

SECOND EDITION

# BUSINESS BREAKTHROUGH SECRETS

VOLUME I

THE SECRET FORMULA TO DISCOVERING  
\$10K HIDDEN INSIDE YOUR BUSINESS, IN  
45-MINUTES OR LESS...GUARANTEED!



**TOM KAVANAUGH, MA**

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**Volume I  
2<sup>nd</sup> Edition**

**How To Discover The Hidden \$10K  
In Your Business, In 45-Minutes Or Less...  
GUARANTEED!!!**

**Tom Kavanaugh, MA**

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# Dedication

As is usually the case when thanking those who support us, there are never enough of the right words to express the depth of gratitude felt for all the encouragement received.

That being said, the first dedication of this book is to the memory of my Mom, Ruth Kavanaugh, who was by all accounts the best example of perseverance I've ever witnessed.

She taught us what to do by example, sometimes what to do and at others what not to do. Either way, she embraced who she was, what her responsibilities were, and then went about life living up to her self-imposed responsibilities.

Bravo, Mom; and thank you!

And no dedication of this book would be complete without a dedication to my Sister, Mary. We've been through a lot together from the time of my first memories of our childhood. And we've always been there for each other when one asked the other... no matter what.

For that, I'm grateful to you, Sis!

# Preface

This book is a collaborative effort from many of my teachers, advisors, and mentors.

What they have taught me in addition to what I've "borrowed" from them and added my own unique perspective on is the result of this collection. I use the term 'collection' because it's really a collection of ideas, concepts and strategies coupled with actual real-life examples of what is possible.

All that is "borrowed" is done so with permission of the originators of the information, and I've inserted my own thoughts, strategies, and experiences to balance out the rest.

Thank you, to all the incredible people at Leader Publishing Worldwide who have opened my eyes to the wonderful world of Strategic Business Coaching. Their mission, and now mine as well, is to help as many small business owners keep their businesses intact without suffering the loss of their dreams.

As I edit this second edition, the COVID-19 Pandemic has gripped the world, and an unprecedented number of good and honest people are being forced, by virtue of

government-mandated closures and some commonsense health safety practices, to shutter their businesses.

Those of us who are able, must do all we can to guide those who need our help... out of the maze... and into the future.

Will the future be the same?

Never.

Once we've been exposed to something new and different, we're never the same.

Can we be better than before?

Absolutely.

These proven tools, tips and techniques are the antidote.

The challenge is, are you willing to roll up your sleeves and get to work?

I am... right beside you.

Let's go.

Tom Kavanaugh, MA

# **Introduction**

## **How I Find \$10k in 45 Minutes For Small Business Owners**

The purpose of this book is to walk you through a process I have created where I can find any business a minimum of \$10,000 in just 45 minutes.

I will go through eight simple strategies that are proven revenue-generators for any small business. Most business owners know nothing about these strategies, and therefore, are failing to capitalize on their revenue-generating power.

For the purposes of this book, let's cover each of the eight strategies in individual chapters for one main reason: I want you to be able to review these strategies and minimize the amount of time it will take you to implement them in their entirety.

But consider this... business owners today are in the fight of their lives. The global economy is in shambles, they have no additional revenue sources they can tap into for financial support during lean times – and perhaps worst of all, marketing and advertising just don't work as well as they used to.

In fact, for many small business owners, marketing is not producing any results for them at all... and their financial situation is growing more desperate by the day.

As a business owner or entrepreneur, if you're struggling right now to generate more leads and clients for your business, and you need to find immediate ways to dramatically increase your business' bottom-line revenue, then spend the next few minutes with me and I'll show you how I can help you make all these problems disappear forever. It's up to you to put these strategies to work!

Small business owners today are desperate for proven and tested ways they can generate more leads, attract more clients, and make more money. So, what if I told you that I can show you how to generate all the leads a business owner needs to completely dominate their market? What if I could prove to you right now that I can make ANY small business owner more than \$10,000 in additional revenue... and do it in just 30 days?

Over the next few minutes, I am going to give you back door access to a series of powerful business growth strategies that are some of the most powerful revenue-generating strategies ever created.

So, let's get started.

Tom Kavanaugh, MA

# TABLE OF CONTENTS

Dedication.....	Page 1
Preface.....	Page 2
Introduction.....	Page 4
<b><u>Chapter 1</u></b>	
Goals.....	Page 8
<b><u>Chapter 2</u></b>	
Leads – Advertising and Marketing.....	Page 14
<b><u>Chapter 3</u></b>	
More Leads – Joint Ventures.....	Page 34
<b><u>Chapter 4</u></b>	
More Conversions - Downselling.....	Page 42
<b><u>Chapter 5</u></b>	
More Conversions – Drip Campaign.....	Page 46

# TABLE OF CONTENTS

## Chapter 6

More Transactions – Upsell/Cross-Sell.....Page 60

## Chapter 7

More Transactions –

Expand Product / Service Offerings.....Page 71

## Chapter 8

Higher Prices – Bundling.....Page 76

## Chapter 9

More Profit – Increase Pricing / Internships .....Page 83

## Chapter 10

Time Planning.....Page 92

Epilogue.....Page 98

Bibliography / Recommended Reading.....Page 100

More books from the Author.....Page 111

# **CHAPTER 1**

## **Goals**

### **What Is The Goal Of You?**

# Chapter 1

## Goals

### What Is The Goal Of You?

Most people have an idea of what a goal is; and, yet they really are surprised when its time to sit down and actually break out all the components of what it takes to create, set and achieve a goal.

Let's start with what it takes to set a S.M.A.R.T. Goal:

S: Simple and Specific

M: Meaningful and Measurable

A: Achievable and "As If" now

R: Realistic and Reachable

T: Timed and Toward (Positive)

*Doran, G. T. (1981). "There's a S.M.A.R.T. way to write management's goals and objectives". Management Review*

This is commonly referred to in Peter Drucker's work on achieving goals and objectives in Management By Objectives.

However, the originator was George Doran in 1981 as referenced above.

Now, let's get down to understanding the best way to make the goal you want to set a reality.

First, you'll want to make the goal as simply stated as possible. Remember, we're talking with our own subconscious mind when we set a goal, so the simpler and more specific we can be in explaining what we want the better.

It's not enough to just say, "I want a million dollars" as a stated goal. Yes, it's simple and specific; however, there is no context related to the goal.

Behind every goal is the need for the other components to make it a reality.

Second, the goal has to have meaning to you (connected to an emotion) and it has to be measurable.

The reason for the connection to your emotions is because emotions are the drivers of action. When we have a goal that is emotionally stimulating, we are compelled to act.

When the goal is measurable, we can monitor our progress along the journey of achieving the goal.

Third, the goal must be something that is attainable (within your ability to achieve the goal); otherwise, the motivation is quickly squashed when the goal appears unattainable.

On the other hand, when we can feel the achievement of the goal... (“As If” now), we are creating a picture in the mind of having already achieved the goal. That makes it real to the subconscious mind, and it is now a possibility!

The goal has to be reachable, relevant and realistic. When we know the goal we’re setting is a reachable goal, then we can set objectives to meet along the way to achieving the goal. The relevance of the goal must have a connection to something important in our life, and there has to be a realistic chance of achieving the goal.

Finally, the goal must be timed; more specifically, we need to set a time frame to achieve the goal because the subconscious mind works much faster and more efficiently when it has a limited amount of time to complete a task.

And, the direction of the goal must be toward, which means it should include a degree of positive energy because we get what we focus on most of the time. Wouldn’t you rather get something that’s positive than to focus on something you

don't want and end up with that because that's the focus you kept giving to your subconscious mind?

Yes, it is true... we become what we think about.

Yes, it is true... we tend to get what we focus on all the time.

Yes, it is true... we most certainly feel good or bad depending upon the words we use because they don't simply describe our world, they determine it. So, if you really want to achieve the goal, then set it with a positive direction (towards a positive result) and set a time limit.

Will you always reach your goal if you set a time limit?

It's always difficult to answer that question because only you can determine how much focused time and effort you put into the achievement of the goal.

What I can tell you is this: If you want something and it has enough emotion attached to it, you'll find a way to achieve it.

Remember when you were in school and a term paper was due in a day, but you hadn't even started it yet? Well, you might not have been one of those people who waited until the last minute to get the paper written, but I was.

What I discovered in the process of writing a term paper at the last minute was that my mind was capable of doing about three months of work in about three hours when I sat down and really focused on the goal of writing the entire term paper before I went to bed the night before it was due.

So, the true secret to good goal setting and achievement really is making the goal in this way:

S: Simple and Specific

M: Meaningful and Measurable

A: Achievable when you see it “As If” it’s now in your life

R: Realistic when you know it’s reachable

T: Available in the time frame you set when you are moving toward the goal in the right direction.

Now, that it’s all laid out and has been broken down, these are the components to setting a goal for practical achievement. Every part of your business can and should have goals to meet in order to be measured so you can see where the improvement opportunities are for you.

Let’s see where we should start our goal setting for success.

# **CHAPTER 2**

## **More Leads**

### **Marketing and Advertising**

# Chapter 2

## 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 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 I am going to find you more than \$10,000 in less than 45 minutes today?

I am going to do that by focusing on just 2 or 3 of these 5 areas, so you can imagine what you could generate revenue-wise if you implemented all 5 areas.

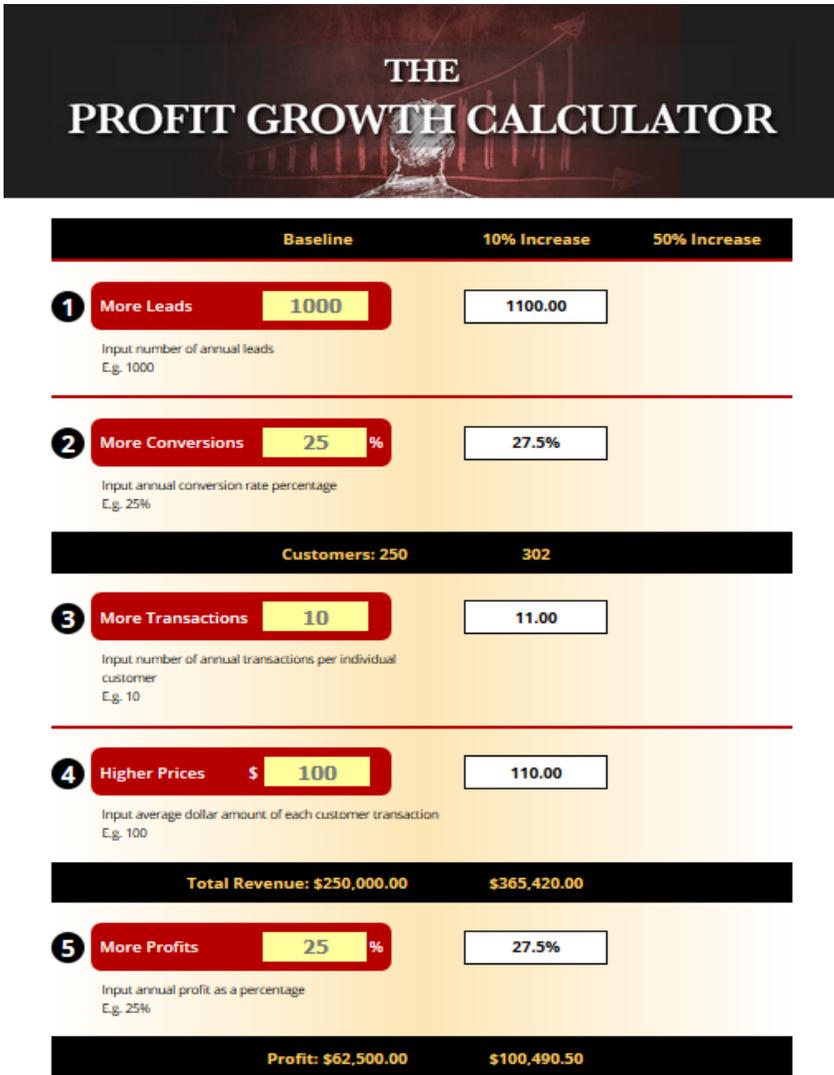
In fact, let me show you what is possible, and why these 5 areas are so critical.

I use a tool called a Profit Growth Calculator. Do you by chance know the exact number of leads and sales you have made over the past 12 months?

No! That is OK... let's plug in numbers for a make-believe business. Let us 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 us say your profit margin per sale is only 25%.



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? Now, 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 50% gains in each of these 5 areas would be next to impossible. Let me assure you, a 50% increase is child's play, and I'm going to prove it to you right now.

When asked, most business owners tell me "word of mouth", or more often than not "referrals", are how they generate leads. 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 gurus 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 prospect's mind at just the right time. So how do you do this? It's 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 sub-headline – 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.

Here's another critical fundamental of marketing. Because of the saturation of marketing messages 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 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.



HOME PARENTING PROBLEMS PARENTING SOLUTIONS ONLINE STORE PARENT COACHING BLOG NEWSLETTER

## Parenting Advice & Resources from Dr. John Smith



Greeting Parents!  
I want to welcome you to Remarkable Parenting!  
You will find tons of great information here,  
with hundreds of pages of articles.

### Specializing In

- Emotionally Disturbed Children
- Behavioral Problems
- Teen Pregnancy
- Handling Peer Pressure
- Bullying
- Self Esteem Issues
- Substance Abuse
- Depression
- Teenage Rebellion

**FREE  
CONSULTATION**

Call now to  
schedule a  
complimentary  
30 minute session  
with Dr. Smith

**(555) 234-1212**

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 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 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](#)

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.

RemarkableParenting.com

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 don't want? Would you say that's a 100% bullseye?

Now, for the “Engage” which is the sub-headline. 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. Remember, 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 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 genuinely 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 genuinely 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 most 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 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, 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 conservative and say that just 20% request the new *offer*.

That would mean 60 prospects would receive those secrets and 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 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? 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? Do you realize 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 the 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 3**

## **More Leads – Joint Ventures**

# Chapter 3

## More Leads – Joint Ventures

Do you currently have any established joint venture partnerships?

JV's involve two or more businesses who 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 could identify 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 4**

## **More Conversions – Downselling**

# Chapter 4

## 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 costs 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 5**

## **More Conversions – Drip Campaign**

# Chapter 5

## 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 ongoing basis.

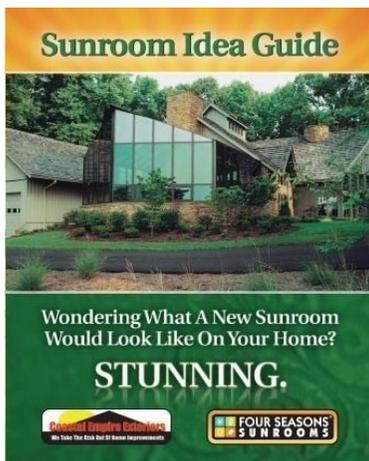
Unfortunately, the vast majority of small business owners rarely if ever follow up with their prospects after their initial contact with them. So why is that important? Listen to this VERY carefully! 80% + of ALL sales occur between the 5<sup>th</sup> and the 12<sup>th</sup> point of contact between 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 who 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.



**Benefit #4 – Recharge Your Solar Batteries**  
 More and more documented studies are beginning to prove what your mother and grandmother always knew... getting an appropriate amount of sunshine on your skin every few days provides vital nutrients, vitamins and minerals that the human body needs.

The problem has always been that to get sun meant you had to be outside – which means you are at the mercy of Mother Nature. Bugs, hot weather and even the occasional windy day all make recharging the batteries a pain sometimes.

With a sunroom, you get to control the temperature, you get to eliminate pests like ants, flies, mosquitoes and other nuisances – and wind is a non-issue. You can sit in your sun room, at a comfortable 72 degrees while getting a full healthy exposure to the sun.



**Benefit #5 – Increase The Value Of Your Home**  
 If you have plans to sell next 3-7 years and want return on investment. Putting in even a sn increase the value of a h I am sure you could ag looking for a home an one with a sunroom are would try and get th sunroom.



**Master Bedroom Sunroom** — This type of sunroom isn't for everyone, as it can be really bright in the morning, but for those early risers who enjoy the progressive light of the sun or enjoy opening the shades in the sunroom early in the morning to capture those first morning rays – this is the room for you. If you are an early riser you will be amazed at just how easy it is to rise with a sunroom 10 feet from your bed. You can wake up, walk over, pray, meditate or just relax while reading the paper. Size wise it falls into the medium category and is one of the least common types of sunrooms we find in homes today.






**Back Porch Sunroom** — Probably the most commonly thought about type of sunroom, and the most practical. It sits at the back of the



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.

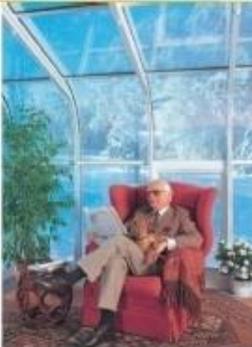
Here are a few examples for the sunroom company.

## 7 Benefits Of Owning A Sunroom

**I**f I have heard it once, I have heard it a thousand times...*"what was I thinking, I should have added my sunroom years ago"*. Almost every client we work with at Coastal Engine Exteriors is absolutely amazed at the increase in the quality of life they experience after adding a sunroom. It may be hard to believe, so let me see if I can quantify for you the benefits of owning a sunroom and keep in mind – these benefit idea statements come directly from our clients.

**Benefit #1 –  
Enjoy The Outdoors 365 Days A Year**

Ever been stuck inside on a rainy day, wishing you could be sitting outside hearing the pitter of the rain and watching the lightning without getting soaked? Ever see the snow fall and want to be in the middle of it without freezing or getting frostbite? How about sit outside on a sunny day and watch the birds, or the flowers blow in the wind without sweating or getting burned by the sun? A sunroom allows you to extend your home "into nature" in a safe and comfortable way. It allows you to move your backyard "into" your home without the insects, dirt, grime and other nuisances.



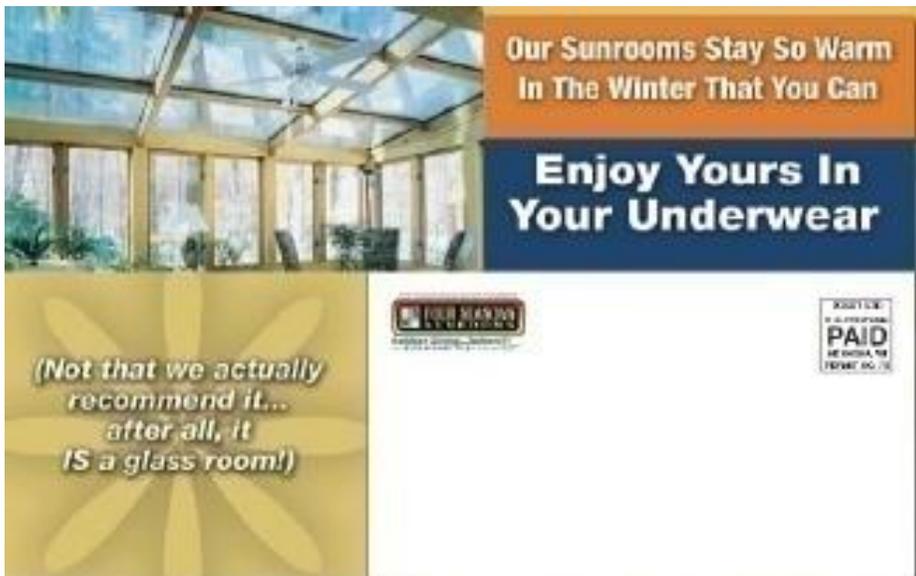
Notice in the Idea Guide it starts out listing the 7 benefits of owning a sunroom.

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.



Now, here is an opportunity to see this differently

**The #1 Fear People Have About Sunrooms Is Completely Unfounded...**  
**Four Seasons Gives You The Perfect Temperature 365 Days A Year.**

**The Key To New Glass Coating Technology That Recovers 80% OF UV Rays.**

Many people say they'd love to have a sunroom addition on their home, but are afraid that it will be too cold to use in the winter or too hot in the summer. Until 15 years ago, that was true... but with new glass coating and insulative technology, our sunrooms are perfect comfortable as any room in your house—the just have a better view!

**"Amazing. It stays warm in the winter and cool in the summer. I would have never guessed it would be this nice!"**

Four Seasons' *Insulglass™* new design specifically for the extreme demands of a room built entirely of glass using the most advanced glazing technology available. *Insulglass™* makes Four Seasons' room additions cooler in summer and warmer in winter, and its advanced construction techniques provide a lifetime of outstanding performance.

**Why Four Seasons Sunrooms?**

1. Warm Temperatures All Year
2. Easy To Maintain
3. Tempered Glass/Wall Glass
4. Quick Setup To Install
5. Looks Great In Any Home
6. Increases Resale Value
7. Fixed Locking/ing Lids
8. Lifetime Guarantee
9. Great View In Winter or Summer

**Come Visit Our Showroom at:**  
Address 1  
Address 2  
**(444) 555-7777**

**\$2,000 OFF**  
**Your Four Seasons Sunroom With This Card**  
Offer must be applied within 2 months of the purchase of the card.

**FOUR SEASONS**  
SUNROOMS  
Outdoor Living...Indoors!  
ESTABLISHED 1988

Notice there's an interesting headline at the top which promotes curiosity about having the perfect temperature 365 days a year.

Next, there's education about the process.

Finally, there's a call-to-action offer

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

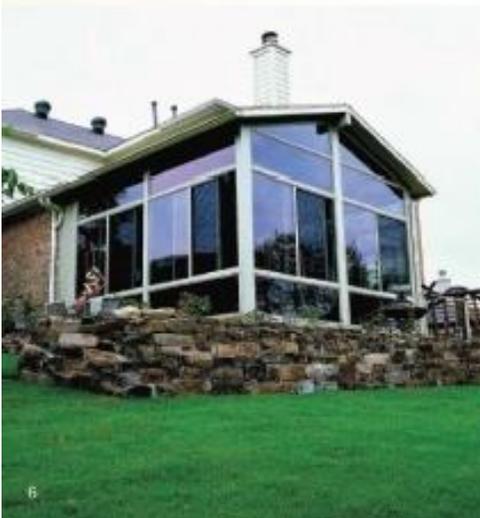
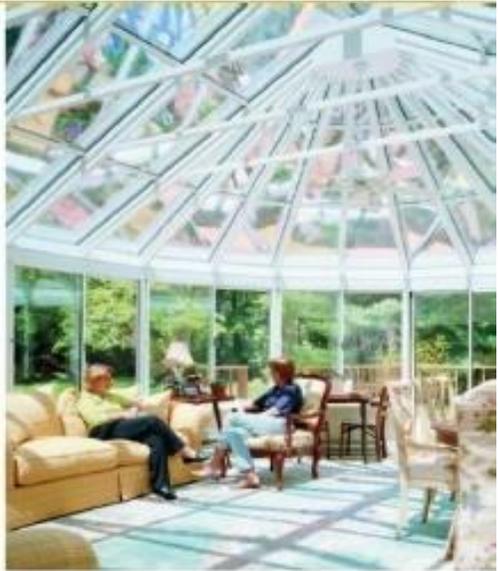
#### **Benefit #4 –**

##### **Recharge Your Solar Batteries**

More and more documented studies are beginning to prove what your mother and grandmother always knew... getting an appropriate amount of sunshine on your skin every few days provides vital nutrients, vitamins and minerals that the human body needs.

The problem has always been that to get sun meant you had to be outside – which means you are at the mercy of Mother Nature. Bugs, hot weather and even the occasional windy day all make recharging the batteries a pain sometimes.

With a sunroom, you get to control the temperature, you get to eliminate pests like ants, flies, mosquitoes and other nuisances – and wind is a non issue. You can sit in your sun room, at a comfortable 73 degrees while getting a full healthy exposure to the sun,



#### **Benefit #5 –**

##### **Increase The Value Of Your Home**

If you have plans to sell your home in the next 3-7 years and want to really see a huge return on investment, add a sunroom. Putting in even a small sunroom can increase the value of a home by %50-%120. I am sure you could agree that if you were looking for a home and found 2 options, one with a sunroom and one without – you would try and get the home with the sunroom.

Besides the added square feet to the home, it adds a uniqueness that is likely not found in your neighborhood currently. It also adds a general appeal that almost no one can turn down. Its rather amazing to dig into the statistics showing how fast and for how much more homes with sunrooms sell compared to homes without.

Here's the postcard that emphasizes that benefit.

**"We Sit In Our Sunroom For At Least 3 Or 4 Hours EVERY SINGLE DAY..."**

*"John Reads His Morning Paper And Drinks His Coffee."  
"I Crochet Or Watch Television."*

*"I Don't Know What It Is... But There's Something About The Sunlight That Rejuvenates And Energizes Me..."*

**FOUR SEASONS SUNROOMS**  
A Sunroom For Every Home

PAID  
FIRST CLASS  
NO POSTAGE  
NECESSARY IF MAILED IN THE U.S.

**Most Of Our Customers' Biggest Sunroom Regret: Waiting So Long To Actually Get One.**

**I want to thank you... Invest In A New Sunroom.**

You'll be surprised at how much a sunroom will do for your health, your energy level, and your vitality. Over 70% of our customers say that their sunrooms have made them feel better than they thought it would be when they made the decision to buy. What has a relaxing, sunny, enclosed breakfast, or enjoying the outdoors from the comfort of indoors, you'll find yourself in your sunroom for several hours a day.

"We had wanted a sunroom for several years, and when our kids finished school we decided to go ahead with the project. Two years later, all we keep thinking is we wish we had gotten one sooner!"

**Why Four Seasons Sunrooms?**

1. Great Features at All Price
2. Easy To Maintain
3. Temped Glass/Wall/Door
4. Quick & Easy to Install
5. Looks Great & Stay Beautiful
6. Increases Your Home Value
7. Most Look & Feel Like a Sunroom
8. Lifetime Guarantee
9. Good Neighbor & Family Relations

**FOUR SEASONS SUNROOMS**  
Outdoor Living, Indoors  
BY APPOINTMENT 761.222.2222

Come Visit Our Showroom at:  
Address 1  
Address 2  
**(444) 555-7777**

**\$2,000 OFF**  
Your Four Seasons Sunroom  
With This Card  
Sale must be treated within 2 months of the purchase of the card

Benefit number 5 is major as it educates prospects that a sunroom actually increases the value of their home.

So, this postcard reinforces that fact.



**Is It True That Adding A Sunroom To Your Home Can Actually Increase The Value Of Your Home...**

**By MORE Than The Cost Of The Sunroom?**  
*(yes, but only 92% of the time)*





## How Does "Instant Equity" Sound?

**What Are You Waiting For?**  
**This Is One Investment That Pays For Itself In Enjoyment, Durability, and MONEY.**

Go ahead. Make the neighbors jealous and increase your vitality. Invest in yourself by buying a Four Seasons Sunroom. They increase the value of your home dollar for dollar (or more) that you put into them, and they can be enjoyed 300 days a year for the rest of your life.

**"I Can't Believe I Came This Close To Buying A Convertible Instead. Not Only Would That Have Been A Poor Financial Decision, It Also Would've Been A Poor VITALITY Decision."**

Many of our customers tell us they feel energized and younger because of the time they spend in their sunrooms. That might sound a little strange... but come visit our showroom and see for yourself how a sunroom can transform you into a whole new you.



**Why Four Seasons Sunrooms?**

1. Room Temperature All Year
2. Easy To Maintain
3. Tempered Glass Won't Break
4. Quick & Easy To Install
5. Looks Great On Any Home
6. Increases Your Home Value
7. Won't Leak or Fog-Up
8. Lifetime Guarantee
9. Great Way To Relax or Entertain

**Come Visit Our Showroom at:**  
 Address 1  
 Address 2  
**(444) 555-7777**

**\$2,000 OFF**  
**Your Four Seasons Sunroom With This Card**  
*Rate must be finished within 2 months of the postcard on the card*



But my point in showing you these is to emphasize that once you create your compelling informational offer, you pretty much have everything you need to implement your drip campaign. But look what begins to happen from the first day you start your drip campaign.

Let me go back to the child psychologist to show you the true impact of a drip campaign. If the child psychologist generated 300 leads per month, conservatively speaking we said he would average 60 prospects that would opt-in for his informational offer, and 6 of those 60 would become patients. So, that means 54 prospects did NOT buy his services.

Those are the prospects that now begin receiving the doctor's drip campaign. Out of those 54 prospects, an additional 2 of them will typically buy in the next 30 days. This is a pattern that continues month 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 3640 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 reasonably handle. 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 were 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 6**

## **More Transactions – Upsell / Cross-sell**

# Chapter 6

## 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 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.

**FREE FULL SERVICE**  
Complete 28 pt. 5qt. Oil, Lube & Filter Change  
(most vehicles, \$4.50 disposal extra)  
**\$35.99 VALUE**

**FREE FULL SERVICE**  
Complete 28 pt. 5qt. Oil, Lube & Filter Change  
(most vehicles, \$4.50 disposal extra)  
**\$35.99 VALUE**

**FREE FULL SERVICE**  
Complete 28 pt. 5qt. Oil, Lube & Filter Change  
(most vehicles, \$4.50 disposal extra)  
**\$35.99 VALUE**

**1/2 Price Oil Change FULL SERVICE**  
Complete 28 pt. 5qt. Oil, Lube & Filter Change  
(most vehicles, \$4.50 disposal extra)  
**\$17.99 VALUE**

**1/2 Price Oil Change FULL SERVICE**  
Complete 28 pt. 5qt. Oil, Lube & Filter Change  
(most vehicles, \$4.50 disposal extra)  
**\$17.99 VALUE**

**OVER \$1,000 VALUE**

**10% OFF SUPER SAVER**

**ECONO LUBE n' TUNE**

TIME-UP BRAKES A/C SERVS. LUBE-OL-FLTR

13395 S. Blackbob  
Olathe KS 66062  
**913-254-9842**

**Convenient Center Hours:**  
Monday - Saturday 7:00AM to 7:00PM  
Sunday 9:00AM to 5:00PM

**\$20 OFF** Any Tune Up

**Scheduled Maintenance Special \$40.00 OFF**  
30/45/90 Scheduled Maintenance

**\$20 OFF** Transmission Service

**\$10 OFF** Fuel Inj. Service

**\$20 OFF** CV Axle Replacement

**\$10 OFF** Any Battery Purchase

**10% OFF** Any Filter Replacement

**10% OFF** Wiper Blades

**FREE** A/C Performance Test Plus  
**\$20.00 OFF** Refrig. & Evac.  
**\$65.00 VALUE**

**FREE** Radiator Drain & Fill  
(Cost not extra) or Flush  
**\$20.00 OFF**  
**\$40.00 VALUE**

**FREE** Tire Rotation  
Good 2 Times  
**\$40.00 VALUE**

**FREE** Spin Balance on 2 Tires  
**\$20.00 VALUE**

**FREE** Brake Inspection Plus \$25 OFF Front & Rear Brake Service  
**\$60.00 VALUE**

**FREE** Vehicle Trip Check Good 2 Times  
**\$32.00 VALUE**

**FREE** Check Engine Light  
(code retrieval only) Plus \$30.00 OFF Diagnostics  
**\$65.00 VALUE**

**FREE** Battery Recharge & Charging System Analysis  
**\$40.00 VALUE**

**Super Saver Members Receive 10% OFF all Services & Repairs**

**ECONO LUBE n' TUNE & BRAKES**

**ASE**

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 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. Now, 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 DENTAL INSURANCE? 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, we've been laid off, it's just too damn 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-to-goodness low price (and great deal) for quality dental exams... and the only dentist who offers this in Richardson, Texas.

**SMILES DENTISTRY**

**Compare For Yourself**

**Traditional Insurance**

- ✖ Expense Monthly Premiums (\$1,000-\$1,500 per year)
- ✔ Low Co-Pay For Routine Exams
- ✔ Out-of-pocket For Additional Treatments May Be Expensive. Or Coverage May Be Limited.

**The Richardson Dentist's "Better Than Insurance" Program**

- ✔ No Monthly Premiums or Premiums (\$0)
- ✔ Low "Co-Pay" For Routine Exams (\$25)
- ✔ 100% Pre-Paid For Your Oral Care (Second Additional Treatment\*)

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**Frequently Asked Questions**

Q: How can it be possible that no insurance is better than having insurance?

A: When you consider how much you pay in premiums, plus your out-of-pocket for treatments, insurance is really a good financial investment. Working out of a budget allows you to pay for your care as needed versus having to pay, all at once, and possibly, not being able to afford it. A \$2500 may have been your total annual insurance expense, but you still had to pay for your care until you had \$2500 saved up. Having your oral care guaranteed to you has saved you your annual expense. (Info: 800-757-1213)

Q: Why do you offer this program? Can you make any money?

A: Insurance companies make money by charging you as much as possible for premiums, and by paying benefits as little as possible for treatments. When you focus on the low guaranteed amount from having to pay and the tremendous benefit received in getting your treatments, when faced with having no insurance, patients affect quality dental care in a much more pleasant way in our dental office.

Q: What if I have existing insurance, can I still register for this program?

A: If you are paying your own insurance premiums, you may want to stop any insurance plan you are paying. Call us to discuss and compare. From the end of your premium, that is, from the time being paying for an insurance plan, we will do all of our patients as we would do in our best.

Q: What's the catch?

A: There isn't one. It's just an advertisement for you to get your dental care.

**\$25 Exam**  
 Includes exam, X-rays, and X-rays. Call us to schedule your exam.

**\$500 Credit**  
 Guaranteed and pre-paid dental treatment credit, including cleanings, X-rays, and fillings. Call us to schedule your exam.



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

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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 damn 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-to-goodness low price (and great deal) for quality dental exams... and the only dentist who offers this in Richardson, Texas.

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Q: What's the catch?

A: There isn't one. It's just an advertisement for you to get your dental care.

**\$25 Exam**  
 Includes exam, X-rays, and X-rays. Call us to schedule your exam.

**\$500 Credit**  
 Guaranteed and pre-paid dental treatment credit, including cleanings, X-rays, and fillings. Call us to schedule your exam.



# Quality Dental Care For Families With No Dental Insurance.

Full Exam With X-Rays & Cleaning For \$25— Same As Co-Pay For Our Patients With Full Insurance. Plus, A \$500 Credit Per Person Per Year Toward Additional Treatments (Cavities, Crowns, Root Canals, Etc.)

**SMILES DENTISTRY**  
Dr. Joseph A Smiley  
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## BETTER Than Insurance Means LESS EXPENSIVE Than Insurance...

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 damn 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-to-goodness low price (and great deal!) for quality dental exams... and the only dentist who offers it! It's The Richardson Dentist.

**SMILES DENTISTRY**

### Compare For Yourself

#### Traditional Insurance

- Expensive Monthly Premiums: \$1,500 to \$3,000 per year
- Low Co-Pay For Routine Exams
- Out of pocket for Additional Treatments May Be Expensive, Or Coverage May Be Limited.

#### The Richardson Dentist's "Better Than Insurance" Program

- No Monthly Premiums or Premiums: \$0.00
- Low "Co-Pay" For Routine Exams: \$25.00
- \$500 Per Patient Per Year Credit Toward Additional Treatments\*

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- A: When you consider how much you pay in premiums, plus you go just and out of pocket for treatments, insurance is really a great financial investment. Making with a dentist who offers "pay" type exams on routine exams (cleanings and X-rays, CTI) and insurance, get extra on treatments (a dentist may have these and more treatments, crowns, root canals, etc.) with the \$500 per patient per year credit we'll give you. Having your dental treated qualified to take the credit from your dental insurance. Offer: 10/01/2012-12/31/12.
- Q: Why do you offer this program? Can you make any money?
- A: Insurance companies make money by charging you as much as possible for premiums, and by paying benefits as little as possible for treatments. When you have to pay the low negotiated amount they're willing to pay and the negotiated benefit required to get timely reimbursement, we've found that helping uninsured patients afford quality dental care is a much more pleasant way to run a dental office.
- Q: What if I have existing insurance, can I still register for this program?
- A: If you are already paying your insurance premiums, you may want to drop them and join our program. Call us to discuss and compare. If you already pay for at least of your premiums, then let them keep paying for all except your major treatments, and about half of our patients are insured of some kind.
- Q: What's the "catch"?
- A: None! Not one! It's just a simple program where you get great dental care.

**\$25 Exam**  
Includes: X-Rays, and Cleaning  
Cost: Cash only  
\$1,500 per patient

**\$500 Credit**  
Good toward your procedure  
Dental treatment such as: crowns, bridges, root canals, etc.  
\$500 per patient per year

**The Richardson Dentist**



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

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**The Richardson Dentist**

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 entrées on the menu and give the patrons their personal recommendation. Most patrons tend 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.

So, as you can clearly see, there are several distinct advantages to increasing the annual revenues of a business.

In addition, by increasing annual revenues, and decreasing annual expenses, not only does the profit picture of a business soar, but the total valuation of the business is also higher and much more attractive to a potential buyer.

# **CHAPTER 7**

## **More Transactions**

### **Expand Product / Service Offerings**

# Chapter 7

## 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 clients' 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 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”. I created all 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 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.

Again, by increasing annual revenues and decreasing annual costs (expenses) the profit picture of a business soars along with the eventual valuation of the business to a potential buyer.

More importantly, the smooth operation of the business with more gross revenue and net profit makes for a more stable mind of the owner of the business.

There's less to worry about and more to enjoy!

# **CHAPTER 8**

## **Higher Prices – Bundling**

# Chapter 8

## Higher Prices – Bundling

Now let's check out a strategy for our 4<sup>th</sup> 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 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 must 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 must 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 worse news on top of this already bleak scenario, did you know 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

Six Zone Controllers

Total Future Flexibility Structured Wiring

Multimedia Outlet x 8

Telephone Outlet x 4

Control Panel

**(\$22,800 value)**

**FREE In Our Competitors' Homes**

Cable Jacks x 3

Telephone Jacks x 4

**(\$228 value)**

**Beazer**  
Vista Greens  
3705 Palm Drive  
Ft. Worth, TX 76178

But consider this fact. In the case of the builder, the home security and entertainment system weren'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 a business' 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 9**

## **More Profit**

### **Increase Pricing / Internships**

# Chapter 9

## 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 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 pricewise 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 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 jumpstart 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 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?

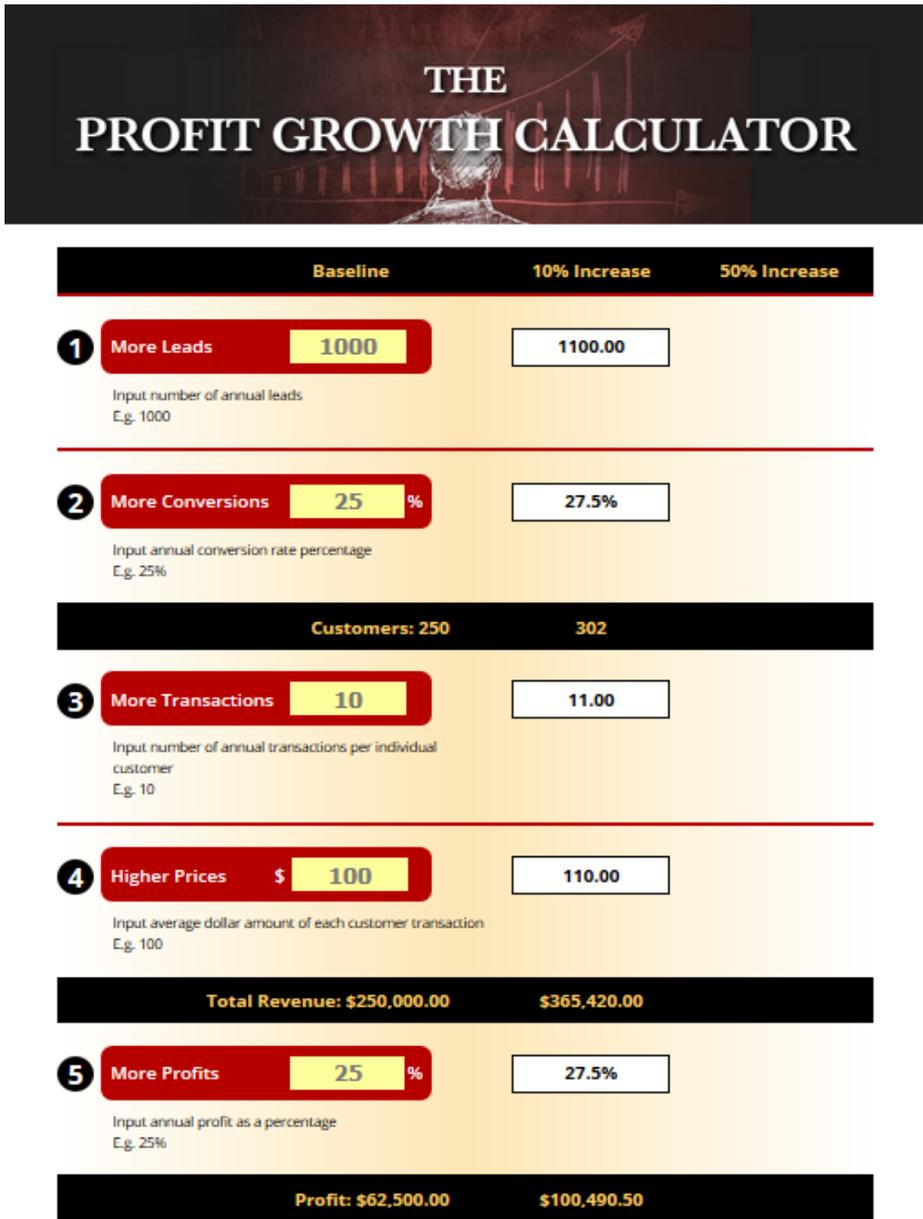
Record that figure as additional revenue. If you don't anticipate an administrative hiring need in the future, do you see any future need for any type of additional personnel moving forward? If those positions could be filled by an intern, calculate your savings.

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 book and I showed you this Profit Growth Calculator?



If you increase each of those 5 profit formula areas by a mere 10%, you will 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? I personally think all that additional revenue is secondary... and 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 website design company, 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.

# **CHAPTER 10**

## **Time Planning**

### **Plan Your Time / Work Your Plan**

# Chapter 10

## Time Planning

### Plan Your Time – Work Your Plan

There is an old saying that goes something like this: “Plan your work and then work your plan.” One of the most misunderstood phrases that is thrown around like magical “buzz word” in today’s world of management gurus is “Time Management”.

Well, there is no such thing as Time Management because of one important facet of time... it waits for no one. Time marches on with or without you... period.

So, the notion of managing something which is not manageable, in and of itself, is an impossibility.

Rather, you can take the amount of time allotted to you each day; and it’s the same for you as much as it’s the same for me... 24 hours... no more, no less, and plan it to your best productive advantage.

It’s what you and I do with that same 24 hours that makes the difference of whether we’re productive in that span of time.

So, let's look at some ideas on how to structure our 24-hour day to be more productive.

It's always good to have a plan of action to get the day started so when you wake up in the morning, you know exactly what you should do to get started.

The first thing is to make your bed... yes, the bed. For two reasons making your bed first thing makes total sense.

First, you have accomplished your first goal of the day, and that means that you're already productive and successful; albeit it's a small win, but a win, nonetheless.

Second, the act of making your bed has helped you overcome the inertia of getting your day started.

So, you've overcome the inertia of starting your day and you've accomplished your first goal... congratulations!

We're going to get into goal achievement in the next chapter; however, there are four parts to balancing your life in the world, and now is a great time to look at how to get those accomplished while planning your day.

First, we look at exercise because after going through the periods of inactivity, we all need to move to get the blood flowing into our brain and body so we can function right!

Second, after exercise is how we plan our food intake for the day.

Third, is the amount of water we drink at intervals during the day.

And fourth, is the amount of time we give ourselves to rest.

As you can see, each of these four elements of our personal lives revolve around and are integrated into our 24 hours.

Planning a typical day could look something like this:

Wake at 4:30 a.m.

Make the bed, get dressed.

5:00 – 5:30 a.m. Either read a book on self-development or business or meditate for 30 minutes every morning. If you want/need to do both, then simply adjust your schedule accordingly.

5:30 a.m. Head to the gym for 30 – 60 minutes of exercise.

7:00 a.m. Leave the gym after showering and getting dressed into day clothes to have breakfast.

7:00 – 8:00 Breakfast and review the schedule for the day.

8:00 a.m. Head to the office (either at home or to the office of your company.)

8:30 You're at the office and you've already made your bed, exercised, read and possibly meditated, had breakfast and are ready to take on the world.

What's most important about this morning routine is that you've taken care of you first.

9:00 – Noon Work at your chosen endeavor making sure to accomplish the most important (and sometimes least liked tasks of the day) in the morning.

Noon – 1:00 Make sure to take some time to eat and relax to recharge your batteries for a productive afternoon.

1:00 – 5:00 Work at your chosen endeavor making sure you check off your accomplishments that were scheduled tasks, so you know what to start with the next day.

6:00 – 7:30 Dinner at home with family

7:30 – 9:00 Family time

9:00 p.m. – 4:30 a.m. Sleep (7 ½ hours)

There are some people who might find this schedule a little rigid for their taste, and that's fine. It's simply an example of

how to get more accomplished each day than you're used to doing.

The other important part of this schedule is that it keeps you moving towards your goals during the day from the moment you get up in the morning until you go to sleep at night.

One caveat to the night activities is to take a few moments before going to sleep and write out what you need to accomplish the next day to get your day started.

Of course, you'll be able to adjust your schedule during the day because being flexible is the most important aspect of being the leader that is you. Remember to keep the goals in mind as you plan your time during the day, and you'll keep moving forward.

Plan your time and work your plan!

Please let me know when this is something you would like me to help you with.

Here's to your success!

Tom Kavanaugh, MA

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## Epilogue

The intention of this book has been to introduce you to the idea that every business owner can find money that's hidden inside their business. And, if it's not hidden inside their business, every business owner can now create new revenue for their business by simply tweaking a few things they're currently doing to shift the mindset of their customers into wanting to buy what they're selling!

More importantly, the ability to reduce expenses can create a better net profit for the business owner, increase their margins, and improve the overall value of the business.

The fact that you can triple the number of leads your business gets, double your conversions, improve your margins and grow your net profit by employing these Business Breakthrough Secrets is a game-changer for most business owners.

When you have a Business Coach who uses cutting-edge software that can find over one hundred different ways to

improve your business value and create time in your schedule to enjoy your life, you want to work closely with that person to build your exit strategy!

For more information on how to work with our company, New Coaching Strategies, please contact us direct at the following:

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