



5 Catastrophic Mistakes Credit Repair Business Owners Make... and How to Avoid Them

Which of these all-too-common mistakes will cost you your credit repair business and peace of mind ...



Find out inside – and also discover how to create another income stream for your business to send your revenue into the stratosphere

Provided compliments of:

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“How Much Are These Mistakes Costing You?”

Dear Friend,

As a credit repair business owner you deal with the most price possession a person has, their credit worthiness and their identity. Still, many credit repair owners struggle to grow thriving businesses due to making 5 common mistakes. **Making these mistakes is currently costing you:**

- Clients
- Referrals
- Revenue
- Even destroy your business itself

You can be overwhelmed with new business year-round. You can grow a thriving company powered by endless trusting referrals. And your business can explode with growth with little cost to you to acquire new clients.

In this report you will learn about the 5 catastrophic mistakes most credit repair business owners make, and you will learn about the solutions. Today is the day you can dramatically improve your business, offer even more help and support for your clients, have new clients standing in line to do business with you, and give you the credit repair organization of your dreams.

When you are done absorbing this valuable information feel free to contact me. I specialize in helping credit repair business owners grow their companies by offering a turnkey system to provide both funding and business credit to their business clients. Together we can radically improve your revenue, help you keep more loyal clients, obtain more referrals, while seeing your business explode with growth.

Sincerely,



Ty Crandall

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Not Continuously Following-up with Your Clients

Many credit repair companies only speak with their clients a few times over many months. Instead of chatting with clients teams are hard at work producing results, deleting erroneous items from credit reports, and radically improving credit profiles and scores. Clients don't see behind the scenes, and all the work that is involved in improving their credit. So when they don't hear from their credit team often, **many clients feel neglected** and don't feel there is a strong bond between them and their credit professional.

An average person sees over **4,000** advertising messages alone per day. They are FLOODED with information. And in that information they also see advertisements of other credit companies. This makes it even more important that you **stay in touch with your customers regularly** letting them know you do care, and you and your team are hard at work producing results for them.

But let's be real, you and your team are WAY too busy to continuously be calling clients just to check in. Luckily, there is an alternative to continuously follow up with your clients without spending any time and barely any money. Work on creating a good follow up email auto responder sequence to stay in touch with all of your active clients.

And **email auto responder** is a series of emails that get delivered to a client in a pre-defined interval. So for example, you can setup emails to be delivered to your clients every 4 days. Now they receive an email from you every 4 days helping them feel VERY connected to you, your team, and the credit improvement process.

Plus when you add in an email "signature" with your team contact information, even your picture or that of your team member, they feel really connected to you and your company. A bond is created because they see you so much. And best of all, an email auto responder *allows you to follow up regularly with your clients without taking any time to do so.*

You can use these emails to discuss services your office offer, even news the client really wants to know about. Send an email that goes out in 3 weeks that tells them to be patient, and that the first results might take 45 days. Put an email in your sequence to guide them to other reasons their credit scores might not be going up, like a lack of available credit. This email sequence can be used to answer your clients questions before they even ask, significantly reducing your

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incoming call load now.

The best part of an effective email auto-responder for your clients is that when your clients received regular follow up from you they know they are appreciated, and feel **more compelled to continue to do business with you**. Plus they feel there is greater rapport just because they regularly see your name, and even email signature picture with each email you send. All of this leads to more referrals, more profit, and it's all possible through email automation not costing you time and money.

When you enroll to offer business credit and financing for clients through the Business Finance Suite, we provide you with all the information you need to market, including how to setup an email auto responder. We even provide you the email content to promote business credit and financing for your clients so you don't need to write it yourself.

Even if you are not using our content and instructions to help setup your email auto-responder, insure you do set one up somewhere for your business. Other credit repair companies have armies of affiliates who are helping them fight for your clients' business right now. So keep regular emails going to your clients to keep them informed, happy, and good referral partners.

Devastating Mistake #4 ***Not Getting Enough Referrals***

How many referrals do you typically receive from your average client?

Most credit repair companies don't even average one referral per client, making it harder to grow and expand their credit repair organization. And this is crazy considering the amount of improvement that a good credit repair organization provides to their clients. Many clients see their scores improve by hundreds of points, they get new cars and even home loans all due to their credit repair company. And they don't even send a referral, that's ludicrous!

Many surveys have shown that clients must truly see and feel they received exceptional VALUE to refer their friends and family to a business. For your clients, it's all about perceived value. And if they truly did see the value in the credit repair alone, they would GLADLY pay \$10,000 or more to have their credit improved.

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Many customers become clients because they need to buy something, such as a car or home. And even after your hard work, many still won't see the true value of what you and your team have accomplished. And in life, perception IS reality for most clients. For this reason you should consider adding additional services to your product arsenal.

The more help you can provide a client, the greater **Perceived Value** they have for you, your team, and your organization as a whole. For this reason, uncover what other services your clients need. What do they ask you for that you don't? have now? Do they need legal help or bankruptcy advice? Do they ask you about business credit, getting money for their business, or questions about starting or running a business in general?

Figure out what your clients need, and give it to them. If you want more referrals, you increase your perceived value by giving your clients more of what they need. It's as simple as that.

For example, hundreds of our clients have found that it's much easier to sell credit repair when they also offer business credit and other financial services. Just the stigma of handling business credit and financial services helps adds credibility to their organization, gives them more clout, and they see their credit repair sales increase dramatically as a result.

Plus, the client gets their consumer credit improved and a new credit profile and score built for their business. They can use that profile and score to obtain credit without a personal credit check in most cases, and they can start getting approved for revolving business credit within a few months, again with no personal credit check

And most clients of our Business Finance Suite also immediately qualify for other financing for their business right now. Even if they are a startup business, or if the business owner has bad personal credit, they can qualify for funding within 30 days. The client even receives a guarantee that they will secure at least \$50,000.

The Perceived Value of a client who receives these services is significantly higher than a client who benefits from credit improvement services alone. And the higher the Perceived Value, the more referrals you will gain. What could your business do with 3 additional referrals per client?

Devastating Mistake #3

Spending too Much to Acquire New Clients

Most credit repair professionals don't specialize in marketing. They are brilliant at improving credit, but marketing is a whole other animal to handle. Actually most business owners in general struggle with the same thing. How do you successfully market and sell to grow your business? Trying to answer that simple question has bankrupt millions of companies nationwide.

SEO, SEM, PPC advertising, Adwords, direct response, email, teleseminars, radio, headlines, offers, there are just so many things involved in marketing and advertising it can, and usually is overwhelming to most business owners. In many cases, credit repair companies try to start advertising, and quickly find themselves spending too much money on ineffective marketing that doesn't work, and doesn't bring in good life-long clients.

To start growing your business, initially focus on internal advertising like reaching out and taking exceptional care of your existing clients first. Your clients should be overwhelmed with the high level of service you and your team provide them. BLOW THEM AWAY, and they will send you more new business than you know what to do with, and more than you ever thought was possible before.

As you already know, the best lead you will ever receive will come as a referral, typically from an existing client. Customers who are referred to you trust you more than any other way they might locate you otherwise. Just because they heard about you from someone else gives you instant credibility. They like you, they trust you, before you even speak. Then, once they realize what you can do for them, they gladly become your client.

Turn your clients into an affiliate marketing machine for you. To do this you will need to provide exceptional Perceived Value. And you will also need to ASK FOR THE REFERRAL!!!! The sad truth is that most businesses don't get referrals because they never ask. You did a great job and deserve a referral, so don't forget to ask! Insure everyone on your team is asking for referrals to oil your affiliate marketing machine.

The Business Finance Suite is a turnkey financial solution that adds tremendous Perceived Value for you and your business. Once you help business owners get started, obtain money they had

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no chance of accessing without you, help them establish and grow their business credit profile and their business, they will love you, and gladly refer you even more clients. These referrals will then come to you in masses to pay thousands-of-dollars for you to help them to.

And if you are ready to take the advertising step, we help you there to. When you enroll to offer the Finance Suite you receive the content and training to start email auto-responder campaigns, deploy social media marketing, setup and attract attendees to automated webinars and more. You receive marketing flyers, videos, turnkey seminars, and step—by-step training to start and run successful marketing and advertising campaigns for your business.

Even if you don't enroll to offer your clients the Finance Suite, find the best services to offer them along with your repair services so you can increase your companies Perceived Value. And focus your time and money on taking care of your existing clients first and getting more referrals before you start pricy advertising campaigns.

Referrals have no real cost-of-acquisition for you. Building your business based mainly on referrals, you can earn tens-of-thousands of dollars each month with no true advertising expense. And with strong and consistent referrals pouring in you can save time and money not being victim to ineffective and expensive advertising campaigns.

Devastating Mistake #2 ***Not Selling Other Services to Clients***

As a credit repair owner what other services do you offer your clients?

The best way to grow any business is to sell more to people you already have. When you do this you radically increase the client's lifetime value to your organization. If you can make thousands per client each year instead of hundreds, your revenue and profits will soar.

You and your team work hard to establish, and keep your clients trust. Once this trust is built, they will gladly accept help in any other area you can give them. It's much easier for your clients to work with you in other areas they need help. They don't want to go out and find other credible people they like for each individual service they need, they would rather deal with just one company if given the choice.

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Is your phone, internet, and cable part of one package? Is your home, auto, and life insurance with the same company? Many American's do have their services setup this way, because it's easy, convenient, to only deal with one company instead of multiple companies selling those services individually. Most people like the convenience of receiving access to multiple products and services under one roof. Take advantage of that by offering them the help they need in other areas.

So how do you find out what they need? Simply ask them. Put up a survey upon checkout and on your web page where they get a nice free gift for answering questions like do they have or need a mortgage broker, realtor, banker, someone they trust, in other areas they need help with, than trying to build new relationships in those ara

Think carefully about what other services your clients need, especially think about what they desperately need, and try to see if you can offer a solution.

Offer services like funding, business credit, and even help with setting up their new companies credibly. This dramatically increases their perceived value of you and your practice, this will net you more referrals from your happy clients, and you create a whole other income stream for your business that can easily carry you through slower months.

Go Daddy is a great example. If you have ever purchased with them you already know that they offer multiple "upsells" upon their checkout process. There secondary services earn them more than the primary service the client came to buy.

Devastating Mistake #1 ***Not Being the Trusted Advisor in Other Areas***

Your clients trust you. Actually, you are one of the professionals in their lives that your clients trust the most.

For this reason you always want to help your clients in as many areas as you can, especially when that also helps you increase your business revenue in the process.

When you offer other solutions to help solve your clients' problems you will see a funny thing

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happen. They will contact you more for answers, giving you the control to offer them services they need that you do have to offer, and then you can refer them out to others who can help if you don't offer the service. This helps you help the client, and will net you more referrals from others who you refer your clients to.

You must become their main trusted advisor, the one they think to call when they need help and advice. When you are the first one they call you have a real opportunity to help them with a solution to their problems, while earning more revenue offering them services they desperately need.

Devastating Mistake #1 ***Not Having Appropriate Capital***

Not Offering Another Product to Advertise

You are one of the most trusted professionals business owners rely on. We can provide you a way to offer your clients more help they desperately need while you earn another very profitable income stream in the process.

Your clients need money to grow their business, and through us you can provide the most comprehensive, and turnkey funding solution available today.

Through the Business Credit and Funding Suite your clients can access money quickly for their business, and build a business credit and score for their business so they can get even more money without a personal guarantee or personal credit check.

You simply offer this turnkey solution for your clients, they get money for their business (*at least \$50,000 guaranteed*), and you create another income stream for your business that provides you over \$2,000 profit for each funding suite you sell. And your clients get access to a step-by-step process to get money for their business with certified business credit coaches and funding advisors helping them along the way.

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You also receive a funding suite for your business so you can obtain money for your practice and build a corporate credit profile for your business so you can funding and build business credit with no personal liability.

Together we can help you create another income stream for your business, gain more referrals, keep more clients loyal to your practice, earn much more revenue year round, you can become your clients' trusted advisor in other areas, eliminate your personal liability as you get money to grow your practice by setting up your corporate credit the right way, get more clients and earn more revenue without paying to acquire new clients, and create a follow up system to regularly keep in touch with your clients with emails we provide that deliver valuable information to your clients about available funding and business credit.

Please visit www.CreditSuite.com for more information.