

4 REASONS KICKBACKS ARE KILLING YOUR MARKETING

IMOs find different ways to convince you to use their services. If yours provides compensation only in the form of production-level payments, they could be killing your marketing and reducing your chances of future success. Here are four reasons why that may be the case.

1. Kickbacks are easy to use wrong.

How did you spend your production-level check? Can you even remember? How about the one before it? And the one before that?

Truth is, it's very easy to use those payments for the home project you've been putting off, or to plan your next vacation — when really, they may be best used as an investment in taking your business to the next level.

2. Your IMO might push you to use them in the wrong way.

IMOs can have tunnel vision when it comes to the tools they want you to use to advance your business. They might push you to launch your own TV show, for instance, when your practice could benefit more from an overhaul of your lead-generation process or social media strategy.

3. If they don't, they abandon you to navigate on your own.

IMOs are constantly calling you and offering you the solution that will make you millions. But they rarely do. It's better to have a partner who guides you, like we do with the Dynamic Business Blueprint.

We don't just put a hundred solutions in front of you and make you choose one or two or three. We work with you to understand your goals and then help you select the solutions that will help you get there, milestone after milestone.

4. It's more expensive to advance your practice.

Making the right move for your practice can be expensive. Like, "do I really want to do this?" expensive. But when you have a partner to invest in your practice and offset (or completely cover) the cost of marketing and growing your practice, it's a no-brainer.

Having a partner who invests in your practice instead of giving you kickbacks allows you to look at solutions that will advance your practice, instead of looking only at the price tag.

DISCOVER HOW DYNAMIC BUSINESS BLUEPRINT CAN DO MUCH MORE FOR YOU THAN KICKBACKS EVER HAVE.

VISIT DYNAMICBLUEPRINT.COM OR CALL 800.407.4137.