

- Free Report -

7 Secrets To Your Very Own Instant Customer Goldmine™

**How To Get MORE Customers, Sell MORE Product Or
Service & Maximize Residual Income!**

All Rights Reserved © 2009

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this report, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. The publisher is not engaged in rendering professional services, and you should consult a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

www.InstantCustomerGoldmine.com

Introduction

Before we get started...

If you think this is “just another free report”, think again!

This report is unlike any other. It's **meaty and packed with content** that is sure to light a fire in your business!

Imagine waking up to GOBS of loyal customers that not only buy, but also get others to buy from YOU!

Imagine doing this over and over again with your current business or career. **This is possible if you put into action just some of the profit secrets outlined in this report!**

Are you ready? Ok, let's get started!

By the time you put these profit secrets into action, you will have more fun profiting from your business, job or career, no matter what market it is!

Let's begin...

You may be asking yourself one of the following questions:

- "I just got started in a new business, now what do I do?"
- "How do I increase sales in my business?"
- "What makes my customers want to come back and order from me?"
- "How can I increase the number of customers and sales in my business?"
- "How do I set myself apart when my company is letting so many people go?"
- "How do I get people to buy from me online?"
- "What do I do during tough times when it seems like everything is bad?"
- "How do I drive more traffic to my website?"
- "How do I get my team to perform better?"
- "They bought from me - now what?"

If You Can Relate To Any Of The Above Questions Or Similar Questions, Then You're In The Right Place!

Quite frankly, if you want to increase profits, increase sales, lower cost, and set yourself apart from your competition to where people can't help but do business with you, where they feel compelled to work with you, then you need to pay close attention to every single word in this report!

Have you just started a new business, job or career recently?

Do you have product inventory on hand, a service or a website... but no customers yet?

How do you generate MASSIVE exposure and interest about your product or service and get lots of clients quickly?

What makes people buy from you?

What is the best way to market a new product or service successfully in today's tough economy?

In this Free Report, **International Business Coach and Relationship Marketing Expert, Dani Johnson** will give you the *7 Hidden Secrets To Creating A Feeding Frenzy Of Rabid "Cash-In-Hand" Buyers*. Not only will you receive these hidden secrets but you will also receive *7 Ways To Mobilize Loyal, Repeat Customers Into Your Business, Job or Career* this week!

Dani Johnson teaches you the exact retail marketing techniques she used to earn \$18,450 cash profits in 45 days part-time!

(She later used the exact same techniques and strategies to make MILLIONS for herself and her clients!)

The Problem Most People Face

There is no faster way to earn money than by gaining new customers or clients that repeatedly use your products or services, and in turn from their results, tell others about your products or services by referrals. This is known as, viral or word of mouth marketing and it is without question the most effective form of marketing there is.

Unfortunately, most people get so excited about their products or services that they try to SELL *potential customers on all of the great benefits and things their product (or service) can do for them...*

Many times the end result is that people run away or ignore you because they don't want to be sold anything!

Finally, A Retail Success System So Simple, Anyone Can Use It To Generate Increased Residual Customer Profits... In *Any* Market.

The secret to expanding your client base, finding, getting, and KEEPING repeat business flowing in, even in tough economic times is knowing how to get customers coming after you, chasing you down, asking if they can use your product or service instead of you going after them. While others enthusiastically (and unknowingly) push potential customers away by selling features and benefits, you'll discover how to have people calling and emailing you to find out how they can be considered to be your next great testimonial.

This very simple, yet wildly effective system has been proven time and time again to quickly take people from nothing... no profits, no business, no advertising, no traffic, no sales, no income... to 10's of thousands, even millions in profits! **Some of our clients that we've taught this system to go on to becoming multi-millionaires.** Others have used it to simply get out of debt, buy a new home, or generate extra cash to supplement their retirement. The choice is yours.

In this report, internationally sought after success coach and relationship marketing expert, Dani Johnson will be giving you simple techniques that will drastically increase your retail success and expand your client base which results in bigger profits for you!! The techniques revealed have created so many results both online and offline for our clients that Dani wanted to make them available to you. If you've ever wanted to learn how to generate INSTANT CASH whenever you need it, then this is the training for you.

Imagine The Kind Of Income You Could Generate... If You Were Marketing A Product Or Service That Paid Just A \$50 Commission If You;

Acquired 10 repeat customers;
Who in turn told just 10 people;
Who in turn told just 10 people;

You would have **1,000 repeat customers** each and every month X \$50 each = ***\$50,000 each month!***

This is the power of the information in this report and within the **Instant Customer Goldmine™** system. Because when you truly learn how to apply these techniques, you are literally given the keys to the vault! There really is no limit to how much money you can make. With the right product or service and the right knowledge and skill (which is what you will learn in this report and in Instant Customer Goldmine™) you can make boat-loads of cash each and every month! If you are using this information at your job, you'll easily become ultra successful getting raises, promotions and bonuses.

REAL LIFE Success Stories From This Simple System:

\$3.8 Million In One Year

"I was a totally stressed out, overworked business owner who was working way to many hours. Using the techniques Dani teaches in Instant Customer Goldmine™ my business went from \$720,000 to \$3.8M in one year – all while cutting my working hours in half! If you want to get to the next level inside of your business, by working less and making more, then you need to plug into this system right away." ~ Carmen U.

From \$8,000 to \$18,690

"Dani made me hungry again. She made me get back my ability to hustle. We went from moving \$8,000 in product in May, to \$18,690 in June. Dani definitely left her footprint on my life and I will forever be grateful." ~ A.W.

40 New Customers, \$1,500 in retail sales within 2 days

"I brought over 40 partners in my business to Dani's training, and people who were stuck in their business came out of Dani's training and made \$1,500 in retail sales within 2 days!" ~ N.B.

\$1,000,000 In First Year Profit!

"I started a retail store from the ground up, and using Dani Johnson's system we've been able to generate over \$1,000,000 in profit using what she taught! I also was able to pay off \$90,000 of personal debt in the last 16 months. Since plugging into Dani Johnson, my life has been completely changed!" ~ Steve B.

\$20,000 In 4.5 Hours!

"I went out and in four and a half hours I generated over \$20,000 of product volume using what Dani taught me." ~ Mazi S.

Profit Secret #1

Acquiring New Customers Daily Is Your Bread & Butter!

This is the very backbone of your business. It's what solidifies the foundation. If the end user is not using the service or the product that you are marketing then you are completely missing the boat. The reality is that most get stuck in the details of the product or service they are marketing instead of focusing on the people that they are marketing to. If you are a jerk and you are overloading people with too many facts, that customer is not going to purchase the product or service from you.

So get your mindset out of the idea that your product or service is everything because there are some skills that you need to learn and without those advanced skills and systems your product is going to stay on the shelf and you will continually get excuses from your customers like:

"I don't have the money" or "I need to think about it" or "I'm just looking", etc.

Retail provides an immediate income stream and if you have product then you have money. But if you have no product you have no money.

Your service or product inventory is literally an ATM Machine once you learn the right knowledge and skill of how to *attract* customers to you, how to get them to *want* to buy, how to get them to *never* consider doing business with someone else and how to get them to *refer* business to you each and every day!

Profit Secret #2

#1 Rule Regarding Marketing Your Product Or Service Is – KEEP IT SIMPLE!

The general population responds positively to what is SIMPLE! They have to think about what is complicated. They have to figure out what they don't understand. So if there's ANY confusion in the prospect, there's a great chance they are NOT going to do business with you right then. There's an even greater chance they might not do business with you ever! Unless you have a powerful Follow Up System put in place to where you can capture and fill whatever hole it was that you left wide open.

You see the market is aggressive and competitive. And being competitive, it means that you better strike while it's HOT! If you don't your competitor will and somebody else is going to pick up where you left off and make the sale.

So think about your exposure and sales process... IS IT SIMPLE?

In 95% of the cases, it isn't. Most people fill their presentations, websites, brochures and pitches with too much "so what" information. Look at your approach, look at your sales process, if there is anything in it that causes confusion, creates a question, or is just dumb meaningless information – TAKE IT OUT! It's only hurting your results and causing your potential customer to delay a buying decision.

Remember this one thing, complicated equals no results – SIMPLE equals profits!

You'll learn exactly HOW to keep your sales process, presentations and websites SIMPLE in Instant Customer Goldmine™!

Profit Secret #3

Prepare For Success - Have Some Basic Business Tools On Hand!

This seems so simple and stupid, but you would be AMAZED at how many people don't prepare for success, so they LOSE the sale!

Its simple to avoid, and it doesn't need to happen, especially to you! Prepare ahead of time for success and you'll be 90% ahead of others out there who are caught off guard and left looking unprofessional in front of their new prospect or customer. Remember, credibility equals sales, repeat sales and massive referrals!

To start, you need some very basic tools on hand like:

1. Order Forms
2. Receipts
3. Brochures
4. Business Cards
5. An 800# or Voice Mail system
6. Product (how can you sell something you don't have?)
7. A Website with written, audio or video testimonials

Testimonials are very important because they solidify what your product or service does. As simple as it sounds, these tools will increase your percentage shot at closing a sale and getting referrals from your new customers.

Profit Secret #4

Don't Be A Hypocrite - Use Your Product!

When you are first starting out with a new job, career or business, you need to use your product! Become a "product of your product". If you are not a "product of your product" you are nothing but a hypocrite. So many people try to take the easy way out. Don't just be a pusher, become a user of the product as well!

No one likes to be sold on something that you yourself don't use, and no one likes to sell something that they don't believe in. It's just bad business and no matter how much money you think you can make with it, you're completely missing the boat if you are not using the product yourself. So use your product as though you were a client of that product. Use it as though you were the one who bought it yourself or as though you invested the outrageous amount of money into developing it.

Not only do you have to use your product, but you need to teach your clients how to use it as well. Don't assume they know how. If your clients don't know how to use your product or service, it will not be used. And you want them to use your product cause it means that they will get a RESULT from your product, which can then lead to a referral or even a repeat purchase.

We Reap what we Sow. It's a **Law of Success**. If you are using your product when you talk to people you come from a place of authority. There's a conviction in your spirit and people hear it. When you are just a "sales person" trying to get their credit card number, the "fake" belief that you THINK you have, comes across and people can read right through it.

Using your product has everything to do with everything! This mindset and commitment will change your results big time! It's major, and those who underestimate its importance are leaving thousands in profits on the table. Once you use your product, there are some specific changes you'll want to make in your initial approach, presentation and closing of new customers. You'll learn this and more in **Instant Customer Goldmine™!**

Profit Secret #5

Become The “Trusted Advisor” – You Now Have Clients, Not Customers!

From this point forward you no longer have customers, you now have CLIENTS! McDonald's has customers. A client is prestigious. Attorneys have clients. Business professionals have clients. A Client denotes a long-term business relationship. A customer is a short-term business relationship. You want to develop strong, long-term business relationships with people, so don't call them customers, call them clients.

Also, the very nature of a client relationship is totally different than a customer. A customer is someone who just makes a purchase and leaves. However, a client is someone who has put their trust in your advice, help and guidance. This may seem like not a big deal, but it is HUGE. It's a result of proper positioning from the very beginning of your exposure to the prospect. Trust, credibility and differentiation are all key. When you are in the position of “trusted advisor” to your clients, they are going to come back to you time and time again eager and ready to take action on anything that you recommend. They perceive you as the trusted expert, someone who they will refer others to as well.

This shift moves your positioning from someone who is simply selling a “commodity” type product or service to someone who is offering something much more valuable! It allows you to charge more for your product or service (you'll not have to compete on price alone anymore), and it positions you as the only expert, the only option for them to do business with.

There are many secrets to positioning yourself as a trusted advisor with your clients. There are also mistakes that most people make when trying to do this that can cost you dearly! You'll learn the simple, easy way to do this and more in **Instant Customer Goldmine™**

Profit Secret #6

Expose Your Business, Product or Service Constantly!

You want to CONSTANTLY be exposing your business either through advertising, the Internet, wearing something on your body that promotes it, like a *t-shirt* or a *button*. **Here are some simple inexpensive ways to expose your business. It's by no means definitive, but it will help get you started:**

1. Flyers
2. PPC Ads (*Paper Click Ads*) & Organic Search Marketing
3. Brochures (*They need to be written in a way that compels people to take action!*)
4. Classified ads in small local newspapers across the nation
5. Image Advertising
6. Banners, Signs and Billboards
7. Drawings or Contests
8. Displaying Your Product or Service At Work (*Have a testimonial attached to it*)
9. Consume or Use Your Product In Front Of People
10. Audio CDs (*Leaving A Few Around With A Thank You Note When You Are Traveling*)
11. Audio CDs (*Leaving A Few Around With A Thank You Note When You Are Traveling*)
12. Joint Ventures & Affiliates (*Make A List Of Other Businesses That Can Benefit From Your Client Base, Vice Versa. It's A Win Win!*)
13. Your Own Personal List Of Names and Resources
14. A Pre-Recorded Message on a Voice Mail system

Profit Secret #7

Nothing Gets a Customer To Buy Faster Than Telling Stories!

Products and Services move the quickest through testimonials, not through facts, figures and information. It is extremely important that you live by this principle. People really don't care much about the facts, all they want to know is... "Will it work for me?" You address this issue directly by telling stories and testimonials – focusing on the results your product or service gives people.

When you are passionate about seeing results from clients then it's so easy to sell the results. You need to be able to tell your story of how the product has brought you results. If it's a weight loss product, tell about how you personally and two of your friends lost weight on the product. If it's at a job interview, talk about how awesome your last boss was. If it's for legal services, talk about how much money and/or stress you saved using a particular service. If it's insurance, talk about how much you saved on insurance! If it's a restaurant talk about how you, and people you know just love the food. If it's teaching, talk about the results that students have received!

Testimonials are also duplicatable (easy to copy and repeat)! You're customers and sales reps can easily repeat them to others, which leads to referrals and momentum which we call, mobilization!

But how do you tell stories in a way that quickly, smoothly and easily brings the customer right into a buying decision? In **Instant Customer Goldmine™** you'll get a short cut to this answer and a easy but powerful script that you can use with your initial exposure to your new prospects, your websites and sales letters, brochures, ad copy and more!

BONUS: 7 Things To Mobilize THIS WEEK In Your Business!

1 - You need to treat all of your clients with VALUE. Value who they are as a person and individual... every \$10, \$30, \$60 product client has the potential to become a \$3000 client or send you 100's of referrals! Don't underestimate anyone!

2 - You need to follow up on 3rd day... your customer that was a stranger is now your friend. Re-establish some credibility for yourself and your company and product line. Re-establish the rapport... ask them about their family, things you discovered about them in the initial contact by using the techniques taught in Instant Customer Goldmine™, then you'll want to check to see if they are using the product in the correct way. **This is how you build a relationship! But remember... DO NOT try to sell them!**

3 - You want to continue to tell stories! Throughout your relationship at each and every point of contact you want to STAY FOCUSED ON THE RESULTS of the product or service by telling stories and testimonials!

4 - Go the extra mile... with everything that has been laid out already. It never hurts to treat your clients really well. They will trust you, and be even more open to giving you their money again and again!

5 - The client is never wrong.... the attitude you should have is:

“What can we do to make you happy?”

“We want to serve you and value your business.”

You want to keep the good feeling and the reputation that you have established with your clients at a top level. **You don't ever want to argue or prove your client's wrong, ever.** You will lose business that way. This will kill mobilization and referrals to your business.

6 - You don't want to contact your client and try to "up sell" them right away... Let them start to see results first. There is no trust if you are constantly going for their pocketbook! Keep the friendship going, and when they experience results, they will naturally come back and buy more from you without you saying anything! Don't send constant promo emails or phone calls trying to give them a sales pitch. Just keep the friendship going.

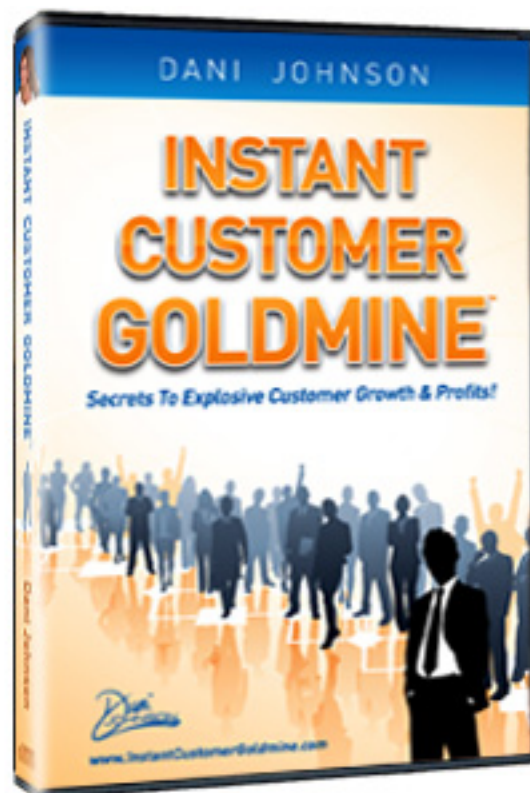
7 - Give gifts, bonuses, etc. Hugely Important. Give gifts to your clients and give gifts that will help mobilize your business. (i.e. a tee shirt with company promo, free CD, water bottle with logo, etc.) This is a great way to follow up with people you haven't heard from. **Remember: The fortune is in the follow up.** Do this in a cost effective way that has a dual purpose and will make them feel good about you.

WARNING!!!

The 7 Profit Secrets you have just discovered are a just small sample of the killer information hidden within **Instant Customer Goldmine™!** You'll want to get in on this fast before your competitors do and get the edge on your competition!

Instant Customer Goldmine™

Get More Customers, Sell More Product & Maximize Residual Income



www.InstantCustomerGoldmine.com

"Instant Customer Goldmine™ Retail Success System Virtually Guarantees a Feeding Frenzy Of Rabid "Cash-In-Hand" Buyers Begging For Your Product or Service!"

The proven MILLION DOLLAR customer growth strategies contained in this exclusive Dani Johnson audio training program will dramatically impact your income in your home-based business, Internet marketing or traditional brick and mortar business. It will even increase your results at your current job or career.

The **Instant Customer Goldmine™** system works in both good and bad economies. In fact, the worse the economy is, the more critical it is that you know the techniques taught in Instant Customer Goldmine™!

You will discover a **Simple Process** that anyone can follow that will lead prospects to becoming faithful clients who place orders with you time and time again, as well as create a powerful army of satisfied customers and clients who will refer business to you, and only you, *creating mass niche domination of whatever business or profession that you are in.*

These literally are the time tested proven secret strategies that everyone who is successful in their field must know, whether it be an actor, actress, doctor, lawyer, internet marketer, online store owner, home business owner, mother, hairstylist, sales professional, dating service, legal, health, insurance, mechanics, nails, writer, musician - you all have something that you have to offer. Your goal is not to just get one sale, or one customer, but to create repeat business for yourself, not only from the customers that you get, but from the mobilization that occurs when your customers and clients feel a moral obligation to refer business to you, no matter what it is that you do.

What If You Were Able To...

- Position yourself and your product (or service) in a way that completely separates you from the masses and from the competition, leaving your prospects and customers no other option but to do business with you!
- Discover marketing and advertising techniques that cost you next to nothing and always bring you NEW CUSTOMERS!
- Have an endless stream of people APPROACH YOU about your product or service!
- Learn the secret to building long term LOYALTY with your customers!
- Discover how to leverage continual retail sales as a CONSISTENT INCOME STREAM in your business!
- Get others to expose your products, websites and brochures for you willingly and enthusiastically!
- Discover the one simple response that will handle ANY objection - using this will cause your sales and profits to soar!
- How to get your customers to do all the work for you!
- Uncover the real secret that moves people to buy your product immediately!
- Become a Professional and not an Amateur at promoting your product or service!
- Learn a guaranteed close that created a multi-billion dollar business!

- Uncover a simple tool that creates curiosity about your product without saying a word!
- Learn a technique that will compel customers to buy from you instead of your competition!
- Know how to confidently ask for referrals and get them every time!

Let An Expert Show You The Secrets of Developing A Long-Term Residual Sales Pipeline!

How would you like to be the one hairstylist, musician, doctor, marketer, mechanic, salesman or woman, cook, coach, whatever - that everyone around town (or around the country/world for that matter) is talking about in your particular niche? Don't think small here! I promise you that when you learn and follow the simple steps outlined in Instant Customer Goldmine™, you will have more business than you know what to do with - and in an economy like this, that knowledge truly is a goldmine!

These strategies have been proven and tested with our clients, some have gone on to make MILLIONS IN PROFITS! This information was only privy to them, the public did not have access to these secrets - UNTIL NOW!

Over the years, Dani Johnson has taken everyday average people with or without marketing or sales experience and helped them develop closing ratios as high as 90%!

Don't reinvent the wheel. Here is your chance to learn directly from someone who went from living out of her car with \$2.03 to her name to earning her first million in 2 years!

Learn Secrets To Fast, Explosive Profits That Come From A Hungry Loyal Customer Base:

What You Will Learn From Instant Customer Goldmine™:

1. Discover techniques to expose your product 24/7 to get new clients contacting you DAILY. Dani reveals her secrets on how she used a \$2 advertising campaign to make \$1000's in retail profits, working PART TIME. This simple marketing strategy will have people APPROACHING YOU about your product or service!

2. Gain access to a sales script that helped ordinary average people with no sales or marketing experience hit up to 90% closing ratios almost overnight. No matter how much or little experience you have, this script will deliver results and line your pockets with cash instantly and it can easily be modified to sell your specific product or service.

3. How to Answer ANY Question or Objection. Selling your product is not rocket science. Learn the Strategy and Phrase that Dani used to successfully answer EVERY question and objection!

4. Learn the 3 Simple Steps that lead your customers to place orders with you time and time again. Watch your residual income increase as your customer base grows each month without fail!

5. Creating an arsenal of satisfied customers and stories that will turn into Profits. Watch the customers do the selling for you. Discover how to mobilize an army of loyal customers who refer to you a continuous stream of new customers assuring that your check grows every day!

6. Learn the Most Profitable Presentation Strategies. Dani will show you how to utilize the 3 Step Process to duplicate highly effective and profitable presentations within just a few days. Watch as you replicate the sales process whether it's a retail store, online marketing or home business, creating even more residual income!

7. Creating Loyal Customers. You'll discover the keys to keeping a customer for life. Proven techniques that creates value and relationship between you and your customers and how to have them give you an endless list of referrals.

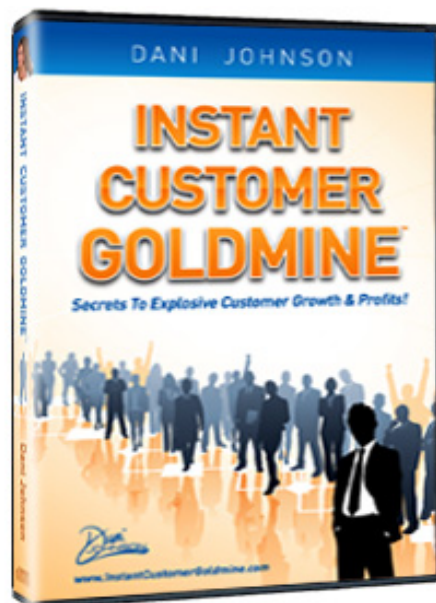
8. Turn Your Clients Into Your Best Business Partners. Learn simple strategies that motivate your clients to become your best, most productive business partners.

Just One Strategy Taught In Instant Customer Goldmine Can Bring 1000's (or MUCH more) Of Residual Income Every Single Month!

GRAB YOUR COPY TODAY!

Instant Customer Goldmine™

Get More Customers, Sell More Product & Maximize Residual Income



www.InstantCustomerGoldmine.com

Make BIG Money Giving Away This REPORT for FREE!

Making money with **Instant Customer Goldmine™** is very easy.
[Simply click here for more info!](#)

About Dani Johnson



Dani Johnson is Founder of "Call To Freedom Int'l", and internationally sought after speaker, author and Relationship Marketing Expert who got started in business at the age of 19.

After 6 months of failing, going into debt and making no money, something dramatically changed. After getting the right coaching and training, her business income went to \$20,000 per month in just 5 short months. She went from living out of her car with \$2.03 to her name, to becoming #1 international producer within 12 months and went on to earn her first million within 2 short years.

Through her coaching and training seminars, Dani has developed several top producing sales forces and has impacted the lives of 10's of thousands of people. She has helped several achieve 6 and 7 figure incomes. Her passion is seeing people break through financial bondage and excuses that stop people from reaching true freedom emotionally, mentally, physically, spiritually and financially. Dani's ability to give very specific answers in a direct, straight to the gut manner combined with her raw motivation style is what truly sets her apart. The foundation of her teachings and principles are biblically based and you won't hear anything from Dani that she hasn't personally used or done herself.

Dani regularly coaches successful top earners and executives, as well as newbie entrepreneurs on leadership, overcoming fear, business growth, time management, relationship marketing, prospecting, closing, teamwork, motivating others, wealth development, spiritual issues and more. Dani has been featured on numerous radio and TV and other media outlets, books and publications. Dani is passionately dedicated to the Lord, her husband Hans and her 5 children.

For personal success coaching and info about Dani Johnson success products and upcoming live seminars, visit <http://www.DaniJohnson.com/>