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Published by:

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725 E Fort Wayne St.
Warsaw, IN 46580

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How I Find \$10k In 45 Minutes For Small Business Owners

The purpose of this book is to walk you through a process I use which enables me to find any business a minimum of \$10,000 in just 45 minutes.

I will go through 8 simple strategies that are proven revenue generators for any small business. Most business owners are unaware of these strategies, and therefore, are failing to capitalize on their revenue-generating power.

For the purposes of this book, I'll cover each of the 8 strategies in individual chapters for one main reason. I want you to be able to review these strategies and minimize the amount of time it will take you to implement them in their entirety.

But consider this... business owners today are in the fight of their lives. The global economy is unstable. Many business owners have no additional revenue sources they can tap into for financial support during lean times... and perhaps worst of all, marketing and advertising just don't work as well as they used to. In fact, for many small business owners, marketing isn't producing any results for them at all... and their financial situation is growing more desperate by the day.

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

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

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

So let's get started.

Chapter 1

More Leads – Marketing and Advertising.

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

As a coach, I have in-depth knowledge and skill when it comes to generating leads. Allow me to share the process I use to do this.

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

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

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

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

There are 5 areas that make up that 20%... Leads, Conversions, Transactions, Pricing and Profits.

Remember I told you I can find you more than \$10,000 in less than 45 minutes?

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

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

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

No!

That's OK... let's plug in numbers for a make-believe business. Let's say this business generated 1000 leads in the past year... and their average conversion rate was 25%.

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

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

THE PROFIT GROWTH CALCULATOR

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

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

They would see their annual revenue almost double... from \$62,500 to over 6 figures. By the way, that's the ballpark most business coaches

play in... the 10% increase range. Nothing wrong with that either, believe me.

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

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

If I were to ask you what marketing materials you use to promote your business... how would you answer? May I ask how you're currently generating leads?

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

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

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

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

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

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

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

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

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

You MUST make your business unique... it MUST stand out from the crowd. It MUST make your prospects say to themselves that they would be absolutely crazy to buy from anyone else but you – regardless of price.

Finally, the Offer. You MUST create a compelling offer that makes it so irresistible your prospects can't turn it down. But here's another critical fundamental of marketing:

Because of the saturation of marketing messaging these days, most prospects have become numb to most marketing.

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

For most businesses today utilizing typical marketing practices, it takes anywhere from 20 to more than 100 touch points before a prospect makes their buying decision. Following the Conversion Equation reduces the touch points required to somewhere between 5 to 12 points of contact.

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

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

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

These businesses typically offer prospects a free consultation, a discount, a coupon, a free assessment, a complimentary quote... or the biggest mistake of all... nothing but a plea to CALL US!

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

They're searching for information because they want to determine who is offering the best value. Let me share an important truth: Most prospects DON'T shop price – they shop VALUE!

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

Remember what I said a moment ago about making your business unique – creating a market-dominating position? Most businesses don't do that, and since they - and all their competitors - look exactly the same, prospects are FORCED to shop price.

Now, with the fundamentals I've shared in mind, let's see how your website stacks up to them.

Let me show you a website that was revised with the Marketing Equation in mind. Then take a look at your website as a comparison. Here is a child psychologist's original website:

The screenshot shows the homepage of RemarkableParenting.com. At the top left is the logo with three stylized figures (two orange, one blue) and the text 'RemarkableParenting.com'. To the right is a photo of a man and a young child. Below the logo is a navigation bar with links: HOME, PARENTING PROBLEMS, PARENTING SOLUTIONS, ONLINE STORE, PARENT COACHING, BLOG, NEWSLETTER. The main heading is 'Parenting Advice & Resources from Dr. John Smith'. On the left is a video player showing Dr. John Smith speaking, with the text 'Greeting Parents! I want to welcome you to Remarkable Parenting! You will find tons of great information here, with hundreds of pages of articles.' in the center. On the right is a dark blue box titled 'Specializing In' with a list of topics: Emotionally Disturbed Children, Behavioral Problems, Teen Pregnancy, Handling Peer Pressure, Bullying, Self Esteem Issues, Substance Abuse, Depression, and Teenage Rebellion. To the right of this box is a red and white promotional text: 'FREE CONSULTATION Call now to schedule a complimentary 30 minute session with Dr. Smith (555) 234-1212'.

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

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

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

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

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

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

Here's the squeeze page created for this doctor that did just that:

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

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



00:00:00 Video - Parenting Intro

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

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

Enter Your First Name:

Enter Your Email Address:

[Sign Up Now](#)




RemarkableParenting.com

Notice the headline... “Are You Sick and Tired of the Yelling, Screaming and Belligerent Attitude of Your Child?” Does that address the problem these parents have but don’t want? Probably close to 100% of those parents would answer with a resounding, “YES!”

Now for the Engage which is the sub-headline. It MUST address the result they want but they don’t have. Notice it says... “Now You Can Discover the Secrets to Controlling Your Child and Instantly Restore Peace and Quiet in Your Home.” Would you agree we’re on the mark for what these parents want?

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

Think how ridiculous this sounds if you’re one of these parents with a kid that has a belligerent attitude. Do you want to read hundreds of pages of articles? Or are you searching for a specific solution to a specific problem? Do you see why most websites these days are

basically a total and complete waste of money? They don't address the things your prospects are truly looking for. Here's the new script we created for this doctor.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Now let me ask you this. Do you think you and I could get similar results for your business?

First, answer these questions: How many leads would you estimate you've generated this month? How many of those leads requested your offer? If we could create a similar process for your business... and offer compelling information to your prospects similar to the child psychologist... do you think more prospects would respond? By what percent?

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

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

Keep in mind that a website is just one marketing strategy. I have several more to share if you are interested.

If your marketing and advertising led to a 10% increase in leads, how much additional income do you estimate would flow in to your business. Write your estimate in the space below:

Chapter 2

More Leads – Joint Ventures

Do you currently have any established joint venture partnerships (JVs)?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Let me ask you a quick question. Just off the top of your head, how many potential JV partners would you estimate might be a fit for what you sell? Would you believe that I've identified up to a dozen for many professions? How many referrals would you estimate might be possible

if a dozen or so other businesses were compelled to refer their customers to you for additional purchases?

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

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

Suppose the florist offered this informational offer in their marketing... "5 Things Every Bride Should Know to Avoid Disaster on Their Wedding Day." This offer would place TONS of prospects into their drip campaign and result in a tremendous increase in sales. Those new sales can then be referred to the florist's downline JV partners and he or she could collect multiple referral fees every month.

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

How much additional income do you estimate would flow in to your business if your JV partners sent you only one new client a month? How much additional income do you think you could make by referring your customers to your JV partners? Add the two together and write your answer below.

Chapter 3

More Conversions – Downselling

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

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

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

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

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

What's the current price point for what you currently sell? Think you could come up with an alternative for half that price? How many of those would you conservatively estimate you could sell each week? Now

multiply your reduced-price times your estimate - then multiply that number times 52 weeks to reveal your annual increase.

Write your answer on the line below.

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

Chapter 4

More Conversions – Drip Campaign

When a prospect doesn't buy what you sell, how many times do you follow up with them?

Small business owners focus primarily on generating leads. But remember that on average, less than 1% of prospects are NOW buyers. 99% are NOT ready to purchase that day, but many of them will buy sometime in the future... IF you continue to nurture them by staying in touch on an on-going basis.


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

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

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

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

Sunroom Idea Guide



**Wondering What A New Sunroom
Would Look Like On Your Home?**

STUNNING.

Personal Sunroom Builders
We Take The Bunk Out Of Home Improvements

**FOUR SEASONS
SUNROOMS**

7 Benefits Of Owning A Sunroom

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

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

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





**Benefit #4 -
Recharge Your Solar Batteries**

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

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

With a sunroom, you get to control the temperature, you get to eliminate pests like ants, fleas, mosquitoes and other nuisances - and wind is a non issue. You can sit in your sun room, at a comfortable 75 degrees while getting a full healthy exposure to the sun.



**Benefit #5 -
Increase The Value Of Your Home**

If you have plans to sell next 3-7 years and want return on investment Putting in even a sn increase the value of a h I am sure you could ag looking for a home an one with a sunroom an would try and get th sunroom.



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






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



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

Here are a few examples for the sunroom company.

7 Benefits Of Owning A Sunroom

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

Benefit #1 – Enjoy The Outdoors 365 Days A Year
 Ever been stuck inside on a rainy day, wishing you could be sitting outside, hearing the patter of the rain and watching the lightning without getting soaked? Ever see the snow fall and want to be in the middle of it without freezing or getting frostbite? How about sit outside on a sunny day and watch the birds, or the flowers blow in the wind without sweating or getting burned by the sun? A sunroom allows you to extend your home "into nature" in a safe and comfortable way. It allows you to move your backyard "into" your home without the insects, dirt, grime and other nuisances.

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

Here’s the postcard they sent out that emphasized this benefit.

Our Sunrooms Stay So Warm In The Winter That You Can Enjoy Yours In Your Underwear

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

WE FREE SERVICE SUNROOMS!

1. Free In-home or On-site Estimate
2. No Sales Pressure
3. No Hidden Fees
4. No Salesman's Trick
5. No Salesman's Trick
6. No Salesman's Trick
7. No Salesman's Trick
8. No Salesman's Trick
9. No Salesman's Trick
10. No Salesman's Trick

\$2,000 OFF Your Four Seasons Sunroom With This Card

COASTAL KINGDOM EXTENSIONS
 444-555-7777

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

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

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

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





Benefit #5 – Increase The Value Of Your Home

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

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

Here’s the postcard that emphasizes that benefit.

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

"John Reads His Morning Paper And Drinks His Coffee."

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

PAID

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

Why Not?

1. Sunroom Investment
2. Sunroom Design
3. Sunroom Construction
4. Sunroom Installation
5. Sunroom Maintenance
6. Sunroom Financing
7. Sunroom Location
8. Sunroom Size
9. Sunroom Color
10. Sunroom Style

Call Today!

444-555-7777

\$2,000 OFF Your Four Seasons Sunroom With This Card

Benefit number 5 is major as it educates prospects that a sunroom can dramatically increase the value of their home. This postcard reinforces that fact.

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

By MORE Than The Cost Of The Sunroom?
(yes, but only 32% of the time)

PAID FOR BY BANK OF AMERICA

FOUR SEASONS SUNROOMS

How Does "Instant Equity" Sound?

What Is The Building For?
This Is One Investment That Pays For Itself In Depreciation, Climate, and WHOLESOME Outdoor Value. An Upgrade In Value and Increase In Resale Value. They Increase The Value Of Your Home. More Than Most Other Investments. In fact, they pay for themselves in 10 to 12 years.

1. Great Addition - Adds New Value To Building
2. Comfortable to Enjoy - Not Cold, Windy, Dull, Hot, Humid Or Too Crowded
3. More Value Than Most Other Investments - In Home
4. More To Show & Promote - VISIT Decision!

Why Four Seasons Sunrooms?
1. Best Investment Of The Decade
2. Instant Equity Value
3. Low Cost To Buy
4. Complete One-Stop Service
5. More Value In Time
6. Better Warranty
7. Over 15 Years of Service

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

\$2,000 OFF
Your Four Seasons Sunroom With This Card

FOUR SEASONS SUNROOMS
Your Sunroom Investment. Our Quality of Customer Service.

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

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

Out of those 54 prospects, an additional 2 of them will typically buy in the next 30 days. This is a pattern that continues month after month for as long as the doctor continues to stay in touch with these prospects... and continues to offer them value. Every month 54 new prospects go into the top of the doctor's "funnel," and 2 additional sales per 54 prospects continues to be delivered from the bottom of the funnel.

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

54

54 + 52

54 + 52 + 50

54 + 52 + 50 + 48

54 + 52 + 50 + 48 + 46

54 + 52 + 50 + 48 + 46 + 44

54 + 52 + 50 + 48 + 46 + 44 + 42

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38

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

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

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

At the end of year one, the doctor will have generated 4080 new prospects - with 72 (6 X 12) becoming new clients – all this through his squeeze page. But then the doctor produced a staggering 156 new clients through his drip campaign. And that's just year one!

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

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

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

What is the amount of your total sales revenue from last year multiplied by 10%. Write your answer below.

Chapter 5

More Transactions – Upsell / Cross-sell

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

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

Upselling means offering a higher grade or quality or size of the item that the customer is ready to buy. Cross-selling means offering other products or services which complement the item the customer is ready to buy.

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

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

FREE FULL SERVICE Complete 28 pt. 5qt. Oil, Lube & Filter Change
\$35.99 VALUE

FREE FULL SERVICE Complete 28 pt. 5qt. Oil, Lube & Filter Change
\$35.99 VALUE

FREE FULL SERVICE Complete 28 pt. 5qt. Oil, Lube & Filter Change
\$35.99 VALUE

1/2 Price Oil Change FULL SERVICE Complete 28 pt. 5qt. Oil, Lube & Filter Change
\$17.99 VALUE

1/2 Price Oil Change FULL SERVICE Complete 28 pt. 5qt. Oil, Lube & Filter Change
\$17.99 VALUE

OVER \$1,000 VALUE

ECONO LUBE 'N' TUNE

**13395 S. Blackbob
Olathe KS 66062
913-254-0842**

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

\$20 OFF Any Tune Up

\$40.00 OFF Scheduled Maintenance

\$20 OFF Transmission Service

\$10 OFF Fuel Inj. Service

\$20 OFF CV Axle Replacement

\$10 OFF Any Battery Purchase

10% OFF Any Filter Replacement

10% OFF Wiper Blades

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

FREE Radiator Drain & Fill
(\$20.00 OFF or \$30.00 OFF Flush)
\$40.00 VALUE

FREE Tire Rotation
6/d 2 Times
① ②
\$40.00 VALUE

FREE Spin Balance on 2 Tires
\$20.00 VALUE

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

FREE Vehicle Trip Check
Good 2 Times
① ②
\$32.00 VALUE

FREE Check Engine Light
(code required only) Plus \$20.00 OFF Diagnostics
\$65.00 VALUE

FREE Battery Recharge & Charging System Analysis
\$40.00 VALUE

This Groupon sold for \$18. That's \$6 per oil change - plus they add on an additional \$4.50 for oil disposal - so the total for each oil change is less than \$11. That's obviously a bargain. So why do they offer this when they used to get \$29?

Simple - they finally realized the power of upselling and cross-selling, and they can't get the opportunity to upsell or cross-sell if they don't get themselves in front of their prospects. This Groupon is designed for one purpose only - to get the most prospects in their doors as possible - and the best way to do that is to give them what are basically free services.

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

So, after the technician changes your oil, they're going to take all of your tires off so they can inspect your brakes - and cross-sell you a brake job.

Since they have to remove all your tires to do that, why not offer you free tire rotation at the same time? Most of their patrons have no idea they're going to do this anyway, so they have this perception they're receiving all these services that they normally have to pay to have done - for free!

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

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

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

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

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

NO PROBLEM

No Dental Insurance?

Introducing a "Better Than Insurance" Dental Program...
Get a Full Exam With X-Rays For Just \$25.
Limit 2 Adults & 6 Children Per Family.

SMILES DENTISTRY
Dr. Joseph A. Sausley
Aurora, TX
Richardson, TX
800-757-1213
www.moreonsmiles.com

Compare For Yourself!

Traditional Insurance

- Annual Deductible (often \$1,000+)
- Co-pay/Co-insurance
- Annual Maximums
- Pre-authorization
- Network Restrictions

The Richardson Dentist's "Better Than Insurance" Program

- No Deductible
- No Co-pay/Co-insurance
- No Annual Maximum
- No Pre-authorization
- No Network Restrictions

Frequently Asked Questions

Q: How do you provide dental services to patients who don't have dental insurance?
A: We provide dental services to patients who don't have dental insurance by offering a "Better Than Insurance" program. This program allows us to provide the same quality dental care as those with dental insurance, but at a significantly lower cost. We do this by offering a "co-pay" price on routine exams, which is just \$25. This is a much lower cost than the monthly premiums that most dental insurance policies charge. We also offer a \$500 credit for patients who have dental insurance. This credit can be used towards any dental procedure, including routine exams, cleanings, fillings, crowns, root canals, etc.

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\$25 Exam

\$500 Credit

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

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

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

Compare For Yourself!

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Quality Dental Care For Families With **No Dental Insurance.**

Full Exam With X-Rays & Cleaning For \$25 -
Same As Co-Pay For Our Patients With Full Insurance.
Plus, A \$500 Credit For Patients Who Don't Have
Additional Treatments.
(Crown, Crown, Root Canals, Etc.)

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BETTER Than Insurance Means **LESS EXPENSIVE** Than Insurance...

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

We don't make you pay for your dental insurance - your employer might pay for it, but you've been told it's not for your dependent - and just want to be paid for it!

Compare For Yourself!

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

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

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Richardson, TX
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Don't Pay \$1,000 to \$3,000 A Year In Dental Insurance Premiums For Something You'll Give Up For FREE!

We don't make you pay for your dental insurance - your employer might pay for it, but you've been told it's not for your dependent - and just want to be paid for it!

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

The dentist offered patients routine services at his cost. That \$25 covered the labor cost for the dental technician to take x-rays and clean the patient's teeth. But the dentist now had double the patients to upsell and cross-sell his more expensive and profitable services to.

Any business can always resort to the standard way to upsell and cross-sell customers - just make them more offers. A restaurant that was experiencing reduced revenue followed this advice.

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

For example, they instructed their staff to bring an appetizer and wine cart to each table BEFORE the patrons ordered - and offer free individual samples. Then the staff repeated the same process at the end of each patron's meal by bringing the dessert cart around and giving a free sample of each dessert to everyone at the table as a way to entice patrons to order one of them. The taste and “reciprocity” instantly doubled their appetizer, wine and dessert sales. But they didn't stop there.

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

Now, let's assign a revenue figure for this strategy to your business. Remember that even a mediocre business can expect to see a 34% revenue increase by implementing this strategy. But since we want to

be extremely conservative in our estimates, let's just factor in a 10% increase for your business. What's 10% of your annual revenue? That's what you could add to the bottom line of your business immediately using this strategy.

What is the amount of your total sales revenue from last year multiplied by 10%. Write your answer below.

Chapter 6

More Transactions – Expand Product / Service Offerings

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

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

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

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

I do this myself as a marketing strategist. My top tier clients receive a wide array of additional services I created for them. First, they get complete online access to all my proprietary marketing and advertising,

business growth training, strategies, tactics and resources 24/7/365 through an online E-Learning System I set up.

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

I gathered and created these additional services because I know they are extremely attractive to a LOT of small business owners. They also do an excellent job of separating me from all my competitors, because no one else I know in this area offers anything even close to what I provide to my clients. My point being that we can do something similar to this for YOUR business as well.

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

What is the amount of your total sales revenue from last year multiplied by 10%. Write your answer below.

Chapter 7

Higher Prices – Bundling

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

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

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

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

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

For this business to make \$1000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets ($\$30 \times 33.3 \text{ widgets} = \1000). But by discounting their price 10%, now they need to sell 50 widgets

(\$20 X 50 widgets = \$1000). They now must sell 50% more widgets just to get back to their original profit margin. ($33.3 \times 1.5 = 50$).

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

Do you want to know the closely guarded secret that successful businesses DON'T want you to know?

STOP discounting!!! Instead, innovate your business so you offer more value than your competition - even if that means increasing your price. When you discount your price, you lose the full value of every dollar you discount while bundling increases the perceived value so prospects buy more.

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

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

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

Doesn't it still look like a MUCH better deal than the \$150,000 home without the system? If the additional \$3500 increase did make a difference due to loan qualification standards for certain prospects, the builder always has the option of reducing the price back to \$156,500. He could even maintain his original price of \$150,000 and lower his profit margin on each home sold.

Doing this would allow him to possibly double his normal sales volume and practically double his overall profits every year. After all, he's still making around a 30% profit at \$150,000. Are you starting to see the potential here? Here's the marketing campaign that was developed for this builder.

FREE In EVERY Beazer Home

Surround Sound Home Theater

Whole House Audio

Six Zone Controllers

Six Pairs of in-ceiling speakers

Total Future Flexibility Structural Wiring

Control Panel

Telephone Outlets x 4

(\$22,800 value)

FREE In Our Competitors' Homes

Cable Jacks x 3

Telephone Jacks x 4

(\$228 value)

Beazer
Vista Grande
3205 Palms Drive
Ft. Worth, TX 76178

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

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

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

Chapter 8

More Profit – Increase Pricing / Internships

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

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

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

The business selling this widget is now making an additional \$10... ALL of which is pure profit. Right there, that's a 33% profit increase. For this business to make \$1000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets. But by increasing their price 10%, they only need to sell 25 widgets.

That means that just to BREAK EVEN, this business would have to LOSE 25% of its customers over a measly 10% price increase – honestly, I simply don't believe that is going to happen!!! Of course, we need to perform a thorough price analysis on your business and determine the most lucrative price increase for you, but this is definitely a strategy I

strongly recommend to all of my small business clients to help them increase revenue. There simply is no FASTER or EASIER way to generate additional revenue.

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

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

The kids LOVE them for several reasons - it gets them OUT of the classroom. After all, 16 years is more than enough as far as the kids are concerned. These young people really do obtain real world experience - and that experience looks great on their resume. It gives them a jump start on their peers when they graduate - especially since the business providing the internship often hires them upon graduating since they're already trained and experienced in their processes.

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

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

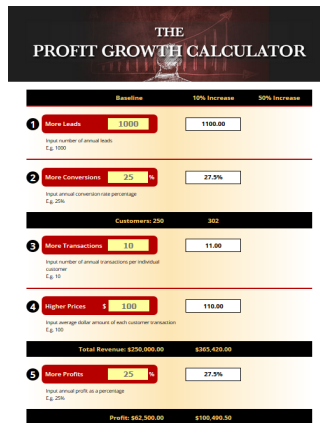
Record that figure as additional revenue. If you don't anticipate hiring administrative help need in the future, do you see any future need for other types of additional personnel moving forward? If those positions could be filled by an intern, calculate your savings.

In the space below, record the additional revenue created by an intern plus 5% of your current revenue.

Now add up all the revenue you've just identified throughout all 8 of these strategies. (See pages 15, 19, 21, 28, 34, 36, 40 and 43)

Write that total below.

Did we find \$10K? I imagine we found quite a bit more! Keep in mind that number was arrived at CONSERVATIVELY. And keep in mind this revenue ISN'T a one-time increase - this is revenue you will generate year after year after year - as long as you diligently execute these strategies. But here's the REALLY exciting news: All of this additional revenue we've just discovered - this is a mere drop in the bucket. Let me explain. Do you remember when we started this meeting and I showed you this Profit Growth Calculator?



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

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

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

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

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

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

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

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