

# Harness the Power of Gravity For Your Business

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# Headline Testing for Dentist



## Which Headline Is Best?

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1. Dental Plans for \$8.33 a month. Acceptance Guaranteed.
2. Over 55,000 Dental Care Providers. Acceptance Guaranteed.
3. Dental Care Coverage. Best Price Guaranteed.
4. Low Cost Dental Care for the Uninsured.
5. Best Price Dental Care – Without Insurance.



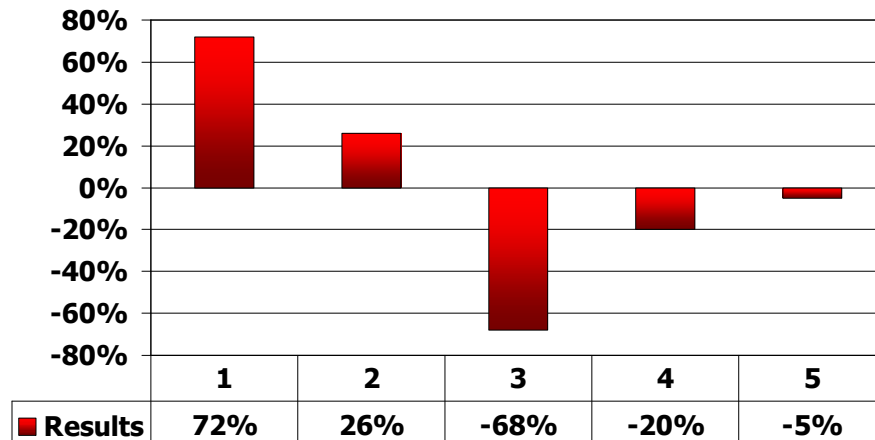
Drum Roll Please...

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The Results Are In



## Very Different Results



## What's The Point?

- Changing **one** thing made a big difference.
- It was an EASY change.
- Worked WITH Gravity.
- Start thinking about what you can easily change in your business.



# Gravity

A Shortcut For Taking  
Your Business to The Next Level



## What Is Gravity?

- Natural, Invisible Forces Acting On Your Customers
  - Psychology, Demographics, Pain Points, Common Sense, etc.
- We can work in **Opposition** or in **Harmony**
  - Knowingly or Unknowingly
- Harness Those = Easier Business
- The Gravity Operated Business (Piggybank Business)
  - Operates with fewest moving parts necessary
  - Harnesses Gravity





## Your Gravity Factor

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- Give yourself a score out of 10.



## 7 Gravity Multipliers

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Harness the Invisible Forces  
for Easy, Sustained Success



## #1: Fill A Need

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- Not what you think people *should* have
- What people are actively looking for
- Demand = What people will part with money for.



## The Pet Petter

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American Inventor Pet Petter





## #2: Your Most Profitable Customer

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- Can't be all things to all people
- Low-income or High-income: both fine
- Traits
  - Plentiful Numbers
  - Can Do Business With
  - They'll Buy at a Reasonable Profit



## #3: Seek First to Understand

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- You probably aren't your Most Profitable Customer
- Get inside their head (This is **HUGE**)
  - Words they use
  - Who they are (M/F, Age)
  - Where they go
  - Their Fears
  - Their Sales Objections
- Know Them Better Than They Know Themselves





## #4: Your Vision

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- Wrap your business around your Most Profitable Customer
- Create a World-class company
- “The promise that lives at the heart of the Enterprise.”



## #5: Pre-empt Objections

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- Develop solutions that nullify objections
  - Payment Plans
- Communicate “objection-nullifying” solutions proactively





## #6: Build Handles

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- What's a handle?
  - Make it obvious how customers should interact with you.
  - Call to Action, How to Buy from you, How to get customer support
- Everyone knows how to use them.



## #7: Go Boldly

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- "Can't blow an uncertain trumpet."
- Be Certain
  - Congruent
  - Clear
  - Positive
- Law of Attraction, *The Secret*
- Spread Your Message
  - Can't sell a secret





## The 7 Gravity Multipliers

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1. Fill A Need
2. Your Most Profitable Customer
3. Seek First to Understand...
4. Create Your Vision
5. Pre-empt Objections
6. Build Handles
7. Go Boldly



## Progress, Not Perfection

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- Not going to happen overnight.
- Getting to “easy” will take work.
- Invest the time to work ON your business.
- Take Action.
  - Do what you can with what you’ve got.
- Critical Mass
  - Before you reach perfection, you’ll take-off





## Get Started...

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- Remember: Little things can make a BIG difference.



## If one advances confidently...

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If one advances confidently in the direction of his dreams, and endeavours to live the life which he has imagined, he will meet with a success unexpected in common hours.

He will put some things behind, will pass an invisible boundary; new, universal, and more liberal laws will begin to establish themselves around and within him; or the old laws be expanded, and interpreted in his favor in a more liberal sense, and he will live with the license of a higher order of beings.

In proportion, as he simplifies his life, the laws of the universe will appear less complex and solitude will not be solitude, nor poverty, nor weakness. If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.

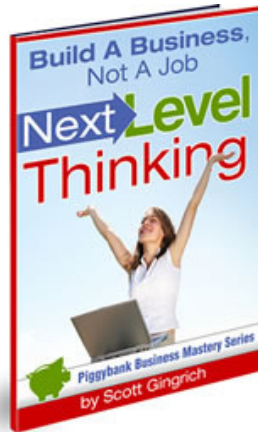
-Henry Thoreau, Walden





## A Gift...Thank You!

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- 23 pages of practical action.
- **Free** download from website.
- Drop your business card at booth and we'll Email it to you.

