

PREDICTABLE PROFITS FOR SCALABLE SUCCESS

TRANSFORM YOUR 6 FIGURE BUSINESS
FROM A TIME DRAINING SINKHOLE
TO A PROFIT MAKING MACHINE



TERRANCE MOORE
BUSINESS GROWTH SPECIALIST

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Introduction

I see you.

You're resourceful, dedicated, and passionate about your company. However, you spend most of your days putting out fire after fire. Between managing employees, troubleshooting fulfillment issues, and guarding financial resources, you feel stuck in the day-to-day and have yet to make consistent profits or take meaningful time off.

If you're honest with yourself, it feels like you're on a perpetual rollercoaster of highs and lows, and your gut tells you there has to be a better way. In fact, you feel that if something doesn't change soon, you or your business will reach a breaking point.

The purpose of this book is to validate what your gut was telling you. As you read, you will learn processes where you can find more profit in your business now. Transforming your business from a time-draining sinkhole to profit-making machine is within your reach. By looking for answers, it means you're already halfway there!

In this workbook, you'll find strategies that are proven revenue generators for any small business. Unfortunately, I've noticed business owners utilizing one or two of these strategies over the years without realizing that they must solve the right problems in the right order to earn the maximum profits for all their efforts.

When I say I understand what business owners face every day, it's because I was one — *twice*. I owned a manufacturing company and then a service company. So, I know business owners are in the fight for their lives, from access to capital for growth or financial support during lean times to marketing campaigns that don't generate revenue. Despite an MBA from a great school, I struggled with both businesses until I learned the "real" business growth principles to develop the skills and tools to scale each type.

As a business owner, if you're struggling right now to generate more customers or clients for your business, and you need to find quick ways to increase your business' bottom-line, then spend the next few minutes with me. I'll show you how I can help you make all these problems disappear — forever.

Over the next few minutes, you're going to read a series of business growth strategies that, when implemented, will provide you the business of your dreams and the paycheck you deserve.

To your success!

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SECTION 1: LEAD GENERATING

Strategy 1: Marketing & Advertising

80/20 Rule

Let's face it, the main challenge for most small businesses is the ability to generate enough sales to cover expenses and earn a livable salary. All small businesses want more customers, but few know how to attract them to the business successfully.

If you're like 99% of the business owners I speak with, you may often feel overwhelmed by the concept of marketing. That's okay — many tactics fall under the marketing umbrella, and it's easy to get pulled in by shiny new technology. Other tactics include websites, email marketing, social media, pay-per-click advertising, traditional advertising, and search engine optimization (SEO).

Let me do you a favor right now and permanently remove the word *overwhelm* from your life forever. Are you familiar with the 80/20 rule?

It means 20% of what you do every day generates 80% of your total annual revenue.

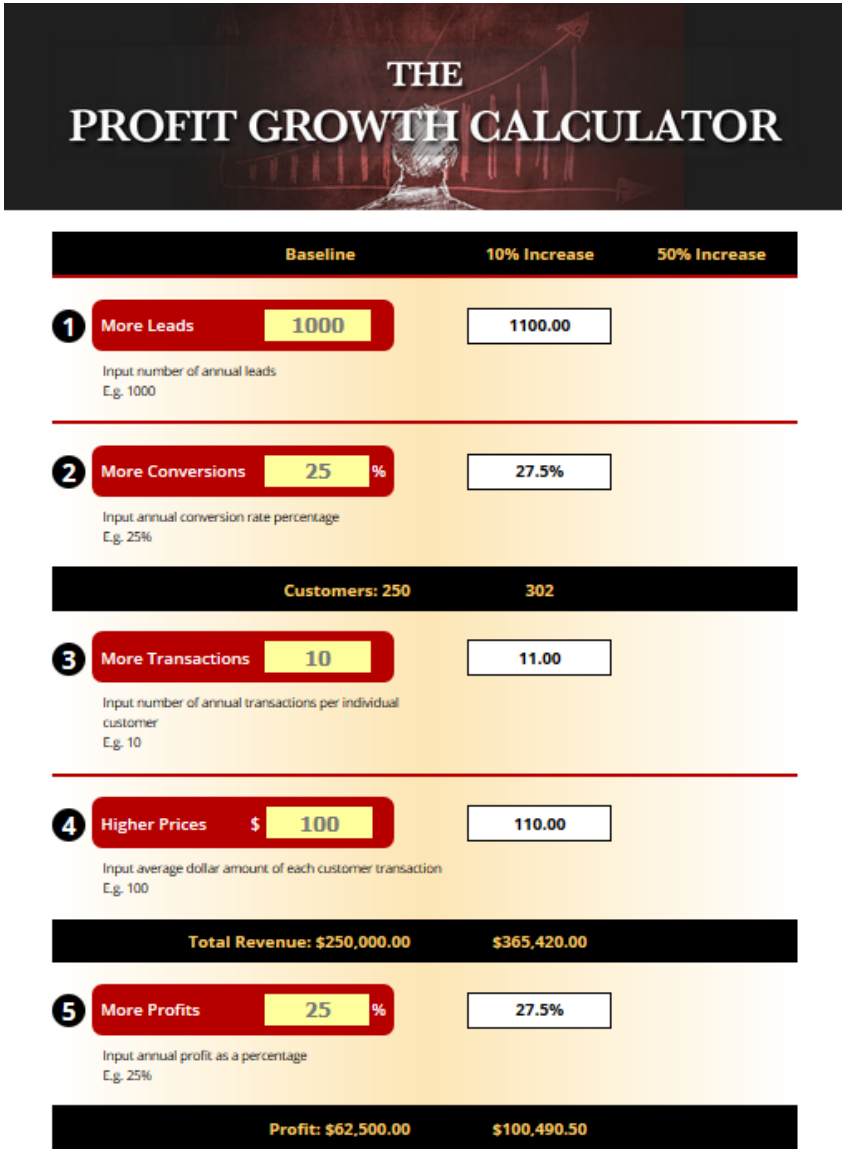
In other words, you're only doing a few things daily that make up most of your earnings. I can tell you precisely what makes up that 20%, and that's all you need to focus on after today.

Five distinct factors contribute to your success: leads, conversions, transactions, pricing, and profits. Let me show you what's possible and why these areas are so critical.

I use a tool called a Profit Growth Calculator. Do you, by chance, know the exact number of leads and sales you've made over the past 12 months? No? That's okay.

Let's plug in numbers for a make-believe business. Let's pretend this business generated 1000 leads in the past year, and the average conversion rate is 25%. Then, we'll say that customers bought what we sell ten times throughout the

year, and they paid on average \$100 per purchase. Then, let's say your profit margin is 25%.



Notice at the bottom of the calculator that you're earning \$62,500 annually. But look what happens if we increase each of these five areas by 10%. We would see the annual revenue almost double from \$62,500 to over six figures.

Most business owners would love to double their revenue, wouldn't you agree?
 Now, watch what happens if you could increase each area by 50%.

THE PROFIT GROWTH CALCULATOR

	Baseline	10% Increase	50% Increase
1	More Leads <input style="width: 80px;" type="text" value="1000"/> <small>Input number of annual leads E.g. 1000</small>	<input style="width: 80px;" type="text" value="1100.00"/>	<input style="width: 80px;" type="text" value="1500.00"/>
2	More Conversions <input style="width: 80px;" type="text" value="25"/> % <small>Input annual conversion rate percentage E.g. 25%</small>	<input style="width: 80px;" type="text" value="27.5%"/>	<input style="width: 80px;" type="text" value="37.5%"/>
Customers: 250		302	562
3	More Transactions <input style="width: 80px;" type="text" value="10"/> <small>Input number of annual transactions per individual customer E.g. 10</small>	<input style="width: 80px;" type="text" value="11.00"/>	<input style="width: 80px;" type="text" value="15.00"/>
4	Higher Prices \$ <input style="width: 80px;" type="text" value="100"/> <small>Input average dollar amount of each customer transaction E.g. 100</small>	<input style="width: 80px;" type="text" value="110.00"/>	<input style="width: 80px;" type="text" value="150.00"/>
Total Revenue: \$250,000.00		\$365,420.00	\$1,264,500.00
5	More Profits <input style="width: 80px;" type="text" value="25"/> % <small>Input annual profit as a percentage E.g. 25%</small>	<input style="width: 80px;" type="text" value="27.5%"/>	<input style="width: 80px;" type="text" value="37.5%"/>
Profit: \$62,500.00		\$100,490.50	\$474,187.50

The business would skyrocket from \$62,500 to almost half a million dollars annually.

Now, you may be thinking 50% gains in each of these areas would be impossible. But, let me assure you, a 50% increase is doable for you, and I'm going to show you how.

Conversion Equation

Referrals and word-of-mouth are by far one of the best ways of sourcing new leads for your business. However, there are two problems with referrals. First, you never know when you'll get them, and second, they aren't reliable; you can't generate them whenever you want. So, let's turn our resources towards tactics that are both reliable and consistent.

With nearly every business on the internet, websites are a standard marketing tool that doesn't work. Do you know how many leads your website generates each month? Of those leads, how many convert to a sale?

Let's start by diving into the conversation taking place in the head of your customers. In other words, try to anticipate the number one question on your prospect's mind at just the right time. So how do you do this? It's simple when you understand the fundamentals of marketing.

There are two significant points to tapping into your customer's mind: they have a problem that they don't want and a result they want but don't have.

Now, believe it or not, there is a marketing formula I coach my clients to follow that takes these two points into account and churns out a message so compelling it compels your customers to buy what you sell.

It's called the Conversion Equation, and it has four components: interrupt, engage, educate, and offer.

Interrupt is your headline, and it must address the problem your customers have that they don't want. It will become the first thing someone sees when they visit your website, read any of your marketing collateral, or hear you speak.

Engage is your sub-headline and the second thing your customers see. Here you address the results your customers want but don't have.

Educate is the information you provide as evidence that your product or service provides an answer to their problem better than your competition. For example, your evidence could be a combination of videos, speeches, blog posts, and other supporting materials that demonstrate that your business is different from your competitors.

Most businesses aren't different from their competitors, and that's why we must innovate your business to create what I refer to as a market-dominating position (MDP) to help you differentiate yourself. We can spend as much or as little time building your MDP but keep in mind; this is key to putting it all together.

As for the Conversion Equation, the final step is the *offer*. To convert customers to buyers, you must create a compelling offer that's so irresistible your customers can't turn it down.

Following the Conversion Equation is a fundamental way of turning more leads into sales. However, it's only part of the story. We're operating in consumer-driven culture, and we're all inundated with marketing messages daily. Consequently, even with this powerful tool at play, it will take multiple interactions or "touchpoints" before your customers buy what you sell.

It now takes anywhere from 20 to 100 touchpoints before customers make their buying decision. Following the Conversion Equation has the potential to reduce touchpoints by as much as three-quarters.

To maximize touchpoints, having an offer that enables you to collect contact information for each conversion is the goal. Conversions are interactions that can include signing up for a newsletter, following your brand on social media, or buying a product. Unfortunately, most businesses don't follow up with their prospective customers. Once you have their contact information, this is a huge opportunity and a great way to position your business as a leader in your industry.

Selling Value

Most businesses offer something that appeals to customers ready to purchase now. I call these "now buyers," and they make up less than 1% of the total number of customers interested in buying what you sell.

Most business websites, business cards, advertisements, and other collateral offer prospective customers a free consultation, discount, coupon, free assessment, complimentary quote, or a simple "call us" button on their website. However, as the only call to action in the marketing piece, it only appeals to 1% of potential customers.

The remaining 99% of viable customers are investigating what you sell. They search for information to determine where they can get the best value for what they want to buy. Customers don't shop price — they shop value.

Customers consider the cost because most businesses don't give them any other value proposition to consider. Remember what I said a moment ago about making your business unique by creating a market-dominating position?

Take a look at your closest competitors' websites with your customer in mind. Are your customers able to tell the difference between these companies, or are they forced to compare prices?

EXAMPLE

Let me show you a website I just revised for a child psychologist so you can see what I mean. Here is the child psychologist's original website.



The screenshot shows the homepage of RemarkableParenting.com. At the top left is the logo with three stylized figures in blue and orange. To the right is a photo of a man and a child. Below the logo is a navigation menu with links: HOME, PARENTING PROBLEMS, PARENTING SOLUTIONS, ONLINE STORE, PARENT COACHING, BLOG, NEWSLETTER. The main headline reads "Parenting Advice & Resources from Dr. John Smith". Below this is a video player showing Dr. John Smith speaking. To the right of the video is a list of services under the heading "Specializing In": Emotionally Disturbed Children, Behavioral Problems, Teen Pregnancy, Handling Peer Pressure, Bullying, Self Esteem Issues, Substance Abuse, Depression, and Teenage Rebellion. To the right of the list is a call to action: "FREE CONSULTATION", "Call now to schedule a complimentary 30 minute session with Dr. Smith", and the phone number "(555) 234-1212". Below the video player is a small text box: "Greeting Parents! I want to welcome you to Remarkable Parenting! You will find tons of great information here, with hundreds of pages of articles."

With your new Conversion Equation tools, take a look at the headline, sub-headline, information, and offer.

Notice the generic headline — Parenting Advice and Resources from Dr. John Smith. His headline demonstrates his attempt to be everything to all potential

customers. Look at the nine areas he services — emotionally disturbed kids, behavioral problems, teen pregnancy, peer pressure, and so on.

Think about what could happen if this doctor created an MDP. He could create nine of them by simply positioning his specialty in each of his nine areas of treatment.

For example, he decides to start with the top condition on his list, emotionally disturbed kids. Maybe the kids yell, hit, and threaten their parents. The parents are trying to reason with them but have no clue how to deal with the situation and seek help.

Here's what this doctor needs to do. First, forget the website entirely and create what is called a squeeze page. It's a single page online that speaks directly to this one condition.

We implement the first two components of the Conversion Equation, *interrupt* (headline) and *engage* (sub-headline) with the squeeze page. Remember, we want to enter the conversation taking place in our customers' heads. **They have a problem that they don't want and a result they want but don't have.**

Here's the squeeze page that demonstrates that technique.

Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?

Now you can discover the secrets to controlling your child and instantly restore peace and quiet in your home

“Learn the Secrets To Gaining & Maintaining Complete Control Of Your Child In Less Than 60 Seconds.”

Enter Your First Name:

Enter Your Email Address:

[Sign Up Now](#)

RemarkableParenting.com

As a parent, are you struggling to gain control of your child's attitude and emotions? is your child yelling and screaming at you, while often displaying a belligerent and sometimes threatening tone that no matter what you do or try... you just can't seem to get under control? My name is Dr. John Smith, and I help parents like you every day learn the techniques that will solve these frustrating and destructive behavioral patterns once and for all. In fact, let me prove it to you. Enter your first name and email in the box to the right, and I'll send you a series of 60 second techniques that will immediately restore peace and quiet in your home.

Using our Conversion Equation tools, *interrupt, engage, educate, offer*, let's look at the headline first. Does that address the problem these parents have and don't want?

We address the result the customer wants but doesn't have for the *engage* portion of the Conversion Equation. In the example, it's "Now you can discover the secrets to controlling your child and instantly restore peace and quiet in your home."

Remember the doctor's original website where he's trying to appeal to all customers? He states, "Greeting parents. I want to welcome you to remarkable parenting. You will find tons of great information here with hundreds of pages of articles." This is the *educate* part.

Think about a tired and stressed parent. Will they want to read hundreds of pages of articles? Or are they searching for a specific solution to a particular problem?

That leads us to the final component of the Conversion Equation, the *offer*. Again, on the original website, the call to action is a free consultation.

Let's look at the new squeeze page from the customer's perspective. It states, "Enter your first name and email in the box to the right, and I'll send you a series of 60-second techniques that will immediately restore peace in your home." Do you think that might get more customers interested in the message?

Lessons:

- "Call me" as a call to action won't work for most of your prospective customers.
- Customers need to be exposed to your messaging somewhere between five to 12 times.
- The key to effective marketing is to offer what most customers truly want: and what they want is information.
- Provide an offer that gives your customers exactly what they want, a solution to their problem, with zero risk.
- To get the risk-free offer, the customer provides their name and email address.
- Use a squeeze page to funnel specific customers to one action.

Results:

Website without a squeeze page:

- The doctor generated 300 leads per month using a pay-per-click campaign on Facebook.
- Those leads were sent to his original website, and he averaged around 10% of those leads.
- Thirty prospective customers saw his offer of a free consultation and called to inquire about it.
- Out of the 30 that call, only 10% will consent to the consultation.

Most professionals like this doctor convert 100% of the customers they get in front of.

This example aligns with the national average that 1% of all leads generated convert to a new customer. When we consider that we're trying to increase the profitability of our business, that's a hard statistic to see.

Results from the squeeze page

- The leads remain at 300 per month.
- For this example, let's stay conservative and suppose that 20% requested the new offer.
- Sixty prospective customers would provide their name and email address to evaluate themselves if the doctor's methods work.
- Keeping math simple, leave the conversion rate at 10%.
- The result is six new consultations and double the patients!

FINANCIAL IMPACT

Let's look at the financial impact of the added conversion. Say the doctor charges \$1,000 for services and has three additional new patients at an increase of \$3,000 a month and \$30,000 a year!

The increase in revenue shows what can happen when making slight changes (estimating 20% change vs. 50%). In a recent study I conducted, I found \$58,000 in additional annual revenue using a squeeze page. But consider this, the income is not a one-time increase. Your squeeze page continues to generate income year after year.

Best of all, increases of \$58,000 in additional annual income improve the valuation of that business somewhere between \$150,000 - \$200,000.

WORKSHEET

Take a minute to reflect on what you are currently doing.

How many leads did you generate this month?

How many leads requested your offer?

What lead-generating tools are active in your business now?

What is your Market-Dominating Position?

**if you don't know, it is okay. All my services begin here with step-by-step guidance. Jot down some notes about what you do know: what makes your business different from your competitors.*

Apply the Conversion Equation in your business

INTERRUPT: What are some phrases that would interrupt your ideal customer? (address the problem that your customer has but doesn't want)

ENGAGE: What are some phrases that would engage your ideal customer? (address the results your customer wants but doesn't have)

EDUCATE: How and what does your business need to educate your ideal customer? (this is where you provide evidence that your service is an answer to their problem)

OFFER: Create a list of the ideas for a free no-risk offer you could extend to potential customers. Remember, you want the offer so sweet, your ideal customer will jump all over it.

Squeeze Page Thoughts:

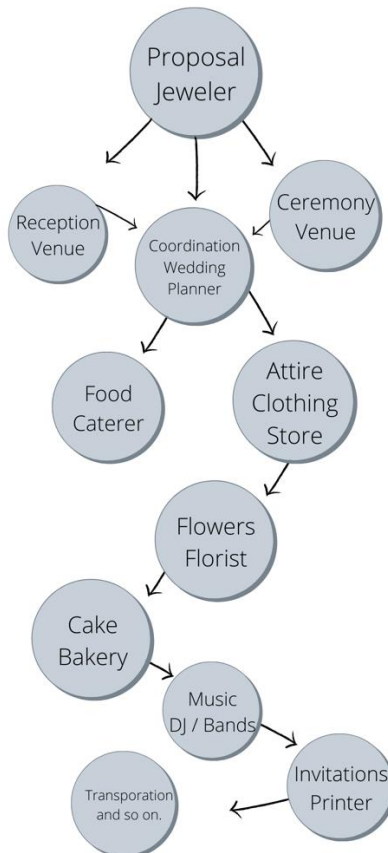
FINANCIAL IMPACT: If you were to implement these strategies, what additional income do you think it could generate?

Strategy 2: Joint Ventures

A joint venture is two or more businesses that decide to form a partnership to share markets or endorse a specific product or service to their customer base. It usually operates as a revenue share arrangement.

Let's use a flower shop to illustrate this concept. One of the most financially lucrative product lines for a florist is wedding flowers. On average, the cost can exceed \$3,000.

When we look through the lens of this one product line, we discover that a florist falls into what I call an event chain. An event chain refers to a series of businesses that customers purchase from in a specific sequence. So, for example, when a couple plans to marry, there are a series of companies most people hire in a particular order, as demonstrated by the following chart:



As you can see, the florist falls in the middle of the event chain. Each business above the florist can endorse and send customers to the florist; they control the joint venture relationship. However, the florist has no control over the flow of these customers. Therefore, the florist must create a compelling offer with these businesses, so they're motivated to send customers their way.

What the florist does control is the flow of customers to the businesses below them in the chain. Then, by establishing processes to ensure their customers use those businesses, the florist can negotiate an offer with those business owners.

FINANCIAL IMPACT

Let's say the florist cultivates a joint venture relationship with one business throughout the chain.

Could we agree that it's likely that the florist would obtain at least one referral from each of the businesses above them in a month?

- The average floral bill for a wedding is \$3,000
- One referral a month from those businesses above the florist could increase their annual revenue by \$36,000

Then, could we agree that it's likely the florist could send one referral a month to each of the companies below them? Here's how that could work.

- A joint venture agreement with a cake baker resulted in a 10% referral fee
- The wedding cake was \$3,000
- That's \$300 a month or \$3,600 annually in referral income.
- Replicate this relationship with a printer where an average wedding printing job would be \$1,000.
- The 10% referral fee would result in \$100 a month or \$1,200 a year.

If we stop there, this florist has just increased their annual revenue by more than \$40,000! Imagine if you continued to add up the income produced by all the additional referral fees the florist would earn from all the other vendors in this chain.

You may be thinking, “but Amanda, my business isn’t in a chain like that.” That’s okay! Think of it through the lens of your customer. What other services do they want? We’ll work through this more in your worksheet below.

There’s one more point I’d like to make before giving you some time to think about your joint venture opportunities. Remember earlier when we discussed the importance of creating a highly compelling informational offer that would promise so much value to customers that they would knock your door down to get it?

Suppose the florist offered the following informational offer in their marketing, “5 Things Every Bride Should Know to Avoid Disaster on Their Wedding Day”.

To access this offer, the potential customer would enter their email address for immediate download. You now have valuable contact information, and through email campaigns, can position yourself as a trusted referral resource. I’ll go into detail about it in strategy four. Once those customers like and trust you, refer them to joint venture partners, and now you’re collecting multiple referral fees each month.

The joint venture strategy is an exciting opportunity. I encourage my clients to enact as soon as possible as the relationships begin generating cash flow immediately.

In a recent case study I conducted, I found \$75,000 in additional annual revenue only using the joint venture strategy.

And remember, this revenue is not a one-time thing—it’s generated year after year after year. So, \$75,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$225,000 - \$300,000.

WORKSHEET

Reflect on this strategy and apply the learnings to your company.

Write a list of potential joint venture partners. Think about those that would be a referral vs. a source. In a referral, you receive a referral fee (passive income); in a source, the partner is the source of new clients for you (you pay the referral fee).

Business	Referral or Source	Notes	Y/N	FINANCIAL IMPACT: *how many customers can you anticipate per month OR *how many referrals could you send to them per month

SECTION 2: CONVERSION

Strategy 3: Down-selling

We can discuss many more customer acquisition strategies for your business, but let's move on to the next step in the buyer's journey, conversion strategies.

EXAMPLE

As a consumer, you may not be familiar with down-selling, but you'll recognize the strategy in the following example of the sales process used at health clubs.

Picture your local gym. Have you been a member? Their first order of business is usually to attempt to sell a one-year membership to new customers. Then, if that offer is turned down, they may offer something like a 90-day "health makeover" membership or maybe a 30-day trial membership for as little as \$5. The concept here is that if a customer buys something and starts using your product, the odds are more significant that you can sell more to them later.

FINANCIAL IMPACT

Consider our florist example from earlier. They have a client that comes in around Valentine's Day with a budget of \$50, but the roses they want are outside that price range. Do you let the customer leave to find roses at a competing florist? Or would you direct them to a bright bouquet of mixed flowers that's under \$50? I'd say you'll have a less expensive option at the ready! If our florist down-sold once per day, that would work out to additional revenue of \$8,000 annually. Now suppose they pre-planned incremental offers for weddings, funerals, and other significant events? Could you see how easily a down-sell strategy can benefit our flower shop?

I recently found a business owner \$65,000 in additional annual revenue through targeted down-selling, and this extra revenue continues to grow year after year.

\$65,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$200,000 - \$230,000.

WORKSHEET

Current product(s) and price point(s):

List ideas for alternate ways to sell products at a lower price level?

List ideas for new products you could sell at a lower price as an entryway.

FINANCIAL IMPACT: If you implemented this strategy, how many units could you sell at a reduced price each week? Multiply your reduced price by the number of weekly sales and multiply that number by 52 (weeks) to reveal your annual increase.

Strategy 4: Drip Campaign

People who know me know I love “ah-ha” moments. When I work with new clients, asking the right questions to uncover new possibilities is pure gold. I love the discovery phase and seeing their faces light up when something strikes a chord.

Here’s one of my favorite first-time client questions, “When a customer doesn’t buy what you sell, how many times do you follow up?”

Almost always, I hear “none.” Reflecting on the first section of this book, we learned that only 1% of customers are ready to buy now. That means 99% are not prepared to purchase today, but many will buy in the future. Of that 99% of potential buyers, 80% of all sales occur between the fifth and 12th point of contact. Hence, if you want them to buy from you, you need to nurture them and stay in touch regularly.


Do you see the opportunity here? This is the time to implement a drip campaign. A drip campaign delivers a form of communication to your customers on a predetermined and scheduled basis.

Here’s the cool part — once you’ve created your compelling offer, you can efficiently create consistent content using bite-size digestible and impactful pieces to send consistently.

EXAMPLE

Here’s an example of a client who owned a sunroom company. When homeowners consider any remodeling project, wouldn’t they love to see an “idea guide” to brainstorm the possibilities in their home?

Sunroom Idea Guide



Wondering What A New Sunroom Would Look Like On Your Home?

STUNNING.

Recharge Your Solar Batteries
No Taps The Risk But Of Home Improvements

FOUR SEASONS
SUNROOMS

7 Benefits Of Owning A Sunroom

If I have heard it once, I have heard it a thousand times... "oh that one I think I should have added my sunroom years ago". Almost every client we work with at Coastal Empire Estuaries is absolutely amazed at the increase in the quality of life they experience after adding a sunroom. It may be hard to believe, so let me see if I can quantify for you the benefits of owning a sunroom and keep it in mind - these benefit idea statements come directly from our clients.

Benefit #1 - Enjoy The Outdoors 365 Days A Year
Ever been stuck inside on a rainy day, wishing you could be sitting outside hearing the pitter of the rain and watching the lightning without getting soaked? Have see the snow fall and want to be in the middle of it without freezing or getting frostbit? How about sit outside on a sunny day and watch the birds, or the flowers blow in the wind without sweating or getting burned by the sun? A sunroom allows you to extend your home "into nature" in a safe and comfortable way. It allows you to move your backyard "into" your home without the insects, dirt, gitter and other nuisances.





Benefit #4 - Recharge Your Solar Batteries
More and more documented studies are beginning to prove that your mother and grandmother always knew... getting an appropriate amount of sunshine on your skin every few days provides vital nutrients, vitamins and minerals that the human body needs.

The problem has always been that to get sun meant you had to be outside - which means you are at the mercy of Mother Nature. Bugs, hot weather and even the occasional windy day all make recharging the batteries a pain sometimes.

With a sunroom, you get to control the temperature, you get to eliminate pests like ants, flies, mosquitoes and other nuisances - and wind is a non issue. You can sit in your sun room, at a comfortable 73 degrees while getting a full healthy exposure to the sun.



Benefit #5 - Increase The Value Of Your Home
If you have plans to sell next 2-7 years and want return on investment. Putting in even a sn increase the value of a h. I am sure you could app looking for a home an one with a sunroom are would try and get th sunroom.



Master Bedroom Sunroom - This type of sunroom isn't for everyone, as it can be really bright in the morning, but for those early risers who enjoy the progressive light of the sun or enjoy opening the shades in the sunroom early in the morning to capture those first morning rays - this is the room for you. If you are an early riser you will be amazed at just how easy it is to rise with a sunroom 10 feet from your bed. You can wake up, walk over, pray, meditate or just relax while reading the paper. Size wise it falls into the medium category and is one of the least common types of sunrooms we find in homes today.






Back Porch Sunroom - Probably the most commonly thought about type of sunroom, and the most practical. It sits at the back of the



If you've been in business for any length of time, you might be saying to yourself, "But Amanda, no one reads!"

It's true. The potential customers that downloaded this beautiful piece had every intention of reading it, but only about 20% of them did.

That's okay, though, because the idea guide has already done its job. It compelled our potential customers to give us their contact information to begin the five to 12 touchpoints with a drip campaign. And, with the idea guide already created, we can quickly, efficiently, and inexpensively recreate sections of this piece and send it to them by mail or email.

7 Benefits Of Owning A Sunroom

If I have heard it once, I have heard it a thousand times... "what was I thinking, I should have added my sunroom years ago". Almost every client we work with at Coastal Engine Exteriors is absolutely amazed at the increase in the quality of life they experience after adding a sunroom. It may be hard to believe, so let me see if I can quantify for you the benefits of owning a sunroom and keep in mind - these benefit idea statements come directly from our clients.

**Benefit #1 -
Enjoy The Outdoors 365 Days A Year**

Ever been stuck inside on a rainy day, wishing you could be sitting outside hearing the pitter of the rain and watching the lightning without getting soaked? Ever see the snow fall and want to be in the middle of it without freezing or getting frostbite? How about sit outside on a sunny day and watch the birds, or the flowers blow in the wind without sweating or getting burned by the sun? A sunroom allows you to extend your home "into nature" in a safe and comfortable way. It allows you to move your backyard "into" your home without the insects, dirt, grime and other nuisances.





For example, the first benefit listed in the idea guide is about enjoying the outdoors 365 days a year. This sunroom company created an oversized postcard using this excerpt of the idea guide (they could have also done it through email).



**Our Sunrooms Stay So Warm
In The Winter That You Can
Enjoy Yours In
Your Underwear**

*(Not that we actually
recommend it...
after all, it
IS a glass room!)*

PAID
OFFER

**The #1 Fear People Have About Sunrooms is Completely Unfounded...
Four Seasons Gives You The Perfect
Temperature 365 Days A Year.**

The Key To New Glass Coating Technology
That Keeps 99% Of UV Rays
They might say that there's a limit to a sunroom's ability to keep you warm and cozy in winter. But with our new coating technology, you can enjoy your sunroom year-round. And you'll love it.

Maximize Energy Savings - By blocking out 99% of UV rays, you'll save on your energy bill. And in the summer, you'll keep your sunroom cool and comfortable.

Ever Wondered "How do you" not get hot in the sun? - Our new coating technology is a game-changer. It's the only coating that can keep your sunroom cool and comfortable year-round. And you'll love it.

Call Us Today!
Address: 1
Address: 2
(444) 555-7777

\$2,000 OFF
Your Four Seasons Sunroom
With This Card

Offer valid for 30 days. Offer good on new installations only. See dealer for details.

Benefit number four states that owning a sunroom recharges your solar batteries. Here's the postcard that spotlights that benefit.



**"We Sit In Our Sunroom
For At Least 3 Or 4 Hours
EVERY SINGLE DAY..."**

**"John Reads His Morning Paper
And Drinks His Coffee."
"I Crochet Or Watch Television."**

*"I Don't Know What It Is...
But There's Something
About The Sunlight That
Rejuvenates And
Energizes Me..."*

PAID
OFFER

**Most Of Our Customers' Biggest Sunroom Regret:
Waiting So Long To Actually Get One.**

Have It Now!
Instead of later.

Don't miss out on the best of both worlds. Get your sunroom now!

Call Us Today!
Address: 1
Address: 2
(444) 555-7777

\$2,000 OFF
Your Four Seasons Sunroom
With This Card

Offer valid for 30 days. Offer good on new installations only. See dealer for details.

The point of these is to emphasize that once you create your compelling informational offer, you have everything you need to implement a drip campaign.

FINANCIAL IMPACT

Let me go back to the child psychologist example to show you the true impact of a drip campaign. I mentioned that a conservative estimate of leads the doctor could generate would be 300 leads per month; I also said they would average 60 potential clients that would opt-in for the informational offer, and six of those 60 would become patients. That means 54 prospective clients didn't buy.

Now, imagine that those 54 people begin to receive the doctor's drip campaign. Typically, out of those 54 prospective customers, we'd see a minimum of two buys within 30 days. This pattern continues month after month for as long as the doctor continues his drip campaign. Thus, every month 54 new prospective customers go into the top of the doctor's customer buying journey, and an additional two sales per 54 continue to convert to buyers.

Here's what the numbers look like over the first year.

54

54 + 52

54 + 52 + 50

54 + 52 + 50 + 48

54 + 52 + 50 + 48 + 46

54 + 52 + 50 + 48 + 46 + 44

54 + 52 + 50 + 48 + 46 + 44 + 42

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38 + 36

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38 + 36 + 34

54 + 52 + 50 + 48 + 46 + 44 + 42 + 40 + 38 + 36 + 34 + 32

At the end of the first year, the doctor generated 3,640 new potential customers and 72 new clients through his squeeze page. In addition, however, the doctor produced 156 new clients through his drip campaign strategy.

This growth pattern continues year after year for as long as the doctor maintains this strategy. By month twelve, the doctor generates 30 new patients every month. Is that a number this doctor can handle logistically? Once the doctor reaches the maximum number of patients he can take, he can stop all lead generation efforts and use the drip campaign alone to continue to add patients far into the future.

I found \$120,000 in additional annual revenue during a recent business assessment by implementing a drip campaign, which grows exponentially year after year.

\$120,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$350,000 - \$500,000.

WORKSHEET

80% of sales occur after 5 to 12 touchpoints of contact when a drip campaign is in play. In your drip campaign, you want to educate your prospective customers (not spam them with the same message).

Getting the creative juices flowing

- If you're afraid of making a mistake, you could write a small story about fear.
- If you are feeling euphoric, you could tell a tale about your "why."
- If your customer or clients feels blocked, you could talk about how to help them get unblocked.

Think about topics of education you could provide your prospective customers. Then, jot down some ideas here.

How do you want your customers to feel?

FINANCIAL IMPACT: If you put this strategy in place, you'll likely be one of the only companies in your market doing, it and you'll see a dramatic increase in conversions. For implementation, let's stay conservative and enter a 10% increase here.

To calculate impact, enter your total sales revenue from last year and add 10% to it. This conservative number can easily double each year as long as the drip campaign is in place.

Place your notes here.

SECTION 3: MORE TRANSACTIONS

Strategy 5: Upsell & Cross-sell Strategies

Did you know that 34% of customers will buy additional products or services if asked? However, most businesses don't ask. That's where upselling and cross-selling come in. When executed authentically, these strategies can powerfully impact your bottom line.

First, let's define each of these words. Upselling is when we offer a higher grade, quality, or size of an item that the customer may be interested in when the customer is ready to buy. Cross-selling means offering other products or services that complement the thing the customer wants.

A simple way to think about these two strategies is to place yourself at McDonald's. When the server asks you if you would like to "supersize" your meal, it's an upsell. But, on the other hand, when they ask you if you would like a hot fudge sundae as well, that's cross-selling.

EXAMPLE

Let me give you another example from when I started BCC Business Consulting. I had trouble dedicating time to marketing my own business because I was easily distracted creating content for other businesses as a marketing consultant.

One day an ad on Instagram popped up for marketing strategist Nikki Clark's content vault, highlighting a product that prompts ideas of what to talk about each day of the week. I was intrigued, clicked the link, and explored it a bit before closing the tab. Another ad pops up a few days later — I think about it. Still not ready to buy, I keep scrolling.

Then, I finally clicked on the advertisement for a year's worth of content for \$17. I took the bait and entered the buying process. As I navigated through the squeeze page, they offered me Stories that Sell and The Email Vault. In the end, I spent over \$100 on the first purchase with the upsells and cross-selling offers. Furthermore, to connect all we're learning in this book, Nikki's added me to their drip campaign, where I later purchased another product for \$70. Do you see how combining these strategies and delivering valuable products to your

ideal customer is lucrative for your business? I started as a \$17 customer and ended up spending \$170.

Let's look at another example to illustrate how these strategies can work in another type of business. Picture yourself at the dentist. First, they offer essential services like exams and teeth cleaning, followed by higher-skilled services like root canals, crowns, fillings, braces, and cosmetic services.

The problem for dentists is that most people already have a dentist, and 90% of them will never change unless their dentist either retires or dies.

So what might convince someone to leave their current dentist? First, consider that 85% of people have medical insurance, but only 50% have dental insurance. Among those without, 44% cited lack of insurance as the main reason they didn't visit the dentist. Here's where opportunity exists.

What do you think might happen if a dentist specifically targeted families without dental insurance and offered them the same services as those with dental insurance, but without paying the expensive monthly premiums? Here's a marketing campaign designed for this dentist in Richardson, Texas.

NO PROBLEM No Dental Insurance?

Introducing A "Better Than Insurance" Dental Program...
Get A Full Exam With X-Rays For Just \$25.
Lunch & Adults & Children the Same.

SMILES DENTISTRY
10000 N. Highway 100
Anytown, NJ 00000
800-757-1213
www.MoreSmiles.com

Think No Dental Insurance Means You **Can't** See The Dentist?
THINK AGAIN.

Our "Better Than Insurance" Program Makes Visiting The Dentist Affordable For **Everybody**.

SMILES DENTISTRY
10000 N. Highway 100
Anytown, NJ 00000
800-757-1213
www.MoreSmiles.com

Don't **WASTE** Thousands Of Dollars On Dental Insurance Premiums...
Dental Care Is Now **More Affordable WITHOUT** Insurance.

We're The **Only** Dentist In Richardson Who Offers "Co-Pay" Prices On Routine Exams...
Even If You Don't Have Insurance. **Just \$25.**

SMILES DENTISTRY
10000 N. Highway 100
Anytown, NJ 00000
800-757-1213
www.MoreSmiles.com

SMILES DENTISTRY
10000 N. Highway 100
Anytown, NJ 00000
800-757-1213
www.MoreSmiles.com

Quality Dental Care For Families With No Dental Insurance.

Full Exam With X-Rays & Cleaning For \$25—Same As Co-Pay For Our Patients With Full Insurance. Plus A \$500 Credit Per Person Per Year Toward Additional Treatment (Crowns, Bridges, Root Canals, Etc.)

SMILES DENTISTRY
Dr. Joseph A. Santley
Anytown NJ 00038
800-757-1213
www.moreSmiles.com

Only The Richardson Dentist Offers “Co-Pay” Prices For Routine Exams... Even If You Don’t Have Insurance!

We’re Only Accepting 100 New Patients On This Program—Call Now If You Need Dental Care.

SMILES DENTISTRY
Dr. Joseph A. Santley
Anytown NJ 00038
800-757-1213
www.moreSmiles.com

This campaign exploded the dentist's profits. But you might be thinking, how could they afford to offer this type of program?

Knowing their costs, the dentist offered patients the essential services at his cost—the \$25 covered labor and materials to clean the patient’s teeth. But with more customers in the door, the dentist has double the patients to upsell and cross-sell his more profitable services. In addition, this strategy has the best interest of the client in mind. Leaving dental work undone is potentially harmful later. Can you see how these strategies don't leave you with an over-the-top and icky-selling feeling when executed in a customer-centric manner?

FINANCIAL IMPACT

I have one more example for you because it’s essential to see how this can benefit your company.

The food business is tricky because margins are tight, and food goes bad. A restaurant client was unsure how to increase their profits, so I analyzed their margins and found that wine, appetizers, and desserts had the highest profit margin on their menu. By training staff to offer these items to patrons, they doubled their sales on all three! Let’s look at how.

First, a server brought an appetizer and wine cart to each table before the patrons ordered and offered them free individual samples. Then, after dinner, the server repeated the process with a dessert cart, giving a free sample of each

dessert to everyone at the table. The taste and reciprocity instantly doubled their appetizer, wine, and dessert sales. But they didn't stop there.

The restaurant dramatically increased its total order revenue by holding a pre-shift sampling every day of a special or a high-margin item on the menu. Patrons tend to order what the team recommends. Coaching and offering samples allow staff to explain to customers their recommendations authentically. This strategy alone increased the restaurant's total entrée revenue by 15%.

Recently, I found \$175,000 in additional annual revenue for a restaurant through these targeted upsell and cross-sell campaigns.

\$175,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$500,000 - \$750,000.

WORKBOOK

List ideas for upselling & cross-selling for your business.

List processes you need to ensure options are offered to your customer at the time of purchase. (ie: employee training, website upgrades, etc.)

Product	Margin	Upsell or Cross-sell	FINANCIAL IMPACT

Other notes

Strategy 6: Expand Products & Services

In this section, we'll explore another way to increase the transactions of customers you already have. First, I must start with a bit of a pep talk. You are extremely good at what you do, and your customers value and trust you. You're passionate and provide fantastic products or services to your customers. Own that because it's true. Trust me, I know it's hard.

Since you provide a quality product (or service) and are trusted, your current customers are open to various items you introduce, recommend, or endorse. When exploring this, we go back to the fundamental question of what other products or services would your customers find valuable?

Let's look at examples to see this strategy in play.

EXAMPLE

Consider a landscaping business. As a landscaper works with a homeowner, they may also need tree trimming, decking, fencing, stonework, a sprinkler system, outdoor lighting, a patio or outdoor kitchen installed, and so on.

The landscaper doesn't perform any of these services, but they are in a prime position to make professional recommendations, and most homeowners will go with those recommendations. The landscaper could quickly negotiate anywhere from a 10% to 25% affiliate fee from each of these various service providers, and in the process, double their annual revenue.

As a business growth strategist, I do this myself. I offer my top-tier clients an array of additional services. First, they get complete online access to all my proprietary business growth, marketing, advertising, strategies, tactics, and resources 24-hours a day, 7-days a week, 365-days a year, through an online e-learning system.

In addition, my onboarding process is designed to hold my clients' hands. At the same time, they implement strategies that increase revenue and profits immediately and include action group calls, mastermind sessions, and so much more.

The point is this —I created all these additional services myself because I know what it’s like to be a business owner. Furthermore, it separates me from the competition.

Best of all, I can do this for your business as well.

I found \$18,000 in additional annual revenue for a recent client by simply offering other products and services to their customer base.

\$18,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$50,000 - \$75,000.

WORKSHEET

What other products or services will your customers find valuable?

Product or Service	Internal or External	If External (joint venture or purchase & list company name)	Notes:

Table Key:

Internal: you create the product or service

External: you bulk purchase or enter a joint venture to offer your customers the service.

SECTION 4: HIGHER PRICES

Strategy 7: Bundling

The fourth and last section of this book centers around the profit formula. Here, we'll explore strategies that get you higher prices for what you sell.

One of my favorite strategies is bundling. Simply put, it's the process of grouping together certain products to create a sellable package. When you do this, you eliminate the most significant complaint small business owners have — they compete on price.

Remember what we've discussed throughout our time together; consumers shop value, not price. Unfortunately, however, many small business owners aren't conveying their value to potential customers; therefore, the only value proposition available to them is the upfront cost.

Bundling removes price from the equation by creating an "apples to oranges" comparison. The key to uncovering the magic of bundling is to understand your value more than the competition. Customers are willing to pay twice the price if they believe they're receiving four times the value. Let's dig into this more.

EXAMPLE

Consider a home builder; they likely work with various suppliers that typically offer substantial discounts based on volume. In this example, our client agreed to purchase multiple entertainment and security systems, including a 50-inch HDTV complete with high-quality surround sound and surveillance cameras at all entry points.

The retail price for this package, including installation, was \$22,800. However, the builder acquired the components in bulk for \$6,500 without installation. Since the house was stripped to studs, their crew simply installed the system as they worked through the project.

Consider this builder sells homes in the \$250,000 range. What if the builder offered a home for \$256,500, including the entertainment and safety system installed for no additional fee

Which house would you buy, the one without or with the safety system? What if this builder offered the new home for \$260,000. Do you believe that an additional \$3,500 would prevent anyone from buying this home?

FREE In EVERY Beazer Home

Surround Sound Home Theater

Whole House Audio

Six Zone Controllers

Total Future Flexibility Structured Wiring

Multimedia Outlet x 8

Telephone Outlet x 4

Control Panel

(\$22,800 value)

FREE In Our Competitors' Homes

Cable Jacks x 3

Telephone Jacks x 4

(\$228 value)

Beazer Homes
Vista Greens
3205 Palm Drive
Ft. Worth, TX 76178

This builder didn't set out to bundle security and entertainment system installations. However, they discovered that this was something their customers wanted, so the builder went out and created an affiliate relationship with an electronics provider and doubled their sales and profits.

I found \$26,000 in additional annual revenue through a coordinated bundling strategy in a recent case study.

\$26,000 in additional annual revenue increases the valuation of that business somewhere in the range of \$78,000 - \$104,000.

A Note about Discounting

Before we move onto your worksheet, I need to inject a mini-rant about discounting.

In all my time working with business owners, I've found often that they offer discounts that undermine their profit margin in a misguided attempt to increase their value. I don't like to be the bearer of bad news, but this is simply not the case.

Did you know that if a business discounts their price by 10%, they now must sell 50% more to break even? Let me show you the math.

If you sell a widget for \$100 and have a 30% profit margin, you make \$30 for every widget you sell, and your cost is \$70.

Now, if you discount that widget by 10% and sell it for \$90 instead of \$100, your cost basis is still \$70. So now you're making \$20 in profit instead of \$30.

Here's another way to illustrate this: For the widget company to make \$1,000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets ($\$30 \times 33.33 = \$1,000$). But by discounting the price by 10%, they now need to sell 50 widgets ($\$20 \times 50 = \$1,000$). Meaning they must sell 50% more widgets to get back to their original profit margin ($33.3 \times 1.5 = 50$).

When was the last time you saw a business offer a mere 10% discount? Most of the time, the deal is in the 20% to 60% range. Also, note that consumer research indicates that discounting doesn't impact buying decisions unless the discount is 40% or more.

I think you get the point. Let's stop discounting and innovate your business to provide more value.

WORKSHEET

List bundling ideas.

Bundle	List products in the bundle	Internal or external product sourcing?	Notes:

Strategy 8: Increase Pricing

There are two ways to increase profitability: increase revenue and decrease cost.

Usually, when I suggest a price increase to a client, I see their eyes go wide, and they start to sweat. But unfortunately, the reality is most small businesses take years to increase prices. I get it! It can be scary, but I want to show you the math to help make it simple to evaluate whether this is an option for your business.

The fear of losing customers due to price increases is the number one reason business owners get anxious. So, let's look at the math to see if this bears out.

Going back to the widget example, let's say you're selling the widget for \$100, and you decide to increase that price 10% to \$110. Do you feel that a lot of customers will delete it due to the \$10 increase? Let's look at some numbers to see the impact.

The business selling this widget is now making an additional \$10 (of which is pure profit). So right there, that's a 33% increase.

As discussed in the last chapter, this widget company would need to sell 33.3 widgets to make a \$1,000 profit when selling at \$100. But now, by increasing their price by 10%, they only need to sell 25 widgets.

This means that they would need to lose 25% of their customers to be negatively affected by the price increase.

Of course, I'll want to perform a price analysis on your business to determine the most lucrative increase for you. This is a strategy I strongly recommend, even if you decide a slight 3-5% increase is possible. Simply put, there is no faster or easier way to generate additional revenue.

The last note in this chapter is about the cost of doing business. When was the last time you audited your vendors to price shop what you need? Or have you evaluated recurring subscription, point-of-sale, or association fees?

In cost evaluation for my clients, we look at employees, contractor contracts, building maintenance schedules, and more.

In a recent case study, I saved one business owner more than \$15,000 in additional annual expenses by evaluating their vendors. \$15,000 in additional yearly revenue increases the valuation of that business in the range of \$45,000 - \$60,000.

WORKSHEET

Price Analysis

Product	Hard Costs (list & evaluate)	Vendor Audit (price shop)	FINANCIAL IMPACT:

List and evaluate clubs, associations, and subscriptions.

List tasks that could be streamlined and delegated and to whom? (intern, entry-level person, etc.)

Examine outsourcing vs. internal hiring (for marketing, bookkeeping, etc.)

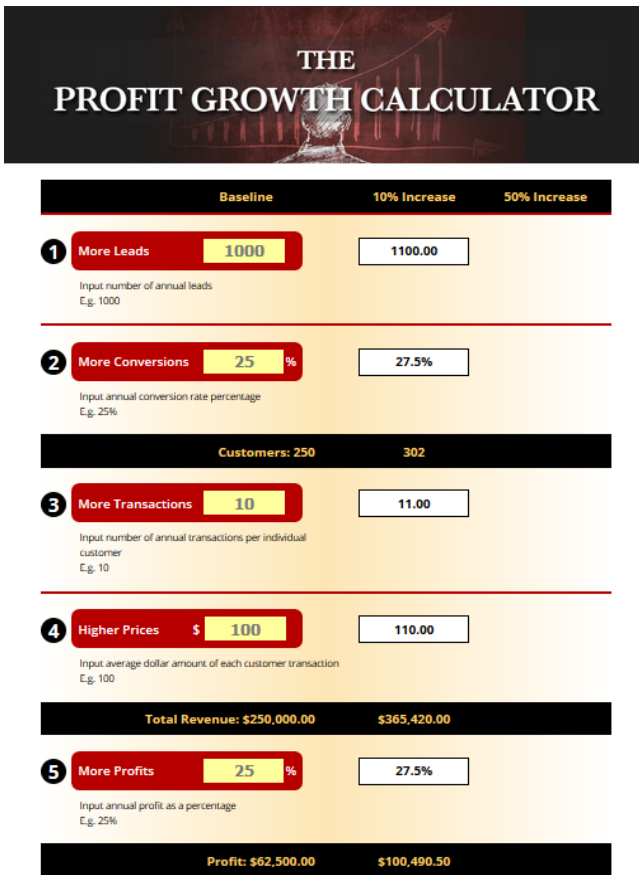
Other cost-saving ideas.

CONCLUSION

Here's the fun part! Look back at your worksheets and add up the revenue you identified through all eight strategies. Wow is right! And it's just the beginning.

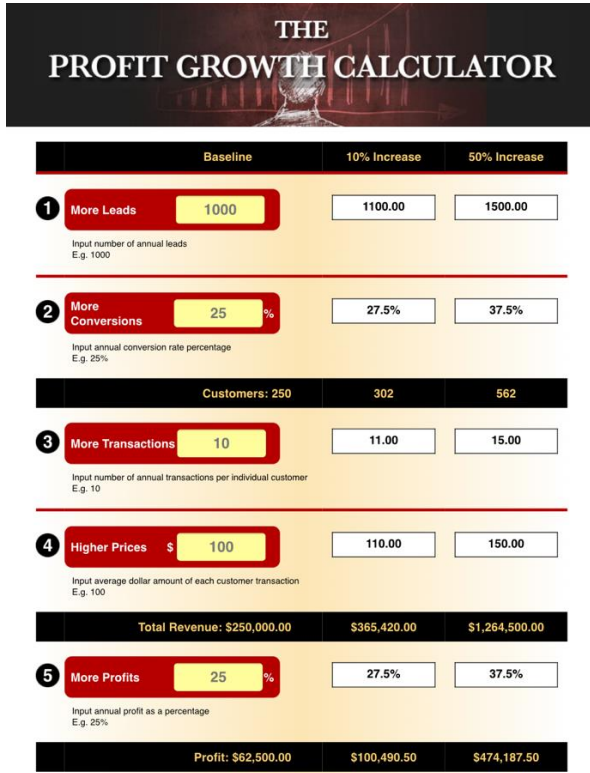
When you execute each of the strategies, you've created a system for your business that will generate consistent leads, conversions, and sales year over year. Best of all, the systemization of your company makes a self-sustaining model, freeing you up to do what you love.

Let me assure you that what we've uncovered here is just the beginning. Remember at the beginning when I showed you the Profit Growth Calculator?



If you increase each of those five areas by 10%, you see the annual revenue almost double from \$62,500 to over six figures.

But, if you could increase each of the five areas by 50%, the business would skyrocket from \$62,500 to almost half a million dollars annually.



When I work with my clients, I work in the 50% or higher range. Having read through this book and worked through the worksheets, I hope you can imagine your potential increased revenue.

Listen, I relate to where you are right now. Before I figured out how to grow my businesses, I was exhausted, felt like a failure, and was completely burnt out.

That is why I have made it my mission to ensure you don't get there.

If you want to feel freedom in your business, you can get step-by-step support to build the company of your dreams.

Would you like to go on an adventure with me to turn your passion into a profit-generating machine? If it's a "hell yes!" let's connect on the next page!

READY TO GET STARTED?

SCHEDULE AN APPOINTMENT

WITH THE LINK BELOW

[CALENDLY.COM/MOOREBUSINESSGROWTH.COM](https://calendly.com/moorebusinessgrowth.com)

GIFT: FREE TRAINING

EVERYTHING YOU'VE EVER LEARNED

ABOUT GENERATING LEADS AND

GROWING YOUR BUSINESS IS WRONG!

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