

From: mailer@infusionmail.com <mailer@infusionmail.com> on behalf of Travis Lee <travis@nobspugetsound.com>

Sent:

To:

Subject: Stop the Four Horsemen in their tracks

Good morning Jack,

Possibly one of the most well-known images from ancient prophecies is that of the “Four Horsemen of the Apocalypse” – riding on horses of white, red, black and pale.

I’ll leave interpretation up to the experts, however, there’s no disputing the fact that these four horsemen of doom have played a key role in art, film, and literature for generations.

Today I’ll give you my own version of the “Four Horsemen of Doom” that could well be riding roughshod over your business (and I’ll tip the secret to how to fight back!)

#1: Failing to invest in SYSTEMS. All businesses invest in equipment, software, supplies, even people. All good things. But NOT at the expense of making wise investments in SYSTEMS to actually make the business run more predictably and effectively.

#2: Creating Marketing that’s Easy to COPY. It’s considered BEST PRACTICE today to focus a lot of energy on Search Engine Optimization (SEO) for your business’s website. But the downside here is that means every competitor knows what you’re doing online. A craftier approach is to create multi-channel marketing funnels that lead prospects through a hidden path to sales.

#3: Thinking Only “Short Term” About Promotions. It’s natural – you face an immediate need like a cash crunch and so you drop everything to put together a quick promotion to fix the problem. That’s fine... but it almost always leads to #4 which is...

#4: One-and-Done. After spending a LOT of money on a special promotion to bring in leads/business, everything gets tossed away and

is never used again. What a waste! Instead, you should work to create marketing / sales assets that can be used and reused many times over and over again.

Don't let these "Four Horsemen of Doom" attack your business – recognize the dangers each brings and take concrete steps to keep them as far from you as possible.

Later this month, at our [GKIC Marketing Power Lunch](#) happening on Aug. 18, we're going to dive a little deeper into this topic AND discuss some practical strategies to give your business a leg up on the competition. I'm certain you'll find it both eye-opening and a lot of fun.

Don't miss out - [just click the link here](#) to save your seat now. It's just \$47 to join us again as a returning guest.

I'm looking forward to seeing you there .

To Your Success,

Travis Lee
253-859-7351

P. S. Check your calendars to make sure you are free, or to free yourself to attend Info-Summit 2015, Nov 5-7 in Denver CO. [Check out this link](#) for further details.

To view this email in your browser [Click here](#)

3D Mail Results
6205 S. 231st St
Kent, Washington 98032
United States
(888) 250-1834

If you no longer wish to receive our emails, click the link below:

[Unsubscribe](#)