

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

Sent:

To:

Subject: Why you need 'Millipede Marketing'

Hi Jack,

If there's one critter known for creepy crawlies, it's the lowly millipede. Contrary to what you might think, they a) don't have 1,000 legs (750 tops) and b) they aren't insanely poisonous or dangerous.

Nevertheless, they are one bug-ugly varmint that I wouldn't want loitering anywhere near me.

However, they do offer value as a model for the kind of **MARKETING** your business should use: **MULTI-STEP** and in a big way.

Whereas most businesses send out one-shot flyers, ads, letters, etc. you'd be smart to model the **MULTI-STEP** approach in your efforts to close the deal.

One-step selling is very difficult. Sure, it's what everyone dreams of – the **PERFECT** sales presentation that never fails – but in reality, it's rarely going to happen. So when the economics of your business model allow, it's always better to continue to try to make the sale over multiple steps.

Why? Because by lowering the barrier to response way, way down on that first step, you will capture the greatest number of leads possible. And leads have value.

Multi-step allows you to ease the burden on any **ONE** step... that way no one step has to do too much of the "heavy lifting" to make the sale.

Multi-step has the added benefit of allowing the prospect to feel like he is the one doing the choosing. He can move forward or quit at any time. It makes him feel like he's in control.

This is totally different from feeling like you're being chased by someone trying to SELL you.

We'll be talking more about MULTI-STEP marketing in the context of best practices for your business at our [GKIC Marketing Power Lunch](#) happening on Aug. 18 from 11:30 to 1:30 in Tukwila.

[Click this link](#) to let us know you'll be there. Remember, it's just \$47 to join us again this month. I hope you can make it!

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.](#)

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