

19 SECRETS **To Immediate & Exponential** **BUSINESS** **GROWTH**

**Plus: 120 Brainstorming Marketing
'Power Tools' You Can Use Today!**

***Powerful strategies to skyrocket
your business and multiply your
profits and business success.***



Keep these concepts in mind:

You've failed many times, although you don't remember.

You fell down the first time you tried to walk.

You almost drowned the first time you tried to swim. . . .

Don't worry about failure.

My suggestion to each of you:

Worry about the chances you miss when you don't even try.

- Sherman Finesilver

Successful men are influenced by the desire for pleasing results.

Failures are influenced by the desire for pleasing methods and are inclined to be satisfied with such results as can be obtained by doing things they like to do.

The common denominator of success - the secret of every man who has ever been successful - lies in the fact that he formed the habit of doing things that failures don't like to do.

- Albert Gray

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sales or back-end purchases. But that is where the real money is. It's not uncommon for a business to lose money or barely break even on the initial sale. And it oftentimes takes several repurchases before any real money is made.

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4. Establish And Maintain A Segmented Database.

One of the most effective ways to increase sales is by having an up to date, clean and segmented database of all your customers – past, present and future customers – your prospects. When you keep track of your customers and what they've purchased in the past, and then see that they are informed of special sales and offers, special events, and new items, and discounts and promotions on items they would be interested in, shows them that you care about them, and encourages them to make additional, often more profitable purchases.

5. Increase The Average Buying Lifetime Of Each Customer.

It just makes sense that the longer a customer continues to do business with you, the more products and services you'll have the opportunity to sell that customer, which of course, translates into more profits.

But also, the longer that customer keeps coming back and buying from you, the more benefits they'll receive from the products and services they've purchased, which leads to a more satisfied customer, and again, means more profits to you.

For example's sake, let's say your average customer trades with you for a period of five years before moving on to do business with another company, or no longer needs the product or service your business offers.

If that five years could be extended by just one year, it would mean an increase in profits of 20 percent – even if nothing else changed. Actually, it would be somewhat more than 20 percent, because there were no acquisition costs for that extra year like there was for the first year the customer did business with you.

2. Increase Profit Margins.

Profit margins are the difference between what the product or service you offer costs you to make, produce, purchase, or acquire, versus what you sell it for, and after deducting sales, processing, fulfillment, and delivery costs. The more steps there are in the process from production or acquisition to delivery, the more room there is for excess costs to creep in, and the lower the profit margin will be. Every effort should be made to monitor, control and slash costs whenever possible. Remember, a simple two dollar saving on a twenty dollar product can add up to 20 percent more profit for your business.

3. Manage Time More Effectively.

Every person on the face of the earth has exactly the same number of hours, minutes and seconds in their day – every day. No one has an advantage in this area. It’s true that we all have different jobs, tasks, priorities, and responsibilities, and those all require different amounts of our time, but you can significantly increase your available time if you will take stock of where you are, what you’re spending your time on, and then effectively employ the principle of delegation.

By concentrating on things that matter most, or that only you can do, and then delegating the lesser important tasks to the lowest competency level person that can handle them, you’ll have more time to focus on the important priorities – the things that can make you real money.

4. Increase Staff’s Knowledge And Competence.

How many times have you called a business and asked a question, only to have the person on the other end of the phone act like they had no idea of what you were talking about or where to get the answer? It happens all the time. Unfortunately, with today’s labor laws it’s much more difficult to get rid of incompetent, rude or uncaring employees without the threat of lawsuits or other problems.

Knowing how to hire the right employees is becoming more critical, as well as how they’re trained to handle

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when doing calculations for the purpose of developing actual marketing strategies and campaigns, the Lifetime Profit Value will give a more accurate picture.

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Finally, the **fifth principle** for growing a business... Create Compelling Reasons For Your Customers To Only Do Business With You.

1 Big Way To Create A Clear, Compelling And Irresistible Reason For Your Prospects And Customers To Do Business With You, And Not Your Competitors.

Here’s a simple test you can perform: Ask any business owner, any manager, any entrepreneur or any professional why their prospects or customers should buy from them, and you’ll most likely hear something like, “Because we offer the highest quality products, the best service, the fastest delivery and the lowest prices around.”

But really, what do you learn from that kind of statement? That kind of answer does absolutely nothing to compel you to want to know more, or to nearly force you to get out of your chair, pick up the phone and call, or to get in your car and drive to the place of business, or to fill out and mail in a response card.

In fact, just the opposite. You’ve heard this kind of “ho-hum” statement so many times before by countless other businesses, that you no longer pay any attention to such statements.

Competition in business today is so keen, products and services are so similar, and prices are so cutthroat, that it’s difficult, in fact nearly impossible in almost any industry, business or profession, to maintain for any predictable length of time, a competitive advantage

120 Marketing Power Tools

To move your business forward easier and faster here is 120 powerful, business boosting marketing activities and tools for you try out in your business. Begin immediately by holding brainstorming meetings and workshops with your associates or staff. Almost effortlessly, you will quickly come up with lots of great ideas to build your business.

Just explore the list imagining ways that you can incorporate them into your business and write down your thoughts and ideas. Don't judge your notes straight away. Put them aside for a few days before revisiting them and deciding which ones will work best for your products or services. Create and implement a plan to implement the best and most profitable ideas. Revisit the list periodically and watch your sales and profits soar.

1. Audio Cassettes/CD ROM's/DVD's
2. Video Cassettes/CD ROM's/DVD's
3. Magazine Articles
4. Advertorial's (long copy ads)
5. On-hold Messages
6. Business Cards as Ads
7. Books
8. Brochures
9. Trade Show Booths
10. Flea Market Stands
11. Fairs
12. Bulletin Boards/Electronic
13. Web Site
14. Associate E-Marketing
15. Billboards
16. Piggy back Mailings
17. Co-op Advertising
18. Joint Ventures
19. Endorsed Mailings
20. Cross Promotions/Selling
21. Conferences
22. Teleconferences
23. Coupons
24. Sponsor Community Service
25. Catalogues
26. Consultations
27. Contests
28. Prize Draws
29. Training Workshops
30. Taxi Ad's
31. Celebrity Endorsements
32. Correspondence Courses
33. Newspaper/ Magazine Columns
34. Calendars
35. House To House Canvassing
36. Direct Mail
37. Distributors
38. Donations
39. Demonstrations
40. Samples
41. Directories
42. Exhibits
43. Flyers/Handouts
44. Fund Raisers
45. Gifts
46. Gift Certificates
47. Newsletter Inserts
48. Magazine Inserts
49. Newspaper Inserts
50. Invitation Only Events
51. Breakfast Seminars
52. Private Unveilings
53. Previews
54. Personalized Letters
55. Directory Listings
56. Loss leaders
57. Magazine Ads
58. Newspaper Ads
59. Classified Ad's
60. Supermarket Boards
61. Matchbook Advertising
62. Cinema Ads
63. Newsletters
64. New Product Releases
65. Personal Sales Contacts
66. Post Cards
67. Party Plans
68. MLM
69. Posters
70. Paid/Unpaid Public Speaking
71. Point of Purchase Advertising
72. Placemats in Restaurants
73. Publicity/Press Releases
74. Per Inquiry Ads
75. Personal Letters
76. Radio Ads
77. Interviews On Audio/Video
78. Radio/Telephone Interviews
79. TV Talk Shows
80. TV Infomercials
81. Reports/Special Reports
82. Referrals
83. Recorded T'phone Messages
84. Voice Mail
85. Fax on Demand/Fax Back
86. CD ROM Catalogues
87. On-Line Catalogues
88. Seminars
89. Vendor Sponsored Events
90. Statement Stuffers
91. Sales/Mfr's Reps
92. Direct Sales People
93. Bag Stuffers
94. Sponsored Events
95. Special Events
96. Signs
97. Marquee/Banner Signs
98. Moving Displays
99. Store Window Displays
100. Surveys
101. Inbound Telemarketing
102. Outbound Telemarketing
103. T-shirt Advertising
104. Bumper Sticker Ads
105. On-Vehicle Advertising
106. Workshops
107. Word-of-Mouth
108. Yellow Pages
109. Package Advertising
110. In-Package Advertising
111. 0800 Numbers
112. Gift Baskets
113. Blimps & Search Lights
114. Association Memberships
115. Letters to the Editor
116. Customer Mailing Lists
117. Petrol Pump Ad's
118. Affinity Sales
119. Centres of Influence
120. Testimonials

All The Tools, Systems And Methodology To Give You An Unfair Advantage In Your Marketplace

Over the years the principles that are at the foundation of the Leads2Profits building and development systems have been used to make millions of dollars for small, medium and large businesses just like yours.

Leads2Profits has refined these principles into a series of dynamic scientific processes to meet the challenges facing businesses large and small by utilising the latest cutting edge technologies.

Find out how Leads2Profits Solutions can help you...

- Drive hordes of hungry customers to your business.
- Craft and use powerful and irresistible direct marketing strategies to drive your sales through the roof.
- Counter competitor price cutting without reducing your margins.
- Keep customers coming back again and again to your business.
- Uncover and profit from the hidden assets to be found in your business.
- Quickly, simply and effectively increase sales to your current customers by 10%, 35% and even 90% or more, with no additional marketing costs.
- Advertise your business for absolutely no cost.
- Create passionate and undying customer loyalty to permanently keep your competitors out.
- Find, acquire, keep and motivate superstar salespeople and employees.
- Live and enjoy greater success by speedily building a business that is highly profitable and will run itself.
- Make your business 100% recession proof in 30 days or less.
- Get and use testimonials to dramatically boost your sales.
- Price test to obtain maximum profit from every sale you make.
- Add an immediate \$5,000 to \$10,000 in new found profits in the next 30 days.
- Double, triple, even quadruple your sales conversion rate.
- And much, much more...