

THE

# GROWTH

ACCELERATION FRAMEWORK™

**GET INSTANT CLARITY ON**

**HOW TO 2X, 3X OR EVEN 4X**

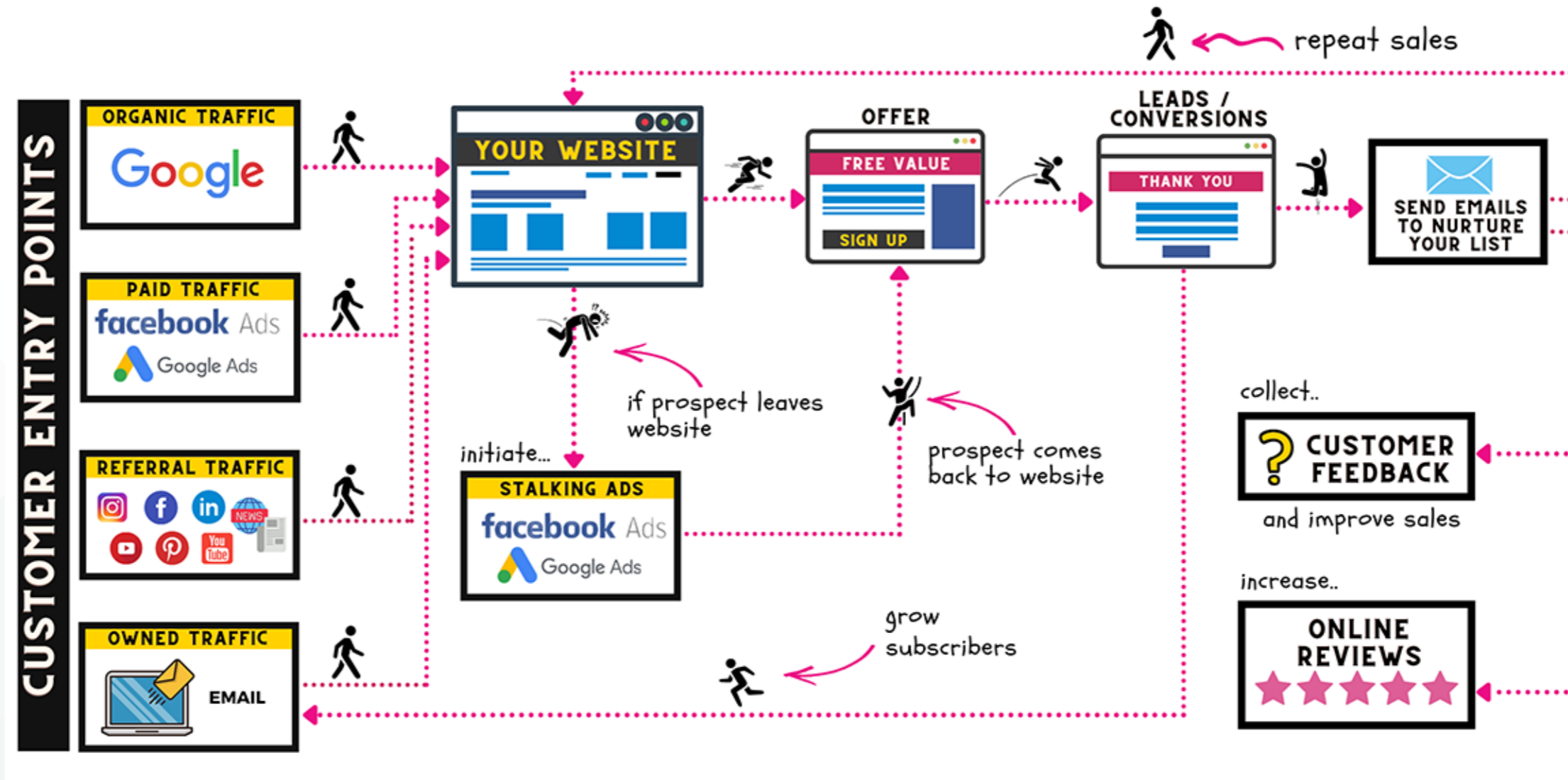
**YOUR BUSINESS IN THE NEXT 90 DAYS**

**PREDICTABLY & CONSISTENTLY**

while spending the same  
if not less on marketing!

SEO ORB Presents

# THE GROWTH ACCELERATION FRAMEWORK BLUEPRINT



Are you looking for ways to attract more customers to your brick & mortar or service-based business? Or how would you like to double your sales in the next 90 days? If so, then pay attention as this is the exact same marketing framework that we have used to 2x, 3x or even 4x our client's business, and now I want to make this available to you as well.

We've personally tested these strategies in tens of industries, and if you are a brick & mortar business owner, or a service-based business this framework will allow you to unfairly dominate your market and get ahead of your competition.

# THE 4 PILLARS OF THE GROWTH ACCELERATION FRAMEWORK

## 1. Hyper Influx

Drive a steady stream of high-quality “ready-to-buy” customers to your website.

## 2. Amplification

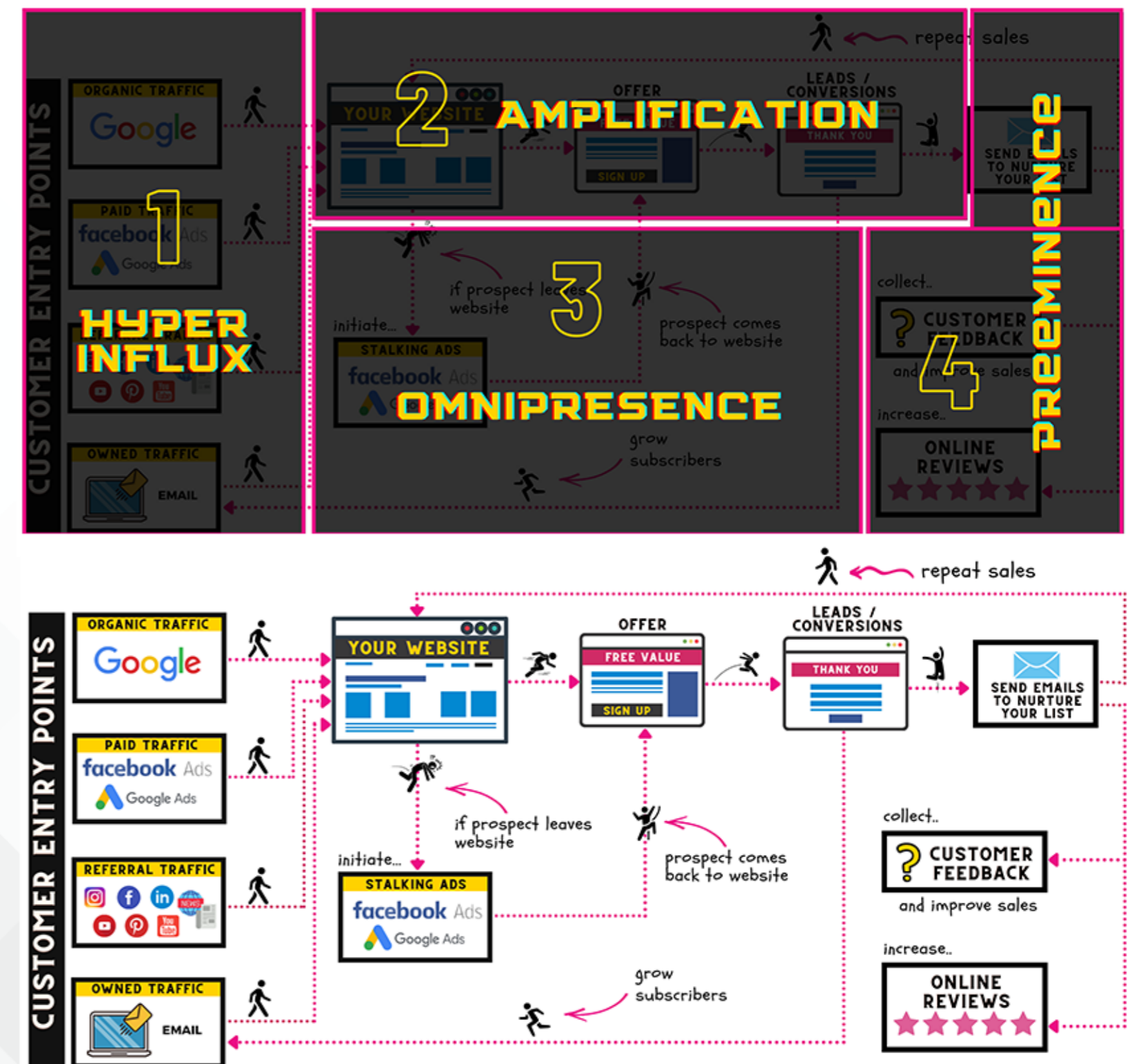
Optimize the website to increase the number of visitors that convert into leads or paying customers.

## 3. Omnipresence

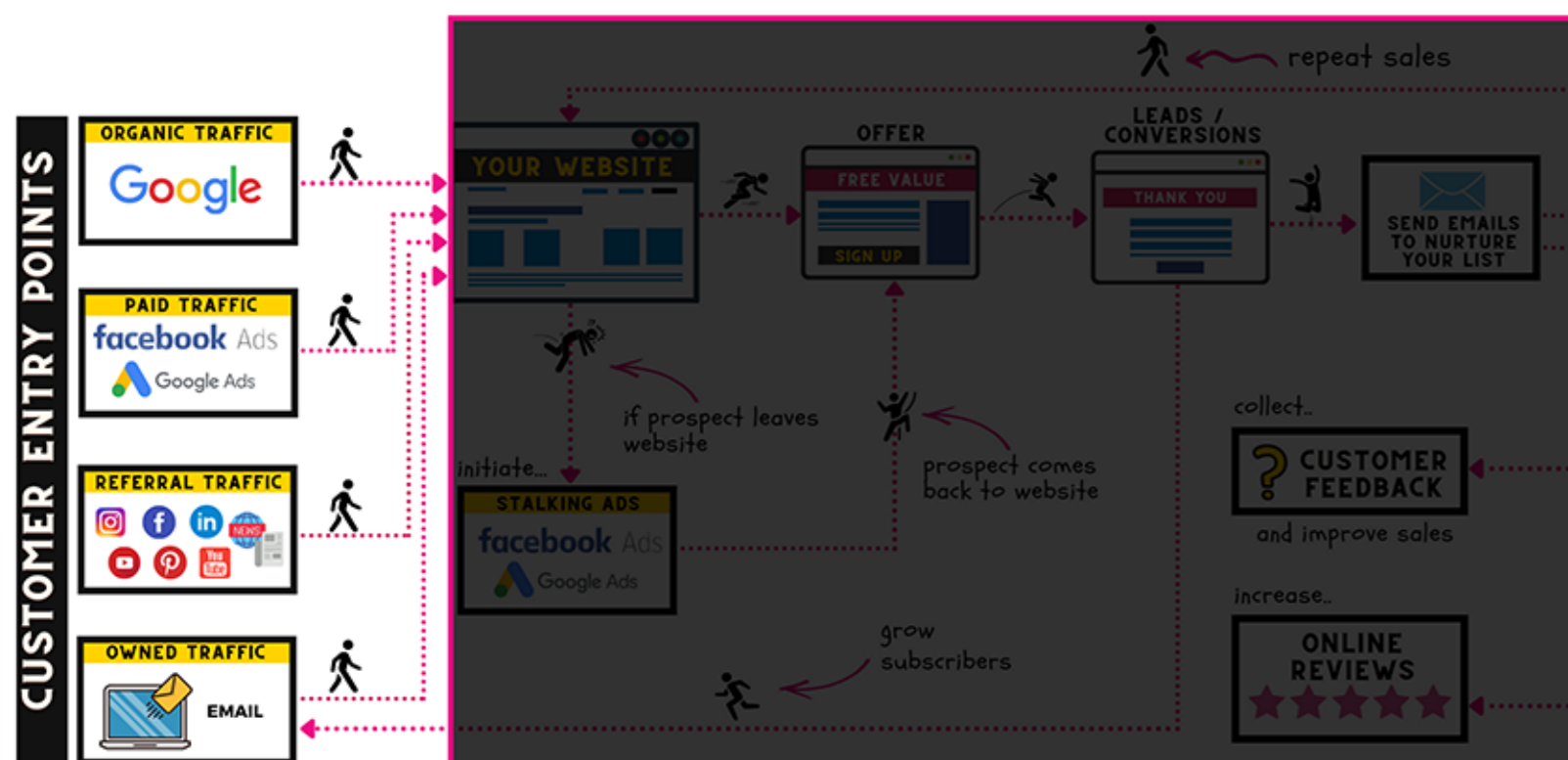
Keep reaching out to on non-converters with stalker ads across the web, wherever they go.

## 4. Preeminence

Create a lead-nurture system that converts warm leads into hot customers, and customers into repeat business.



# HYPER INFLUX



Traffic is the life blood for any business, if people keep coming to your website – your business keeps growing. However, you can't do this with any sort of traffic. You need an influx of high-quality "ready-to-buy" traffic to your website, to make the magic happen.

The problem with small brick-and-mortar or service-based businesses is that you don't have access to large venture capital or other forms of investments to keep funding your business to fund unviable promotions or gimmicky, eye-catching advertisements. **YOU NEED TO BE PROFITABLE FROM DAY 1.**

And it's possible. This is where Hyper Influx comes into play. Picking the right traffic source is THE catalyst for kickstarting profitable growth from Day One itself.

There are 4 different types of traffic:

- 1. Organic Traffic** – Free Traffic from search engines or social media (the highest quality of traffic that you can get on a website)
- 2. Paid Traffic** – Traffic from advertisements in Google Ads, Bing Ads, Facebook Ads or any other Ad Platform.
- 3. Referral Traffic** – Traffic that is referred to your website from other directories or blogs or other business websites.
- 4. Owned Traffic** – Email, SMS etc. Cheapest and high quality traffic, coz the cost of sending this traffic is comparatively less as compared to other marketing channels.

# HYPER INFLUX

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If your business has been around for a while, chances are that organic traffic can be leveraged immediately, however, if you are brand new it's not something you should consider as the first stop for finding customers.

It can be tempting to opt for organic traffic channels because the lure of FREE TRAFFIC looks extremely lucrative, but it's important to understand that Free Traffic takes time to happen, because it needs significant efforts in terms of Time and Resources to work.

Therefore, when you are starting out, it may be easier for you to get results with paid traffic sources at the beginning.

Once you start getting some business, you can slowly start working on your organic, referral and owned traffic channels as they become available.

## How do you choose the best traffic source?

### Use the Delta-Split Method

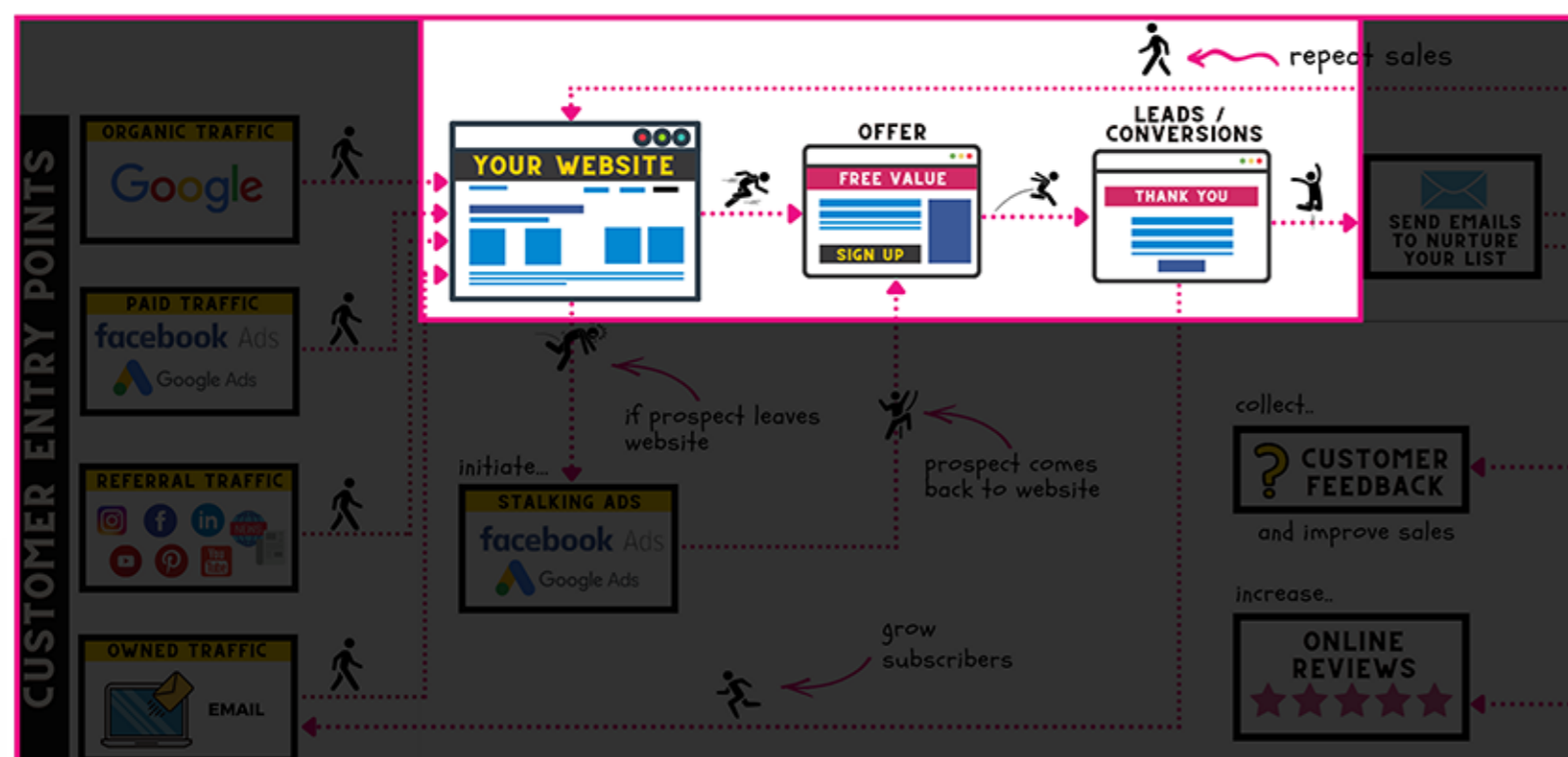
Spend \$500 in Google, Facebook and Instagram Ads.

Vet the traffic source that gives you the best results, and based on the outcome, use that as a measure to allocate more budget towards the more effective channel, and less towards the others.

Notice, I did not say, stop the other less performing ones.

So, if you got best results from Google, allocate 60-70% of your budget to Google, and the rest across different channels.

# AMPLIFICATION



Even with the highest quality of traffic, not everyone that visits your website will be ready to buy at that instant.

Most businesses are usually stuck at the 2% conversion rate mark. What that means is, from every 100 people that visit their website, 2 become paying customers.

And they are happy with that.

Amplification allows you to go beyond that, increasing the conversion rate among your website visitors, thus giving you higher revenue on the same amount of marketing spend (or adspend if you're referring to ads specifically here)

- If you can decrease your CPC from \$1.00 to \$.50, then essentially, you are getting 200 clicks, from a \$100 spend, instead of just 100.

- If you can improve your CTR from 4% to 8% then you are getting 8 people to click on the ads from 100 people that see it, instead of just 4.

- Which eventually leads to more conversions on your website.

See how that would really create a snow-ball effect on your marketing, and every micro-effort will compound on the next one, and also impact your bottom line.

**Amplification can be defined as – The art of getting all you can, from all that you've got.**

More clicks on your ads, more clicks on your emails, lower CPCs, higher CTRs, more leads and conversions on your website.

You can make this happen with a deeper understanding of your market.

# AMPLIFICATION

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- **Attention is a currency; you need to earn it.**

Just because you posted on Facebook, sent an email, or ran an advertisement, doesn't mean you are entitled to your audiences' attention.

- **People don't care about your products or services. They are just looking for a means to an end.**

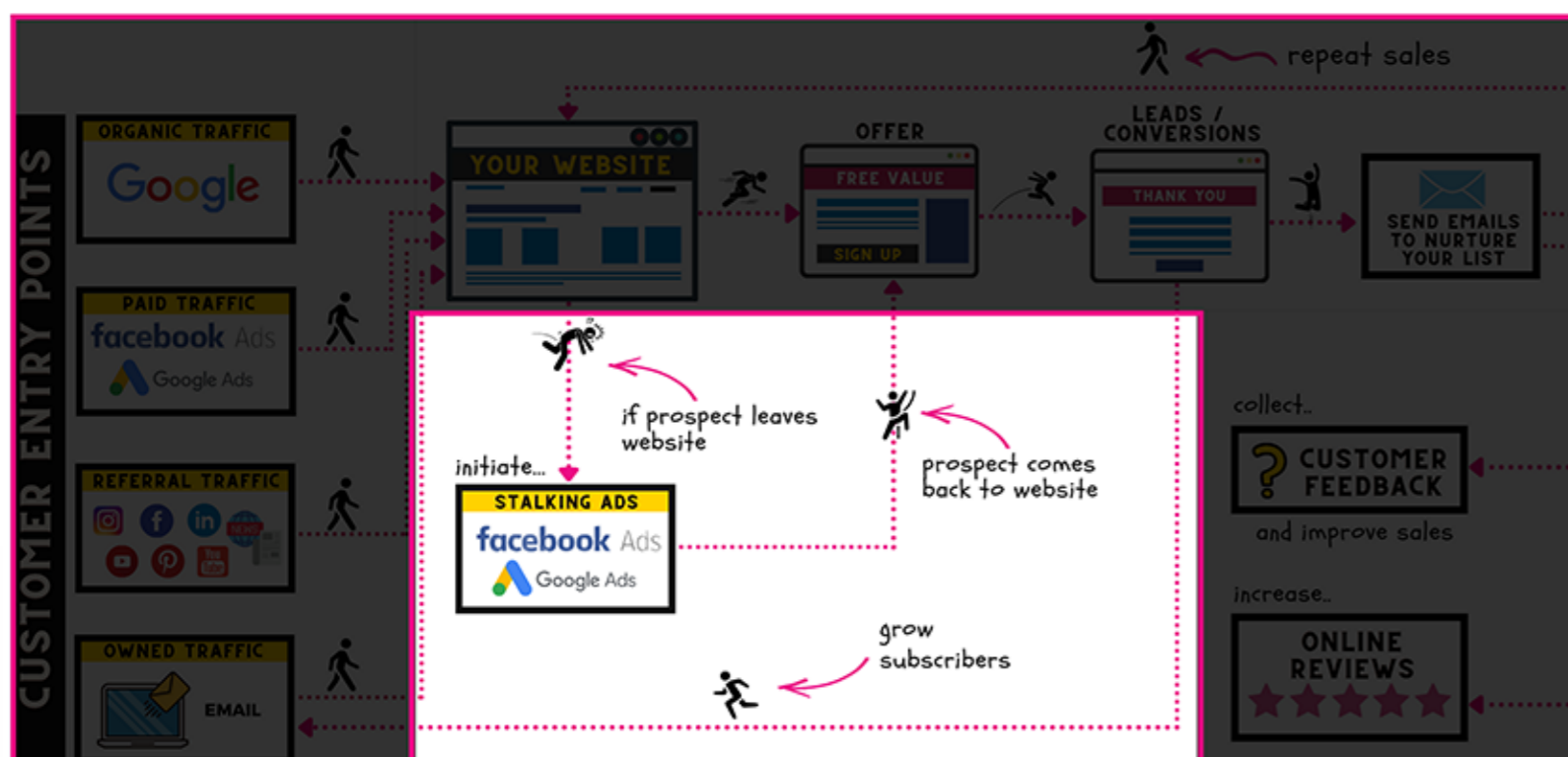
They are in search for answers. Things that will put an end to their fears or frustrations, make them achieve their goals. Make them feel better, stronger, confident, proud, recognized, respected and successful?

How can you get them to feel that and how can you make that happen fast?

- **Good marketing is not about manipulation. As the great Robert Collier said, "Always try to enter the conversations that are already happening in your customers mind."**

These core principles will help you amplify your impact, build-a-tribe, attract more customers and even encourage repeat sales.

# OMNIPRESENCE



By now you've understood the theme of The Growth Acceleration Framework is, "Get everything you can from all you've got."

So, you should be at a fairly good position with Hyper Influx and Amplification, but what more can you do to get more out of your marketing?

There are still going to be people who drop out of your website without becoming a lead or a customer.

People can leave for a variety of reasons. All the reasons can be broadly categorized into these 5 buckets.

1. They were not ready
2. They got distracted
3. They had an objection / were not convinced
4. They wanted a deal
5. They did not like your offer

This is where you introduce Stalker Ads to make your business omnipresent in your customers world-view.

Stalker Ads, can also be called Remarketing or Retargeting. These ads follow your visitors around the web, popping up wherever feasible, trying to convince them about the value that you can offer.

Most businesses aren't making use of this channel, and even if they are, they are using it incorrectly.

They come from the same angle when someone leaves their website – "Buy this! Hey You need to buy this, Buy it NOW!"

And that's the problem.

They are coming on too strong and this makes them look super needy and desperate.

# OMNIPRESENCE

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Pair your omnipresence marketing with the right stage of why the customers left in the first place, that will allow you to:

1. Remind people to come back and finish their booking
2. Or show them a different product or service that they probably missed during their first visit.
3. Answer different objections around your service and just provide value
4. Give the most stubborn buyers a better deal or discount if makes sense
5. Give them a better offer, different from the one that they've seen already

Once you implement this, you get people coming back to your business, because you'll have overcome their specific doubt about your business.

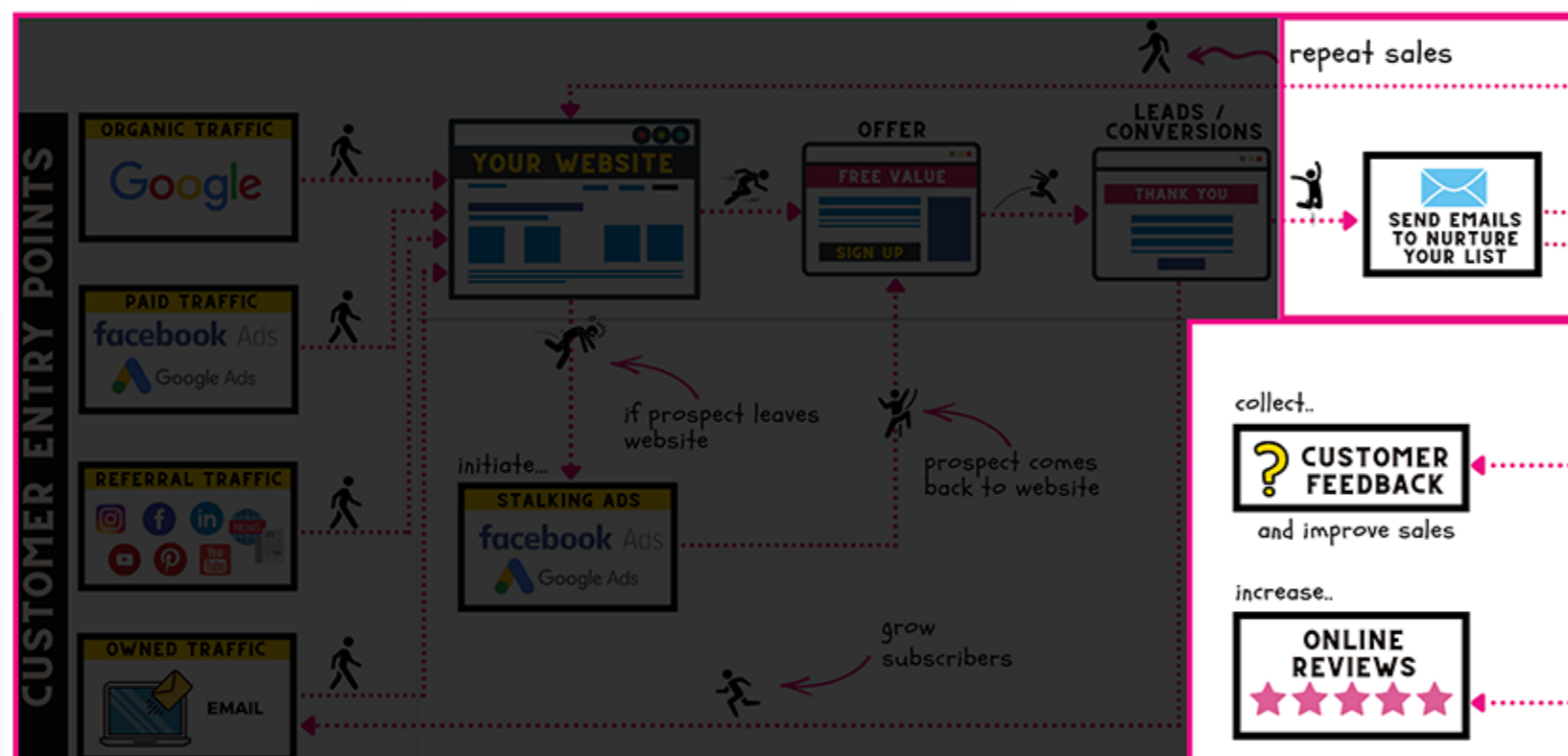
It allows you to offer such a value proposition that makes choosing your business over the competitors a no-brainer decision for your prospects.

# PRE-EMINENCE

/pri:'ɛmɪnəns/ noun: preeminence

the fact of surpassing all others; superiority.

This dictionary meaning is the core of where our strategy for Preeminence stems from, and it's also the next logical step after Omnipresence.



By now, you should have a healthy pipeline of leads coming into your business already, but how do you convert these leads into customers, and customers into repeat business efficiently?

It's time for you to wear your cape, or get the halo ring over your head and get to work.

Take the core concerns of your market:

1. The false beliefs they have
  2. Their sacred cows that they follow
  3. The mistakes that they are making
  4. The pains of making those mistakes
  5. Their deepest fears
  6. Their frustrations
  7. Their wants and desires
  8. The pleasures of getting those wants and desires
- Etc

And mirror it to them.

By creating an automated lead-nurturing system, that routinely communicates with your leads about these various concerns that is running through their mind.

In the rush for more revenue, most businesses start to lose the human touch.

# PRE-EMINENCE

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Preeminence is all about being human and helping your people overcome their objections and frustrations, prevent them from making mistakes, helping them face their fears and get them closer to their wants and desires.

Many leads are forever stuck on the fence, and sometimes making them laugh, starting a genuine conversation, asking for feedback can be all that it takes to tip them to your side, and transform them from passive leads to active and repeat customers and brand evangelists for your business.

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**YEAR-OVER-YEAR SALES ARE UP BY 25% TO 50%. I FELT I HAD A WINGMAN THERE HELPING TAKE CARE ONE MAJOR PART OF THE BUSINESS!**

*Vincent Rubino*  
Local Business Owner, Investor

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**ALL THAT SEO ORB DOES FOR MY BUSINESS JUST WORKS SO AMAZING THAT I DON'T HAVE TO WORRY ABOUT IT.**

*Christal Ho*  
Entertainment Franchise Owner

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**SEO ORB DID A GREAT JOB WITH OUR WEBSITE IN SUCH A SHORT SPACE OF TIME ALONG WITH ALL THE TECHNICAL STUFF AND SEO OPTIMIZATION.**

*Amanda Contreras*  
LBE Business Consultant, Serial-business Owner, Evangelist

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**I FEEL I DIDN'T HAVE ANY SUPPORT PRIOR TO SEO ORB. I THINK IT ACTUALLY POSITIONED US WELL AND GIVEN US SOME LEVERAGE.**

*John Handabak*  
Lifecoach

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SHORT-CUT THE LEARNING CURVE AND  
DIVE STRAIGHT TO THE IMPLEMENTATION

DO YOU WANT **SEO ORB**  
TO TAKE A LOOK AT YOUR BUSINESS  
AND FIGURE OUT WHAT LEVEL OF SUCCESS  
YOU CAN REALISTICALLY EXPECT BY IMPLEMENTING THE  
**GROWTH ACCELERATION FRAMEWORK™?**

Click on the button below to reserve your no-obligation free 30-min  
Growth Acceleration Call, that will give you a guaranteed  
blue-print for the success of your business!

**GUARANTEE THE SUCCESS OF MY ONLINE-BUSINESS**