

# **The Truth About Making Millions Using Pay Per Click Traffic With Tommie Powers aka “Tommie Traffic”**

The article presents Daryl Urbanski's insights on key business growth strategies including customer acquisition, added value and personal touch within customer service.

The highlighted strategies are essential for any aspiring or established entrepreneur looking to scale their business and possibly join the multimillionaire club.

The workbook exercises from this article will help readers understand and apply these strategies in their own businesses, guiding them towards sustainable growth and success.

## **Quote to remember from the Interview**

"It's always about what can you pay to acquire a customer. The more you can pay, the easier it gets to scale."

## **What You'll Learn From the Activity**

The upcoming questions and activities will aid in understanding urbanski's business strategies, sparking innovative ideas for enhancing your business. The exercises are designed to apply, analyze, and evaluate Urbanski's advice, facilitating tangible improvements in your business operation

**Activity**

Reflecting on your business, how would you presently describe your customer acquisition process and costs?

In thinking about Urbanski's perspective, how could you potentially increase what you can afford to pay to acquire a new customer?

What are the ways you can add more value to your products or services?

How can conversion optimization play a role in your business model?  
Describe what your business's sales funnel currently looks like.

How can you improve your sales funnel for increased conversion?

How do you currently incorporate personal touch into your customer service?

Consider significant customer interactions you've had recently. Can you identify any opportunities where a personal touch could have made a difference?

Describe a customer service scenario where a personal touch created a loyal and long-term customer.

How ready is your business for paid advertising? Justify your response.

What key information would you present to an advert agency today if given the opportunity?

Design a prepaid advertising checklist that suits your business needs. Reflecting on the quote, how can paying more acquire more customers for your business?

True or False: Value addition is not pivotal in converting and retaining customers.

If you were to tweak your business model today, what changes would you make based on this article's insights?

In what ways can ensuring a personal touch in your business make you stand out in your market?

Considering the advice on personal touch, what elements do you think should contribute to forming a unique bond with a customer?

Fill in the blank: Urbanski's focus on customer acquisition highlights \_\_, , and \_\_\_\_\_.

What actionable steps will you take after this exercise to either start or improve on your paid advertising strategy?

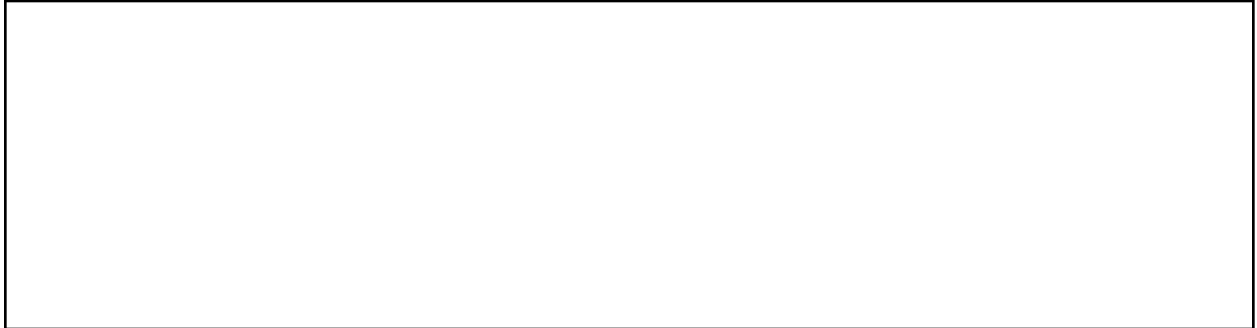
List down three things you will do differently in your business from insights gained from this exercise.

1.

2.

3.

The exercises cover the major points in the article and encourage deep reflections, enabling readers to directly apply Urbanski's advice to their own business ventures.

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