

# HOW TO AVOID GETTING TRAMPLED

IN THE NORTH TEXAS SMALL BUSINESS STAMPEDE



THE FRISCO CONSULTING GROUP



# How To Avoid Getting Trampled In The North Texas Small Business Stampede

*"It amazes me what these guys come up with. Their approach to creating a marketing strategy is not like anything I've ever seen before. They get results."*

**- Barry Williams - Music Industry Executive  
& Father of Country Music Superstar Jason Aldean**

## Record Amounts Of New Businesses Bring More Competitors - Here's How To Survive The Stampede

Your business is the result of your dreams, determination and years of sacrifice. You deserve the right to know all of the available tools at your disposal in order to compete in today's ever changing marketing landscape.

## Your Keys To Growth

- **The Truth About Social Media**
- **Build Your Authority**
- **Boost Your Credibility With One Book**
- **The Right Publicity**
- **Be Found When They Need You**
- **Give The People What They Want**
- **What To Do To Prepare For 2018**

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# The Truth About Social Media

Here's something we've been monitoring, and helping business owners do, for the past couple of years and it's a 'doozie.'

Remember when Facebook started allowing you to create a 'Business Page' for free?

Remember when the goal was to get as many 'Likes' as possible for your business page?

I have some bad news for you.

Our research shows only 2-5% of each post gets shown to a business page's fans.

That's right, each post on most Facebook business pages we researched gets shown to only a handful of their fans.

It's true with 6X Mr. Olympia Dorian Yates' page (2.5mill fans).

It's true with Jason Aldean's page (almost 10mill fans).

It's true with all local businesses and our research suggests **they aren't done yet.**

As we move into 2018, posting to these platforms each day may not be the most efficient use of your time.

Guess what?

**Facebook owns Instagram.**

As a business owner, you're probably thinking, "Why would they do this to me?"

It's not you...it's them.

Facebook did this to boost their advertising revenue.

Question: Was this their 'grand plan' all along?

Answer: It doesn't matter.

As I covered in my first *'Evolution of Marketing'* podcast episode *"How To Save Retail"* what DOES matter is, *now you know* and now its time for you to ADAPT...or go the way of the dinosaur.

The podcast episode is here: <https://thefriscoconsultinggroup.com/how-to-save-retail/>

Facebook or Instagram account for 1 out of every 5 minutes online, so you shouldn't ignore these platforms either.

**Einstein said,** *"Learn the rules...and then play better."*

What should you do, as we move into 2018?

Get them off of social media.

I am not suggesting you ignore more than 1 BILLION people who spend an AVERAGE of 40 minutes each day on Facebook.

I'm only suggesting you not allow your success to be at the mercy of social media shareholders.

This means that you must stop wasting your time posting to these platforms each day (or paying someone to do it).

I'm suggesting you only post when you have something VERY VALUABLE to give to your audience.

Something which will contribute to increasing your:

- overall audience size (online & offline)
- authority & credibility
- your bottom line.

Don't get me wrong, social media has its place.

Facebook brought in \$17 BILLION in revenue last year and most of it was from business owners, like you.

Businesses owners who paid Facebook to 'Boost Post' just so you could reach your own fans. As a business owner, you must always be ready to adapt and evolve your business model.

Your marketing strategies should always 'orbit' *around consumer behavior* and **what's working now**.

If you fail to realize the importance of this concept, your competitors may be the ones who prove it to you.

Social media is a very powerful tool which, when used properly, can be very effective.

Some ways you can use social media more effectively, for your business are:

- Contests
- Coupons
- Surveys
- Free Giveaways

and more.

My agency specializes in helping business owners create effective marketing campaign and we specialize in 'what's working now.'

Don't limit yourself to using only one platform and expect it to grow your business.

Marketing is like INVESTING.

**Diversity is the key.**

If you have an existing business which is *generating at least \$1M per year* and you'd like to **boost your revenue**...go here: <https://thefriscoconsultinggroup.com/get-in-touch/>

Let's have a discussion and see if we're a good fit.

We may not be and this is how we can determine how much money you're leaving on the table.

You want results.

If we're a good fit...you will get results.

# Building Your Authority

Now that we know people buy from people they know, like and trust, it's time to increase your authority.

'Being found' when someone beings searching for your type of product or service is only part of the equation.

Once they find you, your prospect spends around 8 seconds analyzing you & your website.

Most of the time, they look and leave.

Now, you can hope your retargeting efforts pay off, or you can be ready for them with high levels of authority.

I say you do both.

Why leave anything to chance?

Increasing your authority positions you as their most trusted advisor in your field.

There are many ways this can be done including:

- Testimonials
- Speaking Engagements
- Becoming a published Author in your field

and many more.

Heading into a VERY competitive 2018, I suggest you do all the above.

Increasing your perceived authority should always be a focal point in your business.



# Write Your Book To Boost Your Credibility...FAST

“The book is the new business card.” - Entrepreneur.com

When I left the yachting industry in 2011, I pursued my dream of becoming a published author. Little did I know how much this would impact the next few years of my life.

Back in 2012, I wrote & self-published a small exercise book.

I did this for 2 reasons.

1. To help our aging, 'homebound' seniors learn how to regain their lost strength. (Exercise has always been a hobby of mine).
2. To learn what it took to become a 'Best Selling Author.'

Keep in mind, this was a half decade ago and I knew Amazon had potential, yet I also knew what I didn't know. So I had to learn it!

Long story short, the book reached #6 on Amazon's Best Seller List, in its category.

Next, I got a call from 6X Mr. Olympia Dorian Yates (who I'd met in the Carribean) and he said ‘Hey Kev, I’ve always wanted to create my own Personal Trainer certification course. Can you help me out?’ I said “Absolutely.”

The result is here: [www.DYHIT.com](http://www.DYHIT.com). Since then, we've launched our new DY GYM Licensing Program [www.DYGYM.co](http://www.DYGYM.co). We recently opened our 2nd DY GYM in Australia...with more gyms slated to open soon.

On top of all this and during our last trip out to Gold's Gym Venice Beach, Dorian and I were invited to have dinner in Beverly Hills...with Mickey Rourke!

Best Sellers in Exercise & Fitness For the Aging

1. **LOOK INSIDE!** Core Strength for 50+ A Customized Plan by Karl Keup  
ISBN: 978-1-4926-1111-1  
Paperback  
\$12.58  
30 used & new from \$9

2. **LOOK INSIDE!** Age-Defying Fitness: Making the Most... by Marlyn Marfat  
ISBN: 978-1-4926-1200-3  
Paperback  
\$16.25  
\$1 used & new from \$10.00

3. **LOOK INSIDE!** somatics: Reawakening The Mind's Cont... by Thomas Hanna  
ISBN: 978-1-4926-1080-3  
Paperback  
\$14.82  
26 used & new from \$18.23

4. **LOOK INSIDE!** CYCLING Past 50 (Ageless Athlete) by Joe Friel

5. **LOOK INSIDE!** somatics: Reawakening The Mind's Cont... by Thomas Hanna

6. **LOOK INSIDE!** A SUPER Home Exercise Book for Senior... by Kevin Saw Oak - Home

My book when it hit #6 on Amazon's Best Seller List in it's category :-)



You see, when you write YOUR book, it **immediately positions you as a credible and trusted advisor.**

It's a fundamental aspect of human psychology and a *very powerful one*, you can use in 2018!

Think about this...if you needed a new air conditioning unit for your home, you'd begin searching online for a local, reputable installer, right?

As you were scanning the websites of local HVAC companies, they're all going to pretty much look the same, right?

Now, if you stumbled onto one who had published a book about '*Home A/C systems*', you'd choose them, right? (all things being equal, of course)

As we head into 2018, writing a book can immediately separate you from your competitors.

It can also be used in other ways to grow your audience, get you booked for speaking events and more.

Write your book and let it do the work of increasing your perceived value among your prospects!

\*If you're too busy to write your book, we offer a Book Publishing service.

Its like hitting the 'easy button' to *become a published author*...FAST.

Oh, and **you don't have to actually 'write' anything.**

You'll just need to hop on a call with me (or someone on my team) a few times and you'll be a published author before you know it.

We've developed a super easy method of making you a published author and it will be a game changer for your business.

Simply email: **Info@TheFriscoConsultingGroup.com** to learn more.

# Getting Publicity (P.R.)

*"If I was down to my last dollar, I would spend it on P.R."* - Bill Gates

Getting P.R. is great if you:

1. Prepare for it
2. Know how and where to get it
3. Execute your PR STRATEGY and use RETARGETING correctly.

One of our clients is an amazing musical group called **Imperial Brass**.

**Imperial Brass** is a world-class group of musicians and have members who perform regularly with the **Dallas Symphony Orchestra**. They've played together for almost 20 years.

They've performed alongside more than one *President of the United States of America*. They also perform for the graduation ceremonies of *Southern Methodist University* (SMU).

Yet...for whatever reason, when I met them, they hadn't received the amount of publicity they deserve. They deserved to get recognized for their accomplishments. So, when I asked them if they were ready to get booked on live TV, they said "YES!"

**Below, you see them performing LIVE in Victory Plaza on WFAA!**

This TV segment led into the hit show *Good Morning America*.

Publicity can be a VERY powerful tool.

There are several methods to maximize the effectiveness of YOUR publicity.

*There IS a science to all this* if you want to maximize your results.



Getting featured in the press is one way you can receive some GREAT (free) exposure for your business. Yet, there are certain things you should have in place before you receive your publicity.

There are also *several ways to get yourself featured in the media.*

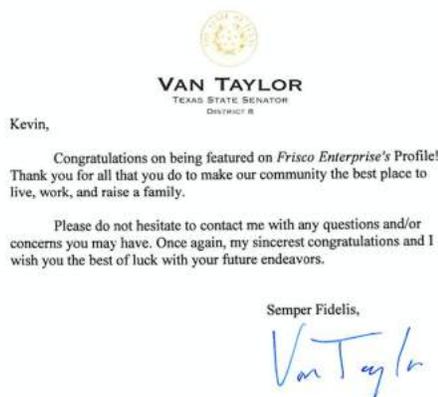
I was recently featured in the ***Frisco Enterprise Newspaper*** for an idea which taught local business owners how to harness the power of the ‘***Fidget Spinner fad***’ The concept is a called a ‘***Spinner Swap***.’

Basically, a ‘***Spinner Swap***’ saves parents a small fortune and encourages parents to bring their child's fidget spinners to your local business. Then, they're able to SWAP them with other fidget spinners inside a bucket, or a shoebox. Everyone wins!



As you can imagine, the parents were happy, the kids were happy and we even donated the supplies to our local ***Rotary Club***. We showed them how to host a Spinner Swap at Frisco's weekly ***Farmer's Market***. It was a hit!

We received some new business from this feature, plus a note from a ***Texas State Senator... Van Taylor.***



# Be Found When Your Prospects Search To For You

*“The best place to hide a body is on Page 2 of Google’s search results.” - Anonymous*

According to a recent study, **your odds of acquiring a new client or customer increase** by more than 500%...*if THEY are the one who contact you FIRST.*

This is one of the biggest advantages of ADVERTISING.

Advertising is great and BEING FOUND in the right place at the right time...can pay off for you IN SPADES.

One of our clients who enjoys top ranking on Google, has 4 competitors displaying near him.

His competitors pay for their ad space.

Each of them pays \$15 every time a prospect clicks on their ad.

**Not a buyer**...a prospect.

He pays nothing per click.

He gets almost as many clicks as they get...for \$0 Per Click.

If you aren’t found when your target prospect begins their search, your competitor will usually get that phone call.

There are MANY places your target audience needs to find you.

If you aren’t listed in ALL of them, then you’re leaving your prospective clients (and money) on the table.

Try ‘Googling’ **every variation of every search term** your prospects are typing into Google, to find your services. How many times do you appear?

Don’t miss another day of lost opportunity and **get yourself FOUND today.**

# Your Local SEO 'Cheat Sheet'

Google has an algorithm.

Your search results are influenced by more than 200 criteria.

Google is constantly changing their algorithm to keep people guessing. They do a pretty good job.

That being said, one of the best ways of helping your business listing show up on Google's search results is to complete each of your free business listings below.

Do yourself a favor and publish your business listings in each of these FREE places online. Also double-check that your name, address and telephone number are accurate.

Don't expect miracles. **Most local-based businesses are very competitive in North Texas.**

They take up to 90 days to transfer your updated information to Google.

This list is almost mandatory for every local-based business who expects to survive in 2018.

- **Google My Business** - <https://www.google.com/business/>
- **BING** - <https://www.bingplaces.com/>
- **Axiom** - <https://mybusinesslistingmanager.myacxiom.com/>
- **Yahoo** - [https://smallbusiness.yahoo.com/local-listings?s\\_local=add](https://smallbusiness.yahoo.com/local-listings?s_local=add)
- **InfoGroup** - <http://www.expressupdate.com/search>
- **Factual** - [https://www.factual.com/contact#update\\_add\\_business](https://www.factual.com/contact#update_add_business)
- **YELP** - <https://biz.yelp.com/>
- **Facebook** - <https://www.facebook.com/business/learn/set-up-facebook-page>
- **Twitter** - <http://www.twibs.com/>
- **Yellow Pages** - <http://adsolutions.yip.com/free-listing-benefits>
- **Manta** - <http://www.manta.com/>
- **Hotfrog** - <http://www.hotfrog.com/>
- **Show Me Local** - <http://www.showmelocal.com/>
- **LinkedIn** - <https://smallbusiness.linkedin.com/>
- **Mojo Pages** - <https://www.mojopages.com/add-business>
- **Superpages** - <http://advertising.superpages.com/contact/>
- **Kudzu** - <https://register.kudzu.com/packageSelect.do>
- **Foursquare** - <http://business.foursquare.com/>
- **Google Mapmaker** - <http://www.google.com/mapmaker>
- **Apple Maps** - <https://mapsconnect.apple.com/>

# Give The People What They Want...Video Content



Remember the old **Godzilla** movies?

Godzilla was always battling it out with [*insert villain monster here*].

Fast forward to today and now the 2 big ‘monsters’ battling it out for your business content are:

**Google & Facebook.**

**Google also owns YouTube.** They are the #1 & #2 largest search engines in the world.

Grab your popcorn.

This is going to be a long, drawn out battle.

Now that we have the shortest attention spans in recorded history, we (mostly) prefer VIDEO CONTENT.

So, now these 2 titans are battling it out for YOUR VIDEO CONTENT.

What should you do?

**Give it to them!**

It's getting very interesting to watch them battle it out for your video content and this can benefit you if:

1. You know how to create the RIGHT KIND of videos which are most effective on each platform and
2. You know what to do with the videos *once you've created them*, in order to get your videos SEEN by your target audience.

There IS a science to this.

It's one of the aspects you'll want to focus on, if you want to grow your business into 2018 and beyond.

There are some key elements you want to put in each of your videos. There are also key PLACES you want to upload your videos once you've created them. Suffice it to say, creating professional videos should be a new, routine part of your business.

This :30sec promotional video clip we created for the new **DY HIT** course with 6X. Mr Olympia Dorian Yates.

Note: Your videos should contain different elements catered to your target audience.

*You can watch it here:*

<https://www.youtube.com/watch?v=CRhIQEfRkOs>

# Retargeting

Retargeting can be like having your own little team of follow-up salespeople who close enormous amounts of sales for you...or it can bankrupt you.

Its like gambling in Las Vegas where the odds are usually stacked against you.

You just need to learn how to use retargeting as effective as the world's top companies.

In a nutshell, it works like this...

First, let's assume your website shows up when your prospect begins his or her Google Search.

Second, once they land on your website, your website 'tags' them with certain tracking codes. This enables you to send your content to them from this point on.

Retargeting serves to *build & nurture* your relationship with them.

It also begins to position you as their most trusted advisor, in your field.

Becoming your prospects most trusted advisor should always be your goal.

Why?

Because we buy from people we know, like & TRUST.

According to a leading research firm, American consumers need to see your content, almost a dozen different times before they make a buying decision.

Retargeting helps you do this.

This wasn't even possible a few short years ago.

THIS is how Amazon 'stalks' you with that new TV you looked at, the other day.

It requires certain elements to work but when done properly, your results can be amazing.

You can now use retargeting to reach your audience and get them across the buying threshold.

**Retargeting turns lookers into buyers.**

# Automate Your 'Follow-Up' To Each Of Your Website Visitors

When I started my first, professional career at the ripe age of 19, I sold furniture.

I did very well for myself at a time when many of my friends were still living with their parents. It was because *I studied my craft.*

One thing I learned is you “*Never let a person walk out the front door without trying to help them, or be able to follow-up with them.*”

Yet, this is EXACTLY what we see most small businesses doing RIGHT NOW with their websites.

**Your website is your *online showroom.***

**Retargeting is your follow-up salesperson.**

Starting to make sense now?

Most business owners, we work with, have done a great job with their business. They do 'some' marketing and they get 'some' results. Yet, many are allowing their prospects to visit their websites and not follow-up with them...every single day.

As a business owner, this should keep you up at night...

If you don't know exactly how many people visited your website yesterday, which pages they visited or have the latest methods of automated, follow-up enabled on your website, **you are leaving a small fortune on the table.**

Never ASSUME your prospect will purchase on their first visit, or even call you.

Your target prospect could have just visited your website five minutes ago. Most have a look around and then simply LEAVE.

Use all your available marketing 'weapons' heading into 2018.

*You must understand your prospects' behavior.*

ADAPT your marketing follow-up accordingly, or risk losing more prospects every...single...day.

**If you have not yet done so, the next thing you should do is to...**

## **Install Your Free Website Tracking Codes Provided To You By Google & Facebook**

Amazon, Best Buy, Target and every large company today follows up with you, after you visit their website.

You should do the same with your prospects immediately...or risk losing them to your competitors.

# How To Prepare For 2018

Failing to plan is planning to fail, right?

You've already proven yourself to be a 'proactive' person by *grabbing a copy of this new eBook*.

So, I won't waste your time telling you to *get motivated*.

You're no dummy.

You make proactive decisions and **you should continue to do so**.

This means using the most advanced growth strategies available to you as we move into 2018.

**The U.S. Small Business Administration recommends you invest 7-8% of your business' annual GROSS revenue into your marketing & advertising.**

My agency, **The Frisco Consulting Group** specializes in keeping up with 'what's working now' and we can ensure your 7-8% investment brings you results.

We do things most of our clients didn't even know were possible until they began working with us.

*We work ON your business while you work IN your business* and **we'll help you become more successful.**

If we work together, you'll be able to watch your business grow to unimaginable heights in 2018.

I hope you enjoyed this ebook and trust that it helps you.

You, the entrepreneur, are the backbone of the American economy and we want to see you succeed.

To your success!

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# Kevin Saint Clair



Kevin Saint Clair is Co-Founder of **The Frisco Consulting Group** with his business partner, Captain Scott Kidd, a graduate of **The University of Texas**. The Frisco Consulting Group was nominated for '**2016 Business of the Year**' by the **Frisco, Texas Chamber of Commerce** for their work assisting small business owners.

Kevin is a previous **#6 Best Selling Author on Amazon** who's past and present clients include Banks, Doctors, Musicians, **Elite Skills Arena** and **6X Mr. Olympia Dorian**

**Yates.**

Kevin started working as a restaurant dishwasher at age 15 and after rising up the 'ranks of retail,' he was *Manager of a furniture store by the age of 21.*

After growing up with a fascination of geography and fueled by an 'explorer's curiosity' he accepted a job offer as Deckhand on the 150' M/Y '**Huntress**', a megayacht famous from the Hollywood films "**Overboard**" & "**Indecent Proposal.**"

One year later, Kevin would cross the Atlantic Ocean aboard the M/Y '**Huntress**' and begin his 'life at sea' which would ultimately become a 15-year career in the world of private, luxury yachts, sailing to more than 40 countries around the globe.

**His first yacht captain's job was awarded to him at age 29** by the gentleman responsible for bringing you consumer products such as the **retractable pet leash, plush dog toys** and who, years prior, had *revolutionized the entire automotive accessory industry*, **Richard Kraver.**

Sailing alongside Richard Kraver aboard the M/Y "**Tina Marie**" would prove to be life-changing for Kevin as he worked hard while Mr. Kraver taught him more invaluable business growth strategies than he could have ever imagined.

Kevin hopes that by helping others improve in areas where they may require assistance, he can pass on what he's been fortunate to learn along his path.

The Frisco Consulting Group specializes in helping motivated business owners make more money using proven systems.