates, appreciates latest educational innovations, likely to send referrals)**

You will begin to attract the type of client that is willing to pay a higher price for a product/service that specializes in their wants

Sample Hot Buttons by Industry

Service Industry: (Airline, Banking, Construction, Hair Salon, Investment Services, Plumber)

Top Hot Buttons

1. Fix it right
2. Fix it fast
3. Be on time
4. Provide quick resolution
5. Be honest

Additional Hot Buttons

1. Expected results
2. Options, variety
3. Selection
4. Quality, results match expectations
5. Educate about product or service
6. Additional products/services after the sale

Sample Hot Buttons by Industry

Retail Industry: (Bakery, General Merchandisers, Pharmaceuticals, Florist, Office Equipment)

Top Hot Buttons

1. Product options, variety, selection
2. Product quality
3. Product results match expectations
4. Customer service, advice knowledge
5. Price

Additional Hot Buttons

1. Expected results
2. Selection
3. Additional products/services after the sale
4. No hassles
5. Make more money

Sample Hot Buttons by Industry

Professional Industry: (Accountant, Chiropractor, Insurance Agent, Photographer, Therapist, Architect)

Top Hot Buttons

1. Expected results
2. General Customer Service
3. Price or Affordability
4. Guarantee Results
5. Trustworthy

Additional Hot Buttons

1. Options, variety
2. Selection
3. Quality, results match expectations
4. Educate about product or service
5. Additional products/service after the sale

Sample Hot Buttons by Industry

Entrepreneur/Opportunity Industry: (Broker, Holistic Health, Independent Contractor, Small Business Owner)

Top Hot Buttons

1. Make Money (Return on Investment)
2. Easily transition into ownership
3. Validation
4. Proof of Support
5. Resonates with beliefs and values

Additional Hot Buttons

1. Expected results
2. Options, variety
3. Selection
4. Quality, results match expectations
5. Educate about product or service

Identifying Your Perfect Client

List your perfect customer's biggest pains, frustrations, fears and/or irritations:

- _____
- _____
- _____
- _____
- _____

List your perfect customer's wants & needs:

- _____
- _____
- _____
- _____
- _____

What are their Top Three "Hot Buttons":

- _____
- _____
- _____

What solution do you provide to solve them?(Think features, advantages, benefits)

- _____
- _____
- _____
- _____
- _____

Neuro-Marketing Map

Sample of Core Message Through To Sales

CORE Message	Channels of Communication	S&M Strategies Examples	Core Tactics Examples
• 10% move towards pleasure and opportunity • 90% move away from pain, problems, fears, frustrations, & irritations	• Television • Radio • Face to Face • Online • Direct Sales • Joint Ventures	• Do a Podcast • Google Ads • Blog • Joint Venture • 30 sec. Radio Ads • Flyers to Home • Ads • Free Reports • Videos	• 2-1 Special • Fill Out Application • 24 Hr. Challenge • Use Before You Pay • 30 Day Money Back Guaranteed • Urgency • Scarcity

= $

Developing Your Core Marketing Message

A Core Marketing Message Is The Nucleus And Foundation For All Your Marketing And Sales Material And Process. It Takes Into Consideration The Psychology Of Your Ideal Clients And Connects With Them At A Deeper Level Of Trust And Rapport.

Sample of Marketing Message

Day Care

We (or I) work with: busy working mothers looking for a daycare that's both safe and affordable

Who struggle with: the fear that they may select the wrong one resulting in their child receiving poor supervision by uncaring staff members with questionable or possibly criminal backgrounds, being served lousy meals by staff that consider macaroni and cheese one of the major food groups and resulting in poor nutrition, and a lazy uncaring staff that neglects the kids by plopping them in front of the television and making them watch Barney for eight hours each day

And would like to: find an affordable daycare with staff members that will treat their child with love and care, are required to annually undergo thorough and complete drug screens and criminal background checks, provide nutritious and delicious meals that are approved by the parents rather than our staff, and in essence, treat your child as if he or she were their own.

What makes my: daycare

Different from: the other 10 daycares in this area

Is that we (or I): provide the care, the skills and the unmatched support and communication that busy parents demand and that their children deserve

As a result, our (or my) clients receive: a daycare experience that is unmatched, untouched, and unequaled anywhere else in the country.

My Core Marketing Message

Take your Elevator Pitch and expand on it to form your Core Marketing Message

We (or I) work with: _____

Who struggle with: _____

And would like to: _____

What makes my: _____

Different from: _____

Is that we (or I): _____

As a result, our (or my) clients receive: _____

***Only use statistics after an emotional connection is made.**

What is an Elevator Pitch

A clear, powerful, well-thought out statement of your business' most compelling value that you can deliver any time, anywhere ….in 10-15 seconds

I'm A…

I'm a Real Estate Broker.

I'm a Life Coach/Business Coach.

I'm a Speaker.

I'm a Jeweler.

I'm a Recruiter.

I'm a Dentist.

I'm a Marketer.

I'm a Landscaper.

I'm a Software Developer.

I'm a Costume Designer.

I'm a Retirement Planner.

I'm a Photographer.

I'm an Artist.

Write a Movie Script

Effective Elevator Pitch is like a 30 second mini movie: Create a verbal picture of a problem and how painful that problem is, and then explain how you solve it

Act One: Woman Gets Stuck in a Tree	**Problem**
Act Two: People Throw Rocks at Her	**Pain**
Act Three: Hero Gets Her Down And Saves the Day	**Solution**
Act Four: They Get Married	**Benefit**
Act Five: They Have Kids And Live Happily Ever After	**Benefit of Benefit**

No Platitudes

Educate with specifics. Don't confuse with platitudes or generalities such as:

- **We're the best**
- **We have the highest quality**
- **We offer outstanding customer service**
- **We have the lowest prices and the greatest selection**
- **We've been in business the longest**

Everyone says these things, and as a result, prospects don't believe any of it or expect it anyway!

Format of an Effective EP

15 seconds

Start with "Do you know how…"
Description of customer's problem/pain/fear/frustration.

Next, finish with "Well, what we/I do is…"
Say how you solve the customer's pain/fear/frustration.

Sample of an Effective EP

15 seconds – Plumber

Start with "Do you know how…?"

Do you know how most people who have leaky faucets or a plumbing problem don't have a plumbing service they view as trustworthy or reliable?

Next, finish with "Well, what we/I do is…"

Well, what we do is offer a guarantee that we will arrive within 15 minutes of our appointment time and fix the problem properly and quickly at the best price possible.

Sample of an Effective EP

15 seconds – Business Coaching

Start with "You know how…?"

Do you know how 85% of all businesses go out of business within four years…half of them in the first year alone?

Next, finish with "Well, what we/I do is…"

Well, what we do is help business owners attract more clients and increase their revenue and profits so they can achieve complete financial freedom and live an extraordinary life.

What is a Lifetime Value?

Life time value refers to the amount of income you can expect to generate over the time you expect to do business with a client, including referrals

What You Must Know to Determine Lifetime Value:

- **The cost of acquiring perfect clients**
- **The length of time a perfect client buys from you**
- **The amount of money clients invest over time in your products/services**
- **The profit you earn each time a client buys your product or service**
- **The amount of times they buy from you**

What Will It Do For You?

- Drastically increase your sales, revenue and profit!
- Get clear on the cost of acquiring new clients
- Determine budget for acquiring new clients
- Determine lead generation and marketing strategies
- Plan and Implement a marketing budget
- Avoid making major marketing mistakes and wasting time

Basic Formulas

Here are a few, simple mathematical formulas to help you calculate your Life Time Value and Profit!

- **Life Time Value Formula**
- **Costs of Goods Sold Formula**
- **Life Time Profit Formula**

Lifetime Value

Lifetime Value (LV) Formula:

LV = (Retail price of product/service) X (Number of purchases you estimate clients will make per year) X (Number of years)*

Example: Retail Price of Product: $150.00 for teeth cleaning every 6 months

LV = $150 x 2 x 5 years =$300 x 5 =$1,500

$1,500 is what a dentist can expect to make for regular teeth cleaning for one client over a 5 year period. If there are upsells, downsells, or other revenue opportunities add those in.

Cost of Goods

Costs of Goods Sold Formula - CGS

Cost of Selling, Creating and Delivering your product (i.e. Product costs, sales person/people you employ, marketing costs) including any expense you incur to make it saleable.

CGS = (Cost per sale) X (# of purchases per year) X (total # of years)

So let's say teeth cleaning costs $40 to deliver.

Example:

CGS = $40 x 2 x 5 years

Costs of Goods Sold = $400.00

Gross profit - $1500 - $400 = $1,100

Lifetime Profit Formula

Lifetime Profit Formula - LPF

LPF = LV – Cost of Goods Sold (CGS) – Cost of Sales & Marketing expenses (CSM)

Let's use the dentist again:

- **$400.00 Cost of Goods sold and delivered**
- **$50.00 Sales/Marketing to acquire new client**
- **$100.00 additional marketing ($25 per year over next 4 years**

$1,500 (LV) - $400 - $50 - $100 ($25 per year for 4 years)

LPF = $950 net profit for one client over 5 year period

What would you invest to get 100 more of these clients?

Lifetime Value Worksheet

When we create products and services that match our perfect clients TRUE wants and needs, the result is a longer lifetime value, which equates to more profit!

# of Clients	Retail Value	# Purchases/year	# of Years	Lifetime Revenue
- - - - - - - -	Cost Per Sale	# Purchases/year	# of Years	Cost of Goods Sold
- - - - - - - -	Lifetime Revenue	Cost of Goods Sold	Cost of Sales & Marketing	Lifetime Profit

These formulas will give you the numbers and real cost in both acquiring new clients and keeping existing clients.

THE VISION PIE
Center is Core Idea, Market Need or Technology - This is only 2% to 3% of a business
Inner Circle is Strategy Level. This is 10% to 20% of an entire business - its "design" or "model"
Operations or CS
Sales
Finance
Marketing
Product Development
Operations Strategy(ies)
Sales Strategy
Finance Strategy(ies)
Marketing Strategies
Product Strategy
Core Idea
Outer Circle is Tactical Execution Level 70% to 80% of a business.
Deep interdependencies mean most changes in any strategy slice will almost always require changes in multiple other slices at both the tactical and strategic levels.
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Effective Marketing

If you are going to spend money doing multiple marketing activities, finding those that actually produce a result is imperative. Start with your goals then:

- Step 1: Start with your goals
- Step 2: Core Messaging
- Step 3: Perfect client profile
- Step 4: Identify the most Effective Distribution Channels
- Step 5: Determine your Exact Marketing and Sales Strategies and Tactics
- Step 6: Map Out Your Sales Process
- Step 7: Create Compelling Offers
- Step 8: Measure the effectiveness of your marketing and sales strategies and tactics
- Step 9: Know Your Metrics
- Step 10: Track, Tweak & Edit until profitable

Channels → Strategies → Tactics = $

Step 1: Distribution Channels

1. Direct Sales
2. Online
3. Retail (Brick & Mortar Locations)
4. Mail Order
5. Sales Agents (Independent, Wholesale, Franchise, License, Affiliates/JVs)
6. Phone Sales
7. Call Centers
8. Telemarketing
9. Live & Online Events

How to Capture Leads

Step 2: Strategies & Tactics

Before you can outline your specific Marketing and Sales strategies and tactics, you must know the difference between the two!

Strategies vs. Tactics

Goal:

Take Control of Hill

Strategies:

#1: Artillery Fire to soften position

#2: River approach under tree cover

#3: Sneak Attack from rear

Tactics:

- Move artillery into position
- Assign troop personnel
- Fuel vehicles
- Force concentration
- Exploit prevailing weather
- Maintenance of reserves
- Economy of force
- Force protection
- Military camouflage
- Deception
- False flag
- Conduct countermeasures
- Maintain Radio silence
- Build entrenchments
- Build Foxholes
- Supplying platoon / armory
- Feeding soldiers (mess)
- Set up field hospital
- Build Manholes
- Transport supplies
- Dig Spider holes
- Identify Strong points
- Establish Protection

Marketing & Sales Strategies

Advertising (TV, Radio, Print)
Affiliate and Joint Venture
Affinity Marketing
Catalog
Continuity Programs
Database Marketing
Internet
Directories
Point of Purchase
Place-Based Media
Public Relations
Signage
Direct mail
Frequent Buyer Programs
Event Marketing
Outdoor Media
Loyalty Programs
Networking
Point of Sale
Promotions/Cross Promos
Referrals
Interactive Media

THE OPPORTUNITIES ARE ENDLESS!

Marketing & Sales Tactics

800/900 Phone #
Ad Sense by Google
Ad Words by Google
Ad Tracking Animation
Articles
Auctions
Audio Marketing
Auto-responders
Award Recognition
Backend Marketing
Banner Ads
Barter
Blogging
Bonus Offers
Business Cards
Case Studies
Consulting
Contests
Download Page
E-bay
E-Books
Email
Endorsements
E-zines
Feedback forms
Follow-up Marketing
Forums & Networking
Newsgroups
Freebies
Funnel Marketing
Guarantees
Info Products
Interviews
Keywords
List Building
Mailing lists
Membership sites
Mini Courses
Mini E-books
Mini Sites
Network Marketing
News Feeds
Newsletters
Occasions (reminders)
Pay per whatever
Peer to Peer Relations
Permission marketing
Pop-overs /Unders
Pop-ups
Postcards
Postscript (PS)
Pre-selling
Price Reduction
Pricing
Private Label
Public Speaking
Internet Radio
Reports
Sales Letters
Search Engine Optimize
Scarcity
Screensavers
Scripts
Seminars
Signs
Surveys
Sweepstakes
Talk-Shows
Teleconferencing
Telemarketing
Teleseminars
Testimonials
Thank You pages
Tips
Troubleshooting
Tutorials
Internet TV
Unsubscribe message
Up-sell
Videos
Viral Marketing
Voicemail
Web Pages
Web Site Design
Welcome message
Yellow Pages

Direct mail & Online Example

Developing Your Strategies & Tactics:

Effective Websites

Using Your Website as A Marketing Tool

Available to your prospects 24 hours a day 7 days a week!

Easily and instantly updated

Reduces administrative efforts

Communicates on a grand scale

Slashes printing and distribution costs

If you do it right, it tells a story in a way your prospects understand

Its Not About The Website

It's about what you have on the website! Just having a website is not enough! To draw existing and potential clients to your website, you must have:

Remarkable content
Blogs
Videos
Opt ins
Social media links
Key words in your site
SEO—so search engines rank your website as relevant
Continual updates and new content

Characteristics Of Effective Business Websites

Regular New and updated content

- **Builds search engine rankings**
- **Gives people a reason to come back**

Page Depth

- **More pages, more reasons to come back**

Capturing Leads

- **Some way to contact those who visit your site**
  - **email newsletter**
  - **free information in exchange for email address**

Content Syndication

- **RSS feed**
  - **Generate buzz and attract people to your site**

Characteristics Of Effective Business Websites Continued…

Attracting inbound links

- **Other websites that link to your site**
  - **Blogs**

***Did you know that websites with blogs attract 97% more links?**

Strong SEO (Search Engine Optimization)

- **The process of getting traffic from "free," "organic," "editorial," or "natural" listing on search engines. All major search engines have such results, where web pages and other content are shown and ranked based on what the search engine considers most relevant to users.**

Interactive content

- **Keeps people on your pages for longer periods of time**
  - **Blogs**
  - **Post comments**
  - **Videos**

Word Press is a great place to start and has all of these capabilities!

Sample Sales Process for Website

List of Great Websites

http://www.mint.com

http://www.chakrahealing.com/

http://www.quicksprout.com/

http://99designs.com/web-design

https://www.apple.com/ipad-air/

http://www.beyondsixpackabs.com/

http://www.theleodiamond.com/

List of Great Websites

http://www.restaurantowner.com

http://www.lumosity.com/

http://sourcesofinsight.com/

https://winelibrary.com/

http://www.1-800-dryclean.com/

http://keas.com/

http://ocw.mit.edu/index.htm

http://www.babble.com/

Example of a Killer Website

Facebook Advertising 101

How to Build Effective Facebook Ad Campaigns That Bring Instant ROI

Why Consider Paid Advertising For Your Business?

• **It's Fast –** Joint ventures, organic search, back links can take days, weeks or months
to generate traffic. With paid traffic you can have traffic to your site within minutes.

• **It's measureable and can be tracked-** Organic traffic is harder to track. Paid traffic
you can track a sale all the way up to the individual ad that the buyer clicked on.

• **It's predictable –** once you set the system up effectively and establish a few key
metrics, you can observe trends and know how the traffic is expected to perform.

• **It's scalable –** Increase budget can increase volume.

• **It's highly targeted -** You can get very precise on who you want to target based on
demographic and psychographic info and more.

• **It's Multi-Channel** – You can use a variety of options, including Facebook, Google,

Bing & Other Ad Networks. You ad can appear almost anywhere online. This training focuses on the Facebook channel

Step 1: Acquire The Right Mindset For Paid Advertising

The key difference between getting **big wins** and avoiding **big losses** is learning and consistently applying the right strategies and tactics.

The foundation starts with having the **right mindset and understanding the psychology** with paid advertising.

The 4 Main Outcomes Of Any Ad Campaign

Little wins and little losses cancel themselves out over time.

7 Mindset Pieces For Successful Ad Campaigns

Don't make emotional decisions. Use data from your ad tests to drive your decisions.

Everything is a test & most tests will fail. The ones that fail you kill quickly. The ones that don't fail you optimize.

Paid traffic does not convert like social media, referral or affiliate traffic. The warmth of the traffic is different.

Understanding and **relating to the deep subconscious conversations** in the prospects' head, the better your ads

Cheap traffic does not mean converting traffic. Always go after **QUALITY** traffic.

It's one consistent message - Your entire sequence from ad to sale must be consistent and congruent

You're not spending or losing money. You're always buying data. With data you can analyse what is working vs not working

Step 2: What is Your Ad Campaign's Objective? (Check box)

- ○ **Research (Directed to surveys, questionnaires etc.)**
  Goal: How many form submissions and by when?

- ○ **Brand Awareness (Putting you, your company's name, offer, idea or concept in front many)**
  Goal: How many people see & interact with your message and by when?

- ○ **Direct Offer (sales page, video sales letter)**
  Goal: How many units to sell and by when?

- ○ **Capture Leads (via opt-in offer)**
  Goal: How many opt-ins and by when?

- ○ **Gain Subscribers (on FB Fan Page, Podcast or YouTube)**
  Goal: How many subscribers and by when?

Step 3: Get Specific On Who You Are Targeting By Crafting Your IDEAL CLIENT PROFILE

(that your ads will speak directly to...)

Person

Demographics

- Age
- Gender
- Household Income
- Education
- Career
- Marital Status
- Children and Ages
- Geographic location

Psychographics

- Thoughts
- Behaviors
- Habits
- Attitude
- Perceptions
- Values
- Lifestyle

Problem

- Frustrations
- Fears
- Hot Buttons

Promise

Based on their:

- Wants
- Needs
- Aspirations

For research use:

Step 4: Create Effective Ads -
Anatomy of A Page Post Link Ad

Hook (200 characters):

Get attention, and quickly generate interest & curiosity. Use a probing question or benefit statement. Use a fear-based / problem angle if possible

Image specs:

Desktop Max: 1200 X 627 pixels

Desktop Min: 470 X 246 pixels

Mobile: 560 X 292 pixels

Optional:

Hint of solution & 1st CTA

Use image that Interrupts:

Sometimes adding contrasting overlay such as red arrows helps

Headline (25 characters):

Follow up to above copy. Keep short esp. for mobile ads.

Can be a benefit/promise or CTA to expand on or reemphasize to above copy

Description (90 characters):

Can be written as a benefit /promise that generates interest, leaving curiosity & desire for more.

Can also be a CTA. Example: Click here to XYZ

2nd CTA in the form of a button.

Step 4 (cont'd): Create Effective Ads -
Attributes of Great Ads

Show emotions. Example: sad, surprise, disgust
Use red circles, boxes, arrows, stop signs
Use colors that pop
Interruptive Pictures
Use pictures of:
• Children and babies
• Mothers and babies
• Groups of Adults
• Animals
• Sports scenes
• Food
• Personalities (with permission)

Example Of Interruptive Pictures

Ad Copy Tips To Interrupt, Generate Interest, Build Curiosity & Elicit a Response

- Use **First person**: *How I lost 20lbs*
- Have a **Hook / Benefit** in the headline: *How to lose weight*
- **Avoid listing features**: example *"6 module course"*

- Use **emotionally charged** words: Humiliated, embarrassed, painful
- Get specific, use numbers: 5 signs you need...
- Use **Social proof**: *As seen on..., Over 50,000 customers...*

- Use **Special characters** to shorten text: *fitness & health*
- Use "**You**" and "**Your**" in copy... *Save $$$ on your telephone bill*

- Have a **Clear Call To Action** – *Click Now. Download*
- Use **Scarcity** : "*Expires Dec 10th*"

Putting It Together (Picture + Copy)

$100 dollars was spent for this ad.
The ROI was $10,000!

This Ad Got High Clicks & Helped Generate
10,000+ Opt-ins

Hook - Above Picture (200 Char Max)	Headline – Below Picture (25 Char Max)	Description – Below Headline (90 Char Max)
1)		
2)		
3)		

Step 5: Setup Targeting

Layer 1: Adding Demographics Via Research

Layer 2: Adding Interests Via Research

Layer 3: Adding Facebook Categories & Behaviors

Following are the categories of behaviors that can be targeted:

- Automotive (DLX Auto Powered by Polk)
- Charitable Donations
- Digital Activities
- Financial
- Mobile Device User
- Purchase Behavior
- Residential Profiles
- Travel

Layer 4: Adding Partner Categories

Facebook partnered with Acxiom, Datalogix and Epsilon. These partners provide data on Facebook users' online and offline
activities OUTSIDE of Facebook.
These companies provide more than 500 categories that you can target associated with things like purchase history, job
role and lifestyle
.

Facebook allows you to target people who you have already established a connection with you.

You can al so generate a Lookalike Audience which is Facebook users who are not in your Custom Audience but have similar preferences as the people in it.

Facebook's Targeting Interface

Watch The Facebook How-To-Target Video Here

Choose the right audience

One of the biggest advantages to advertising on Facebook is your ability to target specific groups of highly engaged people. In fact, compared to the average online reach of 38% for narrowly targeted campaigns, Facebook is 89% accurate.[1]

Try using more targeting options in the ads create tool to help:

- Find the right customers across devices, including desktop, mobile and tablets
- Deliver relevant messages to specific people
- Get the most value from your ad spend by reaching only the people that matter to you

Watch the video on the right to learn how to target your ads in the ads create tool.

https://www.facebook.com/business/a/online-sales/ad-targeting-details

Step 5: Setup Your Bidding

CPC = Cost Per Click – You pay only when someone clicks on your ad

CPM = Cost Per Thousand – You pay for every 1000 times your ad is seen

CPC

Use When:

- Testing images & copy
- Driving traffic to opt-in
- Targeting small audiences (usually 100k or less)
- Offer is not extremely time sensitive
- On a tight budget

CPM

Use When:

- Ad is proven with CPC testing
- Branding, driving traffic to event or Fan page
- Targeting large audiences (example 500k, 1 million)
- Offer is time sensitive and needs to reach many in limited time
- With a larger budget for testing, tweaking & scaling

Step 6: Measure Performance

There are a few critical metrics you need to monitor daily to keep within budget, optimize ads and to determine if your ad campaign is a success or not.

Click-Through Rate (CTR)

- Clicks divided by how often your ad is shown aka impressions. E.g. if your ads were shown 1,000 times and clicked on 50 times, your CTR would be 5%.
- Great performing ads benchmarks from our tests:
  - in the Facebook newsfeed - 3-8% CTR
  - in the Facebook sidebar - .8% CTR

Cost Per Click (CPC)

- The average amount you pay for each click - Total spent / total clicks

Opt- In Rate

- Total number of unique visitors to a page / total number of opt-ins
- We've found for paid ads a good benchmark is usually 25%-40% opt-in conversion. If lower than 20% you may have your targeting wrong or need to improve landing page copy

Total Spent For Ads

- Add total spent for each ad campaign between launch and end dates

Total Sale Revenues

- Total Sales generated between launch and end dates of ad campaigns

ROI for Every Dollar

- Revenue - Spent / Spent (Should always be +)

Earnings per Click

- Revenue / Clicks (Should always be higher than CPC) This will give you a good idea the max you can bid for a click

Cost per Lead

- Total spent / opt-ins. Allows you to budget and predict scalability

Acquisition Cost (CPA)

- Cost for a new customer. Allows you to budget and predict scalability. Total spent / number of sales (Should not exceed cost of the product or service you are selling unless there's a converting backend system in place)

Step 7: Setup Retargeting

Retargeting is typically used when prospects or even customers who visited your website left with or without performing a certain action. They are then followed up with via Facebook and other sites with specific and relevant messages based on their previous action or non action.

Retargeting Tools to Use:

Using *Facebook Custom Audience* you can generate "pixels" to place on any page of your website; example a landing page, sales page or shopping cart. When a prospect or customer visit or don't visit that page, Facebook knows. Using this data you can then target & follow up with him/her via ads (only on Facebook) to elicit a specific action.

Retargeted Ad
Scenario 1
• If someone visits your sales page but did not click the buy button, you can reach out to them again with a discounted offer.
Scenario 2
• If someone added an item to the cart but didn't check-out, you can reach out to them again with a reminder to finish the transaction.
Scenario 3
• If someone buys your product, you show them an offer of a related product – A soft up-sell
Scenario 4
• You have an upcoming webinar or live event you can build ante by showing sample content to registrants

Appendix: Winning Ads & Strategies

(Avg. CTR of 3% to 5%)

Ad Preview

Edit

John Assaraf

Crazy New Brain Techniques to Erase Your Fear of Failure (or Success)

Brain Science Now REVEALS TRUTH Behind YOUR Success & Failure (Shocking)

http://YourBrainathon.com

NY Times Bestselling Author & World's Top...

Learn More

Like · Comment · Share · 865 28 17 · Sponsored

Targeting

Potential Audience for this ad: 520,000 people

- Category: custom audience FEB 18th WTGM BAT Buyers_Lookalike_US_Similarity
- Location: United States
- Age: 40 and older
- on News Feed on desktop computers and mobile devices

Suggested Bid: $0.24 - 0.62 USD

Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today
	Ad6 (h) - WTGB2014 v2 (john pic) JA fan page targeting	Active	260 Conversions	$1.23 Per Conversion	16,766	2.07	1,106	3.185%	$0.60

Ad Preview Edit

John Assaraf
[1 TIME ONLY] Multi-Millionaire CEO About To REVEAL Strategies that MOST Business Owners DON'T Know >>

Most Business Owners & MBA Graduates Don't know THIS!
http://YourBrainathon.com
DISCOVER THE MISSING LINK TO YOUR...
Learn More

Targeting Edit

Potential Audience for this ad: 32,000 people

- Location:
  - Canada
  - United Kingdom
  - United States
- Age: 40 and older
- Interests: john assaraf
- Category: categories Business > Type Of Business > Corporation, Business > Type Of Business > Home Office, Business > Type Of Business > Small Office, Purchase behavior > Business purchases > Business marketing or Small business page owners
- on News Feed on desktop computers and mobile devices

Suggested Bid: $0.26 - 0.64 USD

What a Typical FB Campaign Strategy For Neurogym Looks Like

BRAIN-A-THON FB TARGETING + RETARGETING STRATEGY
Uploaded NeuroGym Prospects email list (non registered, non WTGM buyers)
DISPLAY
FB Ad Types:
Newsfeed + Side Bar Ads /Desktop + Mobile
•Page post photo ads
•Page Post Video ads
•Page post link ads
CLICKED
Retargeting Newsfeed Ads – No Opt-in?
Until Nov 9th
List3: Hit Squeeze pg 1 or 2, Did Not hit Thank you pg
CLICKED
Squeeze page 3 (off FB)
NO OPTIN
Retargeting Newsfeed Ads- Still no Opt-in?
Until Nov 9th
List4: Hit Squeeze pg 3, Did Not hit Thank You page
CLICKED
Squeeze page 4 (off FB)
OPTIN
OPTIN
NO OPTIN
Squeeze page 1 (on FB)
Squeeze page 2 (off FB)
OPTIN
Thank You Page
FB regular targeting
+
FB UID Scraping
DISPLAY
Page "like" ad
LIKED
JA fan page
CLICKED
NO ATTEND
CLICKED
Retargeting Newsfeed Ads – Reminder to Attend
On Nov 9th
List5: Hit Thank You Pg
Event Page
CLICKED
BUY BUTTON
WTGM Order form Page
CLICKED
ORDER
WTGM Purchased Page
NO CLICK
NO ORDER
PURCHASED
Internal NeuroGym Emails
OPENED
NO CLICK
Retargeting Newsfeed Ad
List 1: Opened Email, did not hit Squeeze Pg
JV Emails
OPENED
NO CLICK
Retargeting Newsfeed Ad
List 2: Opened Email, did not hit Squeeze Pg
Retargeting Ad Date TBA- No Attend
List 6: Hit Thank You pg, Did Not Hit Event pg
Retargeting Newsfeed Ad – Attended No Order?
– use coupon
Run for 7 days Starting Nov 9th 6:30pm
List 7: Hit Event pg, did not Hit Order page
Retargeting Newsfeed Ad – Abandon Cart?
– use coupon
Run for 7 days Starting Nov 9th 6:30pm
List 8: Attended, Hit Order page, but not hit WTGM purchased page
Retargeting Newsfeed Ad- No Buy Up-sell?
– use coupon
Run for 7 days Starting Nov 9th 6:30pm
List 9: Attended, Hit WTGM purchased page, did not hit Upsell purchased page
CLICKED
Replay page
NO ORDER
No Order? – use coupon List10
CLICKED
WTGM Sales Page
CLICKED
NO ORDER
No Order? – use coupon List 11
CLICKED
Product B Sales page

Facebook AD Variation #1

Simulated Live Event

Our Sixth Annual Brain-A-Thon: https://bit.ly/2MOSepq

Facebook AD Variation #2

Simulated Live Event

Our Sixth Annual Brain-A-Thon: https://bit.ly/2MOSepq

Sample Landing Page

Sample Landing Page

Sample Landing Page

Social Media

Social Media
Phase 1
Set Up & Communication Strategy

Social Media

Social Media Marketing Objective(s):

A) Build community - TM, Bld, Engage - this doc's focus
B) SEO - Video, TG, Podcasts, Articles
C) Lead Capture - Product Mktg Plan
D)Test, Measure, Coversion $
e) Affiliate Mktg & JV's

Social Media

Social Media

Objective: Build Community

Strategies:

1) Optimized Social Media Platform

a) All profiles reflect Brand and are SEO-optimized
b) Profiles support and promote each other - widgets/links/imbed
c) Proper lead capture or traffic mechanics in place to direct measure flow of traffic

2) Communication Plan

a) Define Target Market, Find and Build Community
b) Content & delivery
c) Engagement
d) Automation Tools | Measurement | Tracking Tools

Social Media

Objective: Build Community

Strategy:
1) Branded Social Media Platform

Plan:
All profiles reflect Brand, cross-promote links, traffic mechanics

Twitter Background - Background already done, LinkedIn (revise/onecoach), Facebook: direct to FanPage
LinkedIn Page - blog & website description revisions, blog feed - one coach, pull in book apps
You Tube - One Coach background - revise to JA, ensure all vids backlink to correct site and have http:// 1st part of description
Flickr - set up account, pull in all photos, feed into google profile & Facebook
Google Alerts & profile - set up account, pull in blogs in on Topics

Social Media

Facebook Fan Page

Top: Wall | Info | Welcome | Ask John | #RAK Challenge | YouTube

A Gift for You

Having it all starts with Daily affirmations
Sign up here for Your daily Affirmation - free

Click Here To Enter!

Bookstore:

BREAKING NEWS! BREAKING NEWS!

Get Personal Twitter Messages from Ellen! Ellen has begun sending personal messages to her fans via Twitter! Click here to sign up and follow TheEllenShow. You will be able to see Ellen's very first Tweet! Then you'll receive instant messages direct from Ellen herself — the very moment she sends them! Happy twittering, everybody!

twitter

Link to Amazon

1. Welcome - video intro, Find Our More Links - web, become a fan, A Gift for You - Daily affirmations

2. Ask John

Ask John - video - ask me your burning question about Having it All - serves as lead capture for email campaign & PTA as well as great posts

3. RAK Challenge

RAK Challenge - vid & call to action - email to be notified - find sponsor

4. You Tube Channel

Select You Tube Content - promoting subscriber button on YT

Side Bar

1. Gift & email capture - landing page introduces
2. Igrasshopper, gives choice of topic and email or Iphone
3. Twitter Button with CTA
4. Having it All Book - drive to Amazon
5. Video Interviews or Fan Photos

Social Media

BLOG

A Blog is the central hub in social media that serves to convert community/traffic into Sales.

SocMedia Imbeds

- Facebook Fan Box (get from fan page - under edit under John's pic) or Tab at top (like Joel Comm) direct to Facebook
- Twitter, LinkedIn, LIVE Tabs

- Ask John - Lead and Content Capture Box?
- RSS to youtube, Blog
- JV or Product line highlights
  - separate landing pages with overview of each product
  - lead capture
- Comments area
- Share this

Social Media

Objective: Build Community

Strategy:

2) Communications Plan

Plans:

a) Identify Target Market, find them and build community
b) The Conversation: Content and Delivery
c) Engagement
c) Automate, Measure & Track

Social Media

TM: Identify Target Market, Find TM and Build Community

Adults 25+ with an interest in Law of Attraction, The Secret, Entrepreneurs, lifestyle (Health, Quantum Physics, Brain Research, Prosperity, Affirmations, personal and professional development, professional coaching, nlp (neuro linguistic programming), spirituality, author, speaker, business coach, trainer, keynote speaker

TOTAL GOAL: Twitter: 100,000 Fan Page: 50,000 (based on budget allocated to growth)

Facebook:

* Include Fan Page Widget on Blog and link in emails
* Ensure all Power to Achieve and One Coach students are Fans & followers - send email
* Email 2000 friend requests on profile and move them over to Fan Page
* Transformational Leadership Council (150) and their followers, Facebook Friends
* Search facebook conversation threads for above search terms - invite to fan page
* Search facebook groups and fan pages and invite to fan page
* Invite Friends on current profile over to Fan Page
* Exclusive offer to email list (35,000) and invite to become a fan
* Facebook Ads - keyword search - become a fan - John?

GOAL: 2300 Friends waiting - convert to fans then
100 fans per day / 500 per week through organic search

Social Media

TM: **Identify Target Market, Find TM and Build Community**

Twitter:

* Twellow, Twitter Search and Localtweeps.com (need zipcode) for keyword terms
* Transformational Leadership Council (authors, speakers and experts in John's field and sphere of influence) and their followers, FB Friends
* Blog Directory sites - blogcatalog, mybloglog, technorati - search by keyword
* Blog Aggregator - google reader

GOAL: 300 per day / 1500 per week (can increase pace depending on budget allocated)

"Whatever your industry, make sure that you're not just building followers but building those relationships and networks too."

"It's one thing to read the tweets written by other people in your field but getting the most out of the site means taking part in the conversation and using your tweets and to make friends. Of course, those friends won't be like the relationships you can create in real life. But they can lead to partnerships, joint ventures, sales, loyal customer bases and a whole host of new opportunities."

- Joel Comm-

Social Media

Content & Delivery

The Content is the most important part - what do you want to share, teach, inspire people to be and do? What Vision do you have for your Legacy? Share it. Lead the message.

1) Having it all: 40% Money, Health, Wealth, Spirituality, Relationships, Career, Business (Sell 20%)
2) Quantum Physics / Neuro Research 20% (of that soft sell 20% of the time)
3) Vision Boards and Affirmations: 20% (soft sell 20%)
4) Change the World: 10%
5) Inspirational #Quotations: 10%

#FFridays - Top JV Partners, Affiliates, students, service providers, Friends, Transformational Leadership Council members, Authors, Coaches, Speakers/Trainers

Events: Calendar of speaking, interviews, webinars, personal (outings) and biz schedule agenda that is appropriate for sharing

*****RT & DM's - Daily:
Promote your students and affiliates and their work with at least couple of tweets per week.
Let them know you are tweeting about them and likely they will promote you to
*Link to a specific landing page for events / JV / Affiliates

Frequency: Twitter: 10 posts per day (Hootsuite scheduling)
Facebook: 1-2 post per day (Ping FM)
Blog: 3-4 times per week (weekly schedule - video and written - create tweets & Facebook links to post from scheduled blog posts)

Social Media

ENGAGEMENT

Engagement: John to carve out 15 minutes per day to do the following activities daily

Facebook: 10 minutes Morning

* Post a short personal video (lets plan this - have fun with this - inspire the world for for 1-2 min everyday!) message on Facebook about: Having it All, Changing the World, or Neuro Science or a personal note
* Check FB Email and respond to any personal important direct messages - this will get cleaned out weekly /deleted
* Skim News feed - identify relevant content and make appropriate comment(s) & share appropriate posts - friend & important contact lists for peeps U want to communicate with
* Check notifications and respond to relevant activities
* Birthday wishes

Twitter: 10 minutes Morning

* Tweet a personal message (know that your Facebook post will also stream into twitter now and visa-versa)
* Think professional and personal activities, insights, thoughts, questions, tips
* Retweet friends, experts in your field, authors, speakers JV Partners or alliances, service providers, affiliates and students. Many reasons to do this starting from the very essence of the Twitter etiquette, the added value you will give your followers, as well as the credit and reciprocity that you are giving the original person who tweeted the content.

* Read Direct Messages and respond to those you want to
* Check your @johnassaraf to see who is re-tweeting and promoting you

Blog: 3-4 posts per week (Video's take less time)

* respond to comments - very important interaction medium - these are "your community = your SPACE = your revenue"

Social Media

Automation Tools

Following:
http://socialtoo.com
Key Twitter features: autofollow/unfollow preferences (auto follow peeps that follow you)
Scheduling Twitter:
http://hootsuite.com
Key Twitter features: Multiple account management, schedule tweets for later, schedule reoccuring tweets.
Scheduling Facebook:
http://pingfm.com (20 B List sites - One Way content)

Iphone
http://Tweetlater.com
http://FBMic.com

Monitor & Tracking

http://backtype.com key features: Comment aggregator & dumps into twitter
- **GoogleAlerts** - brand management and market reviews / blog posts & tweets
- **Radian6** - analytics
- **You Tube Insights** - analytics
- **Facebook Insights** - analytics
- **Bit.ly** - Link shortener that provides trackable links

Social Media

Action Items for John

- Quotes - John Quotes
- 15 tweets to support current alliances that can be your influencers/firestarters
- 5 tweets for each blog post in the future including landing page url
- Decide on Facebook direction
- Content on the categories decided on
- Marketing Overview for Power To Achieve - how are you intending to launch this? Do you have a plan?
- Discussion on Video posts daily - what is the theme?, upcoming events - webinars, monthly calls - records on this? Content packagers, Affiliates, Email Mktg, Shopping Cart, CEO, SEO & Blog, Landing Pages, Mobile

Next Strategies Required:

- Marketing Overview for IGrasshopper - how are you intending to launch this? Do you have a plan?
- Marketing Overview for Power To Achieve - how are you intending to launch this? Do you have a plan?
- Affiliate Marketing / JV's/Alliances
- Product repurposing - reselling & content (tweets, FBPosts, Blog Posts) for your social media platform

John Assaraf Fan Page

John Assaraf Fan Page

POSTS TO PAGE

Robert Henderson
Today at 3:34am

John your comment and walls has teach me a lot but I still got somet... See More

Like · Comment

Tali Levy Atia
Yesterday at 3:16am

This is the answer for peace .... https://www.facebook.com/HonestRe... See More

Like · Comment 1

J'en El Gribble
July 30 at 4:45pm

Hey John, It's wonderful to see you after so many years. I got mar... See More

Like · Comment 1 1

LIKED BY THIS PAGE

Richard Branson

The Law of Attraction/ The Secret

Dave Ramsey

When you decide to get serious and deal with the real issues - that's when YOUR LIFE WILL CHANGE and YOU WILL ACHIEVE what you want to achieve.

Like · Comment · Share 19 Shares

Reuben Salazar and 120 others like this. Top Comments

Write a comment...

Bridget Erridge You seem to keep giving me that little nudge I need right when I need it! So thank you

Unlike · Reply · 5 · 3 hours ago

Woeser Bonpotsang Thank u john I do connect with u

Unlike · Reply · 2 · 2 hours ago

View 10 more comments

8,400 people reached Boost Post

John Assaraf shared Praxis Now's status.
Posted by Lori Eckelaert Turner [?] · 5 hours ago

A timely Neuro-Tip from the Praxis Now page - how many of you are willing to try this, or practice this already?

> NEURO-TIP: INTENSE PRAYER IMPROVES YOUR BRAIN.
>
> In a 2011 study, called "Pray for Those Who Mistreat You: Effects of Prayer on Anger and Aggression," when irritated people prayed for a stranger, they reported less anger than participants who only thought about a stranger. And when people prayed for the person who angered them, they acted with less aggression toward them, especially when compared to people who only thought about the person who angered them.

Like · Comment · Share

THIS WEEK

2,443
Page Likes

711,297
Post Reach

UNREAD

3
Notifications

2,391
Messages

Recent
2014
2013
2012
2011
2010
Started

NeuroGym Facebook Page

YouTube Channel

The Sales Process

	#1	#2	#3
1. Traffic Sources			
1. Lead Capture			
2. Lead Qualify			
3. Lead Conversion			
4. Upsell Offer			
5. Lead Nurture			

1. Lead Generation
2. Lead Qualification & Capture
3. Lead Conversion
4. Lead Nurture
Traffic
REGISTER NOW
Registered
Email / Video Sequence
Attend
WEBINAR
1st Offer
No Buy
Email Follow Up After Webinar
Offer Again
Still No Buy
Exit Without Registering
No Attend
Buy
REPLAY
Brain-A-Thon Evergreen Funnel
Next Nurture Sequence
2nd Offer (Upsell)
Registered
Alternative Offers
THANK YOU!

SAMPLE
NeuroGym LOT Funnel
TRAFFIC
•Organic Traffic
•Social media
•Video Distribution
•Article Distribution
•SEO
•ETC...
Life On Target FREE PRODUCT Signup
JA and Praxis Sites
Yes
T/U Upsell Page into HIA Bundle
Thank you & Confirmation email with links back to LOT Product
Purchase
Outbound Call
Upsell into WTGM
AUTOMATED WEBINAR: WTGM
•Reminder texts & Emails sent prior to event
No
Retargeting Ad
To WTGM sales page for 17 days
Purchase
WTGM
•Lead taken out of retargeting campaign
• Consumption Follow up campaign activated
Outbound Call
Upsell into Coaching
Purchase
No
Webinar Replay: WTGM
•Available for 7 days
Outbound Call
Upsell into Coaching
No
Webinar: WTGF
•Launch Campaign 10 days after WTGDM replay ends
•Replay available for 7 days
No
Retargeting Ad
To WTGF sales page for 28 days
Purchase
WTGF
•Lead taken out of retargeting campaign
• Consumption Follow up campaign activated
Outbound Call
Upsell into Coaching
No
Webinar: WTGP
•Launch Campaign 21 days after WTGDF replay ends
•Replay available for 7 days
No
Retargeting Ad
To WTGP sales page for 30 days
Purchase
WTGP
•Lead taken out of retargeting campaign
• Consumption Follow up campaign activated

Sample Sales Process Map for Ads

BRAIN-A-THON FB TARGETING + RETARGETING STRATEGY
Uploaded NeuroGym Prospects email list (non registered, non WTGM buyers)
DISPLAY
FB Ad Types:
Newsfeed + Side Bar Ads /Desktop + Mobile
•Page post photo ads
•Page Post Video ads
•Page post link ads
CLICKED
Retargeting Newsfeed Ads – No Opt-in?
Until Nov 9th
List3: Hit Squeeze pg 1 or 2, Did Not hit Thank you pg
CLICKED
Squeeze page 3 (off FB)
NO OPTIN
Retargeting Newsfeed Ads- Still no Opt-in?
Until Nov 9th
List4: Hit Squeeze pg 3, Did Not hit Thank You page
CLICKED
Squeeze page 4 (off FB)
OPTIN
OPTIN
NO OPTIN
Squeeze page 1 (on FB)
Squeeze page 2 (off FB)
OPTIN
Thank You Page
FB regular targeting
+
FB UID Scraping
DISPLAY
Page "like" ad
LIKED
JA fan page
CLICKED
Retargeting Newsfeed Ads – Reminder to Attend
On Nov 9th
List5: Hit Thank You Pg
NO ATTEND
CLICKED
Event Page
CLICKED
BUY BUTTON
WTGM Order form Page
CLICKED
ORDER
WTGM Purchased Page
NO CLICK
NO ORDER
PURCHASED
Internal NeuroGym Emails
OPENED
NO CLICK
Retargeting Newsfeed Ad
List 1: Opened Email, did not hit Squeeze Pg
JV Emails
OPENED
NO CLICK
Retargeting Newsfeed Ad
List 2: Opened Email, did not hit Squeeze Pg
Retargeting Ad Date TBA- No Attend
List 6: Hit Thank You pg, Did Not Hit Event pg
Retargeting Newsfeed Ad – Attended No Order?
– use coupon
Run for 7 days Starting Nov 9th 6:30pm
List 7: Hit Event pg, did not Hit Order page
Retargeting Newsfeed Ad – Abandon Cart ?
– use coupon
Run for 7 days Starting Nov 9th 6:30pm
List 8: Attended, Hit Order page, but not hit WTGM purchased page
Retargeting Newsfeed Ad- No Buy Up-sell?
– use coupon
Run for 7 days Starting Nov 9th 6:30pm
List 9: Attended, Hit WTGM purchased page, did not hit Upsell purchased page
CLICKED
Replay page
NO ORDER
No Order?
– use coupon
List 10
CLICKED
CLICKED
WTGM Sales Page
NO ORDER
No Order?
– use coupon
List 11
CLICKED
CLICKED
Product B Sales page

NURTURE CAMPAIGN SAMPLE

Marketing & Sales Automation

Marketing & Sales Automation

Marketing & Sales Automation

Marketing & Sales Automation

Example of Key Performance Indicators

Products:

- Usage Metrics
- Retention Metrics
- Vitality Metrics
- Number of clients in cycle of program
- Percentage of upsell to next product
- Customer Lifetime Value
- Product Sales Ranking

Website Site:

- Visitors to Site Daily, Weekly, Monthly
- Visitors by product
- Demographics of Users
- Mobile Traffic - (PC, Smartphone, Tablet)
- Analytic capabilities (what we are able to track)
- User Engagement/ Active Clients in New Member

Example of Key Performance Indicators

Client Care:

- Average response time of queries
- Client Care Satisfaction Rating
- Number of inbound emails resolved
- Issue segmentation
- Number of inbound/outbound calls
- Customer Service Chat Count
- Average resolution time
- Representative Load
- Retention Rate / Save Sale Percentage
- First Contact Resolution
- Number of customers served weekly, monthly, quarterly

Events:

- Client Satisfaction Rating of events
- Employee Satisfaction Rating of Events
- Product Upsell numbers from Live Events
- Live Attendee Numbers(for breakeven number)
- Livestream Attendee Numbers including drop off rate, sign up to attendance rate
- Attendee Vitality

Example of Key Performance Indicators

Site:

- Upsells Units / Revenue within Members Site
- Gamification Technology Usage /Participation
- Vitality

Sales:

- Sales Pacing
- Sellout levels
- Individual progress to goal
- Daily sales activity metrics
- Lead to conversion ratio
- Close rates
- Lead quality feedback to Marketing
- Sales funnel metrics

Example of Key Performance Indicators

Marketing:

- Marketing Ad Budget ROI
- Recency, Frequency, Monetary Analysis & Velocity Ratios
- Month To Date Revenue
- Year To Date Revenue
- CPL - Cost Per Lead (per leadsource & product)
- CPS - Cost Per Sale (per leadsource & product)
- List Growth - 30, 60, 90 Days, 6 months, 1 year
- Number Of Purchases - 30, 60, 90 days, 6 months, 1 year
- ATV Average Transaction Value
- ANI - Average Number of Invoices
- LCV - Lifetime Customer Value

9 Different Dashboards

1. Revenue Dashboard
2. Website Dashboard
3. Sales Team Dashboard
4. Advertising Dashboard
5. Email Marketing Dashboard
6. Social Media Dashboard
7. Product/Service Fulfillment
8. Customer Service
9. Financial Performance

Revenue Dashboard

Website Dashboard

Website Dashboard 2

Last 30 Days - Top Referring Sites

Source	Visits	% Total
Site 1	980	9.23%
Site 2	774	7.29%
Site 3	585	5.51%
Site 4	545	5.14%
Site 5	517	4.87%
Site 6	500	4.71%
Site 7	437	4.12%
Site 8	434	4.09%

Last 30 Days - Top Organic Keywords

Keyword	# Visits
Keyword 1	546
Keyword 2	294
Keyword 3	243
Keyword 4	145
Keyword 5	144
Keyword 6	121
Keyword 7	120
Keyword 8	101

Sales Team Dashboard

Current Month - Activity By Salesperson

BD Team	Total Leads	# Proposals	Lead/Proposal Ratio	# Sales	Proposal Close R...	Closed business	Rev/lead	Money In
Matt	57	8	14%	3	38%	$19,500	$342	$22,447
Bill	83	15	18%	3	20%	$19,500	$235	$27,925
Susan	80	7	9%	0	0%	$0	$0	$6,447
Chris	88	8	9%	3	38%	$8,400	$95	$11,900
Jessica	60	7	12%	3	43%	$21,100	$352	$26,450
Robin	54	4	7%	1	25%	$3,900	$72	$3,850
Fred	92	9	10%	2	22%	$9,106	$99	$8,428

Advertising Dashboard

Advertising Dashboard 2

Email Marketing

Email Marketing 2

Last 12 Months - Top Revenue Generating Emails

Campaign	Revenue
03-21-13	$2,276.00
12-30-12	$2,088.00
12-16-12	$1,843.00
02-23-13	$1,697.50
10-18-12	$1,677.75
06-09-12	$1,464.00
12-04-12	$1,458.00
07-19-12	$1,425.00

Social Media Dashboard

Product Service Fulfillment

Customer Service

Financial Performance

Financial Performance 2

Dashboard Companies

- Klipfolio.com
- Geckoboard.com
- Ducksboard.com
- Cyfe.com
- Leftronic.com
- Salesforce.com
- Kissmeterics.com

Review KPI'S

1. Leads In
2. Sales Made
3. Cash In
4. Refunds

Home Page Copy

Keywords:
+ dentist in houston
+ houston dentist
+ cosmetic dentistry Houston

Lumina Dental Spa
∞ The Home of Healthy, Confident, Beautiful Smiles ∞

Attn: Houston, Texas Residents in Need of Cosmetic Dentistry, Preventive Dental Care, or General Dental Services

Get Ready for a NEW Kind of Dental Experience, for All Your General and Cosmetic Needs…

It's no secret: many Americans avoid going to the dentist. Are YOU one of them?

Maybe you've procrastinated because:

- You think dental care is **too expensive**
- You feel that maintaining your dental health is **unnecessary**
- You loathe the dentist's office, because it makes you feel **nervous**
- You worry that procedures will be **painful or uncomfortable**
- You're **embarrassed** about your smile
- **You have no idea how to begin** taking the steps toward improving your smile

If you'd rather avoid going to the dentist altogether, you're not alone.

But the fact is, the longer you wait to take care of your teeth and gums, the more at risk you are for experiencing further complications and expense.

Did you know that, according to the Centers for Disease Control and Prevention, almost **half** of American adults aged 30 or older have some form of periodontal disease, but don't even know it until they visit a dentist?

Even worse, untreated cavities, gum disease, and Gingivitis (inflammation of the gums) have been linked to more serious health problems such as **diabetes, heart disease, and even stroke!**

We understand that many people fear the dentist – usually due to pain-related memories of prior experiences – and so they forego basic dental care that is critical to their overall health and well-being.

And that's part of why **Lumina Dental Spa** does dentistry differently

<<insert testimonial>>

Here's the great news:

Modern dentistry is safe and virtually pain-free. Ongoing technological advances have made it possible to treat teeth and gums with minimal to zero discomfort – and since we pride ourselves on being your Houston dentists committed to remaining on the cutting edge of technology, we utilize these modern advances, so you don't have to worry about pain or discomfort while you visit our office.

The result? A beautiful, healthy smile – with minimal discomfort.

Our #1 priority is to provide our patients with a relaxing, soothing, and enjoyable overall experience… so they feel totally at ease, while receiving the best dental care available.

From the moment you walk through our doors, whether your visit is for general or cosmetic purposes, **our team treats you like a celebrity, and you will receive VIP treatment**. You have access to everything you could possibly need to make your visit more enjoyable, including:

- ✓ Complimentary facials
- ✓ Nutritious beverages
- ✓ A selection of relaxing music and over 50 movies you can watch or listen to during your appointment (sanitized goggles and iPads provided for your convenience)
- ✓ Comfy pillows, warm blankets, and scented hot towels to make your stay more enjoyable
- ✓ Optional spa services such as microdermabrasion, chemical peels, and even Botox treatment!

While we work on your smile, it won't feel like you're at the dentist's office at all – instead, you'll be pampered – spa-style!

Finally – a Dentist in Houston You Can't WAIT to Visit!

<<insert testimonial>>

We are **Lumina Dental Spa** – Houston's finest team of expertly trained general and cosmetic dentists, including an implant dentistry specialist and sedation specialist. In addition, our very own Dr. Jean Morency has been **voted "Best Houston Cosmetic Dentist" four years in a row** by "H" Magazine of Houston, Texas (2009-2012)! Our team is highly trained and experienced in general and cosmetic dentistry, resulting in **beautiful smiles** that actually change lives. In fact, many of our clients have cried *tears of joy* after their treatments – because their new smiles brought them increased confidence and greater pleasure in their appearances – essentially transforming their lives. (Many regret not having visited us sooner!)

That's the kind of transformation we love!

We offer:

- ✓ Complimentary "before and after" smile makeover pictures, so you know exactly what your new smile will look like
- ✓ Preventive dental care (teeth-cleaning, check-ups/exams, screenings, digital x-rays) tailored to each individual's unique needs
- ✓ Cosmetic dentistry, including veneers and lumineers (to improve the shape, color, and appearance of teeth)
- ✓ Invisalign (invisible braces to correct imperfections)
- ✓ Implants, crowns, surgical procedures, and restorative treatments (fillings)
- ✓ Nitrous oxide and intravenous sedation (to induce a sleep state, for those who experience extreme anxiety) under the supervision of an expert anesthetist

PLUS we offer a **100% Lifetime Warranty** on all our cosmetic dentistry in Houston services, as long as you continue your dental care program with us or another dentist.

We also accept **insurance plans** (most cosmetic offices don't) and offer **financing** to make paying for your dental care a breeze.

<insert testimonial>

Why visit Lumina Dental Spa?

So you can:

- ✓ Improve your smile, look great, and increase your confidence
- ✓ Feel more comfortable in social settings, knowing you have a beautiful smile
- ✓ Eliminate physical pain, TMJ (temporomandibular joints) pain and malfunction
- ✓ Solve issues like bleeding gums, bad breath, and systemic causes of infected gums
- ✓ Rest easy knowing your dental health is at its very best – which means your entire body will be healthier, too!

Ready to experience VIP treatment at your next dental appointment?

Contact us at [insert phone number/email] for a FREE consultation, or simply fill out this form – and receive "before and after" pictures to discover what your smile could look like, transformed!

<insert testimonial>

Our Practice page
+ houston cosmetic dentist
+ cosmetic dentist houston
+ houston cosmetic dentistry

Lumina Dental Spa: A Five-Star Dental Practice Dedicated to Your Smile AND Your Comfort!

Would you rather be at the spa, or your dentist's office?

We know… it's no contest, right?

But what if going to your dentist's office could feel *just like* a spa visit?

Now it can – at **Lumina Dental Spa** of Houston, TX.

We're unlike any other dental office you've ever visited. Our Houston cosmetic dentistry services are provided within a spa-style environment, so you feel totally pampered, relaxed, and comfortable, as you receive the very best dental care available.

We combine the **luxurious comforts** of a spa with the most **advanced technologies** in modern dentistry. The result? A soothing, enjoyable experience you can actually look forward to!

Comforts

Whether your visit is for general or cosmetic purposes, expect to **receive VIP treatment** the moment you walk into our office. You'll feel like a star, thanks to our highly-qualified Houston cosmetic dentists, our licensed, on-staff esthetician, and the entire Lumina Dental Spa staff.

We offer the following amenities to make your appointment "extra" enjoyable:
- ✓ A complimentary facial for first-time patients
- ✓ Nutritious beverages
- ✓ Scented towels, comfy pillows, and blankets
- ✓ iPads pre-loaded with a selection of relaxing music and over 50 movies you can watch or listen to during your appointment (or, feel free to listen to your own music choices!)
- ✓ Lightweight, thin goggles for your movie-watching pleasure
- ✓ Optional sedation via nitrous oxide or in capsule form, taken beforehand to calm any anxiety you may have
- ✓ Full access to our spa room, with optional spa services such as microdermabrasion, chemical peels, and even Botox treatment
- ✓ And more!

INSERT TESTIMONIAL

Technology

At Lumina Dental Spa, **we've gone digital**. Advances in dental technology have made it possible for us to save paper, reduce radiation, and create beautiful smiles more safely than ever before!

What you can expect:

- ✓ No paperwork to print or fill out – complete your forms online, and email them to us for your added convenience
- ✓ No "old school" x-rays – instead we use an advanced digital method, with very little radiation involved, to take images of your teeth and mouth
- ✓ Before and after smile photos to show you exactly what your new, transformed smile will look like – visible on a big screen TV monitor! Plus, you'll receive a complimentary printout of your new smile to take home with you
- ✓ The latest, most revolutionary dental equipment available, to ensure the highest-quality, advanced dental care and treatment available
- ✓ Adherence to THE highest standards of safety procedures

INSERT TESTIMONIAL

If you know you should visit a dentist for your general or cosmetic dentistry needs, but would much rather go to the Spa instead… Lumina Dental Spa is the perfect choice for you!

Call us at 713-523-2328 or email us for a free consultation the next time you're in need of a world-class general or cosmetic dentist. Houston, Katy, Sugar Land, Spring, and Galveston, Texas, residents will love your new smiles!

About Page Copy

Keywords:
+ houston dentists
+ best dentist in houston
+ best cosmetic dentist houston

Finally – a Dentist in Houston You Can't WAIT to Visit!

Maybe, right now you're wondering – "who *looks forward* to going to the dentist?"

The patients of…

Lumina Dental Spa
∞ The Home of Healthy, Confident, Beautiful Smiles ∞

What Makes Lumina Dental Spa Different?

We make it our mission to transform your general or cosmetic dentistry appointment into an amazing, soothing, pampering experience.

Lumina Dental Spa of Houston, Texas, is unlike ANY traditional dentist's office you've ever been to. Known for it's "spa style" services, this team of expertly trained dentists delivers **a relaxing and pleasurable experience**, so you can practically forget you're at the dentist! With a proven track record for making patients feel completely at ease, Lumina Dental Spa transforms your smile… while you enjoy an array of luxurious spa treatments and amenities, free of charge, like: beverages, hot scented towels, facials, hand massages, pedicures, music, movies, and other features - to make your visit extraordinary.

Plus, you'll never feel "rushed" through your appointment or trapped in an impersonal dental setting – instead, count on feeling pampered and appreciated!

The doctors at Lumina Dental Spa:

- Are certified, trained, and accredited through the world-renowned LV Institute of Dentistry (a post-graduate dental training center known for producing some of the best dentists in the world) via the Elite continuing education group
- Include the doctor voted "Best Houston Cosmetic Dentist" for four years in a row by "*H" Magazine* of Houston, Texas (2009-2012), a board certified Periodontist (gum doctor) and an Implantologist
- Have decades of combined experience in general and cosmetic dentistry – bringing you premier services like teeth whitening, implants, sedation dentistry, Lumineers, Invisalign (invisible braces), smile makeovers, and more
- Are expertly trained to transform patients' lives, by creating beautiful smiles!

And, to provide you with access to everything you could possibly need to maintain excellent dental health, Lumina Dental Spa embraces the **latest cutting-edge technologies** in dental care. Its office is outfitted with the most up-to-date equipment, including:

- ✓ High-tech imaging software to create "before and after" smile makeover pictures
- ✓ Laser cleanings
- ✓ Digital X-Ray
- ✓ Intra-Oral Cameras
- ✓ Visilite Cancer Screening
- ✓ And more

Why ELSE is Lumina Dental Spa Considered the Best Dentist in Houston?

[INSERT TESTIMONIAL #1]

[INSERT TESTIMONIAL #2]

[INSERT TESTIMONIAL #3]

So are you ready to experience VIP treatment at your next dental appointment – and get the beautiful smile you've always dreamt of?

If you're looking for the best cosmetic and general dentist in Houston, Sugar Land, Katy, Spring, or Galveston, make sure to book your next appointment with Lumina Dental Spa!

Contact us at [insert phone number/email] for a FREE consultation, or simply fill out this form – and receive complimentary "before and after" pictures to discover what your smile will look like, transformed!

Dr. Jean Morency is a cosmetic dentist who wholeheartedly believes in the power of a beautiful smile to transform your life professionally, socially, and personally. He's on a mission to help his patients experience this transformation, while focusing on the comforts of modern dentistry – thus appeasing the all-too-common fear many people have about going to the dentist.

A Harvard graduate, Dr. Morency has spent more than 25 years instructing other dentists in the art, science, and technique of dentistry, via a teaching fellowship awarded to him during his post-doctoral training. He earned his Doctor of Dental Medicine (D.M.D.) degree from Harvard School of Dental Medicine, and his Master of Science degree in Prosthetic Dentistry from Harvard. He obtained his undergraduate degree from Roosevelt University in Chicago.

One of the most unique experiences of Dr. Morency's career was being Navy dentist on an aircraft carrier. From 1979 to 1983, Dr. Morency served as an officer in the U.S. Navy Dental Corps, earning the title of Chief Prosthodontist and rank of Lt. Commander. His leadership skills, expertise, and unique, friendly personality continue to make him a trusted resource in the field of dentistry today.

After many years serving in a private dental practice in Houston, Dr. Morency has joined Lumina Dental Spa. He is married with four children, and a beloved cocker spaniel named NAME. In his free time, he enjoys traveling, so much so that he has lived in Panama, Costa Rica, England, France and Kenya, in addition to several states here in the U.S. He is also passionate about photography.

7 Questions You MUST Ask Before Hiring a Cosmetic Dentist

by Arif Balagam
CEO of Lumina Dental Spa
http://www.luminadentalspa.com/

Hiring a cosmetic dentist is an extremely important life decision. After all, your smile is one of the first things people notice about you! The appearance of your smile can "make or break" a first impression, and affect your social, personal, and professional life in many different ways.

When you hire a cosmetic dentist, you do so in the hopes of improving the quality of your smile AND of your life - as you gain the confidence and joy that comes along with finally getting the smile of your dreams.

So how do you know who to entrust with this life-changing decision?

If you're considering a cosmetic dental procedure, it's important to hire someone who is not only trained, educated, and experienced in **cosmetic dentistry** (which is completely different from **general dentistry**) – but who also consistently delivers to his patients their exact desired outcomes.

So to help you hire THE perfect cosmetic dentist for you, we've put together this special report, outlining the 7 essential questions you MUST ask your potential cosmetic dentist, before committing to give him your business.

Question #1: I'm nervous about the potential pain/discomfort associated with cosmetic procedures. How will you make my visit more relaxing and enjoyable?

If you're nervous about undergoing a dental procedure, you're certainly not alone!

The good news: advances in modern dentistry have made it possible to eliminate pain and discomfort during procedures, so that you can feel totally at ease.

At Lumina Dental Spa, we offer sedation dentistry, which provides you with different options for ensuring your comfort. You can choose from oral conscious sedation medication (if you prefer to stay awake) or intravenous sedation anesthesia, which allows you to "sleep" through your procedure. By the time you wake up, your treatment is finished and you have a beautiful smile!

Sedation is 100% safe, gentle, and effective at calming even the most persistent of fears.

Plus, our relaxing, "spa style" atmosphere and comfort-enhancing amenities will help you feel even *more* comfortable during your visit.

Question #2: Cosmetic procedures are expensive, aren't they? Can I really afford the smile of my dreams?

Improving the appearance of your smile is an investment… and you're so worth it! Your smile plays a role in how you are perceived by others – from potential employers to spouses, friends, and colleagues. If you're self-conscious about your smile in any way, it undoubtedly affects the way you live your life.

Cosmetic dentistry allows you to *feel* as beautiful as you really are!

Lumina Dental Spa is dedicated to providing you with the smile you've always imagined for yourself – and we have options available to you that will make paying for it as easy as possible!

- ✓ We offer **outside financing** via a third party to qualified applicants. Upon approval, monthly payment plans allow you to make payments over a period of time, instead of having to pay all at once.
- ✓ We take **insurance** (most cosmetic dentistry offices do not), which reduces your out-of-pocket costs.

At the end of the day, when you look in the mirror, are you 100% satisfied with the appearance of your smile? If the answer is no, then it's time to give yourself the life-enhancing gift of a beautiful smile… without breaking your wallet!

Question #3: Porcelain veneers... lumineers... denture implants... Which cosmetic dental treatment option is right for me? How do I know I'll be satisfied with the results?

Not all smiles are alike, and you may not know which treatment is the perfect match for you. Each of the options available (lumineers, veneers, denture implants, invisible braces, teeth whitening, etc.) – are intended for a specific outcome.

During your free initial consultation at our office, one of our cosmetic dentists will examine your smile and recommend the best treatment(s) for you. We take our time to review the options available, and answer each and every question you might have. You'll never feel rushed through an appointment with us! Together, we will choose the best course of action for YOU - based on your desired outcome, unique comfort level, and financial situation. Don't worry – there's a perfect solution for everyone!

We understand why you'd rather not take a "leap of faith" when it comes to something as important as beautifying your smile. To help you know exactly what you can expect

your new smile to look like, we take "before and after" photos – PRIOR TO undergoing the actual procedure. When you choose Lumina Dental Spa, you'll view these "before and after" pics on a large screen TV, **and** take home a printed copy, so you can check out your new smile whenever you'd like, as you get ready to make your dream a reality.

We take your peace of mind very seriously – so if you're pleased with your "after" picture so much so that you decide to undergo the recommended procedure, the next step we take is to allow you to "test drive" your new smile. Yes – you read that right! You will actually get to try out your new smile *before* the procedure itself.

Here's how it works: we'll take an impression of your teeth and send it to a lab, where they'll create "temporaries" for you to wear. The temporaries are designed to look and feel like the actual final product. You can try out your new smile, and if for some reason something feels "off" and/or there is any aspect of your new smile you don't love, we'll make modifications/changes before your actual procedure. This is a low-risk way to test drive your new smile before you fully commit!

We have thousands of previous patients who have LOVED their smile makeovers. Lives have been changed. In fact, it's not uncommon for our patients to cry tears of joy and express extreme gratitude regarding how their new smiles have improved the overall quality of their lives. You are welcome to view some of our patients' testimonials and "before and after" pictures on our website, www.luminadentalspa.com, or in our office in Houston, Texas.

Question #4: I'm self-conscious about my smile. Will anyone be able to tell I've had cosmetic dental work done?

The wonderful thing about cosmetic dentistry is that when it's done correctly – and with the right amount of artistic flair – you're left with a beautiful, natural-looking smile. No one will notice if you're wearing dental implants, lumineers, or veneers. They'll simply notice how amazing your smile looks!

You'll feel more comfortable and less self-conscious with your new and improved smile. Plus, rest assured, your teeth will still feel "natural" too! The materials we use are light and comfortable to wear, yet extremely durable.

No matter what your circumstances are, or what your smile currently looks like, Lumina Dental Spa can work with you to create a customized treatment plan that results in the smile you have always longed for. Even if you think your smile is "unfixable," we encourage you stop by for a free consultation anyway – you will be pleasantly surprised.

Question #5: What are your qualifications as a cosmetic dentist?

All dentists are required by law to undergo general dentistry training. However, to work as a "cosmetic dentist," one must undergo additional specialized training.

Cosmetic dentists must be licensed through their state's dental board. Although it's not required, they also have the option to be accredited through the American Academy of Cosmetic Dentistry (AACD).

At Lumina Dental Spa, our dentists:

- Are certified, trained, and accredited through the world-renowned LV Institute of Dentistry (a post-graduate dental training enter known for producing some of the best dentists in the world) via the Elite continuing education group
- Were voted "Best Houston Cosmetic Dentist" for four years in a row by *Edge Magazine* of Houston, Texas (2009-2012)
- Include a board certified Periodontist (gum doctor) and an Implantologist
- Have decades of combined experience in general and cosmetic dentistry – bringing you premier services like teeth whitening, implants, sedation dentistry, Lumineers, Invisalign (invisible braces), smile makeovers, and more
- Are expertly trained to transform patients' lives, by creating beautiful smiles!

We believe in the value of continuing education, so each of our dentists frequently take classes, workshops, programs, etc. to add to their ever-growing knowledge base pertaining to the *art and science* of cosmetic dentistry.

Aside from training and education, each of our cosmetic dentists has a certain "artistic flair" for creating a beautiful smile (it's not just about the science of dentistry!)

We have served thousands of happy, more-than-satisfied patients. It's as exciting for us to provide you with a life-changing smile as it is for you to receive it!

Question #6: Do you offer a satisfaction guarantee for your cosmetic dentistry procedures?

The last thing you want to do is pay for a procedure, and end up with shoddy results. So be sure to ask whether the cosmetic dentist you're considering offers a warranty or guarantee to protect your investment.

For advanced procedures such as lumineers, veneers, and denture implants, materials such as porcelain and titanium may need to be added to your teeth. What will happen if, five years from now, a piece of porcelain comes loose? What is your cosmetic dentist's policy regarding materials that break or get damaged?

At Lumina Dental Spa, we offer a lifetime warranty on ALL cosmetic procedures – as long as you continue receiving regular, ongoing dental care, either through us or another dentist. As long as you visit a general dentist for regularly scheduled checkups, you're backed by our 100% lifetime warranty.

Our success ultimately depends upon our clients' long-term happiness, and we are so confident in our ability to provide you with the smile you've always longed for, we are happy to offer this guarantee.

Question #7: So what makes you different from all the other cosmetic dentists in Houston?

Other than being voted "Best Houston Cosmetic Dentist," we pride ourselves on being a cut above our competition.

First, our spa services allow you to relax and feel pampered, in a luxurious environment designed to help you all but forget you're actually at the dentist! You receive a complimentary facial during your first visit, plus access to optional Botox treatment, chemical peels, and microderm abrasion – all of which are gentle and safe treatments designed to give your face and skin a beautiful, glowing, youthful appearance. Our licensed, friendly on-staff esthetician can answer any questions you might have about these spa treatments and services.

To further your enjoyment, iPads are available for you to listen to your favorite music during procedures. We also offer an array of refreshing beverages.

We care about your smile – and we care about YOU, too! You'll never be treated like a number at Lumina Dental Spa. When you choose our office, you enjoy celebrity VIP status!

And remember, our dentists possess a unique combination of extensive training, experience, and talent for creating beautiful smiles our patients LOVE.

We hope this report has given you insight into exactly what to look for when hiring a cosmetic dentist. You're now armed with 7 powerful questions you MUST ask before hiring a cosmetic dentist, to ensure you have made the best choice.

We wish you the very best in your journey toward the smile of your dreams!

Sincerely,
Arif Balagam, CEO
and the Team at Lumina Dental Spa
<<insert pic of team?>>

Want a FREE Consultation with Lumina Dental Spa?

We would be delighted to sit and talk with you about what you're looking for in a smile makeover. Regardless of what your smile currently looks like, we invite you contact us for FREE consultation and get your complimentary "before and after" pictures – so you can see what's possible.

So what are you waiting for? It's your turn to get pampered...

Call (713) 523-2328 or email us at XXX to schedule your free consultation at Lumina Dental Spa. We serve residents in Houston, Sugar Land, Katy, Spring, or Galveston, Texas. We guarantee you'll finally have a reason to love going to the dentist!

Is Your FEAR of the Dentist Keeping You From the Smile of Your Dreams?

It's Time to STOP Being Afraid…

Now, You Can "Sleep" Your Way to a New, Beautiful Smile!

If you've ever avoided improving the appearance of your smile due to your fear or anxiety about going to the dentist, you're not alone.

That's why, at Lumina Dental Spa, we offer modern **sedation dentistry** options, so you can arrive, take a pleasant nap, and wake up to your new smile - refreshed and comfortable.

Sedation dentistry:

- Provides you with the quality dental care you deserve, WITHOUT the pain, anxiety, fear, and/or discomfort
- Is 100% safe, gentle, and effective - administered by a highly qualified anesthesiologist
- Includes several options, including oral conscious sedation medication, nitrous oxide and intravenous sedation anesthesia (to induce a sleep state, for those who experience extreme anxiety or who prefer not to be awake)
- Allows you to remain alert enough to answer questions (if you prefer not to be fully asleep) AND be relaxed enough to feel totally at ease during your entire procedure
- Offers a perfect solution to calming even the most persistent anxieties when it comes to visiting the dentist

Our cosmetic dentists practice the latest in sedation dentistry techniques to ensure you are completely comfortable throughout your procedure.

If you're ready to feel relaxed and at ease while your smile is transformed…

Schedule an appointment now, by calling [INSERT PHONE #], or emailing [INSERT EMAIL ADDY]. New patients receive a **free consultation** and complimentary facial. The moment you walk through our doors, you'll be treated like a VIP guest – guaranteed.

Serving Houston, TX, and surrounding areas.

Don't miss our FREE gift to you! If you're considering hiring a cosmetic dentist to improve the appearance of your smile, make sure you ask these 7 critical questions first, *before* choosing your dentist – so you can rest assured you're receiving the very best, highest quality dental care available.

Visit <<link>> to access a free copy of our report:

7 Questions You MUST Ask Before Hiring a Cosmetic Dentist!

Why Choose Lumina Dental Spa
For ALL Your Cosmetic Dentistry Needs?

Voted "Best Houston Cosmetic Dentist" 4 Years in a Row by *Edge Magazine* of Houston, TX (2009-2012), We've Developed a Stellar Reputation for Transforming Our Patients' Smiles – and Their Lives!

Our team of cosmetic dentists:

- ✓ Are **trained, certified, and accredited** through the world-renowned LV Institute of Dentistry (a post-graduate dental training center known for producing some of THE best dentists in the world)
- ✓ Includes a **board-certified** Periodontist (gum specialist) and an Implantologist
- ✓ **Regularly add to their ever-growing knowledge base** regarding the art and science of cosmetic dentistry by voluntarily furthering their education via classes, workshops, etc.
- ✓ Possess the natural **"artistic flair" and talent** necessary for crafting beautiful smiles (it's really *not* just about the science!)
- ✓ Have **decades of combined experience** in cosmetic dentistry, bringing you premier services like sedation dentistry, teeth whitening, implants, Lumineers, Invisalign (invisible braces), smile makeovers, and more!

We've served thousands of happy, satisfied patients …

Will YOU be our next "success story"?

If you're considering a smile makeover, **contact our office for a FREE consultation**. Our friendly cosmetic dentists are standing by, ready to evaluate your smile, thoroughly review your options

with you, and provide you with complimentary "before and after" photos, so you see exactly what your smile will look like, transformed! Call us at XXX or email XXX.

We have a FREE gift for you!

If you're "shopping around" for a cosmetic dentist to improve the appearance of your smile, be sure to ask these 7 critical questions - so you can rest assured you hire the right team *and* receive the quality results you're looking for - and deserve!

Visit <<link>> to access your free copy of our special report:

7 Questions You MUST Ask
Before Hiring a Cosmetic Dentist!

Services Page #2 – Lumineers
(no keywords indicated)

That Beautiful, Perfect Smile is Closer than Ever - with Lumineers!

Referred to as "no-prep veneers," **lumineers** are a quick and easy dental treatment option resulting in a beautiful, wow-ing smile.

Deceptively light and thin, and made up of specially reinforced porcelain, Lumineers can instantly transform your smile, hiding chips, cracks, discoloration, and remedying misaligned teeth. Hence the "no-prep" name, lumineers do not require any teeth preparation – that means no drilling, no shots, and no loss of natural tooth structure! This is a great option for sensitive patients who want to obtain that dazzling smile **and** improved functionality.

Unlike veneers, which are permanent, lumineers are reversible (in most cases). And thanks to modern dental technologies, the procedure is convenient, free of discomfort, and relatively quick – requiring as little as 2 weeks to be completed.

Plus, as long as you maintain your dental health through regular ongoing care, lumineers can last up to 20 years!

Why are Lumineers a Favorite Treatment Among our Houston Dental Patients?

INSERT TESTIMONIAL

At **Lumina Dental Spa**, our Houston dentists, Dr. Morency, Dr. Timm and Dr. Nguyen are recognized experts at creating perfect smiles utilizing lumineers. We take advantage of the latest digital photography equipment, including an intra-oral camera, to craft lumineers that perfectly complement your face and mouth, while enhancing your smile.

Our lumineers are:

- ✓ Placed over the front surface of your teeth, transforming your smile
- ✓ Comfortable to wear, made of reinforced porcelain material that is deceptively light and thin
- ✓ Reversible (unlike traditional veneers)
- ✓ Known for their strength, elasticity, and convenience
- ✓ Completed in as little as 2 weeks, and capable of lasting up to 20 years, provided you receive ongoing regular dental care

You'll be fitted during your first visit, and your perfectly crafted lumineers will be ready within 2 weeks.

100% Risk-Free – Backed by Warranty

Getting your lumineers at Lumina Dental Spa means you're backed by a full lifetime warranty, as long as you continue undergoing regular dental care with us or another dentist.

It's Not Just About Creating Beautiful Smiles – It's About Changing Patients' Lives!

"Today, getting that beautiful, perfect smile is easier than ever with Lumineers. It is a safe, effective treatment that delivers the 'WOW factor' patients are yearning for every time." -Dr. Nguyen of the Houston Cosmetic Dentistry team at Lumina Dental Spa

Are you considering getting lumineers to improve the appearance of your smile? If so, contact us today for a free, no-obligation consultation. We'll help you determine if this treatment is right for you, so you can finally **LOVE** the smile you see in the mirror!

Services Page #3 – Invisalign

If Your Journey to a Beautiful Smile Will Likely Include Braces… Guess What?

Now, No One Even Has to Know You're Wearing Them!

Are you thinking of getting braces to correct your teeth – but the thought of wearing unsightly metal bands and brackets has been holding you back?

Invisalign offers a wonderful, discreet alternative to traditional orthodontic treatments. It's easy, fast, comfortable – and invisible!

With Invisalign:

- ✓ A clear, custom-made plastic aligner or tray is placed over your teeth
- ✓ Aligners are comfortable, easy to wear, and effective in correcting imperfections
- ✓ Your teeth are gently and gradually moved into the desired position over a period of time
- ✓ You can temporarily remove the aligner or tray for eating, cleaning, or picture-taking

Lumina Dental Spa Offers Premier Houston Invisalign Services for patients who desire a beautiful smile *without* the noticeability and discomfort of traditional braces.

[INSERT TESTIMONIAL]

Invisalign effectively corrects issues such as:

- ✓ Crooked teeth
- ✓ Overly-crowded teeth
- ✓ Widely-spaced teeth
- ✓ Overbites
- ✓ Crossbites
- ✓ Mild relapsing after braces are removed
- ✓ Simple bite irregularities

Today, it's easier than ever to get Invisalign (invisible) braces. When you walk into our dental spa, we'll take just one set of photographs and one set of impressions of your mouth. These will be used to create a computer projection of how your teeth move incrementally. This projection becomes the **blueprint** for designing your customized Invisalign aligners or trays.

It's important to note that *Invisalign is only effective if it's consistently used*. The trays are not meant to be left out of your mouth for longer than a single meal. However, this usually isn't a problem for most patients, as trays are very comfortable to wear, compelling gentle pressure to gradually shift your teeth into the correct position over time – typically about one year.

Ready to get a beautifully straight smile without anyone knowing?

Call our office at 713-523-2328 or email us for a free consultation and to learn more about Invisalign. Houston, Katy, Sugar Land, Spring, and Galveston, Texas residents will LOVE your new smiles!

Services Page – Teeth-Whitening

+ teeth whitening houston
+ teeth whitening houston tx

How Would You Like to Turn Heads With a New, Dazzling Smile?

Here at Lumina Dental Spa, we understand that your smile is the first thing most people will notice about you. It not only plays a huge role in how you feel about yourself, but it can also make or break that ever-important first impression. This is why we want to help you achieve the smile of your dreams – one that is bright, youthful and naturally beautiful!

If you've ever been self-conscious about the discoloration of your teeth, consider getting your teeth whitened by the highly trained, friendly team at Lumina Dental Spa.

[INSERT TESTIMONIAL]

Our teeth-whitening service:

- ✓ Is safe and more effective than ever, thanks to our specially trained cosmetic dentists, Dr. Morency, Dr. Timm and Dr. Nguyen
- ✓ Utilizes the newest and most effective whitening techniques to create a brilliant white smile in as little as ONE visit
- ✓ Helps you feel like a million bucks, increasing both your confidence and overall happiness

Get whiter, brighter teeth in just one visit - at Lumina Spa Dental.

Beginning with a face-to-face meeting with one of our cosmetic dentists, we'll help you decide which whitening option is best for you.

We'll discuss:

- ✓ Your personal teeth-whitening goals and how quickly you want to reach them
- ✓ The specific level of discoloration in your teeth
- ✓ Your sensitivity level, to ensure your maximum comfort
- ✓ The exact post-whitening maintenance and care routines are required to keep your smile healthy and bright

Then, we'll help you determine which whitening option is best – e.g., Zoom, Advanced Power, or other services.

Brilliant, bright and beautiful; when it comes to your smile, you shouldn't settle for less.

Are you ready to brighten your smile with the best services available for teeth-whitening? Houston, TX, residents are invited to contact us today for a free, no-obligation consultation. We'll help you determine which whitening treatment is right for you, so you can finally get that dazzling, head-turning smile you've always imagined!

Services Page – Crowns
(no keywords indicated)

Your Natural Teeth are a Priceless Asset – Restore Them Back to Beauty with Dental Crowns

The dentists of Houston's Lumina Dental Spa understand that *tooth loss is the LAST thing you ever want to experience!* That's why our primary goal is helping you achieve optimal dental health, while saving you from painful tooth loss.

Dental crowns (also known as "dental caps" or "tooth crowns") are one of our most popular dental treatment options. Made of porcelain and designed to perfectly imitate the shape and color of your natural teeth, a crown covers and encases a damaged tooth, and becomes the tooth's new outer surface. **The result is a strengthened tooth that looks indistinguishable from its neighboring teeth.**

If your teeth are broken, cracked, chipped or decayed, dental crowns may be an ideal treatment for you. Crowns are durable, natural-looking, and allow damaged teeth to be restored back to their natural usefulness and beauty. Best of all, no one will ever be able to tell you have them!

[INSERT TESTIMONIAL]

At Lumina Dental Spa, our dedicated cosmetic and restorative dentists, Dr. Morency, Dr. Timm and Dr. Nguyen are expertly trained and experienced to restore your teeth back to their original beauty.

We believe the best way to care for teeth is through a practical, effective dental care routine. That's why we strive to help you reach your goals using the most conservative treatment possible.

Our dentists:

- ✓ Take the time to learn about your unique dental concerns
- ✓ Devise a custom plan tailored to your individual needs and goals
- ✓ Use the most advanced dentistry techniques to create durable, beautiful, natural looking crowns that will protect your smile for years to come

Unlike fillings, crowns are not made in your mouth – rather, they're created in a dedicated laboratory. During your first visit, our dentists will gather information needed to shape and mold a crown that perfectly fits your tooth and entire mouth. Your crown(s) will then be carefully crafted at our lab (usually within 3 weeks). You'll receive a temporary crown to wear while your permanent crown is being created. Finally, you'll return to Lumina Dental Spa to have the crown placed and to ensure it's perfect fit.

Ready to restore your teeth back to beauty? Call our office at 713-523-2328 or email us for a free consultation to see if crowns are right for you. After visiting Dental Lumina Spa, you'll LOVE your new smile.

INSERT TESTIMONIAL

Services Page – Dental Hygiene
(no keywords indicated)

Could You Be One of the 50% of Americans Who Has Periodontal Disease, But Doesn't Even Know It?

The answer is YES!

According to survey data by the Centers for Disease Control and Prevention, almost **half** of American adults aged 30 years or older have some form of periodontal disease (AKA gum disease) – yet many of them don't even know they have it.

And why is this a cause for concern? Periodontal disease, a seemingly "small" issue you aren't even aware of, can actually lead to more serious and much more costly health concerns. In fact, poor dental health has been linked to serious health problems such as diabetes, heart disease, and even stroke!

But the good news is...

Regular, Ongoing Dental Care Will Help You Avoid More Serious Health Concerns Down the Road

Here at Lumina Dental Spa, we are strongly committed to providing you with the best, most comprehensive continuous dental care, so you can enjoy healthy teeth and gums all throughout your life.

We know *every mouth is different*, and everyone has unique needs when it comes to caring for their teeth and gums. That's why we take the time to educate you on what it REALLY means to care for your mouth. You must first have the k**nowledge** – and then we'll help you implement it.

Working together, we'll take care of any embarrassing bad breath you may be experiencing – most likely due to periodontal problems. Plus, we can rid your teeth of unsightly plaque and tartar build-up – both of which have been linked to serious dental health problems and heart concerns.

At Lumina Dental Spa, our professional dental hygienists:

- ✓ Act as caring instructors, teaching you how to best care for your unique teeth and gums
- ✓ Work with you to develop a custom, tailor-made, comprehensive treatment plan based on your specific periodontal health
- ✓ Will help you determine your course for follow-up care, depending on your current level of dental health
- ✓ Help you establish healthy habits that lead to excellent dental health, thus effectively cutting back the need for subsequent costly dental services.

Best of all, we deliver top-notch dental care in a "spa style" setting that makes it easy and enjoyable for you to continue your oral care. Our approach is truly is second-to-none!

Find Out How Lumina Dental Spa Makes it Easy and *Enjoyable* to Ensure Your Own Excellent Dental Hygiene...

INSERT TESTIMONIAL

INSERT TESTIMONIAL

Ready for your next check-up?

Visit our professional team of hygienists who are ready to help you achieve the healthiest mouth possible! To request more information or to book your free consultation, call our office today at 713-523-2328 or email us.

After visiting Dental Lumina Spa, you're going to LOVE going to the dentist for regular check-up!

Services Page – Implants
+ dental implants houston
+ houston dental implants

Eat, Drink, Laugh, and Speak with Confidence!

Our Dental Implant Service Provides You with Fully Restored Teeth – And a Healthy, Beautiful, Natural-Looking Smile

Did you know that untreated dental conditions can lead to tooth loss?

If you've experienced:

- Tooth decay
- Gum disease
- Accident, injury, or trauma
- Excessive wear and tear
- Root canal problems
- Congenital defects

... you may be at risk for *losing* one or more of your teeth.

Left untreated, these conditions can have a detrimental effect on your ability to talk and eat – with **bite irregularities** likely to develop. When a bite becomes misaligned or irregular, temporomandibular joint disorders (*TMJ*) can develop. TMJ shows up in the form of chronic and painful symptoms, and the subsequent result may be permanent tooth and bone loss.

If you've lost a tooth or experienced any of these conditions, **dental implants** may be an ideal solution for restoring your smile back to its original beauty.

INSERT TESTIMONIAL

Amazingly Natural-Looking Dental Implants Give You a Reason to Smile Again!

At Lumina Dental Spa, we understand the value of a beautiful smile. We also know how devastating it can be to lose a tooth. That's why our highly trained cosmetic dentists, Dr. Morency, Dr. Timm and Dr. Nguyen, are **committed** to creating a healthy, restored smile for each of our patients, boosting their confidence and truly giving them a reason to smile again.

Our dentists work with leading oral surgeons, and tap into the very latest dental technologies to provide Houston with dental implant solutions that are **effective and comfortable for our patients**.

How Dental Implants Work

A small metal implant is inserted into the optimum position, thereby creating a superlative tooth restoration. Once the implant is placed, it's completed with a custom-made porcelain crown

bonded over the dental implant. The result is a natural-looking, fully functional **tooth replacement** that looks and feels like one of your own teeth!

The procedure is comfortable, and our patients have loved the results.

INSERT TESTIMONIAL

Lumina Dental Spa implants:

- ✓ Are strong and durable
- ✓ Offer the potential for a permanent solution to tooth loss
- ✓ Preserve both the beauty and the health of your smile
- ✓ May be used in conjunction with other restorative or cosmetic dentistry procedures to bring you the most beautiful smile possible

Plus, dental implants are considered one of the most successful procedures in dentistry. They are safe, comfortable, and effective in providing patients with a beautiful smile they can be proud of.

Are you ready to stop feeling self-conscious – and start showing off your smile again?

Drop by our office and let us show you all the benefits of this long-lasting, advanced smile solution. Call us at 713-523-2328 or email us for a free consultation, or to learn more about dental implants. Houston, Katy, Sugar Land, Spring, Galveston, Texas, residents will LOVE their new smiles.

Services Page – Sedation Dentistry
+ sedation dentistry houston

Eliminate the Fear and Anxiety Surrounding Your Next Visit to the Dentist

If you dread going the dentist, fear no more!

At Lumina Dental Spa, you can count on our relaxing, "spa style" atmosphere and comfort-enhancing amenities to help you feel happy and at ease during your visit.

And for those who exhibit extreme nervousness, so much so that you actually avoid the dentist altogether, we offer gentle **sedation dentistry** options to calm even the most persistent fears.

Whether you're visiting our office for considerable dental work or surgery, or a simple routine teeth-cleaning, our sedation dentistry options ensure your visit is free of discomfort.

At Lumina Dental Spa, sedation dentistry:

- ✓ Is safe and comfortable, providing even the most fear-prone patients a chance to rest easy while receiving the dental care you need
- ✓ Allows you to remain alert enough to answer questions - yet relaxed enough to feel 100% at ease during your entire procedure
- ✓ Enables our dentists to be more productive, completing more dental work in less time (this is a great benefit if you need to undergo multiple treatments at once, or have an extended visit)
- ✓ Allows you to relax during your visit and "wake up" to a beautiful smile, upon the completion of your procedure

Using the latest in sedation dentistry techniques and equipment, our Houston cosmetic dentists, Dr. Morency, Dr. Timm and Dr. Nguyen will put your fears to rest. Our team is dedicated to providing you the VERY best in dental care, while making your visit comfortable and enjoyable. We strive to make every visit the best it can be!

Your **new, exceptional** dental experience is waiting – with sedation dentistry.

Call us at 713-523-2328 or email us for a free consultation, or to learn more about sedation dentistry. Houston, Katy, Sugar Land, Spring, Galveston, Texas, residents will feel totally relaxed at their next dental appointment!

Services Page – Denture Implants
No keywords were indicated on site map; however, we have used the following:
- denture implants houston
- houston denture implants

Get the Security and Confidence to Smile Again with Denture Implants!

Have you lost several (or all) of your teeth due to tooth decay, periodontal disease, accidents, etc?

If so, **denture implants** offer a unique solution for restoring your smile back to its full beauty and functionality. Unlike traditional dentures (which are removable and can cause discomfort and inconvenience to those who wear them), denture implants provide a more secure, permanent, and comfortable solution to your tooth loss.

We know how important your smile is to you.

That's why at Lumina Dental Spa, our highly trained and skilled dentists *work with you* to create a customized treatment plan resulting in exactly what you're looking for with your new smile. You'll enjoy a flawless, natural-looking, beautiful smile. Best of all, no one will know you're wearing denture implants, except you!

Because this process is a permanent solution to tooth loss, it generally takes longer to complete than traditional dentures. However, it'll be well worth the wait!

INSERT TESTIMONIAL

Our denture implants:

- ✓ Are safe and comfortable, providing you with a natural-looking smile that looks and feels amazing
- ✓ Allow you to eat, speak, smile, and enjoy other activities with confidence, knowing your teeth will always remain securely in place (provided you maintain excellent, ongoing dental hygiene)
- ✓ Can be completed in 2-5 months, depending on the condition and health of your jaw, and your specific needs
- ✓ Give you a fantastic reason to smile again!

Utilizing THE most advanced techniques and equipment, our Houston denture implant specialists make it possible for you to enjoy a beautiful smile again WITHOUT the discomfort. We will do everything possible to make sure you are comfortable during the procedure. Our team is dedicated to giving you the best dental treatment possible, while making your visit extra enjoyable.

Let us show you how denture implants will give you the confidence to smile again, with our complimentary "before and after" pictures!

To find out more, give us a call at 713-523-2328 or email us for a free consultation regarding denture implants. Houston, Katy, Sugar Land, Spring, Galveston, Texas, residents will love your new smiles!

Services Page – Denture Implants
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- houston denture implants

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Spa Services
+ dental spa

Imagine: A Visit to the Dentist That Feels Like a Visit to the SPA!

It's no secret that many Americans avoid going to the dentist.

But that doesn't have to be the case for you – because the team at Lumina Dental Spa has created **a relaxing, luxurious environment** combining all the best elements of a soothing spa with the latest in modern dental technologies.

Now, you can enjoy the highest quality dental care AND comfort-enhancing spa style services – all at the same location! Wake up excited for your appointment, because we are dedicated to making sure you feel pampered and relaxed…

We not only offer complimentary:

- ✓ Nutritious beverages
- ✓ Selections of relaxing music and over 50 movies you can watch or listen to during your appointment (sanitized goggles and iPads provided for your convenience)
- ✓ Comfy pillows
- ✓ Warm blankets
- ✓ Scented hot towels
- ✓ And more…

We ALSO have a licensed, friendly on-staff **esthetician** and a fully equipped **spa room** to provide you with a variety of additional spa treatments and services, such as:

- ✓ **Facials** – a common and popular spa service, your face will be gently cleansed, exfoliated, and/or massaged, and you'll experience a more beautiful, glowing appearance. **(*New patient? As a "thank you" for choosing Lumina Dental Spa, enjoy one complimentary facial during your first appointment!)**
- ✓ **Microderm abrasion** – known as the "anti-aging treatment" of choice for many, this procedure is a gentle method of refreshing and rejuvenating your skin. Reverse light scarring, wrinkles, large pores, discoloration, acne, age spots, and sun damage, with this popular and safe technique.
- ✓ **Chemical peels** – a safe treatment to smooth out the texture and appearance of your skin, while virtually eliminating wrinkles! If you'd love to eliminate those fine lines under your eyes and/or around the mouth, decrease the appearance of mild scars, treat your acne (depending on the type you have), reduce the appearance of sun damage, age spots, freckles and/or dark spots, or just improve the overall appearance and feel of your facial skin, this may be the perfect choice for you!
- ✓ **Botox** – a popular cosmetic procedure similar to a "face lift" in its results, you'll quickly notice an improved appearance of your skin. Used commonly to decrease the appearance of wrinkles and "tighten" the skin, this procedure will quickly revive your youthful appearance, and results typically last for approximately 6 months.

Not sure which choice is right for you? No problem – we'll consult with you about each of the options and fully assist you in making the perfect choice **for you**.

The team at Lumina Dental Spa will do everything we can to ensure you feel relaxed and beautiful when you leave our office!

INSERT TESTIMONIAL

Whether you're in need of general or cosmetic dentistry, expect to **receive VIP treatment** the moment you walk into our Houston dental spa.

So what are you waiting for? Isn't it time you enjoyed a day at the spa, while we work on your smile?

Call us at 713-523-2328 or email us to schedule your appointment at Lumina Dental Spa. We guarantee you'll finally have a reason to love going to the dentist!

Services Page #1 – Veneers

Have You Ever Dreamt of Having a Beautiful "Hollywood Smile"?

If you've ever looked in the mirror and felt less than happy about your smile, then **veneers** may be the perfect dental treatment option for you.

A popular solution to gaps, severe crowding, and other imperfections, a "veneer" is simply a thin layer of restorative material placed over the surface of a tooth, improving the tooth's appearance and/or protecting the tooth (if it's been damaged). Without adding any thickness or bulkiness to your teeth, the material can be shaped and molded to change almost anything (and everything) about the appearance of your teeth, allowing you to alter as much or as little as needed. You'll feel completely comfortable and natural flashing your new, gorgeous smile!

At **Lumina Dental Spa**, our Houston dentists, Dr. Morency, Dr. Timm and Dr. Nguyen are recognized experts at creating perfect smiles utilizing porcelain veneers. We take advantage of the latest digital photography equipment, including an intra-oral camera, to determine exactly how to craft your veneers, so they perfectly complement your face and mouth, while enhancing your smile.

And thanks to modern dental technologies, the procedure for getting veneers is **convenient, free of discomfort, and relatively quick** – requiring as little as 2 weeks to be completed.

You'll Be Surprised by How Easy the Process is, and Amazed by the Results!

INSERT TESTIMONIAL

We offer the following high-quality veneer treatment options to meet your specific, individualized needs:

- **Traditional (i.e., porcelain) veneers**, which are extremely effective at correcting severe tooth crowding, filling in gaps or spaces, and leaving you with a beautifully symmetrical "Hollywood smile." Some tooth preparation may be required, with an anesthetic administered to ensure you're 100% comfortable during the procedure.

- **Ceramage veneers**, which are a popular alternative to porcelain veneers, as they are less abrasive than porcelain. Ceramage is a bonding material that contains porcelain and can be expertly manipulated to replicate your tooth's natural surface. It's light-activated, reflecting and transmitting light to make your teeth sparkle and shine. This option allows for a more conservative treatment plan.

- **Empress and lava porcelain veneers**, known for their durability and ability to enhance texture and color.

No matter which option you choose, you'll be left with a beautiful, dazzling smile! Contact us for a free consultation to discover which treatment is best for you.

Discover Why Lumina Dental Spa Provides the Best Houston Porcelain Veneers

At Lumina Dental Spa, your veneers are:

- ✓ Completed in as little as 2 weeks
- ✓ Light and comfortable
- ✓ Capable of lasting up to 20 years, provided you receive ongoing regular dental care
- ✓ Backed by warranty, as long as you continue undergoing regular dental care

Don't forget, you get to "test drive" your new smile by wearing temporary veneers for 3 weeks, while we craft your permanent veneers. This way, you'll be able to see how they feel before receiving your permanent veneers.

100% Risk-Free – Back by Warranty Getting your veneers at Lumina Dental Spa means you're backed by a full warranty, as long as you continue undergoing regular dental care.

If you're considering getting the best Houston porcelain veneers, contact us today for a free, no-obligation consultation. We'll help you determine if which treatment is right for you, so you can finally **LOVE** the smile you see in the mirror!

Services – Overview Page
+ dentist houston
+ cosmetic dentist in houston

Not Your Ordinary Dentist's Office...

Lumina Dental Spa – the Home of Healthy, Confident, Beautiful Smiles – is excited to bring you the best general and cosmetic dentistry services available, so you can enjoy a brighter, healthier smile for years to come.

We work to enhance your smile *and* your oral health, because the end result is designed to offer you more than great looks. Our dentists also provide the most advanced solutions to maintain healthy teeth and gums for life, so you never have to experience any related health complications.

Delivered by the crème de la crème of dental professionals in a magnificent spa-setting, our specialized care and proven results truly are a cut above our competition... and your expectations!

Unlike large, impersonal dental offices, you'll receive **one-on-one care** and **heartfelt attention** from our team. We listen carefully, understanding your unique dental needs and concerns, and work closely with you every step of the way. This means you can count on **never being rushed** through your appointment. In fact, quite the opposite – you'll feel pampered and appreciated, as a valued member of our growing patient family (because you are).

We're Proud to Say we Really Do Change Lives – Our Patients Tell Us So!

[INSERT TESTIMONIAL]

We're dedicated to helping you LOVE your smile… so you gain more confidence, and feel your very best, in every situation.

Our Houston cosmetic dentistry team brings decades of experience, the most cutting edge techniques in cosmetic dentistry, and total dedication to your comfort and overall satisfaction.

If you're self-conscious about your smile for any reason – or if you need preventative, restorative, or cosmetic dental services – give our office a call today at 713-523-2328.

Why Do Houston Residents Trust Lumina Dental Spa for Their Entire Cosmetic and General Dentistry Needs?

INSERT TESTIMONIAL

With one of our own voted Best Cosmetic Dentist in Houston for four years in a row by "H" Magazine of Houston, Texas (2009-2012), Lumina Dental Spa works tirelessly to enhance your smile and overall dental health.

PLUS, we offer a **lifetime guarantee** on all our major services – as long as you continue receiving ongoing dental health care.

So what are you waiting for? It's time for a whole new dental experience… one we know you're going to love!

Call us at 713-523-2328 or email us if you're looking for a great dentist. Houston, Katy, Sugar Land, Spring, and Galveston residents will be amazed at how enjoyable their next dental visit is.

The Headline Bank

116 Of The Most Effective Headlines Ever Written.

1.	The Only Thing We've Left Off (Product) Is The Ridiculous Price
2.	Five Familiar Skin Troubles -- Which Do You Want To Overcome?
3.	How I Improved My Memory In One Evening
4.	How To Reduce "X" By Up To 93%... By Eliminating "Y" From Your "Z".
5.	Everywhere People Are Raving About This Amazing New Shampoo!
6.	Six Types Of Investors -- Which Group Are You In?
7.	Does Your Child Ever Embarrass You?
8.	The Biggest Problems You'll Have With Most Plumbers…And How XYZ Overcomes Them All.
9.	To People Who Want To Write -- But Can't Get Started
10.	Buy No Desk -- Until You've Seen This Sensation Of The Business Show
11.	Can You Spot These 7 Common Decorating Sins?
12.	Take This 1-Minute Test -- Of An Amazing New Kind Of Shaving Cream
13.	Nobody Should Be Allowed To Have Anything To Do With Advertising Until They've Read This Book At Least 7 Times
14.	What Everybody Ought To Know About This Stock And Bond Business
15.	Free Book -- Tells You Twelve Secrets To Better Lawn Care
16.	The #1 Most Common Fatal Mistake When Buying A House
17.	Major Diet Plans: Which Ones Actually Work...And Which Ones Are Guaranteed To Torture You, Cost A Fortune, And Leave You Fatter
18.	Three Fairy Tales You'll Hear From Brokers... Even Honest Ones
19.	The 13 Biggest Mistakes You Could Make As The Parent Of A Teen
20.	A Dozen Dirty Tricks Of New Car Dealers. Some Are Totally Undetectable--Unless You Know What To Look For
21.	5 Ways Even Good Lawyers Steal From Clients
22.	I Was Shocked And Embarrassed When I Found Out That Home Remodeling Was Labeled America's #1 Most Complained-About Industry
23.	FREE Comprehensive Real Estate Property Survey Allows You To Compare & Price Out Every Single Possible Available Site... Without Talking To A Broker
24.	I Have Created What I Consider To Be The Perfect, Designer-Friendly Flooring Showroom... Take 90 Seconds To See If You Agree
25.	Four Critical Characteristics To Demand From Your Dry Cleaner... Does Yours Do These?
26.	Should An Experienced Traveler Like You Fly With A New Airline Like Us?
27.	Never Accept A Real Estate Contract That Contains These 5 Words
28.	Make Sure Your Mover Complies With These 17 Key Points
29.	Six Closely Guarded Secrets Of The Diamond Industry... Revealed At Last
30.	Four Quick Questions Will Reveal A Chiropractor's Operating Philosophy. Ask Them, And Save
31.	8,448 Locations Can't Be Wrong: XYZ Makes More Money
32.	Something You Probably Didn't Know About Rolex Watches.
33.	What The Eye Surgeons Don't Want You To Know
34.	What Nobody Ever Tells You About X.
35.	The One Mistake That Costs Every Homeowner $3,000 A Year

36.	The Common Blunder Made By Average Business Owners That Typically Causes Customers NOT To Reschedule Appointments With You.
37.	When Doctors 'Feel Rotten,' This Is What They Do
38.	Who Ever Heard Of A Woman Losing Weight -- And Enjoying Delicious Meals At The Same Time?
39.	How I Made A Fortune With A 'Fool Idea'
40.	Find Out EXACTLY What Your Customers Want To Spend More Money On With You... Without Guessing Or Leaving It To Chance.
41.	Whose Fault Is It When Children Disobey?
42.	Do You Have These Symptoms Of Nerve Exhaustion?
43.	Profits That Lie Hidden In Your Junk Closet.
44.	Is The Life Of A Child Worth $1 To You?
45.	Percentage Of Candidates Who Certify Before The End Of The Program – Us: 96% Them: 21% (We're A Little Bit Higher.)
46.	They Laughed When I Sat Down At The Piano -- But When I Started To Play…
47.	Is Dry Skin Making You Look Older Than You Should? Touch These 5 Spots And Find Out
48.	Free To High School Teachers--$6 To Others
49.	Who Else Wants Lighter Cake -- In Half The Mixing Time?
50.	No More Back-Breaking Garden Chores For Me -- Yet Ours Is Now The Show Place Of the Neighborhood
51.	Do You Really Want The Lowest Bidding Temp Agency To Provide Employees For Your Million Dollar Project?
52.	How Much Is 'Worker Tension' Costing Your Company?
53.	1,172 Credit Union Specific Forms In Stock ALL The Time. Other Companies, Unexplainably, Have Zero.
54.	Imagine Me… Holding An Audience Spellbound For 30 Minutes!
55.	How To Do Your Christmas Shopping In 5 Minutes
56.	Protect Yourself From Being BURNED By IT Candidates Who Over-Represent Their Skill Level.
57.	Men Who 'Know It All' Are Not Invited To Read This Page
58.	For the Woman Who Is Older Than She Looks
59.	Check The Kind Of Body You Want
60.	Play Guitar In 7 Days… Or Your Money Back
61.	Here's A Quick Way To Break Up A Cold
62.	If You Were Given $200,000 To Spend, Isn't This The Kind Of (type of product) You Would Build?
63.	Last Friday...Was I Scared! My Boss Almost Fired Me!
64.	Former Barber Earns $8,000 In Four Months As A Real Estate Specialist
65.	A Building Flaw That Can Cost You $10,000 In Resale Value If You Buy From The Wrong Builder.
66.	The 3 Habits That Keep People Poor And The 2 That Can Make You Rich
67.	How To Avoid A Speeding Ticket Without Slowing Down
68.	Own A Gold MasterCard? A Premier Visa? Not After You Read This, You Won't!
69.	The Best Color To Paint Your House For Faster Sale
70.	If Your Pharmacist Goofs, You Could Be Dead. How To Protect Yourself--Takes Just 3 Seconds
71.	7 Fast Ways To Stop A Headache...Without Drugs
72.	The Average Hospital Bill Has $600 In Phony Charges. Take These 10 Defensive Measures, And You'll Save Way More Than $600
73.	5 Overlooked Deductions For Salaried Executives
74.	The Most Common Tax Mistake (You're Probably Making It Now)

75.	Mess Up Your Tax Return? Here's 4 Excuses That Work With The IRS... And 3 That Don't
76.	The 4 Grim Facts Of Life About Lawsuits: Don't Go Into Business Until You Memorize Them
77.	What To Do For Aging Parents: 4 Options That Beat The Socks Off A Nursing Home... Or Having Them Move In With You
78.	Save Money By Knowing How Supermarkets Trick You Into Buying Higher Priced Items
79.	Should You Take It Back To The Photo Shop? How To Tell If The Processor Is To Blame For Your Bad Snapshot
80.	The Cost Of Producing Quality Corporate Videos Has Fallen By 64% Over The Last Five Years... But Most Video Production Companies Are Still Clinging To And Charging 1992 Prices
81.	Doctors: Put An Easy $341,450 In Your Pocket Every 12 Months... Without Doing Anything More Than You're Doing Right Now
82.	Speed On The Internet: Two Questions That Other Providers Hope You'll Never Ask Them
83.	How To Cram Eight Hours Of Classroom Computer Training Into One Easy 75-Minute Session...At Your Home Or Office
84.	Out Of 537 Multi-Tenant Buildings Outside Of Downtown, Only SIX Have Immediate, Large-Block Leasing Capacity
85.	Innovative Wall Building System Makes Homes "Fly Off The Shelf"
86.	If You're Renting A Home or Apartment With A Payment As Little As $550, You Can Qualify For A Brand New Home In Just 6 to 18 Months
87.	How To Safeguard Your Business And Income Against The Unethical Competitor Out To Steal Your Customers
88.	There's Two "Schools Of Thought" When Dealing With Employee Back Injuries: One Costs You Four Times As Much As The Other…For Inferior Results. Which Do You Prefer?
89.	The One Thing Almost Every Chiropractor Is Taught To Do, That Actually Increases Appointment Cancellations. (Eliminating This One Thing Alone Will Almost Instantly Slash Appointment Cancellations In Half)
90.	Of Course You've Heard Of Laser Vision Correction. But Have You Heard Of AFFORDABLE Laser Vision Correction?
91.	The Big Hairy Secret That Big-Name Brokerage Houses Don't Want You To Know About Their Mutual Fund Selection Process (Hint: They Don't Have A Process)
92.	You've Got The Ugliest Kids I've Ever Seen In My Life (That's What They'll Say If You Get Caught Using The Wrong Photographer)
93.	If You're Planning On Spending $2,500 On A Diamond Engagement Ring, I'll Send You Home With Either A Ring Worth $4,100, or $1,000 Cash Still In Your Pocket
94.	How Much Should You Pay For A Good Pair Of (Product)?
95.	FREE Teleconference Reveals the Five Ways to Massively Increase Your Dental Practice Business…
96.	A sure-fire formula for success… do what the most successful traders do
97.	The closest you'll ever come to a "no-risk" trade…
98.	"If You Could Turn $100 Into $100,000.00 For EVERY Hour You Spend On The Phone With John Smith… The Greatest Marketing Genius In the World, How Long Would You Stay On The Phone And Listen To Him?"
99.	6 Reasons Why You MUST Be On This Call…
100.	What You've Been Told About "X" Can Be Misleading, Costly, & Even Harmful!

101.	Never In The History of Web Marketing For Small Business Has So Much Valuable Online Business Building Information Been Available in ONE PLACE!
102.	New Web Technology Enables You To Get $15,000 Learning Curve For FREE
103.	The Three Most Important Results Your Customers Are Seeking From The Purchase Of Your Product Or Service?
104.	Easy, Appealing and Fun Reasons Why You Should Test All of Your Marketing
105.	Produce Your Signature Product or Program In Less Than 90 Days Using the #1 Product Creation Program on the Internet
106.	He Started Off Searching For The Secrets of The Universe… But What He Discovered Will Shock And Amaze You
107.	"Think The Same Thoughts As The Most Effective, Successful & Happy People, And You'll Get Exactly The Same Results In Your Life."
108.	Have You Ever Done Something That Totally Changed Your Life Forever?
109.	You Can Now Eliminate Fear, Quit Bad Habits And Gain Unstoppable Confidence & Drive… Even If Nothing Has Ever Helped You Before"
110.	"This Famous 'Super-Consultant' and 'Home Business Guru Who Charges $5,000 an Hour is Offering You His Business Secrets at a Daring 99% Off, and He'll Pay You – If You're Not Made a Believer."
111.	I'm Betting YOU and 99 Internet Entrepreneurs $500,00 In Cash… That I Can Show You All-How To Make At Least $2,000,000 In 12 Months… Guaranteed.
112.	Why are Entrepreneurs, Executives And People Who Have Already Reached The Pinnacle Of Success Doing All They Can To Spend 2 Days With A Former Street Kid From Tele-Aviv?
113.	Why It's Very Smart To Never Make Your Customers Feel "Dumb"
114.	Here Are 5 Case Studies To Illustrate What's Possible For You When You Apply The Business2 Process…
115.	Announcing the ONLY-One Stop Resource For Nonfiction Authors Who Want To Build Their Online Book Sales In the Fastest, Simplest And Most Affordable Way Possible- Using Internet Marketing Strategies!
116.	If Goal Setting, Positive Thinking, Fire Walking And Every Other "Technique" That Self-Help Guru's Preach Actually Work… Then Why Are They Failing Miserably For You?

7 STEPS TO FINDING YOUR IDEAL CUSTOMERS

A Guaranteed Way to Exponentially Grow Your Business

Generate a Massive Influx of Leads and Income for Your Business

neurogym™

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Chapter 1
Reaching Your Perfect Customer

Marketing is about more than identifying your perfect customer: it's also about crafting precisely the right message and finding precisely the right communication to convey it.

It can seem complicated sometimes, though, can't it? Creating a constant stream of leads and converting them into customers can feel like the unsolvable mystery unless you create the ideal marketing strategy for your business.

But how do you do that? How do you create the ideal marketing strategy and tactics for your business?

You test, research, tweak and test some more.

And that's what this informational report, *"Guaranteed Proven Way to Never Struggle to Attract New Customers Ever Again!"* is all about.

READ IT AND DISCOVER:

- The **one critical step you must take before you begin any marketing campaign** (if you don't, your chances of finding qualified leads are low to nonexistent)
- The **distribution channels available to you** when sending your message to your perfect customers
- An exercise for determining **exactly where to find your perfect customers**
- **16 different marketing strategies** to consider
- And more

If you're ready to super-charge the productivity of all your marketing efforts by determining where your perfect customers are and how to reach them, it's time to get started!

Chapter 2
Identifying Your Perfect Customer

STEP 1: CREATE A PERFECT CLIENT PROFILE

Answer these questions:

- What type of client do you want to do business with?
- Who is going to give you the greatest return on your marketing investment?
- Who will be the easiest to find?
- Who will be the easiest to sell to?
- Who will require the least customer service?
- Who will stay with you the longest?
- Who will spend the most money with you over the longest period of time?

STEP 2: IDENTIFY YOUR PERFECT CLIENT'S DEMOGRAPHIC

Demographics are characteristics that define a client who NEEDS what you sell. Determine your client's:

- Age
- Gender
- Income
- Education
- Marital Status
- Children and Ages
- Geographic Information

STEP 3: IDENTIFY YOUR PERFECT CLIENT'S PSYCHOGRAPHICS

Psychographics are characteristics that define a client who WANTS what you sell.

Know why clients buy your products...or why they don't; know clients wants and how to target their hot buttons through:

- Personality
- Attitude
- Values
- Lifestyle
- Interests

When you know who your ideal customers are and what they want, it's time to explore how to best reach them by creating the ideal marketing plan for your business.

Marketing is about improving the odds of successful communication: crafting just the right message and finding the right channels and forms of communication to convey your message to the right people.

There are several ways to do this. You can get expert opinions on what you should do. You can start with an intuitive sense of how you've acquired your customers. Or you might reason it out. However you arrive at your initial strategies and tactics, your next step is phase marketing: **test, research, tweak, and test some more.**

Chapter 3

Looking For Your Customers Where They Are

You may have heard the joke about the guy outside the bar who is scuffling around on the ground under a corner streetlight.

A policeman asks him what he's doing. "I lost my keys," the man replies.

The policeman helps him look, but after ten minutes they find nothing. Exasperated, the policeman asks the man, "Are you sure you dropped them here?"

"No, I dropped them way over there, by my car," the man replies, pointing at a parked car twenty yards away, "but the light's better over here."

No matter how hard he looks, this fellow is never going to find his keys. The same thing applies to your business: no matter how much money or effort you put into a marketing campaign, you're not going to attract your ideal customers unless you go looking for them where they actually are, not just where the light happens to be.

We once worked with a chiropractor seeking to expand his business. He talked with other chiropractors in his area to see what they were doing to attract more clients. He learned they were sending flyers in the mail. One colleague he talked with had rented a mailing list, printed up flyers, and sent out mailings to five thousand names.

"How did it work?" our friend asked.

"Not that great," said the colleague, "I got two leads."

The total cost of his campaign was $600. Those were two wildly-expensive leads – and neither of them actually became a client!

Before doing anything, our client asked himself, **"Where is my ideal client?"**

Most of his best clients came to him suffering from back pain. In many cases, the pain would keep them up late at night. While the pain was rarely so agonizing that it would send them to the hospital, it was bad enough that they couldn't sleep. They couldn't do things that required focus, like reading. So they ended up watching television late into the night.

Our client researched the cost of advertising on the local cable TV network, found it reasonable, and ran a series of inexpensive late-night cable TV ads. He got 125 leads in just 4 days! Total cost of the campaign: $500.

That's 4 bucks per lead—and dozens of those leads became paying clients.

That's the difference a little planning can make.

Chapter 4

Choosing the Right Distribution Channel

Our chiropractor client understood that the first step in thinking about how to reach an ideal customer is to decide where they're most likely to be found. Another way to look at this is to ask yourself this:

What is the right distribution channel for my business?

A distribution channel is the way your customers will make their transactions with your business. The particular channel you choose will also determine where your ideal customer is most likely to hear your message. Below is a list of the seven basic distribution channels.

- **Direct sales**
- **Sales agents**
- **Phone sales**
- **Mail order**
- **Online**
- **Retail**
- **Events**

Your business may take advantage of one or more of these channels. Each will require a distinct communication strategy. For example, when a friend of mine went to work for *Telecommunications Terminal Systems* in the early 80s, the company wanted to create a coast-to-coast telecom enterprise that would be the first national organization of its kind. Previously, telecom companies had operated only within individual provinces. My friend knew they would never achieve the objective through direct sales (at least, not on their timetable), so they went with sales agents and set up a national network of dealers. Using these dealerships as local service providers, his team was able to create a national presence that helped the company generate $60 million in revenue within a fairly short time.

Think back to what you learned when you created your ideal customer profile – when you put yourself in your ideal customers' shoes in the same way the chiropractor did.

- **Where are they?**
- **What are they doing?**
- **When are they most likely to be experiencing that need or want that would bring them to your business?**
- **What do their days look like, or their nights?**
- **Which magazines do they read?**
- **What are their media habits?**
- **If yours is a B2B business, what trade publications and other business media are your customers using to inform themselves and stay current?**

With your ideal customer's everyday lifestyle in mind, walk through the list of seven distribution channels; which one is most likely to reach your customer with your marketing message?

Which distribution channels are most likely to reach your ideal customers?

Chapter 5

Choosing the Right Channel For Daycare

Let's look at an example of a daycare service to see how we could choose the ideal distribution channel for reaching their ideal customers.

We researched and found that the ideal customer for a typical daycare service is a woman, age 21 to 45, married, with one to three children, employed, a homeowner, with a total annual household income of $70,000 or more. Her wants: a safe, affordable daycare that will provide an educational component within a nurturing, loving environment.

Now, where will we reach her?

Let's look through the seven major distribution channels.

Our ideal customer's age range suggests that she is probably Internet-savvy, making the online channel a good possibility. Because she is a homeowner with young kids, chances are good that she spends the majority of her nonworking hours in the home, which makes reaching her on the phone through a telemarketing service a good possibility, too. And given the nature of the service, most parents would probably want to come visit the daycare center in person before making their decision about using the services, which puts us in the direct sales channel.

What about the rest of the list?

We can eliminate retail and mail order right off the bat, because daycare service isn't something we can move through either of those channels. The last two channels, sales agents and events, don't seem appropriate, either. This leaves us with three options: *direct sales, phone sales, and online sales*. (By the way, this is the typical number of distribution channels to consider at this stage.

Although there are seven distribution channels to choose from, you'll almost always find that only a few apply to a given business. And by prioritizing these and examining them more closely, we can often narrow our options down to one.)

So which of these channels is most likely to reach the daycare's ideal customer?

The best way to answer this is to put yourself in your customer's shoes and imagine walking through her typical day. Like virtually all parents of young kids, she's probably swamped early in the morning as she hurries to dress herself and her kids, make breakfast for the family, drop the kids at daycare, and get to her job on time. She's probably just as busy in the evening, too, not to mention completely exhausted by then.

If we're going to reach her by using a call center, the only times we can reach her at home are in the early-morning and evening hours. Given her hectic schedule and state of mind during these hours, how receptive is she likely to be to a telemarketing call? So scratch phone sales!

What about the online channel? This sounds logical, but take another look at the day we just walked through. How much time is she spending surfing the Web? Because she has so little free time, chances are good that she just gets online for the essentials—paying bills, making quick purchases, and possibly catching up with friends and family via email.

What's more, she is probably not even looking for a new daycare provider because she already has daycare. Your daycare may offer substantial advantages over her present provider, but she doesn't know that (yet).

We need to reach her with a message that will inform her about the superior benefits your daycare offers, but trying to generate leads online by creating a website is probably not going to work.

In less than five minutes, we've narrowed the field of distribution channels to one: direct sales. You are now one of the few daycare owner/operators in your area, perhaps the only one, who already knows which distribution channel has the greatest chance of success of promoting and selling your service.

You know where you'll have your greatest chance to increase customer response rates, which will allow you to spend your marketing dollars with confidence and certainty as you increase your revenue and your profits.

And imagine what your competition is doing! They are spending a small fortune designing, creating, and implementing an expensive website that their ideal customer isn't looking for and will never find. They are hiring the services of an expensive call center that will annoy their prospects.

But not you. You know which distribution channel has the greatest chance of success based on the careful work you've done creating clarity and focus.

You're hiring some local moms whose kids have already left the nest to work for you part-time as salespeople, getting out the word about this unique, well-run, learning-oriented daycare center that allows parents to see their kids via webcam anytime they choose.

Chapter 6

Choosing the Right Marketing Strategy

Now that you know where to reach your ideal customer, it's time to consider the marketing strategies you might use to get your message across. Here is a list of 16 strategies to consider.

- **Advertising (television, radio, print)**
- **Affiliate and joint venture**
- **Affinity marketing**
- **Barter**
- **Catalog marketing**
- **Direct marketing**
- **Event marketing**
- **Frequent-buyer programs**
- **Internet**
- **Outdoor media**
- **Point of purchase (POP) and point**
- **of sale (POS)**
- **Place-based media**
- **Promotions and cross-promotions**
- **Public relations (PR)**
- **Referrals**
- **Signage**

That's a lot of choices! Fortunately, you won't need all of them. In fact, just as with the seven distribution channels, you'll typically find that just one or two of these methods will be the most effective for your business and situation, in terms of cost and response. And with the information you've assembled, the decision will now be a lot easier to make!

For the daycare operation, the marketing method that makes the most sense to us is direct marketing. This looks promising. We could purchase a highly-defined list from a list broker and refine it further, using our specific demographic profile information. We could target homeowners who live within a 5-mile radius of our daycare center and narrow that down to families who have one or more kids and an income range of $70,000 and above.

The specificity of this list will yield a smaller but highly- targeted direct-mail list that will be inexpensive to buy, so we might be able to afford a whole series of mailings.

Now that you have your lead-generating strategy in place, you need to develop a tactical plan for the process.

Chapter 7

Choosing the Right Marketing Tactics

Since we've decided direct mail is the best option for reaching our ideal customer, we need to decide on our tactical plan of action to implement this strategy. Choosing our distribution channel tells us where we'll reach our best prospects; choosing the strategy tells us what we'll do to reach them; and choosing our specific tactics tells us how we'll reach out to them.

Distribution Channel = Where
Marketing Strategy = What
Marketing Tactic = How

Following is a fairly long list of marketing tactics. This isn't a complete list, because new tactics evolve and emerge constantly, but it is certainly extensive enough to offer you a wide range of ideas to choose from.

- 800/900 Phone Number
- Ad Sense by Google
- Ad Words by Google
- Ad Tracking
- Animation
- Articles
- Auctions
- Audio Marketing
- Auto-responders
- Award Recognition
- Backend Marketing
- Banner Ads
- Barter
- Blogging
- Bonus Offers
- Business Cards
- Case Studies
- Consulting
- Contests
- Download Page
- E-bay
- E-Books
- Email Endorsements
- E-zines
- Feedback forms
- Follow-up Marketing
- Forums & Networking Newsgroups
- Freebies
- Funnel
- Marketing
- Guarantees
- Info Products
- Interviews
- Keywords
- List-Building
- Mailing lists
- Membership sites
- Mini Courses
- Mini E-books
- Mini Sites
- Network Marketing
- News Feeds
- Newsletters
- And more!

When considering direct mail, we have several options. We could send a sales letter, a brochure, or a postcard. A sales letter might work – if it gets opened. These days, that's a long shot. Most people easily recognize business-related sales letters and many will toss our letter, unopened.

What about a brochure? A brochure might work if we design it as a self-mailer (a piece mailed by itself instead of being placed inside an envelope). Here again, though, we have a problem: A brochure is also easily recognized as promotional and discarded before anyone reads the information.

And these mailings differ significantly in cost. Before you make any decision about how much to spend, consider the factors that are all too often ignored:

- *What is your buyer's decision-making process?*
- *How can you quickly interrupt their pattern to get your message in front of them in a compelling, emotional way so they pay attention and take the action you want them to follow?*

Chapter 8
Conclusion

When it comes to reaching your perfect customer, you have myriad options.

Although narrowing them down to the right one(s) can seem confusing and overwhelming, you can follow a simple process to create the ideal marketing plan for your business. **How?** ***Figure out where your customers are, what you can do to reach them, and how to do it most effectively.***

Here are some **action steps** you can take now to begin creating your ideal marketing plan:

1. Spend a few minutes imagining a day in the life of your perfect customer. What does she do when she wakes up? Does she commute? Does she have kids to get ready for school? Does she work? Does she listen to the radio, watch TV, surf the Web? Where can you reach her?

2. Examine the lists of resources in the report, and then...

3. Put yourself in your perfect customer's mindset. When and how will she be most receptive to hearing your message?

4. How can you deliver your message during those times and in those places where she is receptive to hearing it?

By following these steps, you'll be well on your way to attracting more qualified leads than ever, faster than ever.

Chapter 9
Summary

Before you begin any marketing campaign, ask yourself where you can find your ideal client. The most effective way to answer this question is to spend a day in her shoes. Walk through everything she does, and imagine where she will be when she is thinking about the product or service you offer.

With this in mind, consider the distribution channels available to you – direct sales, sales agents, phone sales, mail order, online, retail and events – and decide which will be most effective in reaching your perfect customer. Then determine how to most effectively use the channel to reach her.

Follow these steps each time you begin a marketing campaign and you'll easily attract more qualified leads, more quickly.

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Neurogym.com

THE VISA REPORT:

The Smartest, Most Reliable Path to U.K. Immigration

DID YOU KNOW? Innocently saying the wrong thing or omitting crucial facts in an immigration application can get your applicant banned from applying again from between one to ten years!

WE HAVE A 95% SUCCESS RATE FOR Getting Our Clients Their Visa!

The immigration law environment is changing fast. Don't get caught out by the new Immigration Act 2014 which removes your crucial right to appeal a decision in most cases. Make sure your application is spot on the first time!

Here is Your Free Visa Report

Are you busy working and juggling in the UK, but feeling lonely for the person or people you left behind—the loved ones who are keen to join you?

Even though you feel safe and secure where you are, you **worry** about the wellbeing of those who *aren't* with you yet—a fiancé, a spouse, a parent, or children.

It can be hard to sleep at night when the ones you love are living so far away. Even during the day, when you should be counting your blessings, you're counting the days until you can become part of a family unit again.

Settling in the UK is an exciting prospect, but the complex and confusing immigration process can leave you feeling exhausted, unhappy and unfulfilled no matter how pleased you are to be here. It's time to enlist the help of a specialist UK immigration solicitor, one who knows how to keep advancing your goal day after day so you can put an actual date on your calendar and start making plans to enjoy quality time again with the people who make your life feel more complete.

The Frightening Facts about Getting Your First Application Wrong

The Immigration Act 2014 removes a safety net that applicants have long enjoyed: it removes your right to appeal a decision in a large number of cases. So it's prudent to make sure the first application is spot on to minimise the risk of refusal. By getting it right the first time, you can avoid unnecessary delays and costly additional application fees, which are approximately 1000 GBP each time. Best of all, in hiring a professional, you're far more likely to avoid disappointment while welcoming your partner to your side sooner.

The Internet may have you believing that completing a first-time application is easy. But we've seen the sad consequences of people who have tried to do it themselves. There is a lot that can catch you out, and with the new Law being rolled out, being caught out can dash any hope of reconnecting with your loved one any time soon in the UK. Saying the wrong thing innocently in an immigration application can get the applicant banned from making another application from between one to ten years!

At UKML we research, prepare and share with you what you will need to do in your specific situation. We lodge the application for you (for those inside the UK), inform you of the decision as soon as we receive it, and liaise with the home office if anything more is required. We are thorough, fast and practical.

Every client is different, so your particular needs and time frame are uniquely yours. This is why we'll be happy to tailor our service to meet your precise conditions. Our goal: give you professional guidance and peace of mind at every stage of your case so you can concentrate on other things while the immigration process unfolds over a period of days, weeks or months (depending on the complexity of your situation).

At UK Migration Lawyers, we're **immigration experts.** We help achieve your goals by going after the results you want using every tool available to us.

Specialists in UK Immigration law, we've helped thousands of people from **all over the world** gain entry or leave to remain in the United Kingdom. And with a remarkable track record for securing first-time visas, helping you with yours will be our pleasure.

Why choose UK Migration Lawyers?

Following a long-standing, multi-generational passion for human rights, equality and justice, Gazala Rashid, the founder of UK Migration Lawyers, became a solicitor to make sure everyone she serves receives thorough representation and to ensure that every opportunity is maximised with regard to the outcome each client is seeking.

Gazala's specialist and dedicated multi-lingual legal team share her vision for quality representation and justice for all. Gazala has assembled a specialised, committed team of lawyers who share her passion for justice and even-handedness. The UK Migration Lawyers team listen to clients' predicaments and spares no effort meeting their needs. Many clients go on to refer their friends, families and colleagues to UK Migration Lawyers.

Our long-term vision is engage in more pro bono work with and for the charities, orphaned children and women who have fled violent homes and need support to re-establish themselves in a new community.

Credentials, Features and Benefits

- **We have successfully completed thousands** of cases
- We have established **an extraordinary success rate**
- We **work on a fixed-fee basis**. **No hidden costs.**
- We offer **direct access to our immigration solicitors**
- We **guarantee submission of the correct application** for an agreed price.
- We work closely with leading barristers to provide you with **outstanding representation**
- We show you the clearest and fastest way to achieve the result you seek
- We offer a consultation with a specialist solicitor to assess your eligibility and to help you **avoid disappointment, loss of rights,** and **wasted fees.**

How It Works: Our Stress-Free 5-Step Process

Step 1—Detailed Analysis

Upon acceptance of your case, you'll receive a call from your solicitor. He or she will conduct a **detailed analysis** of your precise situation and challenge so **we understand it thoroughly** from day one. With this information firmly on board, we will have everything we need to negotiate the process and **pursue the result you'll cherish.**

Step 2—Strategic Implementation

Having thoroughly analysed your specific situation, our immigration experts will identify the issues that may hinder the successful resolution of your case. We'll clearly explain the **best way forward** so you'll understand every step of the immigration process.

Step 3—Preparation

After we've conducted the analysis and you've given us the relevant documentation, we'll prepare your case with the goal of resolving your case quickly and efficiently to **achieve the outcome YOU** want.

Step 4—Submission

We'll submit the application to the appropriate government body and shepherd it through the process. We'll follow it up with the Home Office (or other appropriate body) to make sure your case is moving along reliably. (As a team, **we've handled thousands of cases like yours,** creating miles of smiles and **happy endings** all along the way.)

Step 5—Outcome!

We will call you to let you know the outcome of your case as soon as we know it. If your case is approved (the vast majority of our cases are), you can **begin celebrating**!

Here are the TOP Questions OUR CLIENTS ASK!

- **Can you help me?** ***In most cases, yes***. We'll do everything in our power to help, no matter how bleak your situation. We'll provide a preliminary consultation to **assess your case**. If we then don't take you on, you won't owe us any fees.

- **How much will it cost?** Depending on the complexity of your case, we offer a fixed fee service. No hidden costs or surprise charges.

- **How long will it take?** If you're eligible for the Home Office **same-day service**, we will process your application and have your visa processed and **approved on the same day you submit it**! In more complex cases, the process can take a few months.

- **When can we start?** Right now! Call us (020 3051 1433) to start your application.

- **What happens if I get refused?** If you're eligible for a right of appeal, we'll advise you on the best course of action, whether it is to pursue an appeal, lodge a fresh application, or an application for Judicial Review.

- **Do I need to pay more if I get a refusal?** We charge fixed fees based on which stage your case is in. Before we begin a new stage, we'll explain the fees and what's included so you know exactly what to expect.

- **What if I am not given a right of appeal**? **Can you still help me?** Yes. We can discuss a fresh application or Judicial Review if your case is eligible.

- **What happens if I get detained?** We can help. We will visit you and lodge either (further) representations, an application, an appeal, bail, or pursue an injunction and a Judicial Review, depending on the nature and status of your case.

- **I am an overstayer. Can you still help me?** Usually, yes, depending on your circumstances including your ties to the UK, your family background, and your immigration history.

- **Do you guarantee the visa?** We guarantee that we will conscientiously and responsibly submit the right application at the right time and at a fixed fee. We naturally cannot guarantee success, as the decision-making process is out of our hands.

- **What if the application doesn't work?** This occasionally happens—but it's rare. In the ***unlikely event*** that this happens in your case, we'll work hard to find a solution. We'll tackle your case from another angle and discuss a fresh application, appeal (if available), judicial review, or other legal challenge.

- **What if it doesn't work a second time?** We will continue to work closely with you. We'll pursue realistic avenues to get you the result you want! Our goal is to make sure you receive conscientious, committed service.

- **Can I pay only if I win?** No. Our professional solicitors provide a thorough, exacting service including fighting to the end for you. We work together. To provide this level of service, payment is required, win or lose.

- **Are you based in London?** We have meeting rooms at Kensington High Street. Please call for an appointment at this location with one of our specialist solicitors.

- **Do you see clients on weekends?** Yes by prior arrangement in Birmingham or London locations only.

CRITICAL Questions to Ask an Immigration Solicitor so you don't pay MORE for LESS!

- **Who are you regulated by?** We are regulated by the Solicitors Regulation Authority.

- **Will I be able to speak directly to my legal advisor or see him or her face-to- face after you've accepted my case? Do I get direct access? Yes**. You will be given your solicitor's direct email and direct telephone line – no holding, no waiting, no hiding!

- **Have you dealt with my type of case before? YES**. We have extensive experience with **all** types of immigration and asylum law matters at all levels.

- **What is your success rate for these types of cases?** We have very high success rate at ALL levels and a **100% success rate for same day service.**

- **Who will be handling my case? A solicitor?** Your case will be handled by either a **UK qualified solicitor** or by a level 2 accredited caseworker who has passed specialist exams at the senior level in immigration law.

- **Will you be submitting the application on my behalf, or do I need to lodge the application myself?** We will do EVERYTHING for those in the UK. For overseas clients, we will prepare EVERYTHING however applications must be lodged / attended in person.

- **Can I send you all the documents and forget about it or do I have to upload the documents myself?** Send the documents to us by post, by fax, or send them by email. Your choice!

- **Can I reach someone in an emergency?** Yes. We provide an after-hours service.

- **What would you do to help me if I got detained?** We will do what we can to help you. We will visit you in prison or at a detention centre, lodge representations, an application, an appeal, bail, or pursue an injunction and a Judicial Review- the specifics will depend on the nature and status of your case.

- **How often do you follow up on an outstanding application?** We will follow up on your application at least once a month.

Who are you longing to embrace again?

UK Migration Lawyers Ltd.

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Hall Green, Birmingham, B28 9HH

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FREE REPORTS

14 CRITICAL Questions You MUST Ask Before Hiring a Moving Company (So You Don't Pay More For Less!)

Congratulations on your upcoming move! We are so glad you're taking the time to read this report – it's an important first step in helping ensure you have as stress-free and easy a move as possible (and we want that for you as much as you do!).
Moving can be a stressful part of life – there's no two ways about it. But the moving company you hire should serve to alleviate that stress as much as possible. Part of that service includes their having proper customer service skills, the utmost respect for you as their client, and the patience, willingness, and ability to answer any and all of your questions.
While cost is always a consideration, you cannot base your hiring decision solely on pricing – there are so many other critical points to consider when choosing the right removalists for you!

Sometimes Paying less, Costs You More

To ensure you're able to make as informed a decision as possible when hiring a moving company, read on for 14 key questions you MUST ask them (and why!) before you make your final decision.

Question #1: What is your damage and insurance policy?

Damage can occur during a move for a variety of reasons – sometimes, a moving company hires cheap and inexperienced labourers who are careless with your belongings. Sometimes, accidents happen, regardless of the skill level of the workers. Either way, it's important to know you'll be protected and covered if any damage is incurred.

So, first up: Ask your potential moving company if they have insurance, and then ask them to show you their proof of policy. This is critical! Most companies claim they have insurance, but actually don't – and if you don't ask, you'll risk discovering this important bit of information AFTER a problem occurs. Plus, many companies – those with insurance and those without – will resort to "bully" tactics to get out of paying for damage. They'll blame the damage on the customer, claiming it was already there before they had arrived. They will simply deny it completely, going so far as to even ignore your attempts to contact them, or to file a claim.

But when you request the company show you a Certificate of Currency to prove you are indeed covered by their insurance, you'll know you can stand your ground against the company should an accident occur. Make sure you are thoroughly clear as to what the insurance actually covers (e.g., insurance should cover more than damage to the vehicle; you'll want to make sure it covers your belongings, as well). Accidental damage and all-risk insurance will ensure YOU don't get stuck paying out of pocket if a removalist drops and breaks your expensive TV or family heirloom!

BONUS TIP: If you are not the sole decision-maker in your move – whether you have a spouse or roommate – make sure you are BOTH present when you interview a potential removalist, so you're both fully aware first-hand of all pertinent details related to and included in the quote (damage and insurance policies and considerations, any extra services, guarantees, price quoting, and so on). This will minimize the chance of any "misunderstandings" between all parties, and you have a "witness," too!

At Complete Removals, we provide a copy of our Certificate of Currency to you, so you know exactly how you're protected, and to go one step further, we Guarantee our work, meaning if we mess up, your move is on us!

Question #2: Do you perform background checks on your employees? How can I rest assured I will be dealing with professional removalists?

When you first call a moving company to discuss your needs, you often speak with a sales person or manager. Be sure to inquire about the actual workers who will be in your home, handling your possessions. Unfortunately, some moving companies cannot support fulltime workers, so they hire temporary labourers who are not properly trained, and who may be unreliable and/or untrustworthy. In fact, the removalist industry is one of the worst when it comes to hiring transient workers – from the unskilled to the overall uninterested and uninvested – who may just be showing up for a day's pay.

Wouldn't you want to know if the removalist standing in your bedroom ready to transport your valuable possessions has been convicted of assault, theft or other crimes? Unknowingly hiring criminals may not be the intention of the moving company, but it isn't uncommon.

A professional removalist will go above and beyond the call of duty in all aspects to make sure you are comfortable and satisfied with the process, including having the willingness to provide you with all of the information you need, so don't be afraid to ask about the people who will be entrusted with your family's belongings.

At Complete Removals, we …

Question #3: How many theft claims have been filed against your company?

Theft is another major issue with moving companies, because of the transient nature of many of the workers. It's your right to know if the people entrusted with your belongings have had theft claims filed against them, so don't be shy!

BONUS TIP: We recommend you also use the greatest free resource you have available to you to do a little background research on the company you're considering: the World Wide Web! Do a few quick searches online – customers who have had to file theft claims against companies will often post reviews online, and it won't take you long to find them, if they have.

At Complete Removals, we are proud to say we have never had a theft claim filed against our company.

Question #4: How much experience does your company and team have?

Moving companies may tell you they have decades of experience – meaning they've been in business a long time – but that doesn't necessarily tell you anything about how experienced the specific removalists assigned to your move are. Being a professional, expert removalist doesn't happen in a day – it takes experience, physical strength and stamina, reliability, and strong people skills, to name just a few important qualities. You want to avoid a dropped box of poorly packed glassware, or a table leg broken because it wasn't properly secured in the truck, right? So ask to be provided with the names of the individuals who will be present on your moving day, and find out how long they've been removalists. You should know who will be handling your valued possessions! And, if names can't be provided, beware – this is an indication that the moving company is too big or scattered to personalize their business or provide you with the care you deserve.

Bottom line: You can't expect your removalist to take special care of your items - to know HOW to transport them safely and carefully, if they don't have formal training and extensive experience.

BONUS TIP: Don't be fooled by professional-sounding accreditations. Some moving companies will boast being accredited by AFRA (the Australian Furniture Removalist Association). However, like some other industry-accrediting organizations, they can be manipulated and worked around. AFRA does not closely monitor their accredited companies, ensure any standards are being met, or enforce adherence to any set of rules or procedures – in fact, they don't do much other than collect annual member fees!

At Complete Removals, we are more than happy to provide you with the names and backgrounds of our professional removalists. We want you to feel safe and confident when you choose us for your moving needs.

Question #5: What is your quoting process, and what specific additional costs can I anticipate?

Nothing is more stressful on moving day than a last minute price change or "renegotiation"! Unfortunately, it's become an all too common practice for a moving company to underquote (aka purposely mislead) customers in an effort to win their business at any cost. Never trust a number that is only given verbally (see Question #5 for more on this topic)! If you do, you'll more than likely receive a costly surprise on moving day, when the removalists suddenly ups the price. And worse, this is also another opportunity for those less-than-reputable removalists to utilize those bully tactics again, demanding a new and higher payment. (There was once a case where a removalist refused to unload a large flat screen TV until the customer agreed to pay the increased fee.)

Purposeful underquoting also occurs when a removalist offers an hourly rate, and intentionally tells you the job will take less time than they know it will. Or, they may add on "extra" fees for fuel or stair-climbing, only sharing that information with you after they arrive and the move is underway! On average, a three-bedroom house will be purposely underquoted by up to $500!

The companies that resort to undermining their customers this way do so because they don't have the skills or experience to back up the level of service they claim you will receive.

When you know purposeful underquoting exists, you can be armed with the knowledge you need to ensure you don't get taken advantage of when you least expect it.

BONUS TIP: Don't get a quote from an online company or website that offers instant quotes from multiple removalists – this is not to be trusted! Such websites operate by making their profit by selling your lead to whichever moving company "buys" your business from them, with no guarantee or indication of quality or assurance.

At Complete Removals, we pride ourselves on our customer service. We will never purposefully underquote, and you'll know well before moving day what your exact costs are going to be. No surprises here!

Question #6: Can I get that in writing?

First and foremost, once you've received all the information you've asked for from a removalist – including price quote, time estimate, date of move, insurance policies, and more – the company should provide you with written confirmation covering ALL these details. Unfortunately, there are moving companies out there that will cancel on clients the week or day of a move (perhaps offering a fibbed excuse) if they're able to schedule a

better-paying job. So, written confirmation of your booking will help ensure your appointment is met – and met to your satisfaction.

Then, upon your decision to hire, a written contract is absolutely necessary to protect you completely. Without a contract, technically no formal agreement exists – so all bets are off when the removalists are standing in your home and calling the shots (if they even show up!). You can't sue them or take legal action without one, because you only have your word against theirs, and the cost and hassle of filing a legal claim under such circumstances only adds additional stress and money loss.

It's worth repeating: Get EVERYHING in writing! You need a clear, black-and-white contract that spells out every component of the moving process, including any potential "extra" fees or services. When you have every detail in writing, up-front, you will have fewer surprises on the big day itself.

At Complete Removals, we take the time to go over our contracts with our clients, making sure all details are accounted for and our clients have a clear and thorough understanding of our agreement.

Question #7: What size trucks do you have in your fleet?

Most moving companies don't have a large or varied fleet of trucks to offer an appropriately-sized vehicle for your move, and sending undersized trucks to your move is another very costly way for some companies to take advantage of you. In fact, such companies will tell you in your initial conversations that their truck can fit an "average size move," even though they know there is a strong possibility that one truck will not cover the job. On moving day, they suddenly require a second trip – which will no-doubt cost you an additional 25-50% over your preliminary quote. Ask upfront about the moving company's fleet, and how they've managed other moves of a similar size to yours – the more information they share, the better you can gauge how well-equipped they may or may not be to meet your particular needs.

BONUS TIP: If the moving company you're considering won't come out to your house to provide you an accurate estimate, you're almost guaranteed to run up against problems. (More in Question 12.)

At Complete Removals, our trucks …

Question #8: What kind of equipment do you use to transport my belongings?

Dented refrigerators. Scratched furniture. Broken dishes. As if moving day wasn't stressful enough, right? You should not have to be worried about these added potential additional stresses, but unfortunately, many companies are ill-equipped to properly transport your possessions – resulting in all sorts of problems for you.

Protect your possessions by asking your prospective removalists exactly how they plan to safely transport your belongings, and with what equipment. Large corporate companies may send trucks with shipping containers – which cannot properly stabilize your belongings – and smaller companies may send trucks with little to no proper padding to protect your furniture and valuables. Specifically, find out how they will secure your items in the truck, if they use professional-grade tape, rope and ties for doing so, what they use for padding to prevent damage, and if their trolleys are sturdy enough to hold your heaviest items.

At Complete Removals, we …

Question #9: How can you offer such low rates?

Chances are, a company offering steeply discounted rates compared to others really is too good to be true! Even if they seem to "talk the talk" on the phone, certain removalists who position themselves at a competitive price point do so only by cutting inappropriate corners in other important areas, such as by paying low wages to unskilled workers, buying insufficient moving equipment or trucks, and/or undertraining their staff (if they have any training, at all). These companies often don't implement processes to ensure a stress-free moving experience for their clients, either. They will avoid writing contracts and terms and conditions, refuse to provide written quotes, and sometimes require cash payments (so they cannot be traced back to the job should something go awry).

How do they get away with this? They take advantage of first-time movers . And in the end, the only person who suffers is the customer. Of course you'll want to price-shop, but your cost is only one part of the moving puzzle … and in this case, cheaper does not mean better and may actually end up costing you more! The old bait and switch is something you must completely stay away from.

At Complete Removal , we …

Question #10: Packing and unpacking – what do I need to know?

You may feel more comfortable handling and packing your personal items yourself. However, it's also important to consider (especially if you haven't undergone a substantial move before) that there really IS a "method to the madness," and true professionals know exactly how to effectively and safely box your items so everything that is delivered to your new home arrives unscathed.

Simply wrapping something in paper and putting it in a box is not how you want to go about packing an entire house. Packing champagne glasses and plates and other breakables requires skill and finesse! You have to manage the weight of the box whilst managing the weight of items that neighbor other items within the box, and find the balance between over- and under-packing each box – not to mention the need for new, consistently-sized, sturdy boxes (which are very different than what you can pick up at a local supermarket!).

Our experience and research suggests proper moving boxes/containers can increase the efficiency of a move by up to 40%, saving considerable time whilst drastically increasing the protection of your goods. In fact – a properly and professionally packed box of breakable glassware can be dropped from overhead without a single item breaking! However, this is only possible when the packing is done with professional precision .

One more thing to think about here – on moving day, do you really want to be faced with the task of unpacking everything yourself once it's delivered to your new home? There is nothing more annoying, exhausting and inconvenient than having to unpack your boxes after a long day of moving, when the only thing you want to do is put your feet up, enjoy a meal and relax! Imagine waking up with your belongings carefully unpacked, everything in its place … imagine all the hard-work you'll be saved !

Be sure to ask what packing and unpacking services are covered in your cost . The right removalists will take care of all of this for you!

At Complete Removals, we offer a complete packing and unpacking package , so you can sit back and relax while we do all the work !

Question #11: Can you provide me any additional helpful resources, such as a moving checklist?

A professional moving company will have standard processes and procedures in place to ensure a seamless moving experience for you, and this starts WAY before moving day. Ask if they have any resources for you, like a checklist outlining important moving considerations, such as :

- Items you should pack with specific materials, to ensure their safekeeping
- Items you should leave unpacked so you can access them on moving day
- How to mark your boxes so the transporting of your belongings goes as smoothly as possible
- Who should be notified of your move
- Etc.
-

Such advice not only makes your packing and preparation easier, but streamlines the complete moving process in a way that allows your removalists to get their job done not just more efficiently, but more quickly.

Bonus TIP: No contracts, no confirmation, no systems, no processes, no checklists? If this is what you're discovering while interviewing a potential moving company, understand that you're dealing with a sketchy, unethical company.

At Complete Removals, we have a … checklist, carefully designed to …

Question #12: Will you do a site-check at my home? Do you need a list of all items to be moved?

The removalist should answer with a resounding "yes"– in fact, they should be the ones to offer this to you! Without a prospective removalist inspecting your home and its contents, they cannot provide you with an accurate quote – even if you share many details about your house via conversation. And without an accurately gauged quote, you're much more likely to be faced with a price increase on moving day due to increased labour and time. And more money equals more stress, which you certainly don't need.

The moving company should also provide you with a sample inventory list from which you can create your own to share with them – also helpful in securing as accurate a quote as possible.

BONUS TIP: Hold a garage sale before you move, not after. You could save yourself hundreds of dollars, if not more, in moving costs just by getting rid of things you aren't planning to hold onto after your move!

At Complete Removals, we come to your home for a complimentary estimate , so you know exactly how many trucks it's going to take to complete your move , and there are no surprises on moving day.

Question #13: Do you work with any professional property stagers?

If you own the home you currently living in and are looking to sell, this seemingly small step could pay you back tremendously – in time, money and sanity! Properly staging your home prior to putting it on the market can entice prospective buyers on a very personal level. There are different approaches to staging, from bringing in different furniture to better showcase the potential of your home, to setting up entertainment or playroom areas with decorative touches to help a potential buyer envision living in the home.

Not only can staging your home help sell it faster, it can even increase the likelihood of getting a better price.

You may want to choose a moving company that has aligned itself with a reputable property stager with cost-effective options. They can help you de-clutter and store items from your home to help it have a broader sales appeal, and this may be bundled into a single package deal with your relocation costs – which may work so well that your moving fee could be nearly FREE if executed properly, compared to if you had not worked with a professional property stager.

At Complete Removals, we …

Question #14: I'd like to speak with one of your recent clients – would that be possible?

Never choose a moving company without investigating their recent client testimonials and background, which will help you gauge their legitimacy. The best way to get the real story is to ask to speak with a client of theirs (preferably from a job that occurred that same week), which a removalist should be able to arrange , to ask how they felt about the service they experienced. Testimonials on a company's website are not always to be trusted – the more firsthand the review, the better.

At Complete Removals, we have a long list of happy clients who are happy to share their great experience with our company with you !

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Going over all of these questions with a prospective removalist will allow you to make as informed a decision as possible when hiring a moving company, so you can rest assured that your needs (and your rights) will be met and protected.

Remember – moving does not need to be a stressful experience!

At Complete Removals, we treat you like family and guarantee a perfect stress-free move. You won't be left with damaged furniture, missing possessions, unexpected price increases or impersonal customer service. All you have to do is get yourself to your new home – and leave the rest to us!

For a free quote on your upcoming move, contact us at (XXX) XXX-XXXX or [EMAIL], and visit our website for more information: http://www.completeremovals.com.au/.

To your successful move,
[SIGNATURE]

Corey Smith
[INSERT TITLE]
"A Perfect Stress-Free Move, Guaranteed!"