



15 TINY TWEAKS THAT PRODUCE BIG RESULTS





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James Wedmore

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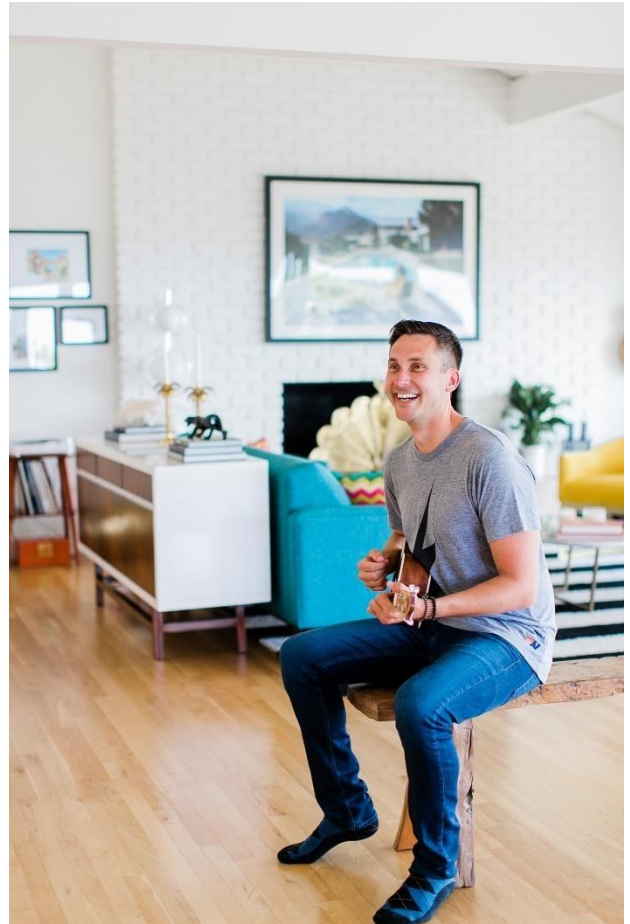
ABOUT JAMES WEDMORE

Hi, I'm James. A quick "blurb" about me, so you have some context about what you've just downloaded...

I started my first online business 16 years ago. I created an e-book teaching people "how to bartend." Totally random I know. But the experience I learned with that business combined with my experience from Film School and an undying love I have for film making and visual storytelling helped me to launch a personal brand teaching online video to small businesses.

In fact, I've been known by many as the **go-to-guy** for everything **YouTube Marketing**. That's pretty cool. But what was **even more cool: I built up an 8-figure digital brand around my online courses and digital products.**

And today, I simply show other message-driven entrepreneurs how to be the "go-to-guy or gal" in their industry. I'm hoping this report can help. :)



THE INTENTION OF THIS REPORT:

The intention of this report is simple: **to help you LEVERAGE your time and energy to get BIG RESULTS with little effort.** That's the beauty of being an entrepreneur. Our VALUE (*i.e.: money!*) is not directly correlated with the amount of time we spend, the hours we work or even the EFFORT we put into what we do.

But for the rest of the World, that's not the case, is it?

If you had an hourly salary at even the BEST JOB in the world, you're still limited by the money you can make, simply because of the limit we have on hours in a day, and days in a week. If you wanted to make more money, you'd have to work longer.

...but not as an entrepreneur. The money we make is NOT dependent on the hours we work, or how much we sacrifice and suffer. Although, that's what I see most struggling entrepreneurs doing these days...

Welcome to the Overwhelm Economy...

...where today, everyone's an "entrepreneur" working harder and longer for **less money.** And that's simply because for our entire lives, we've been sold on the idea of "*success takes hard work.*"

And if you want MORE success, you must put in MORE hard work.

Well... what if that's true? I mean sure there's proof that it's true! But what if it weren't 100% true. **What if YOU could be the exception?**

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I mean the very phrase “success takes hard work” sounds like the biggest oxymoron on the planet! How can you even put “success” and “hard” in the same sentence? That’s because most people live in the World of Achievement – where what you achieve and acquire is more important than what you EXPERIENCE.

How many people do you know are willing to sacrifice time with family & friends, sacrifice their physical (and mental!) health, and ultimately their happiness NOW for more money or this thing called “success?!”

Now, don’t get me wrong... I LOVE MONEY! And you should too! And I absolutely love when it comes easy to me. And that’s why I have a different definition of “success.”

A NEW DEFINITION OF SUCCESS:

Success - (n.) Getting what you said you would get, with as little effort as possible.

What if hard work, struggle and sacrifice were NOT essential ingredients for success? What if running a business was fun, easy and fulfilling!

In fact, one of the affirmations I’ve been using for years, is:

*The Less I Do,
The More I Make.*

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The following report was created to offer specific examples of the small, light and easy action items I've deployed in my business to experience massive, exponential results!

But Before We Dive In...

I don't want to just give you a to-do list. I'd rather give you an opportunity to begin looking at business (*specifically yours!*) through a completely different lens. The following are three "*principles*" for approaching your business that are intended to combat the biggest mistakes I see entrepreneurs making today.

Because remember, you are NOT an employee. You do NOT have a JOB. THIS IS YOUR BUSINESS. It is it's own breathing, living thing. The quicker we can step into the entrepreneur (*and ultimately the Business Owner*) ROLE, **the quicker we can begin working ON our business (*not in it*)** to see it grow quicker and easier!

3 PRINCIPLES FOR ENTREPRENEURS:

Principle #1: Profit First, Ask Questions Later

The Internet is FILLED with distractions, and if you made a to-do list of all the things you "*needed*" in order to start and build an online business, you could be busy for 12 months without ever making a single dollar. You've got: creating a logo, building a website, setting up aaaall your social media

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profiles, creating free content, setting up a countless list of software, and the list goes on and on!

As Steven Covey said in 'The 7 Habits of Highly Effective People,'

Begin with the end in mind.

The "END" is the sale. The "cha-ching" of the virtual register! And as the CEO, your must **focus FIRST on profit.**

Now, I know a lot of entrepreneurs preach the OPPOSITE of "profit first" in an effort to bring more integrity and ethics to business. But there is a big difference between "focus on profit first" vs "profit is ALL that matters." If your first thought every day isn't focused on how your business can generate revenue, increase sales or attract more customers, it won't. Plain and simple. Because if that's not your top priority and responsibility, it's no one's.

This is why I believe 8 out of 10 businesses fail within the first 18 months. They are excited about the idea of "starting a business" and they never focus on serving customers and getting paid!

So, finding priorities is easy: **focus on the highest revenue-generating activities FIRST.** The success of your business literally depends on it.

Principle #2: Every Business Needs a Little TLC

Sure, every business needs some tender, loving care, but what I'm talking about here is actually **Traffic, Leads & Customers...** in that order.

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There are an infinite amount of business models and strategies online... so many in fact, that it tends to overwhelm and confuse. (*ex: Which is the right plan for me?! What's the best way to...?*)

But every single business needs traffic, leads and customers.



And now that you know that, you now know where to focus your time so you can fulfill on Principle #1.

You must have **at LEAST (but not limited to) one strategy for generating consistent traffic to your website. You must have at least (but not limited to) one strategy for generated new leads in your business, and you must have at LEAST (but not limited to) one strategy for generating new sales or customers in your business.**

Then everything you learn or want to implement in your business, must ultimately fall under one of those three essential ingredients: Will this help me increase traffic? Generate more leads? Attract more customers?

Although Profit and having a Monetization Plan (Principle #1) is paramount, know the three essential ingredients (Traffic, Leads, Customers) will help you get clear on HOW to create your profit plan.

And once you have that, you simply need to get clear on...

Principle #3: Metrics That Matter

Metrics That Matter are the **2-4 essential indicators** of performance in your business that directly effect your #1 Metric: **Sales**. When you change these metrics, you affect sales.

This includes (and also not limited to) **conversion rates, ratios or any important “percentages”** that have a direct impact on your bottom line.

The best way to drive this home is through a simple example. Let’s say I do a webinar. At the end of the webinar I offer one of my programs for sale. If I have 100 attendees, and 10 sales, I have a 10% conversion rate. Now, if I **DOUBLE** that metric (10% to 20%), I have doubled my sales (awesome!) But... we missed something.

What if you could get just 10% more people to actually attend that webinar. If we had 300 people originally registered for this webinar, and we increase our attendance rate (a metric that matters) from 30 to 40%, we’ve just added 20 more people to the webinar. Well, hey! That’s 4 more sales! If you’re selling a \$997 product, you just make an extra \$4,000!

When you identify **YOUR** Metrics That Matter, you can actually ignore 99.9% of the other noise, numbers and data being thrown at you every day!

Okay, really simple. If you’re in business, you’re here to make money. So make some. Focus on Profit first (Principle #1). In order to do that, you’ll need a plan for generating Traffic, traffic into leads, and leads into customers (Principle #2). Once you’ve done that, you simply focus on how to **INCREASE** the performance of your strategies by creating and improving your Metrics That Matter (Principle #3).

15 TINY TWEAKS THAT PRODUCE **BIG RESULTS**

Now that we've got that out of the way, I want you to scan through my 15 tweaks below for the "*low hanging fruit*" in your business. **Where are the quick wins that you can easily depot for big results?** Remember, if it doesn't help get you traffic, leads or more sales, ignore it and move on!

All of these "tweaks" have made me money... some of them, BIG MONEY! Yet, you didn't pay a dime for this report. Don't make the mistake that 99% of others will, which is to just toss this aside never to use anything. Most people never value with they don't pay for. Others have been jaded by "hypey" freebies that act as sales letters for other products.

That's not the case here. I have tons of stuff to sell you, but not here. This is just real GOLD that has worked for me, and now you can try it on yourself.

Ready?!

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MARKETING TWEAK #1: THE STEALTH UPSELL

Short Description: Create a 20% Off Coupon (*good for 48 hours*) for new customers immediately after purchasing.

Long Description: I call this the “stealth” upsell. Why? Because it doesn’t look like an upsell, but it sure does act like one. For this tweak, all you need to do is add a “thank you” email to your customer on-boarding sequence letting them know you’ve got a special gift to show your gratitude: a 20% off coupon good for any of the courses or programs you have available in your store.

If you can, make the coupon code expire in 24-48 hours so you have some urgency. **We’ve seen 30-40% uptake on this strategy.**

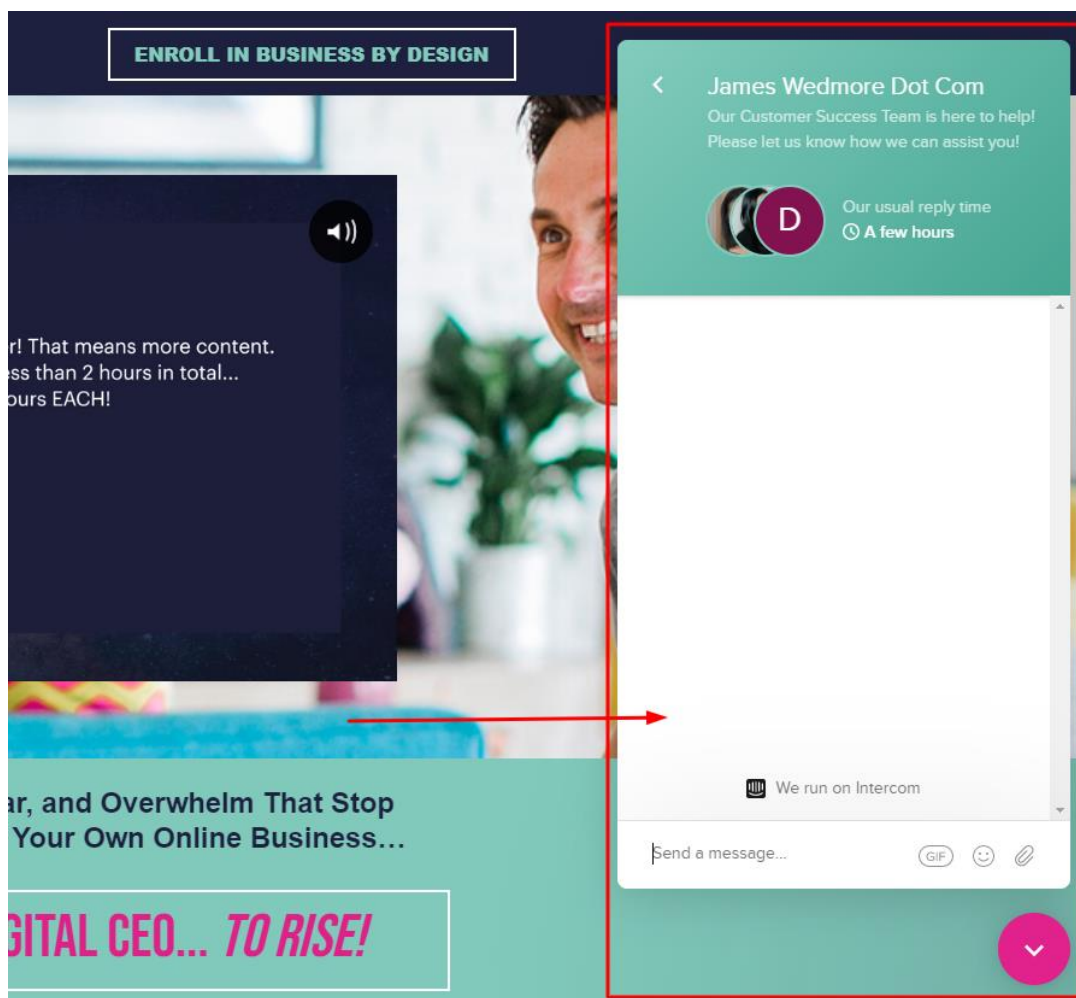
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MARKETING TWEAK #2: ADD LIVE CHAT

Short Description: Add a live chat box to your sales pages and checkout pages.

Long Description: We love, love, love and recommend **INTERCOM** for live chat functionality. And setting up a chat function on your pages couldn't be easier! Yet the results are powerful! Your audience **CRAVES** connection. You must be willing to chat, listen and answer questions quickly with prospective buyers.

And as a bonus, there are a ton of automated "triggers" and events you can set up for those who have been visiting certain areas of your page, or for certain lengths of time.



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MARKETING TWEAK #3: OFFER A PAYMENT PLAN

Short Description: Give your customers the option to pay in installments

Long Description: Offering even a TWO-PAY (*please not more than a 12-pay!*) option will increase sales instantly. I suggest only having TWO options to purchase: **ONE payment plan and the PAY-IN-FULL Price.** This way you avoid confusion. In fact, to put this “tweak” on overdrive, try LEADING with the payment plan. In other words, your price should look like this:

12 x \$97

or Save 32% When You Pay in Full

And you can see the screenshot I’ve included as an example:

The screenshot shows a promotional banner for 'Business By Design' with a dark blue, starry background. At the top, the text reads 'Enroll in Business By Design Today' in orange and white. Below that, '6 MONTHLY PAYMENTS OF \$577' is written in large white letters, with '(JUST \$577 TODAY)' in smaller red text underneath. A central teal button contains the text 'CLICK HERE TO JOIN BUSINESS BY DESIGN'. Below the button are logos for VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, and PayPal. At the bottom, there is a call to action: 'Still have questions before enrolling? We got you covered! Speak to a Bonafide BBD Alumni live over Zoom right now! Click Here to Hop on a Call!'.

Setting up a payment plan is super easy. We use [Samcart](#) and [Kajabi](#) for all our checkout needs.

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Another tip: be willing to work with potential customers on payment plans. Maybe you only offer a 2-pay option, but an eager prospect is looking for a plan that will suit their needs. Be willing to work with those eager customers to create custom plans that fit both yours and their needs.

MARKETING TWEAK #4: SHOW ME YOUR DEADLINE

Short Description: Every “digital product” should have a deadline.

Long Description: When we have new customers enroll into my Premier Marketing Program, [Business By Design](#), one of the first things I suggest they do is notify their list that their course is coming down and the “doors are closing” in a few days. Most students generate more sales in that small window of time than in the next 6 months (*or more!*) that their course has been sitting “for sale” on their website.

This “tweak” is to make sure that every digital product or “information program” (*i.e.: courses, membership sites, etc.*) has a DEADLINE attached to it. Whether the the course is sold through an evergreen funnel, a live webinar or just a simple sales page, having a deadline only increases your sales! This ‘*sense of urgency*’ gives prospects who are on the fence a reason to buy NOW!

Note: We use a powerful tool called [DeadlineFunnel](#) to manage and create all our deadlines and countdown timers.

MARKETING TWEAK #5: EMAIL AUTOMATION

Short Description: Turn your existing manual emails into automated campaigns that send, resend, and segment themselves!

Long Description: Automation is a tool that has had the team and I excited (and efficient) for over a year, specially email automation. We've automated things from a few emails to our email list, welcome emails when new students join our programs, to the entire Business By Design launch from start to finish (I'm talking funnels, on funnels, on funnels!). And there are SO many ways you can start utilizing automation in your business right now to increase the efficiency of your existing marketing campaigns.

The easiest way I know how to get started with email automation is with a platform we use called [ActiveCampaign](#).

Now, there are a few elements at play here. Number one, by building out an email automation once can save you hours of time in your business. Can you imagine building something once and it does the rest for you on repeat over and over again? Welcome to the automated email campaign. The fact of the matter is, email automations can be made SO efficiently that they can literally save you the same amount of time in your business that hiring an assistant or team member could (not to say you shouldn't hire a team member, if you know me, then you know how big I am on hiring teams!).

Number 2, email campaigns take all the work out of email marketing so you can focus on other revenue generating activities in your biz.

Want to re-send your emails to unopens? Your automation can do that. Want to send a certain email to someone who clicked a link? Your automation can do that. Want to create a custom Facebook audience for people in your automation? ... You guessed it, it can do that too. In fact, automations can do

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SO much to make email marketing a breeze that the team and I are still uncovering hidden gems constantly.

MARKETING TWEAK #6: ADD YOUR PHONE NUMBER

Short Description: Add a Phone Number or link to schedule a zoom call to Your Sales Page and Checkout Page for increased conversion.

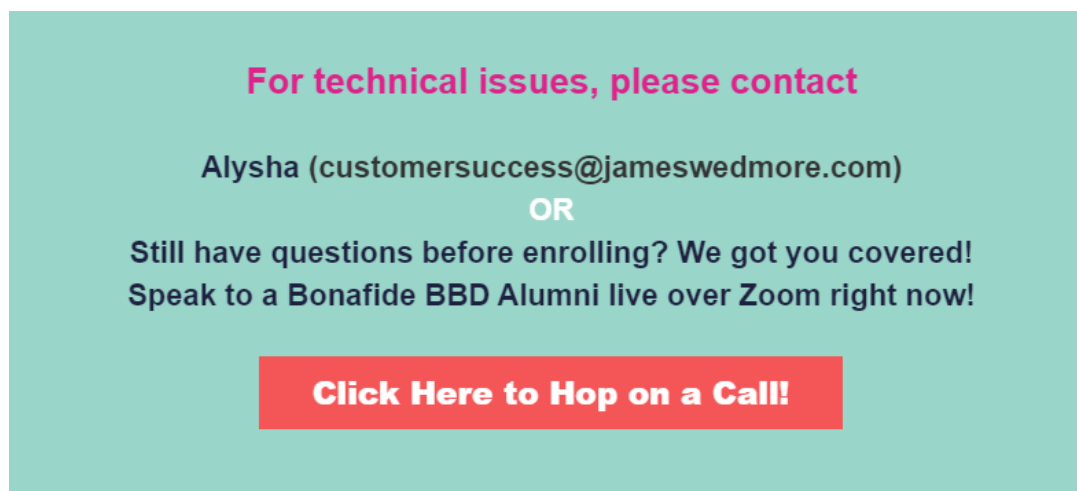
Long

Description:

This tweak is really simple but so many people refuse to do it. It has been proven

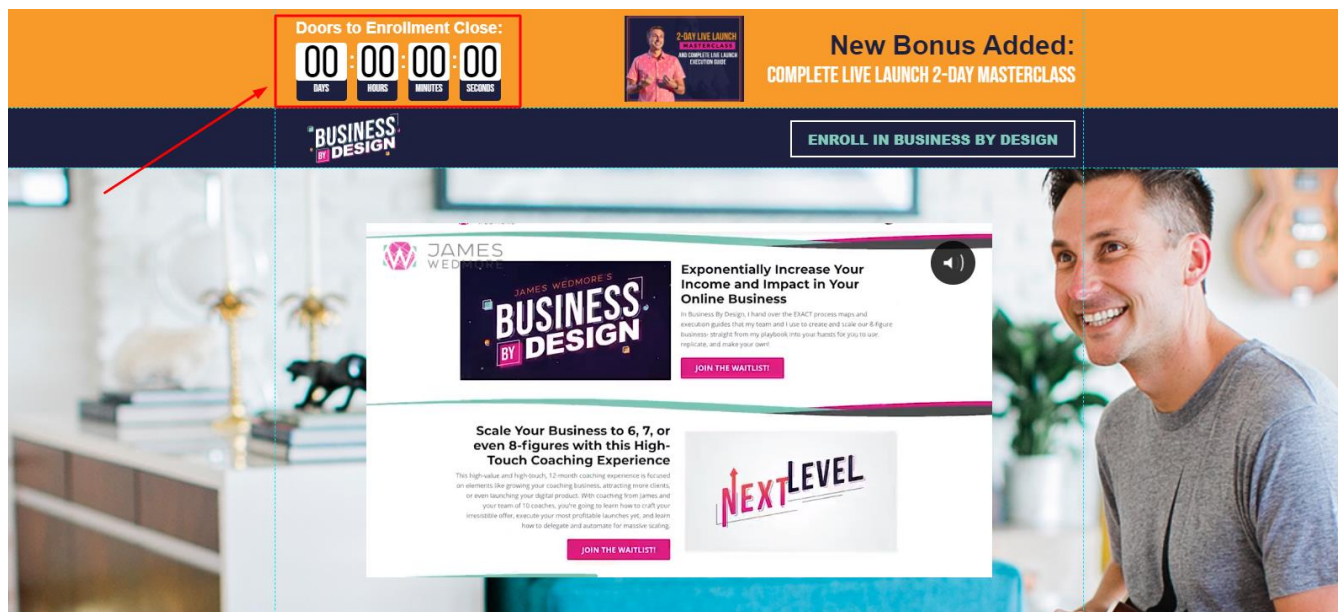
countless times that simply having a phone number or link to book a call on your sales page and checkout page will increase conversion rates even if **people don't dial the number or book a call, they just like knowing that it is there.**

Now it makes sense that you wouldn't want to put your personal phone number on a sales page so anybody could call you day or night. **Don't do that.** Instead you can **get a Google voice number** that automatically sends people to a voicemail prompting them to leave a message so you or someone on your team can return their call or if you want to do a zoom call you can put a direct [Calendly](#) link on your sales page.



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MARKETING TWEAK #7: ADD A COUNTDOWN TIMER



Short Description: With less than 48 hours to go, add a countdown timer to your marketing pages.

Long Description: I've already mentioned the power of using deadlines in your promotions and launches, a countdown timer is simply a great way to communicate the urgency of your upcoming deadline. This tweak is simply to encourage you to add deadlines to all of your marketing assets. We add deadlines to our sales pages, checkout pages and yes even our emails. This is all very simple and can be set up really quickly using a powerful tool I mentioned previously DeadlineFunnel.com

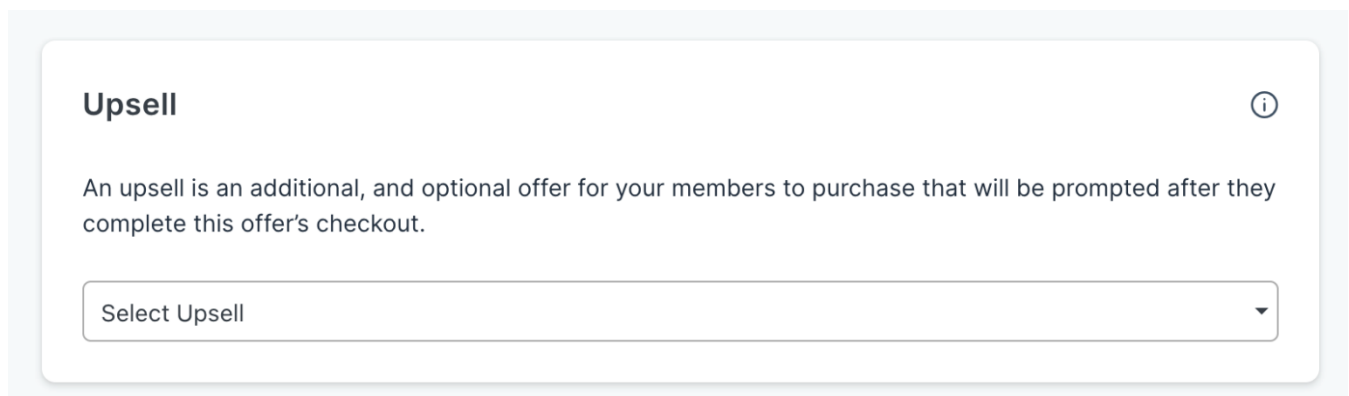
MARKETING TWEAK #8: ADD A ONE-CLICK UPSELL

Short Description: Add a One-Click Upsell to Your Existing Product

Long Description: I have already mentioned the “stealth upsell,” but a one-click upsell is an opportunity that you would offer to your customer as soon as they click the submit button on your checkout page.

When done correctly, you can see between **20 to 30%** of your customers say yes to one of your upsells. I can't stress enough how easy it is to create an upsell and how much additional revenue it can add to your business. The best offers to consider for an upsell are any opportunities that help your customer fulfill on the promise of the original product they purchased. What would help them get results even faster or easier. Think of coaching, templates, Software, or any done-for-you services.

And although it may seem complicated to create an upsell, it's really not. We absolutely love [Kajabi](#) and they've made upsells extremely easy.



MARKETING TWEAK #9: THE BACKEND OFFER

Short Description: Add a high-end coaching offer to your backend strategy.

Long Description: I believe one of the differences between a “newbie” marketer and a more seasoned professional, is that the latter knows that the **money is in the backend**. For the longest time, my business was centered only around selling a front and \$97 product. Every month, I had to do so much to chase down new customers and hit my financial goals. When you realize that even just a small percentage of your customers are looking for more coaching and support from you, you have the opportunity to invite them to get the results they want quicker and easier.

We'll tackle this in two steps. First you need to **identify a high-end offer that you could provide**. This would consist of coaching, group coaching, masterminding, workshops or other done for you services.

Second, you'll need to **determine how you want to present this backend offer to your customers**. There are several different methods for doing so, including having one of the first communications or touch points with your new customers to be an invitation to learn more about this backend offer. This can be done in a simple email or video presented to your customer shortly after purchasing your product.

One such strategy that I rather enjoy, is simply to create a process where someone on your team personally calls every customer as soon as they sign-up. On that call, your team member could inquire to see if they are interested in more coaching or support. If your customer responds “yes”, you could follow up with a personal sales call or email regarding more information about the offer.

MARKETING TWEAK #10: EXIT SURVEY – > OFFER

Short Description: Create an Exit Survey, and segment your respondents into different “backend offers” or downsells.

Long Description: I am hoping that anytime you run any type of project, promotion or launch that you end that project by sending out an **exit survey**. An exit survey can be as simple as asking your audience why they didn't purchase. You can simply email your “non-buyers” and ask them to “reply” to your email with their reason why they didn't buy, or use a survey software such as [SurveyMonkey.com](https://www.surveymonkey.com) or [Monday.com](https://www.monday.com).

Now, adding a segmented offer to the backend of your exit survey is especially unique because it allows you to follow-up with the respondents of this survey and make unique tailored offers to each of them.

You see, at the end of any launch there will be a large amount of people who consumed your stuff and loved what you had to say. One of the reasons they didn't invest is because they wanted more support and coaching from you. (ie. “I am looking for more handholding and direct access). For all the respondents

Hey!

First — a HUGE thank you for participating in my free training series, “The Rise of the Digital CEO” and reading “Hardwired for Entrepreneurship”. This past week has been a blast.

But I noticed you chose not to join us inside Business By Design... and I'd love to know why!

Would you take less than 5 seconds to tell me why you decided to pass?

[Click here to let me know!](#)

Thanks!
James

P.S. Yes, I understand you may have received this email even if you did invest, a lot of my customers use “multiple emails” so if you DID purchase, you can ignore this :)

P.P.S Yes, we DO use this feedback to make sure we're bringing you amazing content to transform your business. So it REALLY does matter!

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who didn't buy for this specific reason, you can make an offer to them to invest in a high-end coaching program or mastermind. Make sense? There will also be prospects who didn't buy because of money. (ie. "I couldn't afford it") When your respondents select money as the reason why they didn't invest, this is an opportunity to present them with a "light" downsell offer that is less expensive.

Bottom line: we are always leaving money on the table. Don't forget that (and that is a good thing by the way!). The Internet affords us the opportunity to put our message in front of more people than ever before! The problem of course is that one message does not fit all. This is a powerful strategy for segmenting and customizing your message to fit the unique needs of your audience.

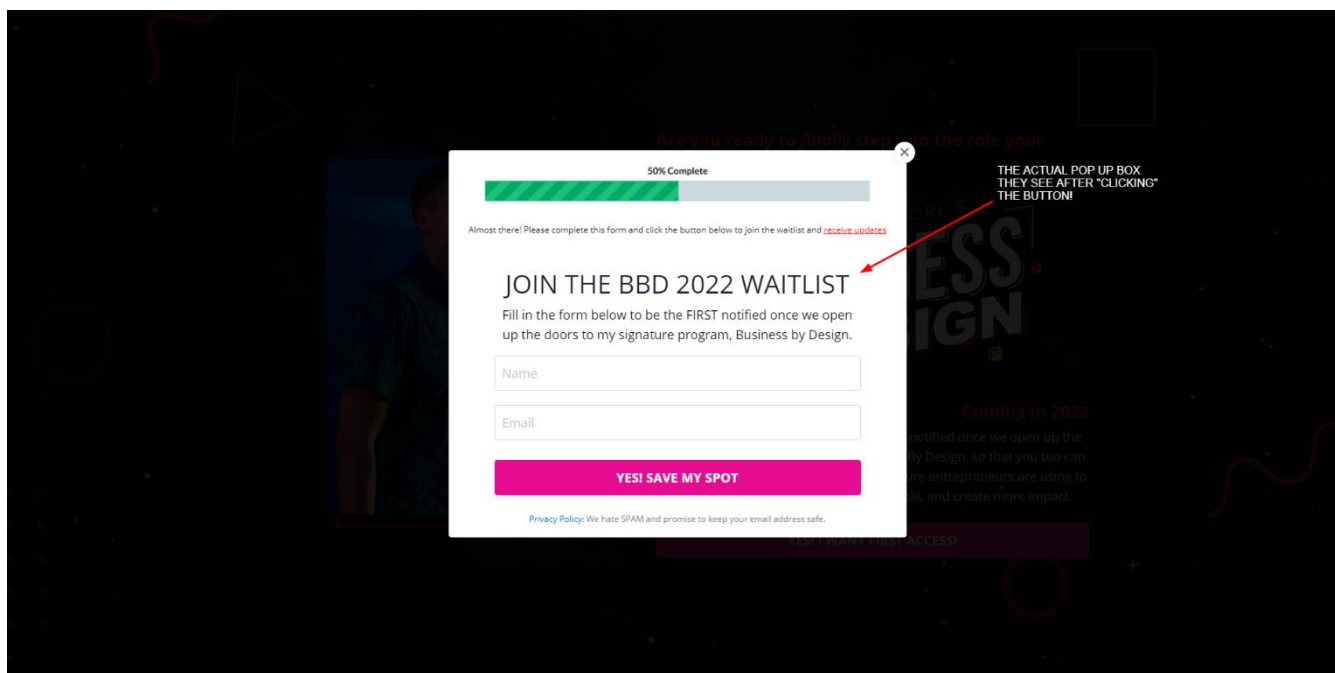
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MARKETING TWEAK #11: USE POP UP BOXES!

Short Description: Add/Use Instapage's "Pop Up Box" Tool for improved list building.

Long Description: A "pop up box" is a term that [Instapage](#) uses for one of their most powerful tools that they offer. A Pop Up Box ultimately eliminates the need for opt-in pages or squeeze pages. In this tweak, I'll simply ask you to replace as many optin pages pages or landing pages that you have on the Internet with simple pop up boxes. Why? Because they perform extremely well.

Below is an example one of the pop up boxes that we use on our website.



As a bonus tweak, you'll notice one of the cool tricks that we use inside our pop up boxes that we found in a really cool split test. Having a finger or arrow pointing to the email form outperforms any picture of me (like my face) or my product.

MARKETING TWEAK #12: THE CONTENT-SPECIFIC OPT-IN

Short Description: Create “content upgrades” from your most-popular posts, podcasts or videos.

Long Description: Okay let's talk about list building. Inside my flagship marketing program [Business By Design](#), we make the distinction that there are two types of list building strategies: there's the **Tortoise strategy** which is the slow and steady yet organic and free traffic strategy and there is the **Hare Strategy**. The Hare Strategy is fast, but it cost money. What I'm talking about here is the difference between organic traffic from content and social media (Tortoise) and paid traffic from services such as Facebook ads (Hare).

This list building tweak applies to your Hare strategy. If you have a platform such as a YouTube channel a blog or a podcast, here's what I suggest doing. Go back and select the top 10 most popular and viewed content pieces you have and make sure that each of them has a specific “Content upgrade” attached to them. When you create a simple PDF resource video or cheat sheet that accompanies your most popular content, you begin to put your list building on steroids.

Below is an example exactly how I do this on my podcast, The Mind Your Business Podcast:

<https://www.mindyourbusinesspodcast.com/blog/076>

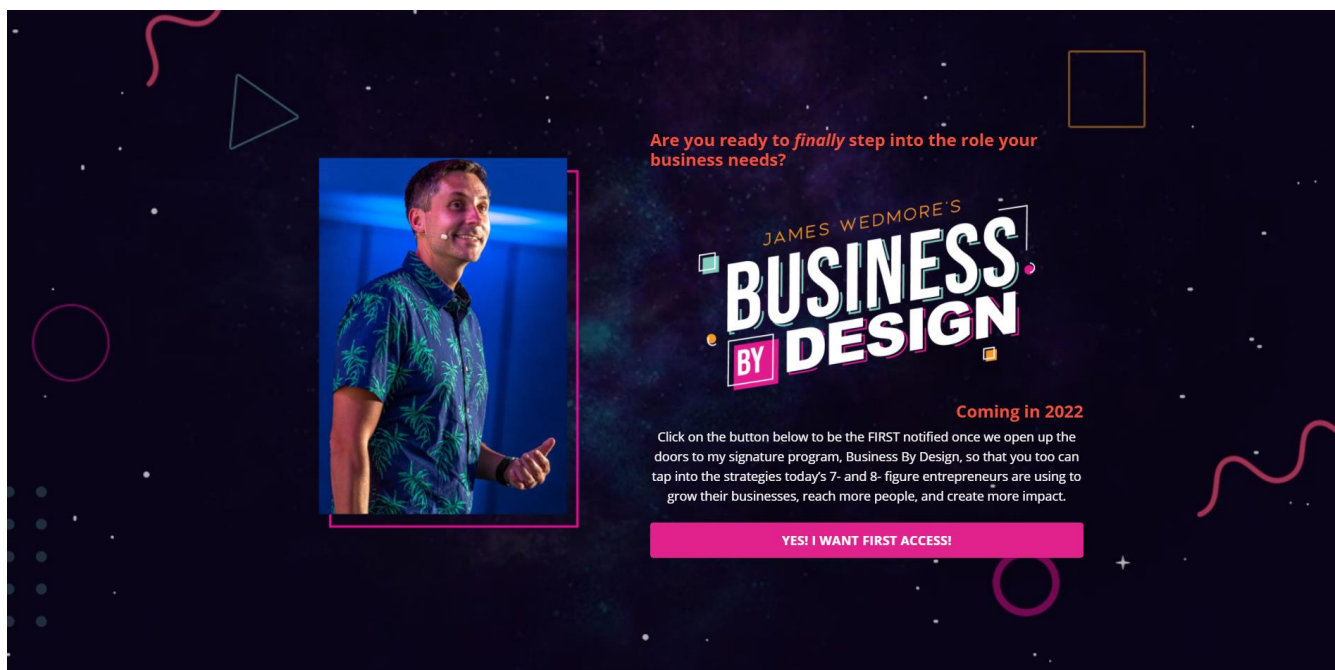
This one example had close to 400 new opt-ins in the first month we posted the episode. Now, it continues to slowly gather new leads on a daily basis.

MARKETING TWEAK #13:

WAITLIST PAGE – > EARLY BIRD OFFER

Short Description: Create a simple waitlist page for all your “closed” offers and create an **early bird buyer campaign**.

Long Description: Now that you know to create a deadline and close down the doors to your products, it's time to create a simple waitlist page that is intended to do one thing: **build up an interest list of those want to know more about your program**. These “wait-listers” can be among your warmest leads. See below for the simple waitlist page example that I use in my business:



<http://www.BusinessByDesign.net>

But don't stop there. Before you relaunch, make sure to do something special for everyone who signed up to get on the waitlist for your program. Any type of **early bird promotion, special discount or unique offer** will allow you to generate revenue very quickly and very easily.

MARKETING TWEAK #14: TESTIMONIALS EVERYWHERE

Short Description: Make sure you have your BEST testimonials front and center everywhere!

Long Description: I feel like this next tweak is an obvious one, BUT it is also so essential that I couldn't ignore it. We all know the power of social proof. Don't ignore or avoid it. This tweak is an invitation for you to put testimonials everywhere you can and in every different way that you can. Let me explain.

I put testimonials on...

- ▶ My Sales Page
- ▶ My Checkout Page
- ▶ In my Email Copy
- ▶ In my Free Training (like even this PDF)
- ▶ On my website/blog
- ▶ On Instagram and Facebook



\$255,000 Online Course Launch

Stepping into the Digital CEO role of her business, Jasmine discovered that GREAT PRODUCTS (the ones that people actually want to buy) are determined by what your customer wants, NOT what you think they need.



He made \$5k in the first 10 days...

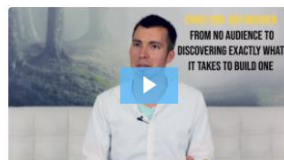
Now he's surpassing 500k in revenue.

I built my very first course and at first, it epically failed, but I finally have my first successful launch. It generated about \$5,000 worth of revenue in about 10 days and it blew my mind.



\$164,000 Launch and Counting

Britt went from two back-to-back \$20K launches (not too shabby) to a more recent launch that generated \$164K in sales (holy coyote!).



From No Audience to **Discovering How to Build One**

I bring you a Spiritual Healer's breakthrough journey who started his business by making videos (bad ones!) and sharing them online, with no plan or marketing strategy, hoping that everybody or anybody would listen.



From Working 50 Hours a Week to Increasing Her Revenue by 157% and Only Working 17 Hours a Week

I'm working less than a third than what I was working before. I also have seen my monthly revenue increase by 157% even though I am working less than a third of what I was working before BDD.



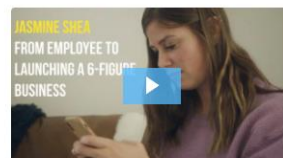
From \$1200 to **\$70K per Month** Recurring Revenue

I don't mean that you gonna make that type of money but I wanna let you know that was available and I for sure didn't take my account to that next level until I was in Business By Design.



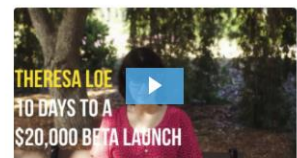
From 14 Hour Days to a **Multiple 6-Figure Business**

Four years ago, Tiffany Lee Bymaster (aka Coach Glitter), was completely overworked and was physically unable to keep it up any longer. Today, Tiffany runs her own multiple six-figure business from the comfort of her own home.



From Employee to Launching a **6-Figure Business**

She now runs a six-figure business, just moved into a new apartment, bought her first five-figure living room sofa, and has the freedom to hangout with her two kitties and handsome hubby.



10 Days to a **\$20,000 Beta Launch**

When just over 2.5 years ago, had a life-changing "wake up call" with CANCER and soon became MORE afraid of *NOT* following her dreams than fearing she'd make a mistake or look bad.

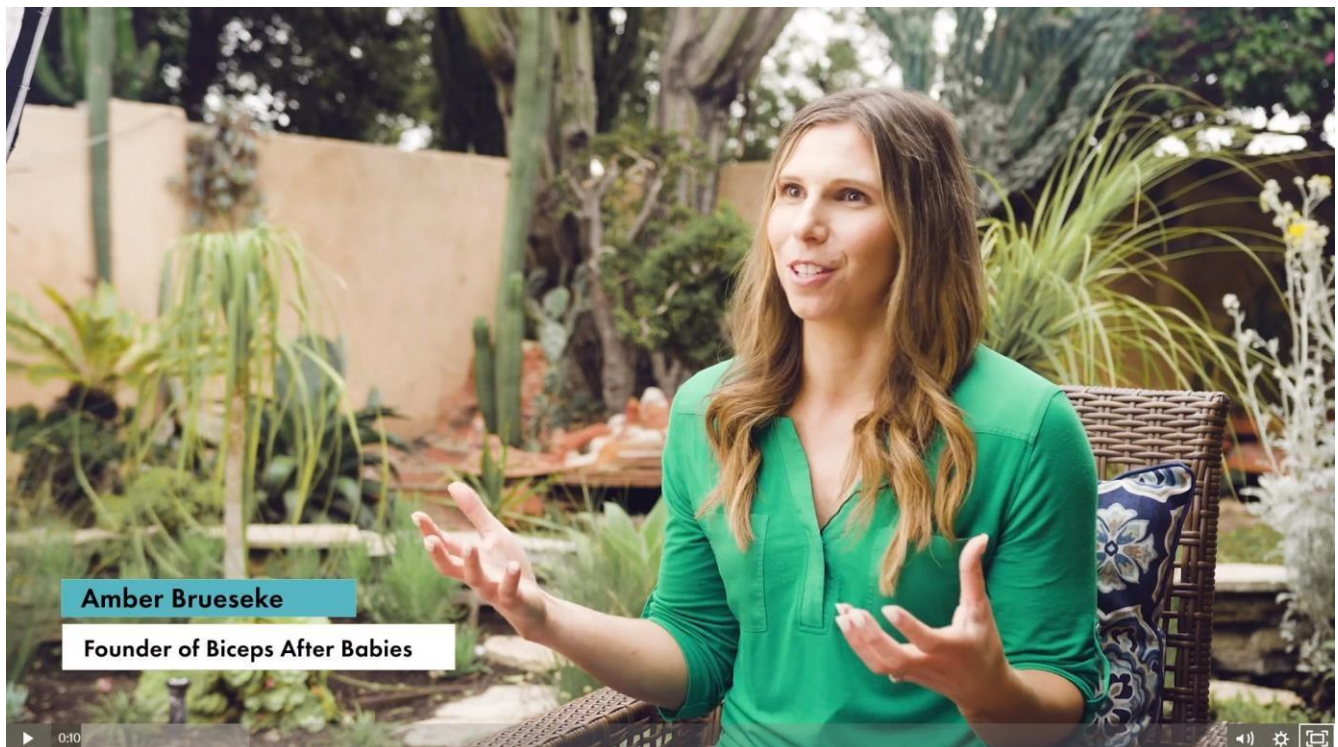
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But I also create testimonials of many different shapes and sizes...

- ▶ I have endorsements from experts
- ▶ I share results from students
- ▶ Cool videos of my students' stories
- ▶ Screenshots of Facebook comments
- ▶ and even full-blown case studies

Very early on, I created a **process in my business to gather, organize and filter any and all testimonials**. In fact, right now, we have a Monday board with every testimonial that we have captured. If you don't have any testimonials yet, it's time to get some. Step one is help people. **Step two is ask for a testimonial**.

My invitation to you is to **pick one page that you can add at least one testimonial** to in your business or to add one new style or type of testimonial to your marketing that you haven't already used.



MARKETING TWEAK #15: LIVE EVENT AS A BONUS

Short Description: Add a live event (in person or virtual) as a bonus to one of your programs

Long Description: One of the best ways that we've always been able to increase sales is to increase the value of the offer. And one of the best ways that we've been able to do that is by offering a **live event as a bonus.**



Now, Live events can be expensive and/or time consuming, however it is an incredible opportunity to connect with your customers, help them even more, gather amazing testimonials on video and even pitch additional programs. Don't overthink or over complicate this. A live event can be as simple as a one to two day workshop that you host at a local hotel or something you even host on zoom.

**WE DID IT!
NOW WHAT?**

I hope you have enjoyed these simple 15 Tweaks. Can you take just one or two and deploy in your business? Look for the ones that are light, easy and do-able! Then, keep this document safe! You can always come back and add more later.

Now, for the BIGGEST LESSON of Them All!

Always Over-Deliver. Yup. Without further ado, here are a few bonus “tweaks” thoughts, ideas or action items that didn’t quite make my original “15 tweaks,” but I still wanted to share with you!

BONUS MARKETING TWEAK #16: ADD VIDEO EVERYWHERE

You most likely know by now, I got my start teaching video, and I become known by many as the go-to YouTube and video marketing guy. So obviously, I'm a huge advocate for using video everywhere that you possibly can in your marketing. You probably already noticed a few videos from me just in the short time that we've already interacted. The following is a short list of some of the places that you should be putting video in your marketing...

- ▶ Landing pages
- ▶ Thank you pages
- ▶ Sales page
- ▶ Download page
- ▶ Webinar Confirmation page
- ▶ About me page

BONUS MARKETING TWEAK #17: USE PHYSICAL THANK YOU GIFTS

I am also a huge fan of gift-giving, yes it's my love language! So I try to send physical gifts any chance that I get. However, the larger your business gets, the bigger challenge this becomes. Imagine trying to send 300 to 400 individually wrapped and package gifts in just a few short days. Imagine trying to write 400 individually written thank you cards in just a few short days.

I made this mistake only once. Since then, I've used a service called [Vervante.com](https://www.vervante.com) to create EPIC, custom, Business by Design branded gift boxes to send out physical gifts to each and every customer who purchased BBD in the mail. It included swipe files, my personal Business by Design Angel Biz Cards, a (free) golden ticket to my live event, a workbook to get the most out of the Business by Design course, and a USB flashdrive that has exclusive, members only training taken directly from my Mastermind. The box and every single thing inside was printed, assembled, and shipped by Vervante. Not to mention they also store the boxes, which means I have gifts at all times ready to go whenever I need them!

**LET'S KEEP THIS
PARTY GOING,
SHALL WE?**

Looking for more awesome-ness? Here are a few “next steps” you can take if you want to keep going on this journey with me.

First, check out my podcast: [The Mind Your Business Podcast](#) for your weekly dose of mindset!

Second, make sure to get on the waitlist for my signature program: [Business By Design](#). I'll update you when our free training becomes available for that... which is NOT to be missed!

And third, if you're itching to take a course from me right now, go visit my **Course Library** for some great programs that can help you grow your business: <https://www.jameswedmoretraining.com/work-with-me>

Thank you so much for taking the time to go through this report! I am so excited to hear from you and the results you create from this free guide!

Cheers!

— *James Wedmore*