

This Client Generating System Has Been Proven Three Times In A Row... Creating Over £5M In Extra Sales And Profits With It's Unique NO-SELLING Approach...

**Here's The True Story Of What Really Happened,
How This Proven System Works, And How You
Can Put It To Work For YOU**

Dear Friend,

You're about to go deep to discover the truth about how selling can wreck a business and how this plays out in real life. What I'm about to tell you may shock you but it will also help you understand why you can't afford to make the same mistakes the three businesses I'm going to tell you about made in this report.

You'll also learn how The Simple Plan came about by accident while changing the fortunes of the three companies involved. That's right, by accident! Like many things in life some of the best things come about more by taking action and looking back rather than some detailed plan that's taken 3 months to put together.

And listen, all of what I'm about to share with you really happened. I know because I was there. I saw it with my own eyes.

Warning: This Story Gets Nasty In Places

One thing I must say at this point is that when you go into the heart of an operation and mess with the guts of it, you're not always going to be everyone's hero. But who cares when you create...

Over £5 Million In Increased Profits From Using A Simple No-Selling Approach!

That's just a rough estimate of the total increase although the number may well be more.

Now before we get ahead of ourselves we're only at the start of this report and you've already seen some big numbers. And If I were you I'd be wondering...

Is This Just A Bunch Of Hot Air Or Some Clever Smoke And Mirrors Trick?

So let me make a couple of things clear here and now...

If I hadn't written and implemented the **non-selling strategies** that created the results I'd be as sceptical as you may well be right now.

So let me put your mind at rest and take you step by step through what can only be described as a hair raising adventure. You'll read about the near fatal mistakes as well as the unprecedented successes that the Simple Plan created for all three organisations.

So let's get started...

For the first time ever,

Here's The "Story" Of How I Discovered That Traditional Selling Was Killing Three Different Businesses (In The UK and The US) And How I Installed A 'No-Selling' System That Transformed Their Fortunes

I know you've heard other people hint that selling doesn't work and that you know in your gut that it's just not the way to go. So right now, you're going to get the evidence that proves you're right. I'm going to break it all down for you and **show you what really happened, who was involved, and how much money can be made when you STOP SELLING.**

Let's begin.

First of all, ***only one of the companies that I'm going to tell you about was in the coaching, consulting and professional services sector.***

The other two businesses were as far from the coaching and consulting arena as you could imagine. But both were very much the same as any coaching or consulting business when you consider their sole purpose was to convince other human beings that their products and services were the pick of the bunch.

But in terms of coaching and consulting, only one of the businesses was strictly a coaching and consulting example.

The car industry is where I started to realise that selling was creating a negative impact on people's income and reducing sales.

Up until this point, this whole "Simple Plan" thing was just a theory I'd been kicking around in my head. I had no clue if my ideas about 'no-selling' at all costs would work or if they would dive bomb.

Frankly, I Was Scared Out Of My Mind

And *for good reason* because...

I had no previous examples of success from an out and out non-selling system and my client was in the most hard nosed sales industry you can find. I hadn't even worked in this industry sector before.

And if that wasn't bad enough, the day before I was about to start working with the client I was on the phone with one of my all-time marketing heroes, Ted Nicholas. When I told him what I was doing, he said "I don't know Mark ...trying to get the car industry to stop selling is a bit of a stretch. That sounds like it's going to be really hard work!"

So you can understand why I was worried.

But my worry turned to excited amazement in the end. But I'm getting ahead of myself.

Now I know this is the last place that you would think that a 'no-selling' system would work...

But hold your horses - that's exactly what happened.

What I have to say at this stage is that I didn't know what I was about to do was going to create more sales to the level that it did. In fact when I began making changes my main motivation was to just stop the guys being so pushy which was turning customers off and making them feel uncomfortable.

It's Fair To Say That What I Did Was Like Holding A Red Rag To A Bull

Now if you're of sound mind, telling someone who enjoys the process of traditional selling is not the first thing you do if you want to make friends with them.

The problem was their way wasn't working.

You see the sales guys weren't actually selling most of the time - instead they had to spend most of their time on the phone cold calling because that was the only way to drive people into the garage.

When I got asked to help the dealer network they initially just said they wanted to improve sales and that they were just looking for a few extra insights on how they could improve things.

Boy Was I In For A Shock!

The first day I arrived I was met by the sales manager who said to me “Am I glad you’re here! I’ve been saying that we need to change things but right now I think it’s too late to save the garage.”

When the sales manager took me through the numbers I was shocked to find that in one week prior to my arrival the garage had nearly nil sales on the books.

What made things worse was the sales people had been trained to use what I call manipulative tactics to try and make the sale.

Although the Simple Plan hadn’t even been formally created at the time, I knew that doing things this way would have a negative effect on sales and the results were the proof in the pudding.

Things Were Far From Good

The first thing I experienced was a demoralised sales guy who said to me, “If I have to call another person that puts the phone down on me I swear I’m going to walk out of this place!”

“All I’ve ever been given is a cold list and all I do is spend my time wasting it on calling people that I interrupt in the middle of the day who just don’t want to speak with me.”

“If I could spend my day speaking with people that were in the market for a car I would be living a completely different existence.”

He went on to say, “The thing is it’s not just about doing the job; its feeling like you are not just another peddler. It makes me feel rude, intrusive and I’m wasting their time as well as mine.”

The other thing was, the bosses thought that because this was the way cars had been sold in the past, this wasn’t the cause of their problems. Instead they were hiring and firing quicker than you could drive a car out of the showroom and the whole thing was going nowhere.

The first thing we did was activate our silver bullet. A silver bullet is something that makes your product or service ‘irresistible’. It’s key if you don’t want to sell.

We also recruited a non sales person and trained them up as a dedicated finance person. Unbeknown to me at the time I was training them in what are now standard Simple Plan no-selling techniques.

Then We Dropped the Bomb

I remember it like it was yesterday. I called Frank and said that we needed to get the guys together.

We fixed the meeting for 9am the next day.

Here's what I said in short...

"From now on you're not allowed to cold call anyone until you've been given their permission!"

This left everyone completely at a loss for words. Then I explained how we were going to do this and what other 'non-selling' techniques we were going to use to make all for this work.

By the end of the meeting the guys were sort of excited and confused all at the same time.

When the bosses of the garage network got wind of the meeting and what I'd said they wanted a meeting of their own.

The Pressure Was On!

When I got to the glass office I could see the look on the faces of Frank and Ray. They were not happy campers.

The meeting was short and basically they gave me 2 weeks to run with my Simple Plan. After that all bets were off.

They Were About To Kill The Project And Get Rid Of Me!

Suffice to say that the coming few days were extremely tough.

I implemented the Simple Plan 'permission' techniques and waited.

They must have been the longest couple of days of my business life.

The Phone Started To Ring

By the end of the third day the phone had already started to ring and the sales guys were making appointments to meet with potential buyers.

Then we put the next part of the Simple Plan in place, which ensured we maxed out on the number of prospects that converted to buyers.

This involved activating our 'silver bullet' which helped convert more enquiries into paying clients quicker than ever before. In this case it was how we used finance in a very unique way to reduce the barrier to entry considerably.

In short we wheeled the prospects in to see the our no-selling finance guy who educated them on how a finance package would allow them to afford not only their car but a more expensive model if they wanted to upgrade. This nearly always increased their motivation to buy and eliminated the need to sell.

Results At Last

This one thing allowed us to sell more cars then ever before.

The last step in the plan was to create a system that allowed the sales guys to keep in touch with all of the prospects and people that ended up buying from another garage.

I know this sounds crazy but in some cases we got more sales from those that didn't buy first time around.

For example, a school teacher by the name of Mrs Johnson signed an order but on her way home popped into a competitor's garage and decided to order from them instead for a £50 saving!

The salesman concerned then phoned her after finding this out and said,

"Will you do me a favour? Will you call me if ever your car salesman calls you, because this is one of the ways to prove to you why Collingdale are a little bit more expensive? We stay in contact, even when you haven't bought and would you like me to book you in for your first service?"

My client's garage was closer than the other garage she'd bought from so she said yes.

She was staggered, to put it mildly. He booked her in for the first service. She brought the car in and for many, many weeks she started bringing, I think other teachers, but, friends of hers into the garage on a Friday ... just to say,

"This is Nigel. I made a mistake. I should have bought my car from him. He's brilliant. Buy from him."

We lost track of how many cars he sold through referrals from Mrs. Johnson ... certainly up to 10 ... and she was a walking billboard for my clients garage and Nigel, the salesman concerned.

In the end the results that the no-selling systems I put in conservatively created over a £1 million increase in profits.

So Was It Beginner's Luck?

Well that's what you could have thought, so I just wanted to find out for myself that it wasn't. That's when I got a call from an old friend, Max.

Max had just started running a coaching firm called The Centre For Consultancy (TCFC).

TCFC was the first organisation of its kind to bring the world of life coaching in a big way to the corporate market. In other words they sold coaching packages to senior executives to help with the work life balance.

It didn't take me long to realise that things were not so rosy in Max's garden.

At One Point We Didn't Even Know If The Business Had A Future

The big challenge the business had was they had a lot of men and women who had been trained up to coach and consult but had no training whatsoever in how to build a client list. The result was many were struggling and lots of people were leaving. The situation was made worse in the fact that all the coaches had bought in to a £10,000 business opportunity to be a life coach.

When I first got there I remember Max saying to me "take over and make something happen for god's sake!"

Now TCFC's guys were the furthest thing from a salesperson that you could imagine but...that being said they had one of the worst habits a salesperson possesses.

What Came Out Of Their Mouth Was All About "ME, ME, ME..."

Here's what I mean...

A salesperson wants to give the client what the salesperson wants to sell.

A non salesperson wants to give the client what the client wants to buy.

The coaches at TCFC fell into the first category. In simple plan terms they were committing every sin under the sun.

I remember one of the guys saying something along the lines of "I'm going to manage your outcomes and we're going to show you these new learning channels." It was just like a plumber saying "I'm going to use my "Gunglepin" on your underpass!" I couldn't believe it but that's how they talked.

No wonder things weren't going to plan.

To make things worse there were no leads coming in and all the consultants wanted to do was coach and change the world.

It Was Like History Repeating Itself

Just like before I wasn't the most popular person on the block. I know it comes with the territory but you would have thought that helping people produce better results from not having to sell would have had a more positive response! But change is change I suppose.

Anyway I got to work. But before I could get into building a stream of prospective clients using the Simple Plan techniques....

There Was One BIG Question That The Consultants Didn't Have A Good Answer To...

You see there were a number of challenges that the guys were faced with but the real problem was the fact they were selling something that the customer had never heard of before, had never seen and had no point of reference for.

You see the coaches had all received thorough and extensive training on how to coach someone and improve certain life skills and in turn improve their quality of their client's life. But there was a hole in the ship - none of them had been shown how to communicate and market this knowledge.

In other words the prospective client didn't have a clue what the consultants were actually offering!

Not a recipe for success.

Something Had To Be Done And Fast

So before I could go about flooding the business with enquires with my Simple Plan strategies, I had to create a platform for the coaches and consultants to easily describe what they were doing and find out exactly what their client needed. Otherwise the enquiries were going to go to waste.

So we installed a number of Simple Plan 'make it easy to buy' strategies that made the coaching service tangible. This brought the whole thing to life in the first meeting and created massive rapport with the client.

One of the Simple Plan techniques allowed the coach to pinpoint what would give the prospect a real "WOW" experience which the coach would then deliver a mini coaching session on. This would create a response from the prospect that went something along the lines of "Ah, I see what you mean now!"

We then used the Simple Plan to build a sequence of carefully planned events that would occur in the meeting allowing the consultant to get the client to buy of their own

accord without the consultant needing to be put in the awkward situation of asking for the business.

NEWS FLASH... A National Tabloid Newspaper Rang Up And Said They Wanted To Do An Article On the Business

Now at this stage I'd done most of the groundwork but the results were just beginning to build when all of a sudden out of the blue it got leaked that a daily national paper was going to do an article on the business. But why were they doing an article? What was so special about The Centre For Consultancy? For a while people were over the moon about the publicity they were going to get. But like all newspapers the story the tabloid was after was about bad news, not good. They wanted to find out about the quiet discontent among the consultants that had paid £10,000 for their training but who were not seeing a good return on their money. This had to change before the tabloid came to interview some of the guys.

The Simple Plan Had To Deliver Or The Game Was Up

It was just a matter of weeks before the big day so we had to deliver on all fronts if we wanted to avoid national press humiliation. Although it seemed long overdue we turned on the 'no-selling' lead generation strategies for TCFC and waited.

I have to say I started to sweat. It's not that I didn't trust the strategies that I'd seen work so well before, it's just I knew the tabloid was going to be turning up and there was no room for error.

The Results Were Amazing

Again just like before it only took 3-5 days for the first enquiry to come in. As more and more enquiries started to pour into the business we had the coaches and consultants lined up to deal with them. When the tabloid arrived to do their piece the consultants were so happy with their lot that the whole thing turned into one big success story. This just accelerated the growth we were already experiencing.

I think from a standing start the business went from literally no turnover to a £3.5 million turnover in less than 3 years. Not bad when you consider none of the guys were sales people and did any direct selling.

I Needed Some Time Off

After my time at TCFC I took some time out. I needed it, although I was excited about what I'd been able to create with my new non-selling system.

But one of the things that I've always taught as a non-selling tactic is the art of staying in touch with people that come into your life even if they are not a direct selling opportunity at the time. One guy I'd met a number of years ago when I was running the first UK distributorship of Michael Gerber's 'E-Myth' product, contacted me and said "You know you said I should call you if I ever have a US company that wants to break into the UK? Well I have a company just like that!"

Long story short the company was called Life Plus and they wanted to distribute their food supplement products into the UK market.

Like all my clients things weren't exactly perfect when I first walked in to Life Plus in the UK. The company was in the process of being taken over and the new management wanted to get things moving fast.

Bottom line though, in a short period of time we got things on track pretty quickly and the US parent got wind of the UK success story.

The BIG CHIEF Wanted To See Me

The first I heard about the US parent company wanting to know more was when 2 first class tickets landed on my doorstep with a short note from the Chief Executive, Bill Evans. My wife, Ellen, and I had been invited to the annual convention and with hardly any notice. I'd been asked to speak at the annual convention in front of all of the company's senior consultants and distributors about what we'd been doing to create success in the UK.

Well Who Was I To Say No To An All Expenses Trip To The 'US Of A'!!

Before our feet had touched the ground we'd been picked up at the airport and whisked off to our hotel.

On the way there all I could think of was what I was going to say to the audience of over 1000 eager listeners the next day.

By the time I needed to stand up in front of everyone I'd put a few notes together and was ready to let the audience know what the secret to the UK success was.

There Was No Easy Way To Say It

Simply put, I got up and told everyone that selling was the problem and that if they wanted true success in their business they had to stop selling immediately. But because I didn't want to work with the parent company in the US I thought "what have I got to lose by telling them the 'raw' truth. If they don't like it what's the worst that can happen. Yup, they'll downgrade my return tickets to economy!" So I got up and said it anyway.

I Thought It Was Going To Go Down Like A Lead Balloon!

I couldn't have been more wrong. I lost count of the number of people that couldn't wait to tell me how liberating my talk had been and how they related to my non-selling approach.

I'm not sure if it was due to the reaction from the convention attendees or the fact that the big boss wanted to make changes to really jump start their year but...

When I Got Back To The UK The Phone Rang...

Within hours of landing back in the UK (jet lag and all) I got a call from the Chief Exec saying he wanted to get me to train all of their senior consultants and distributors in my non-selling techniques.

Bill explained that he needed to kick start things in the US and he wanted to use my somewhat controversial style as part of the solution. [a counter measure to the hard nosed selling tactics that were killing the business in the States.]

The real truth was that the US business had hit a wall. In fact sales had started to decline and people in the business were becoming disillusioned with the whole thing. They needed direction and fast.

What had been happening in the business was the distributors had been recruiting consultants and then teaching them old school sales tactics to sell the Life Plus range of products.

In the early days this worked fine and had built the business to a level. But the big problem was that customers (and the consultants for that matter) were getting wise to it all and were getting fed up. It was a quick win but after the first sale no one was coming back for more.

They needed help and if they didn't find a way to get customers to begin repeat buying they were dead in the water.

I Thought About It And Turned Them Down

This was a huge step for me at the time because Ellen and I were very happy living in the UK and I had a number of clients who I was happily using my non-selling system with.

Although it was nice that someone wanted to hire my services and relocate Ellen and I in a beautiful part of the United States it just wasn't the offer I was looking for at the time. So I said no.

An Offer I Couldn't Refuse

What I didn't realise was that Bill Evans didn't take 'no' for an answer.

The moment I sent the email saying "thanks but no thanks" I got a telephone call that sort of went along the lines of 'name you price'.

Well I did and the big boss man said YES!

Long story short that one negotiation helped us to pay for the hotel which I bought and converted into my current home.

I Said 'Yes' On One Condition

But all of this was based on one key condition - that Bill agreed for me to have free reign to set up a NO SELLING Education Centre for the distributors and consultants in the business.

You see none of what I was about to do could work effectively if the most important people in the business didn't understand exactly how my non-selling system worked.

Unbeknown to me at the time, I was setting up the first ever environment where all of the tools and techniques that the Simple Plan had to offer could be taught and transferred all in one place.

There Was Still Mutiny In The Ranks

Although many were excited about the developments there were still a few distributors that thought what we were doing was heresy. They just couldn't get their head around the fact that we were promoting a situation where they were literally not allowed to manipulate and force their will upon others who they wished to sell product to.

All this being said, Bill was great and he backed up everything we put in place.

To begin with we started to implement the education programme with the top 12 distributors. We then implemented a whole bunch of Simple Plan strategies that allowed the guys to create much more valuable relationships with clients and potential clients that they'd never experienced before.

Almost Immediately People Began To Call In

One of the things that really got people on board quickly was the way some of the initial strategies worked.

Within the first couple of weeks the phones started to ring. At first they were people just wanting to find out a bit more information. Then this turned into the odd order

here and there. And then after a month or so the orders were coming in day in, day out. In Simple Plan terms we were getting people to buy without having to sell.

The guys had never seen anything like it.

Like Usual The Results Spoke For Themselves

In just six months the guys we inducted through the education programme increased their earnings by an average of 23% a month. Across the company that came to over \$1 million over 12 months.

I don't know what the final figure was but the effect that all of this had on the business was massive.

But let me tell you - this stuff never gets old for me.

There's nothing like the feeling of taking a business and seeing it turn into a money making machine by doing the opposite to what people expect you to do.

This whole thing about 'not' selling, I suppose, is all about giving everyone what they want. It's about the client not feeling like they've got someone leaning on them and it's about the coach, consultant or professional services person not feeling awkward and embarrassed.

Anyway, when you break it all down it still gives me chills to think over £5 million of increased sales and profits for just three organisations, came about by me just following my gut and sticking to what you now know the guy in the street responds to.

But this makes what I'm about to say next pretty strange if you consider what I've just said...

Forget About A Non-Selling System!

That's not what the Simple Plan is about.

Yes I know that sounds completely off the wall after I've just finished telling you how amazing The Simple Plan's non-selling techniques and strategies are.

But the bottom line is...

The Simple Plan Goes Way Beyond A Set Of Clever Strategies And Techniques

The Simple Plan represents something much more fundamental than that.

It's about...

Having Clients That Love Giving You Their Money

The Simple Plan is all about building a client list that has relationship with you and you're your business that's so deep, it acts like a protective force-field. It's about creating an unbreakable bond with you and the client that will end up in many cases as life long friendships. It's about running a business that you love and that loves you back.

How The Simple Plan Is Different From Anything Else You've Ever Seen

This Is NOT Just About 'not' selling: Obviously, The Simple Plan works like crazy when you're working with prospective clients... but that's not all it's used for.

The Simple Plan is a **system of communication that causes a crowd of people to magnetically be drawn to you ...and to come under your influence and happily give you money.**

The amazing thing about it is **it's totally under the radar.** While your competition is trying hard to pressure people into buying (or not because they feel so awkward), The Simple Plan lets you influence the crowd in a more subtle way. **You're perceived to be more of a friend than a salesman.**

This results in **people wanting to buy from you repeatedly** ...*not just in a "first time, one off" scenario.*

So if you have a cold list you've targeted, want to get more from your current clients, or want to leverage other people's clients ...**The Simple Plan is the fastest, easiest, and most effective way to turn that into money.**

For The First Time EVER:

I'll Show You EXACTLY How To Put My Proven Wealth Generation System To Work In YOUR Business! ...The Very Same System That's Brought In The Results You've Already Read About In This Report

Obviously, The Simple Plan works. And chances are, if you use just a little bit of it in your business, **you'll make a lot more money.** Or you could even do like I did and

use it with other people's businesses ...for a cut of the money. (I got paid close to **£400,000.00** for working on the businesses you've read about here.)

So if you want to **put The Simple Plan to work for you**, I'm happy to get you started.

Here's how this is going to work:

First off, for reasons that will be explained later on in this letter I can only allow a select few people to take advantage of this opportunity. I wish I could accept more, but as you'll soon see I'm purposely limiting those who get access to this training for the time being...

The program itself is called....

"How To Generate A Six Figure Income From Your Coaching, Consulting Or Professional Services Business Using A Simple Plan That Works"

...because that's the primary focus...helping you use The Simple Plan to influence thousands of people and get them to happily give you hundreds of thousands of pounds.

And my program walks you through it in just one day.

If you manage to secure one of the coveted spots, here's what you'll receive:

I have broken up this training into three action-oriented training sessions where I will walk you through all the steps to conceiving and building your Simple Plan Business Building System. It's set up so that you go through all three sessions in a one day workshop environment.

The workshop is completely interactive and that's why it's limited to just 20 people.

You'll learn how to use The Simple Plan and put it to work for you immediately.

Here's how it all breaks down:

- 1) A Power Packed Day That Will Deliver A Working Plan That Will Attract Clients In Their Hundreds (Value £997)**

Module 1: *The ‘Power Planning’ System – Getting Your Practice Ready To Go To The Next Level*

What You Must Know Before You Enter The Business Grand National: Most fall during this race. After this session you’ll know how to back the right horse and how you can guarantee you’ll be able to win with it every time

How To Give Your Practice An Invaluable MOT: Many practice owners put their business at risk because they take too long to find the holes in their ship. This session will identify the areas that are limiting your ability to increase your practice income

How To Pick A Group Of People That Will Love What You Do: Too many coaching, consulting and professional practices just work with anyone who walks in the door. Serving people that you enjoy working with and who are best suited to the way you work is just a decision waiting to happen. This session will show you how to pick a target market that best suits you, your service and your personality.

The Organisation System That’s Proven To Generate More Clients Day In Day Out: Practice owners find this one of the most exciting sessions within the whole course. By the end of it you will learn a system that guarantees to increase your practice income.

The Client Attraction Planning Toolset That Will Help You Know Exactly What You’ve Got To Do On The 30th Of Every Month: There is nothing more motivating than knowing how you’re going to get to your goal. That’s what you’ll get from this session.

The 18 Mins a Day That Will Double or Even Triple Your Income: Knowing how to leverage these 18 minutes will change your life and your practice for ever. This session will truly increase the quality of life you currently experience within your practice and personal life.

Module 2: *‘No More Selling’ Lead Generation System – Putting Your Practice On Lead Generation Autopilot*

How To Make Your Client Listen To And Respect You Like They Would If You Were A Heart Surgeon: (projecting IP via free reports, articles, speaking, etc.) If you build credibility with your prospective customer they will buy sooner and spend more. This session shows you a proven technique to do just that.

How To Get People To Call In And Say “Hey I’d Like You To Contact Me”: (press release re free report). This session will truly blow you away. This one technique is a guaranteed way in which your target audience will put their hand up

and say I'm interested in your services without you ever having to pick the phone up to ask them.

How To Make Letters Captivate Your Readers (personal letters): When you realise the key to sending out communications that CONNECT with your intended audience you'll love the thought of sending mail to attract new clients. This session will teach you how simple and exciting it can be to create materials that entice people to call you.

How To Build Your Practice So It Allows Every Prospect To Do Business

With You ... [Turn Today's No's into Small Customers]: One of the reasons many coaches and consultants feel awkward about selling their services is that they do it at the wrong time. Put another way they do it before the customer knows them well enough. This session will show you how to build a cycle of events that takes the 'selling' out of the process and allows the customer to buy at exactly the right time.

How To Go From Annoying Pest To A Welcome Guest (Magic 5 Minutes): So many people that use the telephone to generate interest in their services always end up interrupting the person they are calling. This session will show you how you'll never have to make a cold call again and how you can have prospects waiting for your call ready to listen to what you have to say.

How To Get People Of Influence To Call You In Droves! (faxing the MD's):

When it comes to building your practice the best people to have as customers are those that have influence within their peer group. This session reveals how you can build mouth watering levels of interest so that the 'important people' start calling you.

How To Build Your Relationships With Prospects Before They Buy (5-7

contact system): The biggest mistake that nearly every coach and consultant makes is the lack of follow up they have in place after the first time someone contacts them. The cost of not knowing what to do runs in the thousands for each small consulting or coaching practice! This session gives you a system you can employ that will keep you in the minds of people that contacted you in the past, until they're ready to buy. The numbers of new customers you get from this system alone will be worth the entrance fee.

How To Use FREE Work And When To Offer It: Doing work that may lead to other work long term is a risky business. This session will show you how to decide which situations deserve this work and which ones are going to cost you money.

How To Generate Far More Leads From Networking Groups: ("I'll show you mine so you know what to say or show to others" strategy) Networking groups can be like going to watch some paint dry. Making the most of them is crucial to any professional's success. The majority of coaches and consultants think this is a place to promote their service. WRONG! This session unlocks the secrets on how you can make networking a prime source of leads using a simple and proven strategy.

How To Reach People You Only Dreamed Of: This session unlocks a simple formula that if used as I teach it, will propel you to meetings, connections and encounters you'd only dreamed of in the past.

How To Get Your Practice To Turn Up the Volume: (Personality based communication – including CFL cards) As the marketing noise in all markets gets louder and louder you need ways in which you can stand out from the crowd and get into the customers head. At the end of this session you'll know the principle and accompanying techniques to get your head above the customer's parapet.

Module 3: *'Easy To Buy'* Sales Conversion System – Making Your Practice Easy To Buy For Every Enquiry You Ever Get

How To Say Hello With A Killer Opening Line (magic wordz): Knowing how to engage people you meet in a way that opens doors rather than closes them is a skill. By the end of this session you will know exactly how to greet people that puts them at ease and leads them down the road that is best for them.

How To Describe What You Do: Most coaches and consultants meet people and make the mistake of telling them what they do. This session will show you why this is a mistake and teach you exactly what people want you to say instead.

How To Bring Your Presentation To Life: (presenter and puzzle/gizmo) I've lost count of the number of presentations I've sat in front of that have had me reaching for the match sticks to prop up my eye lids. This session shows you how you can make your presentations captivating, enjoyable and fun leaving your client or audience in no doubt about your level of expertise in your chosen field.

How To Help Clients Buy Exactly What Is Best For Them: (questioning) One of the situations that creates negative tension between consultant and client is the fact that the customer hasn't got to the point where they are certain they are buying the right thing. This creates short term relations, reduced customer loyalty and lower earning capacity for the service provider. This session teaches you a simple but powerful technique that will not only make you're your practice more money but which will also generate much stronger relations between you and your clients.

How To Tune Into Your Prospective Client's Wavelength (W.I.L.F.M. – (or What's In It for Me): There are many times when we meet people and we just don't connect. This session demonstrates how you never need let this happen again.

How To Never Be The Salesperson When You Meet A Prospect For The First Time: (asking implication questions!) When meeting prospective clients for the first time its easy for coaches and consultants to feel like their selling. This session shows you how to position yourself in a consultative perspective rather than a promotional one. The difference allows you to win more clients and quickly grow your practice.

If that seems like a lot of information to pack into 1 day, it's because it is. It won't always be easy, but it will be fun. And in the end, you can either 1) stay where you are or 2) accelerate to where you want to be.

Hopefully #1 is not even an option, and #2 is the only scenario in your head.

But believe it or not, that's still not all...

2) "Feet To The Fire" - three Q&A Sessions (Value £397)

You're in a very fortunate position...

You see, I didn't just create a course on The Simple Plan one weekend and then just decide to sell. No way! Everything I do comes with full after course support. And this workshop is going to be no different.

During the 8 weeks after the course I will be holding 3 tele-conference calls where I will go through all of the questions I've received in the previous period from those that attended the one day workshop.

Not only that but every call will be recorded and posted on the course members area where you can listen to the call and all of my answers at your leisure.

By attending the training and then listening to these Q&A calls, I can assure you that virtually **all of your questions will be answered**. Of course, if for some reason you still have questions, you'll have access to my support department and we'll make sure you get squared away. (The last thing I would ever do is leave one of my students hanging in mid air...)

3) Printed Transcripts And Audio CD's From the Whole Day So You Don't Miss A Thing (Value £297)

I know from all of the workshops and seminars I've ever attended that one of the things I wished the event organisers and hosts would have done would have been to record the event. You and I know you can't hear every word someone says and note down every important point during the course of a whole day.

That's why the whole workshop will be recorded and sent to you after the event on CD.

That way you can go to specific points in the day or just listen to it all over again when you're driving or wanting to refresh on the content.

"How Much Is This Training Going to Cost Me?"

Allow me to explain...

First, you need to be willing to invest £497 to reserve your spot. This fee covers my time in putting all this together for you, plus it ensures that only serious people apply. Also please remember that only 20 people will be allowed to attend and see The Simple Plan unveiled in this type of intimate workshop format. This is a one time offer right now for just a select few.

And right now we're not even allowing anyone to order. Instead we're just letting people subscribe to our 'early bird' list so they get first refusal when places go on sale in August.

My "Put My Money Where My Mouth Is" Double Guarantee Ensures That Either YOU Succeed Or You Don't Pay...

Here's how it works...

Guarantee #1: 45-Day "Free Test Drive"

You have a full 45 days (more than enough time to go through the entire course) to see if my "How To Generate A Six Figure Income From Your Coaching, Consulting Or Professional Services Business Using A Simple Plan That Works" is right for you. If you determine that it isn't, just let us know and we'll gladly refund your money. No hassles. No hard feelings. But even if you go beyond the 45-day unconditional guarantee period you're still protected by Guarantee #2...

Guarantee #2: Put My Money Where My Mouth Is...

This is crucial stuff so pay attention: Go through the training and complete all the Action Steps according to my instruction in the course. If by the end of 90 days you haven't met your goal, let me know and I'll personally work with you for an additional 90 days. **(I'll not only give you access to my private email address, I'll also allow you to schedule 30-minute calls with me if necessary).** If after that time you aren't where you want to be, let me know and I'll not only issue you a refund, I'll also cut you a check for £500 just for wasting your time.

How's that for putting my money where my mouth is?

That's how serious I am about wanting you to succeed, and that's also how confident I am that my system really works! You see, if I don't hold up to my end of the bargain, I'm not only £500 in the hole, I'm also out all the time that I spent working with you one-on-one (which frankly costs me a lot more than £500!)

I'll say it again one more time just in case you dozed off...

**IF YOU ATTEND THE WORKSHOP,
FOLLOW THE ACTION STEPS AND LISTEN
TO THE Q&A CALLS, YOU WILL HAVE A
VERY PROFITABLE BUSINESS.**

I ABSOLUTELY GUARANTEE IT!

As long as you're committed, you simply CANNOT lose.

But whatever you do, DON'T delay. When I say this course is limited...I mean it!

If you don't believe me, just ask the people who were left out of my previous seminars in the past.

So trust me...this is NOT one of those BS marketing ploys that you're probably used to.

Once it hits the limit of 20, this registration link will be taken down and you will be on the outside looking in. Don't let that happen!

If you're interested, click on the registration button below (as soon as it becomes active) and reserve one of the slots before it's too late...

**BOOKINGS FOR 'THE SIMPLE
PLAN'
GO LIVE
ON AUGUST 26TH AT 9:00 AM.**

**If you'd like to get a 1 HOUR head start
over everyone else you can join the early
bird list at the link below:**

www.simpleplanthatworks.co.uk/sste1.html

Best regards,
Mark Layder
Creator Of The Simple Plan

P.S. Just so you know, there's nothing "magical" about The Simple Plan even though it may seem like it. Sure, it's responsible for some big increases in sales and profits of a diverse range of businesses both here and in the US. And while that may seem amazing, you should consider this: You and I, as coaches, consultants and independent professional service people have the ability to communicate with thousands of people - literally – at the press of a button or the send of a postcard.

And if you can communicate with someone, you can influence them ...and ultimately turn them into a client.

When you think about it, the odds are really stacked in your favour. When you understand the Buying Psychology behind The Simple Plan, and you use it to influence millions of people using the techniques I teach you, it's pretty hard not to see some **amazing results**. My point is, **YOU CAN DO THIS**. You can make The Simple Plan work for you. All you have to do is let me "download" the system into your brain during the workshop and then over the following 8 weeks via my support system.

P.P.S. Remember, your success is totally guaranteed!