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# KEEP IT SIMPLE STUPID MARKETING.COM

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## **“Buyers Delivered to Your Door... In 24 Hours”**

**“It doesn’t get any easier or simpler...”**

If you have been frustrated with promises, glib talk, sales pages, advertisements that NEVER seem to deliver... then this short “White Paper” is for you.

Because it will explain WHY nothing has worked for you in the past, and it explains why this is different.

***Lead generation is the life’s blood of business and without it we die.***

This short Ebook will explain what needs to be done to change your frustration and the predicament that you are in.

It is almost immediately actionable and easily understandable.

It is not jammed with dozens and dozens of alternatives...No, it takes the best of the best and outlines why and how they work.

The goal here is simple... understanding and answers that are actionable.

Period.

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***This short writing solves your traffic and conversion problems and outlines a simple strategy for you to do a total “takeover” of your own marketplace.***

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**R A N D Y   B E R G**

Keepitsimplestupidmarketing.com

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## INTRODUCTION

If you have read either of my websites or my books, **“The Reinvention Protocol”** ... **“It’s All About the Journey”** or **“The Seinfeld Moments”** ... you have a good start on exactly what I did to take a complete startup to over \$3,000,000 in less than 18 months.

It happened after I retired... and all because I was bored.

In a foreign country... one of the most beautiful in the world... and I couldn’t stand it any longer.

A Type A?

Yup, exactly... and I wanted a challenge. Or maybe it’s my Scandinavian sense of guilt that says I shouldn’t have too much of a good thing!

Whatever it was (or is)... **I want to try to recap what I did so that you can duplicate the same thing.**



No, it won’t be exactly the same because we are all different people and our businesses and situations are different.

But, in generalities, you will see... and hopefully understand how I became one of the leading real estate and development companies in the country of Costa Rica... as well as a leading authority on retirement and “baby boomer investment.”

## **KNOW YOUR MARKET... WHO YOUR BUYERS ARE... AND WHERE TO FIND THEM...**

If you don't know who your buyers are... find out fast! Because without this knowledge, you are destined to fail.

When I first decided to sell real estate in Costa Rica, I thought I understood the market pretty well... mainly because I was one of them!

Don't make this mistake...

You may very well be right, but make damn sure that most of your potential buyers are EXACTLY like you ... don't guess... because if you are wrong... well, you know what will happen. And don't assume anything. Just because you think a certain way, don't gamble your entire business .... MAKE CERTAIN.

Know what keeps your clients up all night... what do they worry about... what do they want from you... how can you get their attention? ...

How do you get this information? Go to forums, chatrooms, and groups where your customers hang out. Not the people that own business the same as yours... but your potential buyers. Go there... find out what bothers them and what makes them happy. I think you will be surprised.

Almost every business owner I know thinks he knows his customers and yet IF he or she does this homework, they are usually shocked to find out that they don't know nearly as much as they thought they did.

***This is also the step that most business owners skip. DON'T!  
Everything else hinges on what you discover here.***

A perfect example of how well this can work out for you IF you do your homework:

I remembered having a tough time getting answers about certain topics that I wanted to know about before I moved to Costa Rica. Most websites that I viewed looked the same... pictures of smiles and sunsets and a little information on the country. There was never anything wrong with the country!

Well, nothing is perfect... but the only negative I could ever find was a comment in a forum that said that Costa Ricans were often late! Nothing else... and most realtors would just laugh at me and say that the country is nearly perfect.

Well, my premise was that anyone who was willing to drop six figures plus on a property in a foreign country would want to know about the negatives.

So I branded myself as being the only realtor who would talk about “the good, the bad, and the ugly” about Costa Rica.

I got a lot of grief from the realtors... my competition... but my readers and my potential buyers loved it. And that is also how I set myself apart from the competition.

More on that later.



## **WHY YOUR MARKET HAS TO TRUST YOU... AND HOW TO GET THEM TO DO IT...**

It doesn't take a genius to know that trust is a rare commodity in today's business world. It is hard to find someone that is universally trusted and it is harder yet for a business to instill trust.

There is an adage which is common on today's business world and it says: "everyone wants to buy, but without trust... no one does."

In the "old days" business was done with a handshake and it was done with people we knew.

Now... with the advent of the internet... our buyers and sellers are often faceless and on the other side of the world. And we simply don't trust any longer.



And if there is any doubt about trust any longer... take a look at our political scene... No one trusts politicians, the politicians, government, the police, the media... it goes on and on. It is not just business... it is almost everything.

Yet we know that if we are to be successful, our potential buyers have to trust us.

### **How do we do it?**

Well, for me ... I had the advantage (or maybe disadvantage) of having a longer time span between the time I first "met" a potential buyer (whether online or in person) and the time that they were actually ready to buy. So I had time to build a relationship with the potential buyers... not only to convince them to buy... but to prove to them that I was the best and logical choice for them to buy from.

I had to prove to these people ... the people I knew were “interested”... that I was an “authority” in my marketplace... that I was “likeable”... and I had to “hook them” or pique their interest by proving information and content that they couldn’t get anywhere else. And I had to do this on a regular basis otherwise they would forget about me.

A tall order?

Not really... because for me, it was perfectly logical.

And it should be for you too.

I will cover exactly how to do this all in the next chapter or two.

## “HOW DO WE GET PEOPLE TO NOTICE US?”

Well, one thing is for certain... it is getting harder and harder every day to grab the attention of the people you want to sell to.

We are besieged and inundated with advertisements, messages, videos, sales letters, banners... the list goes on and on.

**And we turn off.**

Our attention span is shrinking to less than that of a goldfish... we literally have to grab our target's attention in just a second or two to even get read.

Most people never get the hang of this.

But here is an ad that I ran that I got huge interest in ... got the chance to explain exactly what I meant because of the way it was phrased ... and ultimately it got me featured in Newsweek magazine.



You can see why it grabbed attention immediately... and for a couple of hundred bucks to be featured in a leading expat daily paper... and on the front page... it definitely put me on the map. And it really was the springboard to being one of the largest and certainly most popular and best known realtors in the country.



The ad linked to an explanation of why a few clients had “badmouthed me” over a misunderstood type of property that I was trying to sell. It was not a big deal and it was easily handled but it gave me the opportunity you see here.



Another example of “attracting traffic” is: a **lead magnet** (which is the offer of a specific item like an Ebook or article in exchange for someone leaving their contact information ... very helpful to get new potential buyers to build relationships with) which read “**Three Reasons Why the Costa Rican Chamber of Commerce Doesn’t Want You to Move to Costa Rica**” and “**Five Reasons Why Gringos Should Never Live on a Beach in Costa Rica**” ... You get the idea.

These items give you the opportunity to build relationships, establish trust, and prove to your potential buyers that YOU are the “only, clear cut choice” for them.

You need to provide them with information that matters to them... not just rehashed junk. And you definitely need to give them information that they will use. A lot of my readers printed out my writings... the newsletters and the Ebooks and would visit with literally a briefcase full of writings that they had printed out. Again... remember, I was the ONLY person that told them about “the good, the bad, and the ugly” about Costa Rica. No one else ever did until much later.

What happens if you only get a couple of meetings or opportunities to prove yourself to a potential buyer?

Here is what I tell them:

***“My only goal today is to have you understand that I ONLY want what is best for you. You have my promise that I will never mislead you just to get your business. Your goals and choices must be what is right for you. And, even if I have to send you to a competitor... my recommendations and choices for you will always be what is best for you.”***

Sound stupid? You would be surprised at how well it works... because **even the “tire kickers” and lookers almost always come back again.**

Don't try to sell ... and sell some more.

Once they trust you... they will eventually buy from you. **FACT.** And they will be your biggest source of referrals.



You will be shocked at how far people will go and what they will do once they trust you.

I have had people wire me Hundreds of thousands of dollars for a property they had never seen. And I had people fly to see me, just on the strength of the newsletters that I wrote and the things I said.

More on that in a minute too. With specific examples.

## **SELL, SELL, SELL!**

Too many business owners are conditioned to do nothing but sell.

**“You never get the order unless you ask for it!”**

**“The more no’s you get, the more yes’s you get!”**

**“Just get the order! We’ll sort out the problems later.”**

Sure, you can get orders by ramming them down peoples’ throats. But your conversion ratio will suck and you won’t get a lot of repeat business.

I am going to assume that most of you know **that it takes at least five... and an average of 8 points of contact before a sale is made.**

**So virtually no sales are made until then.**



Or do you still assume that everything has to happen on contact #1?

What do you do to set up for contact #2...and #3... and so on?

Most business owners don’t do anything.

And if you don’t start, you might as well shut your doors now to save time.

**You need to get your prospect’s contact information so that you can build a relationship with him. WRITE THIS DOWN.**

BTW... sometimes I know that the words “build a relationship” sounds a little too “new age”. So maybe the phrase “show the client that you are his best choice” is better.

Remember how we talked about the lack of trust that is everywhere?

## **You gotta go after it.**

How?

You have to provide value to your client...you're going to tell him little known items about your business that will interest him ... you're going to show him that you're looking out for him by telling him what NOT to do when purchasing from someone else like you... (maybe you are a dentist and you tell him that children's needs are totally different than adults and if you don't know it ... it can cost you big time. Trust me, your reader will love you for info like that!)

**NOW... how do you get your clients' contact information?**

Simple: **You bribe him...**

You offer him something of value in exchange for his email address or his phone number. And remember, people don't trust... so don't be pushy ... just make the bribe attractive enough so that it doesn't "seem" like a bribe.

Now... here is something that virtually no business owners know:

**"If you have a website you need to have a place on it (usually it's called a capture page) where you offer something of value in exchange for an email address."**

Most owners don't have it so their website is almost totally useless except maybe for the designer to brag about. The purpose is not to look pretty... it is for information purposes, yes... but unless the potential prospect does not leave any contact info, it is pretty well useless.

**This is one place EVERY business owner SHOULD start.** Without fail.

Then the fun starts... because you set up your correspondence to be sent out completely automatically.

Yes, you have to write the emails yourself or hire someone to do it but the actually "sending" is totally hands off and totally on auto pilot.

This is not the time or place to talk about exactly what to write with your emails but remember that it is your job to build authority, make yourself into the ONLY clear cut choice in your marketplace AND get the potential buyer to “like” you.

More on that later too.

## “THE BIGGEST HOAX EVER...”

This shouldn't surprise a lot of people ... but businesses in the last few years have been completely inundated by “consultants” and “experts” that will tell you they have all your answers and can completely turn things around for you ... “guaranteed.”

Remember, we are also inundated with sales pages, videos, webinars and every conceivable format of selling you can imagine to get you to buy.

Well, as a business owner AND someone who has gone to internet marketing seminars and conventions I can tell you truthfully that **the entire focus is NOT on helping the business owner but almost solely on “getting the order” and “making a commission.”**

Probably doesn't surprise most of you... but it did me.

And it shouldn't shock you that nearly all “consultants” have never run a real business either.

How in hell can you tell someone that a product or system works if you haven't tried it in the “real world” for yourself?

You know the answer.

*I am going to tell you a few items that you can use today... immediately ... that have the power to change your business immediately.*

1. SEO (“search engine optimization”) almost never works unless you literally spend a fortune. And worse yet, it is constantly changing so ... what works today may not work tomorrow. And it definitely will not work a decade from now. Experts don't use it. But it still sounds great when the salesman talks about it, doesn't it? Most business owners have tried it but very few stick with it.
2. If you are using SEO now, I can tell you point blank that you can get 3X to 10X the amount of traffic and leads by doing a **video or a directory listing** or even the right kind of **press release**. You will get listed on the

“first page” (where you want to be) faster and for probably a third as much money. **Better performance, less cost... how can you say no?** Plus this is something that you can scale up as much as you want...

3. Remember when we talked about websites? And I said that virtually no one has a capture page or opt in for collecting contact information? **You need one! Immediately!** It is inexpensive and a great way to collect leads.
4. Direct mail... old time? Maybe, but for an awful lot of business, it works like crazy... and no one else is doing it. And the homeowner WILL read your mail and your message.
5. Next stop... **building relationships...** easier than you think. AND the payoffs are enormous and oftentimes almost immediate. And if you are NOT doing this with your present clients... there is a simple way of doing the same with them AND it has helped increase many of my clients' revenues almost immediately by 10 to 25%. And with almost no investment. Hard to turn down something like that. It increases your authority... **AND gets you more business almost immediately...** and you do NOT have to “hard sell” to get more, automatic business.

## **NOW... WE ARE GOING TO TALK ABOUT HOW TO GET YOURSELF “LIKED”...**

Everyone wants to be “liked” but no one knows what the hell to do to get there. Most people think “either they like me or they don’t”...

...but there are some very simple things you can do to make your messages and your writings interesting...AND make yourself “likeable”...

**I am going to guess that a lot of you will skip this section** because it sounds a little too “sissy” and “new age” and “that’s just not who I am”.

Bullshit.

**Everyone wants to be liked.** People commit suicide because others make fun of them and don’t like them. A sad fact but it illustrates the power of others’ approval.

I am not saying we have to “kiss ass” or be phony.

We don’t.

And I am not saying that you have to reveal your innermost secrets.

***What I am saying is that people want to “know” more about the person who is selling to them... they WANT to buy... they WANT to get to know you.***

And frankly, if I am going to go to a dentist or doctor in a strange town or even get my car worked on or my roof replaced... it would be nice if I could get to know the owner a little bit... No, not over a beer... but in an email or in an article he or she wrote. And got to know him or her a little better.

That’s human nature.

Remember the Seinfeld show?

Everyone does.

It was popular because they talked about all of the little things that everyone had in common.



Tell a story or two. About growing up... about when your teacher made you stand in the corner when you punched Jack in the nose for calling your sister a “hosebag”. ( I actually wrote about this once and got a flood of emails saying it was the funniest thing they ever read in an email ). This makes you human.

I am including a [\*\*link to my book\*\*](#) the Seinfeld Moments **at the conclusion** of this writing.

Read it... it will help you more than you know.

And in reality it may help you more than any other single thing I can tell you.

And that is direct feedback from my past clients.

## “SO, WHAT’S NEXT?”

This is the part I hate... I am supposed to ask for an order from you.

But I am not going to do that.

Because the next step is up to you.

Either you want to change and grow... or you don't.

It really is that simple.

And I hope that you can see what I have outlined is a simple way of attracting buyers and “traffic”.

And then taking the traffic and potential buyers and turning them into raving fans and hungry buyers.

If you want help doing it... contact me.

The cost is a lot less than you think... and certainly a lot less than closing your doors.

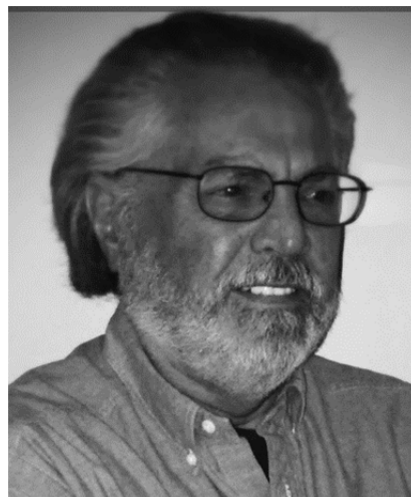
See... I really give a damn whether or not you succeed.

... because I have been there... and I KNOW what you have to do.

***And it really is simple. AND a lot less money and investment than you are probably guessing.***

Call me

And thanks for reading.



Randy B.

Links:

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For a link to the copy of "Seinfeld Moments" please refer to the website  
<http://www.keepitsimplestupidmarketing.com> in the conclusion section.

**P.S.** I purposely did not put a lot more suggestions for change in here because these are the ones that are easy and simple to implement... and they work like crazy. One step at a time.

### **P.P.S. In case you didn't pay attention...**

...here are some of the benefits that I received from using just one or two of the "methods" or procedures that I have mentioned:

- When you finally realize that almost NO sales are made on the first contact...AND when you realize that you have to keep in contact with these potential clients and customers... AND you realize that you must build a relationship with them, provide them with value, educate them, AND get them to "like you" ... YOUR SALES WILL SKYROCKET! And no, we are not talking an extended period of time either. AND if you are not doing this with your present clients and customers that are not giving you as much business as you would like... do the same with them. **I guarantee that your present business will be completely revitalized.** To the tune of **15 to 25%**. That ain't chicken feed... that's money that is almost free.
- "What differences will I notice?" .... Well, for starters it will seem like your clients and customers will treat you totally differently. Sales will come easier and faster... because you have already laid the foundation. People will trust you and do almost everything you recommend. This is

NOT an exaggeration as I had people send me money without even seeing their purchase in person... Do it right and it will happen to you.

- You will get more referrals and business from the same people than you ever thought possible. I had people that flew 5000 just to meet with me... and that was solely on the basis of my writings, Ebooks, videos and newsletters. Does it sound TOO easy? What I am talking about will work better than anything else you could do. ANYTHING.
- Your competition will be completely overcome with envy AND curiosity... they will probably never really know exactly how you are dominating your market.
- People will treat you differently. Take my word for it. You are not just an “also ran” in your market... you are at the top.
- The above are solely based upon building relationships and that should be your sole purpose... but remember to look at what is contributing to your sales now... Make certain that you are constantly in touch with all of your contacts. Grab the emails from your website and any social media that you use... Use videos, directory submissions ... join groups of people that are similar to you. Make certain that you are offering them a “bribe” to get their contact info... and make certain that you “grab” their attention to get it.
- Reread what I have already sent you.

The benefits are enormous. I can guarantee if you follow these simple steps, you cannot help but succeed ... and in ways you never thought possible.

And BTW... nearly all of your “relationship building”... the sending out of emails, newsletters, articles and more... can be done almost totally on autopilot. With one piece of software that is simple and easy to setup and operate. So... if you were saying “yeah, but I don’t even know how to send an email or write an article or all the details you talk about”.... Just remember I am 70, a technical dunce, and my company is called “Keep It Simple Stupid Marketing” for a reason.