

UNLOCKING THE HIDDEN TREASURES IN YOUR BUSINESS

8

Proven Strategies to
Unlocking These Secrets



JOHN D. ALLEN

UNLOCKING THE HIDDEN TREASURES IN YOUR BUSINESS

BUSINESS BREAKTHROUGH STRATEGIES

**How I Can Increase Your
Revenue By \$10k to \$50k
In Less Than 45 Minutes**

John D. Allen

© 2017 Allen Worldwide Solutions Ltd. ALL RIGHTS RESERVED.

No part of this book may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the expressed written, dated and signed permission from the author.

Published by:

Allen Worldwide Solutions Ltd

St. Thomas, Ontario

Canada N5P 2X7

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

The author and publisher of this book have used their best efforts in preparing this material. While every attempt has been made to verify information provided in this book, neither the author nor the publisher assumes any responsibility for any errors, omissions or inaccuracies.

The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any purpose. The author and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought.

TABLE OF CONTENTS

What other's have to say about John and this book

Introduction

Chapter 1 More Leads – Marketing and Advertising

Chapter 2 More Leads – Joint Ventures

Chapter 3 More Conversions – Down Selling

Chapter 4 More Conversions – Drip Campaigns

Chapter 5 More Transactions – Upsell/Cross-Sell

Chapter 6 More Transactions – Expand Product/Service Offerings

Chapter 7 Higher Prices – Bundling

Chapter 8 - More Profit – Increase Price/Internship

ATTENTION SMALL BUSINESS OWNERS

Instead Of Struggling Would You Like To Discover How To:

- Generate all the leads your business can handle
- Create a profit “faucet” that you have total control over.
- If the financial success of your business on your ability to generate leads

Because as you know knowledge WITHOUT application is worthless.

Then keep reading and be prepared to not only learn these new strategies but to also APPLY them to your business.

What others have to say about John and this book

"As a happy, multiple business owner, and member of several International organizations

I have the opportunity to meet, and interact with high profile industry individuals at conferences, conventions, and private invite-only gatherings. During one such recent gathering I was reading John Allen's marketing e-book, that I'd purchased at a presentation seminar of his. As I was reading the net worth of the room rose by almost \$100 BILLION dollars as a certain, high profile computer software giant walked in surrounded by numerous Tech Insiders, Giants, and Gurus in their own right. Throughout the day several individuals perused the marketing e-book I was reading, were talking about it, and confirmed the information presented within - it even received confirming nods from some of the giants. SOLD. Needless to say, after those reactions, I've re-read John's e-book several times, and recommend it to everyone!"

Ian Chantler

St. Thomas, Ontario, Canada

Testimonial from a client to a prospective client

From: Edward [<mailto:ed@trans-think.com>]

Sent: February-28-18 3:10 PM

To: sumacridge

Subject: Re: Do you know John d Allen?

Hi, Tamelynda!

I apologize for not responding sooner, but I was in the hospital for 30 days and just got out a few days ago.

John was a great help to my business, Through his coaching, I came to appreciate that I was undervaluing my services. He helped me incrementally raise my pricing from \$250 per session to \$1,000. He also helped me strategize a 30-day program which I receive several thousand dollars for.

My client net worth has significantly increased, too. Once I raised my pricing, I began ridding myself of people who could barely afford my services and had to put it on their credit card to people who can write me a check and not give it a second thought.

I hope this helps.

From the desk of [The 90-Second Mind Manager](#),

Dr. Edward Lewellen

Helping you release your personal power, potential, and possibilities!

Introduction

About The Author

Hi my name is John D. Allen, the CEO/Founder of Change Your Thinking Change Your Business Programs <http://changeyourthinkingchangeyourbusiness.com> and the publisher of UNLOCKING THE HIDDEN TREASURES IN YOUR BUSINESS – 8 Proven Strategies to Unlocking These Secrets.

First of all I want to congratulate you for downloading this eBook. You now have access to these amazing and wonderful secrets to help you grow and build your small business into the one you always dreamed it would be.

You probably may be wondering what this eBook is all about and how it can help you change your business?

In order to answer that question allow me to share my personal story ...

My Near Death Experience

I had been working in the corporate world for about 28 years in a variety of different areas from the hiring and terminating people, their initial training and then job specific training, course preparation, ISO 9001 lead auditor, plus a variety of other things as well.

On Dec 4, 2000 I suffered a major brain aneurysm, where I was given less than 10% chance of living and if I did live the odds were 85% + against me ever being able to live any kind of a normal life. I was in bad shape and was in the Intensive Care for 4 weeks, then observation for another 2 weeks.

When I was released from the hospital on my way home I made the BIG GUY (GOD) a solemn promise that if HE would let me live I would spend the rest of my life helping small business owners to succeed.

Why would I make this promise?

I made this decision because my wife had a small health and nutrition business that she had struggled with for a few years. Up and down, up and down, up and down. Just like a lot of other small businesses were doing.

After recuperating for 3 months I went back to my corporate job with a whole different attitude, (you sure learn what's important to you when you come close to dying). I began doing business coaching part-time in the fall of 02 and I'm happy to say my wife's business started to really flourish.

I continued working my coaching business part-time while at the same time I became the Provincial Manager for Saskatchewan, for Canada's second largest physical security company with 713 people under me. When I started there in September 03, the revenue was just under \$3 Million, by the time I left in June 09 the revenue was \$8 Million.

I retired from this business just after my wife passed away and I moved back to South Western Ontario where I had grown up. This is when I started working my coaching business full time. I started to really study and learn all I could about this industry from some of the top people.

Earning as one of my good friends who's a dentist says my "PhD" in marketing
Then in 2014 I had the great privilege of joining forces with a group of other successful coaches from around the world where we share ideas and strategies that are working, generating \$100's of thousands of dollars monthly for our combined clients.

One of my clients was a heavy duty truck salesman from Calgary, Alberta, Canada. He was having trouble most months qualifying for his \$3,000 a month draw, things just weren't working for him no matter what he tried. When we started working together I told him to just concentrate on the RESULTS these people wanted from their trucks and always ask for referrals

Make sure your client's trucks are working as best as they can. Keep these people happy with your looking after them. Because of the great service he was giving his client's by going above and beyond what was expected of him, his referral network grew rapidly. His income went from \$36,000 a year to \$104,000 in just 5 short months. services by keeping those wheels turning. By concentrating on getting them the RESULTS they wanted from their trucks, he sold more. His sales went up and then I had him start asking everyone for referrals whether they bought from him or not.

Another client Ian C. just this year started listening to some talks I was giving at a local networking group. He heard my first talk on creating squeeze pages and liked what I had shown that day. Since he was in the website building business he thought he would test out my theory so he went back to his business took a site that he knew the results it was producing and totally revamped it to what I had said.

That was the second week of January 2017 at our last meeting the end of May, he told the group that since he has started following my teachings and methods this site he anticipates he will net \$95,000 by year's end.

.

An update to Ian C's results for July and August, he followed the advice of a sales rep from Google who told him to scrape my way of doing things and follow their "proven plan" and he'd make lots more money. He laughed and said when he tried their "proven plan" he didn't make a dime for those two months.

So Ian went back to using the system I had shown him and in just a total of seven months of following it, was able to generate \$40,000 net after tax income in his pocket.

Not too bad for a guy who basically wanted to prove I was full of crap. Now there is no way, no matter how busy he is that he'll miss one of our sessions. Oh-by-the-way, the site he revamped only earned him \$20,000 for 2016. Ian's the guy who gave the testimonial on who is now the second richest man in the world had to say about these strategies

It is my mission to share with as many small business owners as I possibly can the things that I have discovered on my own wonderful journey, as well as all the great people I have been able to help so far.

It is the small business owners that are going to make this country and the world a better place to be.

Thank you for this opportunity to share these proven business building strategies with you.

Good luck on your journey and I hope one day of having the priveledge of meeting you, shaking your hand and saying Thank You for helping making our countries great again.

Chapter 1

More Leads – Marketing and Advertising.

Let's face it. The major hot button for most small businesses these days is the ability to generate leads. All small businesses want more leads, but few of them know how to successfully attract customers to their business.

As a coach, I have in-depth knowledge and skill when it comes to generating leads. So here's the process I use to do this.

If you're like 99% of the business owners I speak with, you may often feel lost or overwhelmed as you try to navigate through all the various options available these days. Websites, social media, SEO, email marketing, Facebook, pay-per-click and so on.

Let me do you a favor right now and completely remove that overwhelm from your life forever. Are you familiar with the 80/20 rule?

For business owners, it means that 20% of what you do every day is generating 80% of your total annual revenue.

In other words, you're only doing a few things daily that makes you most of your money. I can tell you specifically what makes up that 20%, and that's all you really need to focus on after today.

There are 5 areas that make up that 20%... leads, conversions, transactions, pricing and profits. Remember I told you that I'm going to find you more than \$10,000 in less than 45 minutes today? I'm going to do that by focusing on just 2 or 3 of these 5 areas... so you can imagine what you could actually generate revenue-wise if you implemented all 5 areas.

In fact, let me show you what's possible, and why these 5 areas are so critical. I use a tool called a Profit Growth Calculator. Do you by chance know the exact number of leads and sales you've made over the past 12 months?

No! That's OK... let's plug in numbers for a make believe business. Let's say your business generated 1000 leads in the past year... and your average conversion rate was 25%.

Let's also say your customers bought what you sell 10 times throughout the year... and they typically paid on average around \$100 per purchase.

Finally, let's say your profit margin per sale is only 25%.

THE PROFIT GROWTH CALCULATOR

	Baseline	10% Increase	50% Increase
1 More Leads <input type="text" value="1000"/> <input type="text" value="1100.00"/> <p>Input number of annual leads E.g. 1000</p>			
2 More Conversions <input type="text" value="25"/> % <input type="text" value="27.5%"/> <p>Input annual conversion rate percentage E.g. 25%</p>			
Customers: 250 302			
3 More Transactions <input type="text" value="10"/> <input type="text" value="11.00"/> <p>Input number of annual transactions per individual customer E.g. 10</p>			
4 Higher Prices <input type="text" value="\$ 100"/> <input type="text" value="110.00"/> <p>Input average dollar amount of each customer transaction E.g. 100</p>			
Total Revenue: \$250,000.00 \$365,420.00			
5 More Profits <input type="text" value="25"/> % <input type="text" value="27.5%"/> <p>Input annual profit as a percentage E.g. 25%</p>			
Profit: \$62,500.00 \$100,490.50			

Notice at the bottom that you're earning \$62,500 annually. But look what happens if we simply increase each of these 5 areas by a meager 10%.

You would see your annual revenue almost double... from \$62,500 to over 6 figures. By the way, that's the ballpark most business coaches play in... the 10% increase range. Nothing wrong with that either, believe me.

Most business owners would KILL to almost double their revenue, wouldn't you agree? But watch what happens if you could increase each of the 5 areas by 50%.

Your business would skyrocket from \$62,500 to almost half a million dollars annually. Now, you may be thinking that 50% gains in each of these 5 areas would be next to impossible. Let me assure you that a 50% increase is child's play, and I'm going to prove it to you right now.

When you completed my mini-audit for your business, I noticed that when I asked you what marketing materials you have to promote your business... you said none. May I ask how you're currently generating leads?

Most business owners tell me “word of mouth” or more often than not... “referrals.” Referrals are obviously an excellent lead source. In fact, it may be the best one by far, but the problem is you never know when you will get them. They’re not reliable... and you certainly can’t generate them whenever you want.

99% of businesses today do have a website. Do you know for sure how many leads your website generates every month? Do you know for sure how many sales your website produces every month?

Can I show you why your website isn’t generating leads or closing sales for you? In fact, would you like for me to give you the deeply hidden secrets that the marketing guru’s DON’T want you to know?

Here’s the key to successful marketing. You MUST be able to enter the conversation taking place in the head of your prospects. Or another way to look at it is to be able to address the number one question on your prospects mind at just the right time. So how do you do this? It’s actually quite simple when you know and understand the fundamentals of marketing.

The conversation that’s taking place in EVERY prospect’s mind revolves around two major points. There’s a problem they have and they don’t want... and there’s a result they want but don’t have.

Now believe it or not, there is actually a marketing formula we follow that takes these two points into account... and spits out a message so compelling it practically forces your prospects to buy what you sell.

It’s called the Conversion Equation, and it looks like this... Interrupt, Engage, Educate and Offer. The Interrupt is your headline – which means it’s the first thing someone sees when they visit your website, read any of your marketing collateral... or hear you speak. When someone asks you what you do, it’s the first words out of your mouth. That’s your headline... and it MUST address the problem your prospects have that they don’t want.

The Engage is your subheadline – which is the second thing your prospects see or hear. It MUST address the result your prospect wants but doesn’t have. The Educate is the information you provide... either verbally or in writing... that presents evidence to your prospects that you and your product or service are superior in every way to your competition.

Unfortunately, MOST businesses aren’t different from their competitors, and that’s why you MUST innovate your business to create what we refer to as a market-dominating position.

You MUST make your business unique... it MUST stand out from the crowd. It MUST make your prospects say to themselves that they would be absolute idiots to buy from anyone else but you – regardless of price. And finally, the Offer. You MUST create a compelling offer that makes it so irresistible your prospects can’t turn it down. But here’s another critical fundamental of marketing. Because of the saturation of marketing messaging these days, most prospects have become numb to most marketing.

Following our Conversion Equation can dramatically overcome this, but even with this powerful tool in play, it will still take multiple “touch” points before your prospects will buy what you sell.

For most businesses today, it takes anywhere from 20 to more than 100 touch points before a prospect

makes their buying decision. Following the Conversion Equation reduces the touch points to somewhere between 5 to 12 points of contact.

But here's the key... most businesses don't follow up with their prospects at all, and this provides a HUGE window of opportunity for ANY business that does follow up... to position themselves as the dominant force in their industry.

But in order to have the opportunity to get your message in front of your prospects 5 to 12 times, you MUST find a way to collect their contact information, and that's the purpose of your Offer.

Most businesses offer something that only appeals to prospects we call NOW buyers... prospects ready to make an immediate purchase. Unfortunately, NOW buyers make up less than 1% of the total number of prospects that are in the market to buy what you sell.

These businesses typically offer prospects a free consultation, a discount, a coupon, a free assessment, a complimentary quote... or the biggest mistake of all... CALL US!

For most businesses, all of their marketing material... their website... their business card... all list their phone number as their sole offer... and that ONLY appeals to that 1% of NOW buyers. The remaining 99% of viable prospects are "investigating" and gathering information about what you sell.

They're searching for information because they want to determine who is offering the best value. You see, prospects DON'T shop price – they shop VALUE!

The only reason prospects consider price is that most businesses don't give them any other value proposition to consider except price.

Remember what I said a moment ago about making your business unique – creating a market-dominating position?

Most businesses don't do that, and since they... and all of their competitors... look exactly the same, prospects are FORCED to shop price. So with these fundamentals in mind, let's see how your website stacks up to them.

Let me show you a website we just revised for a child psychologist so you can see what I mean... and then let's take a look at your website as a comparison. Here is the child psychologist's original website.

This is typical for this profession, and 99% of his colleagues' websites look EXACTLY like this. Notice the generic headline... Parenting Advice and Resources From Dr. John Smith.

He has to have a headline like that because he's attempting to be all things to all prospects. Basically, this doctor helps parents deal with adolescent problems. Look at the 9 areas he services... emotionally disturbed kids, behavioral problems, teen pregnancy, peer pressure and so on.

So let's compare this site with the fundamentals we just discussed. First, you MUST create a market-dominating position. This doctor could actually create 9 of them by simply positioning his specialty in each of his 9 individual areas of treatment.

For example, let's say he decides to start with the top condition on his list... emotionally disturbed kids. These are kids that yell, scream and constantly have a highly belligerent attitude toward their parents. They scream at them and are known in some cases to threaten the parents. These kids can't be reasoned with... and these poor parents have NO clue how to deal with this situation.

So here's what this doctor needs to do. Forget the website completely – this doctor needs what we call a squeeze page. This is a single page that's online... and that specifically addresses ONLY this one condition. So what should this page look like... and what should it say?

Remember the second fundamental – you MUST enter the conversation taking place in the head of your prospect. There's a problem they have that they don't want... and there's a result they want but they don't have. This is where we implement the first two components of the Conversion Equation... Interrupt and Engage. The headline is the Interrupt and it must address the problem they have and don't

want.

Here's the squeeze page we created for this doctor that did that.

**Are You Sick And Tired Of The Yelling,
Screaming & Belligerent Attitude Of Your Child?**

***Now you can discover the secrets to controlling your child and
instantly restore peace and quiet in your home***

**“Learn the Secrets To
Gaining & Maintaining
Complete Control
Of Your Child In Less Than
60 Seconds.”**

Enter Your First Name:

Enter Your Email Address:

Sign Up Now

RemarkableParenting.com

00:00:00 Video - Parenting Intro

As a parent, are you struggling to gain control of your child's attitude and emotions?
Is your child yelling and screaming at you, while often displaying a belligerent and sometimes threatening tone that no matter what you do or try... you just can't seem to get under control?
My name is Dr. John Smith, and I help parents like you every day learn the techniques that will solve these frustrating and destructive behavioral patterns once and for all.
In fact, let me prove it to you. Enter your first name and email in the box to the right, and I'll send you a series of 60 second techniques that will immediately restore peace and quiet in your home.

Notice the headline... Are You Sick And Tired Of The Yelling, Screaming And Belligerent Attitude Of Your Child? Does that address the problem these parents have and they don't want? Would you say that's a 100% bullseye?

Now for the Engage which is the subheadline. It MUST address the result they want but they don't have. Notice it says... Now You Can Discover The Secrets To Controlling Your Child And Instantly Restore Peace And Quiet In Your Home. Would you say that's bullseye number two?

Now let's look at the third Conversion Equation component... Educate. In the doctor's original website, because he's trying to appeal to all prospects, his video said this. Greeting parents. I want to welcome you to remarkable parenting. You will find tons of great information here... with hundreds of pages of articles.

Think how ridiculous this sounds if I'm one of these parents with a kid that has a belligerent attitude. Do I want to read hundreds of pages of articles? Or am I searching for a specific solution to a specific problem? Do you see why most websites these days are basically a total and complete waste of money?

They don't address the things your prospects are truly looking for. Here's the new script we created for this doctor.

“As a parent, are you struggling to gain control of your child's attitude and emotions? Is your child yelling and screaming at you, while often displaying a belligerent and sometimes threatening tone that no matter what you do or try... you just can't seem to get under control?

My name is Dr. John Smith, and I help parents like you every day learn the techniques that will solve these frustrating and destructive behavioral patterns once and for all. In fact, let me prove it to you. Enter your first name and email in the box to the right, and I'll send you a series of 60 second techniques that will immediately restore peace and quiet in your home.”

Think that just might get more prospects to respond to this message? And that brings us to the final component of the Conversion Equation... the Offer. Look at the doctor's original offer. It was for a free consultation. The only prospects that will accept that type of offer are those NOW buyers, and remember that they're less than 1% of the total number of prospects looking for this type of help.

When your offer is to “call me,” that basically says “let me sell you” to your prospects. We are so used to getting non-stop sales pitches these days that we resist calling anyone with every fiber of our being. Most people these days won't answer their phone unless they recognize the caller ID. This type of offer is called an incentive offer, and incentive offers only work for common purchases, emergency situations and impulse purchases.

And remember, most prospects don't buy until they have been exposed to your messaging somewhere between 5 to 12 times. If you tell prospects to “call you,” and most won't, how do you keep marketing to them? Obviously you can't. The secret to effective marketing is to offer what most prospects truly want... INFORMATION!

Look at the last sentence in the child psychologist's video script... “enter your first name and email in the box to the right, and I'll send you a series of 60 second techniques that will immediately restore peace and quiet in your home.” That offer is ZERO risk to a prospect, and it offers them something they truly want... a solution to their problem.

They can receive it by simply providing their name and email address... WITHOUT having to speak to anyone... or be subjected to any type of sales pitch. That's why the offer on this doctor's squeeze page says... “Learn The Secrets To Gaining And Maintaining Complete Control Of Your Child In Less Than 60 Seconds.” Is that a highly compelling offer that would appeal to a majority of the prospects directed to this page?

And do you now see why we call this a squeeze page? There are NO navigation buttons on this page to distract the prospect. In fact, there is only ONE action they can take... enter their contact information. Otherwise, they have to close the page completely... and if they do, THAT is when we can redirect them to the doctor's main website to see if there is something else that might grab their attention.

That informational offer provides them with proof that this doctor can actually get them the results they're looking for, and then within that information is an offer for them to schedule a consultation with the doctor, which they are now more likely to do.

But consider these numbers for this doctor's original website. He could easily generate 300 or more leads per month using a pay-per-click campaign on Facebook. Those leads are then sent to his original website. He will then average around 10% of those leads... or 30 prospects... will see his offer for the free consultation and will call to inquire about it.

Notice I said INQUIRE about it, NOT request it. Out of that 10% that will call... only 10% of them will actually consent to the consultation... which equals 3 prospects.

Fortunately for most professionals like this doctor, they typically convert 100% of the prospects they get in front of... so those 3 prospects will more than likely become patients. Note that out of 300 leads, the doctor winds up with 3 new clients. That is the national average today... 1% of all leads generated will typically convert into a new client. That's pathetic!

But now let's look at the doctor's new squeeze page. First of all, let's leave his number of leads at 300 per month. That squeeze page won't impact that number whatsoever. But let me ask you this, and give me your open and honest opinion.

Do you think this new page will increase the number of prospects that will request this doctor's secrets to gaining and maintaining complete control of their child? The doctor was getting 10% with his old site. What percent do you think would request this new, more compelling offer?

Most responses I get average somewhere between 50% to 70%. Well, suppose we stay really conservative and say that just 20% request the new offer.

That would mean 60 prospects would receive those secrets and actually see for themselves that this doctor's methods really work.

And once they do, what percent of those do you think might request the consultation with the doctor? Remember that originally it was just 10%.

Again, most responses I get average between 50% to 70%. I would tend to agree with those numbers, but we know he originally converted 10%, so to be really conservative, let's just leave that conversion rate the same... 10%.

So out of the 60 prospects requesting the doctor's secrets, 6 of them now request the consultation. And let's assume like we did originally that the doctor converts all 6 of them into patients. That's an additional 3 patients per month, isn't it?

Now let's say this doctor only charges \$800 for his services, even though in reality it's typically 3 times that amount. \$800 times 3 new patients is an additional \$2,400 per month... which is an annual increase of \$28,800. That's obviously a dramatic increase in revenue considering we're being ridiculously conservative... and all we did was make some slight changes to this doctor's site.

So let me ask you this. Do you think we could get similar results for your business? How many leads have you generated in the last 12 months?

How many leads would you estimate you've generated this month? Great, now how many of those leads requested your offer? If we could create a similar process for your business... and offer compelling information to your prospects just like we did for the child psychologist... do you think more prospects would respond? By what percent?

Could we conservatively agree that a 10% opt-in rate is easily a no brainer? So do you realize that just that one change alone would double your current sales revenue?

And that's assuming we don't increase your number of leads or your final conversion rate... which we will. If you said your last month's revenue was \$25,000... then just this one change alone adds an additional \$25,000 to your bottom line.

In a recent case study I conducted, I found \$58,000 in additional annual revenue just using this one simple strategy.

But consider this!

That additional revenue is **NOT** just a one-time increase. That's revenue that business will generate year after year after year.

And... \$58,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$150,000 - \$200,000.

Chapter 2

More Leads – Joint Ventures

Do you currently have any established joint venture partnerships?

JV's involve two or more businesses that decide to form a partnership to share markets or endorse a specific product or service to their customer base... usually under a revenue share arrangement. The key to creating successful joint ventures is to find partners who service the exact same type of clients that need or want what you sell.

Let me give you an example and I'll use one we're both familiar with... a florist. One of the most financially lucrative product lines for a florist is providing flowers for weddings. The average floral bill for a wedding often exceeds \$3,000. But what we discovered about florists is they fall into what we refer to as an "event chain." An event chain simply refers to a series of businesses that customers purchase from in a specific sequence.

For example, a wedding will never take place until an engagement ring is purchased from a jeweler. So jewelers are at the forefront of every wedding chain. Once the young lady accepts that engagement ring, this event chain kicks into high gear. First, this young lady knows EXACTLY where she wants to get married, so number one on her agenda is to book the church, chapel or synagogue where she wants the ceremony held.

Second on her list is to line up her wedding planner. Weddings today are a really big deal, and often women like to use the services of a professional wedding planner. Next up, she wants to secure the venue for her reception.

She knows most venues book out months in advance, so locking in that venue is high on her priority list. After that comes the wedding dress, so she begins the search for the perfect dress at an affordable price.

Next is our florist. The bride-to-be will want to begin selecting her floral arrangements for both the wedding and the reception. Then after the florist comes the wedding cake... the printer for the invitations and thank you cards... and depending on the financial ability of the bride to be, she may also be interested in hiring a limo... a DJ for the reception... a travel planner for the honeymoon... the hotel... catering and so on.

This event chain is typical of this industry. And for the florist, it specifically identifies a multitude of potential and very lucrative JV partners. But here's why this becomes so important.

Every business ABOVE the florist has the potential to ENDORSE and SEND prospects to the florist. Unfortunately, the florist has NO control over that flow of prospects. Every business above the florist controls the JV relationship, so it's critical the florist create such a compelling offer and relationship with these businesses that they feel obligated to send prospects their way.

But here's what's even better. The florist controls the prospect flow to ALL the businesses BELOW them in the chain, and by establishing specific processes and procedures to make sure their customers use those businesses, the florist can negotiate compelling offers with those business owners as well. So

consider these numbers.

Let's say this florist cultivates a JV relationship with at least one of each business throughout this entire chain. Staying ultra-conservative with our estimates, would you agree this florist... since they have NO control over the flow of prospects from these businesses... is it likely they could obtain at least ONE referral each month from just one of the businesses above them?

OK, would you also agree conservatively that since the florist controls the flow of prospects to the businesses BELOW them... that they could easily send at least ONE referral to EACH one of them every month? Keep in mind these are VERY conservative estimates we're using here.

Since the average floral bill for a wedding is \$3,000... then just ONE referral per month from those businesses ABOVE the florist increases their annual revenue by \$36,000. Now let's consider the businesses BELOW the florist where the florist controls the referrals. Let's start with the wedding cake maker.

The average sales price for a wedding cake is also \$3,000, and the florist could easily negotiate a 10% referral fee. So just a single referral per month produces an additional annual increase of \$3,600 for the florist.

Now consider the printer. The average sales price for printing is \$1,000, and the florist again could receive a 10% referral fee, so that single referral per month produces an additional annual increase of \$1,200.

If we stop there, this florist has just increased their annual revenue by more than \$40,000... and that's using ridiculously conservative numbers. Imagine if you continued to add up the revenue produced by all the additional referral fees the florist would earn from all the other vendors in this chain.

This same process holds true for businesses that aren't in a chain. But just like the florist, they simply identify partners who service the exact same type of clients that need or want what they sell. Now I realize this looks easy, but it's not... and here's why.

You not only have to properly identify who would make an excellent joint venture partner for your business... but you also must determine the order to approach each one... how to approach them... and when to approach them. It's critical you do this properly or you wind up burning through all of your potential JV partners and come out with nothing in return.

Let me ask you a quick question. Just off the top of your head, how many potential JV partners would you estimate might be a fit for what you sell? Would you believe that I've identified more than a dozen for your profession? So conservatively, how many referrals would you estimate might be possible if a dozen other businesses were compelled to refer their customers to you for additional purchases?

Conservatively, let's say you only get 3 referrals every month that buy from you. That's less than one per week. How much additional revenue would that add monthly? Now multiply that by 12 to see your annual revenue increase.

One more thing before we move on. Remember earlier we discussed the critical importance of creating a highly compelling informational offer that would promise so much value to prospects that they would knock your door down to get it?

Suppose the florist offered this informational offer in their marketing... “5 Things Every Bride Should Know To Avoid Disaster On Their Wedding Day.” This offer would place TONS of prospects into their drip campaign and result in a tremendous increase in sales. Those new sales can then be referred to their new JV partners and they collect multiple referral fees every month.

This would absolutely dwarf the revenue we just uncovered for the florist in this example. What I find really exciting about JV's is this is a strategy I help my clients implement immediately... and it begins generating instant cash flow for them right out of the gate.

In a recent case study I conducted, I found \$75,000 in additional annual revenue just using the JV strategy.

And again, that's revenue that business will generate year after year after year. \$75,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$225,000 - \$300,000.

Chapter 3

More Conversions – Downselling

So far we've only discussed 2 different lead generation strategies. Now let's discuss 2 lead conversion strategies... and let's start with downselling. Do you currently use a downsell strategy?

Downselling is nothing more than offering a prospect an alternative at a lower price when they decline your original offer. The goal is to turn the prospect into a client so you not only realize some short term financial benefit... but you gain the opportunity to do business with them again in the future.

For example, local health clubs always try to sell new members a full one year membership. If that fails, they will try to downsell them by offering a 90 day "health makeover" membership. If that fails, they may go to a 30 day or possibly a one week "trial" membership. They know if they can just get them to buy something the odds of them staying with them long term goes up exponentially.

Consider the florist. Most guys show up at a florist to buy roses for their better half. Valentine's Day, her birthday, their anniversary, Mother's Day and so on. But suppose a dozen roses cost \$50 and the guy doesn't have that much money to spend. Since he has flowers on his mind, do you think he would consider an alternative that was just as romantic?

Do you realize if the alternative cost only \$25, and that florist only used that downsell once each day which is highly conservative, that would add almost \$8,000 in annual revenue for them? And that's just one possible downsell opportunity. Suppose they had floral alternatives for weddings, lower priced options for funerals and so on.

What's your current price point for what you currently sell? Think you could come up with an alternative for half that price? How many of those would you conservatively estimate you could sell each week? Now multiply your reduced price times your number of weekly sales... then multiply that number times 52 weeks to reveal your annual increase.

And that's just one downsell. How many additional downsell opportunities would you conservatively estimate you could easily develop?

I recently found a business owner \$65,000 in additional annual revenue through targeted downselling... and that additional revenue continues to grow year after year. \$65,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$200,000 - \$230,000.

Chapter 4

More Conversions – Drip Campaign

When a prospect doesn't buy what you sell, how many times do you follow up with them? Small business owners focus primarily on generating leads. But remember that on average, less than 1% of prospects are NOW buyers. 99% are NOT ready to purchase that day, but many of them will buy sometime in the future... IF you continue to nurture them by staying in touch on an on-going basis.

Unfortunately, the vast majority of small business owners rarely if ever follow up with their prospects after their initial contact with them. So why is that important? Listen to this VERY carefully! 80% + of ALL sales occur between the 5th and the 12th point of contact between the business and the prospect. 80%!!! Are you starting to see an opportunity here? This is where you need to implement a “drip campaign.”

A drip campaign can add significant revenue to your business. It automatically delivers a form of communication to customers or prospects on a predetermined and scheduled basis. But here's the really cool part about this. Once you create your compelling offer, all you have to do is take specific segments from that offer and send it to your prospects on a consistent basis.

Let me show you an example of how this was done for a client that owned a sunroom company. When homeowners consider any type of remodeling project... whether it's their kitchen, an updated bathroom... or in this case, installing a sunroom... wouldn't they love to get their hands on what you might call an “Idea Guide” that features various models or state-of-the-art concepts?

Let me show you the Idea Guide that was developed for this sunroom company.



Pretty impressive, wouldn't you agree? Well, would you like to hear the sad thing about this type of informational offer? Most prospects don't read it. They will request it with every intention of reading it, but only about 20% of them actually will. That's Ok though, because it has already done its job... which was to compel the prospect to give us their contact information so we can begin our 5 to 12 touch points. And we simply use the information in the Idea Guide to do that quickly, efficiently and inexpensively.

Here are a few examples for the sunroom company.



Notice in the Idea Guide it starts out listing the 7 benefits of owning a sunroom. Benefit number one – enjoy the outdoors 365 days a year. Obviously that's a HUGE reason someone would buy a sunroom, but unfortunately, 80% of prospects won't read that. So let's reintroduce that benefit in our drip campaign and drive it home to the prospect. This sunroom company did that using a 6 X 11 oversized postcard, but they could have also done it through email. Here's the postcard they sent out that emphasized this benefit.



Notice that benefit number 4 says that owning a sunroom recharges your solar batteries.

after month for as long as the doctor continues to stay in touch with these prospects... and continues to offer them value. Every month 54 new prospects go into the top of the doctor's "funnel," and 2 additional sales per 54 prospects continues to be delivered from the bottom of the funnel.

Here's what the numbers look like over the first year.

54
54 + 52
54 + 52 + 50
54 + 52 + 50 + 48
54 + 52 + 50 + 48 + 46
54 + 52 + 50 + 48 + 46 + 44
54 + 52 + 50 + 48 + 46 + 44 + 42
54 + 52 + 50 + 48 + 46 + 44 + 42 + 40
54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38
54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38 + 36
54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38 + 36 + 34
54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38 + 36 + 34 + 32

At the end of year one, the doctor will have generated 4080 new prospects... and 72 new clients through his squeeze page. But then the doctor produced a staggering 156 new clients through his drip campaign. And that's just year one!

This growth pattern continues year after year for as long as the doctor maintains this sales process. But here's the problem. By month 12 of year one, the doctor is generating 30 NEW patients every month. Is that a number this doctor can handle logistically? There's a limit on the number of patients this doctor can reasonable handle, and when that number is reached, this doctor can literally STOP ALL lead generation efforts and let his drip campaign continue to produce additional patients far into the future.

Now let's calculate how this strategy will conservatively impact YOUR business. Remember, 80% of sales take place only AFTER 5 to 12 points of contact...and NONE of your competitors are doing anything like this whatsoever. Since you will be the only one in your market with this in place, you can logically expect to see a dramatic increase in both sales and conversions.

However, for the purpose of today's exercise, let's stay extremely conservative and calculate just a 10% conversion rate for your drip campaign. What was your total sales revenue last year? Whatever your number is... take 10% of that total. That's an ultra-conservative estimate of what a drip campaign can easily produce for your business over the next 12 months... and that conservative amount can easily double each year... year after year... for as long as you keep your drip campaign in place. That's pretty exciting, isn't it?

During a recent business assessment, I found \$120,000 in additional annual revenue by implementing a simple drip campaign... and that grows exponentially year after year.

\$120,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$350,000 - \$500,000.

Chapter 5

More Transactions – Upsell / Cross-sell

Let's move on to our third profit formula area. This involves increasing transactions with your prospects. In other words, getting them to buy from you more frequently than they do now. There are 2 powerful revenue generating strategies that will work here.

Are you familiar with upselling and cross-selling? When you go to McDonald's and the kid behind the counter asks if you would like your meal "supersized," that's upselling. When that same kid then asks if you would like an apple pie to go with your supersized meal, that's cross-selling.

Upselling means offering a higher grade or quality or size of the item that the customer may be interested in at the point when the customer is ready to buy. Cross-selling means offering other products or services which complement the item the customer is interested in, at the point when the customer is ready to buy.

Now here's what most business owners don't realize. 34% of prospects will buy additional products or services at the time of their original purchase... IF they're asked to do so. Most businesses NEVER ask them, and they lose out on this lucrative opportunity to dramatically increase their revenue. Let me show you a brilliant example of this.

Up until about 3 years ago, most car owners on average paid around \$29 to get their oil changed. Today, you can get your oil changed all day long for around \$10. Take a look at this Groupon that was recently offered for 3 oil changes plus 3 additional services of your choice per visit.



The price for these today averages around \$18. That's \$6 per oil change... and then they add on an additional \$4.50 for oil disposal, so the total for each oil change is less than \$11. That's obviously a bargain. So why do they offer this when they used to get \$29?

Simple... they finally realized the power of upselling and cross-selling, and they can't get the opportunity to upsell or cross-sell if they don't get themselves in front of their prospects. This Groupon is designed for one purpose only... to get them in front of as many prospects as possible... and the best

way to do that is to give them what are basically free services.

But here's what most businesses don't understand about this strategy. This Econo Lube is breaking even by offering this Groupon. That \$11 covers their material and labor costs. And those 8 free services you see listed along the bottom... you can select any 3 of them per visit... because Econo Lube is going to perform all of those services anyway. They know they make most of their profit through their higher dollar service offerings, like batteries, brakes, transmission services and repairs.

So after the technician changes your oil, they're going to take all of your tires off so they can inspect your brakes... and cross-sell you a brake job. Since they have to remove all your tires to do that, why not offer you free tire rotation and a free brake inspection. Most of their patrons have no idea they're going to do this anyway, so they have this perception they're receiving all these services that they normally have to pay to have done... for free!

Notice Econo Lube offers to do a complete vehicle trip check where they do a complete inspection of your car before you take a long trip. A dealership would charge around \$100 for that service, but Econo Lube includes 2 of these every 12 months. Well of course... they want to do this. I guarantee you that after checking over your entire vehicle, they WILL find SOMETHING wrong with your car. And since you're leaving on an extended trip, you will naturally want them to fix everything that's wrong. Are you starting to see the brilliance of this strategy?

So the key takeaway here for this strategy is to get yourself in front of your prospects as often as you can so you give yourself more opportunities to sell them more. So let me show you how this exact same strategy will work for a dentist. Obviously a dentist is about as far from an Econo Lube as you can get, but the principle is exactly the same... get in front of prospects and upsell / cross-sell them.

A dentist offers basic dental services like exams and teeth cleaning. That is NOT where they make their money. A dentist generates the vast majority of their revenue from cosmetic services, root canals, crowns, fillings and braces. So obviously the more patients they can get in front of, the more of these services they sell. The problem for dentists is that most people already have a dentist, and 90% of them will never change unless their dentist either retires or dies.

So what might convince someone to leave their current dentist? Consider these stats... 85% of the population have medical insurance, but only 50% have dental insurance. Among those without dental insurance, 44% said that was the main reason they didn't visit the dentist. See an opportunity here if you're a dentist?

What do you think might happen if a dentist specifically targeted families without dental insurance... and offered them virtually the exact same services as those with dental insurance... but without paying the expensive monthly premiums? Here's a marketing campaign that was designed to do this for a dentist in Richardson, Texas.

NO PROBLEM

No Dental Insurance?

Introducing A "Better Than Insurance" Dental Program...
Get A Full Exam With X-Rays For Just \$25.
Limit 2 Adults & 4 Children Per Family.

SMILES DENTISTRY
Dr. Joseph A. Smiley
Anytown St.
Nowhere NJ 00538
800-757-1213
www.moreSmiles.com

Don't **WASTE** Thousands Of Dollars On Dental Insurance Premiums...
Dental Care Is Now **More Affordable WITHOUT** Insurance.

We're The Only Dentist In Richardson Who Offers "Co-Pay" Prices On Routine Exams.

We don't really care why you don't have insurance... your employer won't pay for it, you've been laid off, it's just too darn expensive—we just want to help you out.

Call us now and schedule full exams for your entire family for just \$25 per person... the same as you would pay for a co-pay with traditional insurance. It's an honest no questions low price and great deal for quality dental exams... and the only dentist who offers it in The Richardson Dentist.

SMILES DENTISTRY
Dr. Joseph A. Smiley
Anytown St.
Nowhere NJ 00538
800-757-1213
www.moreSmiles.com

Compare For Yourself

Traditional Insurance

- Expense Family Premium: \$1,000 to \$1,000 per year
- Low "Co-Pay" For Routine Exam
- Not of quality to Additional Examinations Due to Insurance Company's Rules

The Richardson Dentist's "Better Than Insurance" Program

- No Family Premiums or Premiums At All
- Low "Co-Pay" For Routine Exam: \$25
- Good For Patients For Low Cost Dental Examinations

Frequently Asked Questions

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

\$25 Exam
Includes: Full dental exam, x-rays, and a clean.

\$500 Credit
Includes: Full dental exam, x-rays, and a clean.

Only The Richardson Dentist Offers "Co-Pay" Prices For Routine Exams... Even If You Don't Have Insurance!

SMILES DENTISTRY
Dr. Joseph A. Smiley
Anytown St.
Nowhere NJ 00538
800-757-1213
www.moreSmiles.com

We're Only Accepting 100 New Patients On This Program—
Call Now If You Need Dental Care.

Don't Pay \$1,500 to \$3,000 A Year In Dental Insurance Premiums For Something We'll Give You For FREE.

We don't really care why you don't have insurance... your employer won't pay for it, you've been laid off, it's just too darn expensive—we just want to help you out.

Call us now and schedule full exams for your entire family for just \$25 per person... the same as you would pay for a co-pay with traditional insurance. It's an honest no questions low price and great deal for quality dental exams... and the only dentist who offers it in The Richardson Dentist.

SMILES DENTISTRY
Dr. Joseph A. Smiley
Anytown St.
Nowhere NJ 00538
800-757-1213
www.moreSmiles.com

Compare For Yourself

Traditional Insurance

- Expense Family Premium: \$1,000 to \$1,000 per year
- Low "Co-Pay" For Routine Exam
- Not of quality to Additional Examinations Due to Insurance Company's Rules

The Richardson Dentist's "Better Than Insurance" Program

- No Family Premiums or Premiums At All
- Low "Co-Pay" For Routine Exam: \$25
- Good For Patients For Low Cost Dental Examinations

Frequently Asked Questions

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

\$25 Exam
Includes: Full dental exam, x-rays, and a clean.

\$500 Credit
Includes: Full dental exam, x-rays, and a clean.

Think No Dental Insurance Means You Can't See The Dentist? THINK AGAIN.

SMILES DENTISTRY
Dr. Joseph A. Smiley
Anytown St.
Nowhere NJ 00538
800-757-1213
www.moreSmiles.com

Our "Better Than Insurance" Program Makes Visiting The Dentist Affordable For **Everybody**.

We're The **Only** Dentist In Richardson Who Offers "Co-Pay" Prices On Routine Exams... Even If You Don't Have Insurance. **Just \$25.**

We're Only Accepting 100 New Patients On This Program—Call Now If You Need Dental Care.

We don't really care why you don't have insurance... your employer won't pay for it, you've been laid off, it's just too darn expensive—we just want to help you out.

Call us now and schedule full exams for your entire family for just \$25 per person... the same as you would pay for a co-pay with traditional insurance. It's an honest no questions low price and great deal for quality dental exams... and the only dentist who offers it in The Richardson Dentist.

SMILES DENTISTRY
Dr. Joseph A. Smiley
Anytown St.
Nowhere NJ 00538
800-757-1213
www.moreSmiles.com

Compare For Yourself

Traditional Insurance

- Expense Family Premium: \$1,000 to \$1,000 per year
- Low "Co-Pay" For Routine Exam
- Not of quality to Additional Examinations Due to Insurance Company's Rules

The Richardson Dentist's "Better Than Insurance" Program

- No Family Premiums or Premiums At All
- Low "Co-Pay" For Routine Exam: \$25
- Good For Patients For Low Cost Dental Examinations

Frequently Asked Questions

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

Q: How can you offer dental exams for less than having insurance?

A: We can because we don't have insurance. We're not a part of any insurance plan. Instead, we're a good dental practice. We're not a part of any insurance plan. Instead, we're a good dental practice.

\$25 Exam
Includes: Full dental exam, x-rays, and a clean.

\$500 Credit
Includes: Full dental exam, x-rays, and a clean.

This obviously exploded this dentists' practice, but you might be thinking... how could he afford to offer this type of program? Same way the Econo Lube did!

The dentist basically offered patients routine services at his cost. That \$25 covered the labor cost for the dental technician to take x-rays and clean the patient's teeth. But the dentist now had double the patients to upsell and cross-sell his more expensive and profitable services to. And of course, any business can always resort to the standard way to upsell and cross-sell customers... just make them more offers. A restaurant that was experiencing reduced revenue followed this advice.

They analyzed their profit margins on every one of their offerings, and determined their highest profit margin offerings were wine, appetizers and desserts. They literally doubled their sales on all three of these by training the staff to offer them to every one of their patrons.

For example, they instructed their staff to bring an appetizer and wine cart to each table BEFORE the patrons ordered... and offer free individual samples. Then the staff repeated the same process at the end of each patron's meal by bringing the dessert cart around and giving a free sample of each dessert to everyone at the table as a way to entice patrons to order one of them. The taste and "reciprocity"

instantly doubled their appetizer, wine and dessert sales. But they didn't stop there.

The restaurant dramatically increased its total order revenue by implementing an initial order upsell strategy with the wait staff. They trained the staff to describe the more expensive entrée's on the menu and give the patrons their personal recommendation. Most patrons have a tendency to go with the staff's recommendations... and this easily increased their total entree revenue by 15%.

So let's assign a revenue figure for this strategy to your business. Remember that even a mediocre business can expect to see a 34% revenue increase by implementing this strategy. But since we want to be extremely conservative in our estimates, let's just factor in a 10% increase for your business. What's 10% of your annual revenue? That's what you could add to the bottom line of your business immediately using this strategy.

Just recently, I found \$175,000 in additional annual revenue through a targeted upsell / cross-sell campaign.

\$175,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$500,000 - \$750,000.

Chapter 6

More Transactions – Expand Product / Service Offerings

Next, let's look at our second strategy for increasing transactions, and discuss how you could expand the number of products and services you offer. If you already provide a quality product / service, your current customers will be open to a variety of items that you introduce, recommend or endorse to them. Look... your current customers trust you don't they? Then they will DEMAND additional products and services from you because they do trust you.

Unfortunately, most businesses don't have additional products or services to offer their client base, so you want to ask yourself what other products or services could my customers find valuable. Once you make up a list of those offerings, go out and contact the providers of those offerings and set yourself up as an affiliate and negotiate a referral fee.

Consider a landscaper. As they make their client's lawns and homes into a showcase, those homeowners may also need tree trimming, decking, fencing, stonework, a sprinkler system, outdoor lighting, a patio or outdoor kitchen installed... and perhaps a swimming pool.

The landscaper doesn't perform any of these services, but they are in a prime position to make professional recommendations, and most homeowners will go with those recommendations. The landscaper could easily negotiate anywhere from a 10% to 25% affiliate fee from each of these various service providers, and in the process, double their annual revenue.

I do this myself as a marketing strategist. My top tier clients receive a wide array of additional services I created for them. First, they get complete online access to all of my proprietary marketing and advertising, business growth training, strategies, tactics and resources 24/7/365 through an online E-Learning System I set up.

They receive 2 weekly strategic marketing webinars where I teach them one specific strategy designed to immediately increase their revenue and profits. They gain access to a weekly Application Workshop where I personally help them to take that marketing strategy they just learned and show them how to implement it for their specific business. They also get a weekly Ask The Expert call with me where they can ask me ANY business related question they need answered... and then we meet once a month for an exclusive Mastermind session where we find the group dramatic breakthroughs in both their sales and marketing efforts.

I also host for this group a monthly "lunch and learn"... and I show them how they can get their business ranked on page one of Google. I created all of these additional services offerings myself... so these weren't something I had to go out and purchase. In fact, NONE of these services cost me a cent to develop or implement, but they are extremely attractive to a LOT of small business owners. They also do an excellent job of separating me from all of my competitors, because no one else I know of offers anything even close to what I provide to my clients. My point being that we can do this for YOUR business as well.

How many additional offerings do you estimate you could be making right now? All you need to do is contact each service provider you identify and effectively negotiate a deal with them that's win / win. I would conservatively estimate that this strategy will add an additional 10% of your current total

revenue to your bottom line.

In a recent case study, I found \$18,000 in additional annual revenue by simply offering additional products and services to their customer base.

\$18,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$50,000 - \$75,000.

Chapter 7

Higher Prices – Bundling

Now let's check out a strategy for our 4th profit formula component... getting higher prices for what you sell. I like to use a “bundling” strategy here.

Bundling is simply the process of grouping together certain products to create 'packages' which are then sold to clients. When you do this, you completely eliminate the biggest complaint small business owners have these days... competing on price.

Bundling removes price from the equation by creating an “apples to oranges” comparison. You have to remember that customers today shop value... NOT PRICE! Unfortunately, small businesses are LOUSY at conveying their “value proposition”... so therefore, price becomes the only value proposition left to consumers.

The real key to success in marketing is to offer more value than your competition. Prospects will pay twice the price if they believe they're receiving four times more value. Unfortunately, most businesses... in a vain attempt to increase their value... begin to offer discounts, and that often destroys their margins. Did you know if some businesses discount their price by a mere 10% they now have to sell 50% more just to break even?

For example, if you sell a widget for \$100, and you have a 30% profit margin, you make \$30 for every widget you sell. That means your cost basis for that widget is \$70. If you discount that widget 10% and sell it for \$90 instead of \$100, your cost basis is still \$70. Now you're only making \$20 in profit instead of \$30.

For this business to make \$1000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets ($\$30 \times 33.3 \text{ widgets} = \1000). But by discounting their price 10%, now they need to sell 50 widgets ($\$20 \times 50 \text{ widgets} = \1000). They now have to sell 50% more widgets just to get back to their original profit margin. ($33.3 \times 1.5 = 50$).

But consider this... when was the last time you saw a business offer a measly 10% discount? Most of the time they offer 20% to 40% discounts... and then they scratch their heads wondering why they're going broke. And to add even more bad news on top of this already bleak scenario, did you know that the latest research shows that discounting doesn't actually impact a prospect's buying decision unless that discount is for 40% or more?

Want to know the closely guarded secret that successful businesses DON'T want you to know? STOP discounting!!! Instead, innovate your business so you offer more value than your competition... even if that means increasing your price. When you discount your price, you lose the full value of every dollar you discount. Bundling increases the perceived value so prospects buy more.

Consider a home builder or remodeling contractor. They typically contract with certain suppliers that offer them huge volume discounts... especially for electronics. One builder agreed to buy multiple packages of a whole house entertainment and security system including... a 50 inch HDTV, a complete high quality surround sound system, a complete home security system including surveillance cameras at all entry points to the home and a complete fire protection and monitoring system.

The retail price for this package was \$22,800 installed... but the builder acquired them in volume for around \$6500 since installation would not be part of their costs. Since the builder already has the home stripped to the studs, installation can be handled during the actual project by their crew for pennies on the dollar. Now imagine this builder competing with other builders in a moderately priced neighborhood. All the builders offered homes in the \$150,000 price range.

Our builder offered their home for \$156,500... which included the additional \$6500 out of pocket expense to the builder... and their home comes standard with a \$22,800 home entertainment and full security system for FREE! Which builder would you buy from? In fact, what if this builder offered that new home for \$160,000? Do you really believe that additional \$3500 would prevent anyone from buying this home?

And does it still look like a MUCH better deal than the \$150,000 home without the system? If the additional \$3500 increase did make a difference due to loan qualification standards for certain prospects, the builder always has the option of reducing the price back to \$156,500. They could even maintain their original price of \$150,000 and lower their profit margin on each home sold.

This would allow them to possibly double their normal sales volume and practically double their overall profits every year. After all, they're still making around a 30% profit at \$150,000. A home remodeler could use this same type of positioning for every remodeling job they bid on. Are you starting to see the potential here? Here's the marketing campaign that was developed for this builder.

FREE In EVERY Beazer Home

Surround Sound Home Theater

Whole House Audio

Total Future Flexible Structured Wiring

Multimedia Outlet x 6

Telephone Outlet x 4

Six Zone Controllers

Six Pair In-ceiling/hoof speakers

Control Panel

(\$22,800 value)

FREE In Our Competitors' Homes

Cable Jacks x 3

Telephone Jacks x 4

(\$228 value)

Beazer
Vista Greens
3205 Palm Drive
Ft. Worth, TX 76178

But consider this fact. In the case of the builder, the home security and entertainment system wasn't something they normally dealt with. It wasn't a product they typically carried.

They simply discovered that this was something their prospects wanted to have included in the homes they were purchasing... so the builder went out and created an affiliate relationship with the home electronics provider and wound up doubling their sales and profits.

You just need to sit down and create a list of all the potential products and services you could bundle for YOUR business. This strategy can add substantial revenue for YOUR business. For the purposes of staying conservative in our estimates, let's do this? Bundling can easily increase any businesses revenue by 25% to 40%. Could we conservatively say that you could easily expect to see a minor 10%

revenue increase in your first year of using this strategy? So what does that translate to based on your current annual revenue?

In a recent case study, I found \$26,000 in additional annual revenue through a coordinated bundling strategy.

\$26,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$78,000 - \$104,000.

Chapter 8

More Profit – Increase Pricing / Internships

Now let's discuss our final profit formula component – more profit.

Obviously there are 2 major ways to increase your overall profitability... increase revenue or decrease your costs of doing business. Let's discuss increasing your profitability first. How about a really simple strategy – raise your prices. Most small businesses have NEVER raised their prices. That's because they don't know the facts when it comes to increasing their pricing. They're scared to death that ANY price increase, no matter how small, will lead to a mass exodus of all their customers. But is that really true?

Let's say you sell a widget for \$100 and decide to increase that price 10% to \$110. Will that small increase REALLY lead to a loss of customers? Honestly, I believe a few will leave, but they are most likely your biggest price shoppers that show NO loyalty or patronage to your business anyway. They will beat you down price-wise every chance they get, and the moment you begin to make a decent profit, they will leave you in a heartbeat for the next business willing to accept a financial beat down.

But even though there will be some customer attrition... to what extent? Let's look at the numbers. The business selling this widget is now making an additional \$10... ALL of which is pure profit. Right there, that's a 33% profit increase. For this business to make \$1000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets. But by increasing their price 10%, they only need to sell 25 widgets.

That means that just to BREAK EVEN, this business would have to LOSE 25% of its customers over a measly 10% price increase... and that simply ISN'T going to happen!!! Of course, we need to perform a thorough price analysis on your business and determine the most lucrative price increase for you, but this is definitely a strategy I strongly recommend to all of my small business clients to help them increase revenue. There simply is no FASTER or EASIER way to generate additional revenue.

But now let's discuss option two... decrease your costs of doing business. One of the best ways to do this is to cut your labor costs. That's a HUGE expense for any small business. Salary, benefits, social security taxes, unemployment insurance, worker's comp., etc. really add up. And yet, what can you do? You MUST have the labor you need to operate your business... especially as these other strategies we've looked at begin to create exponential growth for your business.

This is where I like to use an "internship" strategy. Instead of hiring new personnel as you grow, consider offering an internship. Go to your local junior college, college or university and offer an internship for the semester or the year to those seeking degrees or experience in a similar field or area of expertise as your business. For example, every business needs additional administrative help, so offer an internship to a student majoring in business administration. The schools LOVE it when a business offers internships since they act as a value-add to their educational offerings by providing their students with real world experience.

The kids LOVE them for several reasons... it gets them OUT of the classroom. After all, 16 years is more than enough as far as the kids are concerned. The kids really do obtain real world experience... and that experience looks great on their resume. It gives them a jump start on their peers when they

graduate... especially since the company providing the internship often hires them upon graduating since they're already trained and experienced in their processes.

The employer loves them for obvious reasons – they don't have to pay these kids a salary because the kids receive college credit hours as their compensation. Internships can save small business owners tens of thousands of dollars each year.

Let me ask you a couple of questions. First, let's revisit pricing. Do you think we might be able to increase your pricing by a meager 5% without running into any meaningful attrition? OK, question number two. When would you anticipate needing additional administrative help, keeping in mind that the strategies we've reviewed today have the potential to increase your annual revenues dramatically? How much would you estimate you would have to pay that person, and make sure you include all of the miscellaneous costs associated with hiring an employee?

Record that figure as additional revenue. If you don't anticipate an administrative hiring need in the future, do you see any future need for any type of additional personnel moving forward? If those positions could be filled by an intern, calculate your savings.

In a recent case study, I saved one business owner more than \$15,000 in additional annual expenses by offering an internship to a qualified college senior.

\$15,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$45,000 - \$60,000.

Now add up all the revenue you've just identified throughout all 8 of these strategies. Keep in mind that number was arrived at CONSERVATIVELY. And keep in mind this revenue ISN'T a one-time increase... this is revenue you will generate year after year after year... as long as you diligently execute these strategies. But here's the REALLY exciting news. All of this additional revenue we've just discovered... this is a mere drop in the bucket. Let me explain. Do you remember when we started this meeting and I showed you this Profit Growth Calculator?

	Baseline	10% Increase	50% Increase
1 More Leads <small>Input number of annual leads Eg. 1000</small>	1,000.00		1,500.00
2 More Commissions <small>Input annual commission rate percentage Eg. 10%</small>	2.5		27.5%
Customers	200		300
3 More Transactions <small>Input number of annual transactions per individual customer Eg. 10</small>	10		11.00
4 Higher Prices <small>Input average dollar amount of each customer transaction Eg. 100</small>	\$ 100		\$150.00
Total Revenue	\$250,000.00		\$365,400.00
5 More Profits <small>Input annual profit as a percentage Eg. 10%</small>	25		27.5%
Profit	\$62,500.00		\$100,490.00

All that's left to do is to add up the additional revenue we've just found for your business. This isn't just one time shot for this money, this is for every month for as long as you continue to use these strategies.

Advertising	\$ _____	Joint Ventures	\$ _____
Downsell	\$ _____	Drip Campaign	\$ _____
Upsell/Cross Sell	\$ _____	Expanded Offering	\$ _____
Bundling	\$ _____	Higher prices/Internships	\$ _____
Total New Found Revenue \$ _____			

If you increase each of those 5 profit formula areas by a mere 10% you would see your annual revenue almost double... from \$62,500 to over 6 figures.

But if you could increase each of the 5 areas by 50%... your business would skyrocket from \$62,500 to almost half a million dollars annually. Most business coaches today work in that 10% range, and to keep today's numbers conservative, that's also the range I've asked you to keep your revenue increases within. But 10% is NOT the ballpark I play in. I play in the 50% and higher ballpark, and I have for many years now.

Can you imagine what your revenues would look like with 50% or higher increases in each of these 5 areas? But I personally think all that additional revenue is secondary... and that there is something far more important at stake here.

When you execute each of these 8 strategies, you've just created a SYSTEM for your business that will generate a CONSISTENT, large number of leads, conversions and sales on an on-going basis. This systemization of your business creates a self-sustaining model that runs on its own... WITHOUT you having to be there yourself. This is where you start to gain not only economic freedom... but also freedom of time. Consider this.

If someone owns a business building websites, every time they deliver a website to a client they have to go out and find a new client. It's never-ending for them. But when you execute these 8 strategies, you will always have new orders in your pipeline thanks to compelling and powerful advertising coupled with your drip campaign. You will have JV's sending you revenue.

You will have upsells, downsells and cross-sells taking place DAILY... along with selling additional affiliate products and services to your customers. You will implement higher pricing that your customers will WILLINGLY pay you... thanks to the higher perceived value you've created. And you will have lower costs that will add significant revenue to your bottom line.

The only thing standing in your way now is getting all of this implemented in a timely and efficient manner. Please let me know if this is something you would like me to help you with?

If someone owns a business building websites, every time they deliver a website to a client they have to go out and find a new client. It's never-ending for them. But when you execute these 8 strategies, you will always have new orders in your pipeline thanks to compelling and powerful advertising coupled with your drip campaign. You will have JV's sending you revenue.

You will have upsells, downsells and cross-sells taking place **DAILY**... along with selling additional affiliate products and services to your customers. You will implement higher pricing that your customers will **WILLINGLY** pay you... thanks to the higher perceived value you've created. And you will have lower costs that will add significant revenue to your bottom line.

The only thing standing in your way now is getting all of this implemented in a timely and efficient manner. Please let me know if this is something you would like me to help you with?

Remember there are 3 kinds of people in this world:

1. People who take action and get things done. (that's you because you know what you want and aren't afraid to go after it.)
2. People who stand on the sidelines and watch what happens.
3. People who wonder what just happened.

If you would like to schedule a 15 minute talk to see if you qualify for \$10 K in 45 Minutes Challenge or if you would like more information about this or other programs and materials I have available please contact me at john@changeyourthinkingchangeyourbusiness.com and request a talk. Or you can contact me at:

<http://changeyourthinkingchangeyourbusiness.com>

(S) johnd.allen

(L) www.linkedin.com/in/johndallensmallbizcoaching

To Your Continued Success

John D. Allen
More Money Less Work More FREE Time
Strategic Marketing Specialist.

Bonus Chapter One

The E-Learning 5 Step Proven Profit Formula For Doubling Your Profits

How would you like a simple, proven and tested way you can double your profits with little time, effort or expense on your part? In fact, what if I could give you a formula that will create massive exponential growth for your business... starting immediately?

If you ask any small business owner what they need most in their business, you get the same two answers every time... **more clients and more revenue.**

But here's the problem. That **ISN'T** what most business owners want. Oh sure, they want more clients, but what does it take to produce more clients? First, you **MUST** generate leads... and then you **MUST** convert those leads into clients.

By breaking down the end result of wanting **more clients** into the vital components required to generate them, namely **leads** and **conversion**, you can now put together a specific strategy and plan of action to attain that end result.

As for **revenue**, what does it take to produce more revenue? First, once you generate leads and convert those leads into clients, those clients will be paying you a specific value for what you sell. So **sale value** is the first component in the revenue equation. But it doesn't stop there.

You have expenses to pay and those expenses come directly out of that revenue you just generated, so the next revenue component to consider is your margin. How MUCH of that revenue do you actually get to put into your pocket? But you're still not done. If your client only buys from you one time, you're right back where you started. Now you need to generate a new batch of leads and convert them into clients.

What if instead you could compel your clients to increase the number of transactions they complete with you year after year? NOW you have something to build upon. Here's the bottom line.

There are **five critical steps** that every small business owner **MUST** address in order to attract new clients and generate more revenue... **leads, conversions, average sale value, number of transactions and profit margins.** So let's back up those steps with some specific numbers to illustrate exactly how this works.

In order for you to double your profits and create exponential growth, you have to start with a baseline. That means **you have to know your current numbers in each of these critical areas.** So you first need to work out exactly where your numbers are right now. Once you have them, you can work out what you need to do to double those profits and make sure that you spend your time doing what you should be doing.

So let's start with **leads**. Let's say your current baseline is 1000 leads per year. Your **conversion rate** is 25%... meaning one of every four people you sit in front of agrees to buy from you... so that means you convert 250 of those 1000 leads into clients.

Let's assume your number of **annual transactions** equals 10. So each of your 250 clients buys what you sell 10 times every year. Let's further assume your average sale value is \$100. So your 250 clients

are buying a \$100 product or service from you 10 times each year for a **total annual revenue** of \$250,000.

However, you have to subtract out all of your expenses, including rent, mortgage, salaries, marketing, cost of goods and so on. In this example, let's assume your **profit margin** is 25%... which leaves you with a profit of \$62,500. The trick now is to find a way to increase each of the 5 critical metrics for your business.

With the help of our world-class E-Learning System, we're going to provide you with a multitude of ways to do that. We'll help you increase leads, conversions, your number of transactions, your average sale value and your overall profit margin.

Suppose we provide you with **19** separate and distinct strategies to dramatically increase your leads. These strategies are field-tested and proven to work. Each strategy walks you step-by-step through its implementation and execution so all that's required of you is the application of the information.

For example, one of the most effective and powerful ways to generate leads today is through a targeted direct mail campaign. A campaign means multiple mailings since a single mailing seldom produces positive results. Unfortunately, most business owners never attempt a direct mail campaign because of the expense involved.

But one of our 19 strategies can teach you how to execute a direct mail campaign to as many homes as you want to target, and do it all for FREE! All this strategy requires from you is a minimal amount of your time. How many leads would you generate if you could send a compelling marketing message... which by the way we help you create... to a list of 50,000 highly qualified and targeted prospects that are actively searching for what you sell. A qualified list like this typically generates up to an 18% response rate, which when mailing to 50,000 homes would produce 9000 fresh new leads.

But suppose you decide to test this strategy first by starting out smaller. Let's say you elect to initially mail to only 1,000 prospects. A typical 18% response rate still produces 180 new leads. And that's using just one of 19 strategies we can give to you. Let's discuss several other strategies.

What if we could show you how to double that number of leads using a networking strategy... or how to implement a no-cost yet highly effective referral program strategy... or how to set up lucrative strategic endorsement partnerships where other business owners sell your product or service on your behalf... or perhaps you would like to use a presentation strategy where you host an online presentation highlighting what you do using a webinar or teleseminar.

These strategies are just a drop in the bucket when it comes to helping you generate all the leads your business can handle. But whichever one or more of these strategies you elect to use for your business... do you think you could conservatively generate at least 10% more leads by using them?

So instead of generating 1000 leads per year which was our original number, would you say that conservatively you could easily generate 1100 leads per year? That's a measly 8 additional leads per month.

And remember, that's leads... **NOT** clients. That works out to just one additional lead every 4 days. With 19 powerful and proven lead generation strategies backing you up, would you agree that this is an ultra, ultra-conservative figure? Now let's tackle that second critical step... your conversion rate.

Your **conversion rate** is where a prospect becomes a client. They agree to buy what you sell. This simply means you found a way to compel their decision making process so they chose you over your competition. What if we could help you convert your leads... and close the sale... every time?

What if we could give you a pricing strategy that's so powerful it would completely remove price from your prospects buying decision? And what if we could teach you how to write powerful marketing and advertising copy... along with persuasive sales scripts... and have you write all of them better than 95% of all copywriters alive today?

What if your copy was so compelling and persuasive that it would position your business as the **ONLY** logical choice for your prospects to buy from? Suppose we could give you a strategy that would teach you how to add so much value to what you sell that you could charge double the price that your competition charges and your prospects wouldn't think twice about paying you that amount?

And what if we could teach you how to completely eliminate any barriers to entry for your prospects... and how to create irresistible offers that practically force your prospects to buy from you? And perhaps most important, what if we could hand you an entire drip campaign for your prospects who don't initially buy from you?

A **drip campaign** is a series of follow-up communications... usually email or direct mail that continuously nurtures your prospects until they're finally ready to make the purchase. Did you know that the typical prospect doesn't buy until they receive a minimum of 6 marketing messages from you? Are you currently sending out a minimum of 6 follow up messages to your current prospects? If not, you're leaving a fortune on the table.

With all of these conversion strategies working for you, would you agree it should be easy to increase your conversion rate from our original 25% to perhaps 50%? Of course! But let's keep our numbers ultra, ultra-conservative. Would you agree that conservatively you would have NO problem whatsoever increasing your conversion rate a meager 5%... from 25% to 27.5%? So now we're converting 27.5% of our 1100 leads which totals 302 clients. Now let's increase our number of transactions. Let's implement a series of strategies that will compel our clients to buy from us more often.

What if we could teach you how to condition your clients to purchase from you more often? As an example, how many times have you looked in the mirror 3 weeks after getting your haircut and noticed you were beginning to look a little shaggy? You call the hair salon to book an appointment and they schedule you to come in 2 weeks later.

What if we could teach this hair salon a strategy that would compel their clients to automatically book their next haircut at 3 week intervals... and commit to this at their initial appointment each time? Do you realize that just that one strategy alone would increase this salons total revenue by 70%?

Or consider a florist. Most guys buy flowers for their better half once a year... if that. Suppose we could teach a florist how to set up a continuity program called "Lover of the Year" where a guy could come into the florist shop once a year and select a pre-arranged package of flowers, gifts and cards... each targeting a special date that calendar year... such as Valentines Day, Mother's Day, her birthday, your anniversary and perhaps one day as a special "out-of-the-blue, just-thinking-of-you" day.

Each package they select would include a specific floral arrangement that fits each unique occasion, a special gift that she will treasure forever and a romantic card containing a special hand-written

message. All of this can be taken care of in about 20 minutes.

The florist will guarantee to deliver each arrangement on the appropriate dates... and send an email reminder to the guy the day before each delivery so they don't forget the occasion and to confirm that each delivery will be made on time.

The florist could also finance the entire cost of the program over 12 months and charge the guy's credit card a set amount each month to make this program an affordable no-brainer. Guys love this because the entire year is planned out in advance and they don't have to make their typical "last minute" dash to the store to pick something up for each occasion.

Do you realize this florist just conditioned this client to buy from them five times per year instead of once? And do you think this one guy will tell four or five of his friends about this unique program? Of course he will. Did you know that a version of this strategy can be adapted to work for almost any business in any industry? We can show you how to implement this strategy for your business as well.

So looking back to our original numbers and remaining ultra, ultra-conservative, could we assume it would be fairly simple to use strategies like this to easily increase our original 10 visits each year to just 11 visits? Now let's consider your average sale value.

This is the price you charge for what you sell. What if we could help you implement a series of targeted strategies that would allow you to instantly increase your sales price... with NO affect whatsoever on your conversion rate? Did you know that price is one of the least understood components when it comes to small business ownership? Let me explain.

Suppose you sell a product for \$100 and the net profit on that product is 15%. That means that after you pay the rent, the salaries, the commissions, the cost of acquiring that product to re-sell it, the utilities and everything else that goes into your business, you only put \$15 of that \$100 into your bank account.

So what would happen if you increased that price by a measly 5%? Do you realize that additional 5% is pure profit? Typically, there are NO additional expenses that must be factored into determining your net profit. In fact, your net profit just increased from \$15 to \$20. That means your profit on this one product just increased by 33.33%. Consider this real life example.

Let's say you own a health club that offers a package of health services for \$60 and you presently have 300 clients enrolled in this program. That means your total revenue is \$18,000. You operate on a 25% net profit margin so your net profits are \$4,500 per month. Suppose you raise your price by just \$4 per month or 6.67%. You just increased your net profit by 26.67% or \$1,200 per month. For some people, that's a house payment... or at least a brand new Jaguar!

But if you're worried that raising your price even \$4 may lead to some clients cancelling their memberships in your program, then listen to this. As the health club owner, you would have to lose 63 clients from this program just to get back to your original net profits. In other words, you could lose 63 members and it would have zero impact on your original profits.

Do you really think 63 out of 300 clients would drop your program over \$4 per month, especially if you offer more value than any of your competitors? We can teach you the latest pricing strategies and positioning tactics that will allow you to raise your pricing substantially... without affecting your

conversion or retention rates.

So looking back on our original numbers, do you think with strategies like this in place you could conservatively increase your original \$100 price point to \$110? So now your total revenue has increased to \$365,420. Finally, it's imperative we look at your profit margin. Everything we have just discussed is basically worthless if you aren't making a profit on each and every sale you make.

We're going to help you implement strategies that will dramatically increase your profit margins by leaps and bounds. We can teach you ways to slash your costs without affecting your day-to-day business operations.

For example, we can show you how to use the art of barter to significantly reduce or completely eliminate many of your every day expenses. Accounting, bookkeeping, printing, advertising, office supplies, and other every day business expenses can be dramatically reduced or possibly eliminated by following our barter strategies.

Do you also realize that you can see a huge increase in your profit margins just by properly identifying... and then **targeting your ideal client**? This ties into the old 80 / 20 rule which states that 20% of your clients generate 80% of your total profits. If you can replace the 80% of your low margin clients with more of the 20% high margin group, you will see your margins explode... sometimes by as much as 16 times.

Another example has to do with separating your business from your competition by becoming unique in what you do. Setting yourself apart from the herd creates a massive competitive advantage that can skyrocket your profit margins. As an example, one of our clients used to manufacture more than a thousand different types of ceramic tiles and accessories. He voluntarily discontinued 80% of his products, focusing his sales and development efforts on only those products that gave him a competitive edge. The result has been a rebirth of his company where he doubled his profit margin and increased his sales.

So let's assume you implement just one of these strategies... and keeping our numbers ultra, ultra-conservative... let's say your profit margins go from 25% to just 27.5%. We now go from our original profit figure of \$62,500 up to \$100,490. So now we have over \$100,000 in profit. We've almost doubled our profits which was our original goal. Not too bad.

But what if I could show you how you could easily increase these percentages... and instead of increasing them by a meager 5% or 10% as we did in our examples... what if we could increase them by an incredible 50%?

Imagine this. What if we provide you with 20 simple and easy ways to increase your leads... and 20 ways to increase your conversions... and 20 ways to increase your average sale value... and 20 ways to increase your number of transactions... and 20 ways to increase your profit margins?

Our up-sell, cross-sell and down-sell strategies alone often produce immediate revenue increases in excess of 30%.

Do you think you could easily achieve a mere 1% overall increase per week? Just a 1% increase per week with 2 weeks off for vacation each year equals a staggering 50% increase. So what happens to our numbers now?

Well, starting from our baseline of 1000 clients... we now have 1500 clients. Instead of a 25% conversion rate, we now have a 37.5% conversion rate. That means we now have 562 clients.

These clients now come to see us 15 times per year instead of 10 times. Our average sale value has gone from \$100 to \$150. And when we put these numbers all together, that brings us to \$1,265,625 in total revenue.

However, we now have a 37.5% profit margin instead of a 25% margin... which gives us \$474,609 of profit. So starting with just \$62,500... a 50% increase over these five basic areas has delivered nearly a half million dollars to our bottom line. I think that's a little better than double our original profits, wouldn't you agree?

This is the power you can tap into by following our E-Learning System. This not only can double or triple your profits but it can also create exponential growth for your business... starting today. When you use all of our tools, resources and templates... along with the powerful audio and video training we make available to you... you will immediately begin to see results just like this.

So now you're probably thinking to yourself that all of this just sounds too good to be true. So why don't I prove it to you... and I'll do it for FREE. I'll prove to you this is everything I just said it is and more by putting a large sum of money directly into your pocket.

I want to send you a series of 10 mini-videos that will help you find a minimum of \$10,000 hidden in your business. I know that sounds too good to be true, but I assure you that it's not only true, but VERY easy to do.

You see, my partners and I have worked with thousands of business owners all over the world and we've discovered that none of them are applying some very simple and easy marketing strategies that can unleash tens of thousands of dollars in hidden revenue in just a matter of minutes.

I'll send you one video every 3 days so you have ample time to apply the information to YOUR business. All you have to do is spend a few minutes applying the information I'll show you, and I'll find you a minimum of \$10,000 hidden in your business. In fact, let me take this one step further.

The information in the videos is based on the proprietary tools and resources we use to help our clients around the world to dominate their market.

Just go to my site and download the 4 Video Series for FREE

<http://changeyourthinkingchangeyourbusiness.com>

Bonus Chapter Two

How to Live and Breathe the Five-Step Formula

Turning your ideas and passion... into MONEY!

You're going to achieve your vision (and your dreams) by adopting the five-step process into all areas of your new business.

It's one thing to try a new marketing strategy, but it's another to change your approach altogether. It's just like dieting. Sure, if you cut 20% of your calories for two weeks you're going to see some immediate results. But the minute you go back to your old patterns, the results quickly disappear.

Temporary changes generate temporary results. Sustainable results require changes in behavior; the removal of old habits and the creation of new ones.

All of the advanced marketing strategies that you'll learn in our E-Learning System will contribute to one of five steps. By the end, you will have worked through all areas of your business and optimized them for success (remember, a 10% increase in the 5 areas can lead you towards doubling your profits (not revenue!)).

In this E-Class we'll cover:

- How the five-step process will impact all areas of your business
- How to get used to working with the five-step formula
- A review of the five steps
- How to set yourself up for success with the program

The five-step process is a way of doing business. It's not a temporary strategy, and it won't generate temporary results.

The five-step formula is so effective because it touches on each and every area of your business. It will improve and increase and generate and sharpen and strengthen everything that you and your staff do.

Once you complete a step, you'll never go back to your old way of doing things again. This is a program for positive change and powerful results. The change is long lasting and the results are far reaching.

Choosing to begin the five-step process will have an impact on every area of your business:

Lead Generation	Conversion Rates	Number of Transactions	Average Dollar Sale	Profit Margins
Any strategy you use to get people to call or walk through the door.	Any strategy you use to get people to BUY from you.	Any strategy you use to get existing customers to buy from you more often, or stay loyal to your business.	Any strategy you use to get customers to spend more money in a single transaction.	Any strategy you use to maximize the percentage of the cost of each product/service that is profit.
Advertising	Sales process	Customer service	Point of sale	Product or service

Promotions	Sales staff		Impulse items	
Press Releases	Sales scripts		Sales process	costs
Listings	Point of sale		Sales scripts	Expenses
Website	Image	Customer loyalty	Stock	Rent / lease
Online marketing	Merchandising	program	Stock availability	Business supplies
	Staff scheduling		Exclusivity of	Pricing strategy
	Staff happiness		products/services	Salaries
	Staff training and development			

Let's get used to working with the basic formula that the five-step process is based on. You'll want to post this formula somewhere visible where you can see it on a regular basis.

of Leads

X

% Conversion Rate

=

of Customers

X

of Transactions

X

Average Dollar Sale

=

Revenue

X

% Margin

=

\$ Profit

As you can see, each of the shaded lines is a factor that influences your bottom line - (your profit). Each of the shaded lines is a step in the five-step process. You'll work on each line sequentially, and the impact on your profit will build over time.

A nominal 10% increase in each of the five factors would look like this:

Starting Point		Goals (10% Increase)	
Leads	4,500	Leads	4,950
Conversion Rate	30%	Conversion Rate	33%
Customers	1350	Customers	1633.5
Transactions	1.3	Transactions	1.43
Average Dollar Sale	\$140	Average Dollar Sale	\$154
Revenue	\$245,700	Revenue	\$359,729.37
Margins	24%	Margins	26.4%
Profit	\$58,968	Profit	\$94,968.55

Here are a few blank charts for you to use to see how a 10%, 20% and 50% increase in each of the factors will impact your profit.

Create the chart below on your pad of paper (use the same pad as last week ideally - the process of writing this down will give you a 400% better retention rate). Use the left side of the chart to fill in your existing numbers. If you don't know, take a guess. The point here is to understand how little increases will have big impacts on your bottom line profits. We'll show you how to start tracking your results at the beginning of each step in the program.

Starting Point		Goals (10% Increase)
Leads	(#)	Leads
Conversion Rate	(%)	Conversion Rate
Customers	(#)	Customers
Transactions	(#)	Transactions
Average Dollar Sale	(\$)	Average Dollar Sale
Revenue	(\$)	Revenue
Margins	(%)	Margins
Profit	(\$)	Profit

Starting Point		Goals (20% Increase)
Leads	(#)	Leads
Conversion Rate	(%)	Conversion Rate
Customers	(#)	Customers
Transactions	(#)	Transactions
Average Dollar Sale	(\$)	Average Dollar Sale
Revenue	(\$)	Revenue
Margins	(%)	Margins
Profit	(\$)	Profit

Starting Point		Goals (50% Increase)
Leads	(#)	Leads
Conversion Rate	(%)	Conversion Rate
Customers	(#)	Customers

Transactions	(#)	Transactions
Average Dollar Sale	(\$)	Average Dollar Sale
Revenue	(\$)	Revenue
Margins	(%)	Margins
Profit	(\$)	Profit

Step One / Lead Generation: How can you get more people to walk through your door, call you on the phone, and/or visit your website?

Your leads are your prospects or potential customers. They're people who have taken action in response to your ad or promotion and have shown interest in your product or service but have not become a customer because they haven't purchased yet.

Lead generation is important because **you can't increase the number of customers you have**. That's because customers are the by-product of two things:

LEADS X % CONVERSION RATE = # of Customers

This means that you have to generate more leads and get more of those leads to make purchases in order to increase your customer base. Note: this is a very important step because your 'cost of client acquisition' (price you pay to acquire a new client) is the most expensive function of your business. Yours, ours and every business on the planet btw...

So **lead generation** is about finding ways to reach the people who need or want what you have to offer and getting them to act - to call you on the phone, visit your website or walk into your business. This is what the majority of marketing strategies are trying to do.

- advertising
- business listings
- direct mail
- promotions
- press releases
- flyers
- referral partnerships
- publicity
- coupons

Step Two / Conversion Rate: How can you get the people who walk through your door, call you on the phone, and visit your website to BUY something?

Conversions are the second factor in the customer equation. A conversion rate is simply our leads divided by our number of transactions in a specific time period.

TRANSACTIONS / # LEADS = % Conversion Rate

This is a key focus of your business and your staff's time. After all, why spend time and money attracting tons of qualified leads if you can't make them buy when they're in the store? Don't "confuse being busy... with being successful!"

Several aspects of your organization impact your conversion rate:

- Your business image and the first impression customers have of you/your business
- The strength and effectiveness of your sales team

- Your sales process and staff training and development programs
- The strength of your sales scripts (Do you want fries with that?)
- The level of purchase risk involved in your product or service

Step Three / Transactions: How can you get your customers to buy from you MORE than ONCE?

The process of attracting and converting a customer is one that costs you money. Customers cost you money. They're an investment that you need to make the most of to stretch your lead generation dollars.

You can reduce the cost of your customer by increasing the number of times that they purchase from you. This increases the total number of transactions in your business and the amount of money that flows in.

So instead of continuously chasing down leads and converting them to customers, increasing transactions is about keeping our existing customers loyal and coming back to spend money.

- exceptional customer service
- customer loyalty programs
- incentives
- newsletters
- convenience services
- bonus amenities
- referrals

Step Four / Average Sale: How can you get your customers to buy MORE from you each time they buy?

Your total revenue is the product of how many customers you have, how many times they purchase from you, and how much they spend.

CUSTOMERS X # TRANSACTIONS X \$ AVERAGE SALE = \$ Revenue

Increasing the average amount of money customers spend with you is the final way you can increase the amount of money that comes into your business. It's amazing how small increases in this value can make big impacts on your revenue. If I were to come into your business tomorrow and you IMMEDIATELY needed to increase profits - this is the first place I would look and the easiest area to make a large improvement in your profits.

You'll have to show your customer that they need or want more than what they purchased. The amount that you are able to increase will depend on the type of business you're in - it's easier to sell gel pens than an additional dishwasher - but generally every business can find opportunities to increase this figure.

- The strength of your sales team
- Merchandising at your point of sale
- Add-on items
- Cross-selling
- Usage of impulse items
- The strength of your sales scripts
- Upselling
- Opportunities for packaging and widgets
- Staff training, development and incentives

Step Five / Margins: How can you make more profit off each product and service you sell?

The last opportunity you have to influence your profit is your profit margin. Your total revenue times

your margin as a percentage equals your total profit.

\$ REVENUE X % PROFIT MARGIN = \$ Profit

Essentially, your goal here is to make your profit margin as high as possible. As the final factor in the profit calculation, increasing your margin is a vital step towards maximizing your profits.

If your margins are too low, you'll never make any money - regardless of how many customers you have, how often they buy from you, or how much they spend. Your revenue will perpetually go back into your business and be spent on costs.

There are three ways to maximize your margins:

1. Increase prices
2. Cut operating and product/service costs (operating costs include rent, leases, salaries, commissions, and office supplies)
3. Increase gross profit margins (gross profit is revenues minus labor, materials and overhead related to the product/service)

Alarmingly, many business owners genuinely don't know their weekly/monthly/annual profit - you need to go into the business of generating a profit (this will be a paradigm shift for many - it's not about greed, it's about looking after those you care about. The more money you make, the more you can provide for your family, charity, your church, etc...) and work towards increasing that profit each and every day, week, month and year.

Now that you have a good grasp on how the five-step formula works, and an idea of the marketing strategies you'll learn to work with, take a few moments and set yourself up for success.

1. Schedule time in your week to work through the E-Classes.

You'll receive an E-Class each week, and each will take approximately thirty minutes to three hours to complete, depending on the strategy or implementation requirements. Identify two timeslots in your weekly schedule that you can set aside for this task - it's important! This will keep you from putting the E-Classes off for later, and delaying the positive changes to your revenue stream. But remember that if you fall behind by a few E-Classes, don't worry. The program is designed to work at your own pace, with your own schedule.

2. Post reminders of your vision, goals and targets in visible places.

Keep yourself focused and on track by surrounding yourself with the positive changes you have already made and will continue to make. Post your business vision, personal and business goals and targets in your office and staff rooms.

3. Include your staff in the process.

Your staff is a powerful resource in your business - they ultimately are the people that you will need to trust and empower to run the business without your own day-to-day involvement. They're the people that your customers come in contact with on a regular basis, and represent your business image, brand and message.

Let them in on what you're doing, and educate them on the five-step formula. Show them how their actions, input and skills contribute to the operations and profitability of the business.

4. Start paying attention to your current numbers and tracking systems.

Now that you have an idea of what factors and figures you'll be working to increase, start paying attention to what those numbers look like now. If you have tracking systems in place, run some reports and get an understanding of your current situation. Think about these questions:

- where do your customers come from?
- what marketing campaigns work the best?
- what lead generation strategies work the best?
- how many of your customers buy from you?
- how often do they buy from you?
- how much do they buy from you?
- what do your existing profit margins look like?
- what percentage of your items are high margin, and which are low?

Now that you have an idea of where your business is going, let's start mapping out how you're going to get there.

The next two E-Classes are about setting SMART goals and retraining the way you think about yourself and your ability to achieve what you deserve. There's lots of important work to do!

Congrats for tuning in,

John D. Allen

Go to my site and download the 4 Video Series for free NOW!

[Http://changeyourthinkingchangeyourbusiness.com](http://changeyourthinkingchangeyourbusiness.com)

