

# 7 ways to increase your bottom line



and make your business profits  
increase over 100% in any market cycle

# 7 Ways to Increase your Bottom Line...

and make your business profits  
increase over 100% in any market cycle

## CONTENTS

Disclaimer	3
Are you working in your business or are you working on your business?	4
7 ways to increase your turnover	5
Strategy 1 – Use leverage in every one of your advertisements and sales letters	6
Strategy 2 – Measure everything	9
Strategy 3 – Access the power of referral business	10
Strategy 4 – Networking with real leverage: how to create trust in an instant	13
Strategy 5 – Give your products away for free	15
Strategy 6 – Maximise the value of every single customer	17
Strategy 7 – Remove the fear from your customers	20
Have you been listening?	21



## *disclaimer*

**Australian Property Investors Network Pty Ltd is not:**

- a licensed investment advisor or planner
- a licensed real estate agent
- a licensed financial planner or advisor
- a qualified or practicing accountant
- a qualified or practicing finance professional

All information including materials referred to or provided to the recipient by Australian Property Investors Network Pty Ltd (APIN) has been developed by Australian Property Investors Network Pty Ltd solely from personal experiences and research as an investor and is referred to, or provided as, a typical model or framework which is referred to or provided by the way of example only and is not intended to be, nor is it accepted as, specific investment recommendations or advice to the recipient.

The laws relating to finance, property, investment and taxation are constantly changing and whilst all care is taken in the formulation, presentation, and dissemination of the information APIN does not warrant the accuracy of the information nor the appropriateness of the information for the recipient's specific investment requirements.

No investment decision should be made by the recipient based solely on the information provided by APIN and the recipient should obtain independent financial and legal advice in respect to special to specific investment.

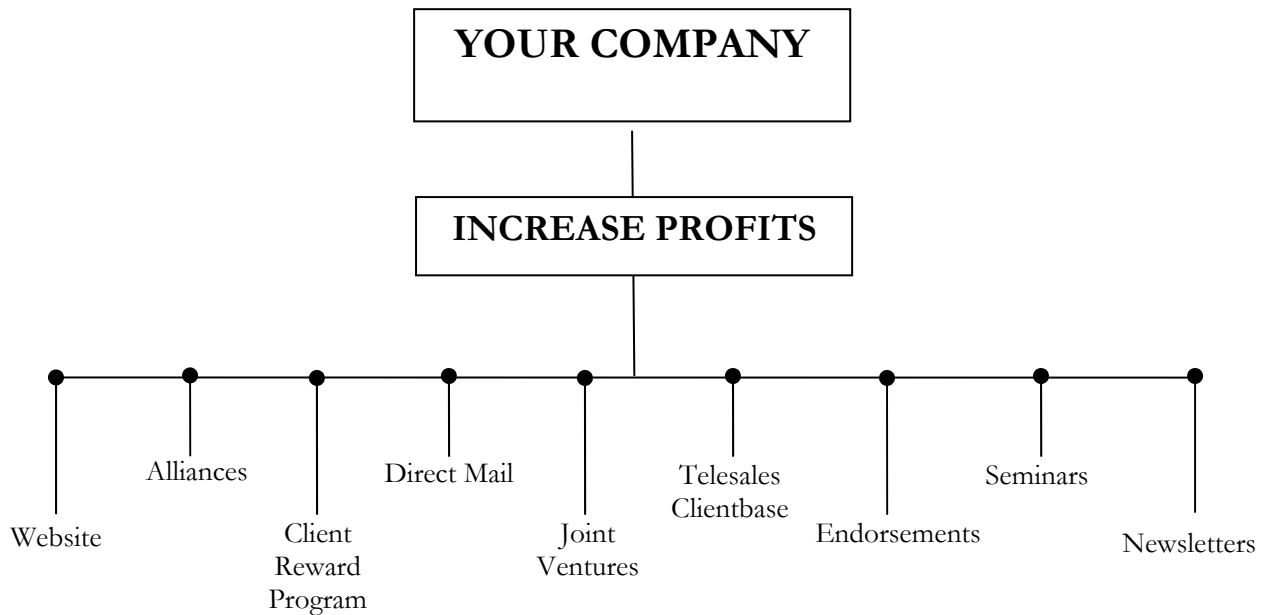
**Release:** The recipient releases absolutely APIN from all and any responsibility or liability for any losses claims or demands that may be incurred as a result of the recipient using the information for investment or other purposes.

**Restraint:** The recipient hereby agrees that it may not (whether expressly or implies) represent or hold out to any person that the recipient is a representative, agent, employee, and partner or in any way connected with APIN.

**Confidentiality:** The recipient hereby agrees that the proposals, documents, concepts, ideas, calculations, formulae, intellectual property and any other materials or proprietary information (whether written or oral) given to the recipient are strictly confidential and remain the intellectual property of APIN. Proprietary information may only be used by the recipient within the scope of the material and may not be adopted or used for any other purpose, in particular to conduct any other promotional or marketing activity, without the prior written consent from APIN.

**Privacy:** APIN is bound by, and committees to, supporting the National Privacy Principles (NPPs) set out in the Privacy Amendment (Private Sector) Act 2000. Our Privacy Policy addresses any potential concerns you may have about how personal information you provide to us is stored, used, and accessed, this information can be accessed by applying in writing to: Australian Property Investors Network Pty Ltd, Suite 33, Level 3, 1-7 Jordan Street, Gladesville NSW 2111 (ACN 120 319 897).

*are you working in your business?*  
*or*  
*are you working on your business?*



**You must ask yourself these questions:**

1. Am I driving my business forward or am I turning up to work each day hoping things will get better?
2. Am I valuable to other businesses who want to refer business to me?
3. How am I seen in the eyes of my client and does my business reflect this image?
4. Am I linking with other companies to make my business a better proposition?
5. Am I investing money on my education to benefit myself and my business?



## *7 ways to increase your turnover*

### **Information is imperative for success**

Information that is implemented and acted upon is power. Having an open mind is power. And before we even get into this report, I need to ask you one question. “Are you wasting your time?” – the one thing we can’t replace is time, so if you have no plan to implement the information in this report, if you think you know it all already and there’s nothing to learn. Please STOP now. Life’s too short to waste. Go to the beach instead.

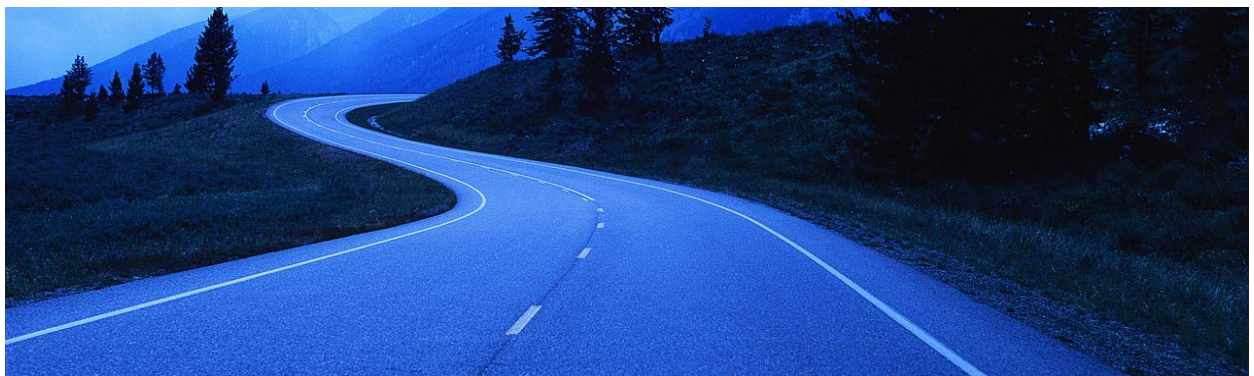
So now empty your mind from everything you think you know. It’s our ego that usually stops us from learning and implementing new things. Right now you’re deciding to take in new information that will transform your business, and more importantly your lifestyle – if you act and implement it!

### **Let’s talk about leverage**

I’m talking about how you can get an activity, an investment, an opportunity, and an effort of people or creative intellectual capital to produce for you and your business at a much higher, bigger, better and more profitable yield or result than it otherwise is currently. What are the vehicles that produce the greatest drivers of business growth that are used by a select few.

### **You can make money from your marketing**

That’s right – if you listen, take notes and implement. So let’s get started...and remember if you are not advertising or marketing yourself and your business, you will fail because successful people are doing positive and successful things that bring about results and ultimately change and reward.



## *strategy number 1: use leverage in every one of your advertisements and sales letters*

It never ceases to amaze me that so many companies will invest tens and hundreds of thousands of dollars in their advertising, without researching what actually works – the strategies that have been proven to work over hundreds of years. Think about it. If you are investing a substantial amount of dollars into advertising, why wouldn't you take the time to **get it right**.

Yet thousands don't. If you would like an example of this, just pick up any yellow pages book, and you'll find thousands of ads that look exactly like the last one. Why? Because everybody copies what's not working. That's why! And over 80% of business owners are wasting money doing the same things with little or no results.

Let me explain....

By far the BEST way to lock people on to your ad like a kid on a Mars bar, is to:

**USE A HEAD LINE** that stops them in the street.

And I'm talking about a headline that does more than tell people your business name. And one that does more than yell "JOHN'S CAR YARD!".

I'm talking about a headline which virtually slaps your potential customer in the face (in the nicest possible way of course), grabs them by the shirt and says, "*Hey buddy, if you do just one thing today, make sure you spend just 60 seconds listening to what I've got to tell you!*"

Here's an example:

## **ATTENTION:**

**If you're looking for a new property, don't do  
anything until you read this!**

Now that's a kick butt headline – right. It grabbed your attention and gave you the desire to learn more. And that's all a headline is meant to do.

## *strategy number 1: use leverage in every one of your advertisements and sales letters*

Here's a few more headlines that have actually worked gangbusters. Not in theory – but results:

- **Little old lady makes big profit**
- **What the rich know and want to keep from you**
- **The secret of making people like you**
- **How to win friends and influence people**
- **Do you make these mistakes everyday**
- **Everyone's raving about this amazing product**
- **Do you pay too much tax**
- **Hands that look lovelier in 24 hours – or your money back**
- **Why some people almost always make money in the stock market**
- **How I improved my relationships in one evening**
- **Some people work while successful people network**



You see, what the headline does is advertises your ad. Now if you don't believe it will work, just pick up any newspaper in whatever part of the world you live in, and notice what all of the articles have – headlines. Why? Because they work. Your eyes look out for them.

Grab a copy of any Readers Digest. One of the most successful magazines ever. Look at the way it is written. Notice the headlines.

Now there is one thing you MUST understand (and you won't learn this from any flashy advertising agency either) – your prospect doesn't care who you are until you show them how you can benefit them.

What does that mean ... it means NO company ads at the top of your ad. No reference to how long you've been in business (leave that for later – after you've got their interest), no pretty pictures.

Commit that to memory.

Now spend 80% of your time on getting the headline right, because it will make all the difference.

*(By the way, the unconventional methods I am suggesting here may cause you to become a bit uncomfortable. That's okay. If you want the same results as everyone else, just copy theirs. From memory, I believe the statistic is that 95% of businesses fail within the first 5 years. NO WAY..... that's not for you or me.*

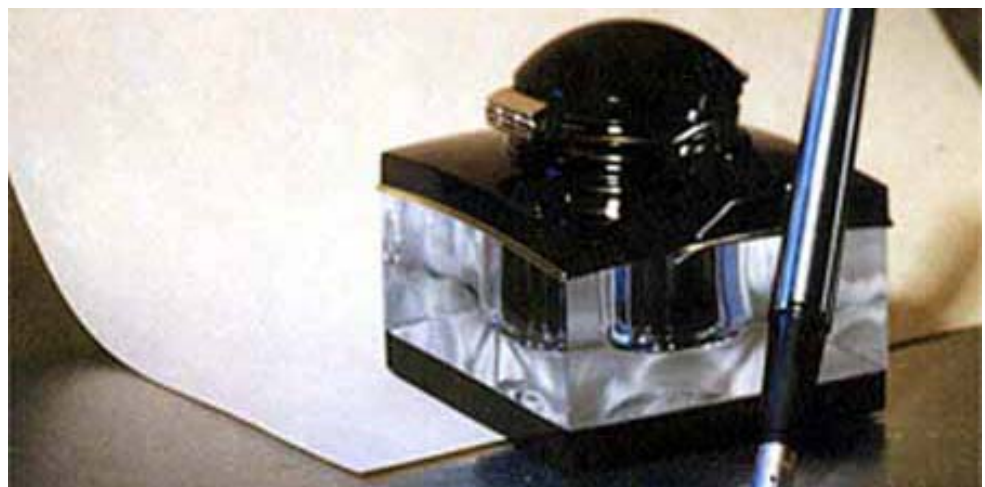
*So do you want results.... or do you want pretty pictures? Results are what my methods are based on – and why you are reading this report, aren't you? Something else: This “unconventional” approach is also WHY ad agencies and many marketing “gurus” don't particularly like me. It is the sort of stuff they won't teach you at any University Course on Marketing. My ads don't fit their mould for beautiful, sexy, award-winning creations. The only ad that's worth anything is one that sells stuff – and MAKES YOU MONEY.)*



## *strategy number 1: use leverage in every one of your advertisements and sales letters*

### *key point*

1. The key to success lies in perpetual testing of all variables.
2. What you say is more important than how you say it.
3. The most effective headlines appeal to the readers self interest or provide news.
4. The secret to success is giving people (clients) what they want, easily, quickly and on time.
5. Long headlines with a **MESSAGE** are more effective than short headlines that say nothing.
6. Specifics are more believable than generalities.
7. Long copy sells more than short copy.
8. Giving a 100% guarantee and money back clause is imperative.



## *strategy number 2: measure everything*

The first thing I have to say is that you may not realise the magnitude of difference between one advertisement and another.

Make sure you read the following statement by John Caples, the doyen of direct response copywriters. Now read it at least 3 times:

*"I have seen one advertisement actually sell not twice as much, not three times as much, but ten times as much as another. Both advertisements occupied the same space. Both were run in the same publication. Both had photographic illustrations. Both had carefully written copy. The difference was that one used the right appeal and the other use the wrong appeal".*

Now do you want to know the secret of becoming an advertising genius? Here it is:



Write 12 different advertisements. Use them all and measure them meticulously. At the end of this process you will know what works and what doesn't. The best ad may produce a significant increase from the least producing ad.

How much is this knowledge going to be worth to you? It depends? Let us say you invest \$30,000 a year in advertising. If your new ad products 3 times the results, you can either reduce your advertising budget by \$20,000 or keep it the same and you'll increase your sales from advertising by 300% over the next 12 months.

Now have I got your attention? I recently saved my company \$25,000 in advertising costs by measuring advertising, and eliminating anything which wasn't bringing in results. We also modified ads, so we are receiving increased sales and saving money.

Advertising is salesmanship in print.

*key point:  
Do a 'google' search on "Jay Abraham"*

## *strategy number 3:* *access the power of referral business*

**Are you searching for the ultimate solution, which will cost you next to nothing, bring in a flood of new customers, generate heaps of sales and leave your competition wondering what happened? If you are, and you already have a stream of loyal customers in your business... I have some great news for you.**

I constantly hear business people tell me that they generate a lot of business through word of mouth. The fact is people talk to each other. Then I ask them: What would happen if we set up a system to encourage more referrals? What would that do to your business? And what is that system took all of about 2-3 hours to set up, cost barely nothing and could potentially generate thousands of dollars of extra sales and even more referrals?



Let me explain how this system works. When you're planning to buy something, you always feel more confident purchasing from someone that has been recommended by a friend you trust, don't you? We all like to know that someone has tried your service and can vouch for it doing what it says it can do.

### **SO HOW DO I SET UP A REFERRAL ALLIANCE NETWORK?**

It's relatively easy. The first thing you need to identify is "What is the average dollar value of a client". Let us take the example of a women's hairdressing salon where the average sale would be \$50. Now how much is that customer worth to you? How many times do they come back within a year? If they come back once a month that customer is worth \$600 to you. The most important part of this exercise is knowing what the average value of a client is. To work this out is simple. Calculate the number of clients on your database and divide this by the turnover since you started. For the purpose of this exercise, let's assume the average value of a client is \$400.

### **How much extra business can our clients send to us?**

Based on the above details we know that with an average dollar value for each client of \$400 if a customer sends us:

- 4 clients = \$1,600 turnover
- 8 clients = \$3,200 turnover
- 12 clients = \$4,800 turnover
- 15 clients = \$6,000 turnover

Let's estimate the profit margin to be 50% (you'll have to work this out based on your own product or service). This means if someone sends your business 15 clients you are making \$3,000 in profit from that client.

## *strategy number 3:* *access the power of referral business*

### **How do I reward my clients?**

Simple. Offer them your products for FREE based on how many people they send you. For instance if in the above example you are making \$3,000 in profits with a 50% margin, why not offer your clients FREE Hair Treatments for the year valued at up to \$1,000 if they send you 15 new customers. Total cost to you @ 50% profit margin = \$500. Total Profit = \$3,000. Total Risk = 0. If your clients send you 4, 8, or 12 new customers you structure benefits for each level.

### **How do my clients promote my business?**

When every client completes a service with you hand him or her a letter explaining the referral program, and the benefits, together with some gift vouchers for your client to give to their friends. This makes it easy for them. Your clients give a valuable gift voucher to their friends and they get rewarded for it. You have your best sales force out on the road – and you don't have to pay a single cent.

Example: If you refer a client who buys a property from me I will give you a \$1,000 petrol voucher “FREE”.

### **How do I track results?**

Simply stamp each gift voucher, which goes out with a number, and then write your customers name down next to those numbers of the gift vouchers they have. When gift vouchers come in from their friends, call your clients up and thank them, and let them know of their bonuses. This will keep them active and increase their motivation.



Tell them they are on a Rewards Program and if they send multiple clients, their bonus can be upgraded to a “Weekend on Hamilton Island” which is far cheaper for you than advertising to get a new client.

### **What's the potential of a referral program?**

Let us use the above example. The company has 1,000 customers coming in every month. If just 20% of people were to refer one new customer to their business with an average lifetime value of \$400, this company would have 200 new customers with a value of \$400 each = \$80,000 in turnover = \$40,000 in profit. Not a bad effort for handing out a few pieces of paper and printing some gift vouchers. Not only that, because every customer has been referred, they are more likely to be better customers than those coming from advertising.

## *strategy number 3: access the power of referral business*

### JUST DO IT.

Setting up and systemising a referral system for your business is not difficult...and implementing this program could be the most leveraged time you spend. So what are you waiting for? There's thousands of dollars going untapped sitting in your customer database. Get out of your comfort zone, take stock of your assets, do the figures and make it happen.

Look at this example:

There are only 3 ways to grow a business.

1. Increase the number of clients
2. Increase the transaction value
3. Increase the frequency of purchase.

Increase the number of clients		Increase the transaction value		Increase the frequency		Total
1,000	x	\$100	x	2	=	\$200,000
10% increase 1,100	x	10% increase \$110	x	10% increase 2.2	=	33% increase \$266,200
33% increase 1,333	x	\$125	x	3	=	\$499,875

**Are you excited yet?**

**Well wait, there's more!!**



## *strategy number 4: networking with real leverage – how to create trust in an instant*



This strategy, if you really get it will change the way you look at business, life and friends forever. You'll never need to make a cold call again! Why is it so powerful – because every sale is 80% about EFFORT.

We have all been to those networking events where we pass around business cards, hope to meet a few good contacts and make it a profitable event.

So have you ever asked yourself why networking works? Well firstly, you are meeting people who all have a common interest. You meet with other people face to face and create rapport. It is a fantastic way of doing business. Networking does work for many businesses. There are even networking groups where business owners all get together and end up referring business to each other. It's a great idea.

BUT! There must be a win/win for both sides.

The problem is how many people can you meet in any given event. The second problem is credibility and the third problem is creating ACTION between you and your new alliance. While you may get along, in all honesty it is the first time you have ever met this person – and all of us have been burnt enough times to be a sceptic about anyone we first meet unless we have a reason to believe them, such as testimonials and referrals.

### **Who would you be more likely to believe?**

Somebody you just met for the first time, or a recommendation from your accountant, plumber, real estate agent, etc, that you'd known for 18 years, and who has built his business on absolute integrity. I think we both know the answer to that question.

### **This strategy will drive you broke quicker than any other if you offer sloppy service. Bad word of mouth spreads quickly!**

So here is the potential of this exercise. Let me apply this to three different businesses so you really get it. Firstly, this strategy will only work if you have a high repeat business such as a restaurant, hairdresser, beauty salon, fruit shop, etc.

This one is easy. Rather than making the average offers such as a 10% discount, make a compelling offer.

### **EXAMPLE 1: RESTAURANT**

Free \$20 Meal if you come into our restaurant over the next 2 weeks, and enjoy a dinner on us. Now how much will this really cost you? Probably about \$5 in real costs for the food. After all, you are already paying for staff, rent, electricity, phone, cleaners, etc whether anyone comes into your restaurant or not. Now what happens to your advertising dollar. Do you think you will now receive a better *return on investment* when you offer something for FREE rather than just sending a brochure?

How about a FREE Property CD valued at \$49 for Real Estate Agents, Solicitors, Conveyancers and Mortgage Brokers.

## *strategy number 4:* *networking with real leverage – how to create trust in an instant*

### EXAMPLE 2: LAUNDROMAT

Target key potential clients in the area and offer a FREE Bag Wash valued at up to \$25.00. Your hard costs are probably about 25% of the \$25, so around \$6. Now how much could that customer be worth? Well, if you get one good customer and they order off you every week, that is \$25 x 52 weeks. \$1,300 over one year – not bad for a \$6 investment. Even if you gave a free wash to 200 people and only one of them stayed with you for a year, ordering once a week, you would still be ahead.

You can also give them a referral brochure that for every four clients they give you, you give them 4 FREE washes.

### EXAMPLE 3: CONSULTING INDUSTRIES

Let us say you are an accountant, a solicitor, or a marketing consultant. The number one fear of your customers is that you are going to stitch them up, and rip them off. The other fear is that you really don't know what you are talking about and they are going to waste their money. So how do we overcome this? Firstly, you're reading the way I am doing this – a report to educate you where you read it and say WOW – some of this stuff makes sense. Maybe I should talk to this guy a little more. Right now I as the publisher of this report have more credibility (I hope, anyway!) if you've read this far, than I would if I cold called you on the telephone prospecting for business. Ok, so that's all well and good. But what if you are an accountant? How about a FREE report called "7 Secrets to Saving anywhere from 14% - 46% in tax over the next financial year?". Would that get most peoples attention? What about a solicitor? How about a report titled "What everybody ought to know to avoid getting sued." Consultants could also offer an hour of their time as a FREE Initial Consultation, depending on how busy you already are. Get the picture?



## *strategy number 5: give your products away for FREE*

Are you absolutely crazy! This will kill be – I will be out of business before I know it!

One thing most business owners never think of is the average lifetime value of a client. Here's what I mean by this. Let us take a mechanic as an example. A client may come in for an initial service, which was worth \$100. Now that's what most business owners see. What they don't realise is that over the next 5 years, that client is going to spend \$1,000 a year with them, taking it from a \$100 client to a \$5,000 client. How would you look at your business differently if everyone who walked through the door was worth \$5,000 to you?

**Now, here is the 7 step process to work out the average lifetime value of a client:**

1. Average value of a sale (per client)  
*Minus*
2. Cost of goods to service sale  
*Equals*
3. Average profit of a sale  
*Times*
4. Average number of sales per client per year  
*Equals*
5. Average profit per year per client  
*Times*
6. Average number of years as a client  
*Equals*
7. Lifetime profit value of each client

Okay, let us take an example of a Beauty Salon. The average value of a sale when a client comes in is \$50. It costs \$20 to service this sale, which means each sale brings a \$30 average profit. On average a client returns 8 times a year once they become a client, which means they are worth \$240 in profit per year. Now on average they stay for 3 years, which means every client that walks through the door is worth \$720 to the Beauty Salon. Some more, some less, but \$720 across the board.

Would you give me \$50 if I gave you \$720 in return? I bet you would.

### **How to get started and here's how it works**

Write down the names of every business owner you know that you have built a relationship with, that is in a complimentary field to you where he could refer you work.

For instance:

#### **Accountant**

*You could ask:*

Solicitor  
Printer  
Graphic Design Firm  
Real Estate

#### **Hairdresser**

*You could ask:*

Beauty Salon  
Gymnasium  
Restaurant  
Product Supplier

#### **Mechanic**

*You could ask:*

Auto Electrician  
Service Station  
Sports Store  
Panel Beater

## *strategy number 5: give your products away for FREE*

Here's an example of a Joint Venture Letter which will explode your PROFITS.

Hi Bill,

*I was just thinking the other day how rare it is for a business owner to say thank you to their customers. Then it dawned on me that it is a long time since I've acknowledged you for your support. After all if it wasn't for customers like you, I wouldn't have a business today.*

*Anyway, I was thinking, what could I do to say "thanks" to you?*

*What I have done is this. I have known John Smith for Smith's Accountants for 10 years, and recently I decided to make him my accountant. He showed me a range of ways I could save tax, protect my assets and invest wisely for my future.*

*John's service is first class, he's been in the business for over 20 years, and he understands asset protection and taxation like no accountant I've ever used. I felt very comfortable in the service he offers. So I spoke with John and I arranged a **Special Gift For You.***

*You can call John at anytime on 02 9999 9999 or 0412 xxxx xxxx and arrange a consultation, valued at \$249.00 at ABSOLUTELY NO CHARGE. Your Gift Voucher is attached. I know you will benefit from this service as good accountants are hard to find.*

*Yours truly,*



It basically works like this. If you have an item which has a high repeat purchase frequency (a hairdresser, Laundromat, Beauty Therapist, etc) give your services away for FREE. If you are a one-off service which charges a higher fee, like a solicitor, educate your customers so that they trust you – and so that you can differentiate yourself from every other solicitor in the marketplace. Eg: Write an e-book on why you are different.

The reason this works so well is because basically as humans we are a little bit lazy. And we like to stay with the people and companies we trust. So why should I try your laundry service over anyone else's? OK.....it's FREE. Why not give it a try. Once a customer is satisfied with your service, will they come back? More than likely! Will anyone take advantage of your offer? Probably...yes, but there is the law of reciprocation in play here. If somebody does something for us, we have an innate human need to return the favour. Its part of who we are. This theory has been tested. Trust me – this is my world.

## *strategy number 6: maximise the value of every single customer*

***“It costs 5 times more to get a new customer than it does to keep an existing one”***

So why is it that the majority of businesses forget about a client as soon as they have bought something from them.

Recommended Reading: *Getting everything you can out of everything you've got – Jay Abraham*

### **Let me give you an example:**

- How many times have you received a thank you card from a company after you purchased from them?
- Let us say you had your carpets cleaned, house sprayed for pests, a haircut, etc. How many times do you receive a call to make sure you enjoyed your service and it was up to your satisfaction? How many times have you received a call to book you back in?
- Have you ever bought a mobile phone? Did you receive a call or a recommendation at any time to buy an extra battery, headset or other accessories? My guess is no? How much are these companies losing by not doing this?

Am I getting my message through to you yet? Good, because this is one issue I am extremely passionate about. I have seen a customer service system with nothing more than a gift and a thank you letter spike a 78% increase in word of mouth inquiries. I have worked in million dollar businesses where 50% of the business came from existing clients. Your existing customers are the easiest way to generate new business. Look after them and they will tell all their friends about you.



That means your customers pay you. If you cared enough that they actually paid you for your services, and actually gave you the money to put food on the table for your family, don't you think that is worth sending them a token of appreciation.

### **To grow your client base you can focus on:**

- Referral systems
- Guaranteeing purchases through risk reversal
- Alliance beneficiary relationships
- Using personalised mail
- Running special events
- Developing alliance partnerships
- Become an expert and get attention
- Develop a unique selling proposition
- Holding information evenings – bring a friend for free – doubles your database



## *strategy number 6: maximise the value of every single customer*

You just have to make sure your customers remember you.

So how do you do this?

1. **Give Service**

Go the extra mile. Make sure you give your customers magic moments. That little something extra. Give them a pack of chocolates to say thanks. Send them a card. Call them to see how they found your service. Call them just to see how they are going. Develop a bond with your customers. Send a Birthday card.



2. **Use Fridge Magnets**

Depending on what business you are in, for as little as 35 cents you can pass fridge magnets out to your existing clients. Now if they keep that magnet it will be seen every time they go to the fridge which is approximately 20 times a day in the average household. That is 7,300 times a year. Much better than business cards! One good supplier of fridge magnets is Mister Magnets. [www.mistermagnets.com.au](http://www.mistermagnets.com.au)

3. **Send out Regular Newsletters**

After 90 days, your customers will forget about you. What? You mean I spend \$20,000 in advertising every year to make my phone ring, and then I do a good job for them and they forget about me. Yes...in the majority of cases that is right. But what happens if you keep in touch with them with useful information that is valuable to them. Educate them about your product and service. WARNING: Don't make your newsletters a sales pitch, as this will more than likely turn them off than encourage them to buy from you. Give them information.

4. **Maximise the Value of a Sale when customers do call up**

For example, what would happen if you owned a chemist and you mentioned to everybody that they could buy a medicine cup for only \$1? Of what if a mechanic actually spent a few extra minutes looking at what else was wrong with your car and told you? What would that do to your sales? What would happen if you sold something over the phone and you finished with something like this:

*John, thanks for your order. Because you ordered 250 business cards you qualify for 250 fridge magnets that are available for today only at 50% discount. That means rather than invest the normal \$150 you can get them for only \$75. Can I add that to your order?*

Now, let's say you received 100 orders a day and you converted 30% into additional sales. That works out to 30 sales or day or \$2,250 in additional sales – at \$0 marketing cost. Not a bad return on investment! It is called down-selling to up-sell. Face it! You already have them on the phone so why not try.

## *strategy number 6: maximise the value of every single customer*

### 5. **Set up a VIP Customers List**

Ever heard of the 80/20 rule? Well it basically states that 20% of your customers will supply you with 80% of your business, and 80% will supply you with 20%. So with this in mind, how can you take this knowledge and bank it? Firstly, you have to keep track of your business and measure everything. If you don't – check your bank balance. If you've got a database, this is what you need to do:

- Make a list of all your customers and work out the total turnover those customers have generated for you over the last 12 months.
- Work out what 80% of the total turnover figure is.
- Segment your database from those who have spent the most to those who have spent the least.
- Add the figures of all your customers until you reach the 80% figure.
- The top customers who make up 80% of the turnover of your business are the ones you take special care of.
- Hold exclusive evenings for them, invite them to a FREE Evening. Get an Account Manager to look after these customers alone. Basically, make these customers feel special and give better service to them than any other company possibly could. After all, they are the lifeblood of your business!
- Read the book "The 80/20 Principle" twice, three times.



## *strategy number 7:* *remove the fear from your customers*

In any interaction, someone has to bear the risk. Now there's a big factor which prevents most sales from happening. What is it? FEAR!

**Here's what is going on in the back of your customers mind:**

- I feel nervous to commit with him/her.
- Are they going to rip me off?
- Is the quality of the product as good as they say it is?
- Will they deliver on the results they are promising?
- What is something goes wrong?

Now if you are reading this (in fact, if you are alive today) you are no doubt a customer of many businesses and you have probably asked these questions to yourself before. And they have probably stopped you from purchasing.

So how do we get past this hurdle? It is very simple. By guaranteeing against your customers biggest fears!

### **So how do you set up a guarantee?**

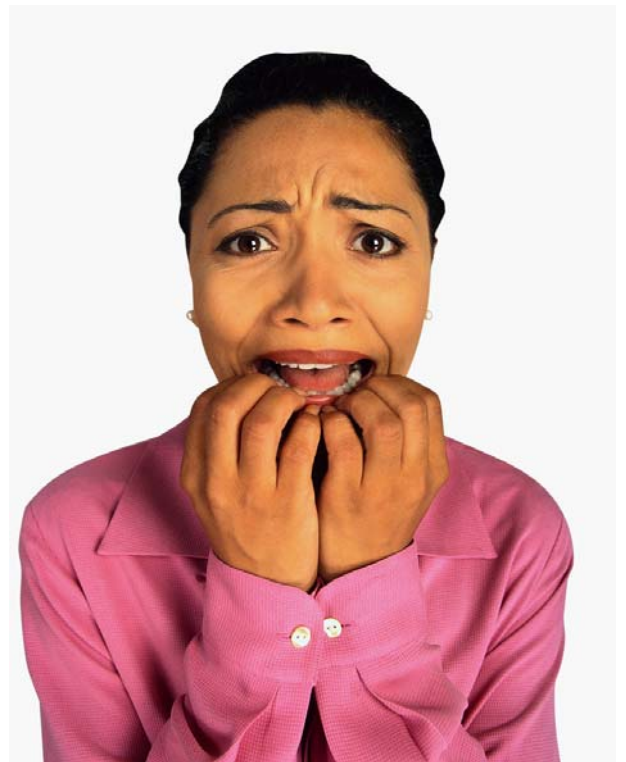
Firstly, you need to identify what your customers' primary concerns are. How? Ask them of course. Call your top customers and ask them what their main fears were when deciding to use the services of your company.

Identify their top 4 fears and provide a 100% guarantee against them all.

Depending on the industry, their primary fear could be:

- Hairdressing – If you're not happy with the haircut you don't pay.
- Carpet Cleaning – If your carpets don't look better than they ever have, we will refund your money in full.
- Plumber – If we are late, you don't pay!
- Cars – If you find a better price within 90 days of getting this car, show us a written quote and we will beat it by 10%.

Now listen...don't discount the power of a guarantee. Teach your salespeople to sell with guarantees. Guarantees work – and they force you as a business owner to look after your customer, which is great for everybody involved.



## *have you been listening?*



Some people will read the information in this report and do nothing. But I know that if you have read this far, you have invested the time to educate yourself. Are you passionate about your business, about learning and growing?

Let me give you a 4-step formula for ensuring your success.

1. **STOP** Right Now.
2. Read the 7 Steps.
3. Pick the Step which you feel could have the most impact on your business now.
4. Start to implement it within the next 10 minutes.

**ACTION** is the key to success! None of this is difficult – it is as easy as ABC.

Finally....let me again show you why any one of these strategies could increase your profits immediately.

1. **Use Leverage in every one of your ads and sales letters:** Simply by changing the headline in your sales letters.
2. **Measure everything:** If you don't increase your profits with this exercise, you will almost certainly decrease your expenses.

***“I know that half the money I spend on advertising is wasted. The problem is I don't know which half”.***

Now you have the information...that is power, and the ability to be intelligent with your marketing. You drop ad 2, which saves you approximately \$7,500 a year and you keep both of the others. Then you reinvest the funds into an ad which generates you similar results as ad 3. You run ad 3 every week for a year. Now you have generated a \$50,000 profit rather than a \$7,500 loss. How's that - \$57,500 out of thin air!

3. **Implement a referral program:** We all know the power of word of mouth marketing. What would happen if just 10% of your customers referred one additional friend per year other than what they are currently sending you? An extra 10% increase could give you a 33% increase as explained earlier.



## *have you been listening?*

4. **Joint Venture Marketing:** Imagine you own a beauty salon. You use brochure drops to promote your business. For every 500 brochures you distribute you receive 1 booking, costing you about \$50 per booking. Now how many brochures, gift vouchers, etc would you need to distribute through your local gym or a nearby hair salon with a recommendation letter from the owner to get the same result. Probably around 50. Now that is a 10 times better result. What would happen if you only got a 3 times better result? More importantly, what would happen if the marketing in your business was 3 times more effective?
5. **Give your Products or Services away for FREE:** This strategy alone, if used wisely could increase your conversion rate 10 fold. Just make sure it is offered to a qualified audience. "But wait ... there's more." Get the drift.
6. **Maximise the value of every single customer:** Try sending a letter and calling 100 of your existing customers with a special offer and measure the results. You will find it to be many times more effective than marketing direct to the public. Offer them a Weekend for 2 to Hamilton Island if they give you 3 paying new customers.
7. **Use your Money Back Guarantee:** Try a promotion with a guarantee and then try one without offering one at all. Measure the difference. I think you will be surprised.





# INVESTMENT NETWORKING

FOR YOUR  
BUSINESS AND YOU



some **work** others **network**

**learn how to**  
drastically advance **your financial future**

through property and personal investment



**Australian Property Investors Network (APIN)**



# What does APIN offer ?

## Seminars & Workshops

Why is that most people aren't taught how to be rich or happy? We are trained to do most things in our lives, in order to do them well enough to get by. We are taught how to read and write, how to cook, how to drive. We are taught how to do incredibly complex and challenging tasks like designing and building bridges over wide spaces, how to cure diseases, to fly airplanes, yet when it comes to creating personal wealth and happiness, we're left to find out for ourselves.

There's another, more subtle reason why most people don't achieve wealth and happiness. Deep down they don't believe that there is a choice to be made between being rich and being happy. They believe that somehow you can't have both, which is why in the end they don't get either.

The money that slips through your fingers could make you wealthy if spent more wisely.

Our free seminars and information evenings will provide you with leading edge valuable and up to date information. As a bonus you will be able to meet other like minded people who are either starting out on the road to success or are avid investors sharpening their investment knowledge. As a further advantage we encourage you to meet and freely talk with our alliance

partners. These hand picked people both male and female are leaders in their own right, they are also licensed, qualified and independent.

These evenings are fun and informative plus you will have access to lots of support material in the form of e-books, books and cd's on a wide range of topics. Come and learn the many strategies used by successful investors NO SECRETS just sensible plain English techniques that really work in any market at any time.



## Education

It's true what they say "*the difference between the rich and poor is what they know and what they do*". Property is more than houses and unit investing. Do you know how to buy a property using an option, how about knowing all the ins and outs of being your own "DIY Developer"?

There are many ways to make money in real estate and with the correct tools and strategies you too can play with the best.

TIME x INTENSITY = SUCCESS.

You can't expect to get results in life if you have all the information but fail to apply the principles needed to succeed.

Our programs, e-book, books and home study kits will give you the ability to learn and gather what you need at your own pace in your own time. We encourage you to learn from our expert alliance partners all that you can, so when you are ready to act you will have the education to get into your first investment or do your own JV building renovation makeover.







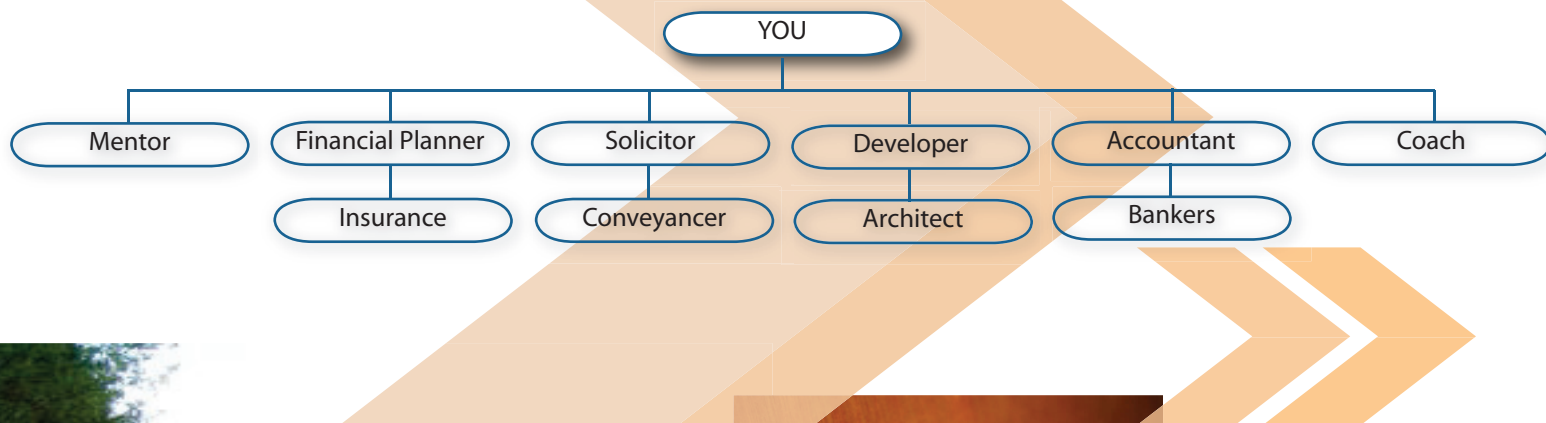
## On going Support

Through APIN's Alliance Partners and Discussion Forums you can fortify your ideas and gain strength by exchanging information. Creating alliances generates business opportunities increasing your network and of course - your cashflow.

We have a mentoring service for those that are not quite ready to take those steps without guidance, extra information and some affirmation. Helping you to create a "safe" environment for your first steps.

## Who is on your team?

When looking at people who are successful, you will notice they have a hand selected group of people to support and advise throughout the journey to success.



## Property Opportunities

Through our Australia wide network we select opportunities that "stack up". We use an independent Research company (Guardian) who are licensed financial planners and real estate agents to use our pre selection due diligence program. From investment properties, development sites, future land subdivisions, building makeovers to even golf course resort projects.

APIN also align ourselves with a select group of builders and developers where we negotiate wholesale purchasing, saving you 10% off the retail price. These opportunities are not available to the public but only members of the APIN site. We can introduce you to the key people who are experts in their fields, saving you thousands of hours of frustration and heartache. Very shortly APIN will also be offering FREE property advertising on our site through resisearch.com who are one of our alliance companies. APIN is fast becoming the most exciting site in Australia.