

Small Business “BIG” Profits

BONUS REPORT #1A:

**“The Profit Doubler – A Quick Start
Guide For Retail Businesses”**

By Bob Serling

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The Profit Doubler: “A Quick Start Guide For Retail Businesses”

This course contains a wealth of strategies, ideas, and techniques you can use to double your profits (or more) in record time. In fact, there are so many strategies available that you might be wondering just where to start.

Well, I'm going to take care of that for you in this guide. But before we start, I want to make a strong recommendation to you. If you haven't already read the primary course material, listened to the audiotapes, and read all of the bonus special reports, stop reading this guide and put in the necessary time to complete the primary material.

If you don't complete the primary material and establish the proper foundation, you won't be able to apply the strategies and techniques in this guide correctly. And you'll end up wasting a lot of time, energy, and money.

This guide doesn't start at the beginning. Rather, it assumes that you are already well grounded in the marketing mindset I've taught and demonstrated to you in the primary course material. The basic principles, strategies, and techniques are not explained here.

This is a specific plan for getting the quickest start possible for doubling your profits. But if you don't have a solid foundation to build on, you'll actually defeat your purpose.

So with that admonition in mind, let's get started on doubling your profits at warp speed!

What You'll Get From This Guide

In this guide, you'll get a powerful set of strategies and techniques that will make you the most money for the least amount of time, effort, and marketing expense.

Now, because there are so many moneymaking techniques available to you, this guide can't possibly represent everything you could do. In order to come up with a comprehensive plan that's right for your business, you'll have to spend a little time listing all of the strategies and techniques that are relevant for your particular business, and then prioritize them accordingly.

What this guide does give you, is a foolproof, quick start plan for maximizing your profits right from the beginning. It answers the question, “Where should I start in order to make the most money as quickly and safely as possible?”

My method for creating this guide is to treat it as if you were in my office for a one-on-one consultation. Based on over fourteen years of my helping hundreds of retail businesses double their profits, I will give you proven strategies and techniques to

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maximize your profits. Everything you'll get has been tested and proven to be extremely successful.

The way I've designed this guide (and the way I structure all my one-on-one consultations) is to ask myself this question: *What would I do right now if I actually owned your business?*

As you'll see, my answers to this question will provide you with a direct track to doubling your profits as quickly as possible. So let's get right to it!

“Upside-Down” Marketing – Your Direct Route To Maximum Profits

In over fourteen years of consulting, I've discovered that nearly all retail businesses make the same crucial mistake when it comes to marketing. What is that mistake? Nearly every business owner thinks the primary purpose of marketing is to bring in more new customers. Unfortunately, that's a deadly error.

The fact of the matter is, marketing has a number of purposes. But the primary purpose is to make more sales, increase your profits, and cut your costs.

But here's the real kicker! For most retail businesses, the most costly and least profitable marketing task you can engage in is finding new customers. You see, there's far more money to be made, and made much more quickly and easily, in selling more to your existing customers than there ever will be in finding and selling to new customers.

Finding new customers is extremely costly. The cost of running ads, conducting promotions, and mailing to rented mailing lists is tremendous. And because it's always a hit-and-miss process, the returns can range from great to pure financial disaster.

On the other hand, when you sell to customers who have already done business with you, you gain two extremely powerful advantages.

First and foremost, you have your customers' trust. If you have already sold a customer something that they're happy with, you've established credibility as a company that's worth doing business with. And credibility (or trust) is the most important factor for making any sale.

Secondly, the cost of contacting your existing customers is a fraction of what it costs to search out new customers. In fact, for some of the techniques I'm going to recommend you implement right away, the costs are zero! So selling to existing customers is always the cheapest, most cost effective form of marketing you could ever hope for.

How “Upside-Down” Marketing Can Increase Your Wealth

Fortunately, the cure for wasteful marketing is quite simple. All you have to do is stand the marketing process on its ear! Basically, you want to turn the marketing process upside-down and approach it from the opposite end that you've traditionally been taught to approach marketing from.

So instead of focusing primarily on gaining new customers, you'll focus more of your effort on selling to existing customers. Now don't get me wrong, you still need to bring in new customers. But if you implement the techniques I'm going to recommend, it will take a lot fewer customers to double your profits.

Here are the upside-down steps you'll want to put into action to double your profits as quickly as possible:

1. Implement an ongoing upsell program immediately.
2. Start making offers to capitalize on repeat sales to your existing customers.
3. Re-activate your old customers.
4. Set up ongoing referral programs.
5. Set up systematic procedures to acquire new customers.

Now that you know what the steps are, let's look at each step in detail and find out exactly how to implement them and why they should be implemented in the order I've given you.

1. Implement An Ongoing Upsell Program Immediately

The fastest, safest, easiest way to immediately increase your profits is to add an upsell program to your business. The beauty of upsells is that they cost you absolutely nothing to put into action.

Also, they take very little time to get up and running. You could easily launch a powerful upsell program in about thirty minutes.

I'm not going to go into all the details of how to implement your upsell program here. That's already been covered in detail in the main course and in the bonus report “How To Use The “U Factor” To Uncover And Reap \$72,000 (Or More) Untapped Profit Hidden In Your Business.”

The key factor I want to emphasize is that upsells work as a function of the numbers. To maximize your profits, you must offer your upsell to every customer, on every sale, every day you're open for business.

Running your upsell program is like finding money. Every day you're open for business, you can take in extra profits just by using this simple technique. Conversely, if you don't

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implement an upsell program, you're leaving money on the table that you could easily be putting in your pocket!

Let me repeat this crucial point: There is no faster, easier way to put more profits in your pocket than by using an upsell. Don't you think you should get started on yours today?

2. Start Making Offers To Capitalize On Repeat Sales To Your Existing Customers

Remember, repeat sales to your existing customers are the fastest, safest source of huge profits. The only reason why this technique is second on my list, is because it takes more effort than an upsell program. But it's well worth it, because the increased sales and profits are so tremendous.

Again, I'm not going to repeat ground we've already covered in the primary course material. The key factor I want to emphasize here is that you should systematically contact your existing customers every month if you want to reach your full profit potential. In certain divisions of my business, I contact my regular customers fourteen times per year.

Don't customers get tired of being contacted so frequently? The answer is a resounding “NO.” The fact is many customers love that you take the time to pay that much attention to them. And even in the worst case, a customer who isn't interested in the marketing piece you've sent them will just toss it in the trash. But those customers who are interested will reward you with more and more business!

I strongly urge you to put a repeat sales system in place as quickly as you possibly can. It's the critical component for doubling your profits at warp speed.

3. Re-activate Your Old Customers

Re-activating your old customers is one of the easiest ways to add substantial profits to your business. But it's also the most overlooked way. Here's why: Most business owners believe that their customers left them because of something the business did that was offensive. But nothing could be further from the truth.

The real reason the overwhelming majority of your customers who are inactive quit doing business with you is that you didn't give them any reason to keep doing business with you. You didn't nurture them. You didn't make special offers to them. You didn't give them the recognition and appreciation that's due them.

So they took their business elsewhere.

But let's be clear. It isn't that you offended these inactive customers that made them quit doing business with you. It's that you ignored them.

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Fortunately, the solution to this potentially disastrous problem is remarkably simple – and extremely profitable. Plus, it takes just a minimum of effort on your part.

Everything you need to know to turn inactive customers into a lucrative new profit center can be found the main course. All that's left is to go out and do it. Then sit back and watch your sales and profits grow!

4. Set Up Ongoing Referral Programs

Referrals are a truly golden source of new business. This is because the credibility you gain from having an objective person refer their friends and relatives to you is invaluable. The problem is, most business owners think of referrals as something they have absolutely no control over. Let me set the record straight. There is no truth to this whatsoever.

Like every other aspect of marketing, there are a number of ways to strongly influence how much referral business you get. In fact, in addition to satisfied customers, you can also get tons of referral business from new customers who you don't yet have a track record with. You can even get a steady flow of referral business from prospects who will never do business with you!

Here's the secret you want to keep in mind when working your referrals: more referrals will convert to paying customers than nearly any other kind of new prospect. Again, the credibility you gain from having a prospect referred by an already satisfied customer cannot be equaled.

The person being referred either seeks you out on their own, or if you make the first contact, they can readily verify your credibility with the person who referred them. This is a powerful advantage that you can easily convert into many more sales.

You'll find everything you need to maximize your referrals in the special bonus report “The Ultimate Referral System – How To Get Your Customers And Prospects To Bring You Tons Of Highly Qualified Referrals.”

5. Set Up Systematic Procedures To Acquire New Customers

The key to keeping your business flooded with as many new customers as you can possibly handle is to have a system in place that you work on a regular basis. Your goal is to set up a few simple promotions that you run month-in and month-out like clockwork.

Setting up a system like this gives you two powerful advantages. First, it simplifies your life. After you've run your new customer acquisition system a couple of times, it can be run almost on autopilot. It requires very little effort to run the same successful promotions on a regular basis.

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More importantly, a systematic approach to gaining new customers ensures that you'll have a steady flow of business with very few peaks and valleys. Most business owners make the crucial mistake of only marketing when they have a problem. Business is down, so it's time to acquire new customers.

This is marketing insanity. Simple systems allow you to regulate and control the flow of new customers into your business. So you're never at the mercy of the whims of the market.

The key to setting up a successful system is to find a few techniques that are consistently successful in bringing in new customers, and work those techniques over and over again. One of the biggest mistakes business owners make is jumping from technique to technique.

The fact is, you'll get bored with your marketing. Your employees will get bored with it. Your family will get bored with it. Your friends will get bored with it. So what! They aren't paying your bills, your customers are. Customers rarely, if ever, get bored with your marketing. What brings in new business today will surely bring in new business tomorrow. And for years to come.

Remember, change your marketing only when it fails to bring in new business. Never change your marketing because you're bored with it. This entire course is loaded with strategies and techniques for bringing in new customers. In fact, every chapter and each bonus special report has a wealth of ideas for bringing in new customers.

I'm sure you've taken notes while you studied these materials. Make a list of the top five or ten techniques you feel will work best for bringing new customers into your business. Then put them in priority order. Your top choices should be those techniques that bring in the most new business for the least amount of time, effort, and money.

Start testing one or two of the techniques. If they meet your expectations, keep them as part of your marketing mix. If not, move down your list and test the next technique.

Remember: The most profitable businesses carefully test and track the results of many different strategies and techniques. They keep the winners and kill the losers. This simple type of testing gives you incredible leverage for maximizing your profits.

Once you discover which techniques work best for your business, establish a regular routine to run them over and over again. Then, sit back and reap the tremendous increase in sales and profits your system generates for your business!

Conclusion

The plan I've just laid out for you is extremely simple. In fact, it's so simple, I hope you won't let the simplicity fool you into not following through. Although simple, these strategies hold enormous power. And they deliver tremendous boosts in both sales and profits.

Plus, using my “Upside-Down” approach to marketing will actually cut your marketing costs dramatically. Every marketing dollar you invest will work much harder for you. It's like getting five or ten dollars of benefit for every dollar you actually invest in marketing.

My final recommendation to you is to commit to implementing these five steps as soon as you possibly can. Sit down and write out a brief marketing plan listing what you'll do to implement each step and a date by which you'll implement it.

This little exercise shouldn't take you more than about an hour, but I guarantee it will be the most valuable hour you'll ever invest in your business. You see, it's been my experience that few things ever get done without a written plan and a deadline date for implementing each step of the plan.

Without a written plan, important tasks get pushed aside for later. Unfortunately, later rarely ever comes. Don't let that happen to you. These five simple steps can easily double your profits, or more, in the next six to twelve months.

So sit down, write out your plan (keeping it as simple as possible), and put your plan into action. You don't have to do it all at once. Start with one step at a time if that's all you can handle right now.

But here's my promise to you. If you start now by implementing a single step, the increased sales and profits you'll reap will make you eager to set the rest of your marketing plan in motion.

Good luck with your business. And may all your marketing be far more successful than you ever dreamed possible!