

Marketing Strategy 73: Backend

In this lesson, I want to tell you about a simple way to increase your profits up to 16 times without any extra effort.

How?

By developing what marketers call frontend and backend offers.

Let me explain...

The most difficult thing to do in any business is to get a prospect to buy from you the first time. People are sceptical. They are afraid that you will break your promises, rip them off and do a bad job.

The easiest way to overcome this scepticism is to give new prospects an opportunity to try your services with minimum risk.

Smart business owners do this by offering a trial service at a low price point, or by having a guarantee. This is called the front end offer – what you offer new prospects to turn them into clients.

Many carpet cleaners stop here, but that's a huge mistake!

You see, if you do a great first job, you turn that sceptical prospect into a delighted client.

From this point on, they are far more likely to believe your claims and buy additional services from you.

This is where the real profits are. It is called the backend and it is any sale after the first sale.

Why is the backend so profitable?

- First, you don't have to spend as many advertising dollars to contact existing clients. This means every sale increases your profits.
- Second, since existing clients know you and trust you, they are more likely to buy expensive services from you. They are happy to take a bigger risk because you have already demonstrated that you deliver what you promise.

- Third, backend clients often become advocates for your business. They can send you referrals or defend you on social media if someone complains.

TODAY'S TASK: Developing Your Backend

Since a backend is not something you can develop in a day, this task is more about gathering information you have and using it as a backend. Here are some steps, you should take right now...

1. Always reschedule with clients. In a previous lesson you learned about rescheduling with clients. This process is one of the cornerstones of your backend strategy.

2. Offer additional services. We have also talked about developing add-on services that you can offer to clients. Whenever you have a happy client from now on, offer them at least one additional service that you think they need.

