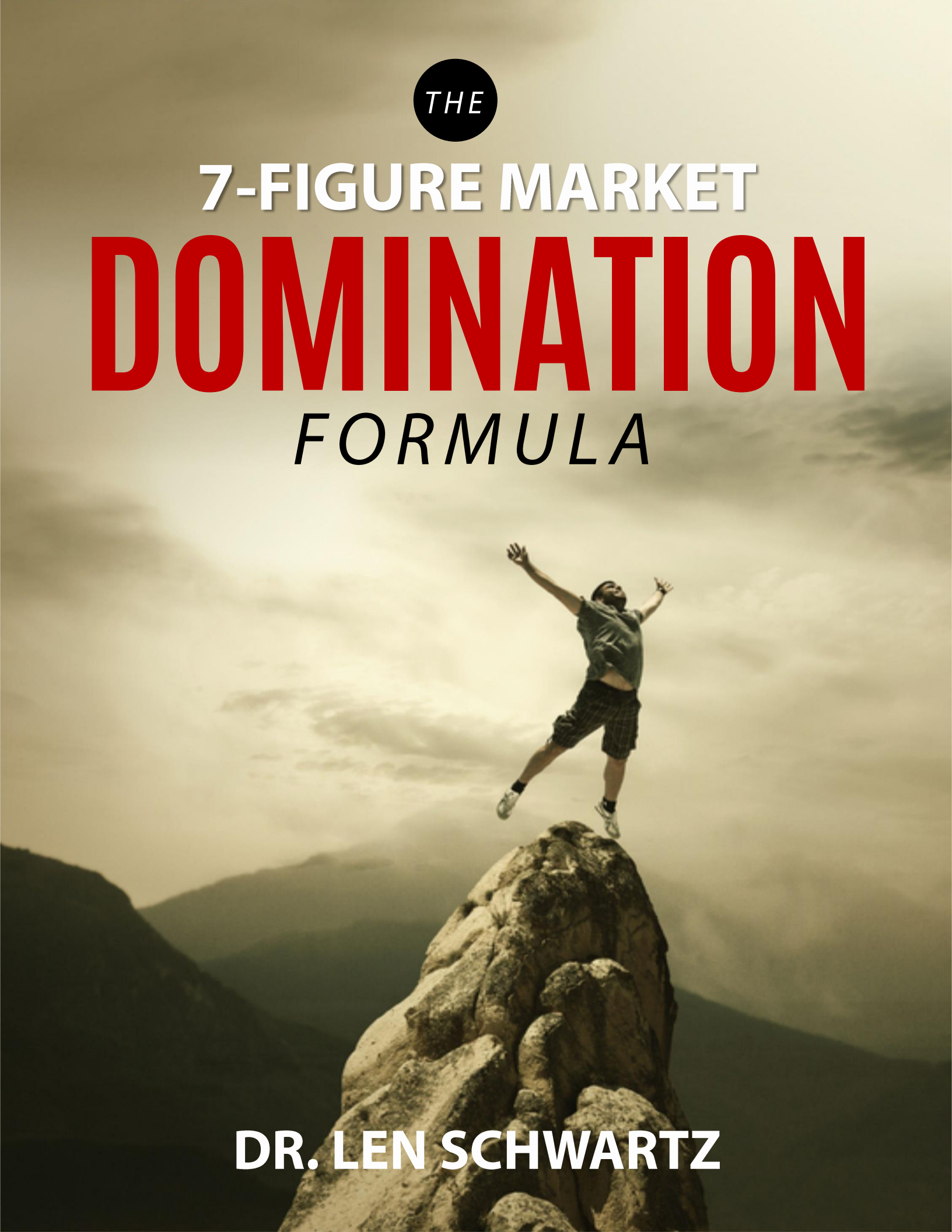

THE
7-FIGURE MARKET
DOMINATION
FORMULA
DR. LEN SCHWARTZ

This is where it all begins…

You've just landed on my personal lead and new client generation machine…

The 7-figure FORMULA I use – that I want to give you -
to generate 2X – 5X growth over the next 3 – 12 months.

Let me ask you a question…
Are you in a dime-a-dozen profession/business
where the public cannot differentiate who is better, worse or different?

If you said, Yes!, this 7-Figure Formula is going to help you tremendously!

Let's dive in!

If you're like me, you believe in the VALUE of
using predictably successful (dependable) SYSTEMS to accomplish any goal.

So, if you've been struggling to put together a well-planned,
coordinated, sequential, consistent marketing system
that generates leads and new clients every week like clockwork…

And, you want to learn how to have your own
Personal Marketing Machine (PMM)
in place that brings you **3 – 10 (or more) targeted prospects every week…**

All while becoming the go-to, recognized, undisputed EXPERT in your profession/industry, in your area…

This was written for YOU!

Let me introduce you to the "Stacked 7-figure Marketing Blueprint"



This stacked marketing blueprint is the foundation of the 7-Figure Market Domination Formula I used to grow my business on a daily basis.

You might find it useful to see the
5 MARKETING METRICS YOU NEED TO MEASURE IF YOU WANT A STEADY FLOW OF NEW CLIENTS

CLICK HERE!

Now, I know you have heard A LOT about different Paid Advertising strategies.
But, I believe there is a MUCH more cost-effective way.

And, the heart and soul of this strategy is the step-by-step, sequential
Lead Generation -> Lead Follow-Up and Lead Conversion strategy that ties it all together.

That's what The 7-Figure Market Domination Formula is all about —
it's my proprietary 3-step formula that turns strangers into "connections", connections into leads, and leads into clients — all while establishing WHY you are better/different (i.e. "The BEST") than everyone else, and…

WHY your prospects cannot find anyone else that can help them the way YOU can.

Here's the BIG picture:

It starts by combining value-driven content with targeted leads generation plus relationship building PLUS expert positioning that leads to your services and solutions that help them **solve their problem** *(s).*
This is how you create **your lead generation machine.**

Whew! That was a lot to absorb.

You see…

Everyone wants to work with the best of the best.

And, I've got good news — **after reading this 7-figure Market Domination Formula, you'll know how to build the same type of "machine" for your business.**

It doesn't matter who you are, what you're selling, or what your price points are.
This formula will give you a significant advantage in your marketplace!

HERE'S WHY THIS FORMULA WORKS:

It's actually been used for centuries – just not quite like this…
It's the same strategy used by event speakers, car companies, cell phone carriers, Coke, Nike and more.

For example, did you ever look through a newspaper and notice an advertisement like this?



Try our supplement "for just the small price of shipping and handling."

One of the reasons advertisements like this are effective is because they appeal to the overwhelming majority of people reading it.

We can lose weight, our satisfaction is guaranteed and it only costs us a few dollars to look that good.

But, the main reason it works is because it's based on three proven principles of human psychology:

1. *If you give someone something of value and genuinely help them – with NO risk - and without asking for much in return, they're more likely to trust you.*
2. *You can create a "feel good buzz" in your marketplace, stimulate positive word-of-mouth about why YOU are uniquely qualified to help them (and get them to see you as an authority), and get people to realize that they are not alone, (i.e. "Join 1000's of others just like you").*
3. *If you can generate interest, establish your authority and present a solution to their problem(s) and a "what's in it for me" desire to learn more about how they can benefit from something (i.e. your products/services), there's a VERY good chance they'll want to learn more about your product or service.*

LET'S TAKE A LOOK AT A "BRICK AND MORTAR" EXAMPLE: A VEGAN RESTAURANT

Brad and Mindy build a new restaurant and have a "Grand Opening" celebration. It includes food, drinks, music, a bounce house for the kids, and helpful, friendly wait staff that welcomes you as soon as you walk in.

The staff takes 2 minutes to explain their unique cooking process, their philosophy on using local food and protecting the environment, and then answer questions, etc.

Important - They aren't coming right out and saying, ***"Hey, eat here because we are healthier for you than every other restaurant in town" - even though it's true!***

They are giving you **value (content/knowledge, a feel-good welcome, helpful insight, a new food experience, etc.) in advance** *to help you make a logical buying decision – which is to eat there. This satisfies rule #1 listed above.*

Along with that, their "Grand Opening" has created a neighborhood buzz. Everyone is talking about the new restaurant, and how different it is, and how good the food actually tastes, and how nice and friendly the staff is.

By using locally grown food and including "better taste and health" as part of their mission to help the community, the Vegan restaurant is now viewed as a helpful authority. People start to think, "You know, I think I want to try that place!"
This satisfies rule #2 listed above.

On top of that, the Vegan restaurant is talking about the local farm-to-table, environmentally friendly methods they use to grow, acquire, cook and prepare their food - so the healthier and better tasting food makes people feel like they are doing their body "good" for eating there.

And, they are piquing the interest of potential customers, which makes them want to learn more. And, the more they know, the more they'll want to eat there.
This satisfies rule #3 listed above.

When you combine all 3 steps, you have created a
"Sequential Lead-to-New Customer Sales System".

And, if you do start talking about your products/services, people are more likely to hear you out.

People are more willing to listen, because they have taken themselves (voluntarily) down a short path - into your 3-step process – to learn what's in it for them.

This is how you get people to want to hire you, without you having to "sell" them.

This makes the entire education (not sales) process a whole lot easier.

*With **The 7-Figure Market Domination Formula**, we are taking this same process, but applying it ONLINE, where we have the ability to create multiple INTERACTIVE touch points that quickly establish EXPERT STATUS plus TRUST and RAPPORT, while stimulating strong interest and a greater willingness to take the next step to learn more about how you can help them.*

Want me to show you the process I use on LinkedIn to generate 10 leads per day?

WATCH THE ENTIRE VIDEO PROCESS!

There Are 2 Main Ways to Sell Your Product or Service

Every business has a choice. They can sell their product or service using:

OUTBOUND MARKETING (aka "In Your Face" Marketing) – *This could be knocking on doors, direct mail, cold calling, workshops, or anything similar.*

INBOUND MARKETING (or what I like to call, "WIIFM (what's in it for me) Marketing") – *WIIFM Marketing is when you create VALUE for your target audience in advance, establish your authority and include an irresistible offer - which stimulates interest at such a high level that the prospect is compelled to reach out to you to learn more.*

WIIFM Marketing** is the consistent thread of the **7-figure Market Domination Formula

When using **"WIIFM" Marketing,** *you differentiate yourself, stand out, and clearly describe and define what makes you and your products/services better and different than everyone else.*

You may hear people talk about the need to accomplish this with your marketing, but you see very few people actually doing it.

This is the guiding force in my business.

Now, as far as marketing sequences go, there are many more parts to this process, like: name, email, phone number and location info capture, Lead follow-up, Lead Conversion, etc., but this is WIIFM marketing at its core.

Once you learn how to combine all of these components into your marketing, you'll never have to "sell" again. In fact, you'll find that your ideal prospects chase you every step of the way!

Take some time to read this page and the steps to successfully launch

***The 7-Figure Market Domination Formula** in your own business.*

You'll never have to worry about where your next new client is going to come from again.



Here's a Step-By-Step Breakdown of the

The 7-Figure Market Domination Formula.

(NOTE: ***As mentioned, there are various sequential steps involved with each part of the process, but below I have outlined what you should look to accomplish in each phase of the formula.)***

STEP #1:

WHAT IS YOUR DESIRED END RESULT?

In virtually every marketing campaign, you need to start with the end in mind.
For example, let's say that your desired end result is to acquire an ideal new client.

So, who (exactly) are your ideal prospects/clients?
Where do you have the greatest access to all of those people?

AND, what 'short path of value' can you take your prospects down
in order to get them to ask you whether you would accept them as your new client?

There is a formula to do this, but to make this easier to understand, let's look at an example.

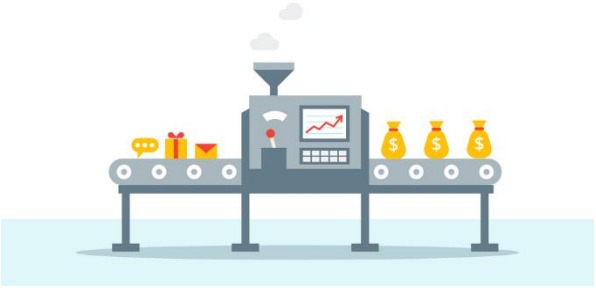
Let's say your end goal is to meet a prospective client face-to-face so that you can show them a "plan" to help them get what they want, so that they hire you/pay you.

Your **Funnel Formation** *may look like this:*



It's important to note that this is a fairly **simple** *example of a* **Funnel Formation**, *but it gets the point across.*

In this example, it starts with the SOURCE (i.e. WHO you want as clients)



LEAD GENERATION

At this point, you know you need a SOURCE of your leads. So, where are all of your prospects? Where can you find them? Are they your Friends on Facebook? Connections on LinkedIn? Are they in any Groups online, offline?

STEP #2:

Once you've identified the **SOURCE** *of your leads,*
you need to set up some SYSTEMS (lead magnets, special offers, solutions to their problems, etc.) that cause strangers to want to "jump over the fence" and straight into your lead box.

If you use LinkedIn, do you want me to just show you how to do this?

You can start generating leads TODAY!

CLICK HERE!!!

How does someone go from being a stranger to someone who is "interested", and then a high-quality prospect?

As mentioned, you must be certain you're targeting the right people (i.e. WHO specifically can benefit from your solutions). Focusing on WHO you market to can be the difference between generating thousands of dollars vs. millions of dollars per year.

If you have the right WHO,
you can offer your ideal prospects their desired solution to their problem(s) in a way that is targeted, unique, special, better and/or different than everyone else – and generate strong and sustained interest. **Remember the Vegan restaurant?**

The point of this is to provide your prospect with something that is valuable and benefit-rich to them. (Remember I mentioned value-driven content?)

Add VALUE to their life first and show them what is possible for them…

They have to SEE what happens (the end result) and how they would benefit from working specifically with you. What does it look, sound and feel like for them after they start working with you?

Assuming this makes sense to you, your next question is, "How do I attract these prospects?"



IT CAN START WITH A LEAD MAGNET.

It could be:

- *A case study,*
- *A blueprint,*
- *A how-to guide,*
- *A video,*
- *An e-book,*
- *A Webinar,*
- *A PDF download, etc.*

There are multiple opportunities for you to create value-driven content that will generate **leads and interest and logically tie it into the next step.**

That's the key to making this work effectively!

STEP #3:

LEAD FOLLOW-UP

This is a VERY, VERY important step in the process.

Why?

Because this is where you take your prospect down a 'short path' and get them to learn (understand) how and why you are uniquely qualified to help them solve their problem.

And, if you do this correctly, your lead will understand why they cannot find anyone else that can help them the way YOU can. (Think about that for a second. That means you effectively eliminate all competition.)

This step gets your prospect to know, like and trust you fairly quickly AND eliminates the need for your prospects to shop around.

LET'S LOOK AT AN EXAMPLE...

On my LinkedIn profile, I have positioned myself in a way so that people understand that they cannot find anyone else that can help them with Lead Generation and New Client acquisition at the same level and in the same way that I can.

(You can check it out here -> https://www.linkedin.com/in/drlenschwartz/)

What I am expecting is that the prospect reads my profile and decides to go deeper to find out more about how I can help them (i.e. watch my videos, webinars, read my articles, testimonials, etc.)

See how that works?

Once you've captured the attention of a prospect, your job is to continue to take them deeper into learning more about you, your products, services and/or solutions.

This process may seem simple, but it's only effective if tied in to the larger Lead Follow-Up and Lead Conversion strategy!

IMPORTANT:

The next logical step after a stranger becomes a lead, - and the lead learns why you are uniquely qualified to help them - SHOULD be an opportunity to talk to you to learn more about how you can help them.

Let's take a look at another quick example — this is an article I posted on LinkedIn
-> https://www.linkedin.com/pulse/truth-getting-what-you-really-want-dr-len-schwartz/

This is a good example, because my funnel is really simple:

1. *Get people to read my article*
2. *A decent percentage of people will find value in it*
3. *Ask them to fill out a form in order to set up time to talk*
4. *Get a percentage of those people on a high-level phone call*
5. *Get a percentage of those people to become my new client.*

Will everyone who reads my article fill out that form and schedule a call?
Sadly, no.

That's why I have an entire system in place — to maximize each step of the lead generation, lead follow-up and lead conversion process. AND, for all of those people who I never hear from, I e-mail them every week to share valuable, benefit-rich information so they can learn more about how I can help them.

Makes sense, right?

I hope the long-term power of this is beginning to sink in…

WANT TO KNOW THE 4 REASONS WHY PEOPLE AREN'T CHASING YOU TO BECOME YOUR NEW CLIENT?

CLICK HERE!!!



STEP #4:

LEAD CONVERSION

Out of all the elements involved in ***The 7-Figure Market Domination Formula,*** *this step is arguably the most important in terms of Return On Investment (ROI).*

In **Lead Conversion,** *you get to show the huge value of your product/service and how you can solve their biggest problem. And, if you have the right sequential Lead Follow-Up in place (i.e. they learned why they cannot find anyone else that can help them the way you can), it is the prospect that will ask you to show them specifically how you can help them.*

This is Part 1 of the Lead Conversion process. You show your prospects how you can help them.

This step is often confused with "Pre-Closing."

Yes, closing a client can be synonymous with Lead Conversion.

But, it's so much more than that…

In this **Lead Conversion** *step, you have prospects chasing you for more information, insight and greater understanding.*

Why are they chasing you?

Because you showed them what's in it for them and what it is costing them by not working with you.

You showed them how and why you are the best person to solve their problem.

You explained what they would be missing, or losing, or not achieving if they don't choose you to solve their problem.

It's actually really simple. NO trickery. NO hard selling. NO convincing. NO pressure.
NO magic phrases or words needed.

Just an easy-to-understand explanation of how you can help them (and why you are the best of the best).

Want to learn an incredibly effective, no-hard-sell lead conversion SYSTEM that will get your prospects to ask YOU if you would be willing to accept them as your new client?

CLICK HERE!!!

This is why I recommend your entire marketing campaign be setup with the end in mind (thank you, Stephen Covey) - where your prospects smoothly transition from one step to the next until they reach a logical conclusion - which is to hire you, buy from you, etc. (Part 2 of the Lead Conversion process)

Most people invest in marketing/advertising and hope their prospect will take all of the desired actions right away.

I KNOW deep down you want that too…
But you and I know better than that!

Everyone has a sales cycle associated with selling their products or services.

What I can say with certainty is that if you have your campaigns set up properly, you will significantly SHORTEN your typical sales cycle.

Because you've accelerated the get to "know, like and trust you" process and combined it with a killer irresistible offer.

This leads to an article post of mine, which is the first step in one of my funnels.

CLICK HERE TO CHECK IT OUT!!!

Pay close attention to comments requesting information from me. Now, I know it's not a crazy impressive number…but this is just 1 piece of the funnel that I set up for myself. (And the social proof got better and better that day from the comments.)



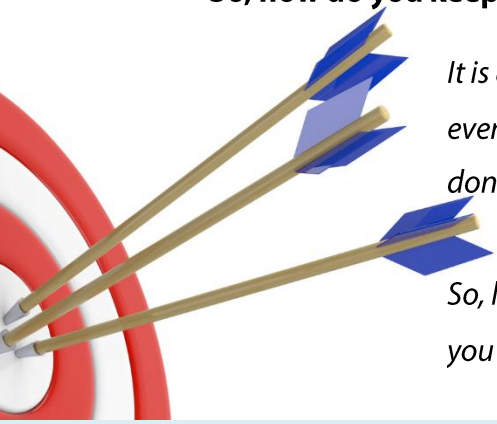
STEP #5:

CONSISTENCY IS THE KEY

At this point in the process, you are really starting to see results.

You've got everything setup correctly, your "machine" is bringing in leads and new clients, and since you are a master marketer, you are tracking and testing all of your marketing so you can identify what marketing efforts, lead magnet or strategy is generating the best results.

So, how do you keep getting what you're getting?



It is amazing to me how many people will stop doing what is required even though they know exactly what to do. I should know - I'm guilty of having done that as well.

So, let me proudly state, if you want to keep getting the same great results, you have to keep implementing every part of the system.

Don't forget about building your name, brand, and fame…

1. *Your consistent efforts will help you get significant name recognition in your city with your ideal prospects.*
2. *Your efforts will also help you build your brand (what makes you and your business so unique).*
3. *Your efforts will help your EXPERT positioning and establish how and why you are better/different than everyone else.*

All 3 of these things will undoubtedly help you attract more prospects over time (it will snowball) and enable you to enjoy continuous growth.

STEP #6:

FOLLOW-UP WITH NON-BUYERS

At last, we've reached the final step in The 7-Figure Market Domination Formula

And as you might have guessed, the **Follow-up with Non-Buyers** *is all about using email marketing to communicate your value, as well as the value of your services to your prospects who decided not to buy from or hire you. (I mentioned this earlier.)*

(Note: *You will have already deployed some email sequences during the* **Lead Follow-Up and Conversion Steps,** *but this takes things up a notch with Non-Buyers.)*

Pay close attention, because I'm about to share a BIG mistake that I made for years…that probably cost me $500,000 or more!

Keep in mind that in addition to communicating your value, you'll also want to use these non-buyer e-mails to give people a chance to know more about you.

In other words, your e-mails shouldn't be all business. Share a little about you, your hobbies, family, experiences, lessons learned, success in business, mistakes made, testimonials from clients and/or a NEW perspective on how to solve their problem.

Give people a chance to get to know YOU on a personal level, and you will enjoy a lot more traction.

Email them as if you were a friend checking in…and you will love the responses, questions and interest your prospects share with you.

In fact, if you can tell a story (before and after, failure/success, lessons learned, etc.) through your e-mails (about you and your business/services), you will notice higher open rates and conversion.

Want to see an example?

Click below to read one of my e-mails/blog posts

CLICK HERE!!!

Also, I have found that every time I am successful at providing my prospects with a big SHIFT in their awareness of their problem and/or the solution (to their problem) - and they "get it"- I typically acquire an incredibly eager-to-learn new client that becomes a big fan.

Your email list of prospective clients is one of your biggest assets.
As mentioned above, the key to success is to e-mail them consistently.

When your subscribers feel like they really know you, you'll have created a bond with them that will serve you (new business) for years to come.



When you combine that with everything you've done up to this point, **you will have built a powerful lead generation and new client machine.**

Now…

DO YOU LIKE THE IDEA OF "FLIPPING A SWITCH" AND HAVING ALL OF THIS DONE-FOR-YOU?

By now you should have a really good understanding of The 7-Figure Market Domination Formula and how it can generate a consistent, dependable flow of high-quality leads and new clients every week.

If you see value in setting up this type of lead generation machine for your own business, and you'd like to set up a 1-on-1 deep dive conversation

CLICK HERE!!!

To your success,

- Dr. Len

About Me -> http://bit.ly/about-DrLen

https://www.facebook.com/len.schwartz1

www.Linkedin.com/in/drlenschwartz

www.twitter.com/drlenschwartz

P.S. – Now that you know how to set this up for yourself, please let me know about your success. I would love to hear from you!