

This book contains 7 simple strategies, refined over 20 years, to increase your business profits fast!

7 RED Hot Marketing Strategies to *Rocket* Your Profits



By Tim Stokes

Apply these 7 strategies and watch your profits JUMP!

There's no theory here, just real world, fact backed strategies that increase your profits fast!

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Whatever business size, or needs there's a super effective solution to growing your business that you can find on the website.

About Tim Stokes

Tim Stokes is a business mentor, entrepreneur, author, course creator, and business adviser with 30 years of business ownership experience from building 5 businesses.



Tim was a pioneer in the business coaching industry beginning in 1997 and has trained 35 business coaches internationally and three master franchisors. He has trained thousands of businesses in his seminars, courses, workshops and 1 on 1 mentoring.

Tim has been the featured author in business magazines such as “*My Business*” 10 times spanning 13 years, including a feature in *The Business Acumen 2010 Yearbook*. He has also spoken on radio hundreds of times.

After ten years of working closely with hundreds of business owner clients, he documented and systemized his strategies and solutions to create - *The Academy of Business Mastery* the complete business marketing and management training course.

This pioneering course comes with complete, finished systems, measuring tools, templates, strategies and solutions to increase your profits and structure your business to grow rapidly, while you relax and enjoy your life.

For those businesses that are just striving to get to the next level of hiring an employee successfully, there is the Solopreneur Business Acceleration Course.

To find out more about Tim’s company ***Profit Transformations*** or his ***business transforming*** courses go to...

www.profittrans4mations.com.au

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[How to Turn Time Wasting Phone Calls into Profits](#)

The humble phone call has to be the most overlooked and under utilised area of any business to massively increase profits in a matter of weeks, or even days.

Why can I say that? Simple, because I've worked with hundreds of business owners to *rapidly* increase their profits in time frames of a two weeks to a couple of month by focusing on those simple, yet very under-utilised, incoming phone calls.

Do you realise that every time your phone rings hundreds, if not thousands of dollars are being gambled on what you say in those next 1-2 minutes? If your average customer spends \$500 with you, then that's what the phone call is worth! That could be your whole week's pay, riding on the words that leave your mouth in 1-2 minutes of your time.

I hope you're getting the point.

So let's get down to business and talk about *how* to answer the phone in an improved way to optimize the **opportunities** they present. But before I talk about how, I need to tell you something far more important which is "*Why!*"

An understanding of how to improve something about your business must always begin with *why*, otherwise you are almost certain not to do what I am about to recommend.

Think about this... when a person calls they obviously don't know as much about your business product/service as you do. In other words they're a bit ignorant, just like you or me in many technical areas of life. **When ignorance and monetary risk combine, apprehension and even fear are born.**

This is why people often ask "*how much does xyz cost?*" They often don't have anything else intelligent to ask you!

Who ever said the customer is always right – doesn't know anything about people!

How can someone be right if they're ignorant? Customer's perceptions are right, their experiences are right, but not in what they think they want, because if they're inexperience in buying, *how can they be right?*

It's not that they *want* to buy on price; it's that **people have a fear of looking dumb** and on incoming phone calls they know nothing else intelligent to ask you.

Think about *yourself*. Do you ring a business and start by telling them you don't know anything and you'd like to know all about their product or service so you can make an informed buying decision?

No of course not. Instead you pretend you know what you want and instead ask simple questions or simply *how much it costs*. Anything to stop yourself appearing ignorant or to expose yourself to a smooth talking sales person who might take advantage of your ignorance!

So with that understanding we have to stop *assuming* customers know what they want, and start helping them by **asking them questions** about what they want.

By **asking prospects questions**, we can *clarify* their needs and wants and then simply match a solution to those needs or wants very easily.

Unfortunately people serving customers, assume customers know what they want and wait for them to decide what they like. But with the little knowledge they have they usually form their own opinion by talking to a few sales people, none of who have helped them overcome their ignorance by educating them. Instead salespeople (yes you) give their *opinions* to the customer.

The first step in increasing sales from the phone call is to use these principles by realising you need to be their leader.

You are leading them from ignorance and a lack of knowledge (i.e. fear/apprehension) to a solution, (i.e. a purchase that suits their needs). To do this you need to take control of the conversation right at the start of the conversation by asking questions to understand their needs so you can then provide a good informed, solution.

Start by *greeting* them in a professional *friendly* way. Often the sale is made or lost in the first 10 words you speak. Have you ever called a business and felt like hanging up after hearing how you were greeted?

If that's a poor way to answer the phone, then what's an excellent way?

On the phone, the best tested way to start speaking (after you just picked up the phone) is to say...

“Thanks for calling (Business name) this is (first name).”

Out of the dozens of possible combinations tested over 20 years intensively, this has proven to be the best. Try it now for yourself out loud.

Say it a few more times now out loud so you get the hang of it.

Did you say it out loud? I can only assume you did.

Now whatever you do, don't say *“speaking”* at the end of your greeting. Tests show people think dummies say that.

When a person hears this response when greeted with a 'speaking' person, they typically say in response, “Can I talk to someone *about...*” because they assume you can't help them and so they are asking for someone intelligent (not the speaker) to talk to.

With the greeting used without “speaking” added on the end you will commonly hear, “Hi, I'd like to know about...” because they assume you can help them as you must be intelligent!

I know this shocks people because so many people say “speaking” at the end of the phone greeting, so try it for yourself with both greetings for a week and measure the results. They may surprise you.

The other thing you will notice is that callers will commonly give you *their name* when you give yours first. What better way is there to start a relationship with someone you don't know than to give them your name first?

From here you need to **get permission** to ask them questions as you will need to ask them quite a few. So after your greeting and hearing their reply or name, simply say,

“Just so I can help you best, do you mind if I ask you a couple of questions.”

From here on you're on your own with what questions to ask next, as it will obviously vary with industry type. A couple of suggestions that may work for you are,

“Can I ask how you found out about us, where did you get our number?”

Or

“Can I ask you your name please?”

One final tip, finish the conversation with,

“Thanks for your call NAME... Bye.”

Use the above few lines as a template for your communications and remember to use your voice *inflection* so you don't sound like a parrot. Never ever read these lines, you have to practice them, when you're not on the phone by saying them out loud at least a dozen times.

With skill and time you'll no doubt get better at asking questions to elicit good answers. Remember, **there is no such thing as a dumb answer only a dumb question**. The better the question the better the answer you'll get back.

Keep in mind that customer objections to buying occur when people try to “tell” the customer what they should choose to buy. Instead of telling them, just keep asking questions, just keep asking questions, over and over, because the person can't object if you give them nothing to object to (i.e. your opinion).

Two sisters who were partners in a business I once worked with learnt this principle so well that when they went back to their business after attending my 1 day public sales workshop, they didn't stop asking questions of one lady who came into their retail wedding accessory shop.

The results were astounding! When the lady was asked question after question, she decided on her own to buy some products and came up to the counter and paid for them. The sisters remembered what I had said 'to keep asking questions'.

So they kept asking questions and the lady customer was reminded of something else she needed and went and got it and paid for it.

The sisters kept asking her questions about other products that she might have forgotten about and the lady kept going and buying more.

The lady customer actually paid for 4 separate product purchases, each time walking up to the counter and getting her money out. She never felt pressured or annoyed! She simply felt like she was being helped, *like never before*.

It's an interesting story, but it's a lesson, that too often sales people make the worst assumption... that customers actually know what they want and need.

You know your own products or services better than any customer ever will because you work full time in your business while your customers only buy from you now and again. So why assume the customer doesn't need your help with choosing what's right for them? Just because they pretend they know what they're talking about doesn't mean they do. I'm sure you're not much different in that you pretend to know what you're talking about when you buy too, don't you?

So the lesson here is... question asking is extremely powerful as a means to sell with. In fact it's **the only way NOT to get objections in sales**. *You can't get an objection when you keep asking questions because no one can disagree with a question.* You get objections by "telling" people what your opinion is before hearing their buying criteria.

Did I just say salespeople are creating their own objections? Surely not!

Actually yes, I did just state that and it's true. The more you know about sales, the more you realise that as a result of a conversation you had with a person who wanted to buy (otherwise they wouldn't have talked to you in the first place, now would they!), you actually talked them out of buying!

Keep this in mind when next a customer calls your business, you'll be amazed at the results when you take responsibility for the outcome of the conversation as being a measure of your effectiveness at communication with them.

These techniques of answering the phone are very powerful. Extraordinary sales and profit increases have occurred from this one strategy alone.

See this strategy on VIDEO to learn more...

Video 1 – How to Turn Time Wasting Phone Calls into Profit

<https://www.youtube.com/watch?v=oJnJBo31ld8>

How to Use Guarantees to Increase Sales

Have you ever been into a newsagent and picked up a magazine and read part of an article for a minute or five? I'm sure you have.

Why did you read the article when you could have just paid your \$10 and taken it home to read it?

Was it because you wanted to know if the magazine had \$10 worth of value before you spent your money? I'm almost certain your answer is 'yes'.

So even for such a small amount like \$5 you didn't want to risk wasting your money! You could even say you felt *apprehensive* towards spending your \$5.

Isn't **apprehension** an emotion that we could say is present anytime any person parts with money, even tiny amounts like \$5? And that people want to *feel confident* that they are getting value for their money, no matter what the cost of the item?

The secret to sales is simply, *remembering* what it's like to be a customer and applying that thinking.

All business owners and salespeople (i.e. you!) need to remember, is that people are *emotional* beings and that dealing with emotions is what running a business is all about. If you aren't catering to people's emotions you and your business are both very forgettable!

This brings us to the subject at hand, guarantees.

Now that we've established that people feel an emotion called apprehension, when it comes to parting with money, we need to deal with it somehow in order to win their business. We could rely on excellent salesmanship and communication either in advertising and/or verbally to overcome their apprehension, but that would still be leaving an element of assumption and risk.

Customers may start to think your product is great and you may have helped to reassure them through rapport building and talking to them about its benefits. However they still may have a memory of *buying remorse* where they bought something previously that turned out to be unsuitable for their needs and felt they had wasted their money. I'm sure that has happened to you just as it has me.

So the only safe way to deal with people's apprehension is to offer a guarantee, in writing that will directly address the apprehension (and risk) a customer may feel.

Often business owners start to get some apprehension themselves right about now when I talk about offering guarantees in relevance to their own products and services! So here's why it works and why you really should consider guarantees... you will get a far greater increase in sales, than you will give in refunds. Research has shown it could be five or even ten times to one from sales increase to refunds.

The people who aren't buying from you now because they feel apprehension (but will never tell you) will more than make up for the ones who want refunds afterwards.

Think back for a second, how many times have you had someone say '*I'll think about it and get back to you?*' These are the people that would have bought from you with a little more persuasion, that never do. It's happening all the time in business where a guarantee would have got you those sales.

Can you afford to keep missing out on those sales for the sake of a simple guarantee? If you want a competitive advantage here it is. Are your competitors already offering guarantees? They rarely do.

You don't need to promise the earth with guarantees. Just deal with their major concerns. For a service business you can even offer more than one. In fact sometimes I recommend four unique guarantees.

For a tree surgery company I worked out 4 powerful guarantees we then put in place in their advertising and incoming phone call system. They were...

1. An On Time Guarantee (to turn up on time to do the quote) - if we're even 15 minutes late we'll give you \$50 for your inconvenience.
2. We guarantee we'll start the work on the agreed day and time.
3. We guarantee not to leave any mess; in fact we guarantee to leave your home cleaner when we finish than it was before we started.
4. We guarantee you'll be happy with the work when our team is finished or we'll keep working until you are.

By offering these guarantees in writing for this tree surgeon's business **combined with some powerful sales training** to emphasise the points the results were dramatic!

In 2 months their average dollar sale increased from \$647 to \$980. That's a 50% increase! Normally you would expect that a 50% increase in prices would drop his conversion rate of quotes to sales, however it had the opposite effect. His conversion rates were 42% initially and 2 months later they were 65%, that's also a 50% increase!

You can imagine the difference it made to his profits. He went from just breaking even each week after working 70 hours with 5 men, to working 50 hours himself with the same 5 men. His turnover doubled and his profits increased to \$3,000 a week.

Can you imagine what difference that made to his business and personal life? You may notice all the guarantees we designed were based on common frustrations home owners have when dealing with trades people in general, not with tree surgery as an industry.

This is what guarantees need to deal with; common frustrations people have with people in your industry.

What frustrations do your customers have that stop them from buying from you? How can you reduce the risk your customers feel when buying from your industry? How can you change your advertising so that it contains a guarantee or two?

I once worked with a blind lady west of Sydney called Leanne. No she wasn't blind; she just owned a blind manufacturing business. :)

We designed a new phone answering technique with an 'on time to quote guarantee' and the results were amazing.

We measured the businesses incoming call to sale ratio for one month and found that they were converting 3% of phone calls to sales. Neither I nor the business owner could believe how low it was.

Six months later it had increased to 72%, that's over **3,000% as an increase!** Can you imagine what difference this increase made to Leanne's business?

It meant the difference between not being able to afford to pay herself at all, to then taking home a good salary just months later and 12 months later not working much at all, because she could afford to pay extra staff to replace her.

That was the power of better advertising and a written guarantee to turn up on time to quote or give the home owner \$20 cash. Plus, it was combined with trained team members who answered the phone with excellent rapport building skills and questioning techniques.

What profits lie waiting undiscovered in your business due to *not* offering written guarantees?

Any business that can, *should* offer guarantees. It turns apprehension into confidence, directly dealing with what people make their decisions on, *emotions*.

Video 2 – How to Use Guarantees to Increase Sales

<https://www.youtube.com/watch?v=ZX6XAYAgQmA>

[How to Use One Question to Increase Profits by 10%](#)

The power of a question is amazing. Just ask one well known company that makes \$US300 Million a year, just asking, "Would you like fries with that?"

We know of this question and yet business owners still don't use it themselves.

I know you have your reasons, but hear me out while I explain **why and how you can (and should) be doing this** yourself to realise thousands of dollars of profit it will cost you *nothing* to enjoy.

One night in a seminar, a lady said to me in response to asking for people to buy more 'I don't want to sound like McDonalds by asking people to buy more'. I asked her what industry she was in, to which she replied, dry cleaning.

I then asked her if she dry cleaned ties as I often had my suit dry cleaned and until recently, never my tie. She answered, 'yes she did'. Then I said to her I had ties I wanted cleaned but never thought dry cleaners could clean ties.

My dry cleaner had missed out on sales for 3 years from me, simply because I wanted help but didn't know I could be helped by asking a simple question like, 'do you know we also dry clean ties?' The dry cleaner probably *assumed* I knew all about dry cleaning and that I knew they could dry clean my tie. They probably thought they might be seen as pushy if they asked me any extra questions.

I wasn't happy when I found out from someone else years later they could have dry cleaned my ties. I had thrown one out that I didn't think could be cleaned, that I loved.

The lady in my seminar didn't know what to say. But I had made my point. Instead of thinking she was being pushy by asking a question, I helped her realise by *not* asking such a simple question I had been offended by my own dry cleaner because they had *assumed* I knew they cleaned ties.

Stop thinking of needing to "sell" and start thinking another 4 letter word... help. Selling is really *helping* customers know what they themselves really want, by clarifying their needs and by educating them.

Questions need to be educational. Questions are the *magical essence* of selling. They uplift people, because no customer wants to appear dumb and ask a question that they feel may reveal their own ignorance.

I'm sure you've hesitated asking a question of a sales assistant for fear of appearing dumb. Your customers are no different to you; no matter what you're selling, **emotions** always play a crucial role.

"If you're not looking after your customers' emotions then someone else will."

Write down a list of questions you could ask your customers; keep rearranging the words until you feel comfortable with them. If teenagers can ask questions of customers, and boost sales by \$300Million a year I'm sure you can too!

Video 3 – How to Increase Profits by 10% Just By Asking One Question

https://www.youtube.com/watch?v=tf_KpDWg5e4

How to Use a CRM to Generate Future Sales

Everyone in business wants to increase profits, yet the best ways to increase profits are right under the business owner's nose.

Let's look at two often quoted laws of marketing...

It costs 6 times more to get a new customer to buy once than it does to sell to a previous customer.

If you haven't communicated to a previous customer within 2 months of a purchase, you have no right to still call them your customer as they have forgotten about you.

Putting these two laws together you can see that having a CRM (Customer Relationship Manager) of people who have bought from you that you can communicate to again, is **crucial**.

Why waste money on advertising as your sole source of getting customers when you can invite an old one back again and very cost effectively?

Setting up a CRM is as simple as asking customers for their name and address, phone number or email address. Getting all of their details is best, but get whatever suits your business.

Like all communication you have to give people a reason as to why they should comply with your wishes. The hardest part is usually getting their email address, then phone number, and then address in that order.

Email is the most powerful as it costs *nothing* to communicate with them once you have it. A fear that people have about giving their private information out is that you may give it to another business that bombards them with junk mail, or that you will try to hard sell them continually.

For that reason the best reason to give for wanting their email are...

1. **A Free Report**
2. **Newsletters**
3. **A Free Video (or a few)**
4. **A Free Product/Service or Sample**

If you give people something with an emotive connotation it can increase your opt in rates significantly.

Reports like... "5 Things You MUST Know Before Buying..." are catchy titles. The avoidance of pain, regret, being ripped off, worry etc. are all powerful, emotive offers which you can use for your own industry as one option.

People also like news about your products and services from your business. For example you can give handy hints and tips about taking care of the products they have bought. Or how long before they need your service again and what to do in the meantime to get the best long term value from it.

By educating, you are actually selling.

People want help, but then don't want to be sold to, they want information, to feel confident, to feel knowledgeable, not to be disrespected or told how to think.

Constructing a newsletter is an art form, combining journalist skills with salesmanship in print. Make the text 90% educational with 10% sales orientated and include it near the end. Including an offer is best if you are serious about getting sales.

Any business that has been running for four years or more will be getting 30% or much more by "word of mouth", which is repeat business and/or referrals.

You can easily increase this amount by emailing your customers with offers and information on other products or services you may have. You're really in the business of building relationships, building a database, then selling product or service lines to that database.

Back when I owned my first business, a tree removal company, I had cut down a tree for someone then was asked by the client if I did fencing as well. The customer needed a fence and loved the quality of workmanship I had displayed with tree removal so much they wanted me to do their fence as well!

It was then I realised the power of relationships.

People want to deal with people they know and trust. Think about this, when you need a tradesperson to do work at your own home, how often do you ask a friend or neighbour if they know anyone that can do it? Usually the answer is yes most of the time.

That's because **people want to deal with someone they know**, or at least someone a friend knows. This reduces their *perceived risk*.

Your business is the same. The better the relationship the more customers will want to buy whatever you want to sell or offer to them.

I once worked with a jeweller in a small country town and using her database to promote a closed door, invitation only sale she made \$7,200 in one night! Costs were negligible compared to what it would have cost her in getting new customers to buy the same amount.

The one night's income from sales over a few hours was the equivalent to almost one whole week of turnover. The best thing was she now had a turn-key sales generating system she could use every two months or as often as she liked.

As you can see there are many ways to use your database to increase your profits. How many could you be using right now to significantly increase sales with little to no promotion cost? Get started today!

Online CRM's are all the rage now with everything being 'in the cloud'.

An online CRM makes sense. You can access it from anywhere including your phone to get emails, check calendar events and more. Just look around online for

CRM's and find one that suits you. I started using Zoho and it's great for my needs.

There are others like Sugar CRM, Capsule, Nimble and more.

Just search online and you'll find dozens of them. Having one that integrates with an online accounting system like Xero is worth considering to prevent double data entry.

Video 4 – How to Use a CRM to Generate Future Sales for FREE

<https://www.youtube.com/watch?v=gkYi3uexDG0>

How to Enjoy an *Instant* Net Profit Increase of 50% to 200%!

Yes it's true. You *can* increase your business profits by 50% to 200% *instantly*. Unfortunately most retailers can't do this strategy but the rest of all businesses usually can, but for some reason don't.

Before I explain what this ***magic strategy*** is - we need to look at what's happening in the typical small business and how they get started.

The majority of businesses operate with a *fear* of competitors and get caught in price wars as a result of that fear. They let their emotions cloud their thoughts and as a result miss out on seeing the facts or logic of the real situation.

Too often small businesses struggle or even go bankrupt but **few businesses go broke making *lots* of profit.**

In fact serious profit is what your business really needs more of. Often businesses may be making a good turnover per month, but there's *too much month left at the end of the money*. Sometimes they run overdrafts permanently as they never have enough profit to get out of this situation.

I hope you're not one of the business owners I am talking about. If you are you must do something drastic about it *now!* Businesses can often fail in a short time frame without the business owner realising it is about to happen. However all the signs may have been there but the owner didn't see them.

Some of the signs are things such as, struggling to pay taxes on time, the business owner not paying themselves a higher salary than any of their team, sweating out busy times because they can't afford to keep a person on if they hire them and the work then dropping off.

By now I think you're probably starting to see the importance of increasing profit as a percentage of turnover (i.e. net profit margin), but let me add one more point.

Making high turnover is like having a *job* in your business, as you'll need to work hard without much personal reward. To set your business up so you can enjoy a great lifestyle of time and money you must increase profits... i.e. your net profit margin.

Profits are what you pay wages with, not turnover. Profit allows you to reinvest back into your business to keep growing it. It allows you to pay other people to free up your time to keep improving it by implementing documented systems. This leads to fewer responsibilities for yourself, less hassles and more time.

So what is this ***magic strategy*** I promised to reveal to you?

It's simply to increase the prices of your products or service by 5-10% right now. This really challenges most businesses thinking. Rarely do business owners say, '*good idea I'll do that straight away*'.

Let me give you some examples that may relate to your business to give you confidence to do this. Then I'll explain how to do it risk free!

I worked with a wholesaler that had 160 customers that they sold cooking oils and pastry supplies to. They had 80 different products and their customers purchased 10-40 every week. This business totally relied on good relationships with their existing customers as they rarely ever got a new customer, possibly one every year or so.

You can probably imagine their response when I suggested a price rise.

At that time they had a turnover of \$2.2 Million a year and had increased their turnover by \$600,000 in the previous 6 months thanks to my training.

When it came time for me to talk to the owners about raising their prices to increase profits further I knew it wasn't going to be an easy task.

One hour later the owners had *warmed* to the idea with suggestions from me to increase them 5%, with *some* customers to '*test the water*'.

However, after looking at their customer's names to see who they might actually lose they realised the amount of profit increase far outweighed the number of likely customers they might lose.

The owners decided to put their prices up by 10% on all products instantly.

Do you know what happened? Nothing! Actually that's not quite true. They made a \$220,000 increase in profit and turnover for the year with one simple, yet brave decision! They lost no customers, not even one. In fact very few even commented on the price rise.

Why did the net profit increase by \$220,000? Because that 10% increase in turnover from the 10% increase in prices was all **profit!** Do you follow the math?

The next example I would like to give you was with a carpet cleaner. This is a great example as it's probably the most competitive industry I have seen. In fact most people know how much it costs for 3 rooms to be cleaned in their home, even before they ring, because of all the advertising in the industry!

Imagine seeing this business owner putting his prices up by 30%. In other words his average dollar sale increased from \$70 to \$91. But that's not the whole story.

Increasing prices, while still maintaining the same number of sales, is actually a **very achievable goal** and one of the best for higher profitability.

In the carpet cleaning example he watched the conversion rates after it. Prior to raising his prices he had applied my phone answering techniques and was using these with *incredible* results.

He had achieved an 88% figure from inquiry to paying customer. After increasing the prices by 10% this figure didn't drop, so he raised them again by 10%. Guess what happened? His conversion rates dropped to 82%.

Video 6 – How to Enjoy an Instant 50% to 200% Net Profit Increase

<https://www.youtube.com/watch?v=-5UxqGCmDGs>

He again increased his prices by 10% and his conversion rate dropped down to 72%, still an excellent percentage.

If a **super competitive** business like carpet cleaning can increase prices by 30% and not lose all of its customers, to me that says most businesses can.

I've personally worked with two blind manufacturers, a kitchen renovator, a fly fishing school, a bathroom renovator, a gift shop, a wholesale timber fencing company and a tree lopper to mention a few that have all increased their prices by 10% at least twice over 2 months with no drop in profits at all.

I suggest you think about increasing your prices to increase your profits *instantly*, and then you can afford to pay yourself more and free up your time by hiring extra staff.

If in doubt, look at your net profit margin. If it's lower than 10% you might want to strongly consider it.

Did you know if you increase your profits by 10% and your net profit margin is 5%, it jumps to 14%?

How extraordinary is that!

If your business's net profit margin is 10% and you raise your prices 10% it jumps to 18%.

Businesses with lower than 15% net profit margin will tend to always have a cash flow issue and struggle to pay basic expenses in running the business.

Your **major** focus then needs to be to get the net profit margin over 15% and a price rise is one of the best strategies to increase it there is.

Your sale price affects your net profit margin the most.

Are you using a "system" for pricing based on a gross and net profit margin, with technical employees considered a cost of sale in your accounting system's Chart of Accounts?

If you're not and you operate a service or manufacturing business, you won't be pricing with an accurate gross and net profit margin using a system. Less than 0.5% of all small businesses actually do sell using an accurate system, which is a MAJOR reason why they struggle to make a decent profit and have low net profit margins.

Putting your prices up is the best way to increase your net profit margin, so why not consider it? Maybe try 5% on some items, or if you're brave 10% on everything.

Better yet, get the training that includes the proper setup of your Chart of Accounts to set your gross and net profit margin sale prices correctly, and then sell using a system to control profit margins at the time of sale. It's all included in ***The Business Certainty Training!***

That's the training that you'll find out more about in the Webinar.

How to Raise Your Prices with ZERO Risk of Profit Loss

Sounds a bit hard to believe - *doesn't it?*

Don't let skepticism get in the way of profits though.

There is a simple way and I've been training business owners on how to do this for 18 years, plus I've used it in my own businesses for 22 years now.

It works!

It's a *combination* of strategies and principles that allows you to achieve this outcome. First of all understand this... you first of all have a growth limitation in your business, which is about supply and demand.

You can only handle a certain number of customers with the number of employees you have, before you need to hire more employees. This is your ability to supply, based on the demand (number of customers).

If you double your number of sales, you double the number of employees you need – all things being equal - for the case in point.

Now what if you had 10 full time employees, 5 of which were the service providers or technical staff and your turnover was \$1,000,000/year.

Let's assume you have 20 customers coming in each week and that gave you a turnover of \$20,000/week, or \$1,000,000/year (50 weeks of the year trading).

Let's assume all of a sudden something happened and you now had 24 customers buying from you. That's a 20% (4/20) increase in customers.

That means you need 20% more service provider employees to do the extra work. Since there are 5 employees that means the business needs 1 more employee.

This is the situation we want!

How we achieve is best through strategies in this book, well executed. This then increases the conversion rate to generate too many customers.

It doesn't really matter if you increase the sales by 20% from extra leads or conversion rates, but by FAR, the best way to increase customers in 90% of all businesses is by conversion rate strategies, not by lead generation, as conversion rate strategies cost you ZERO to implement whereas lead generation does!

When you apply some of the strategies in this book or some of the better ones explained in the *Profit Transformation* webinars or online training workshops, your conversion rates can JUMP *rapidly* to achieve the 20% increase in sales. This then creates the opportunity for a profit increase, not just a sales and turnover increase.

There is a massive difference between a *profit* increase and a *turnover* increase.

Our aim is to increase your *net profit*, *not* turnover, as turnover increases require more employees, whereas profit doesn't!

With the 20% increase in sales and customers, we have 2 choices, hire an additional employee (in this example 1 extra), or reduce the number of customers so we don't need to hire the extra employee.

This sounds counter-productive to most people's thinking, but then thinking and mindsets are the only limitation for success!

To reduce the number of customers by 20%, after increasing them by 20% the best way is to "scare" them off.

How? ***By raising the prices by 10%.***

Our aim is to scare them off, or you have no choice but to hire extra employees, so with that as the goal the price rise goes in.

There's zero risk of profit loss to where the business was before the 20% increase in customers. The 10% price rise will add \$100,000 to the net profit of the business, as the 10% turnover increase on the \$1,000,000 turnover is all 100% profit.

As the turnover would then be \$1,200,000 before the price rise, the profit increase would be \$120,000, if there was no loss of sales from it.

If the turnover dropped 10% to \$900,000 the net profit *increase* (from the price rise) would still be \$90,000 more, even if the turnover dropped from \$1,200,000 to \$900,000. There is a point where even if the turnover drops, the profit drop is lower from the price rise.

This math isn't that hard to work out *prior* to raising prices, to determine what drop in turnover you can afford before you reduce profits.

This is how you can increase your profits risk free. Just increase your customers first, to get *too many*, and then raise your prices to reduce the customer numbers so you make more profit.

The key here is to focus on conversion rate strategies and there are hundreds of them you can apply.

How many do you know or use? Which ones could you implement to create rapid, big profit increases in your business? And are you measuring and monitoring your conversion rates every week?

It's best if you learn to *measure* effectively first, and then test strategies to increase your confidence. Confidence leads to ***certainty*** with experiences and certainty is how you accelerate your profits even faster!

Video 7 – How to Raise Your Prices with Zero Risk of Profit Loss

https://www.youtube.com/watch?v=LhDPc_mZ6BA

[How to Increase Sales Using a Proactive Referral System](#)

Every person who buys from your business almost certainly knows someone else who can also buy, either immediately or in the near future.

People say the two biggest purchases in your life are a car and a home. In the space of two months of my wife and I buying our first home two of our friends did as well. Then when we bought new car, two of our friends did as well within two months.

That told me, as a marketer, that every customer must know someone who could also buy from the same business they just bought from.

Birds of a feather flock together

That means people hang around people who think similar to themselves, or are at the same stage of life.

Think about the possibilities from this simple saying! That means you could potentially double your turnover again and again, simply by having each customer refer one other and by using a powerful proactive referral system to activate this process with your existing customers.

In Sydney one very well-known company grew at over 1,000% a year, for three consecutive years to hit \$110 Million in turnover starting from nothing. This company did so without any traditional media advertising. They just used two strategies I have mentioned in this book, building and then using a database through competitions and by asking for referrals from existing customers and prospects.

They received on average over 5 referrals per customer over the 3 years.

I worked with an internet service provider many years ago when 6 hours a month was normal for \$25 a month subscription (remember the old days of dial up?). We created a *proactive referral system* offering existing customers 6 hours free access for referring a friend; in fact it was 6 hours for every friend they referred.

The service provider received more than 80 new customers in one month! The best thing was it cost them *virtually nothing* as the offer was emailed out to its subscribers. In fact the broadband internet service provider still uses this strategy today.

The critical aspect of making this referral strategy work is to be *proactive* in making an offer. *How* you express the offer and what you offer determines the strategy's success.

As a rule of thumb I normally recommend 5% to 10% of your average dollar sale as the offer value. The number for your business is something you may have to test for yourself.

As a rule never offer money!

You can offer a gift voucher at k-Mart, Myers or other major retail store, if you don't have anything you offer with your own business.

This would be the case for a finance broker or other infrequent purchase business. Or you could form a strategic alliance with another business in a similar industry and

give their gift vouchers away as an add value offer.

Print your own gift voucher or certificate if you need to as it makes it seem more tangible. With some of business clients we go to the point of creating their own VIP Referral Club. We used a 3 panel colour DL size flyer with rewards for referrals where the client can chose their own reward. The rewards would be up to a certain dollar value dependent on the businesses average dollar sale.

A colour brochure idea is excellent for businesses that sell a service where the customers aren't likely to buy again for years, for example real estate agents, bathroom or kitchen renovation companies.

To go back to basics, why not simply ask if customers are happy with the product/ service you have provided for them and at that time ask if they could mention some names of friends they could offer something to on their behalf as a friend. This is all that some businesses do to achieve incredible success.

Some gyms use this strategy with a bonus of a free holiday competition entry for every name and number they supply. The holiday is paid for by sales from the number of referrals.

As you can see by now, there are a number of referral systems you can develop and use every time a new customer is generated.

What strategies can you use for your business?

There are always a few to choose from to test out. Once you have a system there's no reason why you can't ask for referrals by email every 3, 6, or 9 months. Get started now and watch your profits soar!

Video 5 – How to Increase Sales Using a Proactive Referral System

<https://www.youtube.com/watch?v=3oBMt8bDOWo>

[Additional FREE Books](#)

If you liked **7 Red Hot Marketing Strategies**, there are *more* powerful strategies in the online training WEBINARS held regularly. Watch for your invitation in your Inbox soon.

Learn more about growing your business or strategies in [our other FREE books](#)

The Management Secret – How to Double Your Profits for FREE

This eye-opening book (endorsed by leading accounting firms), explored the hugely important subject of **Net Profit Margins**.

Very few business owners have been introduced to the power of this all important number for your business. Even fewer have learned the strategies and mindset necessary to double your profits, by increasing the Net Profit Margin.

This book reveals the mindset and strategies to double your profits.

The 5 Types of Customers

This book is perfect reading for anyone who wants to learn more about people, especially customers and employees.

This unique content identifies the 5 types of potential customers who contact your business. Each one has a unique buying style and when you understand their style (in less than one minute), you can change how you communicate to them.

The result is a substantial saving of your time (normally spent with people who were never going to buy from you), plus an increase in your sales and profits. You'll be surprised at how much this will alter how you see the world, especially your customers. Plus, it contains insights into your own journey of success in business. Knowing the path ahead saves you struggle, stress and time (and often painful or expensive experiences).

90 Degree Marketing

This type of marketing is the most powerful in the world – as stated by Jay Abraham, the world's highest paid marketer in the eighties and nineties. Best of all, this strategy costs no money to set up, can bring you “hot to buy” customers for years, for time you put in only once.

Profit Transformations has generated hundreds of thousands in sales income from this one strategy alone in the previous five years.

If you want to learn the BEST strategy in the world for marketing, get this book!

[Click on this link](#) to find out more or to grab another book

How to Conquer ALL Your Business Challenges and Take Long, Stress FREE Holidays - Every Year!

Introducing...

The Academy of Business Mastery - Marketing Course

The world's most *practical* and profitable training course



Imagine a course for all businesses, that is not academic *theory*, but one that was created from solving 1,000+ business owners' problems.

Imagine a course where you received ready to use, *finished* systems, customized for your business for team building, recruitment, selling, marketing, systems, measuring and management.

Imagine a course where you were given the TOP 50+ best strategies, for your specific business, and all were proven to work and all increased your profits.

Imagine a course where you learned how to read your Profit & Loss Statements, and how to sell all your services for specific gross and net profit margins, and take all the guesswork out of pricing.

Imagine a course that explained everything about how to manage your business, in plain English and you could get any question about your business answered instantly.

Imagine a course so effective that every business that implemented the content and strategies saw excellent profit returns from \$50,000 to \$650,000 – in 3 to 9 months.

Imagine a course dozens of professional recommend without hesitation, including accountants, financial planners, CFO's and even venture capitalists.

You don't need to *imagine* – this course already exists and it's **been operating for 8 years**. It's for business owners who want to go to the **next level** of success to not just *transform* their businesses, but also their lives.

Get in contact with us today by email or phone and let's talk about the benefits of the Academy of Business Mastery for your life.

[See Chris' result and the quality of life he now lives](#)

[The BEST FREE Training in the World!](#)

Yes, the *best!* And yes, it's a *BIG claim*, but see for yourself. [Click here to go to an online Masterclass](#) and get the *best* education on marketing, management, increasing profit margins, and growing your business you've ever had.

The Masterclass contains much 'higher level' information on growing a business, and is best suited to service businesses with 4 or more employees.

If you are a single operator with no other employees, you'll still get value from attending however some of the strategies may not be usable at the moment, such as the brilliant *team building/motivation* one.

Do you believe it's definitely possible to double your business profits? What would that mean to you in real dollar terms? What would you do with all that surplus CASH in your bank?

It's a valid question because results such as doubling profits of businesses in months is actually happening regularly with clients.

What's Your No. 1 Business Challenge? Which of these...

- Not generating enough leads, despite trying a bunch of strategies?
- Not generating "warm leads", and people talk about price a lot?
- Can't find good attitude, reliable and dependable employees?
- You're owed a lot of money and people don't seem to want to part with it?
- You lack systems and structure so your employees stop asking you questions all the time?
- You're unsure how to "scale" your business and add a million dollars to its income?
- Your business' Net Profit Margin is too low (under 15% is low), and would like to increase it somehow?
- You have no life! You work long hours and have for years, and rarely take holidays or just short ones, and no two-month long ones – worry free
- You feel 'owned' by your business, it controls you and you think about it day and night when you're not at work?

These are just some of the many situations our clients were experiencing, until they allowed us to assist them. Now, these things are virtually gone, or they are working on implementing proven, effective strategies to conquer them permanently.

What difference would it make to your personal life to conquer all your challenges, frustrations and competitor issues?

Whatever your challenge, only one question is relevant... are you willing to seek out assistance, education and are open to talk to someone about it? If so, [click here](#).

Want Help to Breakthrough Your Business Growth Limitations?



In an **'ask me anything' Breakthrough Meeting** together we can discuss your best strategies to DOUBLE your profits.

Yes, I'm offering you a 60 minute 'brain storming' session to identify strategies for your business to rapidly increase your business profits – obligation free.

These are the common questions I hear from business owners...

- How can I get more leads from my website, without spending anything?
- What online marketing strategies will definitely work for my business?
- How can I increase my cash levels in the bank?
- How can I get control of my business and time, I feel controlled by it?
- How can I find, keep and/or motivate employees?
- What online measuring and job monitoring platforms are available and suitable to my business?
- How can I increase my profits, without needing to hire more staff?

These questions (and dozens more) are the basis of my company's services, and after all that time I've become extremely effective with solutions.

What are you putting up with that's holding you back from loving your business and your life, with time and money?

I'm keen to talk to you, are you open to talk about ending your slow growth?

[Click here now](#) to book in for a day and time in my calendar that suits us both.

P.S. I have **no interest** in "*pushing*" you into any course. That achieves nothing for either of us. If I can't demonstrate with real strategies how to increase your profits, for free, then there's no point going further.