

Do You Want More Net Profit?

Yes...?

Then there are 2 ways, and ONLY 2 ways you can have it... increase your revenues and reduce your costs.

As a Business Coach, I meet with business owners almost every week and when I ask them how much they would like to increase their sales by I almost always get an answer that fits between 10 and 20 %... usually closer to the 10%.

And when I ask them "why only that much" they tell me all about how the economy is making it really tough, about how as a result of the economy there is less out there to be had and there are more people chasing it... and heaps of other reasons and excuses.

I empathise with them and then I ask... "So how much you would like to increase your NET PROFIT by over the next 12 months". They almost always give me a look of "haven't you been listening to what I've been telling you for the last 5 minutes"?

Oh... I was listening alright... I just don't buy it!

You CAN increase your turnover in an economy downturn...and you CAN increase your NET Profit if you follow this 2 step process...

1. set it as a goal (*the easy bit*)... and
2. put a plan in place to achieve it (*the not so easy bit!*)

Why won't it be easy...? Because you can't use the same plan as you have used in the past (assuming you had one of course!)... it will require you to think, and step, outside the square... it will require you to be smarter with your marketing collateral than you have ever been before... it may even require you to step outside the 'industry norms' and stretch yourself by entering unfamiliar territory.

Your potential customers are looking for more than you have given them in the past and if they don't get it, they will vote with their feet. It doesn't matter what your market position is or has been... times are changing and if you don't change with them, you WILL find yourself on the back foot.

In today's market place, your prospects don't care how much you know until they know how much you care.

So where do you start... how do you go about creating a plan that will increase your customer numbers, increase your revenues and, at the same time, reduce your costs so your net profit increases?

By doing 2 things...

1. By understanding the difference between advertising and marketing and
2. By taking the steps required to become street wise with your marketing.

To help you get started, you are invited to take a couple of minutes to contemplate the following explanation and then complete the very brief exercise that follows.

First... Advertising and Marketing are not the same. The best way to distinguish between Advertising and Marketing is to think of marketing as a pie. Inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy and community involvement to name but a few. With that explained, it is time for the following.

Place an X in the boxes next to the statements below that best identify what you believe are the most important areas of your business that you should work on and will contribute towards achieving your goals of getting more customers, more revenue and more profit.

	Having persuasive and inexpensive ways to generate more leads and prospects for my products or services
	Creating customer focused advertising and online marketing strategies to draw willing buyers to my business week in and week out.
	A targeted step by step marketing plan that significantly generates new customers, revenues and profits without taking all my energy away from the day-to-day business.

	Building a more motivated, professional and profitable sales process that creates a far stronger sales conversion and average sale value.
	Having a strategy that will compel my former and even inactive customers to come back and buy from me again and again.
	Developing the most effective sales appeal for my products and services that uniquely sets my business head and shoulders above my competition
	Building consistency of delivery into my products/services giving much better levels of service and a much more rewarding customer experience.
	Boosting my average sale value and creating a far better sales result from every customer we are already doing business with.
	A re-birth (or birth) of my passion and get my heart and mind back focused on enjoying running and building the business again.
	Conducting a strategic analysis of my business to identify our strengths and weaknesses from both an internal and external point of view.
	Getting a solid plan of action in place so we are focused on doing what matters, what's important and what will get the biggest results.
	Developing a clear and powerful set of both personal and business goals and a having a vision for my company.
	Having a Hotline to a great Coach who can help me stay focused, answer my most important business questions and help me grow the business.

1. **Fact: Using the little known 3 x 1 Formula, you can increase your Net Profit by 24.15%.**

Monetise how much a 24.15% increase in NET PROFIT would be worth to you.

(Yes... there is a simple formula I can introduce you to!)

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2. Now list 5 things you could do with that money when you get it.
 - a.
 - b.
 - c.
 - d.
 - e.
3. Prioritise which would be your NUMBER ONE.
4. Why did you make that your number one?
5. Make a list of all the Marketing Strategies and Tactics you have in place that you can reduce costs on. *(e.g. Better design, improved targeting etc)*



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