

Learn How To Make Your Business  
**Stand Out**  
In The Crowd

How Was Your 2020?

Many Businesses Reported Their  
Most Successful Year Ever!



Prosper - Even During Difficult Times

Stephen Wilk

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# Make Your Business Stand Out In The Crowd

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2020 Was One Of My Best Ever Years

Many of My Clients Had A Business Year To Remember

**Learn How To Make Your Business Stand Out In The Crowd**

**'Prosper – Even During Difficult Times'**

## Making a Business Stand Out in The Crowd is Difficult

I used to find that getting my business to stand out from the crowd was really difficult.

Yet it is one of the most important things that you can do.

If you don't stand out, you just end up lost in the mix with everybody else.

Without attention you do not even get out of the starting block



In a typical day, everybody is subjected to a barrage of branding efforts, sponsored social media, commercials, advertisements, and all other methods of trying to gain our attention.

If you fail to get 'attention' new business and sales are never going to happen. Every sale begins by gaining that initial attention. It may be online or offline. If you can not gain attention and begin the conversation, your efforts are going nowhere.

I wanted more clients. I wanted my business to grow, I wanted to take my business to the next level.

I decided that I had no other option but to learn how to stand out. Learn how to get more attention.

As I talked with other business owners it was clear they also had the same problems.

## Make Your Business Stand Out In The Crowd

I decided that this was something that I should share. I know if others can correct this, they will see improved results and more success in their business.



One of the things that I found in my research was that everybody seems to be doing exactly the same thing. What I mean by that is placing advertisements, doing social media, pay per click advertising, and similar types of promotion. The results were often mixed and not predictable.

## How Was Your 2020?

Now, 2020 was a very difficult year for many people.

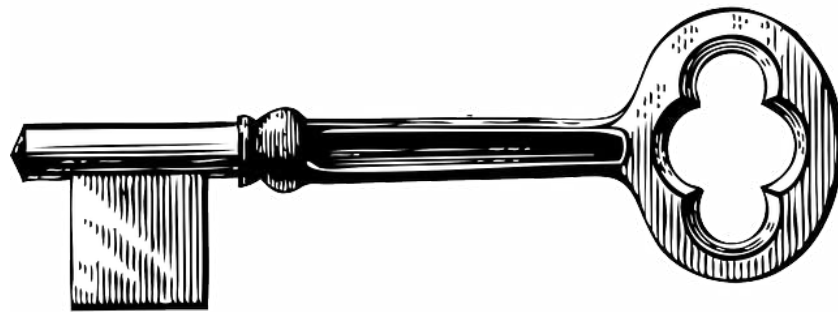
Do you know some of my clients had their best ever year in 2020?

Some people may be asking, how is that possible?



## The Secret

What I'm going to share with you here is how to get consistent attention for your business, secure your ideal clients, and take things to the next level.



### **97% of Businesses Do Not Know This**

You may think that you have heard of this before but I know that 97% of business owners do not use this particular strategy that I'm going to share with you here today.

### **Does this sound familiar?**

You want to attract more clients. Maybe you want to sell more products.

You want to expand, you want more growth. You want to crank things up a notch.

## Many Business Owners Approach This The Wrong Way

Many business owners do some investigation and hear that digital marketing is the way to get this done.

So, they either decide to do it themselves, or maybe even employ an expert to do it for them.

Now, this may involve trying things like social media, Facebook ads, pay per click advertising, and content publishing, and a whole list of other things as well. This can get results but I found I was not getting the results I was looking for.

**Does that sound familiar to you and would you like to fix it?**

## What About Local Business Owners?

Have you ever wondered how some businesses seem to move ahead?

How a very limited number of your competition seem to hug or occupy all the top spots when someone is searching?

Whatever service or product you're looking for, up pop the same few local businesses.

These businesses dominate the top three spots in the money pack and the maps entries and seem to consistently appear in the top three results. They monopolise the money spots.

**Now I used to think it was luck.**

I know some people will say there are ways to do this. The things I tried just did not work for me and I knew there must be a way to achieve it. I did not want to just give up.



## Finding The Truth

What I did find in my research is that there was that there was a lot of misinformation out there.

It was not an easy task getting to the real truth.

Lots of gurus are saying all manner of things about building backlinks, publishing more content, doing social media. All these methods claim to be able to get results and some of them can do.

The problem is that these methods can often take months before any tangible results are seen.

## Speed Not Complexity

I wanted something that could give me results a lot faster.



Like I said, I looked at all the obvious things and my conclusion was that existing solutions and strategies were all very competitive, expensive, and in many cases, very complicated.

## A Little-Known Secret.

I knew I definitely needed to know the target audience that I was aiming at.

The accepted knowledge is that search engines like Google will rank a website based upon hundreds of different factors.

The only problem is that no one seems to know quite what most of these factors are, or indeed which one, or which ones are the most important.

There is a whole advice industry built around these very points.



It's time consuming, complex and uncertain.

## Accidental Discovery – Was This The Answer?

Almost by accident one day, I came across some information discussing the importance of brand.

This discussion was around how it seems that Google and other search engine seems to favour big brands in their search results. Even locally, '**local trusted brands**' are favoured the most in returning results.

## Why Brands?

More research revealed that Google and other search engines want to return results that are **trusted**. This is important to the people using the search engines. They want to know the results returned can be trusted. The search engines have decided that recognised brands carry the highest level of trust. It is the businesses with the most trusted brands that feature at the top.

## So How Does A Business Get 'Trusted Brand' Status?

Trust is one of the major factors that will result in businesses being consistently shown in the top spots.

Now this got me thinking. In the old days, I knew that search engines used to look at the number and quality of links coming into a web site. The type of links that came into a website often determined the importance of the websites in the results.

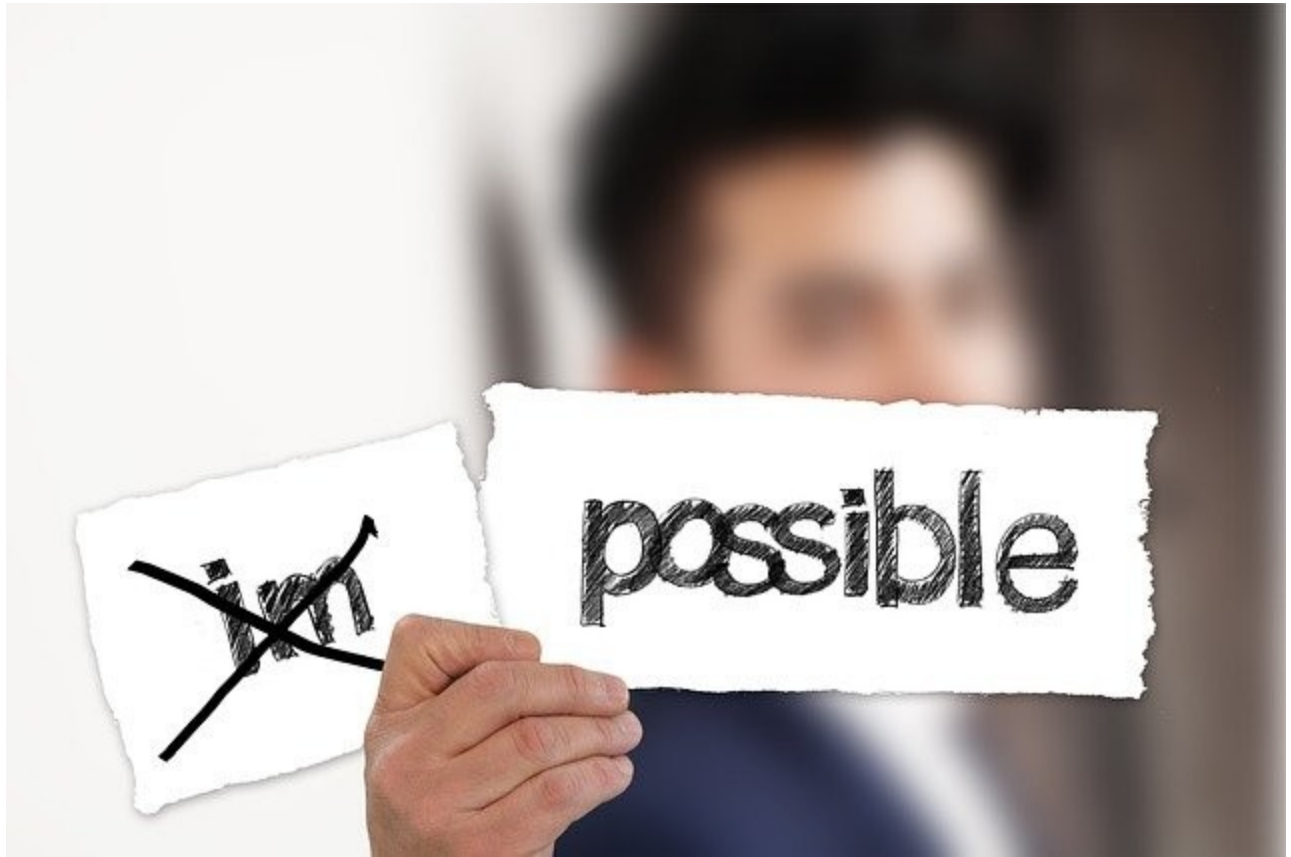
I wondered what type of factors might be important now?

I did more research and discovered a whole number of things that influence this question of trust.

**So how is the best quality of trust created to become seen as a 'trusted brand?'**

There are a number of factors but I wanted to isolate things down to be more specific.

I did find one thing that jumped out at me. It was consistent. It was across all niche types. And the answer surprised me.



### It Was News.

It seems that search engines like Google are hungry, not just for content, but for content of a specific type. Content that is 'news'.

If you think about it, celebrities and big brands often get heavily featured. Why? They are recognised as news worthy. They have trust attached to their 'brand'. The result is lots of visibility and exposure.

Now, the only problem with this is that most of these celebrities and big brands have big advertising and marketing budgets.

This got me thinking.

## Is There Way A Way To Do This That Is Affordable?

I wondered, is there a way to do this at a local level? A way that is affordable?

I was excited. Could this be the answer?

I quickly began testing my theory and realised that certain news and media connections were more important than others.

I drew up a number of agreements, with what I defined as the most important sites, based upon a range of quality and trust criteria. The connections I wanted needed to have two major attributes. Be an established quality brand and have a very high level of trust.

My idea was that if I could make an association with a quality trusted brand and link that back to my own business, I would see the results I was looking for.

So, I got my agreements in place with a number of sites. I ran my first test.

**The results were excellent.**

Almost immediately I was in top positions for a number of services related to the news I had released. After a little while I found myself at the top of Google as local expert.

To cut a long story short, I now have thousands of connections that I have built up over time with the most trusted sites.



The strategy I use means that I can now almost guarantee to produce instant results, whenever I release new content.

- No waiting months for things to start working.
- No spending thousands in the hope that eventually I will have something happening, sometime in the future.

## I Required Something That Is Adaptable And Flexible?

The thing is, business changes all the time.

Provided the content released meets the correct standards, I can reflect the changes I make in my business and start seeing results very quickly.



## New Business Entering The Market Place Needing Quick Results?

For new businesses entering the market, gaining attention quickly can be vital to success.

For a new business and indeed for any type business, gaining a strong local presence first will establish your brand and presence. This will then give a great foundation, if you wish to expand nationally or even internationally.

## Established Businesses Wanting to Refresh Attention Around Core Offers?

More established businesses may need to refresh the attention around an established service or product. Maybe a new product line or new service is introduced. Instead of having to wait months to gain traction, this way will give results very quickly.

During my time doing this, I have learnt that the content I release must meet certain standards and be of a specific format.

Give them what they want. It makes sense. Follow the required standards and rules. Get my content quickly noticed and visible.

Gaining attention, visibility and exposure is like sprinkling gold dust across my content.

## Who Are Ideal Customers?

The great thing is that this content gets noticed by my ideal customers.





## Exactly Who Are Your Ideal Clients?

You know, the ones you really love working for?

Imagine being able to attract a steady stream of your ideal clients.

Would it make your work more enjoyable? It would, wouldn't it?

**Consider this. How much is your ideal client worth to you?**

All clients have a lifetime value.

For some clients, this maybe the value in one job, but often one job turns into multiple jobs or multiple purchases and repeat business.

That one client over a lifetime can be worth literally thousands of pounds to you.

Now imagine, if you got ten new clients like that, steadily over a period of time?

How much would that be worth to you?

Take a guess?

Would it help to ease some of the business pressures you might be feeling?

It would, wouldn't it?

## Results Matter – Proof This Works

I will provide a couple of examples of the results that have been achieved.

I have used this exact method to get myself number one rankings as an expert for the services I provide.

One of my clients with a vinyl record business brought his business online during 2020 when he could no longer trade face to face.

Once he used the method, orders started coming in locally, then nationally and internationally for all around the world via his ecommerce online shop.

Below is a graph showing how a soundproofing business used this strategy and you can see the steady website traffic growth over time.

## Just Like It Did for This Soundproofing Company

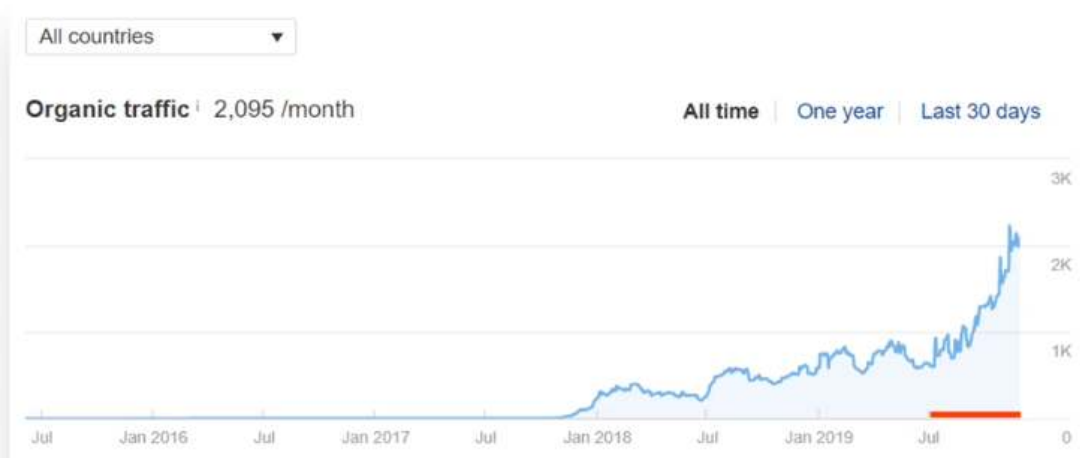


Chart courtesy of Ahrefs.com

# Make Your Business Stand Out In The Crowd

Luxury Design/Build business GMB (Google My Business) results until early November

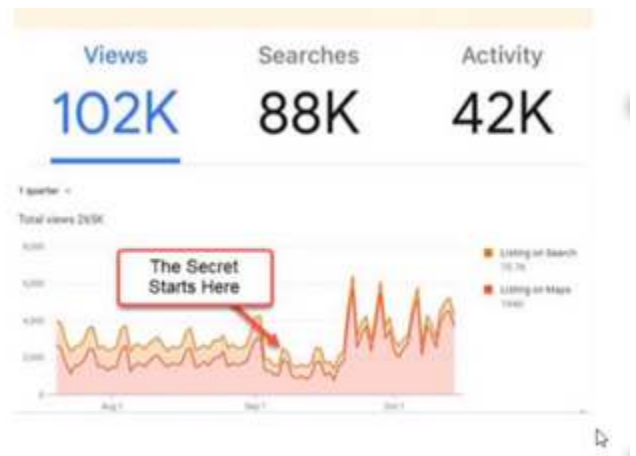
"We broke through 100,000 views in a 30 day period.

We reached almost 400,000 views from January – March.

When Covid hit, the traffic tanked to less than 10,000.

The traffic has recovered as you see in the chart to about 75,000 in past 30 days."

- Turned to our team to help with hyper local ads.
- Experienced major visibility and traffic for a number of keywords.
- Saw over 100,000 views for his Google maps listing



**I am always really excited when I am sharing results.**

**At the end of the day, the only thing that truly matters are the actual results achieved.**

These are just a couple of examples to show what is possible. This has worked for literally thousands of business owners across all industries and services.

I know that for whatever reason, some people do not want more growth. They do not want to go to the next level. They do not want more visitors, clients or customers. They do not wish to invest in their business or do any promotion or marketing. They are happy where they are. That is fine.

**Only 3% of people reading this now, will recognise the opportunity and potential on offer.**

**Breaking into the world of news and media outlets as a way of speedily and profitably promoting your business**

## Will This Work For You?

This will work for any business type.

**Why Have Some Business Owners Not Discovered This?**

## Mistakes Business Owners Make

A big question is why this works for me and my clients but not for other businesses?

I see business owners making the same mistakes with this strategy and content type.

- 1 They do not consider this strategy and content type at all, so it can never work for them
- 2 Mis-guided thinking and having a perception that this should be 'free'
- 3 Thinking that a one-off new content item is enough to substantially move the needle over time.

While one piece of content will get results, consistency is the key in gaining omnipresence in the market place.

**These things are not your fault.**

It is not widely known. It is almost an unspoken secret.

A lot of big brands do know this. That is why they are big brands.

Most smaller businesses either don't understand this, do not appreciate the speed and quality results they can obtain or wrongly believe it is too expensive for their budgets.

#### **4 Another Common Mistake – Not Knowing The Results Are Measurable**

The method I have developed means that measurable results and reports are provided. This means it can easily be seen what results are being produced over time.

#### **5 Not Knowing That A Tailor Made 'Growth Potential Plan' Is The Way To Execute**

Before preparing content, a full 'Growth Potential Plan' specifically tailored for a business, means that the results obtained are those you are seeking to achieve.

### 6 Having A Limited View of The Type of Content That Can Be Promoted.

Any content can be promoted. Articles, reviews, interviews, video, video interviews, product reviews, product video reviews, tuition, workshops, masterminds, and a whole host of other content types.

These are just a few of the things I have successfully released content for,



- an anniversary business celebration
- an award winner
- internal beta testers needed
- a book launch
- brokerage
- a case study
- charitable donation
- company wins an award
- competitor comparison
- contest
- exhibition
- discounting of products
- service changes for existing products.
- free pre-recorded webinar,
- free reports
- a how to guide
- a new album
- a new article
- new benefits
- new case study
- new company partnership
- new events or conference
- new free training
- a new hire, in a new position
- a new launch partnership

- new music artist
- new products
- new review
- new service
- new tip sheets
- new video review
- new YouTube channel
- page reports
- products
- exit market or closing down
- product milestones or number of users
- products upgrade
- reputation management
- top listing
- upcoming webinar

and many others

## 7 - I Have No News?

Finding news is not difficult once you know how to angle it. You can do this yourself or get professional help. This means creating your content after assessing your business needs, ensuring it meets the strict editorial requirements and then get it published, guaranteeing your business exposure and visibility.

## 8 Wondering If You Will Become A Local Trusted Brand?

Yes, done correctly our strategy that has worked for thousands of businesses.



We have many clients who have acquired local trusted brand status. You will know because you will begin appearing, often with multiple entries at the top of results and in the coveted three pack. Consistency is the key to achieving that.

There are ways to insert your content to generate a tsunami effect. We have done this thousands of times. Content preparation and timing are important.

Improved results happen over time. Your business will gradually become omnipresent and be the local trusted brand for the services and products that you offer.

## 9 Wondering About This Question - 'Can I Afford It?'

Yes, you do not need a multi-million-pound budget. This is very affordable and pays for itself.

## Let's Wrap This Up

I know that this will work for you.

The only way it will not work, is if you do not do it.

## Will You Wish To Share This With Your Local Competition?

I guarantee that this is something you will not wish to share with your competition.

You will want them to believe that your dominance is **simple good luck**.

## Next Steps

That is as much as I have time to cover in this report.

## The Nuts And Bolts – Case Studies – Success Achieved

If this sounds like it will help your business, the next step is to get more details of the 'nuts and bolts' and how this works in practice.

I will give you more details on that, together with authorised case studies and examples of the success other businesses have achieved.

It will also help to answer the most common questions we receive.

Visit this link and find out more - <https://clearview.clientcabin.com/info>



**Remember, this is something with which you can start seeing results, literally within days.**

The effects are cumulative over time.

# Make Your Business Stand Out In The Crowd

If you want your business to stand out in crowded market and want to push your business into an omnipresent position in your local market, [this is something that you should look at immediately](#).

Your competition will be left amazed, wondering how you have made such a rapid rise to the top of your marketplace.

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ClearView

<https://clearview.clientcabin.com/info>



# A comment from Stephen Wilk

'After speaking with hundreds of business owners I believe it is a real shame, a pity, that so many are struggling. 97% assume they know what is available and on offer but fail to give their options due and proper consideration.

The 3% who get it - they are at the top and seeing the results they deserve'

*'The Ultimate Way To Stand Out From The Crowd - Be Omnipresent'*