

INSTANT CUSTOMER

# REINVENTION



# 5

**STEPS TO GETTING A COACHING  
OR CONSULTING DEAL...  
AND HOW TO DELIVER GREAT  
PRODUCTS AND SERVICES**

## Welcome!



Mike Koenigs and Ed Rush

In this report, we're going to share with you four primary things:



1. Two components to successful consulting



P's

2. 5 simple steps to getting a consulting or coaching deal



pricing  
models

3. Get paid MORE as a consultant or coach

**CAPTURE  
CONVERT  
& CLOSE**

4. Automated "Marketing Machines" that will capture leads, convert leads into prospects and close them quickly and easily

Best of all, you'll be able to try out two of the "Marketing Machines" at the end of this PDF and see for yourself just how powerful they are!



If you haven't already watched the first video in the series or read the first PDF, "How to Get and Close a Consulting Deal or Just Close More Consulting Deals (If You Already Consult)", you can view and download both of them at [www.TopGunToolkit.com](http://www.TopGunToolkit.com).

This video and PDF discuss the huge opportunity for consulting (and coaching) - a market that represents nearly ½ trillion dollars in annual revenue that grew 24 billion dollars this past year.

Both Forbes and INC Magazine are saying that a consulting business (even if they're home based) is one of the top 10 most profitable business types you can run or start this year.





All the details including links and references are in the first PDF document, available at:

**[www.TopGunToolkit.com](http://www.TopGunToolkit.com)**

Before we dive into the content in this document, here's a little backstory on the authors, Mike Koenigs and Ed Rush and why you should listen to them.

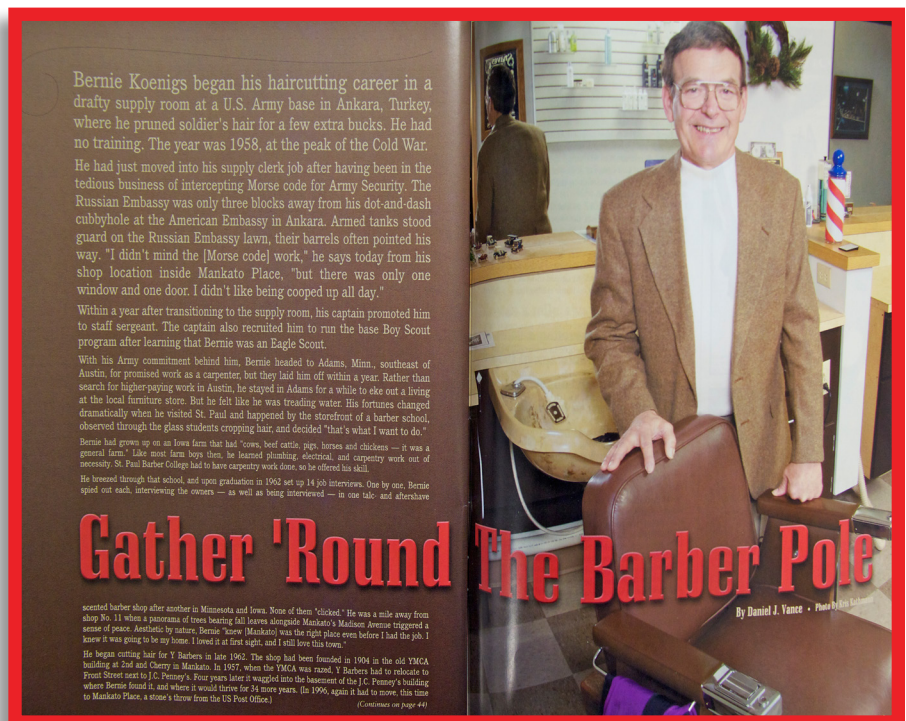
Both Ed and Mike have been consulting for years - and are both 7-figure consultants and business owners who have built and sold consulting, marketing and software companies.

## Mike's Story...

Mike got his first consulting gig when he was 16 years old. His dad, "Bernie the Barber" told a customer that Mike liked computers and taught himself how to program when he was 14 years old.

One of those customers, Roger, was a Prudential insurance salesman. Roger said "Bernie, I just got a new computer and my secretary doesn't know how to use it. Do you think Mike would train her?"

Bernie picked up the phone, called Mike, handed the phone to Roger and in five minutes, Mike had his first consulting gig - for \$15.00 an hour. After only a week, Roger told three other insurance guys about his new "secret weapon" and within a year, was charging \$30.00 an hour, building databases, spreadsheets, training secretaries and started writing software!



**Bernie Koenigs**

The fact of the matter is - Mike didn't know a thing about teaching, training, word processors, databases, spreadsheets or accounting systems.

All he had were the two things a successful client needs:

1. A desire to help people like his dad, "Bernie the Barber"
2. And a willingness to ask for the check

None of his clients cared or even knew he had severe ADD, got horrible grades or didn't know anything about their business.



Over the years, one thing led to another - Mike taught himself marketing, video production, and eventually started his own agency "Digital Cafe" and after ten years, sold that company to Campbell-Mithun - a publicly-traded company in Minneapolis.

A few years after that, he started consulting with authors including Deepak Chopra, Arielle Ford, Debbie Ford and working with companies in the alternative health care world producing marketing videos for them - all out of his garage.

Traffic Geyser started in that garage. Traffic Geyser was a tool Mike built for himself to use to promote his client's videos online. In just five years, the Traffic Geyser business grew into a multi-million, 8-figure idea that came from consulting. The same thing happened with Instant Customer - a tool he used to automate the process of capturing, converting and closing deals with email and mobile text.

His information product business grew from his customers requesting more training on how to get customers, close deals and make money with online, video, social media and mobile marketing. He's helped over 30,000 small business owners, entrepreneurs, experts, coaches,

consultants and authors in over 60 countries start and grow their businesses.

Mike's companies have produced nine consecutive multi-million dollar product launches that produced over 8-figures in revenue two years in a row.

And the number of people who have made 6- and 7-figures using Traffic Geyser, or tools, and training is off the chart - you'll meet some of them in the next video in the free training series.



Mike has continued consulting with celebrity clients like Tony Robbins, Darren Hardy, Harvey Mackay, and Paula Abdul and recently with \$20mm-\$100mm corporate and manufacturing clients - which, BTW, he knew nothing about their business!

That was 30 years ago. Not too bad for a guy who barely passed high school and never went to college!



Mike with Tony Robbins



Mike with Darren Hardy



Mike with Harvey Mackay



Mike with Paula Abdul



Mike with Russell Simmons

## Ed's Story... How He Became a 7-Figure Consultant

Ed Rush was a F18 Top Gun Marine Pilot for 13 years. He flew over 1,100 missions. And after retiring from the Marine Corps, he reinvented himself as an entrepreneur, studied direct response marketing, speaking, online marketing and started two online businesses.

His first attempt was a small website with a product that showed people how to become fighter pilots. It's a business he still has today...and even though he had fairly low expectations, that business turned into a 6-figure per year operation for him.

Ed did it again...this time in a small niche for basketball referees. It was another web-based info-business...and another 6-figure earner.

Ed started going to seminars and events. He'd speak on a panel or do a short Q&A segment...and people were generally interested in how Ed built his successful businesses online - and how he did it so quickly.

So, during the breaks, folks would walk up to Ed and ask him out to lunch...so they could..."Pick His Brain."

At first, Ed was honored. He'd go to lunch...and for 2 plus hours, pour his heart and soul into this stranger...only to find that they went away and implemented...

# NOTHING!

He'd see them two months later and they would make a bunch of excuses...and Ed was too dumb not to stop the free lunch lessons.

That was until Ed made a decision that changed his life and business forever. From that day forward, whenever someone asked him to go to a free lunch...he would imagine 2 pictures in his mind...



**1. Sitting for hours and hours on end giving out free advice that no one would ever use**

OR



**2. Sitting on the floor playing LEGOs with his two boys**

The big lesson?

## Anytime you say YES to one thing, you always say NO to something else

It was right then that Ed started charging money for his time...and it was right then that his money problems started going away...FAST.



That same week, Ed closed his first consulting client for \$2,500 for a 1-day coaching session. The client went out the next week and sold \$189,000 worth of products based on his advice.

And note: Ed didn't deliver anything except his opinion.

Over the next 4 years, Ed had over 250 coaching and consulting clients across every niche imaginable...from speakers to natural pet food distributors.

During that time, Ed was one of Mike's customers - using Traffic Geyser and Instant Customer in a marketing consulting business he had started with a few contract outsourcers.

He focused on the attorney market, creating web sites, doing online video and social media marketing and helping them with their lead generation and mobile marketing campaigns.

Mike took notice of Ed's skills - and they became friends.

This past year, Ed sold his attorney marketing business to his two partners.

When Mike found out he had cancer, Ed came in as a consultant for Mike, running his marketing, training and launches while Mike recovered from his surgery, chemotherapy and radiation treatments.

## D&D: Two Components to Successful Consulting



There are 2 things that you need to get and close a consulting deal.

But don't worry - this isn't Dungeons and Dragons

Actually, D&D stands for: Deals and Delivery.

D&D might not make much sense right now, but it will in a moment.

That's because...over the last 10 months, behind the scenes, Mike and Ed have taught 127 students in small groups of about 20 per session in the San Diego studios teaching them how to close consulting deals, automate their lead generation

and marketing...and how to deliver a great product to their client base.

And over the past 7 years, we've taught video, social, mobile marketing skills or provided our products and services to nearly 30,000 people.

We are happy to say: the results speak for themselves. Frankly, we knew our members would be successful. Just HOW successful they became blew us away. In a survey we just conducted, 87.8% of the respondents closed a deal within 2 months of completing the training, nearly half within a week...

You've already met a few of our students already and you'll meet more during this video series - in the next video.

Now, this is important, the key to their success is the key to **YOUR** success. It's 2 Things...

- 1. They had a system for getting Deals - Closing them and getting the money, that's the first "D"**
- 2. And they had a system for delivering results - Delivery, the 2nd "D"**

Here in this report, we will share strategies for both.

On the **DEAL** side, we'll show you the 5 Steps for Getting and Closing a Consulting or Coaching Deal.

On the **DELIVERY** side, you will learn the simple system for flawless delivery...and you can even try it out for yourself.



## Cydney O'Sullivan

Sydney, Australia

Online Marketing and Book Promotions Expert

***"I'm using it right away to bring in more business!"***

*"There is so much scope with what you can do with these trainings. If you just do a fraction of the trainings or just use some of the tools, you can still build a robust and profitable business there is something for everyone in this program."*

*I immediately went out and did some joint venture webinars and I sold a \$500 program to help me get more clients into my funnel, and I sold 20 people into that program. The program was a great implementation of a tool and I'm using it right away to bring in more business."*

## Karol Clark

Newport News, VA

Runs a Bariatric Weight Loss Center

***"I'm really, really excited!"***

*"This is a system that increases your credibility, improves your positioning and really makes you the "go to person and expert in your field." That just scratched the surface. I'm really, really excited about what we've been able to accomplish already, and where we can go from here."*



## On to DEALS!

So, let's walk through your 5 step process...and the 6 pricing models.

The P's are key...when you get all 5 lined up, you close a ton of deals, make a lot of money, help a lot of people, and get to live the life you want. Win for you. Win for your clients. Win for your family, your charity, and your family pet...like Fat Leonard the Pug whose...whose style of living has increased significantly since I started making a lot of money consulting.

## Simple Steps to Getting a Consulting or Coaching Deal



### The first P is Position.

It's been said that no one waits in a long line to meet the guru at the bottom of the mountain. Your job is to position yourself as the guru at the top of the mountain.

If you don't have positioning, you manufacture positioning. Everyone who is anyone has done this. Positioning can be manufactured in less than a month...

For example, one of our beta test students Carlos Carrera published a best selling book and achieved expert positioning in a weekend...and then he went on to help another 27 clients publish their books and gain positioning too.

To manufacture positioning you use tools like books, speaking, becoming strategically "unavailable", and turning the tables. They're all strategies designed to get clients to come to you...and not the other way around.

## Which takes us to Step #2 - Price.

Most consultants undervalue themselves and their services and so they end up being underpaid. Listen, there is nothing wrong with giving a few good deals out in the beginning so you can get your feet wet and get some testimonials and referrals, but ultimately, you're going to want to start charging what you are worth... and sooner than later.

What to charge as a consultant is hands down the number one question we get here in the offices. And interestingly, what you're worth has more to do with your client than you. Here's what I mean by that. In the end, your client really doesn't want or need to know how long and hard (or how short and not hard) you really worked for them. Especially when you are using a system like Instant Customer Reinvention, the time to get fast results is minimal. So, the last thing you want to do is charge for your time.



**How to Get paid  
MORE as a Consultant  
or Coach**

Here are 6 pricing models...

### 1. Consulting Fee

This is a one-time payment for a delivery for any one-time service. Examples could include a website, lead capture strategy, video marketing, podcasting package, you name it.

You get paid, you do the work, everyone's happy.

### 2. Monthly retainer

This is a spin off from the consulting fee, with a big upside - because you get paid every month for the duration of the contract or agreement. Moving from a single set fee to a monthly recurring fee is as simple as adding two words....

## A month

As in...the client asks, "how much is this going to cost me?"

And you reply..."Well, for a series of videos turned into podcasts, all the graphics, and maintenance, we're looking at a ballpark of \$2,000...a month."

This might sound like nothing to you - but it's easy for lots of clients to swallow - especially once you understand the principles of "overcoming objections" and "price justification".

### 3. Percentage

The third pricing strategy is the percentage model. It's either a percentage of gross profit, net profit, or growth. We like this model because you get paid for performance...and we know the system will work, but if you're going to do a percentage, what I like best is model #4 which is...

### 4. Up-Front Payment with a Percentage

This way you get paid, whether or not your client implements what you give them. And there's also a great upside for you. A member of our beta group, Kendra Dixon, did this. She got nearly \$8,000 up front on 2 projects...and 3% on gross the product sales ongoing. So that means she gets paid \$3,000 for every \$100,000 her client generates.

When you have pre-made systems and templates, set up is easy and so is delivery. In some of our example marketing campaigns we demonstrate at the end of this document, you'll see how easy it actually is!

## 5. The Trade

The 5th model is one that clients LOVE to offer consultants, but it rarely works to your advantage. The trade. Let's say for example, your local dry cleaner comes to you and offers you 3 years of free dry cleaning in exchange for your consulting. Problem is...when it comes time to pay your mortgage, you can't go down to the bank to cash in your 3 years of dry cleaning. The bank uses a simple system of cash. Real life money going in and out.

Sometimes trades work...especially when it's something you really need in your business, but in general, just tell the dry cleaner that your price is \$4,000 up front and \$400 a month...and that since you'll be lifelong friends, you'll be sure to bring your dry cleaning to him as well...and you'll pay him his prices for that.

We avoid trades - unless it's something easy that requires almost zero effort on your part and you can get something you really want that has more value.

If the trade involves any significant amount of work or risk on your behalf, we recommend you avoid it.

## 6. Ownership of Company

The last pricing model is ownership or partial ownership of the company or products. Just remember...those little teeny percentage points don't mean much when the company is new, but they mean a ton when the enterprise matures and is worth millions of dollars.

Take it from two guys who have successfully sold businesses, your negotiation now will pay off in spades later.

Nothing beats a big check after investing a couple years developing a business, investing your blood, sweat and tears and being able to reap the benefits with a check for a couple hundred thousand or million dollars!

There are lots of startup companies who will negotiate a percentage ownership or equity in exchange for marketing or consulting support.

## The 3rd P is Present.

This is where you walk through the details of what you can offer...and even more importantly, you ask a lot of questions. In fact, Ed and Mike personally have a list of 12 and as many as 30 questions ready to ask a prospective client. Here are some examples:

- What are you doing right now to get customers?
- What would you like to be doing to get customers that you don't have the time or resources to do?
- What are you spending right now every month on marketing? Or, what kind of budget do you have for marketing?
- What are the 3 biggest challenges you have in your business right now?

That last question is key. When a prospect answers that question, take careful notes because each of the answers to these questions will go in your proposal.

Let's say their 3 challenges are:

- getting more leads
- using online video to close customers
- and... becoming a recognized authority and boosting credibility in their niche

**Hint: The solution to those problems will go right in your proposal!**

And because you're "reflecting" exactly what the prospect told you, they're going to think you're a "great listener". As simple as this sounds, it works like crazy because **MOST CONSULTANTS DON'T LISTEN** and their proposals are horrible!

### **Step #4 which is the Pitch.**

Now, don't get all weird about the word pitch. We're not going to be cheesy, salesy, and we're not going to become used car salesmen.

Pitching is nothing more than asking for the sale in a way that grabs the prospect by their eyeballs and compels them to say yes to you on your terms.

You can "pitch" in one of two ways: either 1-on-1 or in front of groups.

There are several keys to the pitch, the most important one being the what we covered in Video 1...asking for the sale.



Once you do that, the check is almost yours. Usually to get there, you need to answer just a few questions from your prospect...these are called objections. They are things like:

- The price is higher than so and so competitor of yours
- How do you know this will work?
- I already have a website and it doesn't do anything for me now

The great thing is that there are easy answers to every objection, these ones included.

You just need to be prepared for them ahead of time, speak with confidence...and the deal is yours because in just a moment, you're going to get a check...which might be one of the most wonderful feelings in the world.



## Zemira Jones

Washington, DC

Former Fortune 100 Executive and Radio Producer

***"I can work the way I want to work, and with who I want work with!"***

*"I had to reinvent myself, because I have an expertise in broadcast, but also, with the help of Mike Koenigs and Ed, I've been able to develop an expertise in new media and putting the two together has been a powerful combination.*

*It only took 48 hours and I had a marketing campaign!*

*And I can work the way I want to work, and with who I want work with. I can make as much money as I want. So now I have a lifestyle that's just as good as the corporate world, and the kind of income that comes with working with a Fortune 100 company, but I don't have the stress. This is the best of all worlds,...to have the consulting lifestyle."*

## Carl Stearns

Spokane, Washington

Entrepreneur and Marketing Consultant

***"It just makes it easy..."***

*"One of the things that we got in Top Gun Consulting are formulas on how to just question clients. In the past I sat down with clients and just drew a blank on what I was supposed to ask them. But with these formulas, it just makes it easy to take the clients to a point where they're just thinking you're a genius.*

*I immediately related to Ed Rush because he teaches consulting and he's very real, and he has real examples and frankly he's just amazing as to how he can come up with things that he used in his presentations, as well as what he teaches you to say to clients. If I could put Ed in my pocket during a client meeting I wouldn't have anything to worry about. And frankly with this program I feel like that's exactly what we're doing."*



## And the last P is Produce

This where it all comes together. You get paid...which is awesome. But what is even awesome-er is that your new client gets something they really want...which is a solution to their problem. They're thrilled...and so are you...and in the end, it's not the business owner who pays your bill...it's his or her new customers.

## Win! Win! Win!

Producing great results for a client becomes infinitely easier with a system like Instant Customer Reinvention in your back pocket...which is why now is a nice time to transition to the tools and a tech demo.

**Automated "Marketing  
Machines" that Capture  
Leads, Convert Leads Into  
Prospects and Close Them  
Quickly and Easily**

**CAPTURE  
CONVERT  
& CLOSE**

This is the moment you've been waiting for - automating your business so you can get more done and make more money with less effort!

We'd like to introduce you to two "Marketing Machines" out of six that we'll reveal throughout this video training series.

Marketing Machines are tools that take minutes to set up and allow you to capture, convert and close deals in just about any environment - either 1 on 1 or in small or large groups.

These are the same tools that our celebrity clients including Darren Hardy from Success Magazine, NY Times #1 Bestselling Author Brendon Burchard, XPrize founder Peter Diamandis, Genius Mastermind Joe Polish, Shark Tank TV Star Kevin Harrington and thousands of other customers all over the world are using to grow their prospect databases.

These two Marketing Machines are set up as demonstrations - so you can try them out and see them work for yourself.

## Marketing Machine #1: The Instant Crowd Grabber

The first Marketing Machine is called the "Instant Crowd Grabber" - it's the same system Darren Hardy used to build his database of over 300,000 subscribers in less than two years and uses exclusively to fill his live events.



**Built a list of over 272,000 people  
in less than a year AND made over  
\$6mm following up with email -  
\$500,000 in 50 minutes!**



**All with the  
Instant Crowd Grabber  
and part of the system!**

\* You can try out the new Marketing Machines LIVE on October 30, 2013 and November 2, 2013 - sign up now and get more information is available at [www.InstantCrowdConverter.com](http://www.InstantCrowdConverter.com) / [www.InstantCrowdCapture.com](http://www.InstantCrowdCapture.com)



## Carlos Carrera

Mexico City, Mexico

Business Coach

### ***"It's easy!"***

*"It's easy to close deals with this. My next deal is going to be worth \$40,000.00 dollars, and this is amazing because they already trained with me and were super happy with their results."*

## Sue Ferreira

Victoria, British Columbia, Canada

Retirement Coach

### ***"I really like who I've become!"***

*"When I went through a divorce at sixty, I was forced to reinvent my life. Since I've been through the programs that Mike and Ed have offered I became a very different person. And I really like who I've become!"*



Instead of talking about it, I encourage you to try it out right now - pull out your mobile phone and text your email address to this phone number, scan this QR code or visit [www.InstantCrowdGrabber.com](http://www.InstantCrowdGrabber.com).

**Capture Leads Anywhere, Anytime!**  
Automate your list building by offering multiple ways for people to join.

**CROWDGRABBER**  
CAPTURE LEADS ANYWHERE, ANYTIME!  
REINVENTION  
CAMPAIGN TEMPLATE

**Enroll now and you'll receive:**

- Crowd Grabber "How-to" Guide  
Get instant access to the PDF guide on setting up an effective lead capture campaign.
- Keys to promoting yourself like a pro  
You'll discover that the Instant Crowd Grabber campaign will become an essential piece of your promotion marketing.
- Demo of the finished campaign  
Want to see the final result? We'll give you access to the finished product.

And much more!

**Instantly join by using one of the methods on the right.**

Use the Instant Crowd Grabber campaign to capture leads anywhere, anytime! This campaign utilizes multiple channels for your prospect to subscribe to, this way you can offer a method that people are familiar with. The ease in which you can launch a crowd grabber campaign makes it ideal to use for all of your promotion events like: trade shows, meetups, referrals, advertisements, business cards, teleseminars, webinars, livecasts, group presentations... literally anywhere. Customize the campaign to fit your specific needs and occasion and watch the leads pour in.

GET THE **FREE**  
Crowd Grabber "How-to" Guide!

**BY MOBILE SMS:**  
Text your name and email address to (XXX) XXX-XXX

**WITH A SHORT CODE**  
Text the keyword XXXXXXXX to 58885

SCAN THIS QR CODE

OR VISIT THIS WEB PAGE  
[www.InstantCrowdGrabber.com](http://www.InstantCrowdGrabber.com)



**BY MOBILE SMS:**

Text your name and email address to **(XXX) XXX-XXX**

**WITH A SHORT CODE**

Text the keyword **XXXXXXX** to **58885**

**SCAN THIS QR CODE**



**OR VISIT THIS WEB PAGE**  
[www.InstantCrowdGrabber.com](http://www.InstantCrowdGrabber.com)

\* You can try out the new Marketing Machines LIVE on October 30, 2013 and November 2, 2013 - sign up now and get more information is available at [www.InstantCrowdGrabber.com](http://www.InstantCrowdGrabber.com) / [www.InstantCrowdCapture.com](http://www.InstantCrowdCapture.com)



## Pat Zeimer

Louisville, KY

Works with Kentucky Derby Winning Horses

### ***“\$7- figures this year!”***

*“7 years ago on Thanksgiving, I was in my RV with \$50, a 6-pack of beer, and a chicken instead of a turkey on the grill.*

*Fast forward to now. When I found this program...in less than six months, we had a 47% increase in our business. And it could very easily put us over \$7- figures this year! And we’re so excited about that because we’ve been in the mid six-figures for a number of years and this has just taken us...over the top!”*

## Everette O’Keefe

Fresno, CA

#1 Best Selling Author

### ***“This training package has been phenomenal!”***

*“Our book went from our head, to Amazon, to #1 on Amazon, in just about 30 days. And I thought about doing a book for years. BUT given the tools and the information and also the inspiration of watching others, I just knew we could do it and sure enough we did it! This training package has been phenomenal!”*



## Here's how it works:

When Darren is on stage, he brings up this exact slide and says "if you'd like a copy of my presentation, go ahead, pull out your mobile phone, text your email address to the phone number you see on the slide and you'll get the slides, an audio recording of my presentation and I'll send you some regular email updates."

Darren typically collects 80%-95% of all the people in the room with this strategy. Myself and other clients get the same kind of results, consistently.

No data entry. No forms. No business cards to collect.

And the system not only captures the mobile phone number, but the email address and can even ask the person for their physical address too! Everything is editable. You have total control.

But it gets even better - because in the background - the system researches the prospect and finds their Twitter, Facebook, LinkedIn account information, visits their website and can even find their photo!

Imagine how powerful this would be if YOU collected all this information about your prospects!

Imagine how valuable this would be to your clients if you could use this same "celebrity technology" in your business!

We give you a pre-made campaign, flyers and slides to put in your presentation, marketing materials or signs so you can capture leads anywhere including:

- 1. 1:1 In-person meetings**
- 2. Meetups**
- 3. Trade Shows**
- 4. Advertisements**
- 5. Business Cards**
- 6. Teleseminars / Webinars / Livecasts or Google+ Hangouts**
- 7. Online videos**
- 8. Stage Presentations**
- 9. Books**
- 10. Referrals**
- 11. Postcards and Thank You Cards**
- 12. Flyers / Handouts**
- 13. Signs or Billboards**
- 14. Radio, Podcasts and Television Advertisements**
- 15. Newspaper or Magazine Advertisements**
- 16. Packaging**
- 17. Stickers - ANYWHERE!**



## John Riding

Fresno, CA

### ***“\$10,000.00 a month deals!”***

*“We were going from \$49/month deals in mobile marketing to signing \$10,000.00 dollar a month deals, and now we have a potential client that could be worth much, much more than that.*

*If you’re feeling or wondering if this is right for you, it’s time to take a step of faith. They’ve laid out all the tools that you need. Just sit and focus on Ed Rush, and listen to the person that he is, the integrity that he has, and I would say Go For It! I think you’ll have a ride like we’ve had, going from 8 months ago not really making hardly any money to now signing deals that are over 5 figures (more than \$10,000!). It’s pretty exciting!”*

## Miguel DeJesus

Carlsbad, CA

Former Fortune 5 Executive

### ***“The Top Gun Consulting Program will give me an unfair advantage in the marketplace.”***

*“The information that is provided with Top Gun Consulting is not only transformational, but absolutely executable. The blueprint is there. The ideas are there. The principles are there.*

*The Top Gun Consulting Program will give me an unfair advantage in the marketplace because it’s given me the confidence, the tools, the mindset and developed my skill set in a brief 3-day period that will allow me to go out and have some fun in the market, and also win deals, more consistently.”*





An Instant Crowd Grabber Campaign not only captures leads with mobile text, it can also answer the phone, it builds “responsive” mobile web sites, uses QR codes to capture leads. The more ways you capture, the more leads you get!

There are literally an infinite number of applications - to capture leads, engage prospects, research them and deliver content with email, mobile text, voicemails and more.

The most important thing to know is if you capture a lead and follow up INSTANTLY, you’re going to engage your prospects and sell more products and services. The value of a lead decreases by 75%-80% if more than 24 hours goes by from the time you engage with them!

What’s important to you is setting this up is super easy - and when you try it out, we’ll send you a step-by-step video that shows you how easy it is to use it.

When we reveal our system in the final video in this series, we’ll explain how you can get and use the exact same templates for your business or use them for your clients.

You can use “Instant Crowd Grabber” campaigns as often as you want for your business, a client’s or start a new business using them.

Best of all, you do whatever you want with them.

You can charge whatever you want for setup, an ongoing consulting fee and keep all the money.



## Doug Allen

San Diego, CA

***"Going through this experience the top gun consulting tool kit totally changed my mind set."***

## Niki Faldemolaei

San Diego, CA

***"Investing in these products has been huge for me."***

*"Being a consultant is its an easy answer its the freedom, the freedom to pick my schedule freedom to pick who I want to work with freedom to just be in any environment that I want working in technology in marketing allows me to work from anywhere so I could be traveling I could be at home I could be ya know on the beach doesn't matter. Investing in these products has been huge for me."*



**Are you getting a sense of how powerful this is?**

**Are you getting some ideas about how this can make you money, extend your brand and grow your list?**

**It takes just a few minutes to set up - and again, it works practically anywhere in the world.**

**That's the Instant Crowd Grabber, just one of the Marketing Machines in the system.**

*\* Note: to keep this demonstration simple, we built this example with a US-based phone number but we do support many different countries including the United States, Canada, Australia, UK, Austria, Belgium, Czech Republic, Denmark, Finland, France, Greece, Hong Kong, Ireland, Israel, Italy, Japan, Netherlands, New Zealand, Poland, Portugal, Romania, Spain, Sweden, Switzerland and more are being made available all the time. If you're not in one of these countries you can generally set up a UK, US or Canadian number or use one of the other options to join.*

## Marketing Machine #2: The Instant Crowd Converter

The next Marketing Machine is going to blow you away.

Imagine being able to have a mobile web site built for you in less than 30 seconds.

Imagine being able to give away a mobile marketing web site to anyone you meet instantly.

### Why should you care and why is this important?

Check out these stats:

- Pew Internet reports nearly 30% of all buying decisions are assisted with mobile devices and that number grows every month
- Internet Retailer reports nearly 20% of online purchases happen on mobile devices and that number is expected to double in the next two years
- But fewer than 10% of all web sites are mobile-friendly.

Here's what this means for you and your business:

- If you don't have a mobile friendly website, you're losing money and opportunities.
- If your clients don't have a mobile-friendly website, you could make money giving them away and "upselling" your consulting services.

I'd like to show you how you can profit from this huge gap and prove to you how quickly and easily it can be done.

What if you could give away a mobile website to anyone you meet or to an entire group and let them buy your consulting services or offerings right from their mobile phone while you speak, present or talk in person or virtually?

I encourage you to try it out follow the directions on this page right now and you'll get an instant mobile site built for you in less than 30 seconds.

Try it by texting your email to  
**(xxx) xxx-xxx**  
or visit  
**www.InstantCrowdConverter.com**

Text to:  
(xxx) xxx-xxx

your@email.com

Send

INSTANT CUSTOMER  
**REINVENTION**  
**CROWD CONVERTER**

If you're in the US, text your email address to xxx-xxx-xxxx.

If you're in another country, scan this QR code or visit [www.InstantCrowdConverter.com](http://www.InstantCrowdConverter.com).

When you register for the Instant Crowd Converter, a custom "responsive" mobile website is built and sent to you instantly! A "responsive" site which means it works on anything - iPhones, Android, iPads, tablets, Kindle, laptop or desktop computers. Turn the screen sideways and it just works.

So how does this make you money?

You can give a free mobile site away to anyone you meet.

It's a great "foot in the door strategy" - and there's a 90% chance everyone you meet doesn't have a mobile-friendly site.

Once they sign up for the free site, the Instant Crowd Converter Marketing Machine takes over and gives that prospect an opportunity to upgrade to a full site - but everything is automated.

You can charge your prospect a consulting fee, setup fee, monthly ongoing consulting fee and technology fee.

### YOU SET THE PRICING FOR:

- ➔ YOUR ONE - TIME SETUP FEE
- ➔ YOUR RECURRING CONSULTING FEE
- ➔ THE RECURRING INSTANT CUSTOMER FEE

### YOU DEFINE THE DETAILS FOR:

- ➔ THE SETUP FEE DESCRIPTION
- ➔ THE CONSULTING FEE DESCRIPTION
- ➔ THE DELIVERY OF YOUR SERVICES

**HotShot**  
COACHING

Follow up 12-24 times  
Phone sessions, email or  
chat in 5 minutes or  
less

|                     |                  |             |
|---------------------|------------------|-------------|
| Setup Fee           | One-Time Charge  | \$ 1,000.00 |
| Consulting Fee      | Recurring Charge | \$ 1500.00  |
| Marketing Tools Fee | Recurring Charge | \$ 200.00   |

**Today's Total: \$2,700.00**

SECURE PAYMENTS BY **PayPal**

**Upgrade Now**

**ALL PAYMENTS ARE MADE INSTANTLY  
TO YOUR PAYPAL ACCOUNT**

- Your prospects can enter their credit card information and all the money goes straight into your bank account.
- The applications are limitless - you can modify the site however you want for your business.
- Or sell them to your customers.
- Charge whatever you want.
- Keep all the money.

We give you all the scripts and tools you need to set it up, give it away and sell it.

We'll share more detail about how everything works in the final video in this series and introduce you to more Marketing Machines like this one that you can use to grow your business, your list and make more money!

**But for now, TRY IT OUT and see how it works for yourself!**

**\* You can try out the new Marketing Machines LIVE on October 30, 2013 and November 2, 2013 - sign up now and get more information is available at [www.InstantCrowdConverter.com](http://www.InstantCrowdConverter.com) / [www.InstantCrowdCapture.com](http://www.InstantCrowdCapture.com)**

*\*Note: to keep this demonstration simple, we built this example with a US-based phone number but we do support many different countries including the United States, Canada, Australia, UK, Austria, Belgium, Czech Republic, Denmark, Finland, France, Greece, Hong Kong, Ireland, Israel, Italy, Japan, Netherlands, New Zealand, Poland, Portugal, Romania, Spain, Sweden, Switzerland and more are being made available all the time. If you're not in one of these countries you can generally set up a UK, US or Canadian number or use one of the other options to join.*

## Marketing Machines: More Are Coming!

We have lots of other Marketing Machines in the system that help you make money, save time and automate the process of Deals and Delivery.

Here is a list of some of the other Marketing Machines and what they can do for you:

- **Instant Crowd Grabber** - the instant list-building tool that let's you capture, connect and close one or many people into a list and follow up with email, mobile text and more
- **Instant Crowd Converter** - give away or sell "responsive" mobile web sites that get built for you or your clients in 30 seconds and upsell your products, services and technology instantly and from any device
- **Instant Appointment Scheduler** - set up a virtual assistant that automatically books your appointments for you and adds them right to your calendar. Schedule free or paid consulting calls. Your prospects or customers will get notified with email, mobile text and even voicemail messages!
- **Instant Event Machine** - book and sell physical or digital live or recorded events. Collect the money immediately. Everything is automated.

- **Instant Membership Site Builder** - sell membership sites, information products and deliver them right to mobile devices. Collect credit cards.
- **Instant Livecast Machine** - host free or paid live webcasts or livecasts. Save money. Eliminate your webinar hosting service completely. Broadcast your webcam, video camera or computer directly. Host live or recorded meetings, online events and more FREE! Your viewers can watch you right on their smartphones, tablets or computer and buy directly from you online!

**All of these Marketing Machines integrate with virtually every system imaginable!**



If you want to roll up your sleeves, you can make your own Marketing Machines with our easy-to-use builder software that let's you connect and integrate over 225 different services including: SalesForce, InfusionSoft, Aweber, IContact, FaceBook, Google Services, GotoWebinar, Kajabi and hundreds more!



## Joe Ippolito

Newport Beach, CA

Former IBM Executive

***"It takes me to the next level!"***

*"I have been in software sales for over thirty-five years with companies including IBM and Xerox and have taken every sales course that you can think of. And this particular course here takes it to the next level and incorporates all of the latest and greatest techniques in sales!"*

## Kendra Dixon

Colorado Springs, CO

***"These products have been worth their weight in gold!"***

*"I was the cynic. I was in internet marketing about 3 or 4 years ago and ran away screaming, saying I would never want to be a part of any kind of industry like this.*

*Mike and Ed have given me a new faith in that there are people doing it for the right reasons and are there to help and the community behind all of this has been absolutely amazing.*

*These products have been worth their weight in gold!"*



## Summary:

There you have it!

This represents the end of Video #2 and Free Report #2.

By now you should have a good idea of:

You've learned:

And you've witness a tiny fraction of the power of what Marketing Machines can do for you to automate your marketing for you and your clients.

In the next video in this series, you'll meet some of our successful students who are using these strategies and systems in their own business with great success.

You'll also watch Ed and Mike have some fun too.

And in the final video, the curtain will finally open and you'll see the entire "end to end" system that you can start using right away to help you get more Deals and Deliver results quickly and easily.

And if you haven't already watched the first video or read the first PDF, make sure you head over to [www.TopGunToolkit.com](http://www.TopGunToolkit.com) right now and sign up.

Sincerely,



**Mike Koenigs**

Creator of Traffic Geyser and Instant Customer



**Ed Rush**

Former F-18 Pilot and 7-Figure Consultant

This will ensure you'll be put "first in line" before the general public so you can get started and processed first.

## About Mike Koenigs and Ed Rush



**MIKE KOENIGS** is a three-time #1 bestselling author, “Marketer of the Year” winner, entrepreneur, filmmaker, speaker, philanthropist and holds a patent in “Cross-Channel” Marketing Technology.

He’s the CEO, “Chief Disruptasaurus” of Traffic Geyser and Instant Customer. His products have simplified marketing for over 30,000 small businesses, entrepreneurs, authors, experts, speakers, coaches and consultants worldwide.

His celebrity and bestselling author clients and friends include Paula Abdul, Tony Robbins, Peter Diamandis, the late Debbie Ford, John Assaraf from “The Secret”, Brian Tracy, Jorge Cruise and Harvey MacKay.

Traffic Geyser distributes video, articles and media to dozens of social media and social networking platforms with the press of a button. Instant Customer is an automated “cross-channel” marketing platform that captures leads with voice recognition, mobile, online and offline systems. For over 20 years, Mike has worked with multinational brands including Sony Entertainment, 20th Century Fox, 3M, General Mills, Dominos Pizza, BMW, Ralston and Mazda.

Mike’s companies have produced nine consecutive online product launches with the largest grossing over \$9.1 million dollars. He grossed over \$3.1 million dollars in sales during a “direct to camera” live webcast.

Download Instant Customer Revolution, Free! Mike is a three-time #1 bestselling author of “Author Expert Marketing Machines” a book about growing your brand, visibility, credibility and becoming a #1 bestselling author, “Make, Market, Launch IT” about how to turn your ideas and know-how into high-quality, information products and “Instant Customer Revolution”, a book about how to become a highly paid small business marketing consultant with cutting-edge mobile, video and social media tools.

He executive produced “Bill’s Gun Shop”, an independent feature film that was distributed by Warner Brothers and produced a feature documentary, “LifeWithTesla” about living gas-free with an electric car charged by the Sun. He’s currently in production of another feature film and a television series.

Originally from Minnesota, Mike lives in San Diego, CA with his wife and son.

He is an active philanthropist and has personally raised and contributed over \$1,000,000 to the Just Like My Child Foundation, a 501c3 non-profit organization that his wife, Vivian Glyck, started that serves communities in Uganda and Senegal, empowering women and children to reach their full potential through improved Health Care, Education and Microenterprise.

He loves the ocean, is an avid boater and plays a variety of instruments including the “didgeridoo.”



**ED RUSH** is a former F-18 pilot and 7-figure consultant. He proudly owns Fat Leonard the Pug, un-salaried marketing director at Ed Rush & Assoc. Ed also owns 3 businesses and he's done all this even though possessing a below average intelligence. (Case in point: Ed failed Kindergarten). Ed has a consulting track record of helping over 250 paid clients...a few of them include best selling author Brian Tracy, Traffic Geyser investor Mike Koenigs, and former NFL player (and Broadway actor) Bo Eason. He has a passion for helping coaches and consultants make more, close more, give more, and live more.

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INSTANT CUSTOMER

# REINVENTION



# 5

**STEPS TO GETTING A COACHING  
OR CONSULTING DEAL...  
AND HOW TO DELIVER DELIVER  
GREAT PRODUCTS AND SERVICES**