

MILLION DOLLAR
METHODS
FOR BUILDING
YOUR BUSINESS

By
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12 Easy-to-Implement Profit Soaring Methods that will sky rocket your Business and give you the life you've always dreamed about, faster than you ever thought possible.

“Any one of these methods can be implemented easily and will send your Revenue soaring through the roof. Watch your Profit increase by nearly 100% in an amazingly short period of time. These under-utilized and often unknown methods will reinvent your business and build your bottom line.”

You'll be more valuable, more profitable, less stressed, and have a future full of prosperity just by executing the effective money making methods and taking the simple steps that I present in detail in this event. So let's get started!

12 Profit Increasing Methods: And how to use them

Building a Profitable Business Philosophy – Maximizing Your Benefit

Component 1: Getting What You Deserve - Maximizing Your Profit

- 1) Increase your prices, become the premium provider.
- 2) Add an upgrade level to your service or product.
- 3) Have add-on services or products at any level of sales; bundle/package anything.

Component 2: Doing Business on Your Terms - Maximizing Your Time

- 4) Target market to those people YOU want to do business with.
- 5) Qualify all prospects before beginning your sales process.
- 6) Make it easy to do business and lower or eliminate anything that restricts customers.

Component 3: Building Volume -Maximizing Your Relationships

- 7) Keep and build an ongoing prospect list of ALL qualified leads for future use.
- 8) Bribe customers with gifts for Referrals; make them want to help your business.
- 9) Build business alliances; help you and others help yourselves.

Component 4: Multiplying Your Revenues -Maximizing Your Efforts

- 10) Encourage, allow, pre-pay discounts for large contracts or amounts for anything.
- 11) Resell your current customers on endless numbers of items (they want your help).
- 12) Sell Information and create continuity.

Introduction

Aggressively Executing: Maximizing Your Methods

Building the foundation to your success begins with the right mindset – *YOUR* Philosophy...I will introduce the very basic concepts that you must have in place in order to set yourself up for success in business. The following is a short list of characteristics that *every business owner and entrepreneur must have if they intend to be a “Money Maker.”*

Without these attributes, your adventure toward profitability will be disheartening. I am confident however, that just having this Training of money-making methods is a great step in the right direction. If you are willing to make an investment in yourself and admit that you always have more to learn – most likely, *you’ve got what it takes.*

Entrepreneurs should have these attributes:

- 1) **Sense of Urgency and Value of Time** – *Time is Money, Guard Yours*
- 2) **Big Thinkers and Goal Setters** – *Always working toward a future success*
- 3) **Discipline and Initiative** – *Stick-to-it-iveness while over-achieving*
- 4) **Constant and Never-Ending Improvement** - *Getting better, building value*
- 5) **Passionate, Consumed, Obsessed with what they do** – *Work is never work!*

What makes all this possible is for you to be in the right mindset for making money, building your business, and reshaping your lifestyle to be what you want while working business around that lifestyle.

#1 - PROFITABILITY. Profitability only comes when you over-service your clients. This Training isn’t necessarily about Quality Control or Client Service or Management-- these things go without being said--you must ensure first and foremost that you are providing an excellent level of service and that You are *sincerely* and *purposefully* in business because you are *PASSIONATE* about what you do and you care about your Clients. *It is vitally important that you take your moral obligation to service your clients seriously* and that your goal be to help them get what you have to offer...*that is your business mission.* As we start the Training, we’ll talk about *YOUR* Mission in Business – but, make sure you are clear and we agree on the *Mission of your Business.*

Component One

Getting What You Deserve: Maximizing Your Profit

There is *ONE (Always Understated)* purpose to being in business, especially to being an entrepreneur – *to make A LOT of Money - Ridiculous Amounts of Money!* Dan Kennedy probably has been best-known for his entrepreneurial approval, and for being outspoken about *making a lot of money*. Listen up - you know who does the most good in this world - the people with the most resources - I've never forgotten a speech by Zig Ziglar where he says, in a joking manner - but being completely serious; "*You know, those people that tell you they don't want to have a lot of money; yeah, they'd lie about other things too.*"

The first part of the Training is designed to jump start or re-start your business into profitability, changing the way you look at your sales and revenue-generating functions – *specifically your pricing and selling structure*.

These implementations are very quick and permanent methods that will dramatically increase your profits with very little effort or expense. The most important part of this section is to continually re-evaluate, honestly, the value that you are providing your clients. Remember it is how *THEY* perceive your Value, not how you perceive it.

Strive to Over-Service in each and every area and action of your business. When doing this, you will be enabled to implement these same methods over and over and have an ever-increasing impact on your business. This one part of the Training alone, will very easily double your business at least twice over, right from the start. Take notes and implement this method immediately. *You deserve it.*

1 Increase Your Prices: Become the Premium Provider.

It really is that easy. If you want to dramatically increase your profit, *charge more money for what you are already doing*. This method, probably the most recommended and insisted on by Top Business Consultants, is the single most effective and easy way to get you on the fast track to profit and a soaring Gross Revenue.

Three Methods:

- 1) Start today, change all your prices and sell your next client at the new higher price point – they'll never know the difference.
- 2) As you add new clients, gradually increase prices across the board until you reach your desired amount.
- 3) Implement a "Price Increase" campaign where you offer some sort of benefit toward current clients – a sort of compromise to make their dollar value to your company greater while at the same time increasing your price for all new customers or clients.

Before you implement, ask yourself 3 questions:

- 1) Are your current clients happy with the service you provide?
- 2) Do you do everything possible to *OVER*-service your clients?
- 3) Are you confident in the value and benefits your firm provides?

The only condition on this method is that you really are worth what you're asking. I'll never forget what I learned when I first set out in sales.

You can never charge more just because someone makes more, but you can always charge less if some-one makes less. You wouldn't say to someone, "The price is \$100, but since you're a doctor, I'd like for you to pay \$1000." On the other hand, you could certainly say, "I understand your situation Mr. Smith, I am happy to help you under the circumstances. Why don't you pay \$50 now and \$50 later..."

If you take two firms in the same industry, who basically have the same overhead, in the same market, and one charges twice as much as the other, *the firm charging twice as much, makes twice as much.*

Why it pays to be the Premium Provider *it's much easier to over-service when your customers are paying you for it.*

Ask yourself, can you honestly service clients effectively when you are worried about the few extra dollars you should have collected or are discounting so much that you resent the transaction? It is obvious in our society, *PRICE determines PERCEIVED VALUE* – more and more people look for the *BEST* of something, *determined of course by the price.*

Follow these easy-to-implement steps for an overnight increase to your bottom line:

- 1) Decide on an amount and how to structure it.
- 2) Edit or create your new pricing presentations (other support materials).
- 3) Prepare all personnel involved with selling--everyone in your company.
- 4) Build up your confidence and *practice* going over your presentation and sales process.
- 5) The next person, *future client*, you come in contact with – confidently ask for the new amount!
- 6) Congratulate yourself, repeat; and begin to evaluate what is necessary for your firm to do in order to *increase value for the next price bump*.

#2 Add an UPGRADE Level.

Perhaps the single most overlooked and/or under-utilized part of any business is upgrade level to a service or product. This in many businesses is extraordinarily easy to implement or restructure – in many cases, excellent client service firms may already have this component to their business, just not be charging for it!

The concept goes like this; let's take 1000 future clients ("Future clients" is our new word for prospect, lead, etc.) out of 1000 future clients, let say you get 500 to do business with you at your normal or ordinary service or product. Now, out of those 500 surely there are half (250) that are really excited about your company and have money to spend and should be pleased to spend it with you; they are candidates for a higher level of service or product, of course at a *higher level price*.

I'll set the stage with some basic example and then we'll discover the obviousness of this gold mine.

- **Computer Sales / Service:**
- **Hair Salon:**
- **Fitness Industry:**
- **Lawn Care Business:**
- **Automotive Service:**
- **Your Business**

In no more than 15 minutes, you can take any business anywhere and conceptualize at least one if not two or three levels of upgraded service or product sales.

The ideal structure of upgrade programs.

Let's revisit our 1000 future clients; we'll use a generic "Service Business" model which works just the same for a generic "Product Business" model which will be brought out in my final example.

Out of 1000 people, 500 people now own our service, a basic level or entry level purchase and the ground floor of our business.

Out of 500 now Basic level Clients, 250 people decide that they really enjoy our service and wish to *invest* (word you should be using for charge, fee, or spend) more of their hard-earned money into our service. They now move to the second level of our business, our *1st upgrade level of service* which usually fits into three categories—categories with which you should become very familiar.

Upgrading levels of service:

- 1) More of the same, ongoing service, like an annual plan, monthly service, etc.
- 2) Enhancement of the basic level, better, faster, longer lasting level of service.
- 3) Access to or inclusion to “members only” type service.

Out of 250 now upgraded level one Clients; 25, 50, 100 or more people decide that they want it all. They are the *Frequent Flyers*, the *Priority Members*, and the people just as passionate or in need of what we’re providing as we are ourselves. This “next step” can go on for several levels and is usually significantly more than the basic or 1st level upgrade in price.

Premium level upgrades looks like this:

- 1) Best of the Best, treated like the owner.
- 2) *Inner Circle* members, they get all the secrets and specials.
- 3) Receive ongoing discounts or perks in additional to their *HIGH* priced upgrade service.

Upgrade programs rely on 5 overall factors:

- 1) They must have extraordinarily high value, and/or some sort of savings.
- 2) Continued over-delivery of Best Quality and Excellent Service is a must.
- 3) They typically can’t be sold first or at least not at the outset of the initial sale;

In order to maximize your Profit:

- 4) They should be stair-stepped in pricing and priced at significantly more (50, 100% or more) and
- 5) Finally, they must be treated as a separate business or a business within a business.

Follow these easy-to-implement steps for an overnight increase to your bottom line:

- 1) Evaluate your current service or product and develop tiers to your business.
- 2) Double check to assure your Value and Demand for the upgrade is realistic.
- 3) Create the marketing material...packaging/presentation is everything.
- 4) Price your program. (Refer to section 1.)
- 5) Prepare to track your results and monitor your profit – maximize!!!
- 6) Begin your campaign introductory offer “*exclusive to current clients*” is best approach.

3 Add-on Services or Products: Bundle or Package Your Products or Services.

Every great profit maximizing company has become masterful at getting its clients *EVERYTHING* they can possibly need or want in relation to their products or services. These companies do not leave money on the table or things to be desired from their clients.

The concept of the “add-on” is one that is elementary to sales people, a foundational method for increasing sales. This is the most basic level and probably one most companies teach and use within their sale process...*the ultimate question; is it maximized and does it really generate additional profits?*

I believe the *a la carte* style ordering is really unjust in most businesses. If you want to be a *Client Service Expert* and keep your people coming back for more, you’ve got to give them what they *NEED*, which is seldom satisfied by just providing what they *WANT*. The method I am alluding to is *packaging and/or bundling products or services to increase the size of transactions*.

Understanding that, you spend a certain amount of resources to acquire clients and get them to “raise their hand” to do business with you. Capitalizing on EVERY transaction level, whether initial, basic, or upgrade products or services is what all ridiculously profitable companies do. *Maximize EVERY transaction*.

Take a look at your products and service and evaluate the things you know your clients need to effectively and completely utilize your service or product. Begin with your initial sale, or your core business, and start adding.

2 things on which we base everything:

- 1) Are we doing everything possible to do what is right for our clients and doing it in a way that goes overboard on service and blows away their expectations?
- 2) Is it going to be a profitable and consistent systematical integration to your business?

Examples

- **Hair Salon:**
- **Restaurant:**
- **Car Maintenance:**
- **Your Business**

Key action steps to “add-ons”:

- 1) Group products that go together, together.
- 2) You’re the expert; design your sales, subscriptions, etc. for the client’s effective use.
- 3) Upgrade everything – place add-ons at each level.

Basis for successful moneymaking with add-ons:

1) Give options

Companies lose out when the option is to buy or not to buy. This is why so many varieties exist; cars, appliances, toiletries, at each store. They want to give customers *OPTIONS* so they don't have to go anywhere else to look.

This same concept applies to add-ons. Give options--option to do this and get this or option to do that and get that. When you structure your sales with options and add-ons, there is no choice but for the clients to give you *more money*.

2) Package / add-on for VALUE

When you set up your products or services for presentation, focus on *VALUE, VALUE, and VALUE*. For example, a really silly example, but a greatly missed opportunity: Toy Stores – products *WITHOUT* Batteries...now think like an entrepreneur. Put the darn things in the box and sell it for more money!!! Think about it; who's going to shop around for batteries if they're already in the box – some battery company's going to make a lot of money when that happens!!!

You sell dryers – sell an add-on for a dozen dryer sheets.

You sell cars – partner (we'll cover the “partner” method later) with a car wash and sell them a hundred.

You sell service (plumbing, air condition, lawn service, maintenance, etc.) – sell a plan, a check-up, cleaning supplies, a subscription, Trainings, tapes, clothes, shoes, houses, sell other peoples stuff, *just add-on!!!*

My point is this; add-ons build value and if for no other reason offer more than what everyone else does. As a side effect, a good one, you'll make more money for doing it. *Build the value of your transactions.*

Follow these easy-to-implement steps for an overnight increase to your bottom-line:

- 1) Evaluate your clients' needs, wants, and “make senses” for your business.
- 2) Put together your add-on sales structure and options.
- 3) Train everyone; make sure you have back-ups.
- 4) Promote effectively.
- 5) Notify all current, future, and past clients of your new way of “over servicing.”
- 6) Track your results and test, try, test, try and modify accordingly.

Component Two

Doing Business on Your Terms: Maximizing Your Time

Doing business on your terms relies upon leveraging your sales process to prepare people to buy. Let me ask you, do you remember the purpose of business? To over-service its clients, right? Great, and what do we ask in exchange? Premium prices, right? Great! So when is a business being a business, or generating profits? When it is *SELLING*, or better said transacting money; so the point here is that “maximizing time” means always being in a *SELLING* position, doing something that *MAKES MONEY*.

Businesses that have an invariable struggle year after year are those that don't do – *Daily* - enough activities that result in *MONEY* transacting – *they don't use their time to make money*.

In this section, we will dissect the basis for making time create money. We will accomplish this by designing our business and sales process to “talk” to people that *WANT* us and we *WANT*. People who are ready, willing, and capable of becoming our Clients are the only ones that bring money to the bottom-line.

Targeting, qualifying, and making it easy for people to get involved with your company are the ways to maximize your time, putting you in position to be “belly to belly” to make the sale.

This, as you will read about, begins with External Marketing. Every form of it should be designed to get you one step closer to selling *the Right Prospect at the Right Time at the Right Price Point*. Doing business on your terms means all of those things--who, when, and how much.

Now, let's set ourselves up for success and make our time more profitable.

#4 Target Market: Only the People YOU Want to do Business With.

Let's get two things straight before we dive into this section:

- 1) Marketing IS a revenue generating activity.
- 2) Marketing IS the single most important responsibility of any Business Owner or Entrepreneur.

In the next few sections we will address the Marketing philosophy and method you should implement and live by in order for your business to be a Money making machine!

Target marketing.

Target marketing is marketing specifically to those people-- *future clients*--who need or want your products or services, whether they know it or not. Target marketing is marketing to people based upon the untold requirements they must satisfy to do business with your company.

A few examples.

A target market might be *location, income, home owners, men, women, old, young, occupational, or any other of numerous specifications* that are necessary for you to provide whatever it is you provide.

The basics.

When trying to decide on your target market first ask - *WHO DO WE SERVE?* Children, Adults, Rich, Poor, Local, Global, etc. Next, we want to figure out - *WHERE ARE THEY?* Houses, apartments, offices, industries, schools, etc. Finally, let's decide - *HOW DO YOU GET TO THEM?* Radio, TV, Mailbox, car flyer, other businesses, magazines, etc. I don't mean to be too simplistic; but *Target Marketing* isn't difficult, it really is common sense, and it deserves your real attention...here's why:

Every dollar or minute you invest in trying to attract future clients to your company you can not get back, unless of course you make a sale and gain a client. It makes sense then to go after those people whom *YOU* want and *WHO* want you, instead of wasting time asking people that you could have eliminated based upon your Target Market considerations.

Let me be as blunt and clear as possible – You *don't have to be an equal opportunity business provider*. Employer, “Yes.” Client service, “No way?”

Key steps for putting \$\$\$ to the bottom line.

Decide who your perfect client is, describe them and know everything about them. Make sure to evaluate all areas of your business. You may have more than one type client for different business areas; but try to determine just one, core client, a target market that is comprised of the people that bring the most to your company.

Focus primarily on these 5 things:

- 1) Age of client
- 2) Location of client (demographic breakdown of area)
- 3) Occupation / Hobbies / Interest
- 4) Money in the household or typical income ranges
- 5) Any other notable characteristics--often this is children at home, home owner or renter, cars they drive, etc.

Back to our example.

Your Radio commercial must directly approach your target market and get their attention. Say, your *TARGET MARKET* is:
Business Executives, 25 and older, driving upscale \$38,000 plus automobiles, sports cars, etc. They earn around \$80,000 and up. They all seem to be married and have at least a couple kids and you are located right downtown at the corporate district.

Your direct marketing message on a radio commercial:

“Okay wives of executives, we know they leave all the errands up to you, but not this time! Remind your husband that we make it easy to service upscale business transportation without taking lucrative time out of their busy schedule—or *yours*. We pick your car up – right down town, at any corporate parking lot or garage; just call 999-9999 and talk with our specially trained appointment strategists and they will happily arrange your service during work hours-- wherever you park--without any hassle to you. Call 999-9999 *now*. We typically Training up to two weeks in advance. *Call now*. Remember you don’t even have to schedule it on your day planner-- you won’t miss a beat.”

Okay, a Radio commercial might be slightly adjusted for time and specific details, but I really want you to understand that you must match your message directly to your market and *CALL* them out. I didn’t say in the commercial “hey, everyone with an automobile we have great service.” Doing this, which is what most all businesses do and most advertising people preach, just wastes advertising money.

I don’t think I have to tell you that your target market will usually *IGNORE* anything that is not directly *SHOUTING* out at them. From now on *before you spend another penny, be sure you have identified WHO you want to sell to, WHERE they are at, and HOW you can get to them.*

Follow these easy-to-implement steps for an overnight increase to your bottom-line:

- 1) Review what specifically it is you offer.
- 2) Review who specifically you want to do business with (who needs you).
- 3) Match your Message (offer) to your Market Modify your marketing campaign to be highly selective and accurate.
- 4) Aggressively go after your Target Market in all ways possible.
- 5) Change it up and never be boring – and always be persistent and consistent.

#5 Qualify All Prospects: Before Beginning Your Sales Process.

The concept of qualifying prospects (*future clients*) picks up from Target Marketing and bridges the gap between marketing and money. The chasm between people hearing your message, seeing your marketing material, becoming interested or aware of their need for you *and handing you the check* is what we will dissect in this section.

To qualify prospects means to spend time selling those that intend to or are highly probable to give you the check – they want you to “do your thing” for them.

Our purpose of target marketing is to get the right message to the right market by way of the right media so that we begin the process of qualifying our prospects who inquire about our service.

The marketing method -*Marketing in a Vacuum* - which we apply to your business, as I mentioned earlier, is to prepare people to be ready to buy when they meet you.

If you market properly with all three of the requirements satisfied, you will be well on your way to converting more prospects at higher prices, consistently and successfully.

The Art of Qualifying.

To quite literally our objective is to give you and your people a dramatic raise simply by putting in front of you or in the middle of your sales process, people that are pre-qualified to buy. This in turn will tighten your conversion rates, which anyone who knows business knows is the profit increasing number to watch.

Back to the beginning – becoming a Premium Provider.

This section, “Qualifying Prospects,” relates directly to supporting your position as the *PREMIUM PROVIDER* or in other words, being “*the most bang for the buck and a lot more bucks*” product or service firm in your area. You must increase your prices, bottom line, in order to dramatically affect your *bottom line*.

By doing this, you aren’t looking for the price shoppers. You want the people that *really want to do business with you* because you are the *EXPERT*, the one they’re familiar with – the one getting *YOUR* message right in front of them!

The steps for putting \$\$\$ to your bottom-line.

Present your product or service business as *in high demand* with people lined up waiting to do business with you – “so because of this, we would like to schedule your initial visit to our store, and we ask you to review this informational packet so that you are prepared to meet with our client-service specialist” – in other words, look this packet over so we can have another

chance to convince you that we're the one and you won't waste our time if you are not really interested.

This is done by placing intermediary steps in-between:

- 1) Target Marketing
- 2) Hand Raising
- 3) Final Purchase
- 4) Presentation

This can be implemented in a couple of ways, but first *KNOW* that we are not trying to delay the process of purchasing, *just qualifying before we use our live, very expensive "Person Power" on these prospects.*

Here are some options:

- 1) Immediately after receiving an inquiry, set an appointment and send out a complete information packet (sales packet).
- 2) Once someone arrives give them a thorough "evaluation" or "assessment of their needs" so that you can better service them.
- 3) Ask them to set preliminary appointments so you can do "consultations" or pre-educate them before they visit, so they are "prepared" for your presentation.

There are many other creative options. The point is not to make it hard to do business with you, just to get the people that are most serious first and of course work extra hard to make those that need it, more excited and give them a push to get their buying temperature up as high as possible.

The ultimate goal of qualifying is:

- 1) To place people in front of your specialists, pre approved and excited to buy.
- 2) To make your clients perceive your "exclusivity" and premium provider status.
- 3) To have the opportunity to *OVER SELL* them with all the material and steps.

Follow these easy-to-implement steps for an overnight increase to your bottom-line:

- 1) Evaluate your *TARGET MARKET* and Message from section 4.
- 2) Build in additional sales steps and material de-signed to effectively complete the above three goals.
- 3) Train your sales people and explain the purpose.
- 4) Adjust your presentation to sell with "consultative selling."
- 5) Watch your Conversion Rates and Sales Ratios tighten.

#6 Make it Easy to do Business: Lower or Eliminate Anything that Restricts Customers.

If you want to be successful in business and make a *ridiculous amount of money*, you must commit your business to serving clients in long term relationships. This is one of the foundational truths to everything I am presenting in this Training.

You over service and take care of your clients as if they were family; in turn you expect several things from them:

- 1) Premium Prices.
- 2) Loyalty.
- 3) Ongoing Referrals.
- 4) Implementation of your product or service into their life.
- 5) A long lasting committed relationship.

Based upon all of this, you must go out of your way to acquire clients, clients that will fulfill these five requirements.

Please remember, lowering the barrier of entry, *DOES NOT* mean doing business with just anyone – all the concepts of Target Marketing and Qualifying Prospect still apply and are the building blocks for this.

We still only want clients who are prepared and capable of doing business with us; we just want to make it easy for them to do so, so that we can progress forward in our relationship and build their client \$\$ value in our firm.

Lowering the barrier of entry does 5 very important things:

- 1) It shows sincere interest in and for the client, over servicing from the beginning.
- 2) It exemplifies you as the premium provider because your services or products are literally irresistible.
- 3) It prepares our clients to invest more of their resources into our company, i.e. UPGRADE programs.
- 4) It gives them a stake in the business, a sense of belonging, which prompts quicker referrals and loyalty.
- 5) It strengthens our relationship and the exclusivity of doing business with us, allowing our clients to feel they are in the “inner circle.”

Acquiring customers at a breakeven.

FREE or highly discounted initiation programs.

Typically before they're finished with their transaction you've:

Pre-approved or acceptance into “special” programs.

A BONUS for getting started now.

TRIAL programs, giving them a taste.

Follow these easy-to-implement steps for an overnight increase to your bottom-line:

- 1) Review ways you are already using to entice clients to do business with you.
- 2) Strategically align this concept with your marketing and sales process.
- 3) Prepare and Execute effective follow-up and servicing systems.
- 4) Implement your improved “way of doing business.”
- 5) Track results and see which method gives you the best return.

Component Three

Building Volume: Maximizing Your Relationships

The only thing contingent upon charging Premium Prices and Doing Business on our terms is having enough volume to sustain our desired growth and profitability. To do this, we must understand the concept of marketing to generate qualified prospects, which we discussed in detail in the previous section. From here, we will now look at the three most effective, reliable and profitable relationships in our business and how to maximize them. By nurturing an ongoing relationship with our target market by means of the three methods, you will see that they will become key assets to your business and stakeholders in your success.

One of the most important concepts to becoming the “premium provider” and “expert” in what you do is building a relationship with key groups of people so that they become assets to your business. We find these groups in your prospect list, referral base, and business alliances. All of these groups have the good fortune to routinely come in contact with you and your marketing efforts – these efforts will serve to continually and repetitively encourage, persuade, and qualify those people to be interested *whenever it is right for them to do business with us*. The power of these methods is in having *sources* of ongoing future clients, month in and month out, which can be systematically leveraged so that you can almost *rely on* these relationships in building volume for your business.

#7 Prospect List:

Keep and Build an ongoing list.

This list is your money in the bank for future sales. This entire section will be summed up with one concept: *Just because someone does not buy NOW, doesn't mean that they won't buy LATER.* The various philosophies of becoming the Premium Provider, Target Marketing, and Qualifying Prospects are designed to put you in a position to garner sales automatically from your Target Market because you are known by them and have steadily maintained your "expert status."

Life changes all the time – doesn't it! Yours does and the lives of your prospects are no different. As our life changes over time, we may begin to think about buying a car or new house or any other type of service or product. We typically go through stages of "thinking about it" "researching it" "really thinking about it" "looking around at it" even "going through the process" "making it work into the budget" etc. There are numerous "stages" that have everything to do with *buying* except *buying*. Our objective is to stay in front of our target market of future clients on an ongoing basis so that when the time is right for them, we will be there and have the answer.

The Method.

Our method is to build a list of all prospective clients, especially those that we market to and who will at some point "raise their hand." Then we will continuously correspond with them in some form, phone, fax, email, mail, etc. at routine intervals. In future projects, we refer to these as "campaigns" designed for specific reasons for specific people to create buying traffic.

The intervals will be determined by:

- 1) buying season
- 2) buying temperature of prospect
- 3) holiday or promotions
- 4) other occasions to spark interest or re-ignite their interest
- 5) otherwise regular monthly mailings are recommended

The importance behind this concept relies on the idea that at some point everyone (at least in your target market) will need your product or service. It's up to you to inform, persuade, and educate them about you and how you can/will fulfill their need/want. The next step is to continually *REMINDE* them so that they never forget that *YOU'RE* the one they should visit when their need arises or desire culminates.

In many cases, this list is a collaboration of our Target Market:

- 1) Marketing = get responses, that's interest.
- 2) Walk-ins to your store = inquiry, that's interest.
- 3) Website visitors = opt-in information, that's interest.
- 4) Promotional Activities = gather leads, etc., those people are interested.

Use this concept to add \$\$\$ to your bottom-line.

Gathering these names is the easiest part, really. Just keep strict records, *each name has a \$\$ value...* remember business *REALLY IS A NUMBERS GAME* – the more you have on this list – the more sales and value the list will provide you, now and forever.

About the people on your list:

- 1) They must be within or have the potential to be within your Target Market.
- 2) They should be relatively Qualified Prospects, should have “raised their hand.”
- 3) You must update this list, regularly (eliminates waste).
- 4) You should be feeding this list continuously, automatically.
- 5) Have set, scheduled, ongoing, marketing campaigns

A basic example of an effective marketing plan:

- 1) Direct Mail to Target Market - qualify prospects - make sales and collect leads.
- 2) Follow up Mail to Prospect List - re-qualify - make sales.

These two things should be happening in more ways than just mail. To effectively “feed” your business with qualified prospects “*ready to buy*” (review section 5) this list concept is one of the most important parts of your marketing and sales process. It’s like have a group of people on a waiting list, except you’re waiting for them, trying hard to entice them enough to build their buying temperature and convert them to sales as often and as profitably as possible – it’s really like a game, *a challenge*.

Most successful business owners and entrepreneurs find this list to be the source of almost all their sales, with the only addition to be *REFERRALS*. All their direct response marketing (*the only kind of marketing you should ever do from now on*) is designed to get them to “*RAISE THEIR HAND*” (review section 4-6) so that they immediately get put on the *PROSPECT LIST* and are now *AGGRESSIVELY TARGETED – QUALIFIED – and never relented on* until they buy or die as the saying goes.

Follow these easy-to-implement steps for an overnight increase to your bottom-line:

- 1) Coordinate all the many leads and prospects that you already have.
- 2) Restructure your marketing to feed this list continuously.
- 3) Design and Implement ongoing marketing campaigns to this list.
- 4) Test and Track results – creatively challenge yourself to *win the game!*
- 5) Review all Sections and apply the methods to this list, the core of your sales *business*.

#8 Bribe Customers with Gifts for Referrals: Make Them Want to Help Your Business.

Let's begin by discussing this over-discussed, under-utilized concept of building your client base. When asked, most small business owners say that the number one way they get new customers is through "word-of-mouth." However, when asked, *WHY, HOW, WHEN*, etc. they have no answers – nothing – no system, no process, no method to capitalize on this "word-of-mouth" phenomenon.

Let me be bluntly honest – word of mouth is just a way of saying, "I'm terrible at marketing", "I don't get new clients," "I don't do any marketing,"--you get the idea. Anyone lame enough to say "word-of-mouth" is the number one way is *way behind and stuck in stone-aged thinking*. They are *NOT* implementing any sort of marketing method.

We're not talking about word-of-mouth here; we're talking about the third section of marketing to build your business generating referrals.

The differences are at least 3 fold:

- 1) Referrals are done intentionally and should be systematic.
- 2) Referrals build and establish credibility; they pre-sell *YOU*.
- 3) Referrals are another means of gaining prospects to qualify.

Why referrals are a gold mine.

Referrals are the most ready to be "interested" people you will ever meet. Here's why: These people have had *LIVE* testimony, in person, from the horse's mouth, about you and your product or service. They have been pre-sold on the idea that IF they need what you offer, *YOU'RE* the place to go...notice this is the same thing we are establishing in all other efforts of marketing and our sales process – becoming *the Premium Provider*.

Understand that Referrals are no different than people who are touched by your marketing efforts and make an inquiry to you; they were intrigued and informed by a different means of *MARKETING*.

The point of this section is to get you to realize that *GENERATING REFERRALS* has *the ability to dramatically impact your REVENUE* - if you treat it as a means of *MARKETING* – not luck or accident. Overnight success with referrals happens when you systematize your referral-generating mechanisms. What this does is gain you prospects--that you would typically be investing money to acquire--and aggressively persuade them to become your prospects or at best initial clients. Gaining referrals can - although this is not necessarily the only reason to seek referrals - *get future clients at a much lower investment than other marketing sources!*

Philosophy for added \$\$\$ to your bottom-line.

In every case, it is important for a company to build their prospect flow to meet or exceed their goals. Thus once you gain a strong client base you can possibly reach a point when referrals could provide a sufficient prospect flow without much additional marketing efforts.

Although in most cases it is not smart or effective to depend on *ONLY ONE* source of prospects; when referrals become a consistent source, you will be fortunate in having less need for essential marketing expense and the ability to better *control* your new client volume. The point is the need to build your client base initially and *gather referrals with ongoing systems*, treating it just like marketing with a structured campaign. Keep in mind that it is much easier to gather referrals once you have an established client base, the more clients, the more referral sources available.

How to.

Referrals can come in all shapes and sizes. The predictability of your Referral Generating Systems is important to grow your business – *getting referrals should be BUILT into your Sales Process, with additional opportunities and reasons to give referrals, BUT structured into the Sales Process – religiously.*

Follow these 3 steps to get the referral process going:

- 1) Ask for Referrals at the end of your initial transaction – regardless of whether or not they buy.
- 2) During your continual follow-ups (which we'll cover later) strategically place Referral Requests.
- 3) In order to “qualify” or be “eligible” for upgrade or higher level services or products, *REQUIRE* Referrals.

In order to make all this happen you should:

- 1) *Make giving Referrals a condition of doing business with you.*
- 2) *Reward your clients for Referrals.*
- 3) *Create a culture of Referrals..*

Follow these easy- to-implement steps for an overnight increase to your bottom-line:

- 1) Decide that Referrals are a condition of doing business with you.
- 2) Implement Referral Avenues into your Sales Process.
- 3) Encourage Referrals and Reward handsomely for them.
- 4) Create ongoing promotional campaigns to get referrals.
- 5) Track results and test your methods – reap the rewards.

#9 Build Business Alliances: Help You and Others Help Yourselves.

When evaluating the methods of marketing, cost, effectiveness, ease, and ability to automate, building business alliances might just be one of the most effective means to abundant qualified lead flow. The concept of alliances is to collaborate with other entities to achieve the result of providing your business *something valuable*--almost always at a reduced cost and time savings than doing it any other way.

You can build alliances in any area of your business. We will focus on building your profit overnight through marketing alliances with others. The primary purpose is the combination of Referral and Target Marketing – effective business alliances are designed to get you on the “you’re invited” list to the alliance business’s clients.

The WHAT.

Our primary purpose of building business alliances is to capitalize on another company’s business contacts, clients, and prospects.

This is done by considering 3 major things:

- 1) *Target Marketing*
- 2) *Cost of marketing*
- 3) *Buying trust*

Here are 3 things you should do with your alliance:

- 1) Direct response to generate sales.
- 2) Most importantly, direct response to generate prospects. If for some reason you cannot gain ongoing access to your alliance base, wait until you can.
- 3) Developing the right message, usually by endorsement from the alliance business.

All things considered, it makes sense; now WHERE / HOW do you do it.

There are three primary ways that the most profitable businesses use to build revenue maximizing alliances.

Be creative and think about these:

- 1) Use current contacts, personal or professional, and sift through your entire client base, current and past.
- 2) Think strategically about other businesses that you know you can help with this same concept and approach them with a plan for a collaborative marketing effort.
- 3) Finally, do your own research--look for target groups of any kind where you could gather leads and see a potential for a target market.

Quick start to add \$\$\$ to your bottom-line.

Here's what to do: Treat this as a separate marketing section, in addition to target marketing, referral marketing, and list building marketing (prospect marketing) – now we have Alliance marketing.

Grab hold of this idea, by conceptualizing that all these types of marketing are the same – Reach your targeted potentially potential clients and strive to get them qualified.

The differences are the *AVENUES* we are aggressively marketing:

- 1) Referrals
- 2) Prospects
- 3) General Target Markets
- 4) Alliance Marketing

Prepare your follow-up system and select your alliances based upon these qualifying components:

- 1) Specific Target Market must qualify as potential potentials.
- 2) Sufficient Base for profitable marketing, worth the effort.
- 3) Ability to correspond continually, at least with a campaign.
- 4) Available endorsements and “get in” method.
- 5) Reasons “why” – sell the business on the benefits of the alliance.

Follow these easy-to-implement steps for an overnight increase to your bottom line:

- 1) Make a list of all potential alliances.
- 2) Ensure they meet the requirements – set priorities on your list.
- 3) Secure the Alliance.
- 4) Prepare material – aggressively execute with a *CAMPAIGN!*
- 5) Test, track, evaluate, and modify your method.

Component Four

Multiplying Your Revenues: Maximizing Your Efforts

All of the sections in this Training will provide you with exponential increases to your revenue which will transcend to your bottom line. *This last section however contains what I feel are the ultimate maximizing methods.* You can take all of the methods and implement them, and then come back and implement for the first time or re-implement these remaining three methods and *get a multiplied increase on top of the increase already realized* from applying all of the other methods. These three methods are so powerful because they contain methods of accelerating your cash flow, multiple selling opportunities, and building ongoing and alternative monthly revenue streams. By multiplying the ways in which you get revenue, you will be leveraging your efforts in your business and be rewarded for it. These ideas are usually completely overlooked and at best under-utilized – so prepare for a revelation.

It is imperative to read these next Components with a wide-open mind and with your creative juices flowing. You will in all seriousness be blown away by the concepts, avenues, tweaks and holes you have left out of your business before now. There is no looking back, you are on your way to completing the greatest investment you've ever made in your business – I promise this Training will not only change your business, but your life! After implementing these last few methods, your business could very well increase to previously only dreamed about levels and send your personal income *through the roof*. You may decide to totally revamp the direction of your life – rightfully so, remember, *you deserve it!* Sit back, no, sit up straight, and prepare to add zeros to the end of that little number sitting in the balance column at the end of your checkTraining registry!

We're on the home stretch, continue forward...Accelerate your cash-flow

#10 Encourage, Allow, Pre-Pay: Discounts for Large Contracts or Services.

In all seriousness, the most important determining factor for any and all businesses to be successful is *CASH FLOW* – there surely isn't a person on the earth that could disagree with that! Cash-flow is what makes or breaks a company.

All sections throughout my Training relate to increasing your revenue and more importantly adding PROFIT to your bottom line, and just as importantly in addition to that, *adding it with ease*. Any time you add more revenue, you are increasing your cash flow – the key is to do this and sustain it. This section will-- perhaps quicker than any other section--add the greatest amount of profit to your pocket – so listen carefully.

The idea of accelerating your cash flow is achieved by asking people to *prepay* for services to be rendered or to *pay in full* versus making ongoing monthly payments or using any other deferral payment method. Surely you are familiar with this concept; insurance companies do it, some yellow page companies, etc. They offer a *CASH* discount – you see it all the time. Now let's focus on implementing this idea in *YOUR* business – either initially or to a greater degree than you are currently using.

Think of it like this.

Credit cards charge you interest, they charge everybody interest, *unless* you pay your balance in full each and every month. The same idea can be applied to any type of business, especially if you also implement this idea in combination with the other methods we have discussed.

Start figuring.

For the most part, the larger the amount of the transaction, the larger the discount needed to give someone a *need to or sense of urgency* to invest more money now, versus later. You want to *highlight* the savings that they are receiving by investing in your *Cash Method*. In order to give people a compelling reason to “pay up front,” you treat it just like any other sales transaction you have developed for the benefit of the clients. You need to structure your product or service-pricing so that it makes sense to pre-pay.

Get out your calculator and start pushing buttons – figure out all the possibilities. You don't need to offer that many, just a few different options. The thing to remember, if you don't offer it, ask for it, try to get it, *YOU WON'T GET IT!* From now on, you will apply this method to your closing procedures in your sales process, “Yes, or Yes”, “Option A or Option B.” It should never be whether they want it or not, just *which investment option makes the most sense*.

These examples should get you thinking:

- **Magazine Subscriptions:**
- **Insurance:**

Let's come up with a few ideas:

- **An oil change shop:**
- **Something in the restaurant:**
- **Dentist or Chiropractors**
- Your Business

Here are 3 of the most compelling reasons:

- 1) *Building Client Value / Overcoming Client Attrition* - This idea is very important and is usually described as, “*leaving money on the table.*” In any business, we know that client attrition is inevitable, now we certainly should and can have a great deal of impact in this one area – however, you *will lose* clients. Two very important statistics to track in your business are the Total Value of a Client, how much are they worth to your company over their life as a client. (And, you should know the Life of a Client, how long they are likely to continue doing business with you.)
- 2) With at least a general understanding of this idea, you will appreciate the *Cash Discount method* - If the average client does business for six months and they prepay for a year, they will either last longer or be worth more; either way you are in a better position than you usually would have been. This idea works the same for product businesses that may spread out payments; you know that everyone pays on time every month forever, right – *HARDLY* – that’s why offering the Cash Discount to accelerate the payments is the most reliable way to get more money than you otherwise would have or will receive.
- 3) *Ongoing repetitive purchasing* - Also, I believe that when clients have already paid for a certain service or product in full and are not making ongoing payments – they are more apt to willingly and without hesitation invest more money, more often, again and again with your company. You see they don’t have to justify additional expenditure to your firm or compile the budget and feel unsure, uncomfortable, or even guilty about giving you too much of their money – they are able to consciously make it “okay” because they psychologically forget about or even ignore the fact that they made a previous purchase.

How to use this idea to add \$\$\$ to your bottom-line – overnight!

Applying this method to your business should be relatively easy. The magic and effectiveness of *accelerating your cash flow* happens when you strive to maximize the size of the transaction. To best do this, you want to review sections 1-3 and strive to implement all of these concepts together – *here’s the money making formula*, which we will certainly review.

Accelerating cash flow is most Profitable when:

- 1) You are charging *PREMIUM PRICES* (section 1).
- 2) You included added on purchases and bonuses to *PAY IN FULL* (section 3, 6).
- 3) You use this concept with all levels of your business – *UPGRADES*.
- 4) Continually strive to add products, services, and methods of encouraging your clients to give you more money *Now*, versus over time.

Follow these easy-to-implement steps for an overnight increase to your bottom line.

- 1) Evaluate your pricing methods.
- 2) Apply the Cash Discount to your current methods.
- 3) Create new, better, higher priced methods.
- 4) Prepare all persuasive material and include this step / option in your sales process.
- 5) Test, Track, and Modify everything until you are maximizing *every area, product, and service from this cash-flow accelerating concept*.

#11 Re-Sell Your Current Customers: They Want Your Help.

In all of my studying and with thousands of dollars invested into learning about business and other people's success, one truth has been shouted as the best and undoubtedly *the single greatest source of revenue-generating in any business – Current and/or Past Clients.* We will specifically dissect the concept of selling *over and over again* to your current clients.

One asset that is invariably underutilized in all businesses and is seldom mentioned on a financial statement is the asset or *list* of current clients doing business with your company. This list of clients, much like but more so than the Prospect list we discussed in section 4, is your source for *mounds and mounds* of future revenue.

In addition to the Add-on (section 3) or even the Upgrade (section 2), sales to your clients of different (usually related) items are the easiest and most lucrative transactions you will ever ring up on the cash register or put into your bank account.

This is the case for 3 very specific reasons; current or past clients:

- 1) Have already been pre-qualified to be your clients.
- 2) Have already become accustomed to giving you money.
- 3) Have *been Over Serviced and Over Delivered* by you.

You see, *the most expensive clients to get, as I have made clear are NEW CLIENTS.* Your external marketing to generate leads and future clients can be a significant ongoing investment for your company to make.

\$\$\$ to your bottom-line:

- 1) It allows you to charge Premium Prices, all the way through your business.
- 2) It allows you to gain steady flows of referrals and leads *without monetary investment.*
- 3) It allows you to easily persuade your clients to *UPGRADE.*
- 4) It allows you to comfortably and confidently *ASK* for and *GET* what you deserve - more money, stronger commitment, loyalty, ability to expand and expert status.

Here's what to do.

Ask yourself – *“What else do my Clients need, want, deserve...?”* That is the only question that really matters; answering that question again and again will give you endless ideas and products or services for your clients to purchase.

Let's hit a few examples:

- **Lawn Service:**
- **Hair Salon:**
- **Auto Shop,**
- **Car Dealers,**
- **Carpet Cleaners,**
- **Pizza Places:**
- Your Business

Re-selling your clients should be a blending together with the idea of upgrades, add-ons, and other concepts we've discussed. Owning a successful business and maximizing the profits is not achieved with a clear definition between revenue generating methods. The methods can work individually... or together...exponentially.

Purchasing again and again doesn't have to be of different products or services, it could just be the same service or product – in that case, you still must re-sell your clients to do business with you. The key to this is communication. The final piece to the marketing and sales process puzzle is to apply it to our current clients. The last step in the sales process is that there is *NO LAST STEP* – your sales process should be ongoing and your marketing (communication) with your current clients should be a strategic campaign and a structured part of your business.

Ideas for on-going sales.

Store anniversary sales, client anniversaries, client birthdays, holidays...you get the idea. *You must find any excuse possible* to communicate with your clients-- oh, and you don't even need an excuse as long as you have a perceived relationship with the client.

In order to maximize your business you should be striving to continually *INCREASE* the *TOTAL CLIENT VALUE* of your business – the amount of money clients give you over the course of their relationship with your business.

Your goal must be, and the goal of this section is *to increase the amount of money clients invest with you, increase the overall number of times clients do business with you, and to increase the frequency that they do business with you.*

Three Ways to Grow a Business:

- 1) Increase the number of clients.
- 2) Increase the size of transactions.
- 3) Increase the frequency of transactions – you can see that I have modified it to fit our client-relationship and profit-producing methods.

Follow these easy-to-implement steps for an overnight increase to your bottom line:

- 1) Create your desired campaigns to market your product and services to your current clients.
- 2) Prepare and strategize to combine all concepts we've outlined throughout this Training.
- 3) Focus on building relationships.
- 4) Do everything possible and spend your time striving to increase *TOTAL CLIENT VALUE*, defined as the money amount, number of times and frequency of your clients' transactions.
- 5) Test and Track your results – get clients involved and get feedback, so that you can always answer the “only question.” (Believe me, every client has one!)

#12 Sell Information and Create Continuity: The Most Evolved Form of Entrepreneurship.

The last section will change your life and more importantly your way of thinking – *before you even finish it*. This Component could possibly be worth more to your future than any other part of the Training. We will be concept-tualizing your ability to generate revenues at very high profit margins with very minimal effort – just by maintaining your relationship with your clients and/or expanding your reach through the world and/or your industry.

Information Products and Services.

Creating continuity.

Coaching and Consulting

Done for You

Do it Yourself

Follow these easy-to-implement steps for an overnight increase to your bottom-line:

- 1) Make a list of all the possible information / continuity based programs.
- 2) Evaluate feasibility and profitability of each one.
- 3) Design a promotion plan to get as many of your current clients involved as possible.
- 4) Build your new revenue section of your business into your sales process – at all levels.
- 5) Track, Test, and Evaluate your success.

Aggressively Executing: Maximizing Your Methods

Let me set the stage for one of the most motivating experiences of my life – one that helped shape my desire to become financially independent, oh, who am I kidding, *I mean Filthy Rich*.

It was early one Saturday morning, I was very young, probably ten or eleven, and here comes my favorite Disney character on the weekend cartoons – Donald Duck. (Actually I liked Mickey the best, just because he’s like the “top dog” the “first creation” and all – but Donald, you know, he was just the odd ball extraordinaire, the entrepreneur of the group.) Anyhow, this was some sort of a new Donald Duck, he was with his cousin, or uncle or something, I can’t remember – *SCROOGE* McDuck—yes—Scrooge-- in his great big mansion with his three little nephews and Donald as a baby sitter – do you track with me at all?

Anyhow, my memory of Scrooge-- not the one from *The Christmas Carol* (although he did turn out okay in that one, didn’t he?) I’ll never forget Scrooge’s exercise routine, *EVERY DAY*, he would go over to the *Pool*--at least that’s what it was supposed to be-- open the door, slip off his bathrobe and dive in...into his great big pool.....of *MONEY* that’s right, solid gold coins filling up a large indoor pool – *he took a bath in his money!*

Can you imagine, taking a bath in your money! Well, I’m not embarrassed to say, I can, and I have--no, not taken a bath in it, just imagined-- imagined having enough money to do whatever I want with it.

What I am trying to get through here:

- 1) It is okay to make large amounts of money, and more importantly.
- 2) *JUST HOW TO DO IT.*

Look you’re in business for someone, right now, if you’re like most other people, it’s probable that you’re in business for *EVERYONE but YOU*. You’re leaving out the most important person! By implementing my methods, you will be able to shape your business around your life, however you want that to be, because you will be maximizing *every* area of your business and reaping Profits Beyond Belief – *to which you are fully entitled.*

You do have the POWER to be in control; of your business, your relationships, your life, and yes, even your BANK ACCOUNT BALANCE. I’m telling you the truth; and if I’m the first person to tell you that. That’s because most people either *DON’T KNOW* this or are *LYING TO THEMSELVES* for fear of not being able to *MAKE IT* and *GET THE JOB DONE*. The reason I am willing to tell you is because I was just like you for years; it was almost a decade until I finally figured it out – from the various coaches that I work with – who helped set me straight. Now I’m here to be *your superhero, to help you help yourself* and get the life you deserve...time’s a ticking, and you’re not getting any younger – here’s one more truth for you, a harsh one, but listen up – *YOU ARE ONLY GETTING CLOSER TO THE END*, the end of the time that you are able to enjoy everything that you find enjoyable – don’t do yourself, your

family, your circle of influence any more disservice by waiting to get this thing called *BUSINESS* straight – Your bank account depends on it, and the harsh reality is, contrary to popular belief, *your bank account DOES have a lot to do with everything else!*

Of course this Training is for more than your enjoyment--it's for your life, your family, your business, and your Bank Account. I would welcome the opportunity to help you get more out of your business. I'm sure you will be amazed at how much you will be able to accomplish and how much you can make in only 30 days. Why don't you get that contact information in – let's get on the phone and see if it makes sense to you to make a small investment so that you will have the opportunity to get back a lifetime full of money – *beyond your ability to imagine.*

*Welcome aboard to the lifestyle of the money makers and passionate entrepreneurs.
You're well on your way to the life you've always hoped for.*

I know how hard you are working, how much stress you have, and how very badly you desire the success and financial reward – YOU DESERVE.

Now it's time to create Your own Million Dollar Methods Blueprint

**Now is when it gets
exciting for YOU!
Let's Begin!**

**Scott Manning's
Million Dollar Methods Blueprint
For Building YOUR Business**

How to build your blueprint

How to make the formula work for you

Each of the 12 steps and strategies

Not an a la carte concept, rather an assembly line

Instructions

1) Pricing Power, becoming the Premium Provider and creating wealth from Money Math in your business.

2) Creating more value and customer opportunity, increases profits, and installing transaction pyramids.

3) Maximizing Customer Revenue, tricks to sales levels, add-on services or products, bundle/package anything.

- 4) Reverse Marketing, identifying the right Target market of those people YOU want to do business with and crafting attraction methods and strategies to get them to come to you.**

5) Advanced Automatic Sales System, qualify strategies, painless sales process for maximum and fast profit.

**6) Marketing Illusion, Customer Experience,
and Making it easy to give you money.**

7) Building your two-tier herd, stocking your pond, and creating guaranteed sales now and in the future.

8) The Magic of the Referral Culture, how to train your customers to be your Salesforce, creating raving fans who refer consistently and repeatedly.

9) The most powerful business growth strategy, the hidden business within your business, and how to establish an underground immediate marketing platform to double your business year after year.

10) Accelerating wealth building and business growth, fast ways to raise capital, and get money to expand, market, and dominate your competition.

11) Creating residual income and long term wealth with resell strategies and continuity business models. The easiest addition to your business customers are secretly begging you to sell them.

12) Big Money Business Tactics, how to successfully enter the most lucrative business on earth in as little as 30 days and make six figures fast.