

A Simple Profit Producing Business Concept that Is Making Money Now

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There are times when we all over complicate things and recently this became blaringly evident!

You are about to learn a tactic I have used with my own clients over the past couple years, one that you can use as well to make yourself some extra cash on the side, or as a full time income.

Are you taking for granted what you really know about marketing?

I'll bet you are!

You have heard this statement a thousand times I'm guessing – “The Gold Is In The List” or “Your Client List Is worth It's Weight In Gold!” or some variation of that. It's constantly hammered on in every online marketing book, course and tutorial you may have read.

You know it's true.

You hear of the success stories – people who mail to their lists and make tens of thousands of dollars with the click of the mouse. You may even be one of the success stories.

And hopefully you are implementing this one strategy into your business because it is the one strategy that 99% of small businesses neglect.

A couple weeks ago I started a coaching program (www.the-profit-coach.com) for individuals that are looking to move to the next level in their business and profit making skills.

Two guys were struggling trying to make money online and signed up for my program to see if I could help them. In my initial research on their backgrounds and areas of expertise I found out that both of them understood marketing through the various courses they took and read.

They knew what they needed to know but they were overcomplicating things!

How many courses have you taken about marketing skills and building a small business? Chances are a few, at least enough to understand the basics.

As I was talking to these guys it became evident that they had what they needed to succeed but for some reason could not get things going.

Sound familiar?

I shared with them a concept that is so simple – it is easy to discount it.

DON'T!

This will work for you too if you work it.

Look around your city at all the small businesses you have ever bought from. Businesses down the street, businesses you see every day – how many of them have ever followed up with you after the sale? I will bet less than 5% - even that amount would be impressive.

See where I am going with this yet?

Start up a consulting practice where you educate and implement customer follow up systems in small local businesses.

Sorely needed by every small business (well 95% of them anyhow). Much needed by the business owner (who couldn't use a shot of profit into their bank account?)!

Yet, no one follows up with their clients.

You see this. You understand the follow up system. You understand that almost all of the real profits are after the initial sale.

Why don't you share this knowledge with others?

Obviously they don't know this. Or they would use it! If you show them how to add a zero to their profits this year (or even 20%, 50%) you will be a hero in their eyes.

Right?

The Small Business Profit System

- 1) Make a list of all the companies you have bought from over the past year
- 2) Add to that list all the companies around you (in your city) that interest you and would make a good client for you

- 3) Draft up a letter that you can present to them (I can supply this if needed – email me at troy@smallbusinesscopywriter.com and we can make some arrangements). The letter will basically share with them your knowledge on customer follow up, profit generation knowledge and everything you care to share with them (don't give away the farm here though – only enough to get their interest up)
- 4) The letter is designed to get them to put their hands up as interested in making more money. Almost every small business owner wants to make more money – but few of them are willing to do anything about it. You want the ones that will. Preferably the ones that are spending \$500 per month on marketing now as they are used to spending money on marketing to get clients. The ones who put an open sign in their window and expect a flood of clients are the ones that usually are a waste of your time. Find the keen ones.
- 5) Setup an initial meeting with them (you can do a mailer to all your potentials on the list you made or you can call them face to face first). Find out more about their business, how they get clients, how they get sales, how they get more sales from present clients, how they market themselves, what makes them different, what makes them unique, what are their quirks, what are their main benefits over all others etc.
- 6) Propose to them a plan that will add 50% minimum to their profits – and guarantee it. In turn, they need to pay you \$XXX down (whatever you are comfortable with - \$500 or \$5,000) plus a percentage of the profits you generate them (typically 10% - 35% of profits you add to their business). Work the math out for them. For example - \$2,000 down, over the next 12 months you will make them an extra \$50,000 profit which means they will pay you \$5,000 (10%) of the profits. So an investment of \$7,000 (\$2,000 plus \$5,000) returns to them \$43,000 net profit – profit they never would have had if not for you. Heck of a good deal to most small business owners.
- 7) The guarantee states that if you do not do \$xxxx in additional profits for them you will return their initial deposit (it should be at least double their investment – so if they pay you they should be able to pocket \$4,000 all said and done – 2x return on their money is awesome)
- 8) Why do you ask for a deposit? To keep them honest, and to make sure they are motivated to implement your strategies. I used to do it with nothing down and only a percentage of profits but trust me, they will drag their feet and you will take forever to make money.
- 9) Once you have some takers – make sure they are tracking (and collecting names, emails, addresses, phone numbers etc) of EVERY client that comes through their door (new or old). This is THE KEY to making this a success!
- 10) Craft up a follow up system. After a new client buys, immediately send a thank you note with an offer for something else. 2 weeks after the sale send another thank you and another offer. Another 2 weeks another offer and a free giveaway (special report about how best to use the product or service they bought). And so on... find a system that makes sense for the client, the products, the services and the end customers.
- 11) Implement an upsell system at the till (or at time of order) where something else can be offered to them that compliments their purchase or makes it more valuable

- to them. McDonalds makes almost all their profits from that one statement “would you like that supersized?” One question – billions in profits! This works for everyone – be creative.
- 12) Make sure this follow up system is working properly (ie the key here is effective copy to sell the clients more and more things – once again – if you need help let me know – troy@smallbusinesscopywriter.com)
 - 13) Once that client list starts building up in size – have them start thinking about joint ventures. Have them think about what other products their clients are buying, or would like to buy. Find a supplier for those products – make sure they understand the lifetime value of a client (detailed in the following 3 ways report). Offer them a deal. You will endorse their products to your clients, in exchange for 50% of the profits. They gain a large number of new clients, at now marketing cost, and they can continue to market to those people for years to come (huge dollars in the follow up – remember).
 - 14) The endorsement letter will go something like this (remember, this letter is coming from your client – on his letter head - to his client list – endorsing the jv partners products)... “Dear valued client, I very rarely send out a letter like this. This may be the last time I ever send one like this out. But in this case, I so strongly believed that you would want to be the first to hear about this that I had to make sure you heard about this from me immediately. I first became away of XYZ company back when and upon further research discovered that they can literally save you \$xxxx per year, or make you xxxx or XXXX or what ever fits here.... And the letter will go on describing why this is something they must hear about and that you have made special arrangements with the supplier for your clients only that they get an extended warranty or a free xxx or something like that if they decide to take advantage of this special offer. Just take this letter in with them when they order, or mention this special arrangement etc (this way it is trackable how many people take you up on this offer)” Word it as you prefer but this is extremely powerful! And even more profitable!
 - 15) Not only that – you can also do this the other way around – find joint venture partners who sell to your ideal clients. Have them endorse you to their clients in exchange for xx% of the profits or \$XX per deal etc. Seriously put some thought into this – it can make everyone a ton of money.
 - 16) Even better – you act as the JV broker. You find them joint venture partners as well, and in exchange for educating everyone and setting up the deal you take 10% of the profits made.

I can keep going on with this but the key is this. Almost 100% of the small businesses in your city need you to do this for them! You can add more money to their bottom line with this. You guarantee it. You will make sure it makes them money.

And in return they pay you for your services and expertise.

This can work for you. Start small and work your way up.

The key though is to get started!

Remember those 2 guys that started coaching with me a couple weeks ago?

They already have a couple thousand dollars in their bank account using this exact system (and the letters and support materials I can supply – email me for details at troy@smallbusinesscopywriter.com).

Not a bad deal!

They invested \$500 for the coaching – they already quadrupled their money!

The reason they got going so quick? They took action immediately. They started listing their potential clients. They used my letters (proven to work). They follow my system. And they took action.

And you can too.

His will work for you. You can provide an invaluable service to the businesses in your area. And get paid to do it.

All you have to do is take action.

I hope you do.

I am always here for help.

To your success,

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**There are only 3 ways to grow your business... so don't
make it too complicated.**

by Troy White

“Turning Words Into Wealth”

Every single small business was started with a dream. Provide good products and services, help others with their wants and needs, continually grow and strengthen, and lastly, to put a healthy profit back into the business so that the business owner can enjoy the fruits of their labor.

The breakdown seems to occur as business owners get wrapped up in day to day business and forget about the most important parts of their dream – growth and profits.

Without profit, you are closing your doors, employees are out of work and your clients have to look elsewhere for a new supplier.

A very sad day... that can be avoided.

Continual growth within your company is critical. And growth can happen one of 3 ways.

You can...

- 1) Get more clients
- 2) Get your clients to buy more products or services from you when they buy
- 3) Get your clients to buy more often from you

Almost 95% of business focus on only one of these – and that is one of the biggest mistakes you can make.

Everyone focuses in on getting more clients – and that’s it.

Get more clients, get more clients, get more clients... and then once they get a new client and sell them something – they drop them like a sack of potatoes.

Never contacted again, never a thank you, never a reminder to buy again – just take the money and run.

Let me ask you this... when you buy something of value (let’s say \$500 or more), it is a significant investment – right?

- You search high and low to find the right supplier, the right sales person and the right product for your needs.
- You finally make a decision and decide to buy.
- You plunk down your hard earned money.
- You walk out with your goods – take it home, set it up – enjoy it... and usually that is it – you never hear back or return to that store – right?

Sounds typical? Usually that is the case.

Now imagine this... two days later you get an urgent piece of mail (couriered to you) from the person you bought from. Inside is a nice little surprise gift and thank you card.

Very nice!

Not very often you even get a thank you , let alone a gift.

5 days later, you get another letter in the mail from that same person. This time, in honor of your patronage, they send you a \$50 gift certificate if you ever want to come back for something else.

Another week goes by and you get another letter – this time there is special offer for preferred clients on an item you have been thinking of buying but never got around to it. They are offering a closed door special evening with win and cheese, entertainment for the kids, and some nice door prizes for showing up.

What do you think the chances are that you would go back and buy again? **Ninety nine out of a hundred people would probably go back** – especially if they had been thinking of this type of product before – heck even just show up for the freebies and wine and cheese.

I am going to let you in on a secret.

The system I just described will bring you *up to ten times the amount of profits* you are getting now (and in many cases, much more)!

And yet, almost no-one in business does it.

Why?

2 reasons really – lack of knowledge about the system, and laziness.

That's it – one of those 2 reasons are what are holding you back from tripling or quadrupling your profits with relatively little work.

I am going to help you with the one reason – lack of knowledge.

From there, it is entirely up to you to implement it into your business.

Fact: If you use a direct sales force, it can cost upwards of \$300 per sales call now (based on recent research done). Time, resources, administration etc... all add up to cost you huge dollars!

Once you have a client – it is your duty to treat them like absolute gold. If you don't... someone else will. And the incremental cost to sell something else to this client is almost nothing.

Yet, most business owners forget this, and move on to the next new client... costing themselves another \$300 – **instead of \$0** – something is definitely wrong here!

2 examples: I asked a friend of mine the other day about his business. He has been in the renovation business for 15 years and has done well for himself. I asked him how many clients he had sold to in that period of time – approximately 5,000 or more had bought something from him. Then I asked him the clincher – have you ever asked them for more business or contacted them again? Guess what – no, he never has. Possible business lost – tens or hundreds of thousands of dollars. If he had a follow up system to contact them again – he would be much further ahead than he is today.

Another case: a couple years ago I invested \$2,000 in some children's educational products (books, videos, games, courses etc). It was an awesome package and they had a great sales process. Very happy with what I got for the money. Never once, did I ever hear from them again! I phoned the president and asked him about this – his attitude was that it is up to the client to contact them. Awful – I spent \$2,000 with them, and he thinks I should contact him again to buy more? If he actually had a program in place to follow up – I would probably pay \$50 - \$100 per month for additional products and services for my kids.

This is so common in business, that it is not funny at all. Each and every business owner with this attitude is losing thousands of dollars per month – without even knowing it!

So, how can it be fixed?

Like I said – there are 3 ways to grow a business. And I will share with you how any business can grow all 3 ways with relatively little cost – and incredible returns.

- 1) Get more clients.** The most costly way to do this is with live sales people. You can mail out a physical letter to your target market for \$0.50. If you are mailing these to the right audience, and you have a very compelling sales pitch in your letter – for \$50 you can probably get 3 – 5 new clients. Much more reasonable than \$300 per call for a live person – you think?

And yes, direct mail works in EVERY business. It is cheap, effective and very powerful if done right.

Learning to write effective copy can be the most lucrative skill you can use in your business. Effective copy can be used in direct mail pieces, postcards, thank you cards, up sell offers, advertising, yellow pages, faxes, emails, web sites, business cards... the list goes on.

Learn to write effective copy!

Or find a copywriter that writes direct response copy.

Very important – do not hire an ad agency unless they write direct response copy pieces. Otherwise you will get a real pretty advertisement that wins them an award, costs you a small fortune – and doesn't get you one client!

Mail out direct pieces to targeted businesses and people. You can buy or rent mailing lists from reputable list brokers – look up mailing list brokers in your yellow pages. Tell them exactly who you are targeting – 45+ year old males, white collar job, 2.5 kids, drives a BMW, makes \$107,000 + per year, has a dvd player and has 2 cats and a dog. Yes, you can buy lists that specific – the perfect client – yours for the mailing.

Test out 100 or even 500 names. See what response you get. You will surprise yourself!

Always remember though – the copy is the most important piece you can have in your sales arsenal. A good sales letter is as good as your best sales person. Basically that's exactly what a good sales letter is – a clone of your best sales person's best sales pitch.

(Hint: one of the best ways to write a sales letter is this – get your best sales person in their selling 'mode' (be it practicing or actually in front of clients) and have them record their sales pitch, along with objections and questions the typical client brings up. Have this tape transcribed into text. Cut it up and paste it together like a real letter. Put a killer headline in there to get their attention. And test it out in a mailer.)

Direct mail will help you get new clients – period. So start using it. Especially in this day and age with the state of email and spam – direct, physical, mail is almost a rarity. Learn to use it in your business and you will rapidly grow your business and the number of new clients you have.

- 2) **Get your clients to buy more.** Let's say your average order size is \$147 based on past client's buying habits. Now let's say that you could get people to spend another \$50 at the time of purchase (called an upsell). This \$50 extra is much more profitable as they already have the check book or credit card out and are ready to purchase – so

there is no cost of sale (except for the product cost). Usually upsells are where most of the profit is (would you like fries with that? This one question puts billions of dollars in the pockets of McDonald franchise owners pockets.) Asking one question – and raking in the extra money.

Find something else you can sell to the clients at time of purchase. If you don't have something now – go find something. Every business owner has one thing constantly on his or her mind – profits! If you know of a product that your clients would love – go to the supplier of that product and make them a deal. You will help them sell more products in return for a discount on the purchase price (so you can make some money).

Put some thought into this – **what else would your clients like to buy.**

Ask them.

Notice what other people are doing to up sell at the till or at time of order. Test it out in your business. And make sure that everyone that takes orders, is asking for the up sell. Doesn't do much good if only 30% of your people are asking the clients.

3) Get your clients to buy more often – most people only buy products and services at the frequency they should, when they are reminded. Without a reminder, it is very easy to forget... or put off. Think about it – without the dentist reminding you to book your check for 6 months from now – or your doctor making sure you get your yearly – it is so much easier to put it off for a while.

Right? Same goes with your own product or service.

If you have a product that is consumable, or should be replaced every xx months – make sure you are in a position to contact your clients to remind them.

Even if you have a one time purchase product, there are probably other products that you could sell to them after the fact. Maybe they replace the product every 10 years and just bought. What if there was a new special report that came out that shows the advanced secrets to using your products that has never been revealed before. Or maybe it is a car – should last them 5 to 10 years or so. What if one year down the road you offer them a deal through a joint venture partner to give them an interior shampoo and clean that will extend the life of their interior by a couple more years.

Use your imagination here a little and do some brainstorming on **what else your clients could use that enhances their experience with your product or service.** There must be something. If you don't find it and bring it up to your clients... someone else will and they will start buying elsewhere.

Once again, the best way to keep in touch with your clients is through a direct mail campaign. **Every month or so, send them an offer for something.** Or even just send them a monthly tips newsletter – the point is to keep your name in front of them so that

when they are ready to buy again, or they know someone that is ready to buy, then you are the first person they think of.

Many people get concerned about mailing their clients that often, thinking it is too much. It is not too much if you provide them with a good reason to get in touch, an incentive to buy from you again or a great story to tell. It is proven that if you make \$XXX dollars from your client list by mailing once a year, you will double the \$XXX amount by mailing twice a year. It will double again if you start mailing every 3 months and so on.

The optimal frequency is once a month – with a compelling offer, tip or story to tell.

To summarize... most of your profits will come from your clients AFTER they have first bought from you.

It is **your duty** to keep in touch with them, find out more about them, treat them like gold, offer them additional products and services that can change their life and make it more enjoyable for them.

Show them you are an expert in your field, that you understand them and their situation in life, that you have solutions to their common problems and most importantly that you care more for them than you care about your own business.

The day you fall in love with your clients more than you love your business is the day that you move forward at a rapid pace to living the life you have always dreamed of.

I wish you the best and may your days be filled with happiness and joy!

Best of success,

Troy White

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