



Infusionsoft 2010 Ultimate Marketer Award

Bob Britton, Professional Auto Care

How I've Been Trapped For The Past 10 Years....

I've always had great ideas for marketing my business...

- Newsletter
- Refer A Friend Program
- VIP Membership
- Car Care Club Membership
- Website Appointment System
- Testimonial Collection System
- Monthly Specials
- E-Mail Marketing
- Client Follow-Up
- Prospect Follow-Up
- Ect....

And I Worked REALLY Hard to implement these ideas.... BUT...

How I've Been Trapped For The Past 10 Years.... (part 2)

It seemed like no matter how hard I worked, I was only maintaining.

I was not experiencing the explosive growth or freedom I've been dreaming of for years.

- Constant Interruptions
- Day To Day Business Issues
- Paying the Bills (watching the money)
- Sales calls
- Vendor Calls
- Employee Interruptions
- Employee Illness

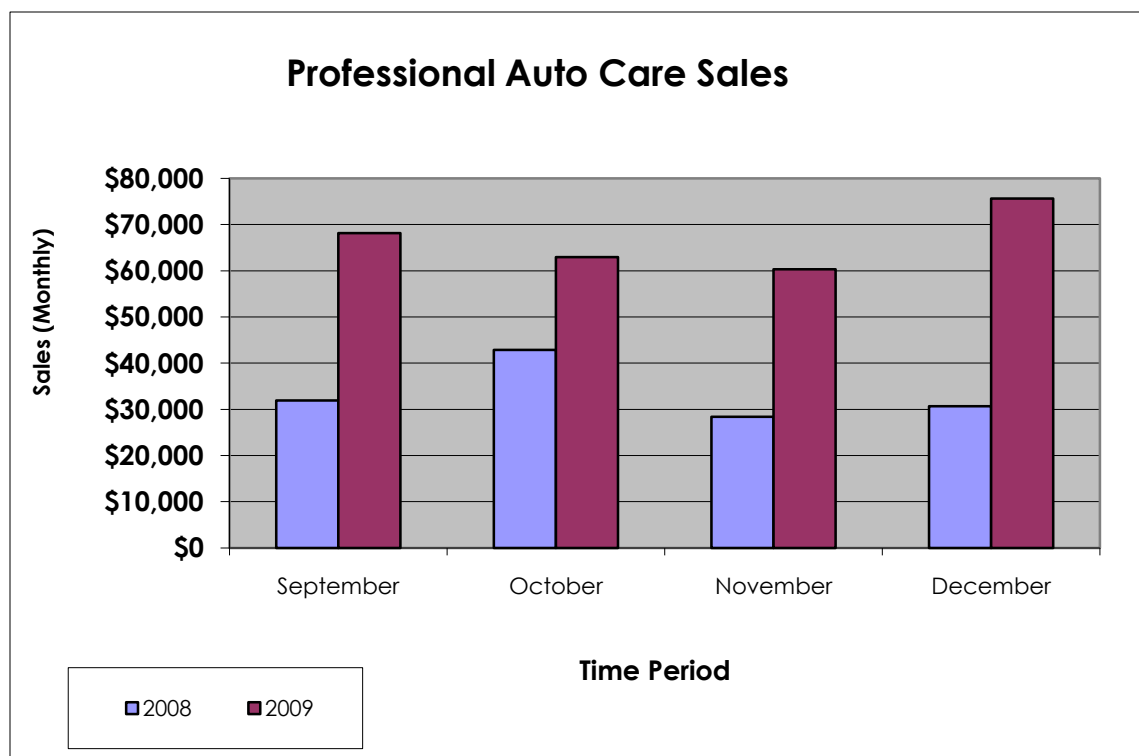
How Infusionsoft Catapulted Me To: “The Triple Double”

A Friend Introduced Me To Infusionsoft, and I immediately saw the power this software could unleash in my business. I bought it in December 2008...

- I Hired A Developer To Tie My Point Of Sale Into Infusionsoft, so every night the 2 databases are synched up.
 - That gave me the ability to coordinate my print, web, and e-mail campaigns
- More Importantly to Track Them Without any effort or Employee Time!
- I Then began to think about what else I could have this system do for me....
- I setup an entire years worth of marketing in just two hours – and then just clicked a button watched it go!!
- I setup in the end **72** different follow up processes for my auto repair clients each totally automated, and powered by the web and Infusionsoft!
- I was finally able to ‘set it and forget it’ !!!

How Infusionsoft Catapulted Me To: “The Triple Double”

The Results?



How Infusionsoft Catapulted Me To: “The Triple Double”

The Best Part?

With all these processes on Auto-Pilot, I was able to cut my secretary's time in ½ and work less than 10 hours a week personally!

That Was Double Number 1.

**What Happened Next Is
Utterly Shocking...**

How Infusionsoft Catapulted Me To: “The Triple Double”

With all the extra time on my hands, I decided to start a new business project I teamed up with another marketer, and we decided to sell information products to the IT Industry and teach them how to better market their Businesses.

I setup a totally automated opt-in and marketing system that markets our program. This included:

- An E-mail Marketing Campaign
- Snail Mail Mailings that Use a ‘discount expiration’ date in each person’s contact record to coordinate all of our e-mail, snail mail and website views.
- A Weekly ‘Live Tele-seminar’ That Automatically registers and then reminds them.
- Text Messaging system that sends reminders for members calls, and tele-seminar reminders.
- A Complete Integration with phpbb3 creating a members forum, that new people have instant access to as soon as their payment is processed.
- A blog that they are automatically registered to upon purchasing.

How Infusionsoft Helped me do: “The Triple Double”

That business took off and in 8 months time, It added over \$100,000 in revenue to my bank account. That automatic marketing system sells \$1000 kits, day in and day out...

All On AUTO – Pilot.

That Was Double Number 2.

What Happened After Is Simply Unbelievable...

How Infusionsoft Helped me do: “The Triple Double”

**Do you know what medium gets over a 90%
open rate?**

Text Messages! – The Next frontier for marketers!

**My gift today to you is my custom built Text Messaging Application for
complete integration with Infusionsoft.**

Go to: InfusionCoachingGroup.com/SMS

to download your copy instantly, for FREE!

How Infusionsoft Helped me do: “The Triple Double”

I realized that Many of my friends that owned Infusionsoft, weren't using it to it's full capacity, so I started the Infusion Coaching Group, to teach them how to use the power of Automation to SET Them FREE!!

Whether you own a 'Bricks & Mortar' business, or one that's strictly on-line, you can better automate your processes, and be FREE too.

With Infusionsoft I've Finally Realized My Dream...

I'm FREE!!!!

My Income has more than doubled, my businesses have more than doubled, and Most Importantly:

my FREE time has more than doubled, all within the last 12 months!

That Was Double Number 3.