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Thread: [How to be a highly profitable consultant? This article will transform your bank+life](#)

saadmrb - April 7, 2018, 3:43 am

To make money its easy. See the picture below. It speaks volumes. End! Yeah! Its THAT easy to make money today. You don't even have to get out of bed if your laptop is next to you (charging no doubt) !!!

But to 10X , you need to understand "data"!

Imagine someone comes to you and asks you - that they have "X" business and how can they make more money?

That's reasonable question , right?

And you're going to help them and bill them "high". But they must get a ROI (return on investment). How can you do all this without shiting your pants , crying for mama to help you out ! You will master this below so pay attention!...

Watch how I do it in "brief" but then we "deep dive" too and so can you!

By learning this ... you will be earning 10X more than before... and you're welcome! :) ... let's find out now...

Someone asked : "My market is martial arts owners. How do you recommend running ads to them? There's no audience specific to them?"

Think about what you would say to them for 10 second then read onwards to "compare" your ideas with mine. This will enable you to really enjoy this. I said to them....

1. Funnelhack top most (and top 3) martial art owners that are equivalent to you that are doing prolific marketing with great results.

Funnelhacking means modelling the best so you can join them at the top in an instant! Also if you're doing consulting, make sure your prospect gives their own suite (its the law here) and you win all that commission (almost 50% but ten less than that) so you're a full partner of the entire platform! How's that for amazing! And for as long as your client keeps it which is usually forever!

2. The usual answer is FB ad words. However because of what you said - the real answer is - "where do martial arts owners hang and see?" Market where the fish are (you'd be surprised - even in professional fishing - how many people fish where the fish - are NOT!!!! Today pros use data - like Satellite tracking to see where are the fish and you can do that online too) !

All that said - FB ads words is really the best answer. Far below we go into strategies on what to do next after that . We also learn how to MINE DATA !

3. Use retargetting: this means your ads will follow them around all over the internet so they feel compelled to click.

4. Get lists of martial arts owners (easily purchasable from Dunn And Bradstreet or other such services) with their complete address and market to them

4. COUNTER-TWIST !

BUT WAIT if you are a professional marketer - you do NOT NEED to market to martial arts owners. I know this SOUNDS ODD! But if this is NOT a profitable niche - even though you may love them [perhaps you are a black belt yourself or other such affection]

this is potentially NOT a good market ! Something to consider [I make no judgement here and you need data to know the truth.

If Tuna fish reserves are low, Pro fisherman can use their ninja skills on other types of fish! And if you want to "save tuna " fish then you can start a charity for the poor - like martial art club owners. OR you can win the best of them making huge amounts - but it'll be harder to reach a huge brand so consider being "A BIG FISH in a small pond" instead of a "small fish in a giant ocean"-but I'm thinking of the UFC brand itself that always needs marketing (and/but big agencies most likely have their teeth in there already).

Like in Rocky - the movie - you want to get an up and comer , not an established fish (exceptions t the rule apply if you master 'selling to VIPs' using Dream 100 method - not mentioned below - and can genuinely get them the result based upon experience and results).

Below we also learn how to MINE DATA like going gold mining ! So focus now...

So as a consultant with your suite - this is one skill you HAVE TO DEVELOP . Its called "Data". To many - this word scares the living daylights out of them. Don't worry - if you do it right - you will come to love it ! And you will be exposed to hacks, tricks, tips and wider ways to outright help to market people - or yourself as a professional consultant below!

"Data is the new oil! Data is the new soil!" - Richie Rich!

Ok fine!.... Richie Rich did not say that but he should have because that is how you become the Richie Rich! You see- data is the number one secret of the the richest most effective top gun marketers to make lots and lots of money.... hard core money you need today. Let's find out how to leverage data now....

ARE YOU A BLIND DRIVER?

Imagine driving without a dashboard! It would be crazy - right? But are you doing that with marketing ? Be honest now! Are you? Or are you using data effectively?

MANY MARKETERS RAN AWAY FROM HIGH SCHOOL ON THE DAY OF GRADUATION, PRAYING THEY NEVER NEED TO DO MATH AGAIN! YOU MAY HAVE THOUGHT THAT TOO ? :)

Let's be frank. Data may not be the 'sexiest' topic but it is most likely the number one topic you need to know ! **

But relax! Because of pretty dashboard and pictures - NO math is involved! Its more like dancing :

sequences and rhythm ! Its like getting up now and bopping to the beat!

What this means is that you need to make marketing effective by mining data in order to be a highly profitable and effective marketer! Its important to understand this and I help you below.

SO YES - THIS IS LIKE GOLD MINING ! NOT MATH!

By the way - what makes CF suite truly amazing is both providing data in dashboards!

WHAT DOES DATA IS THE NEW OIL EVEN MEAN?

That means 'Ka-Ching! Ka-Ching!' Money !!!!!

Data is the new soil! Like a farmer, you need to invest in the land and the best "soil". Suite is your farm and data is the new soil! So at harvest after putting in the work you reap the greatest riches in the market place!

The above effectively means you can invest in FB ad words and reinvest profits highly effectively to generate great returns.

Moving from ad words to the next stage after your FB ad word : where do your prospects end up ?
Your webinars!

Further how do you communicate with your prospects after gaining their optin (their email) to your webinar? Whether they end up watching or not, buying or not - you must use email (data) very effectively. How to do that?

One lady sends 6 emails every day. SIX TIMES DAILY! OMG ! IS THIS EVEN WISE? That's what a good SMTP enables you to do (but your own brand name autoresponder would ban you ! Mailchimp even will ban you. ActiveC banned Russell. You need a good SMTP .

Why does she do it six times dialy ? Because her people love and it and she gets sales. But what is crucial to understand is - the secret is not 1 email a day or 1 email a week but 'data' ! This is the key essence! Data!

You see if your data shows you 'who is opening and who is not opening the email' then you can send those that 'are' opening emails - even more emails and more offers! And if the metrics - the data - shows you who is opening further, keep doing that! But stop sending it to those that do not open (one a day for several days).

-> Do you see - its 'adaptability' by leveraging data! That is the key!

-> You do not have to do it six times daily . But almost everyone that is making lots of money does it one time... DAILY !!!!

Good luck again! To your ongoing success! - saadmrbr