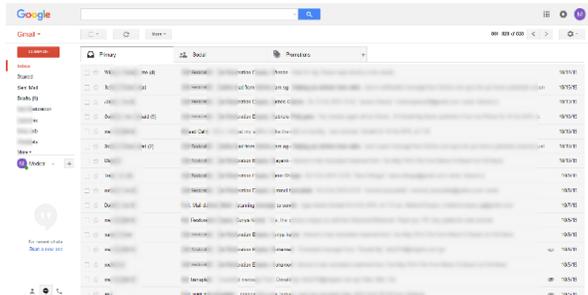


The T.A.D. Checklist

Introducing A 3 Step System Which Generated Over 2,753 High-End Leads And Secured Millions In Sales...

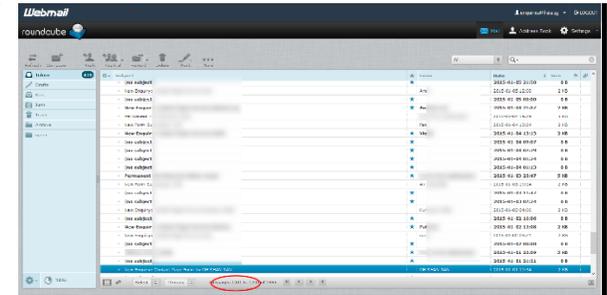
WALL OF PROOF...



(1) 828 Email enquiries



(2) 747 Inbound phone calls



(3) 1,178 Form submissions

(1) 828 Email enquiries – This is a screenshot of my Gmail account which routed the enquiries straight to one of my clients.

(2) 747 Inbound phone calls – What you're looking at is the backend phone tracking system. Using the tracking services of an Australian company, I could bird's eye view of how many inbound calls were pouring in.

(3) 1,178 Form submissions – This is a backend view of one of my client's website. Whenever a customer filled up a form, the information would be transferred to the backend email system. Note: what is missing are the number of calls which amounted to over 1,000. I have not included this figure into the T.A.D. system.

A total of 2,753 highly qualified leads were cranked out using the internet. In this case, each sale had a per transaction value of \$10,000.00.

Note: These thousands of enquiries generated millions in sales.

Note: There will be a part ii of the T.A.D. system, I'm arranging for videos to be filmed, of the companies I helped out, so stay tuned...

T = TARGETED TRAFFIC

Before you jump head first into creating any business, generating any sort of traffic online or building a website... please ensure there is sufficient targetable traffic.

In terms of Google, do a search for Google Trends, and use the tool to see if the industry you're gunning for is on an upswing.

Take a look at the graph on the right.

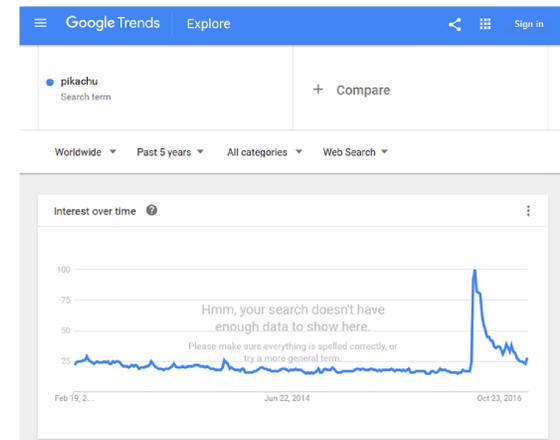
It shows the popularity of the term "pikachu" reaching fever pitch in the middle of 2016.

What you want is more of a gradual upslope instead of a spike and crash.

Once you've spotted a good graph (gradual upslope) go to Google again and do a search for Google Keyword Tool.

Type in your industry's main keyword and ensure that the volume is a minimum of 1,000 (1k). If these 2 portions are aligned...

You can move onto the next step...



Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends	Approx
[protein shakes]	High	49,500	22,200		
[protein shakes for women]	High	4,400	1,000		
[homemade protein shakes]	Low	1,600	210		
[protein shakes for weight loss]	High	5,400	590		
[protein shake]	High	22,200	3,900		
[high protein shakes]	High	980	320		
[best protein shake]	High	5,400	2,400		
[do protein shakes work]	Low	2,400	880		
[the best protein shake]	High	490	210		
[protein shakes side effects]	Low	2,400	1,600		
[whey protein shakes]	High	3,600	980		
[diet protein shakes]	High	480	210		
[vanilla taste protein shakes]	High	880	710		

A = AGONY

Agony or pain is the best motivator, it propels sales like nothing else.

Luxury timepiece jewelry Patek Philippe costs upwards of \$50,000 yet the deep pocketed "elite" can't be held back from buying it in bunches.

Their fear is they'll be branded a "plebeian" i.e. commoner if they're spotted with anything less.

Agony does not have to equate to *physical pain*. It could be (1) an intense desire and a need to fulfil that desire (think of couples who broke up and one of them wants the other back). (2) An intense fear and a desperation to get rid of it (think of folks nearing their 70's with zero savings).

Is the industry you're in linked to intense physical or emotional pain? Time to inject that aspect of human psychology into your sales materials. *STAT!*

EXAMPLE:

Product = MiraCell: Vanishes your wrinkles and helps you from looking old and tired.

Product = Home Security Alarm: Protects the lives of those in your home.

Product = The Club (steering wheel lock) – Stops car thieves dead in their tracks.



D = DIRECT RESPONSE

Direct response is all about results. Which means the first thing you need to do is implant tracking mechanisms into all your marketing. For websites, you could utilize trackers like Google Analytics, StatCounter and Click Magick.

For printed materials, include a code into your ads, brochures and other physical assets.

A code could be as simple as "when you call our office ask for Sally"... that could be the code for your newspaper campaign. When anyone says "Sally", it means they read your newspaper ad.

Specifically, today we're talking about the online world. And nothing beats a boost in response than an incredible offer. Do not mistake "offer" with "sale"... "Sale" usually indicates a reduction in price. "Offer" is the total goods your customer will get.

If you want to create an irresistible offer, here are the top 3 factors to consider:

- (i) **Money back guarantee** – Stronger guarantees will lower the customer's fear of purchase. Thereby sending your sales upwards.
- (ii) **Premiums** – Customers/prospects should be rewarded just for taking action. When you reward people this way they'll associate positivity with interacting with you.
- (iii) **Delivery** – People want things *FAST*. In today's world fast is best. If you can deliver your product overnight, do it.

