



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

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



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

Provided compliments of:

Mark Sheehan
214-435-0671
info@mycca.biz

Dear Friend,

As a credit repair business owner you deal with the most prized possession a person has: their creditworthiness 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

It can 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, and have new clients standing in line to do business with you. And you can have the credit repair organization of your dreams.

When you finish 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, and get more referrals, while seeing your business explode with growth.

Sincerely,

Mark Sheehan

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

Devastating Mistake #5 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. They don't see all the work involved in improving their credit. So when they don't hear from their credit team often, **many clients feel neglected**. And they 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 for other credit companies.

This makes it even more important to **stay in touch with your customers regularly** letting them know you 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. This way, you can stay in touch with all your active clients.

An **email autoresponder** is a series of emails delivered to a client within a predefined interval. So for example, you can set up to deliver emails to your clients every 4 days. Now they get 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, or even your picture or that of your team member, they feel better connected to you and your company. A bond is created because they see you so much. And best of all, an email autoresponder *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 offers, and even share

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

news the client really wants to know about. Send an email to go out in 3 weeks telling 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, such as a lack of available credit. You can use this email sequence to answer your clients' questions before they even ask. This can significantly reduce your incoming call load now.

The best part of an effective email autoresponder for your clients is that when your clients get regular follow up from you they know they are appreciated. And they 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 email signature picture with each email you send. All these 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 FinanceSuite, we give you all the information you need to market, including how to set up an email autoresponder. We even give 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 set up your email autoresponder, make sure you set one up for your business. Other credit repair companies have armies of affiliates to help them fight for your clients' business right now. 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 get from your average client?

Most credit repair companies don't even average one referral per client. This makes it harder to grow and expand their credit repair organization. And this is crazy, considering the amount of improvement 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 then they don't even send a referral.



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

That's ludicrous!

Many surveys have shown clients must 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 saw the value in the credit repair alone, they would GLADLY pay \$10,000 or more to improve their credit.

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 done. And in life, perception IS reality for most clients. For this reason you should consider adding more 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 cannot offer now? Do they need legal help or bankruptcy advice? Do they ask 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 it's much easier to sell credit repair when they also offer business credit and other financial services. Just handling business credit and financial services helps add credibility to their organization. It gives them more clout, and they see their credit repair sales increase dramatically as a result.

The client sees an improvement in their consumer credit. And they get new credit profile and score for their business. They can use that profile and score to get credit without a personal credit check in most cases. And they can start getting approval for revolving business credit within a few months. Again, this is with no personal credit check.

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 the business owner has bad personal credit, they can qualify for funding within 30 days. The client even has a guarantee 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 more 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. In truth, most business owners 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 so many things involved in marketing and advertising. It can be, and often is, overwhelming to most business owners. Often, credit repair companies try to start advertising. And they soon find themselves spending too much money on ineffective marketing that doesn't work, and doesn't bring in good lifelong clients.

To start growing your business, first focus on internal advertising like reaching out and taking exceptional care of your existing clients first. The high level of service you and your team provide them should overwhelm your clients. 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 get will come as a referral, often from an existing client. Customers referred to you trust you more than any other way they might locate you. Just because they heard about you from someone else gives you instant credibility. They like you, and 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 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! Make sure everyone on your team is asking for referrals to oil your

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

affiliate marketing machine.

The Business Finance Suite is a turnkey financial solution that adds tremendous Perceived Value for you and your business. You can help business owners get started. They can get money they had no chance of accessing without you. And you can help them establish and grow their business credit profile and their business. Then they will love you, and gladly refer even more clients to you. These referrals will then come to you in masses. They will pay thousands of dollars for you to help them.

And if you are ready to take the advertising step, we help you there as well. When you enroll to offer the Finance Suite, you get content and training. You can start email autoresponder campaigns. Deploy social media marketing, set up and attract attendees to automated webinars. And more! You get marketing flyers, videos, turnkey seminars, and step by step training. 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 company's Perceived Value. 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. Build most of your business from 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 can, 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

you build this trust, 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 one company if given the choice.

Are your phone, internet, and cable part of one package? Are your home, auto, and life insurance with the same company? Many Americans have their services set up this way. It's easy and convenient, to only deal with one company instead of many companies selling those services. Most people like the convenience of access to many 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? **Ask them.** Put up a survey upon checkout and on your web page where they get a nice free gift for answering questions. These can be questions such as if they have or need a mortgage broker, realtor, or banker. They will prefer someone they trust, in other areas they need help with, rather than trying to build new relationships in those areas.

Think carefully about what other services your clients need. Especially think about what they desperately need. 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 will create a whole other income stream for your business. It can easily carry you through slower months.

GoDaddy is a great example. If you have ever purchased with them you already know they offer several **upsells** upon their checkout process. Their 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 it also



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

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 happen. They will contact you more for answers, giving you the opportunity to offer them services they need that you have to offer. Then you can refer them 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. And you can earn more revenue offering them services they desperately need.

Devastating Mistake (Bonus) Not Having Appropriate Capital

Not Offering Another Product to Advertise

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



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

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

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 with 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. They get certified business credit coaches and funding advisors helping along the way.

You also get a funding suite for your business to get money for your practice. And you will build a corporate credit profile for **your** business. So you can fund

and build business credit with no personal liability.

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

Please visit www.mycca.biz for more information.

Schedule Your FREE 30 Minute Business Credit and Financing Consultation (\$497 Value)

