

You've Got Some Great Ideas to Grow Your Info-Marketing Business. . . But How Are You Going to Implement Them?

A Well-Trained Staff Can Make it Happen. . .

And I Can Train Your People for You!

From: Robert Skrob

Dear Fellow Information Marketer,

When you began your information marketing business, you got started with just a few good ideas. . .

Ideas about your your niche, what you had to offer, ***and the lifestyle you wanted.***

Now that your business is underway, the ideas keep on coming. . .

Ideas having to do with. . .

- Changes in your market.
- Maintaining good care of your customers.
- Taking advantage of new opportunities.
- Enjoying the lifestyle that info-marketing makes possible.

All of these ideas are stimulating. . . in fact, if you're like me, you probably have a hard time going to sleep at night as you think about them, and the possibilities they represent.

But, there is a huge, challenging question that comes with all of these possibilities. . .

**How in the world can you implement your ideas in a way
that will actually grow your business as you envision?**

This is a question that deep down you know you need to answer. . .

You know that the growth of your business depends on it. . . and your freedom to enjoy the info-marketing lifestyle does, too.

Imagine for a minute your info-marketing business running like a smoothly operating machine, cranking out the kinds of products and services you know that your customers already want. And, imagine it happening in a way that your life is

not consumed by your business. So you have time to . . . stay on top of your rapidly changing market, optimize your customer satisfaction, and take advantage of some of those new opportunities you keep turning over in your mind. . . plus still have time to relax, spend time with your family, and pursue other interests.

This picture may seem like just a dream to you. . . especially if you find yourself working very hard to meet all the demands of your business.

But I assure you, this does not have to remain a dream. . .

It can be reality.

You just have to figure out *how* to implement the best of your ideas.

The solution to that is found in a well-trained staff. . .

One that shares your mission, and can help you implement your ideas to make all that you envision for your info-marketing business a reality.

How can I be so sure a well-trained staff is what you need?

Because this has been “my thing” when it comes to helping info-marketing businesses reach their highest levels.

Why Staff Training Matters

Since getting into the info marketing business myself, and taking on years of Glazer-Kennedy training, and forming the Information Marketing Association, one thing has become very clear to me. . .

In order for anyone to maximize his info-marketing business, he has to find a way to duplicate and focus his efforts through others.

Remember this, my friend. Even though your information marketing business provides you with a fantastic opportunity to gain personal independence and wealth, you will never fully realize its potential until you learn to make the most of the others that are a part of your enterprise. *You may want to read that last sentence again.*

You are only one person. Yes, one person with some great ideas. But still just one person with limited time and resources. . . and because of this, the only way to develop your business to the fullest is to have a staff that is skilled and knows how to execute your business plan.

As this has become clear to me, I've come to see staff training as a big deal. . . first for my own staff, and then the staff of other info-marketers.

Eventually, I developed a reputation for this, and some good-sized opportunities for training started to come my way. . .

In 2007, I conducted a staff training event for all of Dan Kennedy and Bill Glazer's Platinum, Info-Mastermind and VIP Members' Key Staff.

It was such a hit, Dan and Bill asked me to do it again at the 2008 INFO-SUMMIT.

Because of these training sessions, and my work in this area as a whole, Bill Glazer has had some very kind words to say about me and my staff training. . .

“For his entire career Robert Skrob has been THE IMPLEMENTATION GUY. As an employee, Robert's sole focus was building systems, communicating with clients and motivating staff with accountability.

He's personally hired and trained dozens of employees, managed the billing and fulfillment for dozens of companies and currently oversees the systems that fulfill the administrative needs of over 22 companies. He's been in the same situations your staff now faces and his “lessons learned” will be extremely valuable to them.

*Now, after 10 years of Glazer-Kennedy training, he brings an understanding of the info-marketing business and marketing tactics **that generate and keep customers**. This allows him to deliver real 'hands-on' experience, with your needs in mind like no other management consultant you could bring in.*

And Robert's an implementer, so he's intimately familiar with many of the software tools currently employed within your business and in some cases can offer “already-done” systems your staff can implement within your business. Quite frankly, there is no other person I'm aware of who can more completely, thoroughly and professionally train your staff.” ~Bill Glazer, CEO, GKIC

As you can see, staff training and implementation really is “my thing.”

Now, I've expanded my training to help info marketers like you. . . So you can effectively implement those well-conceived ideas of yours and watch them grow your business.

I Can Train Your Staff for You

Specifically, this is what I've done for you. . .

I've taken my past training and totally updated it to formulate an “Info-Marketing Staff Training” program. . .

And it's delivered in 2 DVDs, 3 audios, and a 192 page manual full of notes and examples.

This is the training your staff needs to implement your ideas for the good of your business – in a way that does not require your constant attention.

In fact, over time, it will seem like you're running your business on auto-pilot.

As your staff members make their way through this comprehensive virtual training, the skills that you need them to have will soon be second nature.

And by the time they are finished, you'll be filled with confidence in those I've trained because they will. . .

- **Understand what the information marketing business is all about.**
They'll know the 4 elements of every info-marketing business, and have a checklist of the responsibilities they need to fulfill to make the business grow.
- **Possess delegation strategies for vendors and virtual assistants.**
They'll have a management system that eliminates second guessing and lost projects, and enables them to track performance easily, managing their work from start to finish.
- **Have greater product knowledge for improved customer service.**
They'll be in a stronger position to explain products to customers and recommend what they should buy.
- **Acquire the telephone skills that support your marketing efforts.**
They'll be equipped to not only resolve customer issues, but turn callers into buyers and cancelers into coaching clients.
- **Know How to bring immediate gratification to new customers.**
They'll have techniques to get products out quickly and reduce refunds.
- **Fulfill marketing sequences correctly and in less time.**
They'll have a system to quickly organize leads and get out mailings.
- **Be able to track conversions so you'll know what's working and what isn't.**
They won't waste time and money on ineffective methods, but focus on what's profitable.
- **Have essential documents for your business *before* you need them.**
They'll have all that's needed to understand the ground rules of your company policies in a way that protects you.
- **Know how to protect the means of collecting money in your business.**
They'll know what information to maintain and what to destroy when it comes to protecting your merchant services account and satisfying credit card regulations.

- **Be able to protect your business from disasters.**
They'll have the tools necessary to protect your operation from unforeseen catastrophes and the procedures to recover quickly in the event they come about.
- **Possess easy event management techniques to lower liability and increase profits.**
They'll have: 4 essential strategies to find locations for your events, 3 essential contract clauses to pay special attention to, as well as the secrets used by professional event managers to minimize food and beverage costs.
- **Know the essential compliance methods to protect your business from “help” from the government.**
They'll know what to do regarding corporate documents and sales tax.
- **Have the know-how to protect your intellectual property.**
They'll be able to handle speaker agreements, recording releases, and copyright, AND even submit audio and printed materials to the Library of Congress.

When your staff has all this down, you'll be amazed at how smoothly things run. . . And the time and money you have freed up.

This Training is Valuable

Frankly, it's hard for me to put a value on this material.

What I've brought together here are **the KEY best practices your staff must know. . .**

And I've boiled them all down for you from my years of hard-won, in the trenches experience.

The practices provided in this training will save you time, effort, and tons of frustration trying to figure it all out on your own.

This training will also enable you to systematize your business and get your projects done more quickly. . . . which means you'll realize greater profits and have more opportunities to implement other ideas you have for your info-marketing business. . .

Which, of course, will make you more money.

When you consider all that this **Info-Marketing Staff Training** program can do – to help you develop a process that will run, grow, and improve everything your business does – this material could be worth thousands to you.

That's why my clients speak so highly of the training I provide. . .

“Here at NPE, we know we need leverage to create speed, and money is attracted to speed. That's why we do everything we can to become more

efficient and effective, including getting the best staff training, from the best source. Besides supporting us, our staff is the 'front line' to all our customers, and our customers are the most important people (other than family) in the world. Our customers pay for everything we have – houses, cars, vacations – even our staff salaries. So, it just makes good sense to ensure our staff is ready, willing and able to provide our customers with the BEST service possible. Robert's staff training system is the best, by a wide margin – and the only training in the world I'm aware of that's specific to the info-marketing business.” ~ Sean Greeley, CEO, NPE

As good as all of this sounds, I realize that you may not have staff yet, and may not see **Info-Marketing Staff Training** as being right for you. But as you probably do see already, gaining leverage through other people is vital to your success. Even now.

If fact, this **Info-Marketing Staff Training** provides you with important material you will use right away *even if you are just beginning your information marketing business.*

That's an important point to make.

There are a lot of newcomers to the information marketing industry. And they 're coming in with a lot of different backgrounds – corporate employees, small business owners, online marketers, authors, and more are finding their way in the world of information marketing.

Something they all have in common is the need to be prepared. . . prepared for growth. . . which calls for proper training of those who work in their businesses.

Again, the main point is, you can't do it all yourself – that's one of the biggest mistakes that info-marketers make.

So, get **Info-Marketing Staff Training** today, and use it to train your staff as you bring them on. This approach will allow you to make the most of every person that is involved in your info-marketing business. . . right from the start.

Plus, There's A Bonus You Don't Want to Be Without

To provide you even more help to get your information-marketing business functioning like an efficient machine, I'm going to include something else that really has a lot of value – a laminated copy of my own personal staff training “cheat sheet.”

This is the ultimate accountability tool. . . and it's on a single page.

Its checklist format gives your team all the items that must be completed on a monthly basis to protect and grow your business.

As you use this tool from month to month, you don't need to worry that “a ball got dropped,” because you just run through this checklist with your staff and you'll know precisely where you stand. . . without question or concern.

Wouldn't it be nice to rest at ease knowing that all the bases are covered and your business is running like a full-throttled cash machine?

My accountability tool brings that kind of certainty and peace of mind. . .

*And because it does, this bonus alone is worth what it will cost you to get the entire **Information Marketing Staff Training**.*

So, if you're ready to bring maximum leverage and speed to your info-marketing business, AND if you want the peace of mind that comes from knowing all the essentials of your business are getting done each month, then hit the "Add To Cart" button below, and I'll be sure that your **Info-Marketing Staff Training** – and your **Accountability Tool** – are rush-shipped to you right away for only \$495.

Yes, Robert! I want to bring leverage and speed to my business by getting my staff the training it needs so I can enjoy the information-marketing lifestyle that I want. Please rush me my Info-Marketing Staff Training – for only \$495 – right away.

Add to Cart

A well-run information-marketing business remains one of the best opportunities available to gain freedom and wealth today. I'm pleased to be able to provide you with the kind of training your staff needs to assure that your business becomes all that it can be.

To Your Success,

Robert Skrob

P.S. This program is the cheapest and most effective way that I can get your whole staff trained. It's cheapest because you don't have to fly your staff to me, with all the time and expense that entails. It's the most effective, because this training can be applied repeatedly until your staff gets it down pat. . . and this applies to staff you bring on in the future, too.

P.P.S. Remember, I've discovered – from my years of experience in this industry – that a staff trained in the right way is the way to get ideas implemented and information-marketing businesses leveraged for maximum growth.

**Click the “Add to Cart” button and we’ll rush your
Info-Marketing Staff Training to you
as soon as you place your order.**

Add to Cart