

Generate Leads

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3 Biggest Lead Generation Mistakes and How to Overcome Them



Paul Duncan

The Three Biggest Lead Generation Mistakes Small Businesses Make...

If you've been looking for simple, proven and tested, step-by-step methods for generating more leads for your small business, then read every word in this revealing report.

I want you to stop for a moment and think about all the advertising you've seen over the past week.



How many of those actual ads can you name off? Researchers estimate that over the past seven days, you have been exposed to as many as 117,000 ads based on national averages. So out of 117,000 ads, how many can you name?

If you're fairly attentive, you may be able to come up with 3 or 4 specific ads... but I'll bet that's because you probably see those ads over and over... week in and week out. Let's face the facts... repetition works. When you see any advertisement multiple times every day you're bound to eventually begin to recall the ad. But now answer this question.

What few ads you do remember, how many of their products or services have you bought? I'll admit that I personally love the baby or animal commercials on TV and YouTube. I think they're a scream. If I hear one of their ads come on the TV and I'm in the other room, I'll actually stop what I'm doing and go watch it. But... I don't ever take action. Never have, never will. Why should I?

Businesses today are led to believe that all they have to do to build a successful business is create some type of attention-grabbing form of marketing and they will generate leads at will. Nothing could be further from the truth. And that's just in the area of marketing. What about generating fast cash flow?

EVERY small business needs to generate fast cash flow. So how do you do that as a small business owner? What about generating profits? Generating more cash flow is great... but not if you don't get to put any of it in your pocket at the end of the day. How would you like the answers to all of these problems?

How would you like it if I could cut through ALL the hype... eliminate the B.S... and give you our proven step-by-step roadmap for making your phone ring, herding prospects to your website and marketing your business successfully?

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

*I'm Going To Reveal To You The Three Biggest Lead Generation Mistakes
Small Business Owners Make...
And Show You How You Can Overcome Them All.*

- Mistake #1** they fail to get professional help.
- Mistake #2** they don't know the fundamentals required to successfully market their business and attract as many new clients as their business can handle.
- Mistake #3** they have no idea how to use their marketing to generate immediate cash flow.



Let's explore these three in depth, and show you how you can easily and systematically overcome them all.

Mistake #1... small business owners fail to get professional help. Can you name me just one professional athlete who does NOT have a coach? There aren't any. Tiger Woods has 9 coaches guiding him in everything from his golf game to his financial investments. But do small business owners really need professional help?

Remember the TV ads we previously discussed? Those ads are created by "professionals." Unfortunately, those professionals have no clue what they're doing. Everything they're doing in marketing and advertising today is wrong! But let me prove that to you right now.

If you currently use any form of marketing such as a print ad, brochure, postcard, flyer... or for that matter... your company website, take it out and look at it carefully. And if you don't have any form of marketing right now, stop this presentation for a few minutes and take out a sheet of paper and sketch out what you think would make for an effective ad for your business.



It doesn't have to be anything formal or fancy... just create a basic outline of the ad and where you would locate the various elements on the page. Do this right now. Now that you have your ad... or a mock up of your ad sitting in front of you...

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

Let Me Provide You With The Little Known Secrets That Produce More Leads Than Your Business Can Handle.

99% of all marketing professionals DON'T know the lead generation secrets I'm about to reveal to you. This information is so powerful and compelling, it will position you in the top 1% of all lead generation professionals today. This example will show you why every small business owner should acquire our step-by-step roadmap as they start to generate leads for their business.

Here's what a true marketing professional will know... and help you implement into your marketing. It's known as the "**conversion equation**." Our conversion equation will make sure you NEVER have to compete on price. Instead, you will start selling your product or service for what it's really worth.

You'll drive in more leads and increase your advertising response by 10 to more than 100 times. You will convert a higher percentage of those leads and dramatically increase your number of sales. You will get a bigger bang for your marketing buck. The bottom line is this... you will literally create a profit faucet that you will have TOTAL control over.

What Marketing Is SUPPOSED To Do!

First, you MUST understand what marketing is supposed to do. Its purpose is actually three fold...

- ✓ Its first job is to capture the attention of your target market.
- ✓ Second, it must give them the hope that reading or listening to your marketing will give them enough information to help them make the best decision possible when buying whatever you sell. In other words, train and teach them how to recognize the true value of your product or service... and conclude that you... and you alone... offer the best value versus your competition.
- ✓ Marketing's third job is to lower the risk of taking the next step in the buying process... and if necessary... continue to educate the prospect regarding the value you offer.

Marketing that accomplishes these three objectives will result in your prospects and customers coming to one single conclusion... that they would have to be an absolute fool to do business with anyone else but you, regardless of price.

It's estimated that as many as 96% of all small businesses fail within their first 5 years. The main reason for this tremendously high failure rate has to do with the lack of expertise when it comes to generating leads and making the phone ring. Most small businesses don't know anything about those three things we just discussed that marketing is supposed to do. But there's also an additional problem to consider.

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

Most Businesses Use A Tactical Marketing Approach Instead Of A Strategic Approach.

Running an ad in the local newspaper... sending out an email or direct mail letter... airing a radio or TV ad on a local media station are all examples of tactical marketing. Now don't get me wrong... the newspaper, radio or direct mail can be successful marketing channels... IF your marketing message is powerful and compelling. But that's the problem... the message is the strategic side of marketing... and yet, it's the most neglected.

This distinction between strategic and tactical marketing is huge and one you need to be acutely aware of anytime you start talking about generating more leads. Many companies mistakenly assume that when you talk about lead generation, you're automatically talking about tactical lead generation... placing ads, sending out mailers, joining a networking group, attending tradeshow, implementing a prospect follow up system and so on.

They fail to realize that the strategic side of the coin, what you say in your marketing and how you say it is almost always more important than the marketing medium where you say it. If you fail to make this distinction, then you risk becoming jaded towards certain forms of marketing and advertising that should be a part of your tactical plan, but you eliminate them from consideration because they haven't worked for you in the past.

When lead generation results are less than optimal, small business owners tend to almost always blame the marketing medium... like the newspaper the ad ran in or the postcards they sent out. They blame the tactical part of the plan... without any regard for how good or how bad the strategic messaging in that marketing piece was. People often say things like, "we tried radio and it doesn't work for our kind of business," or "we sent out 50,000 pieces of direct mail and only generated 3 orders. It just doesn't work." Just because it didn't work, don't assume that it won't work.

Most Business Owners Don't Have The Evaluation Skills Or The Know-How To Judge Whether Poor Marketing Results From Poor Strategy Or Poor Tactical Execution.

This is where our step-by-step roadmap can generate more leads than your business can handle. For example, most small business owners rely heavily on platitudes in their marketing. They say things like...

we have the lowest prices

the best service

we're family owned and operated

we offer convenient hours

and the best value

Look at your own marketing that I asked you about earlier. How many platitudes did you use in your own marketing?

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

By the way, this is NOT your fault.

Most, if not all small business owners have been conditioned to think this is the proper way to market their businesses... since most advertising follows this same pathetic marketing formula... including the Fortune 500 types.

As human beings, we're all after just one thing when we buy something... the best deal! Unfortunately, when you use platitudes and jargon throughout your marketing, there's absolutely no way to tell who is actually offering the best deal. Everyone says they have the lowest prices, the highest quality and the best rates. So who do you believe? There's only one way to know... and that's to research every single business that offers what you want to buy. How many of us have the time or patience to do that? So most of us just automatically assume that everyone is pretty much the same, and therefore we default to calling on the business that offers us the lowest price.

When You Can't Communicate The True Value Your Business Offers, You're Doomed To Forever Compete On Price

Our conversion equation will change all of that for you forever. It's going to be the backbone of your strategic marketing plan. It's the foundation on which everything else we build for you is based. Let me give you a quick overview and then spend some time going through it with you in detail.

Our conversion equation has four main components...

First, we must interrupt your prospect.

We must get your qualified prospect to pay attention to your lead generation marketing. Simple enough to say, but a lot more difficult to pull off in real life unless you understand what you're about to learn here. The interrupt is done through your headline if your marketing is in print... or it's the first thing you say if you're marketing through radio or TV.

The second component is engage.

Once your prospect is interrupted, it's critical we give your reader the promise that information is forthcoming that will help the prospect make the best buying decision possible. In other words, it must help facilitate their decision to pick you over anyone else. This is the job of our subhead line.

The interrupt is our headline that highlights a specific problem that your prospects are looking for a solution to... and the engage is our subhead line that promises them that you offer a solution to the problem we mentioned in our headline.

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

Our Conversion Equation Has Four Main Components (cont.)

The third component we need to include is educate.

Once we've interrupted and engaged your prospect, we have to give information that allows them to logically understand how and why you solve the problem they're facing. This is accomplished by giving detailed, quantifiable, specific and revealing information. This is typically done in the body copy of your ad. When we educate, we need to reveal to your prospects the important and relevant information they need to know when making a good decision, and that your business... and yours alone... provides it to them. The interrupt and engage hit the prospects emotional hot buttons. Educate is the logic they need to justify picking up the phone and calling you.

The fourth and final component of our conversion equation is your offer.

Now that we've interrupted your prospect based on problems that are important to them... engaged by a promise of the solution... and they've examined the educational information that makes your solution real and believable... the last step we need to take is to give them a low risk way to take the next step in your sales process. We do this by offering a free marketing tool, such as a report, brochure, seminar, audio, video or something that will continue to educate them. Your offer will allow your prospect to feel in control of their final decision to call and buy from you.

So our conversion equation is interrupt, engage, educate and offer and together they equal market domination.

Now here's the problem. Most marketing today only contains two of these components. They interrupt by throwing something at you that's either familiar like Tiger Woods... or unusual like a monkey or talking pets. Sometimes they like to use both, as in the case of the animal or baby ads discussed earlier. Then once they grab your attention, they make you some type of offer such as "call now for whatever." They have left out the engage and the educate, and marketing seldom succeeds when that happens.



In fact, the only time this type of marketing does succeed is when you can afford to run the ad over and over nonstop for an extended period of time. Plop, plop, fizz, fizz... melts in your mouth, not in your hand... and things go better with Coke have literally been rammed down our throats by Fortune 500 types. After hearing these slogans thousands of times, of course we're going to remember them. But how can a small business owner like you that doesn't have a billion dollar marketing budget successfully market your business. The answer... you can't... UNLESS you follow our entire conversion equation. Here's a simple example to prove this to you.

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

Moving Company Case Study

Years ago there was a moving company that was on the verge of bankruptcy. They were paying \$3,000 per month for a full page ad in their Yellow Pages directory. They were averaging just 70 calls per month, and their conversion ratio was only 16%. So out of 70 calls every month, they were only getting 11 moving jobs. No wonder they were starving.

The reason their ad wasn't working was their failure to follow our conversion equation. In fact, the only conversion equation component they had in their ad was an offer, and that offer was "call us"... and then they listed their phone number. They had no interrupt at the top of their ad whatsoever, just the name of their company. Then they listed all the generic and "me too" services that every one of their competitors also listed in their ads...

- local and long distance
- residential and commercial
- reliable and careful
- fully licensed and insured
- free estimates
- quality service at reasonable rates
- complete packing services
- local, regional, national



Then at the bottom of the ad was their phone number.

Again, look at your own marketing that I asked you about earlier. Does your marketing format look exactly the same as the one this moving company was using? Did you place the name of your business at the top... list your products or services in the middle along with a layer of worthless and meaningless platitudes such as lowest prices, highest quality and best rates?

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

99% Of All Small Businesses Follow This EXACT Format, And Then They Wonder Why They Aren't Generating Any Quality Leads

If you want your phone to start ringing... then you MUST follow our conversion equation of interrupt, engage, educate and offer. This moving company followed our equation and redesigned this lead generation ad, and here's what happened.

First, they identified the biggest problem their customers had when moving. Without hesitation, it was DAMAGE! 72% of all moves result in something being damaged. That's the area they need to focus on then, and create what we call a market-dominating position around that hot button issue. But why is damage such an important issue... since all moving companies listed in the Yellow Pages say they're "**fully insured.**"



It turns out that all movers MUST be fully insured... but that the general public has NO idea what "fully insured" really means. When you hear someone say they're fully insured, don't you automatically assume that means that if they break your \$5,000 HDTV, they will reimburse you \$5,000? I certainly would.

Well, it turns out that in the moving business, that isn't what fully insured means at all. Legally, a moving company can claim they fully insure their customers belongings based on "per pound of damage." The national average is 40 cents per pound. So in other words, if a mover destroys your \$5,000 100 pound HDTV... they're only legally obligated to pay you \$40. Unfortunately, the poor unsuspecting customer doesn't find that out until AFTER the damage has taken place... and they receive their miniscule reimbursement.

But for this specific moving company this policy was never an issue because they didn't believe in this deceptive industry practice. They actually provide their customers with what's known as "full replacement value" insurance. If they break your \$5,000 HDTV, you're reimbursed \$5,000... no questions asked.

But how could they afford this much more expensive insurance? It was due to their extraordinary 3 step packing process that ONLY their company offered, and thanks to this process... their actual breakage and damage totals were below 3%.

And what little damage did occur typically involved a broken dish or plate... relatively minor items that had little to no replacement costs... and certainly no sentimental value that would create an emotional situation with their customers. Their unique packing process allowed them to carry a \$5,000 insurance deductible, and their premiums for this superior insurance were actually lower than their competitors paid for the inferior and deceptive insurance.

Their 3 step packing process... coupled with their superior full replacement value insurance coverage... became their market-dominating position.

All that's left is to position that information in their ad and follow our conversion equation. Let's first create a headline for the top of their Yellow Page ad that interrupts. This must address the main hot button issue or problem that their prospects are looking to solve... in this case... damage! So the headline should say something like this...

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

“Last Year, More Than 4,000 Damage And Negligent Lawsuits Were Filed Against Moving Companies By Outraged Homeowners!”

Think that headline will grab the attention of prospective movers? You bet.

But let's not stop there. Next, let's engage the prospect by promising them a solution to the problem we referenced in the headline... in this case, damage prevention. What do you think of this subhead line?

Ask Any Mover These 2 Questions To Insure You Won't Be Victimized Or “Ripped Off” By Deceptive Industry Practices.

Now, when a prospect reads this subhead line... do you think they will want to immediately find out what those two questions are? Of course they will.

Now let's educate them by providing them with two questions that the prospect can ask any mover they choose to contact. What about these two questions...

- ✓ Do you follow a minimum 3 step packing process for every item you place in your truck?
- ✓ Do you carry full replacement value insurance?

We already know that their competitors answer to both of these questions is no, since this mover had previously surveyed all of them. This ad educates prospects on the realities of what actually takes place in the moving industry, and highlights this moving company's market-dominating position that makes them the obvious choice to do business with.

Their offer was a free moving company comparison checklist that highlights the survey they did... showing the prospect that they were the **ONLY** moving company in town that offered all of these desired benefits.

Last Year, More Than 4,000 Damage And Negligent Lawsuits Were Filed Against Moving Companies By Outraged Homeowners!

Ask Any Mover These 2 Questions To Insure You Won't Be Victimized Or “Ripped Off” By Deceptive Industry Practices

BUDGET MOVERS

Oh no! NOT my mother's best china! It's irreplaceable.

Ask Any Mover These 2 Questions To Insure You Won't Be Victimized Or “Ripped Off” By Deceptive Industry Practices

1. Do you follow a minimum 3 step packing process for every item you place in your truck?

2. Do you carry full replacement value insurance?

FREE 100 pound+ heavy box insurance (up to 100)

Full service

Detailed inventories

State of the art computer tracking system for your peace of mind

FREE on-site insurance and estimates

Easy and flexible adjustments of insurance, prices and services until right before the move

Guaranteed between hourly and moving rates

Same day service

Loading and unloading of your vehicle built in portable storage container

Full service packing and unpacking

Disposal of unwanted items

On-site inventory of items, items, items

Courteous, honest, professional moving specialists

References upon request

HOMES, APARTMENTS, LOFTS and PLATS, OFFICES

1 LOCAL AND 1000+ MORE

CALL US NOW! (555) 555-1234 (555) 555-1234 (555) 555-1234

Metro 800-555-1234

Even if you don't move with us - call and get our FREE Moving Company Comparison Checklist.

This will make them the no-brainer choice in the moving industry, and the results they generated from this new Yellow Page ad sealed the deal.

- Instead of averaging just 70 calls per month... their new ad averaged 955 calls per month.
- Instead of a 16% conversion rate, their rate jumped to 68%.
- Their new ad generated so many new clients asking for their services, they had to partner with 4 of their competitors to handle the increased volume.
- Those 4 competitors bought this company out 9 months later for \$2.3 million dollars.

All of this from simply changing the strategic message in their Yellow Page ad... and without spending an extra cent.

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

This Is Why Every Small Business Owner Needs To Seek Out Our Professional Help



But finding professional help is often frustrating... and at times, a crapshoot at best. That's why I wanted to teach you our conversion equation of interrupt, engage, educate and offer.

The moving company trained their prospects on the relevant and important issues they needed to know when moving so those prospects knew what to ask for when they sought out the services of a mover. Now you know our conversion equation... and you can use it when seeking out the professional help you need for your business.

A true marketing professional will know this equation, and if they don't... run away as fast as you can!

And by the way, did you notice that in the information we just discussed we also covertly covered mistakes #2 and #3.

Earlier I said that the second biggest mistake small business owners make involved the fact that they don't know the fundamentals required to successfully market their business and attract as many new clients as their business can handle.

Well, now YOU do know the fundamentals... and you can use them to out-market and outsell your competition. First, create a market-dominating position for your business... and then insert that position into your marketing by following our conversion equation to the letter.

And the third biggest mistake small business owners make focused on the fact that they have no idea how to generate immediate cash flow.

When you follow our conversion equation in every form of marketing you do... from your business cards to your company website, the financial results are instantaneous and immediate. Consider the following example.



dreamstime.com

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

Child Psychologist Case Study

Consider a recent situation involving Dr. John Smith... a child psychologist who specialized in helping parents with out-of-control kids. You know the kids I'm talking about don't you? The ones at the store that are yelling, screaming, throwing a tantrum and completely out of control. These kids range in age from 6 years old up to teenagers. Dr. Smith's original website had all of the classic mistakes that are typical in small business today. He had the name of his practice at the top of his site.

The only thing even resembling what you might call a headline said **"Parenting Advice & Resources From Dr. John Smith."** Does that headline really appeal to a parent who is dealing with a screaming, out of control kid? Would that headline hit their emotional hot button? Do they really care anything at all right now about "advice and resources?" Or... are his prospects looking for a solution to their problem?



Remember, you must always start your marketing with an Interrupting headline that's focused on the problem your prospects are experiencing.

Then you must have a subhead line that engages the prospect by promising them that there's a solution to that problem.

Remember our first two Conversion Equation components... Interrupt and Engage. That's the job of the headline and subhead line. And this applies to every form of marketing, including websites.

Dr. Smith's website headline... **"Parenting Advice & Resources From Dr. John Smith"** does NOT address the problem his frustrated parents are experiencing with their child. And to make matters worse, his website has no subhead line whatsoever, so there is no way for him to engage his prospects to keep them interested.

In fact, it's doubtful that any prospect visiting his site will stay here more than a few seconds. The latest research shows that the typical prospect visiting a website remains on the site for just three to five seconds. If during that brief period of time they don't find something that looks like it will provide them with a solution to their problem, they're gone for good.

The third component of our Conversion Equation says to Educate the prospect.

This simply means that you must educate them with what it is that makes your product or service so much better than your competition. On a website, this is done with either body copy... or in Dr. Smith's case, by video. Just make it short and sweet when it's the point of first contact. You can then offer much more information once you have them compelled to want to know more about what you do.

And the final component of our Conversion Equation is your Offer.

A low risk... or better yet... NO RISK offer gets them to take a specific action such as request more information, take a test drive, and register for a free thirty day trial, an educational presentation or similar offer.

And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

Child Psychologist Case Study (cont.)

The key here is to make the offer so compelling that it's literally irresistible to the prospect. In fact, you want them to be thinking to themselves that they would have to be an absolute fool to NOT take your offer.

Dr. Smith's offer was a white paper titled... ***The Secret for Parents: a special report on how you can learn the secrets of nurturing well behaved children.*** Here's the problem... his prospects don't have well behaved children. They have one that's screaming, yelling, cursing, belligerent, back-talking and completely out of control. Nurturing a well behaved child is NOT the solution they're looking for. Getting their kid under control RIGHT NOW is what they're looking for.

Can you see why Dr. Smith's website failed him in every area? This site wasn't building his business. It wasn't helping him generate leads, attract new clients... or generate additional revenue for his practice. It simply doesn't follow our Conversion Equation. So Dr. Smith changed his website so it did follow our proven step-by-step roadmap.

He placed a headline at the top of his site that said... **"Are You Sick And Tired Of The Yelling, Screaming And Belligerent Attitude Of Your Child?"**

Would you say that headline hits the major hot button for virtually every prospective parent that comes to this site? Do you think that these prospects... the moment they read that headline... will immediately think to themselves that they have just come to the right place where they can find a solution to their problem?

In other words, did this headline just Interrupt Dr. Smith's prospects? Of course it did. Now let's Engage those prospects by promising them a solution in the subhead line.

It says... **"Now You Can Discover The Secrets To Controlling Your Child And Instantly Restore Peace And Quiet In Your Home."**

Isn't that what his prospects want... and will do almost anything to get? Absolutely. See how the headline and subhead line work closely together to Interrupt and Engage every single prospect who comes to this site?

Now that they're Engaged, the video can spend one to three minutes educating the prospect about the fact that our good doctor has the solution they so desperately seek, and his offer has been changed so it's not only more relevant to the prospects situation, but so compelling it's virtually irresistible.

The offer says... **"Learn the Secrets To Gaining and Maintaining Complete Control Of Your Child In Less Than 60 Seconds."**

Show me just one prospective parent visiting this site that WON'T download that report. They all will. And when they do, Dr. Smith captures their contact information so he can continue to keep his prospects informed until they're ready to buy his services.



And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

This Revised Site Exploded Dr. Smith's Business To Unprecedented Levels

And best of all, our conversion equation can work for your business as well... producing immediate results. So to quickly recap.

The three biggest lead generation mistakes small business owners make are...

- #1** they fail to get professional help
- #2** they don't know the fundamentals required to successfully market their business and attract as many new clients as their business can handle
- #3** they have no idea how to use their marketing to generate immediate cash flow.

Our conversion equation contains the fundamental components you need to insure your business is successful from this point forward. The conversion equation will make your phone ring and position your business as the dominant force in your market. It provides the marketing foundation that will enable you to generate immediate cash flow. And you can use this information as a minimum standard when seeking out professional help for your business.



And How To Overcome Them All

The Three Biggest Lead Generation Mistakes Small Businesses Make...

**When You Can Overcome These Three Biggest Lead Generation Mistakes,
You Will Generate All The Leads Your Business Can Handle...
And Turn Your Dreams Of Owning Your Business Into Reality**

Want proof?

Answer this one question...

**If I Could Provide Your Business With A Lead Generation System
That Would Create Such An Outrageous, Lopsided Advantage In Your Favor
That You're Most Affluent Customers Would Beat A Path To Your Door
To Buy What You Sell... Without Even Asking How Much It Would Cost....
Would You Be Interested In A 5 Minute Phone Call With Me?**

Here's what we're prepared to do for you...

- **provide you with professional help backed up by a proven track record**
- **teach you the basic fundamentals that will allow you to market your business successfully and help you to attract as many new clients to your business as you want**
- **help you to develop compelling marketing that will generate immediate cash flow for your business**
- **DO ALL OF THIS FOR YOU FOR FREE!**

Give us just 5 minutes and I'll prove to you that everything we've said in this report is 1000% true?

We promise you won't be disappointed.

Give us 5 minutes and we'll show you how to out-think, out-market and out-sell your competition.

**Call Today
0433440881**

**Email Us
info@paulduncan.com.au**

And How To Overcome Them All