

How To Optimize Your Profits In 7 Simple Steps

# How To Optimize Your Profits In 7 Simple Steps



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## How To Optimize Your Profits In 7 Simple Steps

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### Introduction

In this report you are going to discover the 7 ways to optimize your sales processes so you can bring in extra sales for your business, while positioning yourself as an expert and an authority in your market and generating a whole heap of goodwill, even with people who NEVER buy from you.

There are really 7 primary ways you can grow your business - you can:

- Generate more online traffic to your website and foot traffic into your business premises
- Capture more leads from the existing traffic you are already getting
- Convert more of your prospects to paying customers
- Increase your prices in a way that minimizes price resistance from your customers
- Increase the average dollar amount of every sale you make
- Sell more often to your existing customers
- Generate a steady, consistent flow of referrals

Most businesses will be using one or two of these methods, but it's rare that anyone is using all seven. And if they are using some of these methods, **they are usually using them in the wrong order.**

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So let's look at each one of these profit optimization strategies in turn and discuss ways you can use them to immediately generate some more sales.

The thing you'll notice is, I'm going to change the order most businesses are using because as you'll see, it's much more profitable when you do things that way....

## **Step 1 – Sell More To Your Existing Customers**

So first up, by far the easiest way to grow your profits is to sell more often to your existing customers. This is the most overlooked method of increasing sales and profits and it's astounding how many businesses rarely (or ever) make an offer to their existing clients.

All it takes is to send an email or direct mail message with a special kind of offer to your existing customers, and watch the sales roll in.

The easiest way to ensure a great response is to follow this formula.

### **Send an email that:**

- First of all thanks your customer for shopping with you, and tells them how much you appreciate their business.
- Lets them know you are having a VIP customer only sale as a way of thanking them for their loyalty.
- Includes a link to a special page on your website where they get the details on how to order (online, in-store, on the phone, etc.)
- Lets them know that the sale is time and/or quantity limited and gives them a deadline.

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Then follow up two or three times with reminder messages and a final deadline message 12 hours before the sale ends.

You'll find variations on this format works extremely well and will result in additional sales every time you use it.

If you'd like to learn dozens of ways to sell more products and services to your existing customers, download my Free Strategy Guide, ***38 Ways To Sell More Often To Your Existing Customers*** [by visiting this page.](#)

### Step 2 – Increase Your Average Sale Amount

The second method for increasing profits is to increase the average dollar amount of every sale you make. The easiest way to to this is to offer an upsell to everyone who buys from you. Studies have shown on average up to 30% of people will purchase an additional product if they are asked to during the sales process, but most businesses don't have an easy, systematic way of doing it.

You can create upsell opportunities by making an offer for a discounted product, or by adding a bonus to a product at full retail price while the customer is still in your store or shopping on your website.

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But what you say and how you say it is critical if you want a large number of people to take you up on your offer. If you'd like to start making more profit from ever customer, here's all you have to do...

Once all the details of a customer's order have been placed either over the phone or in a one-on-one sales environment, say this tested and proven phrase to the customer (folks, this is a writer-downer):

*“Thankyou for your order \_\_\_\_\_. Because your order is over \$ \_\_\_\_\_ (just below the dollar amount of their order so nobody misses out) you qualify for our special offer.”*

Then go on to describe a related product or service, the benefits and results it gives to the customer, and the savings they can make by ordering it now. Then end the conversation with these words...

*“Would you like me to include this with your order?”* (and then SHUT UP)

If you and your staff spend just two extra minutes and do a good job of explaining the benefits of the additional product or service, you can expect a VERY high percentage of people to take you up on the offer.

**NOTE:** You can also use this proven wording during your online ordering process. Just send



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people to an upsell or one-time-offer page immediately after they place their main order. This is super easy for your web person to set up for you.

So how do you get your in-store staff excited about offering this add-on sale? Simple - give them a bonus for every additional product they sell as an upsell using this formula.

Your staff will be happy because they will get some extra cash for every sale they make. You'll be happy because you increase the amount of each sale and the profit you are making. And the customer is happy because they are able to enjoy a great deal on another one of your products or services.

Want some more ideas?

Here are some tested and proven statements and questions you can use to increase the size of each transaction:

I heard of a case study where in a department store used a simple opening sentence which increased sales of a men's electric shaver by 300%. That sentence was:

*"How would you like to cut your shaving time in half?"*

At McDonalds, a test where staff said, *"Large one?"* instead of asking whether people would like a large

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or small drink resulted in 70% of customers buying a large drink.

McDonalds also make billions of dollars a year by asking *"Would you care for a drink or apple pie?"*

At a cake shop that sells ice-cream as an extra, instead of saying nothing or *"Would you like some ice cream?"* you could say, *"Would you like chocolate or vanilla ice cream with your cake?"*

This is a very subtle distinction, but you'll have a grateful customer and a larger order size.

For a restaurant, you could ask, *"Would you care to order a red or white wine with your dinner?"* or *"Would you like a tea or coffee to finish off your meal?"*

Do you sell anything that gives people relief from any kind of ache, pain or medical problem? Try this... Let your customer describe their problem to you, decide on the most suitable product or treatment for them, and hand it to them saying, : *"These will give you quick relief."*

Another idea you can model: a footwear store could ask customers this opening sentence: *"Are you on your feet much?"* Most people are going to answer yes.

You could then hand the customer a shoe innersole and say, *"These will ease your feet. They are made*

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*especially for people who are on their feet a lot.”*

BTW - you'll probably sell THOUSANDS of them.

And here's a big sales booster - using questions and statements like these works extremely well when you use them in conjunction with the previous method of making a VIP offer to your existing customers.

OK, so does this give you any ideas?

### **Step 3 – Convert More Prospects Into Customers**

Your next profit growth strategy is to convert more of your prospects into paying customers.

It's a proven fact that a list of customers is worth anything from 5 to 20 times as much as a list of prospects because they have proven they are prepared to spend money with you at least once.

Even spending a single dollar with you qualifies a person as a BUYER.

It stands to reason that you should be doing everything in your power to get the buyers in your prospect list to raise their hands and identify themselves so you can give them the additional attention they deserve.

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Three ways you can get them to raise their hands are:

1. Offering a low ticket “Tripwire” product or service early in your sales funnel to sort out the buyers from those people who aren’t ready to commit themselves just yet. These buyers can then be offered upsells and backend products to generate even more sales.

2. Offer your initial product or service at such a low price that you break even or even lose a small amount of money to fulfill it.

For example, if you know your lifetime customer value is \$1,000, then it makes sense to spend even several hundred dollars on acquiring each new customer because you know it will pay off for your business.

3. Have OTHER businesses send you their BUYERS and make them an offer for one of your products. Your buyers list doesn’t have to be generated by you. Buyers are buyers, and if you offer something similar or related to another business, their customers are very likely to buy from you as well.

And when you add in the referral generating technique we are going to discuss a bit later in this Report, the investment in attracting new customers is even more valuable.

### Step 4 – Increase Your Prices

The next way to quickly grow your profits is to increase your prices in a way that minimizes price resistance from your customers. Even in the most competitive industries, this can be a lot easier than most business owners think.

The way to do it is to differentiate your offer from everybody else so people can't compare apples with apples.

So how do you differentiate yourself? 4 ways you can do this are:

- Focus on demonstrating the RESULTS you are able to achieve for your customers instead of talking about the features of your product.
- Use customer case studies and testimonials to prove doing business with you is the only logical option.
- Reverse your customer's risk by offering a stronger, more powerful guarantee than your competitors, with no wiggle-out clauses so your prospects are confident that your product or service will deliver as expected.
- Develop a strong USP that calls out clearly ONLY to the types of customers you want the most. Focus on attracting only your ideal customers and

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clients and leave the price shoppers and bargain hunters for everybody else.

I have created a Free 21 page report called **17 Simple Ways To Increase Your Prices Without Losing Any Sales**. You can [download your free copy by visiting this page](#).

### Step 5 – Capture More Leads

Your next profit growth strategy is to capture more leads from the traffic you currently get. You can do this both online through your website or Facebook page, or offline in your business premises.

Online you can use a lead capture page and offer people something in exchange for joining your list.

For example you can offer a Free Report, White Paper, Information Video or some other information. Here's a couple of examples of these:

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FREE! "3  
Stocks for the  
Great Dividend  
Boom"

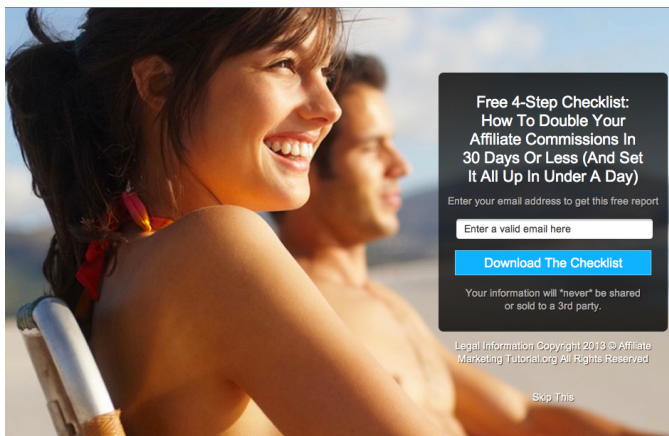
Simply enter your email address  
below to tell us where to send  
your copy of this comprehensive  
FREE stock report.

Enter Email Address

Click Here, it's Free!

This is the optin form for a large stock trading education company. If you are interested in investing in the stock market, you're probably going to want to know which 3 stocks they are recommending for the "Great Dividend Boom", so this is a very enticing offer to this market.

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This is an optin page offering a free report on how to quickly generate more affiliate commissions.

This is something all affiliate marketers are interested in, and it's been very popular.

You can create beautiful optin pages like this with just a few clicks of your mouse by using [LeadPages](#).



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### Engagement Marketing

**Thanks for your interest in this program.** Just some of what you'll discover includes:

- Why marketing to your prospects in ways you hate being marketed to is killing your sales
- How to use "invitation marketing" to substantially increase the amount of traffic you drive to your site — and the quality of that traffic
- A simple engagement process you can use to turn a list of cold prospects into a warm audience that enthusiastically looks forward to hearing from you
- Step-by-step details for using my simple "solution selling" approach to help your prospects truly get what they want by using your product or service — and ramp up your own sales at the same time
- Plus much, much more

**To make sure you get all the details as soon as they're ready,** take a minute to sign up for Early Notice now.

Please fill in both of the fields below in order to get all the details

First name:

Email address:

**Submit**

[We respect your email privacy](#)

Powered by [AWeber email marketing](#)

Here's a different style of optin page. It has a lot more copy on it, and does a great job of explaining what you'll get when you join this list.

This is very good long-form copy to model for your business lead capture pages.

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404 ERROR: THE PAGE YOU'RE  
LOOKING FOR CANNOT BE  
FOUND... BUT DON'T LEAVE EMPTY  
HANDS, GRAB THIS FREE  
REPORT...

**Get The Real Estate  
Screaming Deal  
Report**

*Enter Your First Name Here*

*Enter a Valid Email Here*

**Click Here For Free Instant Access »**

[Click Here For Free Instant Access](#)

 Your Information is 100% Secure And Will Never Be Shared With  
Anyone.

This form was on the error page visitors see when they enter a URL that doesn't exist on the website. Every day you are probably getting website visitors who get what's called a 404 error message because a page they were looking for has moved or for some other reason. This kind of page captures those lost visitors and turns them into subscribers for you automatically. It's a really good idea, and you can use LeadPages to build these as well.

Another great way to generate targeted subscribers is to give them a chance to enter a prize draw. Here are 3 examples of how businesses have done that:

## How To Optimize Your Profits In 7 Simple Steps

Enter Our Competition To Win An  
iPad Air, Loaded With Our Stock  
Trading Masters Course -  
Total Value Over \$2,700 ...



### Second and Third Prizes

Win our Options For  
Income Course - Valued at  
\$297

**Enter to win now!**

Send a blank email to:

[enter@yoururl.com.au](mailto:enter@yoururl.com.au)

...and then check your email  
for full instructions

Full Terms & Conditions available at <http://yoururl.com.au/terms>

This was a very popular competition for a client in the stock trading market. While the prize was worth \$2,700, the only fixed cost was for the iPad since the Stock Trading Masters course is available as a digital download. You can generate THOUSANDS of very targeted leads when you use a giveaway like this.

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Enter Our Competition To Win A  
Marine Electronics Package -  
Total Value Over \$700 ...



### Second and Third Prizes

Win a Humminbird  
PiranhaMax 230 Portable  
Fish Finder - Valued at  
\$169

**Enter to win now!**

Send a blank email to:

[enter@yoururl.com.au](mailto:enter@yoururl.com.au)

...and then check your email  
for full instructions

Full Terms & Conditions available at <http://yoururl.com.au/terms>

Here's another example any marine or boating type of business could model. Customers in this kind of market can have a very high lifetime value, so it's critical you capture as many people as possible onto your database. A competition like this is a great way to do it.

Below you can see another example of how a US client in the boating industry is using this method to collect customer names, email addresses and phone numbers. He positions this as a VIP customer club, and members get discounts, special offers and helpful tips and advice about their favorite past-time. It doubles as a loyalty program, and these can be extremely profitable when done right. Just look at how much the Qantas Frequent Flyers program

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makes for the airline, and the programs being run by more and more big retailers.

They have these programs because they WORK and you should have one too

**NEW Florida Boat Sales VIP  
Mobile Club Join Today And Get  
These Members Only Benefits**



**5 Ways to Join**

**Channel 1: Mobile Text**  
Text your name and email to  
(850) 424-1129

**Channel 2: Short Code**  
Text the keyword *display*, your  
name and email to 58885

**Channel 3: Voice**  
Call (850) 424-1129

**Channel 4: Website**  
Visit [FloridaBoats.com](http://FloridaBoats.com)

**Channel 5: Scan this QR Code**



George Corbett 291-0441

**Member Benefits...**

- Instant 10% Off Today's Purchase**  
Join today, and we'll text you a discount coupon for 10% off today's order (limit applies)
- Members Only Discounts & Prize Draws**  
Win cool prizes throughout the year, just for being a member. We'll let you know about member's only discounts on products and services by email and text message
- Helpful Advice And Information**  
You'll get professional, helpful advice on a whole host of topics to help you get the most enjoyment from your boating and fishing experience
- And much more...**

**Join our VIP Mobile Club now  
and start benefiting right away**

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**Thinking Of Selling Your Home?**  
**Download Our Free Guide That Reveals The 5 Most Expensive Mistakes Sellers Make, And How You Can Avoid Them...**  
from Stephen [REDACTED]

**3 Ways to Get The Guide**

**Option 1: Scan this QR Code**



**Option 2: Email**  
Send a blank email to:  
[selling@hobartrealty.com.au](mailto:selling@hobartrealty.com.au)

**Option 3: Website**  
Download from our website at:  
<http://hobartrealty.com.au/guide>  
Step [REDACTED] 5 659

**FREE!**

- How to get the highest possible price
- Sell in the shortest possible time
- Sell your home with a lot less pressure, anxiety and stress

When you register, you'll automatically receive our new Guide, **The 5 Biggest Mistakes Sellers Make, And How To Avoid Them**, which shows you how to save valuable time and money when you want to sell your home or investment property.

THINKING OF SELLING YOUR HOME?

**"Download Our Free Guide That Reveals The 5 Most Expensive Mistakes Sellers Make, And How You Can Avoid Them"**

[Click Here For Free Instant Access](#)

Click Here For Free Instant Access

The example above is from a real estate client who gives this flyer to people who are interested in selling their homes. It's available at open homes and he pays teenagers to distribute the flyer to letterboxes in the area where he's trying to generate leads.

It gives people 3 ways to optin to his list, and then his subscribers are automatically sent a series of messages, giving them valuable information and advice on selling their home, and positioning him as a knowledgeable expert at the same time.

When the prospect is ready to talk about selling their home, Stephen is at the top of mind and often

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gets the listing ahead of dozens of other local agents who just stuff people's letterboxes with promotional materials that are all about THEM and how good their company is. Here's a hint - people don't give a STUFF about you, they are only interested in the RESULTS you can give them. By demonstrating you can help them **by actually helping them**, you stand out in a crowded marketplace of me-too vendors who are all clamoring for people's attention and screaming about how good they are.

Sign Up to get Your Free Teeth Whitening Package By Clicking "Connect" Below

[f Connect](#)

**WHAT YOU GET:**

- ✓ **FREE DIGITAL XRAY**  
We'll use our state of the art xray machine to make sure your teeth are healthy enough for our whitening process.
- ✓ **FREE TEETH CLEANING**  
Our team will prepare your teeth for the whitening process using our gentle cleaning procedure.
- ✓ **PEARL WHITENING METHOD**  
We'll Get your teeth up to 3 shades whiter using our state of the art pearl whitening procedure..

**CLICK CONNECT TO GET IT ALL FOR FREE!**

[f Connect](#)

Here's a great example of great marketing from a local Dentist who is offering a series of free

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services when people optin using Facebook Connect. This is a very cool idea because all people have to do is click on the Connect button and they are automatically added to his email database. Then they receive a series of automated email messages telling them how to book their free services and reminding them they only have 72 hours to register.

When those prospects make their booking and are sitting in the Dentists office, they can be up-sold all kinds of products and services. This promotion typically generates up to 100 new leads every single time it is advertised using a Facebook Offer.

### Get A CC Knife For FREE



Enter Your Email Below To Claim Yours NOW

Email:

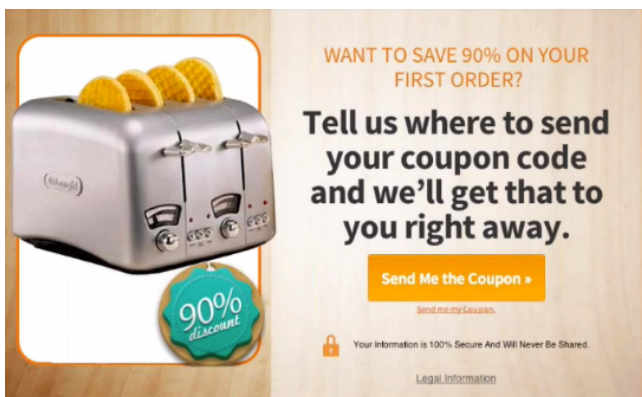
  
[Get My FREE CC Knife](#)



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The simple offer above was advertised on Facebook and built a list of over 700 people interested in the survival niche in less than a week.

I heard from a reliable source the people behind this promotion lost several thousand dollars on fulfilling the front end product even after people paid for shipping, but made millions of dollars in backend sales and are still selling to the database they created months after the promotion.



And speaking about cleaning up on the backend, above you can see another offer you can model for your business. When people click on a Facebook ad offering 90% off their purchase on their order, they are taken to this page.

By opting in to the merchant's list, they are emailed a 90% off coupon for any product up to the value of \$100, and then the retailer makes a fortune by

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selling those customers all kinds of other high ticket products such as fridges, range hoods, dishwashers and furniture on the backend.

So take another look through these examples, and think about how you can apply them to your business.

By focusing your online and offline efforts on **building a list** you can sell to over and over again, you are building the only real asset you have in your business. Why?

Because your location, your IP, your website, your YouTube channel, your Facebook page, your market leadership, your search engine position, even your Trademarks and Copyrights...

EVERYTHING else can be taken away from you by outside influences, litigious competitors, it can be copied, or just outright stolen from you.

The ONLY true asset you have is your list and the relationship you build up with your prospects and customers.

That's why everything you do should be focused on building and nurturing this valuable asset. If you'd like to learn more, you can download my FREE report, **7 Ways To Capture More Leads From The Traffic You Get** [by visiting this page](#).

### Step 6 – Generate Referrals

Next, how do you go about generating a steady, consistent flow of referrals?

Well the easiest way to do that is to make referring other people a requirement of doing business with you. If you set the respective expectations for your customer/client/patient relationships at the very first meeting, this is very easy to do.

At your first meeting, tell your new customer what you are going to do for them, and what they can expect from you. Then let them know what you expect from them in return.

One of the things you can require is that if they are happy with the product or service you provide, they will introduce you to two more people who are comparable to them and recommend you to them.

The other way to generate a consistent flow of referrals is to work with other business owners and refer customers and prospects to each other on a regular basis. By doing this, you can slash your marketing budget and massively increase your profits.

I have created a special Report that will show you how to go from 1 referral a month to *3 quality referrals a week in 30 days or less*. You can [download your free copy by visiting this page](#).

## **Step 7 – Generate More Traffic**

And finally, we come to generating more traffic, which unfortunately is where most businesses focus the majority of their time, energy and money.

But as you can see, it's pointless trying to attract more visitors to your website or into your business until you have the other 6 areas handled.


So now you've put a system in place to convert more of your prospects into customers, sell to them more often, and you have them all sending you qualified referrals, let's look at some ways of attracting more new people to your business.

### **Online:**

Targeted Facebook Traffic


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**STOP Doing The Tech Stuff**  
smartmarketers.net

**SmartMarketers**


**EXTREMELY LIMITED:**  
Hire The Same Guys The Gurus Use To Build Their Online Sales Funnels

**Teespring Sellers Only!**  
jvzoo.com




Get a 5X increase on Tshirt sales! Secrets finally revealed. Nothing held back. Download.

**Create a Mobile App**  
oomio.com




Put your business on a mobile app. Simple & Quick. No coding, no fuss. Try it now!

**Cardiovascular Disease?**  
clinlife.com.au



Research Study needs Volunteers. Get more Info here.

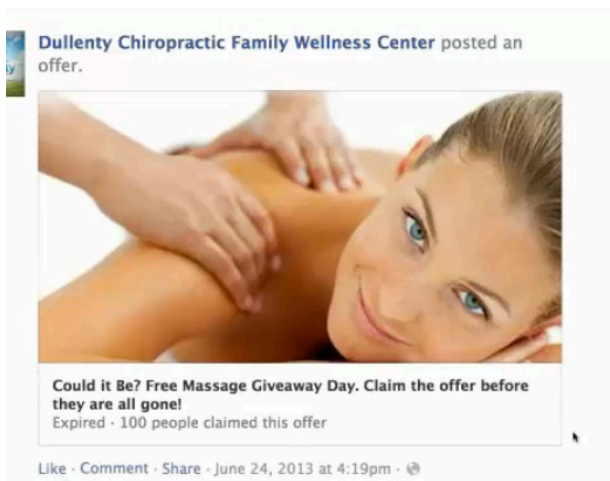
**FREE T-shirt Training!**  
onlinetshirtexplosion.com



Get My FREE Course On How To Sell Shirts To An Untapped European Audience!

Here are some of the new style Facebook ads you can use to advertise your business very inexpensively. Facebook's new targeting tools give you incredible power to target only the exact customers you want to attract into your business. Of course you can dump a bunch of money if you aren't sure of what you are doing, so make sure you get some training before you start running ads and test small.

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As you can see in the ad above, this free massage offer was claimed by 100 people who saw it in their Facebook news feed. Many of those people will become long term clients of the Chiropractic Practice after they have had their free 15 minute massage. The real cost of this service is extremely low compared to the lifetime customer value of each person who becomes a client. Plus using Facebook ads this offer can be targeted to only people in your local area, who have the demographic profile of the exact customers you'd like to attract.

Facebook advertising really is a powerful way to generate new clients or customers for your business, especially when you use it intelligently like this.

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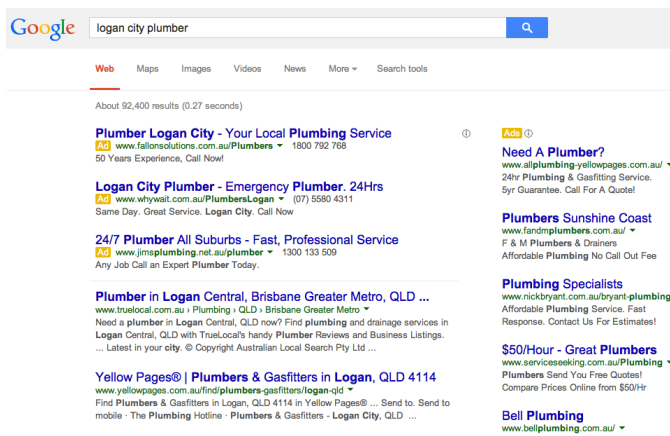
| Status                   | Advert               | Delivery | Results                  | Cost                        | Reach   | Frequency | Clicks | Click-Through Rate | Spent Today |
|--------------------------|----------------------|----------|--------------------------|-----------------------------|---------|-----------|--------|--------------------|-------------|
| <input type="checkbox"/> | bill gates - newfeed | Active   | 18,448<br>Website Clicks | \$0.18<br>Per Website Click | 555,143 | 3.31      | 56,889 | 3.099%             | \$11.83     |

**Advert Preview**  
**Wealth Dynamics**  
Sponsored ·   
Bill Gates is a Creator profile. There are only 8 types of Entrepreneurs. Which are you?  
**What Entrepreneur Type?**  
Creators begin their enterprise and then others run them as they continue to add more value through their innovation. You have a winning formula too. There are 8 paths to wealth. Which one is yours?  
WDPFOILETEST.COM  
Like · Comment · Share · 4,802 · 571 · 305

**Targeting**  
Potential audience for this advert: 20,000,000 people  
• Countries: United States, Macau, Brunei, New Zealand, Norway, Singapore, South Africa, Sweden, Switzerland, United Arab Emirates, United Kingdom, Denmark, Australia, Hong Kong, Luxembourg, Iceland or Qatar  
• Age: 21-59  
• Interests: founder, #Robert Kiyosaki, #Bill Gates, roger james hamilton, #Anthony Robbins Foundation, #Entrepreneurship, #Global Entrepreneurship Week, #Silicon Valley, #Entrepreneur (magazine), #Steve Jobs, director, #Startup company, #Richard Branson, #Rich Dad Poor Dad, #Fast Company (magazine), ceo, #Social entrepreneurship, #Steve Balmer or #Female entrepreneur  
• on News Feed on desktop computers and mobile devices

The example above shows what it looks like inside your Facebook Ad Manager when you are setting up an ad campaign. There's plenty of free help available online if you want to get started using Facebook ads, but if you really want to get your ads dialed in, you'll probably want to consider taking one of the more advanced training courses available, or outsourcing it to somebody who can do it for you.

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Google's Adwords is still a viable option for online advertising for most businesses, although it can get expensive in some industries. As you can see above, the top 3 listings on this page, and the listings down the right hand side, are all Google Adwords ads that show up when I did a search for logan city plumber.

Adwords advertising can be very profitable, but it is another area where it pays to have somebody else manage your campaigns for you if you don't have the time to learn how to do it properly yourself. That's because you can burn through a bunch of money fairly quickly if you don't know what you are doing.




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 Landing Pages By LeadPages™




**LeadPages Enterprise Edition... Save Over \$100 When You Purchase Before Friday At Midnight**  
by Landing Pages By LeadPages™ · 1 day ago · 1,231 views  
<http://blog.leadpages.net/launch-announcement-48-hours-late...>



**Do You Struggle to Finish?**  
by Jeff Walker · 5 days ago · 3,962 views  
Do you struggle to finish your projects? Do you have a dozen projects that are 99% done... but you haven't released them yet? Here's how to finally push that project over the finish line and...

 Mindvalley Insights



**A Talk with Neil Patel - 3 tips for rapid Growth**  
by Mindvalley Insights · 4 days ago · 1,141 views  
<http://www.mindvalleyinsights.com/conversation-neil-patel...>

Online video marketing is an extremely good way for businesses to generate leads by using educational style marketing. Above are 3 examples of businesses using this method to generate traffic to their websites.

A good way to make this work for your business is to write down the top 10 questions your customers usually ask you, and the top 10 questions they should ask but don't know to ask, and record yourself on video giving the answers.

This serves several purposes: it positions you as an expert in the eyes of your prospects, it helps you create rapport with your prospects, and it gives you 20 online assets that are working for you 24 hours a day attracting people to your business. Videos are great for this because video tends to outrank websites when people are searching on Google. Plus

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when you **help people** by answering their questions and giving them advice like this, it creates a feeling of reciprocity where they are more inclined to like and trust you than somebody else who's just a name on a website somewhere.



Distributing articles, White Papers and free Reports is also a great way of generating traffic to your website and your store. The examples above are just some of the information products I have given away to people in exchange for them opting in to one of my email lists. Giving away free information like this is a time-tested way of attracting your ideal prospects while repelling those people who you don't want to have on your database.

OK, let's look at some OFFLINE methods for generating more people to opt in to your email list, contact you or visit your business.

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**Yvonne**  
YVONNE ALLEN  
& ASSOCIATES

# DISCERNING, SUCCESSFUL SINGLE MAN?

Prefer to share life with a partner?  
...we can help you find her!

Attractive, intelligent women come to us to meet a man like you. Trawling websites looking for love does not appeal to them....being introduced to someone they know to be genuine does.

Our clients appreciate the warm, professional approach of our experienced consultants in the sensitive area of human relations and our unrivalled reputation since 1976. They also value insights that can assist them to have more rewarding relationships with the opposite sex!

Many of our clients have demanding careers. Like them, you too could focus on the demands of your busy day knowing your personal life is getting the attention it deserves. We do the background work, you enjoy the outcome!

Here is some feedback received after an initial meeting from James\* (50, Banking) re: Meghan\* (35, Architect) ... "Meg is exactly the sort of woman that I wanted to meet in background, approach to life, looks, age, compatibility, her international background and experience, her intellect and her work achievements and education." Meg and James are currently enjoying their new found relationship!

Meeting that special woman is too important to leave to chance.  
**Contact us now and make it happen!**

**Yvonne**  
YVONNE ALLEN  
& ASSOCIATES

MEL 03 9670 7900  
SYD 02 9290 3799

[www.yvonneallen.com.au](http://www.yvonneallen.com.au) / [www.yvonneallenmelbompingovonne.com](http://www.yvonneallenmelbompingovonne.com)

The advertisement above for Yvonne Allen ran for several weeks in the Saturday edition of *The Australian Newspaper*. It would have cost several thousand dollars to run something like this, and I'd

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imagine it must have been quite profitable since it ran for a number of weeks in a major newspaper.

Notice how it calls out to the exact people it's targeted to - Discerning, Successful, Single Heterosexual Men. These are the only people who are going to bother reading this ad, and it makes a great case for why they should call Yvonne Allen if they are looking for a long term partner.

You can watch a short video where I walk you through and dissect this advertisement in detail [by visiting this page](#).

You can also use pay-per-lead or pay-per-sale deals with other local business owners who have access to your ideal customers, or offline media (newspapers, radio, local magazines), and track all of the sales through a referral or affiliate program.

You just create a unique affiliate ID for each campaign you run, and then you know exactly how many sales each one makes. If you can show your referral partners they are getting results, you can get virtually unlimited free advertising from them because you are only paying them out of profits when a sale is made.

Here are two examples of affiliate software you can use to track sales:

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Now remember with all your marketing it's critical that you send EVERYBODY to a lead capture page (NOT your website home page) and capture their name and email address for automated followup.

Here's 2 of those example lead capture pages again:

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Then when people subscribe to your list, use an autoresponder to send out a pre-programmed series of informational messages that educate, inspire and motivate your prospects to the point where they become customers.

Then follow up with them regularly with more helpful content and targeted offers to keep them coming back and buying from you over and over again.

## Conclusion

As you can see, by implementing this 7-step optimization system into your business, you can automate the majority and in some cases all of your lead generation and conversion process so you have more time to do other stuff you'd rather be doing.

I've been teaching these 7 methods for increasing sales since way back in 2007 and they just keep working over and over again.

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They are great for when you're just starting out. They're great for if you have an established business and you want to raise some quick cash or even test a new idea. So make sure you take some time this week to sit down and work out how you are going to start implementing them into your business.

### **If You Liked This Report**

If you found this Report valuable and you'd like even more proven, easy-to-apply strategies and tactics for increasing your sales and profits, I have a special offer I think you'd be crazy to pass up.

For a limited time, you can get my most popular training ever that reveals why conventional marketing is irretrievably broken... how this is responsible for the dramatic drop off in sales so many businesses are experiencing... and the 5 Golden Rules your marketing **MUST** comply with if you are going to sell more in 2014 and beyond.

Right now, you can get this entire training for just \$19. Yep, for less than the cost of dinner at your average restaurant.

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I've created a web page with all the details – so jump over, check it out and grab this powerful system by clicking here:

[OK, show me how I can sell more by using  
The 5 Golden Rules Of NEW Marketing  
and let me claim my membership of this  
special program for just \\$19](#)