

“Where the Real Profits Are In Business”

In the last issue I shared with you the idea that:

"The only way to tell if someone wants what you're selling is to get it in front of as many people as you can WHO ARE LIKELY prospects, for as little money as possible, and see if they buy it..."

If they DON'T... then move on and sell something else.

If they DO buy it... then tomorrow's message will help you make the maximum amount of money possible." -----

OK... get ready and listen carefully...

The real profits in your business will be made by:

- 1. Getting more prospects to inquire about your products and services...**
- 2. Selling multiple products to the same buyers over a long period of time,**
- 3. Getting them to buy higher-priced products**

In order to do that you need to give prospects and customers an awesome experience when they do buy something from you.

If you sold them a pack of custom greeting cards you better give them something they haven't seen before from 100 other greeting card companies or designers selling hand made greeting cards"! and include some unique bonuses - not the same bonuses everyone else is using.

When you do give your customers more than they expect you'll dramatically increase their lifetime value as a customer and that's where the real money is.

What do I mean by 'lifetime value of a customer'?

For example, someone on your list will buy one of your lower priced products for \$19, then, if they like that and you truly delivered more value than they thought they would get, they may consider your \$50 product, and then if they like that they may hire you to design their invitations or refer you to a friend that needs the same and spend \$500+ etc, etc...

They may also buy other low-priced products from you over their lifetime which also increases their value to you.

“Succeed By Failing”

Now, you may have heard this already- that the real money is in 'repeat' business - well here's a secret about getting 'repeat' business... the one I said will help you "make the maximum amount of money possible":

Follow-up. Follow-up. Follow-up. Follow-up. Follow-up.

A real secret huh?

Most businesses (and probably yours) work very hard to get a customer for the first time, but they have NO system in place to follow-up with them.

Why would you want to follow-up with them?

To sell them more stuff, of course ;-)

That's why I love the Internet.

It's EASY to follow-up with your prospects and customers.

All you need is an 'autoresponder' account or email software.

But most businesses, especially those 'brick and mortar' stores, shops and services have NO systems in place for following-up.

And, they are losing tons and tons of money.

If you're doing any kind of business (on or off the Internet) you need a follow-up system.

If your business is not on the Internet or you're not using the efficiency of the Internet to follow-up automatically with your prospects and customers then you're missing out on a lot of profit and extra business.

It's not about 'websites'... websites make you no money at all. They are an expense, unless you use them to capture leads, automate your follow-up and close sales.

Even if you have a 'bricks and mortar' business like a gift shop or retail clothing store, you need to keep in constant contact with your customers. If you're not using an email autoresponder or a 'system' to follow-up with your customers and prospects like SendOutMagic.com which sends out marketing messages for you in the mail, automatically - I guarantee 100% you are losing money to a competitor.

In my next lesson I'm going to tell you something I've never told anyone before... not even to students who have paid as much as \$997 for my exclusive online training course.

There are only 2 Chapters left... and the last one's a killer!

Until tomorrow best wishes,

“Succeed By Failing”

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