



# CLIENTS ON DEMAND

The Hit List Marketing Plan  
to generate as many leads  
& clients as you'll ever need

BY CRAIG WILSON

# Here's the problem

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New clients are the lifeblood of every business. The problem is that most businesses fall into one of three categories when it comes to client acquisition.

1. They have a formalised marketing and client acquisition process, but it's expensive
2. They rely on word-of-mouth, naturally winning enough new business to survive but not really thrive.
3. The business owner is responsible for generating business, but then gets too busy servicing new clients so the momentum stops.

Imagine if you could generate prospects, leads and clients on demand? Imagine if qualified leads were coming to you all year long, ready to become your next client?

It's actually possible.



# The Million Dollar Month

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On a not so long ago flight from Sydney to Los Angeles, I was introduced to a business person I knew by name and reputation, but had never met personally.

I had heard stories of how he recently had to start a new business from scratch, with no client lists, and had generated an extraordinary amount of revenue in just one month.

It sounded too good to be true and I wondered how much of this was myth and exaggeration. Yet here I was, high above the pacific, sitting in the business class bar talking to the man himself.

For the next few hours, over several bottles of red wine, he told me his story and it forever changed the way I looked at business and marketing.

Rob had been in business for 25 years and was well known and highly successful in his industry niche in Australia. But suddenly, in a business partnership that had taken a turn for the worse, he found himself out of his own company with no clients and no revenue coming in.

They say that when your back is to the wall and you have nothing left to lose, you can find the strength or ability to do things you didn't think were possible. And that's exactly what Rob did.

Rob decided to focus on a niche in another country (USA), where nobody knew him or of his previous success and reputation.

Through brute force, determination and a considerable amount of self-belief Rob contacted a list of 150,000 people who could potentially use his consulting services. A percentage of those showed a certain amount of interest and responded to his initial contact.

Rob then qualified the respondents and set up a series of 30 minute calls with the most suitable. Hundreds of calls, done early in the morning Australian time in order to suit his prospects in the USA.

Of those hundreds of calls, Rob signed \$1.1m worth of new clients. IN ONE MONTH.

It was brutal. It was exhausting. It was incredibly effective.

And now Rob was flying 1st Class to LA with a cheshire cat grin, heading to the same business event as me.



# The Power of Lists

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A day later I was having lunch with a guest at this event who is a world-famous marketer, and genuinely nice guy.

Dean makes squillions from various businesses he owns that benefit from his incredible marketing mind. He also gets paid handsomely to speak and train business owners at events around the world.

I was lucky enough to be seated at the same table at the event we were attending and was now chatting to him over lunch.

While everyone at the event was discussing extremely complicated marketing strategies and highly technical processes, Dean explained to me his incredibly simple, no BS approach to marketing. It involved creating great content and information to generate databases of potential buyers and then gently engaging them via email until they were ready to buy.

It was all about the lists.

Dean explained that he kept things simple because he didn't actually like to work much and saw no point in making things harder than they needed to be.

His approach was a more patient and elegant version of Rob's brutal, back-to-the-wall strategy. But, like Rob, Dean was moving people through a buying funnel and working his lists to generate some seriously good revenue.



## How Todd Made \$75,000 in One day

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A third person at this event also demonstrated the power of marketing to a list, although a few weeks later.

Todd is a respected author and business consultant who runs a series of different programs. He's very good at what he does.

Not long after the LA trip Todd shared a marketing experiment he had just done. Looking to rev up some sales for the end of the year, he reached out to his list of Facebook followers and database with a short but clear message.



*“I’m looking for 8 business owners with teams doing \$400k-\$3M, who really want to smash a big goal by the end of 2018. If that’s you just reply to this and I’ll send you some details.”*

Todd was offering a 90 day online course for \$7500. Ten people signed up that day. A few more signed in the next few days.

Todd was a very happy guy...and I was convinced to change the way I did my marketing.



# Testing The Theory

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Back home in Australia, I quickly set about testing these new insights and blending them with my other proven marketing practices.

Fortunately I had several businesses I could use as guinea-pigs; two of my own and a couple of willing clients.

Some trial and error soon led to more refined processes and then a flood of success.

We'd always been very good at helping our clients grow their businesses with smart, cost-effective marketing, but this...this was next level.

Suddenly I was able to generate prospects and leads on demand.

It was a pure, predictable numbers game. Certain activities guaranteed more and more prospects, and more prospects became more qualified leads, and more qualified leads became more paying clients.

What Rob and Dean and Todd had shown me was that it was all about your list. What I since discovered was that it was actually about 2 particular lists and what you did with each of them.

The rest of this guide takes what I learned from these marketing geniuses and marries it with a thorough plan that works for every stage of your business funnel.

I'm confident that following the plan will lead to guaranteed success.



# Hi, I'm Craig Wilson.

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I've been in the business of growing businesses for over 25 years.

At the age of 23 I bought my first business, a small catering franchise, and doubled its turnover in the first year.

A few years later my family and I took control of the entire franchise group. I oversaw the rebranding and introduced new marketing and operations systems which resulted in rapid growth, over 70 franchises, and being listed in BRW's Top 100 Fastest Growing Private Companies for 3 consecutive years.



After a stint in radio where I ran the sales operations for 2 stations, I purchased a small Newcastle advertising agency which I soon rebranded as Sticky.

Since 2005 I have worked with hundreds of companies helping them grow through better advertising and marketing.

I'm on a constant search for more effective and efficient ways to deliver results, with a real focus on measurable growth whilst cutting through the usual marketing industry BS.

Hit List Marketing is the culmination of my years of experience. It's the purest, most results-driven marketing my team and I have ever done.



# Your Marketing and Sales Funnel

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Think of your business as a funnel and your potential and existing clients as the fluid that flows through it.

Above the funnel is the whole world. The vast majority of the world doesn't know you and probably doesn't need to know you. Your business doesn't serve their needs and probably never will. That's fine, ignore them.

Focus instead on the relatively small (by global measure) number of people who could be well served by your business. Understand who they are, where they live, where they work and what their real needs are. Define this audience as narrowly and precisely as possible.

This is your niche, your target audience of potential clients. These are the people you want to enter your business funnel... to be on your list.

Next, consider anyone in this niche who has actually made some form of contact with you. They've phoned you, visited your website, emailed you, downloaded some of your information, connected on social media or given you a card at a networking event. They actually know you exist and have some level of interest in what you offer and how it might help them.

These people are your prospects. They have entered the top of your business funnel and they represent significant potential value to you and your business.

Many of these people are moving closer to becoming your clients. Some will be ready today, others next week, other next month or year.

Your job is to invite them to contact you when they are most motivated and ready. That's when you'll get the highest conversion rates.

Now, imagine if you could optimise the flow of prospects, leads and clients into your business. Imagine if you had a nice big list of qualified leads ready to do business with you.

That is what **Clients on Demand** is about.



# How to Generate Clients on Demand

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This guide should actually be called “How to create a Hit List of leads and client”.

That’s because each list requires a handful of important steps to maximise the returns and optimise your results.

Here are The 2 Lists we’ll be talking about....

**List 1:** Your niche audience of potential clients.

**List 2:** Your prospective clients

Each of these lists needs to be treated differently. The biggest mistake most businesses make is they have same message for everyone.

Don’t lump them all into one category. There are certain things you should and shouldn’t be doing with each of these lists.

Each lists needs a mechanism to progress them down your business funnel to the next stage.

Do the right things in the right order and your will maximise value and flow.

Do it wrong and you’ll burn your lists and see your potential profits go up in smoke.



# List 1: Your niche audience of potential clients

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Unfortunately, the first list is the most difficult one for most businesses to generate. It is why billions of dollars are wasted every year on inefficient advertising and marketing. But, of course, this list is crucial to the success of any business as it determines the strength of flow and value that will progress through your business funnel.

Most businesses are relying on either expensive broadcast style advertising and marketing, word-of-mouth or blind luck to generate leads. Very few businesses have designed a process to actually generate cost-effective, qualified prospects and leads on demand, even though it is actually possible to do.

The biggest problem most businesses have is that they try to be everything to everyone. They don't have a well-defined niche audience with a well-defined need to whom they can offer an excellent solution. So they use the scattergun approach and cross their fingers hoping to hit enough potential customers to get a return on their marketing.

Here is what you need to do for List 1.....



## Step 1. Niche - Select One Target Market at a Time

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Who are you going to serve?

The big mistake that a lot of business owners make is trying to think about and capture the broadest possible audience for their business, trying to be too much to too many people. Trying to be one-size-fits-all, being broad versus narrow, thinking about the forest and not thinking about the individual trees, and not realizing that all of these individual trees have different needs.

When you really start thinking about your business and you start looking at who are all of the different people that you could serve, who are all the different possibilities?

When you start really identifying them, some of them are going to jump out as potentially the most profitable niche in your market.

Often, if people are just serving everybody they possibly can, they may find that the top 10% or 20% of the people they're working with are providing 80% of the profit, and the other 80% are providing all of the headaches and none of the profit.

Knowing your most profitable, easiest target audience gives you a complete freedom to focus all of your efforts on a "let's just get more of the most profitable customers" approach to marketing.

This one step alone, if I sit down with somebody and look at all of the possible different types of people they serve, it's always an eye-opening experience for people.

Once you have a well-defined niche, you will have a better idea of where to hunt and what to offer them.



## Step 2. Identify the Key Issues or Desires of Your Niche

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The big mistake that businesses often make is they think compelling prospects to call you means getting your name out there, getting people to know who your business is. And that's not it at all.

Sometimes, the very best thing you can do is put your own ego aside and focus only on what they really want, only what your prospects really want...without even any mention of YOU or your business up front.

That's when the real magic happens. That's when the real breakthroughs happen.

You need to identify the major pain points your potential client encounter and demonstrate how you can solve them. Show them that there's a better place than where they are right now. And you do that by describing in great detail exactly what they're experiencing.

There are any number of ways to do that, like offering people consumer awareness guides or offering free reports or free webinars that all have a compelling title that really articulates what they really want, in a way that they're compelled to call and get that information.

They don't see that there are any sales involved in that. They see that it is completely and exactly what they're looking for. So, they feel safe to take the first step.

You don't put the pressure on your marketing message at this stage to make the full sale. You're just starting with the process of getting them to raise their hands so they identify themselves to you. And then, you can move on to the next step...and the next step.

The point is to stop using advertising that's about YOU...and start using advertising and marketing that is about THEM.



## Step 3. Create a Compelling Lead Magnet and Invite Potential Clients to Opt-in.

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If you want someone to respond to your advertising, to your marketing, to your website, you need to set it up so that it's very hard to resist. If you're selecting the right target market – meaning they've been identified as someone that is interested in what it is you're selling – then you want to be compelling.

You need to create some sort of lead magnet that addresses the problem people in your niche face on a daily basis and demonstrates how it can be solved.

A lead magnet can be any number of things but some of the best are free electronic guides, books, PDFs, cheat-sheets, calculators etc, or a webinar. Ideally it is something that can be easily and rapidly distributed at scale for very low cost.

- 1) It has to have a title that conveys something your prospects want.
- 2) You have to have a way (a system, framework or product) for your prospects to get the desired result.
- 3) And you have to know how to lead them to take the next step towards that result.

However, the one question people ask me is... *“But, what exactly do I put in the book / webinar / guide?”*

First of all, your magnet needs to show your prospects that there's a promised land. That there's a better place than where they are right now. And you do that by describing in great detail exactly what they're experiencing.

But here's the trick: You need to be able to articulate it BETTER than they could do it themselves...

Which means, you really have to know your target market. Their pain. Their dream. And the conversation going on in their mind.



Second of all, you need to demonstrate your expertise. See, it's not enough to just articulate what your prospect is going through. You also need to explain WHY it's happening. What's the root of the pain. And why that's maybe different than what most people think...

Because the third thing you put in the magnet is...

You explain how your "thing", your protocol, or your system, works. And now that your prospect understands why and how the problem is happening, they're more ready to accept your thing as the obvious solution to it.

And finally...

You finish it by inviting them to take the next step with you: *"Whenever you're ready, here's how I can help you..."*

The whole goal of this exercise is to compel potential clients in your niche to opt-in, to put their hand up, to identify themselves as someone who might be interested in having you solve their problem.

Once they have opted-in, they have entered the top of your business funnel.



## List 2. Your prospective clients

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At this stage you have focused on a niche audience, identified their real needs and created a lead magnet that addresses their needs and your ability to help them. You have started them on a journey and you haven't tried to sell them a thing.

Now that they have opted-in to your lead magnet, they have entered the top of your business funnel. They are now actual Prospects.

Time to sell them on your services, right? **WRONG.**

At this stage they have identified themselves as "prospective clients" but they still don't really know or trust you.



## Step 4. Educate and motivate your prospects

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Now it is time to warm them up and engage them. Rather than try to sell to them, you want to educate and motivate them to come to you.

Education and engagement can be in the form of email drips with more useful tips and information, leading Facebook Groups of similar people to share more information, inviting them to free webinars and brainstorms. In short, keep engaging them to demonstrate that you are the expert with the answers. You are the person they should trust.

You want to fill the top of your business funnel with more and more opted-in prospects who are steadily becoming warmer and more engaged to do business with you...when they are ready.

This is really about lead conversion. This is where the real skill comes in, knowing how to set things up, so that people want to meet with you. The key is that you understand they will only meet with you when they are ready.

However, you can't just educate people and send them free reports and expect that they will just line up to come in to see you. People need prompting. We're all basically shy, and reluctant to start an interaction.

That thinking makes us passive in the way we talk to prospects. We say things like "If there's anything I can do for you, or if you have any questions... don't hesitate to give me a call, I'm more than happy to help".

Now, we may be sincere in saying that, but it's a very weak proposition. We're essentially asking our prospects to be the leader, and initiate, by asking you for something...which you would be happy to provide.

The problem is, most people don't like asking for anything...

.....but we're also helpless against people offering us something, because we equally don't like to reject people.

It's important to understand that people are silently begging to be led. They don't want to lead. They want someone to tell them what to do...and make it EASY for them to do it.

Once your prospect has opted-in to your lead magnet, they are much more prepared to go to the next stage. Equipped with that information, they're a more confident buyer.



And a more confident buyer is exactly the type of buyer you want. You want them to have confidence with you, and that's why you are providing that information.

And since you are the one providing them that information, who did they have the most rapport and trust with? They have it with YOU!

And the ideal prospects will love the fact that you presented them with that education, because it helps them make a buying decision, and they will do business with you.

So, if you're in a business that actually creates value and delivers something that's good and useful to people, then an educated prospect and client is the absolute best person, and it's the most ethical form of advertising and marketing.

But educating them isn't enough.

You must really focus a lot of attention on crafting the way that you can present something, that makes it easy for people to want to come and meet you, that it's the most natural next step.



## Step 5. Create mechanisms for your Prospects to become Leads

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Once you have an informed and motivated Prospect, you need to create mechanisms for them to tell you that they're ready to discuss how you might be able to help them.

And because people are different and require different levels of encouragement, you will probably need a few different mechanisms.

One could be as simple as an email signature that says, "Whenever you're ready... here are a few ways we can help you.."

Another could be to offer a "free consultation, brainstorm, strategy session etc"

Another could be to stage actual events and invite your motivated, engaged prospects to attend. There you can educate them further and offer them a package / service / product to get started with you.

There are any number of great mechanisms to convert a Prospect to a highly qualified Lead. Make sure you have a few available for your Prospects, but don't force it on them....invite them to take the next step when they are ready.



## Step 6. Present your offer in a way that makes it EASY to get started.

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This step starts when you have your first interaction with somebody who's motivated to move forward and do whatever it is that your business does. So, that could be a call, a meeting, an event and appointment etc.

In other words, they've progressed from Prospect to actual Lead.

Don't make it difficult for them to start doing business with you. Understand what their ideal outcome (solution) might be and find a way to present to people the service that you offer, in a way that makes it effortless for them to get started.

This biggest hurdles are price and risk for most potential clients. But you're interested in their lifetime value to your business.

How can you minimise their risk and begin the journey to delivering them the result they want so they can deliver value to your business sooner?

Solve that and the gap between lead and client closes dramatically.

At this stage, you're likelihood of converting the Lead into a Client is extremely high. You've educated them, won their trust and made it easy for them to get started.

The main thing to keep in mind is that nobody really cares about your process, or your system, or product as much as they care about the RESULT.

Make it as easy as possible for them to get their desired result and we will have completed the journey from target market to prospect to lead to CLIENT.

Design a reliable, foolproof way to take people through this journey and you will have CLIENTS ON DEMAND.



# Are you ready to build your client attraction & conversion machine?

Ok, I know what you're saying. "This all makes sense, Craig... but how do I create a large list of leads like this?"

I've developed a process that does exactly that and is guaranteed to help you grow a list of qualified leads on a daily basis.

My Growth Marketing Accelerator takes you through all the steps to build your plan to start generating and converting leads FAST.



## DiY

### Marketing Accelerator

The easiest and fastest way for you to start creating your own client attraction & conversion machine today.

## One2One

### Marketing Accelerator

Let me help you create your client attraction & conversion machine.

## Done4You

### Marketing Accelerator

Get your own client attraction and conversion machine up in running in 21 days.



See the Growth Marketing Accelerator

[CLICK HERE](#)



## Real Results

- ✓ A client in the highly competitive small loans industry saw **loan application growth of 247%** and **actual loans grew by 282%**.
- ✓ A superannuation client saw new memberships immediately begin to increase again for the first time in several years. In fact, in the first year of our marketing **new memberships actually increased 142%**.
- ✓ A law firm experienced **411% growth in traffic over 18 months**, far exceeding their business growth targets and a move to larger offices as the practice expanded.
- ✓ A student accommodation provider saw **applications grow 298% in just 8 months**.

“The program really helped us achieve the rapid growth we are currently experiencing.”

”

Peter McCarthy, Precision Accounting

Winner 2018 Lake Macquarie Business Excellence Awards.



Hi Craig. Really really excited. We've generated 39 leads in the last 5 days and already booked 3 meetings. That's more than we've had in last 3 months 🥳. Thx

Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency
39 Leads (Form)	5,394	6,418	\$5.62 Per Lead (Fo...)	\$219.16	Ongoing	1.19

Results	Reach	Impressions	Cost per Result	Amount Spent
35 Leads (Form)	3,621	4,319	\$4.78 Per Lead (Fo...)	\$167.14

Results	Reach	Impressions	Cost per Result	Amount Spent
44 Leads (Form)	4,226	5,360	\$4.77 Per Lead (Fo...)	\$210.02

Acquisition			Behavior			Conversions	
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completion
2.17% ↑ 12,666 vs 12,397	2.94% ↑ 12,183 vs 11,835	0.85% ↓ 15,423 vs 15,555	2.87% ↓ 87.80% vs 90.40%	5.82% ↑ 1.22 vs 1.15	37.64% ↑ 00:00:28 vs 00:00:20	228.00% ↑ 7.36% vs 2.24%	225.21% ↑ 1,135 vs 349

See the Growth Marketing Accelerator

CLICK HERE

