# Three Of The Most Powerful Things You Can Do To Build Your Business

**The Latest Breakthrough Strategies For Separating Your Business From Your Competition And Becoming The Only Logical Choice For Your Customers And Prospects To Do Business With**

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And Thank You to my
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# Introduction

How would you like to learn three of the most powerful things you can do to transform your business, and take it, not to the next level, but catapult it way beyond where it is now, and light-years ahead of your competition?

And how would you like to learn how your business can bring in more new customers in one month than you now get in several months or even an entire year, without having to make another cold call, run another unproductive ad or mailing campaign, or to work another minute harder?

And how would you like to learn how to stop chasing prospects…to get them to call or contact you, and to nearly beg to do business with you?

Well, if these things sound exciting to you, hold on! You're about to learn some of the latest ideas, concepts and techniques that can absolutely change the way you do business… change your life… and give you everything you could possibly want.

Impossible, you say? Well, believe me, it's not.

You see, it doesn't matter if you're a business owner, a manager, a professional, or an entrepreneur.

It doesn't matter if you're involved in a manufacturing business, sell an intangible product or provide a professional service.

It doesn't matter if what you sell is a material product that you can see, touch, feel, hear, smell or taste… or, if you sell a future vision or a dream.

Or if your business enterprise is multi-level, a home-based business, a major corporation, an association, or somewhere in between.

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You're about to discover how hundreds of companies in dozens of professions and industries have cost-effectively grown their businesses and added profits to their bottom line.

## Some Of America's Largest Corporations Use These Strategies To Run Their Businesses

You'll learn what organizations such as AT&T Information Systems, Black & Decker, Blue Cross/Blue Shield, Coca Cola, Hewlett Packard, Honeywell, General Mills and countless others have done that have helped them virtually eliminate their competition and become the dominating force their markets.

For the next several minutes, you're going to be learning some of the most important things that every business owner, every manager, every professional, every entrepreneur… in fact every person who is responsible in any way, for attracting new customers to their company or organization should know.

These ideas and strategies have come about by analyzing businesses both large and small and identifying problem areas, and developing strategies that can quickly add profits directly to their bottom lines.

## Tested And Proven Marketing Methods That Produce Measurable Results

You're not going to find any fluff, filler or cutesy stories, here. Just good, solid and *useable* information… information that can help you grow your business faster, easier and more profitably than ever before.

Information that has helped large corporations, associations and even small businesses gain a decided advantage in their respective markets.

And if you'll take the time to understand and apply these concepts to your business, you can't help but succeed in the same way countless others before you have.

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Oh, and remember how in my opening statement I asked if you would like to learn three of the most powerful things you could do to transform your business?

Well, as I said before, hang on! Because you're not only going to learn those three things, but you're going to get dozens of ideas, concepts and techniques… *strategies*… that you can begin using in your own business right away.

So, grab a pen and a note pad, and get ready for an experience that can literally change the way you do business.

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# Three Of The Most Powerful Things You Can Do To Build Your Business

Contrary to popular belief, building a business… growing a business… creating a successful and profitable enterprise that commands a dominating position in the marketplace doesn't automatically require hard work, frustration, and enormous costs.

There's no question, and you probably won't get much debate, that there's *more* competition, and *stiffer* competition than ever before, in nearly industry and profession.

But there's also more opportunity. Especially for businesses whose owners and managers understand a few basic and fundamental concepts.

You see, it really doesn't matter if you head up the largest corporation in the country or if you run a one-person, home-based business, there are just a handful of things you need to know to gain a competitive advantage in your marketplace. And mastering just three of the most important of these things will enable you to write your own ticket to success.

Now you and I both know, that this year in this country, in the greatest and most prosperous times the world has ever known, a huge number of businesses… even large and well-established businesses, will close their doors never to do business or provide products or services to their customers again.

## The Real Cause Of Business Failure… It's Not What You Think

Some analysts say that the major reason for business failure is under-funding… a lack of capital.

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Others say it's because of poor business management practices.

And there's another school that teaches that some businesses are started by the wrong people… that those people lack entrepreneurial skills. That they would be better off working *in* the business as technicians or employees, rather than trying to run the business.

But when you get right down to it, for a business to even be a business, in the first place, that business has to have customers… someone to exchange their dollars for the products and services the business sells.

You see, you can have all the funding in the world… you can have great management skills… and you can even have a tremendous entrepreneurial mindset, but unless and until you have someone to purchase your products and services in sufficient numbers, you'll never have much of a successful business enterprise, and will only generate an average income, at best.

Now, here's a fact: Most businesses fail because they don't have enough customers buying from them on a regular basis. Either they don't attract a sufficient number of new customers, or they let their existing or current customers slip away.

And it isn't always because they don't try. Most often, it's a result of not understanding and implementing effective "customer-getting and customer-keeping" strategies.

The bottom line is, if you really want your business to be successful, you've got to make getting and keeping customers your number one priority.

And that brings us right back to three of the most important… three of the most powerful… three of the most profitable things you can do… in fact, that *any* business can do to build, to develop and to grow their business.

## Three Simple, But Powerful Things You Can Do To Grow Your Business

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The number one thing, and one of the most important things for you to realize, is that there are four ways… four *principal* ways to grow a business… any business.

The second thing (and this will give you an incredible advantage over your competition), is to determine the Lifetime Profit Value of your customers. In other words, how much is your average customer worth over their "buying lifetime" with you?

And the third most important thing you can do? It's to identify a clear, compelling and quantifiable UCA (or Unique Comparative Advantage)… and then articulate and communicate that advantage to your market at every chance you get.

That's it. Three simple things. And they're not all that difficult to do, either.

So, if you're ready let's get started with the first concept.

When you get right down to it, everything you do to build your business… to grow your business… can be classified under one of four different areas, or categories. And if you learn this one simple concept, and how to apply it, believe me your competition won't stand a chance.

And the reason? Because your competition not only doesn't understand this concept, most of them have never even heard of it.

## New Customers Are The Lifeblood Of Your Business

Now, here's the **first one of the four ways to grow your business**. Simply this…

Get more customers. Build your customer base. Just get more prospects to buy from you and become your customers.

You see, when more people buy from you, you take in more dollars, and so you make more money. And the more people you add to your customer base the larger it becomes, and the more people you have to go back to for additional and repeat sales.

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Now, it's in this one single area where most business owners (including your competition, and probably, you, too, if you're honest), spend most of their time, effort and money.

If you've been in business for any length of time, you probably realize that getting new customers is not always the easiest or most profitable thing you can do.

The reality is, most businesses only employ one or two main methods of attracting new prospects.

For example, prior to enactment of the "Do Not Call" law many insurance agents were heavy into the use telephone soliciting. And many of those calls seemed to come when unsuspecting prospects were just sitting down for dinner.

Chiropractors, car dealers and lawyers are known to advertise heavily on television… especially during the afternoon and late night hours to attract new customers.

Now, what about you? Think about your business for a minute.

Chances are, that you and your business, like every other business, also utilizes one main method of attracting new prospects. And, most likely, the method you use,is the same method that nearly every other business in your industry or profession uses.

## The Way You've Always Done It Isn't Always The Way It Should Always Be Done

It's called the, "That's how things are done in our industry," method, or, "That's how things are done in our profession," method.

When a person (at least the majority of people) first chooses to go into business… and let's use an insurance agent as an example… they typically look around and see what everyone else is doing.

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Then they arrange their office just like every other insurance office they've seen, they look at what everyone else is doing to market or promote their agencies, and then they adopt those same marketing plans and methods to market or promote their agencies.

And, it's not only insurance agents who do this… it's nearly every business in nearly every industry or profession.

But, wait a minute. Who set up that system in the first place? And who says it's right, or that it's the best system to use?

The fact is there are an unlimited number of methods of attracting new customers to your business, and your imagination is the only limiting factor.

## Look Outside Your Industry Or Profession For Ideas You Can Adapt And Adopt

Some of the best, most productive and most cost-effective methods can be adapted from what others are doing in totally unrelated businesses.

Now, this brings up a couple of questions.

First, how observant are you? What are others who are in the same business that you're in doing? And, how effectively are the things they're doing working for them?

Next, look around at what other businesses… unrelated businesses in other unrelated fields, industries or professions are doing? Have you seen what's working for them? Is there one business that just stands out, by doing something different or unusual? Or do they all pretty much use the same marketing methods?

Next question: How creative are you? Can you look at what some of the other businesses are doing, and adapt (with a few minor changes), their methods to your business?

In other words, if you were brand new… just starting in business, and had no idea of what anyone before you had done to

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attract new customers, what would you do? How would you go about getting new customers? Would you use the same methods you use now, or would you do something completely different?

## Know And Cater To The Specific Needs And Wants Of Your Clientele

A dentist I consult with specializes in working with children and their teeth. He loves children. And he also recognizes that as they get older they may need braces, they'll probably get married, and they will have a spouse and children that will all need dental care.

And so, he set up his reception room with a special, "kid-height" counter, so when the children come in, they can talk directly to the receptionist, transact their business just as an adult would, and schedule their next appointment. He's even decorated his reception area with artwork and pictures that some of his young patients have created.

How do you think those young people feel? Well, they absolutely love it there. And they tell their friends about it, too.

And their parents? They're *thrilled*. Imagine, having your kids *want* to go to the dentist! And then be treated… not like a second-class citizen, but as an equal, transacting business (with the parent's help, of course), and having a hand in scheduling their future appointments.

What a learning and growing experience for them. And who do you think the parents use for their own dentist? That's right. The spin-off business of catering to, and working with children, is their parents. And as the kids grow up and have families of their own, which dentist do you think they'll use… that they'll insist that their spouse switches to… that they'll bring their own children to?

The relationship he's building with those young people, of friendship, of trust and of caring, will provide him all the financial security he'll ever need, and will allow him to do whatever he wants, and go wherever he pleases for the rest of his life.

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So, what about you? What are you doing? Specifically, what marketing methods are you using *right now* to attract new customers?

And second, how many *different* marketing methods do you presently, and concurrently have working for you?

## Depending On Only One Marketing Method Can Spell Disaster For Your Business

There's a real danger in having just one or two main methods of attracting new customers.

One of my consulting clients depended almost entirely on a telemarketing team to acquire leads for their salespeople to follow up with. When a well-funded competitor opened for business not far away, they hired nearly all that business's telemarketing staff and nearly shut the business down. The business was nearly a total disaster.

When they called me in as a consultant I could see that we had to do something quick just to save the business. So we got to work and hired and trained a whole new telemarketing crew and got the business up and running again.

But then we looked at other marketing options and put together an effective direct-mail program, started a proactive referral-generating system, and worked out some joint ventures and host-beneficiary relationships with other complementary but non-competing businesses.

Now, if something happens to any one of their marketing methods they have other strategies or other "pillars" in place that can keep the business from collapsing…and keep it running smoothly.

So, what about your business? How can you apply this?

Well, why not start by going back and revisiting the questions I asked earlier. Then see if there are some areas that you need to

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improve in. And make sure you're not dependent on only one or two main methods of attracting new customers.

New customers are important to your business. There's no question. In fact, they're vital… not only to the growth of your business, but to the very survival of the business.

And it's critical that you have multiple systems in place to ensure that your business continues running… *and growing*… uninterrupted if anything unexpected happens.

Now, as important as getting more new customers is there are still three more methods you can use to grow your business. And each of these methods are more profitable, more effective, and can give you greater potential for leverage than the first method.

## The Fastest And Most Cost-Effective Way To Grow Your Business

So, let's talk about **number two**… get your customers to make larger average purchases.

In other words, increase the average transactional value of their purchases. Or more simply, get them to spend more money when they buy something from you.

Now, this just happens to be the quickest and the easiest way there is to increase your profits.

One of the things that continually amazes me, is the number of businesses that have *extensive* and *expensive* plans in place to acquire more customers. Yet, very few have paid much attention to this highly profitable and highly leverageable step of increasing the size of the order… getting more money from each of your customers every time they buy from you.

If you think about how easy this is and how profitable it can be, you'll see why it's such a powerful concept. And, you'll also see why nearly every fast-food restaurant has embraced… has mastered… and requires that every person who takes orders,

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understands, and is proficient in the use of the "up-sell" and "cross-selling."

Think back about your own experience. You drive through and place your order… a sandwich and a drink. And then what happens? A voice comes back over the speaker and asks if you'd like an apple pie, or fries with your order.

That's an example of cross-selling. Selling an additional product in addition to, or beyond the initial purchase.

Or, they might suggest that you "super-size" or "giant-size" your order. That's an example of an up-sell… increasing the size of the initial order.

In any case, if you take them up on their suggestion, what they've done is just increase their profits *substantially*, since they made an additional sale, but had no acquisition or marketing costs.

You see, they realize that a certain percentage of their customers will say "yes." And the only reason they say "yes" is because a suggestion was made to them. So they play the numbers game.

And the result? Well, by being aware of what their customers might want… but not ask for on their own… and then by asking questions or making suggestions, they bring in a substantial number of dollars. And other than the actual cost of the product those dollars are pure profit.

## Make It More Advantageous For Your Customers And Prospects To Give You Their Money Than It Is To Keep It For Themselves

Now, here's another technique they frequently use. It's called "bundling," or "packaging."

It's where they combine a sandwich, a drink and fries, then throw in a couple of "bonus" items, like maybe a cookie and a toy. They put it all together in one package, and give it a name like, "Happy Meal."

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They'll charge you less for that package than what each of those items purchased separately would have cost, but the total dollar amount you spend will be higher.

And, since there were no marketing costs involved other than the cost of the items, themselves… it's pure profit and it goes straight to their bottom line.

Now, what does that have to do with you, and your business?

Well, you may not be in the fast food business, but the principles can still apply.

Just ask yourself this question: "What additional products or services do you have that would be natural complements to what your customers initially buy from you?"

Can you maybe suggest that your customers upgrade to a better model, a larger quantity, maybe a more comprehensive or perhaps a more frequent application?

Can you find ways to bundle or package certain items that would give your customers more value, more use, more enjoyment, and at the same time increase the unit of sale?

Do these things seem like common sense to you?

Well, they probably do. But as I mentioned before it's surprising how few businesses use these three simple principles.

## Your Moral And Professional Obligation To Your Clients

Now think about it. In reality, you have an obligation to your customers, your clients, your patients, your policyholders… whatever you call those who do business with you… the people who give you their hard-earned money… to make sure they get the very best value, the best use and the most enjoyment from their original purchase.

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And, if you have additional items… either products or services… that can enhance their value, their use or their enjoyment, then your obligation is to do everything that's reasonable and ethical to see that at least they have the option of taking advantage of those items.

Again, it's playing the numbers game. Some will take advantage of your offer and some won't. But at least, you will have given them the opportunity. You will have fulfilled your obligation to them.

You haven't made the decision for them. You've given them a choice. And you've let them decide. And if you come across as honest, caring, and sincere, they'll not see you as being pushy, but they'll realize that you are really trying to do them a favor… to help them get more value from their decision and their purchase. And they'll come back to do business with you again, and again… and they'll refer others to you, as well.

Up-selling, cross-selling and bundling… these are only three of more than a dozen immediate, profit-producing methods you can use to quickly and nearly effortlessly add immediate profits to your bottom line.

If you do nothing more than find a way to incorporate these three techniques in your business (which you should be able to do within the next twenty-four hours), you'll blast your profits completely through the roof.

Think about it… increasing your sales… increasing your *profits*… without increasing your expenses… it's an exciting concept. And it can add an *immediate* twenty, thirty, even forty percent or more, *in pure profits* to your bottom line.

## The One-Time Sale Should Only Be Considered When You're Going Out Of Business Next Week

Now, let's move on to the **third way** to grow your business… get your customers to buy from you more often.

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In other words, increase the frequency of their purchases. Get them to come back. Give them reasons to want to come back and to continue doing business with you.

You see, the longer your customers go between purchases from you, the more chance they have of buying from your competition.

It's like, "Out of sight, out of mind." You need to constantly stay in front of your customers with educational information, and notices of sales or special promotions. And you need to tell them about new items, special incentives and other offers that might benefit them.

The idea is two-fold: One… to "lock" your customer in, so they can't afford to do business with anyone else; and second, to make it so attractive to do business with you that they wouldn't even consider going anywhere else.

You see, what you really want to do is lead your customers to the inescapable and undeniable conclusion that they would have to be absolute fools to even consider doing business with anyone else but you, regardless of the selection you have, the prices you charge, your location, or the relationship they may have with their current supplier.

## Make It Easy And Advantageous To Do Business With You, And Watch Your Profits Soar

Let me give you a real-life example of how this works.

One of the clients I consult with owns a restaurant. And for his business customers who like to take their clients to lunch, he offers a certain number of lunches for a pre-paid, discounted price.

So what happens, is, he locks in his customer, gets his money up-front, and makes it convenient for everyone.

The customer simply signs the check, which includes the tip… no money changes hands during or after the lunch, and new customers are constantly being introduced to his restaurant. And

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many of those new customers take advantage of the same arrangement for their clients.

Here's another example. The car wash where I take my cars, offers a special pre-paid, discounted card, that's good for a certain number of car washes.

It's a great deal for me because I save money, and I can take my car to be washed even if my teenagers have gotten into my wallet and taken the last couple of dollars I had.

And when my card is filled, then I've got a free wax job coming.

And it's a good deal for the car wash too, because they've gotten their money up front and have locked me out of the competition.

Here's one more. The store my wife buys shoes from offers a "points" program. Every so often, she receives a notice in the mail informing her of how many points she's accumulated.

She may not have been to that store for quite a while, but when she gets that notice and sees the credit she has coming she nearly always makes it back to that store within just a couple of days.

And she hardly ever leaves empty handed.

Airlines offer upgrades and mileage bonuses for those who fly with them on a regular basis. And countless other businesses offer similar programs, as well.

Now, let's apply this concept to you and your business.

What can you think of that you could do that will endear your customers to you? To lock them in and get them coming back more often… and even refer others to do business with you? Do you have an educational newsletter? Do you send postcards, or do you have a website that keeps them informed of new items and promotions? Do you hold special "Customer Appreciation Sales"

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or events? How about a frequent buyer club for your more loyal customers?

You see, you've to let your customers know that you value them… that you want them to come back… and you want to make doing business with you fun, risk-free and easy.

Well, I'm sure you can see that the ideas are unlimited. And I'm sure you can probably think of a number of things you can apply in your business right away that will help you develop trust and loyalty with your customers.

There are more than two dozen different strategies you can use to create an almost magnetic effect that keeps your customers returning time and time again. That keeps them saying, "I'll be back." And that keeps them "insulated" from and locked out of your competition.

## How To "Insulate" Your Customers From Your Competition

Now let's talk about the **fourth method you can use to grow a business**… *your* business… in fact, *any* business. And that is, to extend your customer's "buying lifetime." We call that, "Customer Retention."

Here's what I mean: How long, on average, do the people who buy from you… your customers… remain your customers?

In other words, how long do they continue doing business with you before they move on? Are they one-time buyers? Do they stay with you for a year? Five years, or ten years? Have you ever stopped to figure it out?

And then, what are you doing in your business *right now* to make sure your customers *continue* doing business with you?

If you don't have a strategic plan… a *working system* in place you are going to lose a certain percent of your current customers to the competition. There's no question about it. Your competition…

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*right now… right this very minute* is making plans and taking steps to take your customers away from you.

Now, the question is not, "What are you *going* to do about it?"

The *real* question is, "What are you *currently* doing about it?" "What are you doing about it *right now*?" What *systems* do you have in place to keep your customers from defecting to the competition?

Let's talk about your customers for a minute. Are they *thrilled* enough with the products you offer and the services they receive from you to continue doing business with you year after year?

What if you answered "yes" to that question? Well, my next questions would be, "Are you sure? How do you know? Have you asked them? Do you have a *system* in place for finding out?"

Notice that I said, "Are they *thrilled* enough?" Not "are they *satisfied* enough?" You see, there's a big difference between being *thrilled* and being *satisfied*.

In fact, last year, more than 200 million Americans stopped doing business with companies that they were "satisfied" with. And sixty percent of so-called "satisfied" customers switch companies or brands on a regular basis.

You can't afford not to thrill your customers, nor to build trust in you and your business. The cost is too high, and unfortunately, most business owners simply don't understand it.

## Failing To Provide Exceptional Value Can Cost You BIG Time

Let's take a look at what the potential cost could be to you if you fail to do these things:

Let's say that your average customer spends $80 per year with you.

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And let's say that for any number of reasons, 100 customers stop doing business with you each year. They may die or move away. They may no longer have need for your products or services… they may switch companies, have a relative in the business, or have a bad experience with someone in your organization.

Or they may just simply disagree with some policy you might have. It could be a falling out with an employee, a personality conflict, miscommunication, a product they wanted that wasn't in stock, or perhaps a feeling of neglect from you or someone in your company. It really doesn't matter what the reason, they just stop doing business with you.

Well, those 100 customers no longer spending $80 with you this year just cost you $8,000.

But that's not all.

What if those 100 customers tell 5 others about their experience with you? That's an additional 500 potential customers who won't be doing business with you this year (or maybe ever, for that matter).

And if each of them spent an average of $80, that's $40,000 you won't be receiving from them… *PLUS* the $8,000 you lost on your existing customers who left.

That brings the total in lost revenues to *$48,000 in just one year!*

I've worked with insurance companies whose agents write a hundred auto applications (or more) every month. That's twelve hundred, plus, applications a year.

And they end up only gaining 150 or 200 at year-end.

Well, what happened to the other more than 1,000 policies? Where did they go?

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Surely, they all didn't die or move away. But you know, most agents… and most other business owners, for that matter, don't concern themselves with what or whom they've lost. They just focus on their net gain.

They figure that if they finish the year with more policies or more customers or more sales than they started with they're ahead.

Now, let's suppose that you gave those 100 lost customers reasons good, compelling, life or business enhancing reasons to continue doing business with you this year.

And let's suppose each of them told those same 5 people about their now-positive experience with you.

Well, there's $8,000 you wouldn't have lost in the first place, and another $40,000 you may possibly pick up from their referrals or by their word of mouth.

## Your Customers… The Most Valuable Business Asset You Have

The point is, customers are important. In fact, they're critical. There's no question about it. You and I both know that.

A business can't remain in business, unless it has someone to buy its products and services. And those "someones" are people. Real people. People like you; people like me.

And businesses don't buy from businesses. People in business buy from other people in business. It's people that you market to. Not businesses.

Some businesses or professions refer to the people who trade with them as customers, clients or guests. Others call them patients, passengers or patrons. Insurance companies use the term "policyholders."

It really doesn't matter what name we give them, what's important, is that without people who are willing to trade their

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dollars for the products and/or services that you have to offer, you won't be in business very long.

Now, here's an interesting point: Most business owners know exactly how much they have tied up in furniture, fixtures, equipment and inventory.

They can tell you nearly to the penny how much each item costs, how old it is, how much it's depreciated and what the remaining life expectancy is.

That's important information for any business to have; there's no question about it. But what's amazing is that very few business owners have any idea of what the value of their most important asset is…their customers.

Now, think about how this whole concept relates to your business for a minute. What is it that you can do… *specifically*, to extend your customer's buying lifetime with you? Why not take a few minutes and answer these questions?

First of all, who are your customers… those who are buying from you now? Do you have a method of capturing their name, address and phone number? Do you have a way of determining how often they purchase from you? What their favorite colors, sizes or styles are?

And what about your staff or employees? Do you know how they treat or feel about your customers? Do they, or do you, for that matter, have *favorite* customers? What makes them a "favorite?" Is it how much they spend? How often they come in or buy from you? Is it their personality? And how do you treat those customers? Any differently than the others?

Do you have regular employee meetings and talk about how to think like a customer? What you would want if you were a prospect considering doing business with you for the first time? Or, maybe an existing customer considering giving repeat business to your establishment or organization? Or maybe considering referring a friend, a family member or an acquaintance?

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Do you have a training system in place to teach your staff how to handle or deal with difficult customers? Short-tempered customers? Analytical customers?

Do you have a plan for moving people up the "Loyalty Ladder?" From Suspect, to Prospect, to Shopper. Then on to Customer, Client, and Advocate. And finally to convert them into Raving Fans?

When a customer stops doing business with you, do you know why? Do you have a system in place to find out? What would you have to do differently to get your customers to buy from you for… say, 5 ½ years, instead of just 5 years?

Believe me, if you will actually take the time to go through these questions and formulate answers for them… and then incorporate that information into your business practices, you can work wonders towards extending the buying lifetime of your customers. And as a result, you'll add *significant* profits to your bottom line.

## The Real Key To Business Success Is Having An Effective Marketing System

We've covered a lot of ground and a lot of ideas, so far. So, let's pause for a minute, and recap what we've discussed up to this point. There are many ways to grow a business. And we've discussed four of the primary ways. First, you can get more customers. And as I mentioned this is a vital step. But it's also the most difficult and the most costly.

Second is to get your customers to spend more money with you… increase the average transactional value of each sale. And remember, that this is the fastest and the easiest way to add immediate profits to your bottom line.

Third, get your customers coming back to buy from you more often.

The fourth method that we discussed is to extend your customer's buying lifetime. Find ways to retain them, keep them as

**Notes**

customers, and keep them coming back as long as you possibly can.

It's really pretty simple. Everything you do to build and grow your business can be slotted under one of these four categories. Just knowing and applying these four principal ways to build your business, and not trying dozens or even hundreds of different things, makes your job a whole lot less daunting and much easier.

Now, when you take a good close-up look at these four areas, you'll see that what it really boils down to is effectively marketing your business to your customers and potential customers.

In other words, the success of your business enterprise depends largely on how effective your marketing system is.

And that means that if you want your business to excel… to really excel… if you want to virtually eliminate your competition, and become the dominating force in your marketplace, then you've got to begin thinking of yourself as being in the *marketing* business, and not in the financial services business, the widget business, or "the products or services that your company sells" business.

In effect, you need to consider yourself as the head of a marketing organization whose biggest (and possibly only) client is the company that sells the products and services that that company, organization or enterprise offers.

And when you begin operating effectively at that point you'll find that your job becomes much easier, much more enjoyable and that your prospects and customers will begin seeking you out and referring others to you, rather than you chasing after them.

And the net result is that your marketing costs will plummet and your profits will skyrocket!

## Knowing How Much Each Of Your Customers Are Worth Can Give You A Tremendous Advantage

**Notes**

Let's talk for a minute about the second thing that every business owner, every manager and every entrepreneur needs to know to gain an advantage over his competition.

It's simply this: Determine the ***Lifetime Profit Value*** of your customer.

Here's what it means:

How much money… how much *profit* will you realize from each of your customers, over their "buying lifetime" with you?

This is such an important concept, and I can't say it strongly enough, that just knowing and understanding this one thing can have a bigger impact on your business than just about anything else you can do.

And, it will bring a whole new set of factors into play and can absolutely change the way you look at your business… the way you *do* business… and the profits you'll generate as a result.

Let me give you an example to explain what I mean: Let's say that your average customer buys from you three times a year. And let's say that after you pay for the cost of goods, overhead, commissions and salaries, you end up with a net profit of $50 on each sale. That $50 three times a year, nets you $150 in profits for the year.

And let's say that that customer does business with you on average for 5 years.

Over that 5 year period (or their "lifetime" of doing business with you), that average customer has been worth $750 in profits to you.

Now, let's expand this example to a theoretical base of 1,000 customers and see how this can pay off. Those 1,000 customers at $150 a year nets you an annual profit of $150,000.

**Notes**

Now, let’s assume that with the proper programs in place, that you’re able to increase each of the 4 ways to grow your business that we discussed by only 10 percent. Here’s what happens:

First, the number of customers you have increases from 1,000 to 1,100.

Next, the average profit from each customer increases from $50 per year to $55.

Third, the average number of purchases per customer increases from 3 times a year to 3.3 times.

So, the annual profit from your client base will increase from $150,000 to $199,650. That’s an increase of nearly $50,000 a year…or 33.1 percent!

That’s a big increase! But if you think that’s exciting, wait till you see what happens if you were to extend your customers buying lifetime by just 10 percent.

Let’s say that your customers stay with you for 5 years, on average. Your lifetime value from those customers over that period of time would be $750,000.

But, if you can extend that 5 years by just 10 percent to 5 ½ years, your total dollar value from these customers will increase from $750,000 to $1,098,075! An increase of $348,075… or 46.4 percent!

That’s a *major* increase!

But that’s not all. Let’s say that you put an effective referral generating system in place and that just 10 percent of your 1,000 customers sends you a referral with a buying profile the same as your average customer. Now, that’s an additional 100 customers who will bring you profits of another $99,825 over the 5 ½ years.

Total it all up and you just made an additional $1,197,900!

Notes

Sound impossible? Well, it's not. And it's not all that difficult, either. And it can be done by simply increasing each of the four areas by only 10 percent!

## Knowing And Then Applying The LPV Of Your Clients Is One Of The Most Profitable Things You Can Do In Your Business

Now, how hard would that be to do in your business?

Could you realistically, and with some help, increase each of the four areas we discussed by ten percent? What about twenty percent?

Well, some of the businesses I consult with, after realizing the power of this key concept and the others that we've discussed, have increased their businesses by as much as a hundred percent or more in less than a year.

Now, maybe the numbers and figures I've discussed are realistic for you and your business and maybe they're not. And maybe you can't increase each of the areas by the same percentage.

That's okay. It doesn't matter. The point is you probably have room for improvement in one or more of the four areas. And if you want your business to be a viable force in the marketplace and to give you the lifestyle, the satisfaction and the income you want you're going to have to take some proactive steps.

And as I mentioned before just knowing how much your customers are worth to you can be invaluable and can help you in several ways.

First of all, we know that people don't do business with the same company, firm, store or organization forever. They stop doing business or change whom they do business with for a variety of reasons, and we've already discussed some of those.

But, if you just know, for instance, that your typical customer stays with you for say, five years on average… that they're not just a one or two-time sale… you may begin to treat them differently.

**Notes**

You may treat them with more respect, more kindness, more courtesy. You may give them some form of special treatment. And you may even invite them to special, invitation-only preferred customer sales or events.

In other words, once you begin to see your customers in a different light you may begin to do things differently in order to get them to stay longer as customers.

Next, if you know what the Lifetime Profit Value of your customer is you'll probably discover that you can spend far more to acquire a new customer than you originally thought.

In other words, if your average customer is worth $750 in profits to you, you can, theoretically, afford to spend up to $750 to bring in a new customer and still break even.

Now, if you have additional products or services you can sell your customers that you're not now selling, or if you can arrange joint ventures with other businesses who have complementary, but non-competing products that you can make available, you can spend that same $750 and make a profit on the other products.

And, if you put an effective referral-generating program in place, you can spend that same $750, and make your profits on the referrals they generate.

Now you and I both know that it's unrealistic to think that you can really afford to spend the full amount of your lifetime profits (in this case, $750), to get each new customer. And I'm certainly not suggesting that.

In reality, you *can't* spend the entire $750. You've got to be concerned about things like cash-flow and reserves… you can't spend money you don't have.

And, you have to make sure that the customers you attract, at least match the profile of your average customer, or perhaps are even a little better than average.

Notes

There are a number of other things that you need to be aware of, as well, such as "Cost of Acquisition," "Cost of Retention," understanding your margins, and calculating the Marginal Net Worth of your customers. Unfortunately, we don't have time to cover them in sufficient detail, here.

## When You Know How Much You Can Afford To Spend To Acquire Or Keep A Customer, Your Competitors Don't Stand A Chance

What it really comes down to, are two questions: How much can you *afford* to spend, and how much are you *willing* to spend to attract new business?

You may find that you can and are willing to spend five or six times what your competitors spend. And if they're not willing to keep up with you, your business may just explode and leave them in the dust.

Just knowing what your *margins* are and that you could, if you had to, spend up to that $750 amount and still break even, gives you a *tremendous* edge over your competition.

Here's an example: My wife and I have a favorite restaurant we like to go to about twice a month. And our meals typically come to about $30. So $30 times 24 meals adds up to $720 in gross sales for the year.

Now let's suppose that we continue to patronize that restaurant for, say, 10 years. That's our buying lifetime with that particular restaurant. That gives the restaurant a total of $7,200 in sales.

Now, if over that 10 year period, we refer five people (and that's not very many in 10 years), who have spending patterns similar to ours, they'll spend an additional $36,000. (That's 5 people times $7,200 a year.) Add that to the $7,200 that we spent, and we've been responsible for generating $43,200 for that restaurant.

**Notes**

Even after deducting expenses for overhead, salaries and food costs, the restaurant still realizes a pretty substantial number of profit dollars from the efforts of just one couple.

Now, here's a question: Could that restaurant afford to give away a free meal to attract a new customer? Keep in mind that two of us are spending $30, so one meal costs $15, and out of that, about a third of it (or, maybe $5) is profit. So, the meal really only costs the restaurant $10, and only part of that $10 goes to cover the cost of the food. The rest of the expense is in overhead, which would have to be paid whether or not a meal was served.

Well, of course the answer is yes, they *can* afford to give away a free meal. Or at least a free appetizer or desert. Not only that, but they can afford to do a number of other things to not only attract new customers, but more important, make their existing customers feel more appreciated and more special.

And you know when someone feels noticed and important… appreciated and special… it's just natural that they'll want to return.

Let's imagine, for a minute, that you are a long-time, faithful customer of a certain restaurant. And you brought your family, your clients or your business associates with you to eat there on a regular basis. How would *you* feel, if sometime the manager of the restaurant were to offer you and your party a free dessert as a special appreciation gift for your loyalty and for the extra business that you brought them? Do you think that little display of appreciation would cause you to want to return again? It probably would.

And what about the people who were with you? How do you think they would they feel? Do you think they would want to go back to that restaurant?

Sure they would. And, what do you think the restaurant's hard costs of those desserts would be? Do you think the restaurant would lose any money on that gesture?

Notes

Well, it's not likely. You see, once you know how much profit your customers are worth to you, long term… then, and only then, can you determine how much you can afford to give away or to spend to get new customers or to keep your existing customers coming back. And you can begin to experiment with different offers to see which ones work best.

## You Don't Necessarily Stop Running An Ad If It Doesn't Pay For Itself On The First Run

Now, here's another thought. Let's say that the owner of that restaurant runs an ad or does a mailing to attract new customers.

And let's say he spends $1,000 for the ad or the mailing and two couples come in for dinner and each spends $30.

Well, he's taken in a total of $60, but the ad costs were $1,000. So what does he do? What would his competition do? Does he consider the ad or mail campaign a loser… a total bust… and stop running it?

That's what most business people do.

But what about you? What would you do? Well, if you understand the concept of Lifetime Profit Value and Marginal Net Worth you'll probably think differently.

When you consider the Lifetime Value of those customers, and realize that with the proper care and attention those customers could be responsible for $43,200 each… or $86,400 for the two couples… it completely changes the picture.

Now, of course, those are gross revenue figures and you have to deduct for expenses. And it's over a 10 year period. But, still, that represents a significant amount of money… and all from a $1,000 ad… an ad that most business owners would have given up on.

Now, I'm not saying that you have to settle for, and be happy with low response rates for your ads. Certainly, you don't.

Notes

You should always try to improve your ads, your letters, your offers, and give good, compelling reasons and benefits for someone to do business with you. That's an entire subject, itself, and one we don't have time to discuss here.

But let's go back and think about our restaurant example. Did this idea of stopping an ad just because it didn't break even or produce a profit for you sound unusual? Different? Strange?

Well, maybe to some people in some businesses. But supermarkets and department stores use their own adaptation of this technique all the time. You've probably heard it referred to as a "loss leader."

What they do is advertise a few products at or below cost to bring new customers in to their store knowing that the customer will usually buy more products once they're in the store.

And also knowing that unless they get someone to visit their store in the first place, they could never stand a chance of making additional or repeat sales or getting referrals. Additional and repeat sales to existing customers are generally easier to make and usually always bring higher profit margins.

Just remember this important point: The first sale means nothing… unless you're planning on going out of business next week. You've got to consider the Lifetime Profit Value… what your customer is worth to you, if you really want to be successful.

## Calculating The LPV Of Your Customers

Now, what about you in your business? How can you apply this concept of Lifetime Profit Value?

Well, the first thing you can do is determine what the amount of your average sale per customer is.

Then subtract out the hard costs so you're left with the profits from that sale.

Notes

Then multiply that amount by the number of sales you make to your average customer during the year.

And finally, multiply that amount by the average number of years your customers do business with you.

The number you have left, then, will be the Lifetime Profit Value of your customers.

Now, if you add the profits you make on any referrals they send your way their value to you will automatically increase by the amount of those profits.

Now, the next thing you can do is begin to find ways you can increase the value you provide your customers so they'll want to spend more with you, buy more often, stay with you longer, and bring others to do business with you.

And that gets right back to what we discussed earlier… the four methods of growing your business.

That was idea number one.

Idea number two we just covered… calculating the Lifetime Profit Value of your customers.

And now idea number three… Identifying, quantifying and articulating your Unique Comparative Advantage, or UCA.

## Why Should Your Customers Or Prospects Do Business With You, Rather Than Any Other Options They Have?

Every time someone is in the process of making a decision to purchase something there are about thirteen questions that run through their mind, either consciously, or subconsciously.

First, "Do I want the benefits of this product or service?" Don't try to sell me an insurance policy, a car or a refrigerator; those are the last things I want to spend my money on.

Notes

Second, "Is this the *right* product or service to solve my needs or problems?" There are lots of selections out there. What makes this particular one right for me?

Third, "Is this the right company, producer or manufacturer to purchase this product or service from?" There are a lot of options to consider. Why this particular one?

Number four, "Is this the right place of business… the right store, shop or agency to buy from? Again, lots of choices. What makes yours so special and why should I consider it?

Number five, "Are you the right person to buy it from?" My brother-in-law sells the same product. Why should I buy from you? Do you have testimonials or proof sources from others who have purchased from you? What extra-mile things can I expect from you that I won't get from anyone else?

And six, "Is this the right price to pay for this product or service?" Am I getting the best value for the dollars you're asking me to spend with you? Can I get a better price for the same product or benefits elsewhere? If you're charging me more than your competitor, why should I pay your price?

Number seven, "Is this the right time to buy or invest in this product?" What if I put off my decision for a month, six months, a year or more? How will that affect me? I heard there may be some sales, rebates, incentives, or discounts coming up. If I buy now and the price is lowered, will I be able to take advantage of the new lower prices, or will I be stuck?

Eight, "How do I pay for it?" Do I have to pay the entire amount up front? Can I make monthly payments? How much is the service charge or interest? Do you take credit cards?

Number nine, "What if this product or service is not right for me? What if I don't like it, or I don't want it? What if I change my mind?" Do you have a "look-see" or trial period? If so, how long is it? What if I find a better or cheaper price elsewhere or I just don't want it anymore? Can I return the product or cancel this service or contract and get a refund?

**Notes**

Number ten, “How can I be assured that I getting the absolute best value for the money I’m about to spend?” I work hard for my money. It doesn’t come easy. If I spend it with you, what assurances do I have that I’ve made the right decision? My friend says he’s doing business with one of your competitors and he paid much less for the same product. Am I about to make the right choice? How can I know for sure?

Number eleven… “Why should I do business with you, instead of any and all other options I have… including doing nothing at all?” Give me in one sentence, a capsulized statement as to why doing business with you is the best choice I have. Buying insurance, a car, home, appliance, vacation package, new machinery or equipment is a serious proposition and my money is valuable to me. How can I be assured that doing business with you is he absolute best choice I have?

Number twelve… “What are the most common mistakes other people make when buying this type of product or service?” I don’t want to make a mistake, look foolish, or lose my money. What foolish or uninformed decisions do other make when buying this type of product?

Number thirteen… “How can I avoid making those same mistakes?” Put my fears to rest. Make me totally and completely comfortable in my decision to spend my money with you for this product or service at this time.

Let’s go back an revisit point number eleven for a minute. What makes you so special? What makes you different? What makes you unique? Why should I spend my money with you rather that all the other choices I have? What can I get from you that I can’t get from anyone else who sells the same product or service… or at least a reasonable substitute?

This may or may not have anything to do with something that is“tangible.” Nevertheless, it’s still a question that needs to be answered in the mind of the potential buyer.

Notes

Here's a simple test you can perform: Ask any business owner, any manager, any entrepreneur or any professional why you should do business with them and you'll most likely get an answer somewhere along the lines of, "Because we offer the highest quality products, the best service, the fastest delivery and the lowest prices around."

Now, really, what do you learn from that kind of statement? Does an answer like that compel you want to know more? To nearly force you to get out of your chair, pick up the phone and call? To get in your car and drive to the place of business? To fill out and mail the response card? Or, is it just another "ho-hum" statement that you've heard so many times before by countless other businesses?

You see, if you're in business and are in *any way* responsible for attracting new customers to your place of business and you don't have a ready, a clear, and a *compelling* answer as to why someone should do business with you and not your competitors, then your business is in big trouble.

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… in nearly any business or profession to maintain, for any predictable length of time, a competitive advantage because of the products or services you offer, or the prices you charge.

## If You Keep On Doing What You've Always Done, You'll Keep On Getting What You've Always Got

The simple truth is, that if you can't give your prospects and customers clear and compelling reasons to do business with you, then you can never expect for your business to be any better than any of your competition.

And you'll be just another "me-too" business… at least in the eyes of your customers. And since they're the ones with the money, isn't that the only place it matters?

**Notes**

You see, if you expect people to do business with *you* rather than your competition it's imperative that you have something to offer your customers and prospects that your competition doesn't have. Preferably something your competition *can't* offer.

Something that sets you or your business apart from everyone else in your industry or profession.

And whatever that "something" is you need to identify it, to quantify it, and then to articulate it.

That "something" I'm talking about is what's known as your Unique Comparative Advantage, or your UCA.

It's your defined statement of what makes *your* business stand out and makes you unique, compared to all the other competition in your industry or profession, and it's what gives you your advantage.

Now, do you want to hear something exciting? Most of your competition doesn't have a clue how to do this. In fact, very few of them have even heard of this concept.

That little test I mentioned a minute ago will prove that. Yet, it's paraded before them several times a day by any number of different companies.

You've no-doubt heard the UCA that Domino's Pizza used when they were building their multi-billion dollar company… "Fresh, hot pizza delivered to your door in 30 minutes or less… guaranteed."

Or Federal Express when they say, "When it absolutely, positively has to get there overnight."

How about M&M's, "Melts in your mouth, not in your hand."

Or this one, "You won't find air bags as standard equipment in those Japanese cars. Only in Chryslers."

Notes

Those UCA's, clearly position those businesses as being different from their competition. And if you want the benefits they promise, there's only one company that can provide them.

That's a strategy you need to incorporate in your business. Lead your customers and prospects to the inescapable and undeniable conclusion that your business is not only the *logical* consideration, but the *only* consideration for them.

In essence, what you want them to say is, "I would have to be an absolute fool to *even consider* doing business with anyone else but you, regardless of the prices you charge, regardless of your location, or the relationship I have with my current supplier or vendor."

Coming up with your own UCA doesn't have to be difficult. But whatever you choose to use, remember, it's got to be *perceived as desirable* to your marketplace.

In other words, your prospects and customers have to consider it to be of value *to them*.

## The Differentiating Factor Between Your Business And Your Competitors Is What Attracts Prospects To You, And What Converts Prospects Into Clients

Because this area of positioning is such a critical part of an effective marketing program, you should learn as much about it as you can, and do whatever it takes to properly position yourself in the minds of your customers.

There is a comprehensive seven-step process that will help you develop a well thought-out and clearly defined statement of benefit that sets you apart from any and all competition you may have.

Here are a couple of things you can do immediately to get you started:

First, look around and find a need, a want, or a void or a problem somewhere in your industry or profession, and then figure out how to fill it or solve it.

**Notes**

Before Domino's came on the scene you either had to go out and pick up your own pizza, or if you did have it delivered it was cold when you got it. Domino's solved the problem by delivering your pizza while it was hot and fresh… and you got it in 30 minutes or it was free.

Why, you couldn't even get the kids ready, in the car, drive down to the pizza shop, get seated and get your pizza ordered in 30 minutes. And while you were gone you even might miss the game or a special program you wanted to see.

Now the second thing you can do is ask your customers *directly*, why they do business with you. It may be that you're already providing something that no one else is and you're not getting credit for it. And by uncovering their reasons, you can now define them and begin advertising and promoting them as benefits to others.

Another thought is that you might find a feature or a benefit that all businesses in your industry or profession provides, but because everyone else provides it, no one else promotes it.

Well, if you jump on that and begin promoting it as if you're the only one who does this… even though everyone else can or does… you'll have the upper hand.

This is called "preemptive marketing." It's being the first one to promote, or to tell your customers and prospects about a particular benefit.

The third thing you might do is consider asking your customers what your competitors do that turns them off. This might provide an additional opening that you can jump on and begin to use to your advantage.

Fourth, talk with your employees. Find out from them what's good about your company. And find out what some of the downsides are. They might even be able to shed some insight on the positives and negatives of your competition.

Notes

There are many more ideas that we could discuss in even greater detail, but that we don't have room or time to discuss here. But at least these ideas can get you started.

Once you have clearly defined your UCA… why your prospects and customers should *only* consider your company and not anyone else… use this statement in everything you do… in all your marketing efforts, in all your promotions, in all your communications, in every contact you have with your marketplace.

This one concept… and I can't stress this enough… is one of the most powerful marketing tools you have. It's so critical and so important to get it right, because this one statement sums up what your whole business is about.

Whatever you do take the time… make the time… and put together a clear, concise and effective UCA.

## Three Tools That Will Allow You To Eliminate Your Competition And Dominate Your Market

Let me just say, that these ideas that we've discussed… these techniques… these strategies… when put in place, have the potential of turning your business into *the* place your prospects and customers choose to do business.

The kind of business that will give them the very best value for the money they spend. A business that will enable you to virtually eliminate your competition and *literally* dominate your market. A business that will generate the profits that can enable you to live the lifestyle you've only dreamed about.

These ideas we've talked about… Number one… four very effective ways to grow your business; get more customers, increase the average transactional value of each purchase, get your customers to buy from you more often, and extend your customer's buying lifetime.

Then, idea number two… calculating the Lifetime Profit Value of your customers.

**Notes**

And finally, idea number three… developing your UCA… your Unique Comparative Advantage.

These ideas… these strategies… will work for you in your business just like they've worked for thousands of other businesses in hundreds of different industries and professions. But they can't work by themselves. The *only* way they can work is if *you take action*. It's up to you.

You see, your business is on trial. Literally, on trial. Your prospects and customers are the jury, and your business is the defendant.

## Your Business Is On Trial… What Will The Verdict Be?

Every time a decision is made regarding the potential purchase of the products or services you offer or which company to buy from, your customers and potential customers… your prospects… the jury… issue a ruling. Now, since you happen to be the head of the business, you play the role of the attorney.

Question: How will your prospects and customers rule today?

Will they hand down the death sentence… by giving their business to your competitors?

Will they sentence your business to imprisonment or probation… still alive, but functioning at barely an "existence" or "survival" level?

Or have you presented them enough evidence for your business to go free and continue, growing, thriving, and serving the marketplace with improved products, better service and more benefits and advantages to your customers?

If you ask most people, they'll tell you that the fate of your business rests entirely with the jury… your prospects and customers. That they're the ones who will tell you whether or not you'll remain in business.

Notes

And, to some extent that's true. But they base their decision on the evidence that's been presented to them. The evidence that *you*, as the attorney… or owner or manager of the business, has given them.

Now, what about that evidence? What is the depth, the quality and the amount of the evidence you've presented? Have you given what you believe to be "enough" evidence? Or have you given them an overwhelming amount of evidence… a preponderance of evidence?

Have you given them so much evidence why they should buy the products and services you offer from your business, that they really don't have any other choice?

Have you not only presented facts, figures and data, but have you included testimonies from expert witnesses (or past and current satisfied customers)?

Have you led them to the inescapable and undeniable conclusion that they would have to be complete fools to even consider doing business with anyone else but you? Regardless of the prices you charge? Regardless of your location? And regardless of the relationship they may have with their current supplier or vendor?

You see, the responsibility for the success of your business or your enterprise, rests with you. It's up to *you* to present a convincing argument to your jury… to *prove* beyond a reasonable shadow of doubt why they should do business with you and not even consider anyone else.

You can no longer afford to sit back and "let" business happen.

## Your Best Customers Are Your Competitions' Best Prospects… You Must Guard Them Carefully

Right now… right this very minute, your competition is making plans and taking steps to take your very best customers away from you and prevent you from getting any new ones.

Notes

The question you have to answer is, "What are you going to do to keep this from happening?"

It can be a frightening proposition for any business owner, manager, entrepreneur or professional… any head of a business enterprise… especially, if you're not up on the latest and most successful marketing methods.

It's easy to see why so many businesses either don't make it or continue to struggle day after day just to survive.

Statistics show that out of more than a million businesses that start up each year in this country, better than forty percent of them will fail in the first year and eighty percent will be out of business within five years.

And if that's not enough eighty percent of those remaining will be gone in the next five years.

But it doesn't have to be that way. It really doesn't. There are things you can do… that *any* person can do to not only survive in business, but to grow and *thrive* and prosper in your business. And we've only talked about a few of those things in our time together.

But let me just say, that the ideas and strategies I've shared with you work. And they work well. And they have the potential of putting thousands of dollars… *profitable* dollars in your pocket.

I've seen businesses that were struggling just to make ends meet apply some of these techniques, and in a matter of a very short time turn their businesses completely around, pay off bills, and begin a completely new and profitable growth cycle.

These ideas have worked for scores of other businesses in dozens of different industries and professions, and they'll work for you and your business, as well.

How do I know? Because I've seen it happen first hand.

## In This Regard, All Businesses Are The Same

## Three of the Most Powerful Things You Can Do To Build Your Business

The fact is, on a base level your business is really no different than any other business in any other industry or profession.

You want more profitable dollars coming into your business the same as any other business owner does.

And your customers want the same thing as the customers of any other business wants, too. They want the very best value for the dollars they spend, and they want to feel that they're appreciated.

And those two areas are exactly what these ideas, concepts and techniques address. Apply them in your business and your competition doesn't stand a chance!

**Notes**

**Notes**

# Conclusion

Well, what did you think? Did you get the three main ideas I promised in the beginning? And did you get other ideas… additional ideas that you can put to use in your business right away?

I hope so. And I hope you take action on them, too. Because once you see large numbers of new customers seeking you out… and once you see your current customers coming back to buy again and again and spending more money with each purchase… and then referring others to buy from you… there's no turning back.

You'll be hooked on using these powerful strategies forever.