

Exposed! “The Unfair Advantage Marketing Juggernaut”

(Hint: It involves more than simply doing things just like everyone else...)



My name is **Walter Bergeron** and I run Power Control Services Inc., located in Broussard, Louisiana. I started this company 16 years ago in the middle of the sugarcane fields in Louisiana after I finished 6 years in the US Navy, where they taught me how to repair nuclear power plant electronics. (And yes I do glow in the dark!)

Our primary business is the repair of industrial electronic circuit boards.



For example one of our clients is Tyson foods and you probably know they produce ready to cook poultry products. What you might not realize is they have an entire manufacturing process involving conveyor belts and metal detectors and all sorts of electronic automation equipment. Very often that equipment breaks down for various reasons and we are the company they call when they need it fixed.

“My Marketing Strategy? Do What Everyone Else Was Doing...”

Now even if you haven’t heard of my business or type of business before, trust me, we’re not unique. We have plenty of competition and my marketing strategy historically had been pretty much to do what everyone else was doing. (Sound familiar?)

And what that meant was we would hire an advertising agency to help us generate our marketing materials. They were all very pretty and shiny and sparkly but frankly did not produce huge numbers in terms of actual sales.

We also did what everyone else in our industry was doing by hiring outside sales staff and making sales calls, taking prospects to lunch, and basically doing lots of one to one selling. It was mildly effective and resulted in a steady, but slow growth.

The Power of GKIC Marketing And Infusionsoft Changed Everything!

Around 2010, I began to dabble in the GKIC style of marketing when I bought Dan’s “Magnetic Marketing” system and also joined as a Gold Member... and I definitely resonated with everything I was hearing from GKIC and Dan Kennedy. I loved the ideas, but frankly, I never managed to get around to actually implementing anything of any real significance.

Something always prevented me... I was always in search for the next new shiny object that would get me where I wanted to go.

Then in September 2011, after attending GKIC’s Fast Implementation Bootcamp, I finally decided to dedicate myself to 90 days of MASSIVE Action. I implemented on multiple strategies simultaneously – I updated my newsletter, developed a multi-step direct mail campaign, segmented my customer list into much clearer distinctions, and several other items as well.

Now I’d also heard about Infusionsoft while listening to a GKIC monthly CD in my car... the guy mentioned automating our marketing process and talked about Infusion. I didn’t know what he was talking about, so a little Google search and a phone call later and we were up and running on Infusionsoft.

Now I admit... I was fearful that the monthly investment would be a waste of money because it couldn’t possibly perform up to the level as our very high end very costly in-house software.

Well... ***I was oh so very wrong!***

Because this series of MASSIVE actions I took resulted in over a million dollars in new business... and even led to me being named GKIC’s 2012 Marketer of the Year!

Superior Ideas Require Superior Systems

I wouldn’t be telling you this story unless I had made a major shift from our old, outdated software to Infusionsoft.

Before Infusionsoft we used internal software that was integrated into our Enterprise Resource Planning (ERP) system – software that controls the entire business from accounting to production to payroll.

The challenge: it was very hard to use and OH so slow and cumbersome! We would work for 4 plus hours to create a single email and we had to do that each and every time – no automation or customization was possible.

We wanted software that would make the creation of marketing pieces easy and automated, but we had no idea of the power we unleashed with Infusionsoft.



We discovered that not only would this be able to be applied to emails, but we could use it for many other media like faxes, direct mail, tasks and internal correspondence. Now we even use Infusionsoft in our production department for reminders of deadlines and events.

Can You Say “Cha ching” Baby!?

With Infusionsoft we’re able to take the ideas from GKIC to create powerful, multi-step campaigns – “***Unfair Advantage Marketing Juggernauts***” – that have radically transformed my business and its revenues.

In fact, we produced \$ 1,120,197.77 in just 90 days of implementing GKIC marketing using Infusionsoft as the backbone of the campaigns.

By using the marketing content created leveraging GKIC techniques in concert with Infusionsoft... we’ve been able to craft complex and completely unfair campaigns involving emails, faxes, phones, shock and awe packages!

I have launched my business to a whole new level that would never have been possible had I only done one or the other.

The synergistic effect of combining these two dynamo companies has enabled my company to establish and maintain a completely unfair advantage over my competitors.

I strongly urge you to give yourself that same unfair advantage by partnering with Infusionsoft today:

<http://www.GKICLovesInfusionsoft.com>