

➔ **ATTENTION BUSINESS OWNERS: The Secret To Boosting Your Profits Revealed In This Special FREE Report...**

“6 Of The Best: Profit Breakthrough Strategies To Boost Your Business...What The Marketing ‘Gurus’ Don’t Want You To Know Finally Revealed!”

What all business owners should know - but few use - to weather any financial storm and keep your income ticking over like clockwork every day of the week. The proverbial “whack” your business needs to get you in the money...*FAST!*



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LOCATION: Sunshine Coast, Queensland Australia

FREE REPORT

Dear Business Owner,

Right, we've got a lot of ground to cover, let's get stuck straight into it. The following information is about YOU making serious money. It's given to you without any fluff, no hype, no BS...you don't have time for this and frankly nor do I. And any type of "but wait there's more" crap doesn't interest me either.

Just straight shooting advice based on proven results.

Ok, you probably know a bit about me...how I used to work in the school system...how I reached the "lofty" heights of Deputy Principal...how after 20 years of helping kids and their families, the J-O-B 'virus' finally got to me...

And I wanted to forge my own path, to run my own race and march, not to some "big system" drum...but to my own.

Why You're In Business!

Maybe that's why you're in business too?

Anyway, I took the plunge and in the process invested over thirty grand (yes, that's me shuddering) in my education so that I can bring you the very best cutting edge strategy and systems to bring in the money...fast. I'm still learning, still growing, still finding out more and more...and that's why you're here too...to find out more, to learn, to grow and to magnify your profits.

Right, I'm giving you 6 specific strategies that will be "PROFIT BREAKTHROUGHS" when implemented in your business. That's right, just a few simple changes to your advertising is all you need to start making your ads pay.

Didn't Hurt Us Then...Won't Hurt Your Biz Now!

I've called these "6 of the Best"...I know, we don't do "that" any more but...remember those days? Don't want to sound like our grandparents here but, hey, "6 of the best" didn't do us any harm back then (was even something of a badge of honour)and a few good "marketing whacks" won't do your business any harm today either. Same principle.

However, before we go any further, I want you to understand this...

Advertising is just one part of your marketing mix !!!

You shouldn't rely on advertising alone to bring in new customers... there are many other ways to get new customers and I coach my clients through this process.

However, advertising is just one of those methods.

In this FREE Report (valued at \$97) you're going to see how a few small changes to what you do and how you do it can bring in more new customers than you can handle.

Okay?

Right, let's get started. Here's the 6 key "whacks":



Profit Breakthrough Strategy #1: Direct Response Ads

From now on, forget about running any ads that don't ask for a response. Each and every ad you run from now on must be a Direct Response ad... this is an ad that asks for a response of some kind.

It could be cutting out a coupon, ringing an 1800 number for more information, it could be to ask the prospect to cut out the ad and bring it in for a discount or freebie. Whatever. It could be a lot of things. So long as it asks for a response, it's a Direct Response ad. And that's the only type of advertising you should be doing.

This way, with Direct Response ads, you can measure the response to your ad. This means you know straight away if it was successful or not.

The Ad Worked Didn't It? Are You Certain?

Some friends of mine own a carpet business and over a couple of beers one Saturday arvo we got to chatting. They had

just spent thousands (don't want to say exactly how much as I don't want to embarrass them!) on a nice standard television ad that ran in the first break of the local 6 o'clock news. I saw the ad and asked them how it was going. The conversation went like this:

ME: "Saw your ad the other night, looked impressive."

THEM: "It should it cost us \$X 000."

ME: "Ouch! So how's it going? Have sales jumped?"

THEM: "Seems to be going ok, things have picked up a bit."

ME: "Great, by how much?"

THEM: "Not sure, we've had a busy few days though."

BINGO! And OUCH! They spent a huge amount of money and all they had to show for it was, "Things have picked up a bit" and "Busy last few days". They didn't know if the TV ad was money well spent. They asked my opinion...how the hell would I (or anyone) know...the pickup may have been luck, may have been due to the ads...who knows?

Now don't get me wrong, these guys are good at what they do and run a successful operation.

But the point is they didn't really now. They invested thousands (yes it was THAT much) and didn't know if it was money well spent or not. Here's the thing...YOU MUST KNOW...you simply must know if your ROI is worth it. Otherwise you are just guessing.

Point number 1 again: only use Direct Response ads...it's the only way of eliminating the guess work and measuring your ROI.

✓ Profit Breakthrough Strategy #2: Your Business Name Isn't a Headline

Every ad needs a headline. And your business name isn't a headline. Sure, have your business name in the ad, but have it down the bottom. The top of your ad belongs to the headline.

This is sacrilege to marketing 101 taught at universities. **Here's the thing though, the market doesn't care about you, your company or your logo** that you spent big dollars on getting a graphic artist to design. All they care about is "What's in it for me!" and your company name aint it!

What you can do for them is IT, so you must lead with this! For some entrepreneurs with egos, this is a hard one to take. Ask yourself this, does your customer really care whether they

have their problem solved by you or company XYZ down the road? No? That's right they just want their problem solved.

So give them this, not your name! You'll be amazed at how this changes the whole dynamic of your advertising arsenal.

✓ Profit Breakthrough Strategy #3: Headlines

Headlines make or break your ad. Studies have shown that many people only skim the paper. But more importantly, they skim the headlines. And if the headline of your ad doesn't get their attention, they're going to skip your ad as well.

So this is where you should spend most of your time... coming up with good, attention getting headlines.

Here's a simple method to come up with the perfect headline. Ask yourself:

**"What's the biggest benefit my customers get?
when using my product or service?"**

You see, great headlines are more to do with your customers than they are to do with your product or service. A great headline is what the customer gets, not what you are selling. It's all about your customers' feelings. There is a big difference.

So don't focus on your product or business in headlines.

What Problem Do You Solve?

Instead, focus on what your product or service can do for the customer.

For example...

Will your product or service: Save them time or save them money? Will it make them look younger? Give them more energy?

What benefit do they get?

Look, people are searching for solutions to their problems. So here's another question to ask yourself:

"What problems does my product/service solve?"

The answer to these two questions will lead you to the right headline.

It's all about them, your customers and prospects and what they get. Never about you and what you're selling. It's all about them and what they get. So forget about textbook marketing, forget about your ego and just solve their problems...this is the key.

✓ Profit Breakthrough Strategy #4: How Offers Can Increase Your Advertising Profits

A powerful offer can turn a dull boring ad into a profit generating winner. It's all in the offer. The better the offer, the less strings attached to the offer, the bigger your response.

This is the heart and soul of Direct Response advertising. You make an offer in your ad and your prospects respond to get the offer. This is the start of a mailing list that you can mail to again and again for just a few cents (or for free if you capture email details). Each time you follow up with a mailing you'll make money. It's that simple.

It's often been said that unless you have a customer database that you market to, then you don't really have a business at all...all you have is a series of promotions.

So what do you have...a business or a series of promotions?

✓ Profit Breakthrough Strategy #5: Free Offers

The best offer to get new customers is a FREE offer. This could be a free trial, a free consultation, whatever.

A certain percentage will become customers. They come in (or go to your website) and get the freebie and they buy something else. That's how it works.

Let's face it, we all want something for free...makes us feel good...that we got just one step ahead... and for some, well, hey, they weren't screwed over because it was for free...yep, some folk are like that.

Remember, it's a competitive and ever-changing market and the letters F-R-E-E can work magic in your business.

✓ Profit Breakthrough Strategy #6: Ask For Help From A Qualified Source

I've heard it said many times before... "Pay Once, Cry Once". Some business owners balk at putting their hand in their pocket to get the right advice and they then spend time AND money attempting to see what works.

Why not cut the wastage and concentrate on what you do best...running your business? And let someone whose sole role is marketing take care of that.

It really depends on how you look at it doesn't it?

You could either resent paying for something "I can just do myself" (can you really? Honestly?) or you give away a part of a profit that you otherwise would never have had.

Let me repeat that...YOU COULD GIVE AWAY PART OF A PROFIT YOU OTHERWISE NEVER WOULD HAVE HAD...

You don't flinch at paying an accountant come tax time, you're prepared to give away part of your profit to get that job done and of course reclaim the fees next time. Why should your marketing be any different.

Makes you wonder a bit, hey? What will your strategy be? What are you prepared to change to bring home the bacon?

A VALUABLE
RESOURCE

Okay... let's just sum up these Profit Breakthrough Strategies...

Number 1: Direct Response Ads: All your ads from now on should be direct response ads.

Number 2: Your Business Name Isn't a Headline: Your business name goes down the bottom of your ad. It's not a headline.

Number 3: Headlines: Every ad you run in the future should contain a headline. A headline that promises a benefit and or solves a problem.

Number 4: How Offers Can Increase Your Advertising Profits: An offer is the best way to get qualified prospects calling your number/emailing you/visiting your website..

Number 5: Free Offers: Free offers with no strings attached work the best. Have a think on what you could offer to get customers to do business with you.

Number 6: Ask For Help From A Qualified Source. Concentrate on your area of expertise, the running of your business. Outsource to experts with a proven track record. It always adds up to money and (little) time well spent.

Right, that's your marketing "six of the best". Didn't hurt a bit did it?

Or did it? If you're feeling kinda uneasy right now...I say great! This time you've spent in the deputy Principal's "office" reading this report has been damn valuable then because...you're thinking.

Your mind is mulling over what else you could do in your business. Fantastic. If that's the case, you haven't wasted one second.

So...

No fluff, just straight shooting, gloves off advice that WORKS. What will your next campaign look like?

If you've liked what you've seen, if anything in this FREE Report has struck a chord with you or if you'd like a no obligation chat to see if we can work together to boost your business profits then contact Steve at StevePlummerOnline.com or email me at symmetrymarketing@bigpond.com and get ready to see your profits skyrocket!

CALL ME!

ACT NOW!

