

Powerful Marketing Strategies that No One Teaches!

IF YOUR attempts to grow your business have met with sluggish results, even though you have got the other result areas that are presented in this Business Growth Series in place – it’s almost certainly your **MARKETING TACTICS** that are holding you back and restricting you to lackluster results.

Let’s look at some of these tactics now.

Quite simply we can separate marketing tactics into two camps; “**Front-End**“, and “**Back-End**”.

You can think of “**Front-End**“, as the first sale; the pipeline that brings new customers into the business. The “**Back-End**” is the product (or hopefully the series of products and services) that you sell to your customers after they have purchased your initial offering.

The question to ask is; what tactics you should use in each area. And here they are:

Front-End

The Marketing and Sales Activities designed to acquire new customers.

and...

Back-End

The Marketing and Sales Activities designed to maximize the profitability of each and every customer relationship.

Clearly front-end marketing is vital for your long term business success. This is why it’s so important to inject the power of marketing into your business so that you can increase the number of customers that come to your business as a continuous flow...

I have always said that people buy for emotional needs and when you think about it - those emotional needs are never fulfilled!

Call it a quest for fulfilment. Whatever!

Your role as a marketer or as the business owner is to continue to exploit those needs because it’s the emotional void that creates the desire to buy that never gets fulfilled by the purchase of the product or service.

Therefore, to do your job right, you need multiple products and premium offers available throughout the length of your

pipeline – or at the back-end.

You’ll always make more money from back-end offers than from front-end ones. They offer a much higher conversion rate, they usually sell for more money and you can make a bigger percentage on the profits on them too. And it’s always easier to sell to a customer than a prospect.

But remember the long term; you must have customers coming into the business. You can’t just rely on your loyal customers. By the way, if you have competition then you can bet that most are competing at the front-end and trying to attack your front-end offers with their own so as to eventually weaken and erode the strength of your own USPs and offers.



The question I have for you is this; are you doing any type of marketing whatsoever, and if you are where is the focus of your efforts?


Try these things when you are next thinking about your marketing plan.

Here's a question: What is your biggest planning challenge?

Please note, while I can't promise a personal reply to each and every response, I will devote future issues to the most pressing subscriber concerns.

To read more about strategies to grow your business [click here](#)

Best wishes,



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