

19 Proven Strategies To Increase Your Sales At Least 2X From The Customers You Already Have

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There are two types of business owners in this type of economy. There are the ones treading water hoping to make it “1 more year” till it turns around. The other type of business owner is looking at everything and anything to increase their business. They will take information, digest it, and see how it applies to their market so they can increase their business. They also avoid excuses and take responsibility for their situation.

When you are in the second group of business owners, what I am about to share with you will change how you look at your business. I will reveal a road map that will change how you answer the question:

“How do I increase sales?”

Asking a business owner “Do you want more sales?” is like asking a man who has been in the Sahara desert for 7 days with little water if he wants a drink! The answer is going to be a resounding **YES** each time.

For those who are “hoping” everything changes, you can put this report down and keep hoping or you can roll up your sleeves and put some action into the hope.

Before we get into the **19 Strategies** let's cover what this report isn't:

- This report isn't about a “new” get rich quick idea that will instantly make you a millionaire.
- This report will not tell you to invite your closest 10 friends over to your house to get them to sign-up for a service that they don't want, won't use, and won't sell.
- This report isn't about the latest piece of technology and won't tell you to go and hire a kid out of MIT to work on your website.

What you will discover in these 19 strategies will:

- Provide you with a blueprint for **increasing sales 2X** from the customers you already have. When you treat people right (like I know you do) you have earned the right to generate more business from that level of service. I will show you how to capitalize off of your level of service now.
- You will see how “chasing” technology or even trying out services that cost “just \$29.95 month” are **killing your long term success** for exponential growth in your business.
- How to select the *right 3 or 4 strategies* that will have the biggest impact on your business in the next 90 days. Even if you put in **one** strategy your business in the next 90 days from this report you will increase sales without having to target strangers who don’t know you.

7,432 Small Business Owners Whose Business Grew At Least 17% in the Last 12 Months Prove the 19 Strategies Work NOW

You might wonder how I arrived at these strategies. These strategies have been battle tested in the real world. They have been tested by business owners I have advised and I have put them into place in my own business.

I am not someone who dispenses advice and doesn’t follow it. You can select 3-4 of these strategies for your business knowing that I have put all 19 into place in my business.

Putting these 19 strategies into place in my business has helped me take a business from a single employee (me) to a 7 figure a year business. This business continues to run with sales growth every year regardless of the economy because of these 19 strategies. I did this without taking out massive debt or being handed a massive amount of money to start my business.

I found out the hard way with my own hard earned money which strategies worked and how well. My goal of sharing these 19 strategies with you is to save you time and money.

Too many of my clients have chased the latest “it” technology or “amazing idea” before coming to me. When you want success and you want your business to grow select 3 or 4 of these strategies and put them into place immediately in your business.

Let’s Jump Into the 19 Strategies Now

1. The Secret Weapon of Business Owners to Increase Revenue is the Newsletter....ONLY When You Do It Correctly

Regular, consistent, communication with your past customers who already love you is critical to increasing your sales. Sales don’t just come from them coming back to your store it comes from their friends.

To be effective a newsletter has to have several components in place. Let’s look at two of the most effective components that are missed by 97% of business owners who put out newsletters.

- A newsletter must go out **consistently** in the physical mail on a monthly basis. Once a consumer is trained to expect your newsletter they will wait in anticipation with baited breath for it to arrive in their mailbox monthly.
- The newsletter should have information that they **want and need** to read. The information should not just be about your business and promoting yourself. It should contain information that they need in order to have a better quality of life.

2. Reach out to Your Past Customers Who You Haven’t Heard from in Awhile without Having to Pick up the Phone

The best customer is the one who keeps coming back. They are your “regulars”. They will come any time you call, mail, or e-mail. The more regulars you have the greater your sales can be.

A question that I would challenge you to ask yourself is:

“How do I create more regular customers?”

You have a group of customers who have become inactive. They have tried your product or service, enjoyed it, yet somehow fell off the grid. They got busy with life and for some reason haven't come back yet.

I call these customers "Inactive customers". These customers have to be treated differently than your regulars. We have to get them back in the mode where they understand who you are, the value you provide, and why they should come back.

They need a subtle reminder of what it was like to do business with you.

What I would recommend is having an inactive customer sequence. This is more than just a single letter or postcard. This is a campaign that once put in place, runs itself. It takes customers who have become inactive and brings them back to you.

An effective sequence will involve use of mail (letters and postcards), e-mail, the phone, and even special invitations. An inactive customer who receives your material will feel they have no choice other than to come back and experience your business all over again.

3. Find Out What Your Customers Loved & Even What They Disliked About Their Experience to Improve Your Business

We all love to hear what people loved about their purchase experience with us. Nothing feels better than hearing "I loved buying from you and will do it again and refer my friends". While it is great to receive positive feedback it doesn't provide us with the details we need to improve our customer experience.

A well done post purchase survey is a sure fire way to increase sales. You might be thinking "yeah but only 5% of the people I send survey's to even fill them out". An effective post purchase survey system will provide you with at least 20% of your past customers filling out the survey.

Many business owners aren't sure how to craft a survey that gets filled out. When you have a survey that's too long it won't get filled out. When a survey is too short it won't provide

valuable information. When the questions on the survey aren't worded correctly you will get data that won't help your business improve.

A post purchase survey system needs to have the following:

- Balanced questions where the client can rate each part of your customer experience. Each question should be easy for the customer to answer and provide you with valuable data.
- Have the ability to be answered on the Internet to make the customers life as easy as possible. There are survey systems that I recommend to my clients that are 100% FREE. How about having a FREE system that provides you the ability to increase sales in your business?

A well done survey system will take less than 90 minutes to set up yet can be run for very little to FREE on a monthly basis.

4. Turn Your Raving Fan Base into a Referral Machine that Delivers a Steady Stream of New Clients without You Having to Lift a Finger

Referrals should be the life blood of any business. The sad part is 90% of businesses fail to put in a system that will deliver them a steady stream of referrals. They wait for referrals to happen.

Waiting for referrals to happen is hoping business picks up without making any changes. Sure it might happen, but it's highly unlikely.

A referral system should make it so obvious to all of your clients that you want, need, and desire them to refer their friends, family, and anyone who will listen to your business.

You don't have to be pushy or over the top however you do have to tell them how they can refer additional customers to you.

A referral system should:

- Use multiple mediums to communicate your message of how you can help their friends and family with your product or service. You might use e-mail, mail, phone, text, or even in person visits to generate a referral.
- The system should run for at least **12 months** from the date of the first transaction that the customer did with your business.
- When someone is referred to your business whether it turns out or not the referring party should receive positive reinforcement. The positive reinforcement could be a thank you card, a Starbucks card, a phone call, or some other item of value. Avoid giving them a coupon for more services unless it is an overwhelming offer that they can't get any other way.

5. Put the Power of the Second Largest Search Engine in the World to Work for You and Your Business for FREE

You might know that the largest search engine in the world is Google. Did you know the second largest search engine in the world is YouTube?

Daily millions of individuals are searching for information, how-to, and tutorial videos on YouTube. They are looking for answers to their problems.

Your business can be there providing them with the answers to their questions. A great video system (one that increases your sales) has several components. Let's look at two:

- A video camera that records **easily** and allows you to upload the video without having to use video editing software. A great video camera costs less than \$150 and can provide you with years of use.
- The videos must be created on a **regular consistent basis**. You don't have to do them daily however you need a consistent flow of new content that answers the questions your future customers have right now.

A well done video system provides a platform for your future customers to interact with you and find out more about you **before** they do business with you. By the time they do business with you they will feel like they know you.

6. Turn Your Amazing Customer Service into Your Best Salesman with a Testimonial System

When you visit a new town or look for a new service how do you know they will provide you with excellent service?

You might be like most people and you see what other customers have to say about the business. You look at how many stars were given, the comments, and feedback left on the company's website and other rating services.

90% of business owners let testimonials or reviews happen naturally. They figure "if people like me they will say something good". While that may be true, it's more common for people to share their negative experiences with the world.

I had a client who ran a local auto repair business. He performed FREE service for an individual to help them out and was still given less than a positive review. Why? Well sometimes people just have bad days and they take it out on the local business. There are other times when your employee may have provided bad service and you were busy handling something else and were unable to fix the situation.

The key to getting great testimonials is:

- Have a system that runs that asks 100% of your customers to provide a testimonial. The system needs to touch them at least 6 different ways to ask them for a testimonial of their experience with your company.
- The testimonial that they provide needs to be available for ALL future customers to see. They need to see it and it needs to be performed in a way that it positively affects your search engine results.

You might think that "I don't want people to say bad things". The truth is that there are people who will say negative things. A well done testimonial system counteracts the negative. It will provide you with a steady stream of new customers who "had to check out what everyone was saying".

7. Build Customer Loyalty, a Deeper Relationship, AND Increase Your Bottom Line through the Power of E-mail

E-mail is one of my favorite marketing vehicles. The reason it is my favorite is because so many people do it so poorly. Too many businesses “spam” their customers by sending them any old e-mail. They figure that “anyone can do an e-mail” and by taking that attitude, their e-mails look, sound, and produce like their competition. In other words their e-mails don’t generate sales.

E-mail should further the relationship you have with your customers. It should lead them down a path of doing more business with you, referring people to you, and getting them to know your business and mission better.

Many people view e-mail as “I am just sending out stuff to the masses”. What you are really doing is having many small conversations. Each e-mail is delivered to a person. In other words you aren’t giving a speech to a stadium you are talking one on one with a future client.

When you only send e-mails that have “deals” or “specials” that’s all customers will see your e-mails for. They won’t be waiting anxiously to hear the next story.

In your e-mails you can share success stories, emotional stories, and even life changing stories that have happened by being associated with you or your company.

I am not saying not to sell in your e-mails however **only** selling is a mistake. When you send e-mails that ask for nothing you gain a huge amount of equity with your future clients.

A well done e-mail campaign is a like having a salesman who works 365 days a year that you don’t have to pay.

8. Welcome Your New Customer to Your Business to Set the Stage for a Long Term *and* Profitable Relationship

The hardest part of business is acquiring new customers. The truth is most businesses have enough new customers to make their business success *if* they treated them correctly from day one.

Each customer that walks through your door can be a one-time customer or they can be a repeat customer. How you treat them from the minute they walk through the door is what will determine which path they follow.

I recommend that every business provide a welcome packet to each new customer. This starts the relationship off on the right foot.

A few items that you want to include in each welcome packet:

- An irresistible offer that compels them to come back a second time. This offer should acknowledge the fact that they are new customer and you want to reward them with a second opportunity to do business with you.
- Inform them on how you are going to communicate with them AND live up to it. Share with them that you will be following up with them for a review or testimonial. Also let them know that you like to stay in touch with your customers to provide them value beyond what they purchase in your store.
- Let them know how they can get answers to their problems or issues and how to resolve them quickly. Be up front in how you can help them should an issue arrive with their product or service.

Many times local businesses can band together to provide welcome packets that include offers from other complimentary businesses. I have a client who is in the auto repair business. In each of his welcome packets he has complimentary car wash coupons from a car wash that he recommends. He also includes a referral to a specialized part dealer that is of interest to his clients.

The welcome packet is a chance to really WOW your customer with how you are different. It should show them that you believe they are more than just a sale or single transaction.

9. A Regular, Interesting, & Powerful E-Newsletter Can Bring Customers to Your Door & To Your Website

An e-newsletter is not a replacement for a physical newsletter as we spoke about earlier. This e-newsletter should provide different information than your regular newsletter.

You can do things in an e-newsletter that are difficult if not impossible to do in a physical newsletter. For example you can share a link to an instructional video that shows how to put one of your products or services to use.

You can include links back to your website that even include a special area just for past customers. You can give them a password to the area to make them feel extra special. Within this area you can provide them additional offers and even coupons they can print out and bring into your physical store.

When you allow customers to purchase products from you online you can use the newsletter to provide access special offers that public viewers of your website aren't allowed to see.

An e-newsletter can be sent weekly, monthly, or even quarterly. You have to find the frequency that keeps them involved and keeps your customers attention focused on what you are doing to help them.

10. Use Every Holiday as an "Excuse" to Communicate With Your Best Customers

Every holiday a "strange" event occurs in my business. My sales increase every holiday. Not just the big ones like Christmas or Easter either. Holidays such as Presidents day bring in additional sales. I don't sell appliances yet these holidays bring in additional sales.

How is this possible?

The holidays are a great time of year to reward your best clients. Your best clients only need an "excuse" to do business with you. They are waiting for just the right time to pick up the phone, order from your website, or drop on by.

Each holiday provides the excuse you were looking for to communicate with them. To make the holiday communication system effective you want to communicate with only your very best customers. The top 20% of your customers should be the ones that you communicate with.

Most POS (Point of Sale) or accounting systems can deliver you a report that outlines for you the top 20% of your clients. These are the ones that should receive a special time sensitive offer.

Provide them with an offer that they can use during the holiday. Make sure that the offer expires just after the holiday so they can rush in and use it.

Your best customers, even those who don't use it, will love to wait for the next holiday to receive something from you. Don't forget you can have an anniversary event for your business that can act like a holiday offer as well.

11. How to Transform Pesky Social Media Sites into Actual Dollars without Being a Social Media "Guru"

You have probably heard about Twitter, LinkedIn, and Facebook by now. The bigger question is, what are you doing with them? Are you so tired of the hype and the "easy access to millions of people" speech that you simply haven't done anything?

While the "gurus" of social media may be telling you that you can quickly access new customers, social media is actually one of the best ways to connect with your current and past customers! While it may be tricky thinking about how to get new "likes" to your fan page or harvest 1,000's of followers on Twitter; you don't need a complicated strategy or have to be a software genius to make new connections that transform into profits.

Before you rush out to a seminar or buy another book, consider the following strategies that you can do RIGHT now with social media.

- **Share Testimonials** – Everyone enjoys hearing about a great experience, especially when they can relate to what occurred. While each site may share testimonials a bit differently the important part is engaging your past clients to allow them to share their

experience with you. Let them provide a recommendation to your business; give them an opportunity to speak up about how enjoyable it was to work with you and you will quickly have more people involved with your business on the biggest of social networks.

- **Reach Out Individually** – Just as you would at a cocktail party; work the sites to build real relationships. Even if you aren't on Facebook, LinkedIn, or Twitter, your customers are. Take time each day to reach out to past clients; send them a nice message that simply checks-in to see how they are doing. There is no need to sell them anything, just get the dialog started again. Just imagine if a company you enjoy took the time to reach out to you; how would that make you feel?

While there are many strategies you could put into action with social media if you simply empower your past customers to share testimonials and you reach out individually, you will separate yourself from the competition and build an even bigger base of loyal customers that are happy to do business with you.

12. Why You Just Might Want to Keep That Blog...

Many businesses have blogs. Some businesses were early adopters and have had a blog aspect to their website since 2004. Ask most business owners what they think of a blog and you would get a response like the following:

"I don't know why I have it, I am just supposed to"

Have you ever felt this way? Did you add a blog feature to part of your website because you felt it was required, but still aren't sure how you can get the most out of it? If you have ever felt that way, you aren't alone and there is still hope for that blog.

Instead of worrying about how to attract the search engines with clever prose or optimized pages simply consider what your customers really want from you. Understanding what your customers want has nothing to do with keyword research. Those great customers who have asked you challenging questions, the extra effort that you and your staff go through to make a customer happy, or even the latest products you have received all can be great content for your

blog. Just start writing and share your latest posts through social media, email, or even your newsletter and watch how your past clients react.

13. An Open House Event that Will Get Customers Talking and Spending

When was the last time you invited your past customers over to your office or store? I am not talking about inviting them to a sale; I am talking about truly inviting them over to have a conversation.

Far too often as business owners we get lost in the pursuit of new sales, delivering those sales, and running our business that we forget we started with just a single customer. Remember landing that first client? Remember getting referrals from that first customer? That great feeling of starting with a single conversation that blossomed into what your business is today can be recreated with an open house.

Having an open house doesn't have to be a huge ordeal that occupies your staff's time in planning and valuable resources; however, a little bit of planning goes a long way! While you could spend countless hours planning a killer open house event (each one I run my staff follows a killer checklist that I can share with you) there are two key elements that will ensure you get people rushing through your doors to have a conversation.

Notice and Timing

Your past customers want to support you, but they don't want to be inconvenienced. Make the effort to send out notices with plenty of time for people to make arrangements to attend. Don't stop at just a simple invitation in the mail; make an effort to email your past clients and even have one of your team members make a personal call on your behalf. Having at least three points of contact will create a sense of obligation for them to come out and show support.

What's it All About – No one Wants a Sales Pitch

Give your past clients a great reason to come on by! If people haven't heard from you in awhile they might think it's a thinly disguised sales event. Assuage their fears by giving them news of

WHY you want to see them. You could create a customer appreciation event, an anniversary of your business event, or it could be an educational event. Let them know in your invitation that it is a fun event where you truly value their attendance, not their pocket book.

14. Why is this Gift for Me? Shocking Gifts for Top Customers that Will Keep them Coming Back for More

Gifts are normally reserved for a few moments during the year. For most people this means they get to unwrap items of joy on Christmas or on their Birthday and that's about it. Both giving and receiving gifts is a joy yet it's still rarely done.

Now, before you bark something like "I provide great service, why would I give my customers a gift!" think again. The cost to acquire a new customer grows yearly and is consistently 6 to 7 times than retaining an existing customer. Do you still think it would be too "expensive" to send your top customers a gift? Whether your business works with other businesses or you are direct to consumers you have the opportunity to make a "WOW" statement with a great gift.

Try to avoid a gift that is emblazoned with your logo. The point of the gift is to give something that your past customer will enjoy, that will make them think of you, and reinforce the fact that you truly do care about them.

Just as you would for a friend or relative, putting thought into a gift has its rewards. Merely sending out a calendar or a coffee mug because it's easy won't help you get to your goal. Take time to consider what is important to your top customers, something that they can find real value in, and an item that will cause them to pick up the phone. Invest a few minutes in each gift and write a personal note. Let them know that you merely wanted to thank them for being a great customer, you appreciated their support, and you would enjoy just hearing from them.

15. What Does Your Database Reveal About Your Past Clients?

When you look at your database of past clients how many people can you count? Do you have a few hundred past clients? A few thousand past clients? Maybe you have a few hundred thousand past customers?

Regardless of the number of clients that you have in your database; the question becomes what do you really know about them? Do you have fundamental information such as?

- Name
- Email
- Phone
- Physical Address
- Date of Birth
- Purchase History

Or do you have even more detailed information about your past clients such as?

- Interests
- Hobbies
- Spouse/Partner Information
- Work Information (Industry, job title, etc)

How much information do you truly have on your past customers? If you have all of the above information when was the last time you updated it?

The more information that you gather, document, and then use when you are working with your past customers the better your marketing will perform. Far too many businesses don't document enough about their customers. By finding out what is truly important to those you have done business with you will be able to create more engaging newsletters, better offers for your emails, and get them to continue to refer you to their friends and family members.

16. How a Simple Visit Can Spark New Conversations and Sales

Before email and before gas prices hit over \$4 a gallon business owners used to visit their clients. Yes regardless of if you were in the B2B space or B2C there was nearly always a portion of the marketing plan that involved going to visit your past customers.

Think of a Snap-On Tools franchise owner, the process of visiting past clients regularly, is part of the strategy already. It should be a part of your strategy too when you want to engage your customers at a level that no other business is prepared to do.

Most business owners avoid visiting past clients because of fear. The most common fear that business owners share with me is that they quite simply don't know what to say. If you have a database that is filled with great information about your customers conversation won't be an issue but even if you don't, consider just a few of the following questions to get the conversation started.

- "I was in the neighborhood and I just wanted to stop by; what have you been up to lately?"
- "I noticed on Facebook you have been doing some great workouts, are you training for anything in particular?"
- "I realized it had been awhile since we spoke. Have you been able to escape for a fun vacation lately?"

Remember the conversation doesn't have to be all about business. You can engage them about hobbies, interests, share what you are doing outside of work and let the conversation unfold. Let them know at the beginning of the conversation that you only have a few minutes (lowers the pressure on their side to feel like they have to carry on a long conversation) and you will have an easy way to go on to your next visit. If the conversation really takes off you can stick with it or even schedule a follow-up time to take them out for a friendly coffee, lunch, or even a round of golf. The more time you put in to visits the easier they become.

17. Text Messaging Isn't Just for Teenagers, How You Too Can Reach People on their Mobile Phones

Even if you don't know the difference between someone who has an Android based phone or an iPhone you know that your customers are carrying a mobile phone. Mobile phones are growing in numbers by the millions each month and there is no sign that the usage will go down; in fact, most industry experts anticipate that people will be spending more time on their

phones (who can blame us now that we can read email, surf the web, watch videos, play our music and more right from the palm of our hands).

Reaching the mobile savvy customer surely can be done over email (or even if you pick up the phone), but what about when you want to reach them quickly? Industry studies show that 95% of people will read a text message within 4 minutes of receiving a message, yet 99% of business owners I talk to aren't even texting their past customers!

Warning: Not Everyone Likes Getting Text Messages

For those who are overly cautious be warned that text messaging laws are nearly as tricky as those of the Do Not Call list. Text messaging is at its infancy. Being a newer medium to reach prospects gives you the edge; when you are willing to step out on a small limb.

Of course the limb you are stepping out onto isn't that big because you are dealing with people who know you. Don't forget, you already have rapport with your past clients. Your past clients are more inclined to receive a message from you without complaining. Give those great past customers a chance to interact with you by sending out a wonderful offering over a text message.

Your offering can be simple and for maximum effectiveness should provide them to take action in one of three ways.

1. Text You Back
2. Visit Your Website
3. Call You

By starting out your text messaging efforts with your past clients it will provide you a powerful foundation that you just might be able to take and apply to attracting new clients as well.

18. A Continuity System Is the Only System That Pays You Even When You Don't Make a Single Sale

Continuity is typically a program that you charge for every month. Things like gym memberships, clubs, cable TV etc. Before you think that your business can't have a continuity

system I want you to ask yourself when the last time you went to the gym. You might have a gym card in your pocket right now that you still pay on yet the last time you went to the gym may be a week, month, or even a year ago. I had a client who had gym membership who hadn't been to the gym in 3 years!

Why?

When you provide your customers with a service, discount, or program that they pay monthly, you create consistent cash flow.

The great part about continuity programs is every business can have one. There are customers of yours who would pay for:

- Regular delivery of your product or service to their home on a monthly basis for a monthly fee
- Access to have the service delivered on demand at a discount in exchange for paying monthly so the service is there when they need it
- Membership to get discounts at your store in exchange for paying for a membership program that entitled them to that benefit.

A client of mine who was in the computer repair business was always busy with new calls yet his monthly cash flow was inconsistent. We put in place a "Computer Repair Hotline" program. This allowed customers to get help in exchange for paying either monthly or annually.

His sales increased **2X on the existing sales** he had AND his monthly cash flow became consistent by adding a continuity program.

Developing this program can seem daunting at first. I promise you that once you put it in place you will have a steady stream of cash flow that you won't ever want to give up.

19. Make Your Strategies Easy to Implement With a Simple yet Bulletproof Method of Implementation

All the strategies, tactics, and systems fail in the real world when they aren't put into action. The workout machine that doesn't get used doesn't help you lose weight unless you put it to work.

One strategy that I recommend business owners adopt is an implementation calendar. This calendar is a simple tool that has one objective:

It will guide you toward putting a strategy into place and make it so easy to do that you will do it.

The great part about an implementation calendar system is it allows others to help you. This calendar lists the tasks that have to be done. You can easily assign out tasks on this calendar to employees, contractors, or anyone else who is assisting you in putting your strategies into action.

For those who want to avoid guessing or developing their own calendar anyone who speaks with me during a 30 minute free consultation receives a copy of my implementation calendar. This way you can just remove the items I have and fill yours in and you are ready to go.

The First Step to Take *Before* You Put 3 or 4 of the Above Mentioned Strategies into Action

Warning: Failure to Put this One Step into Action Will Virtually Guarantee Frustration, Pain, & Possible Failure

Failure sucks. There is no way of getting around it. In business the sad part is failure can be avoided. Many of the businesses that are shutting their doors today didn't have to. They could avoid failure if they just took a little bit of time to avoid failure.

I mentioned above that there is a single step to take before you put 3 to 4 of the strategies into action. The first step to take is the following:

Decide on a big vision for your business. Once you have decided where you would like your company to go, selecting the strategies that build that vision becomes easy.

A big vision is more than just "let's grow by 10% this year". A big vision must guide your company in everything you do. The big vision that you select must also provide your company a competitive advantage.

On your way to selecting your big vision there are a few questions you will have to ask yourself to make sure the vision is big enough. The questions you will need answers to are:

1. Can we live up to this big vision?
2. Will it separate us from our competition in our customer's eyes?
3. How will we accomplish this vision with the resources we have now?
4. If we need more resources in the future where we will go?
5. Will this big vision strike fear in our competition and force them to rise to our level?

I caution you to make sure you have the answers to these questions. You don't have to have 12 meetings, 3 company retreats, and 6 conference calls to get to the answers. However, you do need the answers to these questions.

One of the fastest ways to get the answers to these questions is to spend 30 minutes with someone who has done this for 1,000's of entrepreneurs and small business owners. Because you made it to this point in the report I know you are serious about your success. I keep a limited amount of time available weekly to help business owners with their big vision.

The restrictions on this time are as follows:

1. This is not a sales pitch. This means the times that I have available are the times I have available and those are the times to select from.
2. The times are strictly limited to 30 minutes.
3. You are being given one 30 minute slot to use. I will provide you my years of experience to help you within the 30 minutes. You cannot have "another" 30 minute slot 6 months from now just to "check in".

Most of all I encourage you to take action. You may not know where you are headed right now. The first place to start is by picking up the phone and calling 303-607-9424. My assistant will put you on my calendar and we can go from there.