

**Command Big Bucks: Making A Masterful and Lasting Impression**

*Become The Highly Sought-After Expert, Boost Your Credibility, Dominate Web Presence; Even If You're Just Beginning*

*by:*  
*Steve Rosenbaum*

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**COMMAND BIG BUCKS**

*The Perfect Process Study Guide*

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**CONTROL THE PROCESS**

*Build Your Following By Attracting Attention And Quickly Converting New Leads Into A Process That You Own and Control*

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## Control The Process

- Capture The Lead (Get the Homefield Advantage...)
- The Essential First Contact (The Ignition Campaign)
- Take Them To A Destination That You Control
- Tell Them What To Do (Calls To Action)
- Automate Your Follow Up
- Monitor for Action
- Give Them An Option To Close The Deal

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## THE ESSENTIAL FIRST CONTACT

*Make Sure To Do These Things Every Time You Meet Somebody For The First Time So That You Make The Absolute Best First Impression.*

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## The Essential First Contact



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## The Essential First Contact



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## The Essential First Contact



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## The Essential First Contact

- Apples and Oranges (Be the Orange)
- Be First (22 Immutable Laws of Marketing)

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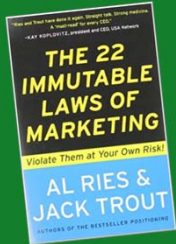
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## The Essential First Contact



1. Be The First
2. If You Can't Be The First, Invent Something You Can Be The First At

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## The Essential First Contact

- Apples and Oranges (Be the Orange)
- Be First (22 Immutable Laws of Marketing)
- Never Work "By the Hour"
- Be the Expert

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## TAKE THEM TO A DESTINATION

*Grab New Leads By The Hand And Lead Them To Your Marketing Assets That Demonstrate Credibility And Exude Expertise.*

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## Take Them To A Destination

**The 4 Ingredients Necessary To Close A Sale...  
EVERYTIME!**

Philip Stone Reimagines "The Perfect Sales Cycle" Chapter From My Dream Book Selling  
Author and Country Music Artist, Joe Cason

From New York Times Best Selling Author Joe Cason

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- 13. Services
- 14. Non-Profit
- 15. Education
- 16. Health & Wellness
- 17. Entertainment
- 18. Agriculture
- 19. Manufacturing
- 20. Construction

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