

Secrets To An Business Profits Protection:

THE "L.I.E." METHOD: Collect & Debts Owed To YOUR BUSINESS



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The L.I.E. Collections Method:

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Foreword:

Welcome to this simple, yet effective guide on how to actually get customers and clients to pay you when they owe you money. In business, one of the most frustrating things to have happen is to make sales and not get paid.

Simply put, this is a detriment to the business process, because you need your dues paid so you can re-invest back in the business. The reason you are reading this (presumably) is because you need help collecting funds due to you from late paying or non-paying customers.

Now it is certainly possible to successfully collect the money yourself. However it isn't always easy. Not everyone knows what to do. The problem with trying to properly collect money comes down to one thing.

Lack of detail.

Lack of instruction, lack of detail, these things all lead to confusion and frustration, and a lack of an actual plan of action.

So this guide has a simple goal:

Teach you the STEPS needed to improve your collections success, get clients to pay you what they owe you, using a three-pronged method that is guaranteed to bring you results and protect your business from bad clients.

That's it.

All you need to do is follow along, complete the steps, and you will shortly be introduced to the techniques used, and provide you with the step-by-step instructions to follow.

Introduction:

I chose the acronym "L.I.E." because it is really a combination of the three aspects of this method of business promotion:

Legalese Intimidation Expenses. 😊

In this case, we are going to use Attorney Letters to generate a specific request to the client(s) to repay you, and present it in an intimidating way, while also using psychological tricks like Expensing the time and charging it to them in order to make them react by responding and making a payment.

Legalese is **legal language** that lawyers use to get high rates of response to their demands.

If you are familiar with demand letters, you know that they can be used to harass clients until they pay. However, sometimes these are ignored. Well we found a way to send out these legal requests for you, and have them NOT IGNORED.

It is a potentially costly method of collections if you hire collections agencies, and unless you know what you're doing and track your collections activities carefully, you could waste a lot of money.

Enter the "L.I.E." method. This takes the legal method of demanding money and spicing it up a bit

So what exactly is the "L.I.E. method"?

Well, it's a way to combine everything thing L.I.E. stands for into a strategy to force the people or companies that owe you money to pay up.

These are collection agencies that do the same thing for a fee. And some of them have VERY high fees. They do also have options where they can purchase your debts (your accounts receivable) and try to recover the money themselves (which is how they **really** make money).

However, they purchasing debt is often done at a discount, and its up to you to decide if its worth it to sell your debt to them at a fraction of what you're owed (which is how they often conduct transactions).

What does this have to do with **The L.I.E. Method**? Simple - We convert that model on its head, and give **YOU** the power in the balance of that equation 😊. The best way to do this is make these collection techniques that they use, work for YOU.



Now on to the details.

Ingredients:

There are three "ingredients" we will need to get started:

1. **Information On The Debt Owed To You:**

Presumably you have this and know how to produce documents to support your claims. Invoices, sales slip, contracts, sales agreements, cancelled checks, down payments, etc. It is important to have these because you are going to pretend to take them through the legal process. This is how you begin to 'scare' them 😊.

2. **Knowledge Of What To Say To Make The Respond:**

That's what this manual will teach you. A smattering of legal techniques', in the form of a letter, done the right way will get you the results that you desire. Oftentimes, people who owe money do not pay because they don't think there will be any consequences. By starting with a letter you are showing them that there will be consequences.

3. **Willingness To Escalate The Issue Until It Is Resolved:**

If we have gotten to the point where you are SURE you want to use a collection service or agency, you are already past the point where you are able to tolerate late payments. Once you decide to use a formal letter, you need to be willing to see the case through to the end. If you are, then you are assured victory in collecting the funds that are due to you..

The “Method” Explained:

The goal here is simple: we want to teach YOU the techniques you can use NOW to successfully retrieve the funds that are owed to you, using the same techniques that collection agencies use. This is so that you don't have to hire a collections agency.

Strategy

The strategy is simple; go from being a friendly vendor to being a no-nonsense debt collector. In this day and age, you easily have access to the information you need to accomplish just that.

The goal here is to **use the legal system**. Get the law on your side by laying the foundation. Later on, if they don't respond to your first few requests, you can easily escalate it to the courts where you will win because you followed the steps in the L.I.E. method. Our goal however, is to get your money to you before having to go that far.

How To Achieve The End Results?

That, my friend, is the ENTIRE point of the “L.I.E.” method 😊. By using a **L**egal letter (written with the template I give you) and including some **I**ntimidating language, combined with an escalation to **E**xpense reporting, if they haven't responded, you are sure to see satisfactory results.

Tools You Need To Achieve Results?

A letter template for each notice you send to your (former) client. Also, mailing by certified mail is another tool we use.

Legalese:

As I've stated before, legalese is the legal language we will use to demand payment and any correspondence you have with your (former) client.

First Line of Attack: "Demand Letter" often called a "Demand for Payment Letter"

Why a demand letter?

It starts the negotiation process between you and your client. It lays the foundation for a well thought out presentation of to the court, if necessary. It presents a carefully crafted letter rather than a verbal threat.

A shouting match may not accomplish anything, and you are better off having a carefully crafted letter sent to your late paying client where you can at least come across as calm and composed. At the end of the day, try to maintain a peaceful demeanor throughout your demand letter process.

Why a demand for payment letter?

By sending a demand for payment letter, you are establishing the first blow but it's more of a wimpy punch that isn't a total knockout. But at this stage in the bout, that's ok. It's basically your attempt at being nice and simply alerting the other side that they are late in their payments and should take note of the payment owed.

Intimidation:

You are probably wondering; are demand letters really that helpful? They can be. It boils down to the party you are dealing with. The ultimate determining factor is that a demand letter will serve its purpose—that is, it makes a demand to the other side to either make a payment or set a timeline within which said payment should be made. In the event that the payment is not made, the party who sent the letter knows that it's time to start a more formal, legal process, also known as "let's go to court."

This is where the intimidation factor comes in. Can a demand letter be intimidating and still come across as peaceful and professional? YES! And that is the point. If you and your customer have a decent relationship, and the only issue is that they forgot to pay, we don't see why they would object. Things get a bit complicated the minute they refuse to pay. At the same time, if you are willing to compromise, you could even recommend working with the other side on easing payment terms. For example: "You can pay the amount due in installments of \$5000 over three months." By offering a solution, you are showing the other side your willingness to cooperate.

But the firmness you which you say it with, can certainly come across as intimidating. And that is the whole point.

The basic premise of your letter is this: State why you have a dispute, and that if this particular attempt at negotiation fails, **you will take the case to court**. That is about as intimidating as it gets. This is usually enough to get a favorable response 😊.

Make sure you send the demand letter in a timely manner because waiting too long after your claim becomes due could jeopardize your attempt at collection.

Expense Reports:

An expense report in the L.I.E. method, is an optional follow up to the demand letter, if they fail to respond. This is a second tactic to pressure them to respond. In the demand letter, you request that they reply within a set period of time.

If they don't you send them an expense report, which is basically another bill.

This combines facts; your original bill/invoice and a new bill charging them for being late and for "legal fees".

There is a method behind the madness here. You are going to "increase" what they owe you, and then in a "show" of generosity and magnanimous spirit, you will remove that new expense!

This leaves you with the original bill.... Which they are likely to pay. This works like gangbusters. Make the expense report letter along the same lines and format as the demand letter and make it a little shorter and much more stern (but still professional).

But before you show them this generosity, you must send this second 'expense' letter to show them you mean business.

Combining 3 Methods:

You know WHO to send these letters to: Your own past clients, customers and debtors.

You now know WHAT to do: Write up a letter demanding payment, written with legal action in mind, as well as an expense report that you can use as a bargaining chip.

You also know WHY you need to do it: You do it to increase your probability that they will respond to you. Furthermore it prepares you for the next step; escalating the legal process and taking them to court (or arbitration) if necessary.

As for WHEN: You should send your demand letter in a timely manner and not wait too long once the non-payment has been established. You should begin sending the demand letter as soon as you finish reading this eBook. The sooner you start, the sooner you will reap the benefits.

You also know WHERE to find the letters you need to do it: As part of the package, I am including example letters. So look in the folder that came with this manual, and change them to suit your needs before sending them out.

Remember that EVERY TIME you send a letter to them, make them sign for it by sending letters with either signature confirmation or certified mail.

The next question is now **WHAT NEXT?**

4. You actually now have everything you need to go through the collections process. So, again go through the package, edit the

information on there, and send out the letters and wait for a response.

Now what happens if you don't get the response you want? I.E. if they don't respond to either letter? It is now time to take them to court.

The other question is what if you don't want to use the package included with this manual? I.E. *what if you decided you wanted someone to do all the work for you* and collect your funds by sending the letters and/or help you with the arbitration and/or help you with preparing to take them to court?

Well fortunately for you friend, you have options. **We can do it all for you.**

Allow me to explain:

- What if I told you that there is an organization that helps businesses like yours write the demand letters?
- What if I told you that this organization is NOT A COLLECTION AGENCY? Meaning it does not require a percentage of the money it helps recover?
- What if I said they ALSO offer you arbitration and mediation services between you and your non-paying customers to resolve the issue?
- What if I also told you that they also give you FREE legal advice that can help you prepare to take your debtor to court if necessary?
- And what if I told you this organization will do all of the above for a small fee at a significant savings on legal AND collection fees?

There is an organization that will do just that for you if you choose.

For now, I will call it “**The New Kid On The Block**”. This “**New Kid**” is the simplest solution to applying all the steps of the “L.I.E.” method and then some.

But first, you need to decide if you want to tackle the collections process yourself.

I have given you the tools and told you what to do:

1. Write a demand letter outlining your desire form payment
2. If no response by the deadline, follow up with an 'expense' letter
 - If they respond, graciously reduce the 'expenses'
3. If still no response, take them to court.

You have the tools to do the above with this package, so start now. However, as I said, sometimes you still get no response and you have the option to let an organization do all the above for you as well as:

4. Engage in arbitration and mediation proceedings for you
5. Give you free legal advice for court in case all the above fails
6. Do **EVERYTHING** for you As many times as necessary, for a small, inexpensive one-time fee.

I will tell you 'who' the new kid is later.

But for now, let me tell you 'why' this new kid is a better option than the old kids:

The new kid combines **everything** the “old kids” do, AND it gives you some additional business benefits that *none of them* can. Let's delve into that right now.

Benefits Of The “New Kid”:

Combining all steps in the L.I.E. method is possible by simply doing it the right way. And while you can use the 'old' method, (hiring collection agencies), it takes more effort, and money (they charge unbelievable amounts for their services) to achieve everything in the L.I.E. method.

You can do it all with ONE package which you now have, **OR** do it and more with - The “New Kid On The Block”.

But.... It doesn't stop there. You see, the old method of simply going after customers is coming to an end. The “old kids” (collection agencies) will be left behind. Why? Because the process is **too one-dimensional** in favor of the agencies themselves. They take a large percentage of the money they collect, or they purchase your debt at a significant discount (so they can retrieve it for themselves).

However, this is not the case for the “New Kid”. With them, there is a **three dimensional process** of using the steps in “L.I.E., and adding more services to the mix as I already mentioned.

Additionally, they offer extra benefits that agencies don't. Benefits that protect and empower your business and keep it healthy. Such as:

- Collection Service (*collect money for you from late paying clients – no cost*)
- Arbitration & Mediation Service (*negotiate conflicts with customers*)
- Free Legal Advice (*consultations that normally cost \$300/hour*)
- A Two Page Online Business Profile Listing (*A business directory*)
- Compiling & Posting Certified Reviews (*contacting & verifying reviews*)

And many more. But above are the *main* benefits of the new generation of consumer advocate sites. And there's only one site that does this.

Summarizing The 3R Method:

As you can see, the benefits you can get from the "New Kid" (which is more appropriately called a consumer advocate site), are geared to uplift and protect your business *as well as* maintain the consumer's rights. The difference is it places your business on more valuable equal footing.

Now before revealing to you what the new kid consumer site is, I want to summarize what you need to do to collect debt, promote, protect, and expand your business.

1. Write up a **legal-sounding** demand letter asking for the funds
2. Follow up with a **reminder expense report letter** that you know will make them panic a little as the amount you're asking for is increased.
3. If they still haven't paid, use the **reduction** of the expenses as a negotiating tactic to pressure them into paying.
4. If they still refuse to pay, take them to **court**.

Now the "new kid" site (consumer reporting agency) does *ALL* the above but also intervenes to allow you to negotiate with the non-paying client.

This is why I am letting you know that you have the option to hire the consumer reporting agency to do it *ALL* for you or go ahead and do it yourself with the package this manual came with.

The choice is yours.

However if you choose to let us do it for you, you get a **three dimensional response to collections** that I expand on in Part 2 😊.

Part 2: The New Kid On The Block:



A 3-Dimensional Approach To Collections

The Consumer Advocate Site:

At this point you have gotten all the information and tools you need to begin the collections process for yourself.

You also know the ingredients necessary to increase your level of success when it comes to putting together an action plan for collecting from past due customers, as well as installing a policy going forward for future delinquent payments.

By now you should be excited. You can stop here and begin sending out the letters you need to the customers you need to hold accountable.

However, as already mentioned, you have the option to hire a company that will begin collections proceeding for you immediately. This is for those who would rather have someone else do the collections for them by an organization that does collections and so much more. This "much more" is what we call a 3 Dimensional package. There is only ONE organization that you need that does all that has been mentioned:

Collections Service, Legal advice, Arbitration, Mediation, and more.

So which "New Kid On The Block" site is it that stands head and shoulders above the rest due to all the benefits you receive? Say hi to:



This is the one company that combines and provides EVERYTHING I have described that the "L.I.E." Method is. The name says it all. **Business Consumer Alliance** benefits BOTH the business and the consumer 😊.

Conclusion

You can do the setting up of the L.I.E. collections system yourself by using the information in this manual and the package you received, OR we can do it for you on ONE site. More specifically, **I** can do it for you, by placing your listing on the Business Consumer Alliance website, AND starting the collections process for you

Doing it on your own with the templates that I provided, takes time and takes learning how collections agencies work in order to get the results you want.

However, paying for us to do the listing for you in the EXACT method of the "L.I.E." process while listing your business on the Business Consumer Alliance website, will save you time, a headache, a learning curve, and make sure it is done right! All for the cost of a less than what it would cost to get a collections agency or a lawyer.

And you will be **guaranteed** that we will relentlessly pursue the collections process for you. Your business will be protected legally, and you will have recourse from negative transactions or non-paying customers. Your business will get a positive rating, with more leads and customers. Your reputation amongst your peers will be stellar; **guaranteed**.... all while being found on the internet for the most searched for keyword in your industry - reviews.

How could you lose? You can't. Simply order your 3D collections package and listing on the next page, and I'll set it up for you.

Order Your “3D” L.I.E. Listing:

All you need to do is simply request that **I** set up your listing using the L.I.E. Collections Method, and it is good as done. Place your order now, provide me with more information **about your business** and you will get everything I mentioned; collections assistance, and a listing on the Business Consumer Alliance site that gets more than 1.5 million visitors a month.

Simply order below by entering your business information, and I will confirm your order and get back to you to finalize your collections request, and your listing.

ORDER NOW



Once you do, I will contact you and ask for those customers or clients that are late paying you so that we can begin collections proceedings against them.

Welcome to the Business Consumer Alliance family.



Frequently Asked Questions:

Here, I'm adding questions we commonly receive after people read this book and want to start promoting and protecting their business online.

How Much Does It Cost To Set Up?

Depends on the size of your business. And depends if you do it yourself or not. You can do it yourself for free but you won't receive the FULL benefits of the 3 Dimensional Collections Package. However setting up with Business Consumer Alliance allows you to get all benefits in one: All for a low price for the entire year. The price depends on the size of your business, but is usually about the cost of a daily bottled water.

Is This a Guarantee That You Will Collect The Money We're Owed?

This is a guarantee that you will get MORE of your money collected than you would if you did it on your own. It is also a guarantee that we will use the same techniques that have been mentioned in this manual, and many more if necessary. With a collection success rate of over 78%, hiring us to do the work is an investment that you cannot place a value on, especially because of all the extras that you get with the 3D Collections Package. You also get PROTECTION from future delinquent customers as well as EXPOSURE and more eyeballs to see you and your business.

How Is My Business "Protected"?

If you set up your L.I.E. 3D Collections Package AND Listing with us, it comes with the business protection Business Consumer Alliance offers. However, with BCA, we do more than just give you more online exposure or allow people to file complaints: We protect your business by giving you free legal business advice *whenever* you need it. We also prevent bad reviews from being posted, by intercepting and mediating with potential disgruntled customers, solving problems before they are posted online. All this is included with a BCA L.I.E. 3D Collections Package Listing, in addition to collecting funds owed to you.

How Do I Order?

Click below and fill out the form with your business info, and it will be sent to me. I will then contact you by phone and we get to talk in person ☺. Or you can send me an email by replying to mine. I'll take and confirm your order over the phone. Talk to you soon.

ORDER NOW

