

# EXPONENTIAL GROWTH

How to create a plan, implement  
a strategy and take more of your  
business online in **30 days!**



BY DAAN SCHMIDT

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## Chapter 1: Why I Wrote This Book

**Ever since I was a child I dreamed of becoming an entrepreneur. At the age of five, I played at having my own business which became a reality when I was 14 - washing cars, garden maintenance and cleaning windows. Basically making a lot of money on Saturdays. I had my regular clients (some for four-years) and I had no boss. I was working outside with my own music and I could plan my work around my schedule. The smile on the client's face made it all worthwhile when they saw their car gleaming, the garden perfect and their windows super clean.**

I started my second business when the Internet started becoming popular. My company was markit.nl, where we built websites, online stores, sales pages and joined affiliate programs. We worked long hours, staying up at night to finish projects on time. We were young and very excited about the possibilities of the Internet. I finally sold the domain name to a company in Spain and moved on to the next step in my career.

The red line throughout my career path was the fascination of adding value to people in an easy way through online services. I helped a church in The Netherlands become the first live streaming church and they grew from 300 members to 1000 members overnight. Now people could watch the services from their hospital beds, on vacation or from their homes.

We launched web shops, on demand audio and video services and much more.

In 2008, I became the Sales & Marketing Manager of the largest software company in Europe specialising in working with charities, foundations and membership organizations with offices in The Netherlands, Belgium, Germany and France. Working alongside the Dutch Fundraising Association, we were the first company in that industry to launch a full webinar program for fundraisers.

Within the first year of the launch we achieved 600K in sales through webinars and we didn't even sell anything in the webinars!!! We just added value and gave our knowledge for free therefore creating our expertise status in specific areas.

In 2015, I felt it was time to move on and as my wife had successfully started Schmidt Communications in 2013 we decided to build the business together. Today we assist our clients in many different industries and across many countries to be more successful online. And with great results.

It is my passion to see you become successful online and reach your targets too.

**Daan Schmidt**

"You can have everything in life you want if you will  
just help other people get what they want."

*- Zig Ziglar*

## Multiplying sales opportunities while saving time

**Lianne Ebbinkhuijsen is a well-known International Business Growth Mentor, the first European Business 'WHY' coach, speaker and 'Biz-ThinkTank' member.**

She empowers ambitious entrepreneurial professionals to sell their excellence to their audience so that they get their word out in a big way and build their business and income.

*I first met Daan when he was a speaker for an Infusionsoft event at the Hilton Schiphol Hotel in Amsterdam. He showed me I was 'leaving money on the table' and I immediately realized that I needed his help if I wanted to optimize my marketing automation.*

*During our half day Strategic Co-Creation Session, I was blown away by his strategic insights and especially by the way he connected and tuned into me and my business situation.*

*As a coach of top coaches, I do this all the time with my clients but I strongly believe we all need someone else to help us develop ourselves and our businesses. And to be honest, he is one of top few that have the 'thinking' level and the skills to pull that off for others.*

*Daan and his team were hired to bring more structure and automation to my sales and marketing processes, particularly when it came to webinars. I now have a fully automated process before, during and after a webinar for follow up and sales.*

*This not only saves a great deal of time and energy but also enables me to double or triple the number of webinars I can do effortlessly and thus multiply my sales opportunities.*

*I highly recommend working with Daan and his team if you want to make clever strategic decisions about your marketing and sales automation and to ensure the implementation.*

*He has the expertise to stay on top your game and reap the rewards you are looking for.*

*And last but not least; he is a great guy to work and laugh with!*

**Lianne Ebbinkhuijsen** - Owner of Easy-Influence

### Did you know?

That most businesses using digital marketing want to drive sales (51%), build brand awareness or to simply convey information (48%).\*

*Marketing Trends Report by Infusionsoft and LeadPages.*

## Chapter 2: So, You Want To Grow Your Business Online

**You love your business and you have grown it to where it is today. You are doing great but there is one problem. You have grown it as a traditional business: offline.**

Offline? Yes, the old way, which works fine because otherwise you wouldn't be here reading this book. You have done cold calling. You have gone to network meetings. You have spent time, money and energy obtaining leads, giving presentations, making proposals, giving demonstrations, etc.

You worked long days and long hours and yes, the result is something to be proud of. Because there is nothing wrong with 'the old way'.

But you are not blinkered and you have seen the incredible growth of business online. You have seen businesses obtaining leads, prospects and clients through their online presence.



You have talked to business owners and heard how they are growing their company online, how clients come to them instead of them going to search for the client. You have read stories of online success and you have even tried some avenues yourself. You have invested in a new website, probably more than once. You have

tried many different Social Media platforms. You have tried email marketing, Facebook Ads, Google AdWords and many more.

It has cost you precious time and money. You hired so called experts who promised you 'the sky's the limit'. But today, when you look back, you did not achieve the results you hoped for.

In fact, it made you so frustrated that you went back to 'the old way' of doing business. Because you know how that works and you have seen the results. It is the way you have grown your company to where it is today.

But somewhere inside you know it can be different. You have not let the ideas slip. In fact, you realise that the world of doing business is changing so rapidly that you could seriously damage your business if you do not profit from the online opportunities. You understand that there is a world of possibilities but you just don't know them all and you just need to find out how.

You may not be a technical genius. Your true talents may be in other areas such as sales, building your business and recognizing opportunities for your area of expertise. People pay you well for it, but you want to seize the opportunity of online marketing now. You realize that all you need is the bigger picture and finding a way to strategically implement it in your business.

**Well, congratulations! You've come to the right place.**

"It's always the small pieces that  
make the big picture"

- Unknown

**For years, Jochem Klijn was the No. 1 sales consultant at one of the largest insurance companies in Europe. In 2007 he became an international speaker and offers seminars and training to experienced entrepreneurs, management boards and CEO's.**

Additionally, he supports large financial organizations as a business coach and network trainer. Jochem is very active as a network expert for ING banking and is a guest lecturer at several universities.

In 2007, Jochem's bestselling book 'The Law of Networking' was published, followed by another bestseller 'Social Meaning' in 2014. He is currently working on his next publication which will have a more universal character.

*I heard Daan speak for the first time in 2006 at a training session he presented and we started working together soon after. I hired Daan to help me develop a strategy for the launch of my first book in Dutch and English, resulting in the success of the hardcover version, the ebook and audio book.*

*We recently hired Daan and his team at Schmidt Communications again. The simple reason being that we have built our business entirely offline and despite trying many things online, with different companies, there was little to no result. At Schmidt Communications, they know their stuff. We had been receiving their email newsletters for quite a while now and we were again triggered by them. The way they spread their own content online through newsletters, webinars, podcasts and other channels is inspiring and everything they do looks professional.*

*We had heard about Infusionsoft in the past, but this time Daan challenged us with these questions: Do you want automated results? Do you want more revenue? We asked Daan and his team to help us establish a solid plan for our online marketing. This began with a Strategic Co-Creation Session which, together with one of my team members, produced so many insights that we realized that this was what we had been looking for.*

*We now have a solid plan where everything is aligned and implemented, following the exact methods that they have used over and over again for their clients. Apart from saving energy, we also save one day of work per week. If we stay on track we will increase our revenue by 50% in 12 months.*

*We are currently preparing the launch of the third Network Tips Book.*

**Jochem Klijn** (Founder and CEO of Netwerken.nl)

### Did you know?

The greatest digital marketing challenges for small business owners revolve around leads\*:

- Turning leads into customers (20%)
- Generating web traffic (18%)
- Finding the time and resources for digital marketing (18%)
- Turning web traffic into leads (17%)

*Marketing Trends Report by Infusionsoft and LeadPages.*

# Chapter 3: You Do Not Need Another Idea. You Need A System

**You want to grow your business online. That's great! But I want you to go a step further. Don't just grow online.... grow automatically.**

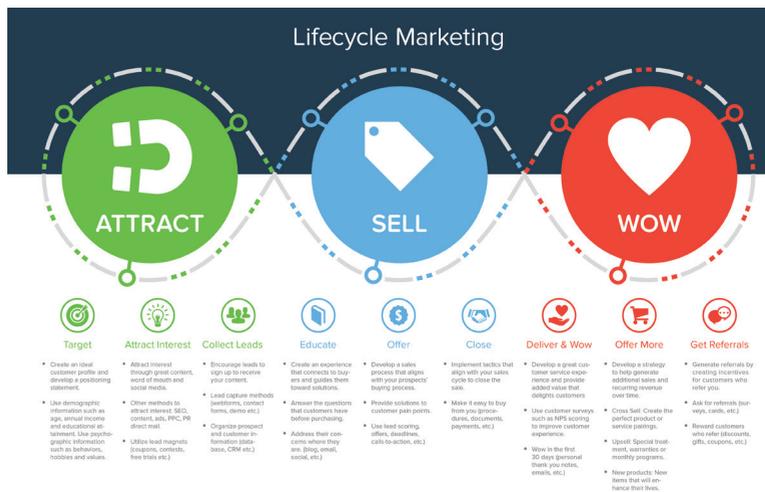
Well, wait a minute Daan. I just told you that I am frustrated with having poor response from my online marketing and sales yet you say there is a way to get results whilst growing automatically?

Yes, I do. As a matter of fact, it is the only sustainable growth path I see for businesses to grow online. We call it sales and marketing automation.

Let us start by having a closer look at what sales and marketing automation actually is and what it can do for your business, just like it has done for hundreds of thousands of businesses worldwide.

Sales and marketing automation is automating processes in your business through the use of smart software solutions in such a way that the system as a whole produces a continual stream of leads, prospects and clients.

To explain this I'll use the Lifecycle Marketing Framework which is made up of three phases and each phase has three steps.



**Target**

In this step, you identify your target market so that you don't spend huge sums of money on attracting the wrong prospects and therefore not obtaining any new clients.

It's hard to be noticed in this cluttered world, but attempting to reach everybody with your product or service is not only inefficient, it's also very expensive. That's why it's important to narrowly define your target customers and meet them where they are.

**Attract Interest**

Once you know who your target customers are, you'll need to find out where they are most likely to come in contact with your brand and be receptive to your messaging.

You'll be surprised where they are and how you can engage with them in an authentic, helpful and personable way.

**Collect Leads**

When you attract traffic, there needs to be a way for people to react to your message. They have heard or read about your business and they are interested in your products or services but that doesn't automatically mean they will take action.

You want to make it easy for people to take action. There are different ways of doing this.

**Educate**

Consumers will only pay attention to you when they're motivated to do so and the best way to gain their attention is through interaction and education.

It's important to understand your target customer before you can create content that's relevant to them.

### Offer

In order to make the right offer at the right time, it's important to understand your target customer's buying process – the journey a customer goes through before they decide to buy (or not to buy) from you.

### Close

Closing the sale involves more than just an exchange of money or signed documents. Regardless of your business type, the 'close' is the signal that the deal has been negotiated and you can now begin the process of delivery (and eventually sell more).

### Deliver & Wow

The first step in 'wowing' your customers involves delivering more than you promised. This may seem simple and obvious, but in the hustle and bustle of daily work it's often overlooked.

A large portion of this process can be automated, so that your customers are happier and will buy more and be willing to send you referrals.

### Offer More

You need to determine what to offer and when to offer so that you can help your customers today and in the future. This can be done by cross-selling, upselling and new products.

### Get Referrals

Having an effective referral program in your business is extremely important as it reduces the cost of your sales and marketing in a significant way. It is also a great way to demonstrate your appreciation.

**Can you see the system in the lifecycle framework? It is specifically designed so that you can grow your business online and offline in ways you could not have imagined. When implemented in the right way, it produces results time and time again.**

“A good system shortens  
the road to the goal”

*- Orison Swett Marden*

**One of our clients came to us during an event we hosted in Amsterdam with Infusionsoft. We consider him to be one of the top entrepreneurs in The Netherlands when it comes to his knowledge of online marketing and the way he builds his business through it.**

However, he thought he could improve and wanted to systematize his online marketing efforts as he felt he was only getting 10% out of Infusionsoft.

He hired us for a Strategic Co-Creation Session and we soon discovered that he was doing far better than the 10% he had mentioned. Still, he was lacking an overall strategy and his funnels could be more structured.

Without the strategy, he wasn't growing his business like he could and should. Without the structured funnels it was impossible to see what was working and what wasn't. If he wanted to be able to have a clear dashboard and reports then he needed a change; with his ambitions, upcoming book launch and a major event, it needed to happen fast.

So, we compiled a strategy, a plan and a budget and were privileged to take his business to the next level. We implemented three major campaigns in Infusionsoft - an opt in campaign, a webinar campaign and a nurture campaign.

The webinar campaign is fully integrated with WebinarJam and PlusThis. The automation is so powerful that setting up a new webinar and keeping track of all registrants and participants is fully automated, even to the degree that the software knows exactly who watched the pitch during the webinar and who didn't. The correct personalized follow-up makes a huge difference in the conversion rates.

**With these strategies and campaigns in place we have:**

- Created peace of mind for the business owner
- Reduced setting up and tracking webinars by 80%, making it literally 30 minutes to be up and running for promoting the next webinar
- Decreased no-show at his webinars from 54% to 34%
- Created a specific nurture campaign for both of his target audiences
- Increased conversion in sales during and after the webinars from 2% to 10%
- Created a complete dashboard and reports for better decision making
- Increased the sales through his nurture campaign by 450K in less than six months

**Did you know?**

Overall, digital marketing tactics remain underutilized – and misunderstood – amongst many small business owners. Given the lack of attention to measurable marketing tactics, it's perhaps not surprising that nearly half of respondents said they don't know if their marketing efforts are effective\*.

**Are your marketing efforts effective?**

Yes	48,5%
No	13,9%
I don't know	37,6%

## Chapter 4: Stop Losing Your Precious Time And Money - The ROI Calculator

**When it comes to doing business it isn't so much about your revenue as it is about your nett profit, correct? At the end of the day it is about what you bring home.**

It isn't any different for your investment in online marketing. You want a return on your investment, a return on your time and money so that you grow your business exponentially. Let's find out if we can make a business case for your online marketing with the help of the ROI calculator. Please take a pen and paper and calculate with me using this real example of one of our clients (fill in your own numbers).

- Estimate the number of people who express interest in buying your product or service through phone calls, emails, online inquiries, lead capture tools, etc. each month = **1,000**
- Of those leads, how many choose to buy from you right away? **7**

*Not sure? Research shows that about half of your qualified leads are not ready to purchase immediately. (Source: Gleanster)*

- That means there are 993 leads who weren't quite ready to buy from you this month, but who might be ready to buy soon. Keeping in contact with those leads will keep you top of mind for when they are ready to move into the 'ready to buy' group. But if you don't follow up with them, 99.3 % of your monthly prospects will fall through the cracks.  
Sales and marketing automation has the power to help you follow up, nurture and convert leads in your existing database. These are people that have expressed interest but aren't ready to buy from you right away.
- What would happen if you had the time and resources to stay in touch with those 993 leads with personalized, automated follow-up messages?

*While it depends on the industry and product, research shows that a good estimate would be between 50% and 80%. (Source: <http://www.gartner.com/marketing/digital/>)*

- By following up with the people who didn't buy right away, you'd be closing about 60 more sales per month. A groundbreaking assessment? Maybe not but worth repeating as segmenting your leads and keeping in contact with them is so important. It's also difficult to try to follow up with everyone manually. You'd never get away from the computer. That's where automation comes in.
- How much revenue would one new customer mean for your business this month? \$ 1,000

So, the current conversion rate is 0.70 leads per month. Your monthly revenue could increase by \$ 60,000. That's an 857.14% INCREASE from what you are currently making!

Did you calculate your numbers? Do you see the impact you could make? And in the meantime you would save time and money!

The problem is that most business owners don't do this! Why? They do not have a system to automate the sales and marketing. They don't know where to start and they don't know how to implement.

You need this system in your business so that you stop losing your precious time and money. You need this in your business so that you stop losing the leads and prospects who have already shown interest in your business.

"94% of problems in business are systems driven  
and only 6% are people driven."

*- W. Edwards Deming*

**Ad van der Hulst is an expert in Personal Lean, Lean Office, Productivity for Managers and also a trainer, advisor, blogger and writer. With 25 years' experience, he has trained hundreds of managers and professionals in Time Management, Personal Kanban, Lean, Six Sigma (BB) and Predictable Success.**

*I hired Daan for a new initiative, MCMR®, a training bureau for office workers. Our challenge was 'How can we sell more of our three products within a year?'*

*In a full day session, we created a total strategy. Daan brought us back to our Ideal Client. From there he helped us identify the specific problems of our Ideal Client. The next step was to formulate these problems in the language of that client. Then we asked the question 'Where can we find those clients?'*

*Daan challenged us to focus on one product instead of three. We looked at our website and restructured the content and some of the pages. This brought alignment with the things we had discussed earlier in the day. The result:*

- *We now have total focus on the product 'Inbox Zero'*
- *We have generated a new business model*
- *We have implemented Infusionsoft as the CRM and marketing automation system behind it*
- *We have an increase of 400% in leads*
- *We have carried out a test with open trainings and webinars*
- *We have one team member dedicated to the success of MCMR*
- *We have a 40% increase in sales and the year isn't over yet*

*I highly recommend working with Daan and his team. Their intense focus, dedication, expertise and partnership are an inspiration in itself. We will surely continue our business journey with Schmidt Communications.*

### Did you know?

75% of companies using marketing automation see ROI within 12 months, 44% within 6 months\*.

*- According to Focus Research.*

## Chapter 5: Are You Crazy Or Strategically Lazy?

I hope by now you can see the need for a system in your business, specifically a sales and marketing automation system. But what is a system?

*"A system is a group of working parts  
that are designed to work together"*

– Howard Partridge

Our business coach, Howard Partridge, gives an acronym in his book  
**"The 5 Secrets of a Phenomenal Business":**

Saves  
Your  
Self  
Time  
Energy  
Money

I couldn't have said it better. You need a system for your online sales and marketing so that you can have more time, more energy and more money!

We see so many entrepreneurs struggling to juggle all their responsibilities. Many of us work way too much, way too long and have too little time for other things. Many business owners feel like a slave to their business.

They hardly have time with the family, missing out on important events with their children at school and sports and experience a great deal of stress. The very reason they went into business (to make more money and/or have more freedom) is usually a wish for the future. Their days are consumed with putting out fires and they feel like they have just another 'job'.

If you feel like I am talking to **you** then please keep reading. You do not have to become crazy in your business. I know what I am talking about. Sometimes we have to work long hours but that should be for short periods of time. For example, when we develop a new product or service whilst still taking care of the rest of the business.

**In general, you can do one of the following things with everything that comes your way:**

- Eliminate
- Delegate
- Procrastinate
- Automate



We all have things we need to eliminate, don't we? And we all can sharpen our skills in delegation, right? And if we are truly honest, we should stop procrastinating. And I am sure you have room for automation.

You want to start automating as soon as possible, so that you can finally take a hold of some of these precious opportunities you have spotted. Here is the fact: If you do not automate in your business, what you can automate, you are leaving money on the table.

For example, you can automate the follow up on every business card you receive. Imagine that you are speaking to a high potential client at a networking event ... you take a picture of his business card with an app on your phone and the person receives a personalised email from you immediately. This information is automatically stored in your CRM and enters directly into a funnel in your marketing automation. I am sure that would bring a surprised smile to his or her face and bring in more business for you.

I would rather be strategically lazy than slowly growing crazy. Wouldn't you? You need to become strategically lazy, refusing to do tasks that can be done better, faster and with a higher return on investment by a system that works for you day and night.

"The essence of strategy is  
choosing what not to do"

- Prof. Michael Porter

**Erik Thier is the managing director and partner of Het Ondersteuningsburo.nl which supports charities and membership organizations with a wide variety of products and services, from fundraising support and business intelligence to business outsourcing.**

Erik came to Schmidt Communications because he saw his niche market changing rapidly and needed new ways to communicate with his existing clients. He saw a need for more online communication and a desire for people to do more themselves but with the support and knowledge of specialists.

**The results from a Strategic Co-Creation Session identified the following needs:**

- Positioning the company as a knowledge partner who understands the niche market and claims credit for that
- Create a brand new service in cooperation with Schmidt Communications
- Content marketing as the strategy to connect with clients in new ways and reach more prospects and leads
- Develop a new website as the centre of the online marketing plan
- Using (automated) webinars to generate a constant flow of leads
- Having a marketing calendar that is both ambitious and realistic
- Involving team members to take part in this new endeavour
- Start using marketing automation and bi-weekly mailings to generate top-of-mind awareness



**The results have been staggering.**

**Within 3 months everything was implemented and within 6 months:**

- The email list grew from 500 to 2,700
- 10 new clients came on board
- An increase of 20% in revenue
- Long held dreams and plans were finally implemented

*"Daan and his team have really hit a home run. They have been the motor behind our content marketing. They have really helped us to think in a structured manner about our leads and follow up. Most importantly, they are consistently driving us towards action. We are so busy now with all the new clients, it is truly rewarding to see."*

### Did you know?

Relevant emails delivered through marketing automation drive 18 times more revenue than email blasts. \*

*- According to Jupiter Research.*

## Chapter 6: Automate Day To Day Tasks

**As a business owner, you have more on your plate than you can handle. That is why you constantly have to set priorities. As Brian Tracy puts it, "Choose the three most important things for that day and do those first. When you do, you will be successful."**

But what about the rest? What about your sales? What about your marketing? You may have a great team around you, sales people and others taking care of your marketing. But you don't want them to spend time doing things that could be automated, do you?

**So, what can you automate? Let's make a list, to give you an impression;**

- Automatically **capture leads**, so that you lose zero opportunities
- Automatically **tag contacts** in your database, so that you segment them
- Automatically **collect data** about contact's behaviours, so that you know who is ready to buy
- Automatically **track engagement**, so that you can customize follow-up messages
- Automatically **add lead sources** to your contacts, so that you know the ROI on your channels
- Automatically **add lead scoring**, so that you follow up on the right people
- Automatically **add people** to your funnels, so that you get higher conversion rates
- Automatically **generate tasks** based on contact's behaviour
- Automatically **send timely messages** relevant to customer's needs, so that you stay top of mind
- Automate your **webinars**, so that they produce leads, prospects and clients
- Automate your **Social Media posts**, so that you are visible all the time
- Automate your **surveys**, so that you know your Net Promoter Score
- Automate your **newsletters**, so that they are delivered while you are on vacation
- Automatically **ask for referrals** when your customer is happy, so that you don't forget to ask
- Automatically **offer cross sells**, upsells and new products to your customers, so that they know what else you have to offer to them

- Automatically **remind your webinar registrants** that the webinar is starting in one week, one day, one hour, so that your no show is lower than 50%
- Automatically **follow up your webinar participants** with your offer, so that you get more revenue from your webinar
- Automatically **follow up the no shows** of your webinar with another follow up email so that they too will know about your offer
- Automatically **send SMS messages** to your event participants to give them the latest news on your event, so that they engage and love you for it
- Automatically **follow up after you send a proposal**, so that you get a quicker response and higher conversions on them
- Automatically **connect with listeners** to your presentation by showing a number on your presentation that they can text to, so that they are added to your database right away
- Automatically **send a short survey by SMS** to those who have listened to your presentation, so that you can have a personalized follow up
- Automatically **assign tasks to your team members** to follow up a lead, so that you have fast follow up when a somebody is a hot lead

And the list goes on and on. Do you get the picture? The business owners who invest time and money in automation will save hours, days, weeks and months of work in the coming years. When you automate these important tasks in your business, you'll stop losing leads, prospects and clients to your competition. They will come to you, stay with you and love you for it.

It will dramatically impact your life and your business. A year from now, you will be either wishing you had automated these tasks or happy that you did automate them all.

And the good news is, you do not have to re-invent the wheel. The great news is that you do not have to do it all by yourself.

"The less routine, the more life"

- Amos Bronson Alcott

**Let's use ourselves as an example. We began using Infusionsoft long before we became a Certified Infusionsoft Partner and have automated practically everything we can at Schmidt Communications.**

We increased our sales by 1,100% within 8 months through using marketing automation. We tripled our revenue in 8 months in comparison to last year. And we still have momentum going for us.

What is the secret to your success in sales and marketing? We are often asked this and we believe two things have really been crucial. One is our consistency in what we do and the other is our ability to automate everything that can be automated, because systems can be very powerful supporters of your efforts.

For example, we believe in offline marketing therefore we attend and speak at many events. After the event, we take a picture with the Infusionsoft app of each of the business cards we have received. These people are then tagged in our system and immediately receive an automated, personalized email. Most of the time, before they arrive home or at the office.

The nurture campaign that follows is simple and effective. People are surprised, ask how we do this and see that we practise what we preach. They like this so much that more often than not it results in a conversation, an appointment and a new client signing up for our services.

### Did you know?

Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost. \*

*- According to Forrester Research.*

## Chapter 7: Sales And Marketing Automation Done Right

**You do not want to start with sales and marketing automation the wrong way. Yes, you can do this yourself. Yes, you can save money by doing it yourself or having someone on your team doing it for you. The fact is that it will take you a great deal of time because you will be doing it for the first time, making many mistakes.**

I give you this warning, because sometimes people get so excited about the idea, see the light at the end of the tunnel and go for it. The excitement may be followed by some bumps in the road, leading to complaints from a couple of great clients and they suddenly think that they have been lied to.

They weren't lied to. They just took some explosive material and did not know how to handle it. They carried out sales and marketing automation in the wrong way. You want to make sure you are doing it the right way as it is better to invest a little more in the beginning, leading to a higher and faster return on your investment.

So how do you 'do' sales and marketing automation the right way? Well, there are a couple of things that we have learned throughout the years.



## Most new projects fail because of a lack of preparation.

*"By failing to prepare, you are preparing to fail" – Benjamin Franklin*

You prepare by having a strategy. You don't just start. You need to know your goal. The whole thing about sales and marketing automation is having a system that brings you closer to your goals, both personally and in business. When we begin with a client we always walk them through a 5-step strategy session. From goal to target audience to content to channels to conversion strategy.

You start with a strategy, so that you know exactly what you can expect.

## You can have it all, you just can't have it all at once.

When we on-board a new client, it is usually the business owner we work with directly. As entrepreneurs they can smell an opportunity from a distance. So, when we show them all the possibilities we see someone on the other side of the table who is unstoppable.

You can see the excitement in their eyes and their body language, even their voices change. They just want us to finish the job yesterday.

We then take them through the strategy session where we help him or her or their team make choices. Our approach is always the same; you can have it all, you just can't have it all at once. So, we start with the fastest way to the cash, the low hanging fruits and we grow and automate from there.

Small and quick wins are better than big and slow wins. Improve what is already there. Create what needs to be created and go through the cycle until your whole business is on a higher level producing results that you could only dream of.

## The devil is in the details.

Building your business online, automating your sales and marketing processes and creating a system that produces results day and night, day after day is not a matter of big but small.

Do you remember playing with Lego as a child? Do you remember building that car, that plane or that house, or truck or train? It took patience. You would make a lot of progress and then suddenly you were searching for this tiny piece for what seemed to be an hour. And then again and again.

Those tiny pieces of Lego made the difference in the end product. It changed the look and feel of the end product. Your train wasn't perfect until you had all these little pieces in place.

It is the same with your automated sales and marketing system. Now don't get me wrong, we don't go for perfection as that is a trap. It will bring you to analyses paralyses and it won't get you results. Launch! Launch fast. Make it better on the run.

But do not forget to make it better. Check the copy. Check the layout. Check the landing pages. Go through a funnel yourself. How does it work? How does it feel? Is this how you want to be perceived by your leads, prospects and clients?

Test. Change. Test again. Optimize. Check. Double check. Re-check. When it comes to building this system the details matter. We have seen it over and over again. Sometimes our clients get tired of us wanting to do another test, changing another form, having a new idea. But we do this to get better conversion.

Sometimes one change can make the difference between making an additional \$100,000 that month, and \$ 200,000 during the same period. An extra eight hours of sweat is worth it, especially when it is repeated the next month, and the next, and the next.

There are many more lessons we have learned with our clients, from our clients and from other experts. We focus heavily on learning as much as possible and we recommend you do the same. You are probably doing that already, that is why you are reading this book. The greatest master is still a student himself.

When you 'do' sales and marketing automation right, you will at least double your business. Now I cannot guarantee anything but I have seen it happen over and over again. In fact we doubled our own business in three months and we tripled our business in eight months.

Our latest record was an increase of 1100% in sales revenue a few months ago in comparison to the same month last year!!!

**Again, I do not give any guarantees because that is impossible. But I will say this, it would surprise me if you did not at least double your business by implementing the strategies we discuss in this book.**

"Success is where preparation  
and opportunity meet"

- Bobby Unser

**Imagine having such a specific service that your average lead time is seven years. Imagine the amount of leads you need to have to keep the sales going at all times.**

This company, that has chosen to remain anonymous, came with a very interesting challenge. At Schmidt Communications, we believe in only doing business with companies we understand and who have products and services we believe in.

We understood this business and believed in their services as we had known them for many years (even completing some projects with their people and the owner in other businesses in the past) and they had an outstanding reputation.

But we really had to think about their question; "Will marketing automation work in our niche market?" We discussed it in our office with our team and decided to take the weekend to think it over. After the weekend we were still hesitant so we decided to try to make a business case.

We did so, successfully and in cooperation with the owner of the company, which led to his decision to hire us for a Strategic Co-Creation Session. The business case became so much stronger during the whole process that everybody agreed we should proceed.

We turned their simple website into a lead generator by adding two extra landing pages and creating two very valuable lead magnets. We turned their AdWords budget towards those two pages and generated over 600 leads in one year on a € 150 monthly budget.

The very powerful funnel we created turned one out of every six leads into a client. Compared to their other marketing and sales efforts this was a total game changer. A big time saver in the first place (maximum of two hours of work each month), 83% less expensive than their advertisements, events and other endeavours and 100 new clients in 12 months. A record in the history of their company.

The decision was made to hire more personnel before increasing the AdWords budget.

### Did you know?

Best-in-Class companies are 67% more likely to use a marketing automation platform. \*

*- According to Aberdeen Group "State of Marketing Automation 2014: Processes that Produce" (2014)*

## Chapter 8: Where Do I Start? The Next Steps

**Are you ready to stop wasting your time, energy and money? Are you ready to build your business online? To automate your sales and marketing? To build a system that produces the results you need and you want?**

**You have a couple of options. Let me walk you through them:**

### 1. DO-IT-YOURSELF

You can do it yourself. If you still think this is an option, please go back to chapter eight and read it again ;-)

### 2. STRATEGIC CO-CREATION PROJECT

You can contact us and apply for our Strategic Co-Creation Session. Why do I say apply? Well, we do not work with everybody and every business. We are very selective. We only want to build success stories. In order to do that we need to do our homework and you need to be willing to do yours.

This way we will not waste your precious time, energy and money nor ours. When there is a fit, we can start the Strategic Co-Creation Session and go from there.

At the end of this project you will have a clear strategy, a solid plan and a valuable budget and timeline for the implementation of your sales and marketing success.

### 3. FULL IMPLEMENTATION

You can then jump on board with us and go for a full implementation of your sales and marketing automation plan. The implementation will last anywhere from 30 days to 90 days plus an optional full year support.

### 4. VIP PROGRAM

We only have room for 5 VIP members per year. This is highly exclusive and we only have spots available after a member leaves. Some members continue after the first year because they want to grow their business even more and love the program.

This VIP program was developed over a period of four years. A team of (international) specialists work with you one on one in and on your business. From creating your websites and landing pages to designing your give aways and writing your content. From building all your funnels to creating your online advertisements and from creating your webinars to automating them. It is a very intense program to double, triple and even 10 times growing your business.

This program is a 12-month program, totally focused on giving you the highest service and the highest return on investment with a team of specialists that you cannot hire yourself and that you can't find anywhere else.

## 5. ONLINE PROGRAM

If you are still growing your business and these investments are too high right now, you can still profit from our knowledge, network and the sales and marketing automation system.

You can start with our online program which is a live eight-week program. Once a week during a live online meeting we go through everything you need to build your business online.

We present this course live because the online marketing world is changing so fast that if we recorded it it would be outdated in a matter of weeks or months. Our online course is offered four times a year. You'll receive:

- 8 weekly live online session
- 8 weekly Q&A sessions online
- Access to a private Facebook group
- E-mail support
- All the recordings with a 12-month access
- Three 'must read' books through the mail
- Review of your campaigns
- All our knowledge on building your business online and your sales and marketing automation system

## Chapter 9: About The Author

**Daan Schmidt is the co-owner of Schmidt communications, an online marketing bureau based in The Netherlands, working for clients in The Netherlands, Belgium, Germany, Norway, Denmark and the USA.**

With a degree in Business Management and a minor in Psychology and Sales, Daan has more than 18 years of working experience in sales, marketing and operations in both non-profit and profit.

From 2008 till 2015 he was the Sales & Marketing Manager of the largest software company in Europe for Charities, Foundations and Membership Organizations. As a member of the Management Team he was partly responsible for growing the business from 17 to 65 team members and from 90 to 450 clients in five countries with offices in Amersfoort (The Netherlands), Cologne

(Germany), Brussels (Belgium) and Paris (France). In the summer of 2015 he decided it was time to make the next step, entrepreneurship, and joined his wife Lizzy who founded Schmidt communications in 2013.

As Infusionsoft Certified Partners they focus on helping businesses grow and automate their sales and marketing and achieve results.

His amazing creativity and tenacity have helped companies double, triple and even quadruple their revenue with their sales and marketing efforts. Through his fascination with time management and productivity in connection to systems and marketing, they have saved their clients together an estimated 25 000 hours of time previously spent on sales and marketing on a yearly basis. Together, their clients have achieved an estimated extra \$150,000,000 in revenue per year.

Entrepreneurs, top coaches and trainers, both nationally and internationally such as Anil Joshi (Itida International), Edwin Selij (HypnoselInstituut Nederland) and Lianne Ebbinkhuijsen (Easy Influence), Ad van der Hulst (AdJustInTime), to name a few, work with Daan and Schmidt Communications on a regular basis.

He is the host of the podcast SchmidtCast, Europe's #1 EntrepreneurCast for business, a frequently requested presenter and speaker at webinars, seminars and at their own events alongside speakers such as Tom Ziglar (President of Ziglar Corp.) and Howard Partridge (The #1 Small Business Coach and Founder and President of Phenomenal Products and the Howard Partridge Round Table).

