



The Derenco Agency

Copywriting | Content Marketing | Social Media Marketing

Writing Sample

Long Form Sales Page

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Long Form Sales Page

Now You Can Confidently Get Off the Revenue Roller Coaster and Start Growing the Money Making Business of Your Dreams!

Simply allow Craig to help you to strategically address the 9 key drivers to business success, designed to help you kick-start a radical change in your income in the next 90 Days!

Dear Entrepreneur,

It just got even easier for you to build a thriving business... one that brings in 6-figures and beyond!

Even if you're struggling to get new clients right now.

Even if your income from your business is unpredictable from month to month.

Why?

Because business building is a series of steps and processes and I am about to walk you through the exact processes that successful entrepreneurs use to build lasting brands and legacies... and not to mention, pretty sweet bank accounts!

Once you know and apply these processes, your business growth challenges will pale in comparison to your new found drive, confidence and strategic tools you'll have in place to overcome them.



I've received great ideas, resources and assistance from Craig's coaching. He is truly a gift to business!

—Suzanne Cameron

5 Things You Must First Commit To Before Your Business Can Make Its Most Money Ever

Craig often hears, Business Success Coach and Profitability Strategist.

In my experience mentoring entrepreneurs like yourself to their personal best success, I've found that there were 5 foundational areas that they had to first commit to before they could truly experience business success and have their income soar.

- Clarity.** When you know exactly what to do AND what to DO you can breathe a sigh of relief, confident that you are using your time, energy and resources into the right, revenue generating activities.
- Productivity.** Your workflow will do a 120-degree turnaround! But you must be willing to do the work, better yet, you'll find you have more freedom time to spend with the people and activities you love most... part of the reason why you want into business for yourself in the first place.
- Accountability.** I make the right plan, systems and marketing in place to support you to achieve results without time of time and error.
- Velocity.** Higher fees, clarity and speed. Your fast track to success begins upon you being clear on next steps and taking fast action.
- Profitability.** At the end of the day, you want into business to make money - more money than a "good" should allow you to make - because you wanted a life of freedom and to limit to where your talent, passion and drive can take you. And as you do what you love (strategically), the money is what you want to follow.

Just imagine the expansion and growth you could experience in your business - more team members, more time, more marketing dollars, more bonuses and perks, more fun! - once these components are set properly in place in your business.

But you don't have to imagine it...

It is well within your reach to begin experiencing these benefits in your business and see the positive effects spill over into your personal life.

"I love Craig! He's an absolute blessing when it comes to the latest trends in business that REALLY work, not just recycled hype."

—Monique Scott

Ready For a Revenue Make-Over? Here Are The 9 Key Drivers To Your Business Success.

They say you shouldn't give away your best information for free...

But I'm a "hard to teach" kind of guy! I am personally committed to seeing entrepreneurs like yourself succeed, whether it benefits me directly or not.

So I'm going to share with you and apply the 9 key drivers to business success. It is what I'll teach you to get crystal clear about in order to kick-start your revenue with a rapid infusion of cash and transform it into a consistently profitable business.

- Unique Selling Proposition** - What differentiates you from a similar service provider down the block? When you can articulate the subtle and obvious differences between you and your competition, attracting new clients into your business will become as easy as attracting a moth to a flame.
- Pricing** - There are over 50 different pricing models in the market place today. Are you using the right one that best suits your business and your revenue goals? Even if you don't control your pricing, you do have control over how you package services. When you find your pricing "sweet spot," you will break down your prospective client's price resistance and find yourself hearing "yes" to your offers over and over and over again!
- Right Client** - Your "Right Client" is not the same as a "target client." Once you are clear on who your Right Client actually is, you'll be able to spot them in a crowded room and you'll be virtually guaranteed a favorable response when you offer your services as the solution to their problem.
- Messaging** - Have you ever walked away from a sales conversation with a prospect with the wrong feeling that you just said the wrong thing? When you have honed your messaging - what you are saying to prospects and how you position your products and services to them - you'll have sales conversations with confidence and begin closing more (and repeat) business than ever before.
- Sales Progression** - Do you have a clearly defined experience that every prospect goes through which leads them towards whether or not they want to work with you? Do you acquire clients differently than Client B? The uncertainty ends today! Just imagine being able to predict your monthly and quarterly revenue with accuracy when you put your own defined sales progression in place.
- Client Acquisition Pipeline** - Do you know where your Right Client hangs out? Then that is exactly where you should be. You will dramatically increase your reach of new clients when you start facing... with confidence... in the right place.
- Support** - To me it is an island... and hence it is a business. Client support is built-out and your customer service by starting to build your support team in a way that is best suited for your current status... with the right support in place, you'll be able to service clients more effectively and keep them happily satisfied... the foundation for repeat business!
- Systems** - What daily, weekly or monthly tasks can you automate? There's probably an app or software for that! Once you understand how to automate certain tasks and functions in your business, you'll be amazed at how much time you will free up. Use it to increase your capacity to serve more clients. Or have some time to enjoy your family or favorite hobby a little more. It's your time and getting to determine exactly what to do with it is one of the perks of being your own boss!
- Joint Ventures and Alliances** - Get to where you want to go faster! There are individuals, businesses and organizations that have access to a cross section of your Ideal Clients. When you learn how to quickly build connections and tap into these audiences, you will watch your brand presence in new circles and surpass your number of warm prospects.



"After attending an intensive training session with Craig, I went home and followed the plan I had created with his help and was able to experience tremendous growth in new sales and new clients in just 90 days, like he promised!"

—Sarah Brown

I'm Ready To Create Consistent Cash Flow In My Business!

My Investment - \$750
(50 payments of \$150 (includes 90 days support))

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- **Clarity.** When you know exactly what to do now **AND** what to do next, you can breathe a sigh of relief, confident that you are putting your time, energy and resources into the right, revenue generating activities.
- **Productivity.** Your workflow will do a 180-degree turnaround! But you must be willing to do the work. Better still, you'll find you have more flexible time to spend with the people and activities you love most... part of the reason why you went into business for yourself in the first place!
- **Accountability.** It takes the right plan, systems and mentorship in place to support you to achieve results without tons of trial and error.
- **Velocity.** Money likes clarity and speed. Your fast track to success hinges upon you being clear on next steps and taking fast action.
- **Profitability.** At the end of the day, you went into business to make money - more money than a "boss" would allow you to make - because you wanted a life of freedom and no limits to where your talent, passion and drive can take you. And as you do what you love (strategically), the money is what you want to follow.

Just imagine the expansion and growth you could experience in your business – more team members, more time, more marketing dollars, more bonuses and perks, more fun! - once these cornerstones are laid properly in place in your business!

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But I'm a 'bend the rules' kind of guy! I am personally committed to seeing entrepreneurs like yourself succeed, whether it benefits me directly or not.

So I'm going to share with you right now the 9 key drivers to business success. It is these areas I'll work with you to get crystal clear about in order to kick-start your revenue with a rapid infusion of cash and transform it into a consistently profitable business:

- **Unique Selling Proposition** – What differentiates you from a similar service provider down the block? When you can articulate the subtle and obvious differences between you and your competition, attracting new clients into your business will become as easy as attracting a moth to a flame.
- **Pricing** – There are over 20 different pricing models in the market place today; are you using the right one that best suits your business and your revenue goals? Even if you don't control your pricing, you do have control over how you package services. When you find your pricing "sweet spot," you will break down your prospective client's price resistance and find yourself hearing "yes" to your offers over and over and over again!
- **Right Client** – Your "Right Client" is not the same as a 'target' client. Once you are clear on who your Right Client actually is, you'll be able to spot them in a crowded room and you'll be virtually guaranteed a favorable response when you offer your services as the solution to their problem.
- **Messaging** – Have you ever walked away from a sales conversation with a prospect with the sinking feeling that you just said the wrong thing? When you have honed your messaging – what you are saying to prospects and how you position your products and services to them – you'll enter sales conversations with confidence and begin closing more new (and repeat) business than ever before.
- **Sales Progression** – Do you have a clearly defined experience that every prospect goes through which helps them decide whether or not they want to work with you? Did you acquire Client A differently than Client B? The uncertainty ends today! Just imagine being able to predict your

monthly and quarterly revenue with accuracy when you put your well defined sales progression in place!

- **Client Acquisition Points** – Do you know where your Right Client hangs? Then that is exactly where you should be! You will dramatically increase your catch of new clients when you start fishing – with confidence – in the right ponds!
- **Support** – No man is an island... and neither is a business. Guard against burn-out and poor customer service by starting to build your support team in a way that is best suited for your current status. With the right support in place, you'll be able to service clients more effectively and keep them happily satisfied... the foundation for repeat business!
- **Systems** – What daily, weekly or monthly tasks can you automate? There's probably an app or software for that! Once you understand how to systematize certain tasks and functions in your business, you'll be amazed at how much time you will free up. Use it to increase your capacity to serve more clients. Or take some time to enjoy your family or favorite hobbies a little more. It's your time and getting to determine exactly what to do with it is one of the perks of being your own boss!
- **Joint Ventures and Alliances** – Get to where you want to go faster! There are individuals, businesses and organizations that have access to a cross section of your Ideal Clients. When you learn how to quickly build connections and tap into these audiences, you will launch your brand presence in new circles and skyrocket your number of warm prospects.

"The topics Craig covers are on point and makes me rethink how I've been doing business as of late."

-Bob Levine

You Are Not Alone. Access Step-by-Step Guidance and Support For Your Business Transformation

Some of these 9 drivers you may be familiar with. Others you may not.

In reality, I've barely scratched the surface on each of those points because there is so much to learn about each one and to figure out how it exactly applies to your unique business.

I recently taught an hour-long webinar on those 9 steps and even that was not enough time to fully help the entrepreneurs who were in attendance.

You may feel as though you have a few of those steps under control but if you are honest with yourself, you know you could use help for the rest.

But I will share with you the same thing I shared with the business owners I taught the other day...

You are not alone! You don't have to waste time, trying to put the puzzle pieces together by yourself with tons of trial and error.

Over the last several years, I have been working with businesses – ranging from start-ups to multi-million dollar ventures – advising them on business growth strategies for their unique situations.

Now it is your turn to benefit from tested and proven revenue-generating tactics that have worked in my businesses as well as in my client's.

I have an opportunity for you where you can deepen your knowledge on each of these 9 key business drivers, learn exactly how to apply each area to your unique business, plus ask all the questions you need and get them answered.

If you recognize that you need help in several – if not all – of these areas, and are willing to take decisive action, then I invite you to participate in...

"With Craig's coaching, I was able to bring a new business idea from the idea stage to ready to launch in a matter of months."

-Ophelia Maynard

The Consistent Cash Formula – A 14 Week Business Building Experience

I've designed a 14-week virtual learning experience that will hand-walk you through each of the 9 key drivers to your business success, which I shared with you above.

There's no need for you to leave your home or office: our sessions will be held on-line via LIVE webinars (no pre-recordings here). Even more, I'll also be providing you with worksheets to help you customize your implementation plan.

Got questions? You'll be able to raise your hand (virtually, of course!) and ask questions during each live webinar sessions, plus I'm devoting special times just for Q&A.

So here's what you'll get during this course:

10 Content Rich Webinars

I will be using visual aids, downloadable worksheets and other learning tools to teach you the strategies you need to effectively implement the 9 key drivers to revenue generation; you'll be able to ask your

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burning questions and get them answered during the live class. Armed with these strategies and tactics, you will be well on your way to generating 6-figures and beyond in your business. And if you can't make a particular session live, no worries. You will be given download access to the audio for every single session so you can catch up on what you missed or archive it into your learning library for future reference.

3 Group Q&A Sessions

During the Q&A sessions, you will have extended time to have your quench your curiosity around the subject matter at hand. Ask questions live or submit them before time by email. Not only will you get a more customized experience for yourself, but you'll also benefit from learning from other entrepreneurs questions and the responses to them.

Jump Start Pre-Call

Kick off your learning experience the right way! On this Pre-Call, I'll be sharing with you what you should expect over the course of 14 weeks. I'll also be sharing how you can best prepare and get the most out of your participation in The Consistent Cash Formula.

So what is your investment into a program like this?

To give you some perspective, my private coaching clients invest \$7,500 and up to work with me for half the year. I could easily charge \$2,500, just a fraction of that for this course.

I heard that little intake of air! Rest assured... you won't pay close to \$2,500!

"The time I spent coaching with Craig felt like I was getting an MBA in business!"

-Kristin Pugliese

BUT WAIT!

...I haven't even told you about the bonuses yet!

I like to reward action takers so when you sign up today, I have two bonuses for you:

BONUS #1 – Post Program Strategy Session

After the group sessions are completed and you've crafted your personal plan of action, you can use this powerful, *PRIVATE* session to get my dedicated attention to giving you even more customized strategies for your unique business situation to ensure the best results.

Bonus #2 – Complementary Ticket to My LIVE Event – Fall 2014

Attendees to any of my previous workshops will tell you that they are always jam-packed with profitable business building strategies. So you can easily expect more of the same this Fall. Plus, I'll be introducing material no one has ever heard me teach on before, designed to help you achieve your business goals even faster.

But my team and I are about to take the experience to a whole new level! I'm talking entertainment, fun treats, cool surprises... and who knows... I might even grab a mic and sing! We have lots of fun surprises packed into this event; you absolutely *DO NOT* want to miss it!

In all:

- The 10 content rich webinars with the ability to ask your questions live as we go along (and have me answer them on the spot!)...
- The 3 group Q&A calls to give you an opportunity to further explore your questions and learn from your cohorts' business examples...
- The jumpstart pre-call to help prepare you to maximize your experience in this virtual course...
- Plus the two bonuses: your private strategy session and complementary ticket to my live event in Atlanta in the Fall of 2014...

The Consistent Cash Formula is easily worth more than what you'll invest.

Your investment today will be just \$750.

While I can't project an exact amount you'll earn, but when you consider the thousands that you could begin generating in 90 days (provided you apply yourself to do the work) and beyond, \$750 is a small investment in comparison.

If you are ready to get started right now, you can secure your spot in this virtual learning experience by either choosing our convenient payment plan of [3 monthly payments of \\$250](#) or take advantage of our [pay-in-full savings by investing \\$697](#) today.

"In my first coaching session with Craig, he helped me to clarify who I was targeting, what I was offering, how much I was charging and what I should be saying to my prospects. As a result I landed my first client into my new business just a few days later! I recouped my investment into coaching with that one client!"

-Golda Rigaud

Start Experiencing a Radical Turn-Around In 90 Days: More New Clients, More Income, More Predictability, More Passion For Growing Your Business.

Its true...

You can begin to see more clients come through your preverbal doors in 90 days.

You can start generating more money than you've possibly ever earned monthly in just 90 days.

You can begin to have accurate revenue forecasts and have more fun as you grow your business in 90 days.

Why?

Because it takes about one quarter (90 days) of solidly implementing the right strategies and tactics to start experiencing the fruit of your labor.

Consistent Cash Formula is designed to take the guess work out of figuring out which strategies are the right ones to focus on now.

I will be your “training wheels” as you learn how to stabilize the bicycle that is your business.

If you are ready to get off the revenue roller coaster and start putting the right strategies, systems and structure in place in your business and begin experiencing a predictable income, more passion for growing your business and enjoying more of the reasons why you got into business in the first place,

Then join me for Consistent Cash Formula today!

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