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*"Providing World Class Business Development-Personal Development Programs & Opportunities"*

*"Profit Builders' Gives A 100% "No Weasel Clauses" 12 Month Guarantee on all Success Resources!"*

*"We have helped over 6,000,000 on their path to success, wealth, prosperity and abundance"*

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Do you have what it takes to be wealthier than 295 million Americans?  
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## A Special Profitability Report You Must-Read!

***[How to Make a 7 Figures + Net Worth in 7 Years](#)***



**Up until today, only "friends and family" have had access to their powerful proven plan. Starting from scratch, they've used it to amass fortunes of \$1.1 million to \$10 million...**

**But now, for the first time, you can join them... Here's how...**

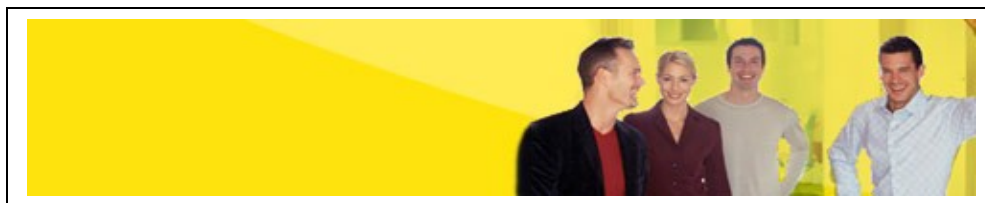
Uncover Your "Hidden" Marketing Assets So You Can Add 34% (or More) to Your Bottom-Line with a 10% Business Growth in 90 Days or Less Without Spending More Money on Advertising



Build Tremendous Long Term Business Wealth, Success, and Prosperity Using the "Windfall Generating Opportunity Thinking" of the World's Super Consultants Risk Free and Fully Guaranteed to Work for You!!!

Unlock the Hidden Overlooked Opportunity And Profits In Your Business!

Discover \$10,000 to \$1,000,000 or More in New Found Sales and/or Profits in Your Business by Unlocking Your Hidden Assets in 60 to 90 Days ... And Have These Marketing Enhancements Fully Implemented For You ... And Not Spend an Extra Dime on Advertising



We believe you already have "HIDDEN" in your business right now, uncovered opportunities and far more sales – perhaps as much as 25%, 50%, 100% to 1000% in increases in sales and profits or more in the next 60 to 90 days!

And we'll help you find these NEW sources of profit and sales without asking you to spend more money on advertising!

Never again be a victim to ineffective expensive advertising peddled to your by advertising media salespeople!

If you want the benefits of proven systems that will optimize and leverage assets that are already present within your company and are tired of wasting money on the latest advertising media fad, then the Prosperity Breakthroughs Systems are for you.

You can forget those sales people or other consultants that leave you reading an instruction manual...while they fail to get the required results you paid for.

Yes, we'll discover the "Hidden Assets" in your business so you increase your sales, maximize profits and stomp your competition!

The best part is we'll do 95% of the work – and it is all guaranteed.

You'll make money before we make money. You'll get programs that don't dissipate your capital without a compensating return.

Every program we undertake on your behalf will pay its own way or we won't do it or continue it. We'll teach you.

We won't just do it for you.

Other consultants hide their knowledge and keep it from you but not us.

**Would you like to know more?**

Hidden Marketing Assets

The Purpose of the 8 Step System

So What Are the 8 Steps?

How Long Does It Take to Implement the 8 Steps?

The Eight Steps of the Prosperity Breakthrough System

**[1]: The Core Four**

Step 1: USP

Step 2: Current Marketing Strategy

Step 3: Database Marketing

Step 4: Alliance Marketing

**[2]: The Growth Steps**

Step 5: Media Marketing

Step 6: Community Marketing

Step 7: Direct Marketing

**[3]: The Flexible but Critical Step**

Step 8: Internet Marketing and Web Design

Next Steps

How to Implement the Prosperity Breakthroughs System in Your Business

**ATTACHMENTS:**

Profit Formula I. Three Ways to Grow Your Business

Profit Formula II – Marginal Net Worth

Profit Formula III "Back-Ending"

Qualification Statement

25 Specific, Measurable, Tangible, Quantifiable, and Undeniable RESULTS



**Become a High-Paid Small Business Owner or Professional in Your Small Business in 90 Days or Less...**



All our services are geared towards one common theme: Maximizing your current marketing assets without spending additional money on advertising so you become a High-Paid Professional or Business Owner in 90 Days or Less...

The implementation of our System varies from business to business. To help you reach your goal...We view marketing differently from traditional marketing consultants. We help you discover the "Hidden Marketing Assets" you never thought you had. We help you leverage these assets to grow your business in three ways:

- Increase the number of prospects
- Increase the conversion rate from prospect to client
- Increase the lifetime value (marginal net worth) of a customer

Regardless of the types of business you have, these simple Systems include everything you need to dramatically increase your revenues 25% to 100% or more with in the next 90 Days. They will uncover the Profit from Your Hidden Marketing Assets.

### Three Ways to Grow Your Business Formulas

The genius behind these strategies and their success is that as they optimize and leverage your marketing assets more fully, your business grows in three ways all the time.

- Increase the prospects
- Increase the conversion rate of prospects to customers
- Increase in the value or worth of each customer.

Can your business experience more growth? Perhaps even exponential growth? Absolutely! The following exercise will tell you:

#### Define your present situation.

Present Gross Sales \$ \_\_\_\_\_  
Desired Growth \_\_\_\_\_ %  
Desires Gross Sales \$ \_\_\_\_\_

**Know your key ratios.** It is important to determine as closely as possible your current average customer worth and closing or conversion rate. These ratio help you define your present situation and determine your growth potential.

**Average customer worth or value over one year: \$\_\_\_\_\_.** Many times this information can be captured and tracked by computer. If you don't have the capacity, make a rough calculation as a starting point. (Take the number of times a customer buys from you during a year and multiply that by the about of the customer's average purchase.)

**Closing or conversion rate:** \_\_\_\_\_ % (within your current marketing and sales effort, at which rate your convert prospects – those who come into or inquire by phone about your business – into customers or clients).

**Number of customers** last 12 months \_\_\_\_\_ (gross sales/ average customer worth)

**Number of prospects** last 12 months \_\_\_\_ number of customer closing rate)

## Compute Your Projected Growth in Next 60-90 Days!

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
Present situation	_____	_____	_____	_____	_____
Desired situation	_____	_____	_____	_____	_____
Increase Prospects	_____	_____	_____	_____	_____
Increase Closing Ratio	_____	_____	_____	_____	_____
Increase Customer Worth	_____	_____	_____	_____	_____
Do All Three	_____	_____	_____	_____	_____

Total net growth you will realize: \$ \_\_\_\_\_  
 Net growth \$ \_\_\_\_\_ /  
 Present Gross Sales \$ \_\_\_\_\_ \* 100 =  
 Actual Exponential Growth Achieved \_\_\_\_\_%

**What is the Amount of Growth Your Business Can Grow In Each Area?  
 What is the Amount of Guaranteed Profit You Want?**

### Example of a \$1,000,000 with a 20% Change in the Next 60-90 Days!

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
Present situation	1500	30%	450	\$2,222.22	\$999,999
Increase Prospects	1650	30%	495	\$2,222.22	\$999,999
Increase Closing Ratio	1500	36%	495	\$2,222.22	\$999,999
Increase Customer Worth	1500	30%	450	\$2,666.66	\$999,999
Do All Three	1650	36%	544	\$2,666.66	\$1,727,996

Total net growth you will realize: \$ 727,996 /  
 Present Gross Sales \$ 1,000,000 \* 100 =  
**Actual Exponential Growth Achieved 73%**

## Results From Change & Conversion Numbers

If you can improve in each of the three areas, then you can see vary dramatic growth overall. Here is the exponential growth you will achieve at various levels of improvement in each area.

Growth in Each Area	Exponential Growth Achieved
10%	33%
15%	53%
20%	73%
25%	95%
30%	120%

**What is the Amount of Growth Your Business Can Grow In Each Area?  
 What is the Amount of Guaranteed Profit Growth You Want? When?  
 Check It Out Below!!!**

**Take Your \$500,000 Company to  
\$665,498.79 with Just a 10% Change**

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
Present situation	1,500	30%	450	\$1,111.11	<b>\$500,000</b>
Desired situation					
Increase Prospects	1650	30%	495	\$1,111.11	\$549,999.45
Increase Closing Ratio	1500	33%	495	\$1,111.11	\$549,999.45
Increase Customer Worth	1500	30%	450	\$1,222.22	\$549,999.45
<b>Do All Three</b>	1650	33%	544	\$1,222.22	<b>\$665,498.79</b>

**Actual Exponential Growth Achieved 33%**

**Sales and Profit Conversion Numbers for a \$500,000 Business  
 Which One Do You Want? Put In Your Mark-Up & Compute Your Profit.**

Starting Point Achieved	Growth in Each Area Increase	Exponential Growth Mark-Up	Sales Dollars With Our Systems	Fill In Your Profit	Guaranteed Profit We'll Make You
<b>\$500,000</b>	<b>10%</b>	<b>34%</b>	<b>\$665,498.70</b>	_____ %	\$: _____
\$500,000	15%	53%	\$765,000.00	_____ %	\$: _____
\$500,000	20%	73%	\$865,000.00	_____ %	\$: _____
\$500,000	25%	95%	\$975,000.00	_____ %	\$: _____
\$500,000	30%	120%	\$1,100,000.00	_____ %	\$: _____

**What is the Amount of Growth Your Business Can Grow In Each Area?  
 What is the Amount of Guaranteed Profit You Want?**

**Take Your \$1,000,000 Company to  
\$1,333,997 with Just a 10% Change**

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
Present situation	3,000	30%	900	\$1,111.11	<b>\$999,999</b>
Desired situation					
Increase Prospects	3,300	30%	990	\$1,111.11	\$1,099,998
Increase Closing Ratio	3,000	33%	1,200	\$1,111.11	\$1,099,998
Increase Customer Worth	3,000	30%	900	\$1,222.22	\$1,099,998
<b>4. Do All Three</b>	<b>3,300</b>	<b>33%</b>	<b>1,089</b>	<b>\$1,222.22</b>	<b>\$1,333,997</b>

**Sales and Profit Conversion Numbers for a \$1,000,000 Business  
Which One Do You Want? Put In Your Mark-Up & Compute Your Profit.**

Starting Point Achieved	Growth in Each Area Increase	Exponential Growth Mark-Up	Sales Dollars	Fill In Your Profit With Our Systems	Guaranteed Profit We'll Make You
<b>\$1,000,000</b>	<b>10%</b>	<b>33%</b>	<b>\$1,333,997</b>	_____ %	\$: _____
\$1,000,000	15%	53%	\$1,530,000	_____ %	\$: _____
\$1,000,000	20%	73%	<b>\$1,730,000</b>	_____ %	\$: _____
\$1,000,000	25%	95%	\$1,950,000	_____ %	\$: _____
\$1,000,000	30%	120%	\$2,200,000	_____ %	\$: _____

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit Do You Want?**

**Turn a \$1 Million Dollar Business into a Multimillion Business in  
7 Years or Less with a 20% Improvement!**

**Test Business Improvement  
In 7 Years with our Systems**

**\$1,727,996 – Business Growth**  
 \$2,159,995  
 \$2,699,993  
 \$3,374,991  
 \$4,209,738  
 \$5,262,172  
 \$6,577,715  
**\$8,222,143 – Business Growth**

**Minimum Additional Profit  
Enhancement**

**\$431,999 – Additional Profit Growth**  
 \$539,998  
 \$674,998  
 \$843,747  
 \$1,052,434  
 \$1,315,543  
 \$1,644,428  
**\$2,055,535 – Additional Profit Growth**

**Take Your \$1,500,000 Company to  
\$1,996,496.30 with Just a 10% Change**

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
Present situation	4,500	30%	1,350	\$1,111.11	<b>\$1,499,998.50</b>
Desired situation					
Increase Prospects	4,950	30%	1,485	\$1,111.11	\$1,649,998.30
Increase Closing Ratio	4,500	33%	1,800	\$1,111.11	\$1,649,998.30
Increase Customer Worth	4,500	30%	1,350	\$1,222.22	\$1,649,997.00
<b>Do All Three</b>	4,950	33%	1,633	\$1,222.22	<b>\$1,996,496.30</b>

**Sales and Profit Conversion Numbers for a \$1,500,000 Business  
Which One Do You Want? Put In Your Mark-Up & Compute Your Profit.**

Starting Point Achieved	Growth in Each Area Increase	Exponential Growth Mark-Up	Sales Dollars With Our Systems	Fill In Your Profit	Guaranteed Profit We'll Make You
<b>\$1,500,000</b>	<b>10%</b>	<b>33%</b>	<b>\$1,996,496.30</b>	_____ %	\$: _____
\$1,500,000	15%	53%	\$2,295,000.00	_____ %	\$: _____
\$1,500,000	20%	73%	\$2,595,000.00	_____ %	\$: _____
\$1,500,000	25%	95%	\$2,925,000.00	_____ %	\$: _____
\$1,500,000	30%	120%	\$3,300,000.00	_____ %	\$: _____

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

**Take Your \$2,000,000 Company to  
\$2,661,995.10 with Just a 10% Change**

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
Present situation	6,000	30%	1,800	\$1,111.11	<b>\$1,999,998.00</b>
Desired situation					
Increase Prospects	6,600	30%	1,980	\$1,111.11	\$2,199,997.80
Increase Closing Ratio	6,000	33%	1,980	\$1,111.11	\$2,199,997.80
Increase Customer Worth	6,000	30%	1,800	\$1,222.22	\$2,199,996.00
<b>Do All Three</b>	6,600	33%	2,178	\$1,222.22	<b>\$2,661,995.10</b>

**Sales and Profit Conversion Numbers for a \$2,000,000 Business  
Which One Do You Want? Put In Your Mark-Up & Compute Your Profit.**

Starting Point Achieved	Growth in Each Area Increase	Exponential Growth Mark-Up	Sales Dollars With Our Systems	Fill In Your Profit	Guaranteed Profit We'll Make You
<b>\$2,000,000</b>	<b>10%</b>	<b>33%</b>	<b>\$2,661,995.10</b>	_____ %	\$: _____
\$2,000,000	15%	53%	\$3,060,000.00	_____ %	\$: _____
\$2,000,000	20%	73%	\$3,460,000.00	_____ %	\$: _____
\$2,000,000	25%	95%	\$3,900,000.00	_____ %	\$: _____
\$2,000,000	30%	120%	\$4,400,000.00	_____ %	\$: _____

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

**Take Your \$3,000,000 Company to  
\$3,992,992.70 with Just a 10% Change**

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales

Present situation	9,000	30%	2,700	\$1,111.11	<b>\$2,999,997.00</b>
Desired situation					
Increase Prospects	9,900	30%	2,970	\$1,111.11	\$3,299,996.70
Increase Closing Ratio	9,000	33%	2,970	\$1,111.11	\$3,299,996.70
Increase Customer Worth	9,000	30%	2,700	\$1,222.22	\$3,299,994.00
<b>Do All Three</b>	9,900	33%	3,267	\$1,222.22	<b>\$3,992,992.70</b>

**Sales and Profit Conversion Numbers for a \$3,000,000 Business  
Which One Do You Want? Put In Your Mark-Up & Compute Your Profit.**

Starting Point Achieved	Growth in Each Area Increase	Exponential Growth Mark-Up	Sales Dollars With Our Systems	Fill In Your Profit	Guaranteed Profit We'll Make You
<b>\$3,000,000</b>	<b>10%</b>	<b>33%</b>	<b>\$3,992,992.70</b>	_____ %	\$: _____
\$3,000,000	15%	53%	\$4,590,000.00	_____ %	\$: _____
\$3,000,000	20%	73%	\$5,190,000.00	_____ %	\$: _____
\$3,000,000	25%	95%	\$5,850,000.00	_____ %	\$: _____
\$3,000,000	30%	120%	\$6,600,000.00	_____ %	\$: _____

**Creating a 7 Figures Net Worth in 7 Years or Less!**

**What is the Amount of Growth Your Business Can Grow In Each Area?**

**What is the Amount of Guaranteed Profit You Want?**

**If you took just \$10,000 you could turn it into a 7 Figures Net Worth in 7 Years**

**Here is how!**

**Minimum**

- \$10,000 – Starting Capital
- \$20,000 – Year 1
- \$40,000 – Year 2
- \$80,000 – Year 3
- \$160,000 – Year 4
- \$320,000 – Year 5
- \$640,000 – Year 6
- \$1,280,000 - 7 Figures Net Worth

**Power**

**A way  
Cost**



**of Cost Reduction on Profits**

**to Build Profits is to Put  
Reduction Systems in**

## Place to assure profits

### Controlling Operating Expenses and Reducing Costs Yields Profits!

Revise your operations to make it happen. PBI Can Help

- A. What is your profit rate?
- B. How many new sales do you need to gain \$1,000 in profits?
- C. How much cost reduction do you need to gain \$1,000 in profits?

A	B	C
Net Profit %	Requires Sales Increase	Required of Cost Reduction
15	\$6,667	\$1,000
12	\$8,333	\$1,000
10	\$10,000	\$1,000
8	\$12,500	\$1,000
6	\$16,667	\$1,000
5	\$20,000	\$1,000
4	\$25,000	\$1,000
3	\$33,333	\$1,000
2	\$50,000	\$1,000
1	\$100,000	\$1,000

### The Purpose of Our Marketing Systems

The purpose of these systems is to take you step-by-step through the different areas of your business where you have hidden marketing assets that you don't even know were there. Those hidden marketing assets are the key drivers to bringing more revenue and profit into your business and you'll do it quicker than you ever thought possible.

You see you already have those assets at your disposal. You just need to be given a proven way to use them to drive sales into your business. That is where we come in. We sit down with

you and take you through a detailed Opportunity Analysis and Marketing Audit to show you exactly what hidden marketing assets you have available to you.

The system is proven to work for you no matter your industry or how large or small your business might be. We have attached a number of formulas and testimonials to prove it.

The results you can expect, in fact demand from the system, is at least 25% to 100%+ revenue and profit increase within 90 days of implementation. But you what won't have to do is wait to do all the steps. It may only take 2-4 steps to see that type of growth. It happens everyday to our clients. It can happen for you too!

## **So What Are The Eight Steps?**

Below you will discover these proven and time tested ways to uncover the hidden marketing assets in your business.

### **1. Determine Your Company's USP (Unique Selling Proposition)**

What sets your company apart from your competition in your industry or area? What do you as the owner see as your USP? How about your staff? How about your customers? What about your competition? Once your USP is determined, all marketing efforts are integrated with your USP.

### **2. Optimizing Your Customer Base**

With your USP clearly defined, we will help you integrate your USP into all of your existing marketing and sales efforts. We will train your sales staff to improve their effectiveness. This will increase their contributions and will increase productivity. This will show up on your bottom line almost instantly.

### **3. Optimizing Your Current Marketing**

The 21 Century will be a time where only those companies that have close, working relationships with all their customers will survive. The key to survival will be emphasized on the individual customer rather than the mass market. The Prosperity Breakthroughs System includes establishing long-term relationships with customers and prospects that will generate income for you years to come.

### **4. Market Alliances**

Many times more customers can be secured from effective joint venture alliances with other companies. We will help you establish these long-term alliances that can generate hundreds of new customers and tens of thousands of dollars in additional profit for you.

### **5. Media Advertising**

Prosperity Breakthroughs System demands measurability and performance from all media advertising. We will show you how to use each media (with their respective strengths) to "synergize" a final result. We will teach you how to constantly test your media efforts to maximize results.

### **6. Community Marketing**

We will help you determine or create newsworthy material about your company. We will help you identify potential sponsorship opportunities that will increase your visibility and prestige in your market.

## 7. Direct Marketing

We will help you determine the proper methods for reaching your prospects. The combination may include personal contacts, direct mail, telemarketing, outside sales, and more.

## 8. Internet Marketing and Web Design

Internet marketing and a quality website that brings in tons of visitors is no longer a nice thing to have ... it's an absolute MUST to have! The beauty of this step is we have a secret process to bring you tons of targeted visitors to your site everyday. And these are visitors looking for your products/services and are not going to your competitors.

**Note: Step 8:** It can be implemented as soon as your USP is developed. It will depend on where your business is at and how you currently use the Internet in your business to determine the priority level of Internet Marketing. Chances are that this step will dramatically increase in importance once you see how impactful this step can be.

### How Long Does Each Step Take to Implement?

Each step is designed to take 30 days. Of course, every situation is different and unique and some steps can be completed sooner than 30 days and others may take a little longer. But on average you can count on 30 days for each step.

## The 8 Step Profit Building System

### THE CORE FOUR

#### 1. Determine Your Company's USP/EVP

Your USP (Unique Selling Proposition) or EVP (Extra Value Proposition) is the most important asset in your business. This is the foundation from which all your advertising and sales are created. Without it you are no different than anyone else in the eyes of your customers.

There are two very important questions you must answer in your business.

[1]: Why do people buy from you?

[2]: If they are not buying from you now, why should they?

Once you have answered both questions there are only three areas in which you can achieve your USP. This is true no matter what type of business you are in. You must choose where you can get the most impact with your USP and focus all your efforts in that one area.

#### Here Are the Three Areas

[1]: Price Leadership:

Remember only one can be the price leader. If you truly have the lowest prices then focus all your effort here keeping in mind that eventually someone will beat your lowest price.

[2]: Differentiation

If you sell products and/or services similar to others this is the area where you may be able to stand out. You can do this either by offering something that no one else is or by creating packages that provide the most value to your customer.

[3]: Niche

Is your business part of a very large market? If so, then you could focus on a smaller segment of this market and then separate yourself as the price leader or through differentiation.

## 2. **Optimizing Your Current Marketing Strategy**

If you have current customers you are doing something correctly to attain them. This is where you must maximize and capitalize on this asset.

You accomplish this in three ways:

[1]: Integrate your USP/EVP into all your marketing efforts.

This means communicate it in every contact you have with anyone regarding your business.

[2]: Consistently work at increasing your conversion rate.

You do this by focusing on two things:

Sales Training: Train your sales staff and anyone who has contact with your prospects, customers, vendors what your USP is and how to communicate it.

Follow-Up System: You must continue to communicate with your customers.

[3]: Work at always increasing your average customer value.

There are two ways to work on this specifically:

Higher Average Transaction Value: Work on selling more to your customers on each purchase through specials, packages, etc.

Increase the number of transaction: Invite your customers back to buy more from you in the future.

## 3. **Direct Marketing**

Here is where you will set-up a system for capturing and segmenting your three different types of customers. Now let's define each customer type and actions you should take.

### **PAST CUSTOMERS:**

These consist of those that have done business with you in the past. However, they have not done so recently. If you have not been entering customer information into a database you can go back through invoices to find past customers information.

### **PAST CUSTOMER ACTION PLAN:**

Design a specific offer specifically inviting these customers back. One of the reasons you can use to contact them is to tell them about your USP. Give them a compelling reason to want to come back.

### **PRESENT CUSTOMERS**

These customers consist of people you currently do business with or have made a purchase with you within the past 6-12 months.

### **PRESENT CUSTOMER ACTION PLAN**

Design a follow-up system you will use whenever acquiring a new customer. This will be broken down into two areas.

Area [1]: Retention: You will reinforce your USP in all communications so that customers are aware of why they should continue doing business with you instead of your competition.

Area [2]: Back-End: Here you will offer your customers other products and services that complement their purchases. This can be other products and/or services you sell or they can be those of others who you have created alliances with.

### **PROSPECTIVE CUSTOMERS**

This group consists of everyone who has ever inquired or expressed an interest in your products, services or etc. However, they did not buy.

### **PROSPECTIVE CUSTOMER ACTION PLAN**

You want to keep your customer pipeline flowing so you need to continually work this group in three ways.

Way [1]: Follow-Up: Create a system that will continue to make offers to your prospects.

Way [2]: Educate: Constantly educate your prospects on why they need to be doing business with you. You must demonstrate you are the only choice they have for solving their problems. When you do this effectively price is not an issue.

Way [3]: Close Again: Ask the prospect to buy again through your follow up system and education of the customer. You may have removed any objection they had to buying your product previously. Now they are ready to become your customer.

## **4. Alliance Marketing**

Alliance marketing is an excellent way of obtaining customers with no advertising costs. However it is overlooked by the majority of business owners.

You will look in two specific areas for alliance partners.

Area [1]: Check your own client base: Within your current database of customers it is more likely that others exist that you could form an alliance with to access their customer base.

### **CLIENT BASE ACTION PLAN:**

Review your customers' database and locate others that have customers. Contact them to present an offer to their list. That they will endorse. This should not be a problem since they are already satisfied with your services.

The benefit of the list owner is they have another way to "thank" their customers and provide value while being paid for it. The benefit to you is additional customers for which you did not need to waste dollars on unproductive media advertising and profit.

Area [2]: Complementary business outside your client base.

Here you will look for others that you do not currently have a business relationship with. However, they cater to your type of customer.

## **COMPLEMENTARY BUSINESS ACTION PLAN**

Locate businesses that sell to the same types of customers you have. Form an alliance with them in two ways:

Way [1]: Cross-Sell Their Products or Services: Offer their products or services to your customers for a commission. See: Formula 3 to see the possibilities.

Way [2]: Work Their Client Base: Offer your products or services to their client base in return for commissions paid to that business. Again this is a "win-win" and provides a better value for every customer involved.

Many times more customers can be secured from effective joint venture alliances with other companies at minimal cost. We will help you establish these long-term alliances. They can generate hundreds of new customers and tens of thousands of dollars in profit for you.

## **THE GROWTH STEPS**

### **5. Media Advertising**

All media works! However you must learn to create synergy if you are going to maximize your marketing and advertisement investments.

Here are a few rules to follow to make your conventional media advertising work.

[1]: Have the first four steps of the 8 step system in place and working:

Only after you have completely implemented the core four steps can you start thinking about media advertising. You may find that the core four steps are more than enough to provide your business with exponential growth and media is not necessary.

[2]: Have a specific objective to accomplish with the media.

[3]: Understand how each media member works. Then use each for it's' strengths.

[4]: Three elements will determine your success. You must maximize all three:

[A]: Who does it reach?

[B]: How often does it reach them? (Frequency)

[C]: What is the message?

[5]: Test against your control and measure your success in terms of profitability. If it is profitable do it more. **Remember:** as long as it is profitable keep doing it regardless of how you feel about it. **"Results are – everything!!!"**

### **6. Community Marketing**

Although community marketing is not for every business, it is an extremely powerful marketing method. It can be broken down into four areas.

Area [1]: Community marketing is image marketing and results marketing: This is where branding may come in. Also this is how you want to project yourself in your community.

Area [2]: Leverage the donation you provide to groups and associations. There is nothing wrong with giving donations. However, you should look for ways to leverage and maximize them when ever possible.

Area [3]: Education. Providing training and seminars to your customers and prospects goes a long way to helping you grow your business.

Area [4]: Press Releases: There is nothing more powerful than free press. If you have something newsworthy or that can tie your business into something that is in the public's eye press releases provide high exposure for your business.

## **7. Direct Marketing**

The final step is direct or "one-on-one" marketing. Here you will market directly to a targeted audience. There are several types of direct marketing:

- Direct mail
- Telemarketing
- Displays
- Sales People
- Web/Ecommerce

A key point to remember is to make all tools direct response oriented. They should also incorporate the following characteristics:

- [1]: Every direct marketing effort needs to do the same thing you would do in person.
- [2]: They must have a reply mechanism.
- [3]: Test-Test-Test.

## **THE FLEXIBLE BUT CRITICAL STEP**

## **8. Internet Marketing and Web Design**

Let's break this into two very distinct and important parts:

- [1]: Internet Marketing
- [2]: Website Design

### **[1]: Internet Marketing – Local Business Searches:**

For your small business the internet is becoming more and more critical to your success. The reason why is because even for the smallest of purchases people are going to the Internet first to find out information before they decide to buy.

Your customers want to make the best possible decision before they purchase anything. Now they simply go to [www.Google.com](http://www.Google.com). and type in any phrase or product name and can instantly gather a ton of useful information.

However, if you're not one of the top 10-20 listings on Google people won't find you. For your small business you must take advantage of the ever growing "local searches" that are happening on the Internet everyday. Every single day thousands of your potential customers are searching for local merchants to help them solve their problems.

Doesn't it make sense that you be one of them? We can help you get your website listed at the top of the search engines for the exact keywords and phrases that your prospective customers are searching for.

## [2]: Website Design

There a ton of very, very bad small business websites on the Internet today. Is yours one of them? Even if you think you have a good site chances are its not.

How do we define a good small business website?

Easy! Its one that actually helps you sell your product and/or service and sell more of it easier and with less hassle to your and your customers.

There are two main problems with most small business websites.

Problem [1]: A lot of them are designed and developed by graphic designers not marketers. What happens is your site is filled with a bunch of neat very useless graphics, videos, flash movies, etc. What happens is that 90% of your visitors don't appreciate all the neat little bells and whistles. They are frustrated because they want useful information and now your site has not delivered that.

Problem [2]: A great number of small business websites put up an "All About Me and My Company" website.

When a prospective customer goes to your website looking for helpful information all they found is stuff about you. Well, what is in it for the customer? Nothing! Sure you feel good about it because it is about you but your customers will click to your competitors to find the answers they are looking for.

What you need to do is design and build a site that is helpful to your customers. Check the ego at the door and solve your customers' problem. Build a site that gives your visitors useful information. Design it in a user-friendly format they will want to bookmark and visit again and again.

Use tools to keep in contact with them and provide them valuable tips they want to pass along to others and recommend to friends. The best part is you can do this on auto pilot. We can help you build the most powerful selling website ever. Log on to [www.ProfitBuildersInc.com](http://www.ProfitBuildersInc.com). or [www.ProspersityBreakThroughs4u.com](http://www.ProspersityBreakThroughs4u.com).

### Next Steps

Hopefully by now you've discovered some tips and techniques that you can use right away to help you make your small business a money making machine.

However, if you're feeling a little overwhelmed or not exactly sure where to start, that's okay! Believe me. You are not alone.

In fact, most small business owners don't ever realize these hidden marketing assets even exist. Much less that they really have them hidden in their business already!

Good news. We're here to make this very easy on you. We have a few options to choose from when it comes to maximizing your marketing assets to grow your business.

### What is The Next Step?

Contact us today to schedule your Free 60 minute Opportunity Analysis and Marketing Audit. Please call **415-756-0884** or email Michael. After you take the first step to schedule your

Opportunity Analysis and Marketing Assessment we'll take care of everything else. But you may want to keep reading ...

### **What is a Marketing Audit and Opportunity Assessment, and How Can It Help Me?**

It is a 60 minute, in depth look at your current business state. But more importantly it will uncover hidden marketing assets that you already have that can be used to boost your sales and revenue immediately. The best part is you won't have to spend more on advertising.

#### **You'll learn things like ...**

- Identifying your hidden marketing assets
- Discover ways to leverage these assets for exponential growth
- Learn how to get maximum impact out of every marketing dollars you invest and produce two, three or four times the results
- Uncover new sources of highly qualified prospects for your products and/or services
- Identify potential marketing mistakes that could be costing you tens of thousands of dollars annually
- Discover how to create a competitive advantage that is guaranteed to make your business stand out for your competition
- Develop a number of new marketing strategies that you can put to work today that will greatly enhance your bottom line
- Plus lots more

**This Audit is a real value at \$500- \$1,000+ but  
For a limited time only we are offering it to you for FREE**

#### **Why?**

First, because our passion is to help small business owners analyze their full potential and gain all the benefits that come with it. We want you to see how and where your business can grow and how quickly your business can grow to heights you only dream of. See: Formula #1 in the Attachment.

Second, we make our living by giving this audit away for free. Once you see exactly where and how these hidden marketing assets can dramatically help your business, if you are like 93% of our prospects, you'll want to take action immediately. However, if you are also like most you may not have the time to waste considering that so many businesses are failing.

If you truly want to take your business to the next level shouldn't you at least listen to what professionals have to say about it?

You know, once you discover the hidden marketing assets in your business you'll see the benefits of using our system to grow your business.

Imagine having more time for vacations, to spend with your family, and to do the things you enjoy.

Imagine having the freedom that financial security will bring you.

It is possible to realize all your dreams with the Prosperity Breakthroughs System almost immediately.

**The first step is easy and it's free**

Contact us today to schedule your no obligation, no charge opportunity Assessment and we'll take care of all the rest.

**How to Implement the Systems in Your Business**

After you completed the Free Opportunity and Marketing Audit it's now time to actually implement the strategies that will dramatically increase your revenues, cash flow and profits.

Small business owners have many challenges. Perhaps there is no single challenge more difficult than implementing a marketing plan.

Why is that?

Because you are too busy working in your business putting out fires, taking care of customers, designing new products, hiring new employees dealing with labor problems and the list goes on and on. That's why we've developed options to implement this remarkable system in your business.

**Option [1]: Attend Seminars and Trainings**

We have open and public training seminars every single month. These seminars take you step-by-step through the entire Prosperity Breakthroughs Systems. You get hands on assistance and support to help you implement the strategies.

**Option [2]: One-on-One Implementation**

This is the most successful option. This is where we work with you as independent contractors under a guarantee fee project by project fee agreement. We'll actually do 95 percent of the work for you on a one-on-one basis. Think about it for a second? This way you can focus on the things you enjoy and are most pressing in your business and allow us to implement all of the marketing strategies that are growing your business 25% to 100% or more in the next 90 days. For more information about your options please contact us. Request the attachments to this Special Report and log onto our website [www.ProspertyBreakThroughs4u.com](http://www.ProspertyBreakThroughs4u.com).

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