

Small Business Owners: 50 Years Of Business Research Reveals...

The Secret That Can Increase Your Cash Flow and EXPLODE Your Profits While Cutting Your Operating Costs- And Why You Can't Afford NOT to Have It Working For You

This Small Business Special Report is compiled from 50 years of research compiled from the U.S. Government Small Business Administration, Major Multi-billion Dollar Corporations and The World Institute for Signage Excellence (WISE)

Are You Making all of the Money You Want To Make From Your Business?

Great question, right? Well, are you? If so, please throw this report away – or, better yet, give it to an associate who owns a business and is not making all of the money they want to make. Still reading? OK, then, let's get to it.

Whether you have 1001 locations or just 1, you are about to learn what you can do to turn your, "No, I am not making all of the money I want from my business" to, "Oh Yeah!" (and an extra vacation or two every year)!

You are about to learn how one small business owner had a 300% profit increase within 3 days of putting these ideas into use...

You will find out how the 'secret weapon' has increased sales for another small business owner by 35%...while enabling him to put his entire \$7000/month advertising budget back in his pocket...

The fact is that you went into business *with a dream*. You were going to *make it big*. Or at least you were going to *'make it'*. When your business was brand-new, you were full of fire and hope and the sky was the limit. And now...

Now, no matter how well you are doing, it's not quite what you intended it to be financially, right? On top of that, the stress can be just too much!

The simple fact of the matter is this: Your business is under-performing. How can we say that so authoritatively? Over the past 10 years, my organization has helped hundreds of businesses (in over 100 different industries) to identify their 'hidden business wealth'. We've worked with business leaders in many industries selling everything from hamburgers to houses! We've helped hundreds of them to increase their profitability in the most cost-effective manner possible--- and you are about to learn how in the next few pages.

What would your business –and your LIFE be like- if you had the following information working for you:

- How can you increase your sales by **30%-40%** beginning immediately?
- How can you sell more of your **most-profitable** products/ services?

- What is the single greatest 'hidden cost' that is draining your profits -without you even knowing it?
- How can you turn that 'profit-drain' into a 'money tree' for your business (and for your pocket-book)?
- How can you get more attention (for you and your business) each and every day?
- How can you make money off of your competitors advertising?
- How can you become the most visible business on your street- with the most impressive IMAGE of any business in your area?
- How can you make your business into a 'town landmark' that people use to give directions to others?
- How can you communicate with your prospective customers in the ONE way that gives you the absolute best odds of pulling them into your business?
- How can you have less stress in your business-life -while making more money?
- How can you achieve ALL OF THIS while reducing your operating costs?

What would your business-life (and your 'life-life') be like *if you had these answers **today***? Read on...

Note: This report will be making some bold statements. For example, businesses currently using this breakthrough information are experiencing -on average- 30%-40%- gross business increases WITHOUT increasing costs. In fact, our research shows that over 60% of the businesses using this information are DECREASING their operating costs. A staggering 90% are able to achieve this business increase while reducing their advertising expenses.

Due to these breakthrough ideas and 'bold claims', there is a 'reading convention' employed throughout the report:

Power Questions- At specific points where a non-conventional thought is introduced, a Power Question will be introduced to spark your own common-sense faculties.

POWER QUESTIONS 1 and 2:

1. *Could your business be generating more money for you?*
2. *Would you like for your business to be generating more money for you?*

You are holding in your hands a document that will show you:

- * The single-greatest 'hidden asset' you already possess
- * The 'Secret Weapon' that can 'turn that hidden asset on'
- * How you can use the 'Secret Weapon' to take your business to its true potential - the potential you always knew it had, but couldn't quite 'reach'- up to now...

"These concepts basically doubled our business!"
Steve Decker-All American Rental-Springfield, MO

A Gaping Bloody Wound In 'Your Dream' – draining the blood out of your business?

Now that we have established the fact that your business is under-performing, we can ask the logical question: Why?

It's simple, really.

The single-most valuable asset you have at your disposal is... presently... a 'totally wasted' asset. And it is costing you more than you imagine.

It truly is the single-greatest asset your business presently has. It is also the greatest asset your business has ever had- and will ever have.

Right now, it is costing you. It is literally draining your profits out and away from your grasp, but it could be making you rich. Do you know what it is?

No? Of course not! And you are not alone! Nearly all small business owners miss this critical point. As a result, most don't make it, and of those that do make it, very few ever reach their profit-potential.

But, back to you; if you knew what it was, you would put it to work and 'cash in', right. You would not allow the 'waste' to go on, would you?

Well, here is the good news: This report will tell you not only WHAT it is, but also HOW you can 'turn it on' at maximum power. Even better, it will give you a HUGE edge over your competitors, so read on...

Imagine that you were injured. Forgive the graphic depiction, but it is necessary to help you really understand where your business stands right now. Imagine a gaping, bloody wound in your side.....Your life-blood, the key element of your life, running out...flowing out and away.... How long would you let this go on? How long **could** you let it continue before it was 'too late'? What would you do?

Of course, you'd waste no time getting to the doctor as quickly as possible, but FIRST, you'd run for bandages to **STOP THAT BLEEDING!!!** Wouldn't you?

Well, right now there is a huge, gaping wound in the side of your business. What is running out is the PROFITS you work so many long, hard hours to gain! Over 80% of all small businesses die in less than 2 years of business- fatalities caused by this 'gaping wound'. Even of the businesses that survive, sadly, most owners never even realize where their life-blood (the fruit of their business labors, their profits) are leaking out from. If you knew your business had a life-threatening 'leak', wouldn't you agree that the only logical 'next step' would be to find out where it is so you can 'stop that bleeding'?

Yes, you have a HUGE ASSET at your disposal. The problem is that you haven't really understood or figured out how to capitalize on it. As a result, you are allowing this asset to act as an injury in your business, draining profits away from your wallet --- and you can't stop the bleeding until you find the wound!!! Let's agree to identify it-right now...

What is that asset? Here's a hint: Why did you pick your location(s)? Look out your front window. Really, do it now. Do you see the 10's of thousands of cars driving past you?

Now, asking again, why did you pick your location? You picked it because you wanted to be in front of 'all that traffic', right? But why? So you could 'reach' those people! You wanted to be 'in their face', visible, noticed by them so you could have a chance at getting their business, right? OK. Well, then, do you feel like each and every one of them notices you each and every day when they pass you by? No?

Then, let's go back to the first question again: Is your business performing at 100% of its potential? Why not? Do you see the connection? If not, you will...

"We were paying about \$7000 per month for off-site advertising. The WISE information pointed out that we had more traffic passing us everyday than we could ever 'sell to'. Their idea has brought us a consistent 35% sales increase- and we have stopped ALL outside advertising. We are making more - while saving money! How can you beat that?"

Rick Martin, President Heartland Homes
Paducah, KY

Let's go a bit deeper... How much is your lease payment for your location every month? Ouch! Why do you pay so much for that place? Oh, it's for visibility to ALL THAT TRAFFIC. (Otherwise, you could get the same square footage for a lot less money **if** you leased a location in the backwoods or out in a swamp somewhere. ☺)

So, to put it simply, the GREAT HIDDEN ASSET you have is 'exposure'. You are presently paying for several things associated with the cost of doing business -but you are not using them to their maximum advantage. We propose that you should be using each and every 'visibility opportunity' to maximize your exposure -that is the smartest and least-expensive way to promote your business effectively. Let's focus on your location for a moment...

So, you have a great location, but let's be honest; Do you feel that you are getting 100% of the return on investment that you want from that expensive location? Of course not! But, again, why not?

LOCATION, LOCATION, LOCATION -Pure Myth!!! (or BS, if you prefer)

Conventional wisdom (and the real-estate industry) have a saying:

"It's all about location, location, location."

Despite the popularity of the statement, it is actually **completely false** when it comes to business.

Skeptical?

Let's test the theory: Let's pick the best location in town. REMEMBER: What makes a location great? EXPOSURE TO TRAFFIC!!!

So, we have selected an incredible, high-traffic location for our business. Now then, let's put up a 20 foot wall in front of it. How much business will we attract? None. Nada. Zip. What if we run \$100,000 worth of radio, TV, newspaper and internet ads, as well as doing a 90-day, excellently-managed direct-mail campaign. How much business will we attract now? Still none? Yep.

So, it's not 'just' about location, is it? If they can't find ya, they can't do business with ya!

The fact is this: if you want a highly profitable business, there is more involved than 'just' location 'cubed'. 50+ years of research into millions of business successes (and 10s of millions of business failures) has revealed a secret... In just a moment, it won't be a secret to you any longer!:

Instead of 'location, location, location', it's really all about '**location, presentation, communication**'. What does this mean? Good question! We'll answer that in a moment...

You've Got the Location. Now, what are you gonna do about it?

While you were definitely smart to select that high-traffic, high-potential location, there are a few 'catches' involved with maximizing your return on investment.

First of all, you are not the only one trying to 'make it' on your street. Let's look at this from a 'new' angle with a 'new question': Who are your biggest competitors?

Most business owners think that their main competitors are the people on the other side of town who are in the same business as they are, but this is inaccurate. Actually, your biggest competitors are the people on your street -across the road, next door, down on the corner- who are fighting for the 'visual attention' of the people driving down your street.

See, you are not the only one who picked that location! If you were the only business there, it wouldn't be such a great location, would it? Still, those 'visual competitors' are keeping you out of the limelight. Not Good! That's YOUR limelight- and you pay soooooo much to 'star in' it each and every month. What can you do about it? Well, you have two choices:

1. You can do nothing- and things will stay as they are. (This is what the great majority have done, are doing, and will continue to do, which is why 80% of all new businesses do not even 'make it' for 2 years!).
2. You can do something proactive to ensure that YOU GET THOSE EYEBALLS ON YOU!!!

In a moment, we will take a look at the options available for getting maximum 'visual return-on-investment' (which, of course, translates into more business [profits, vacations, financial-freedom, vacations, time-freedom, vacations...did I mention vacations...all of the things you WANT from your business]). First, let's take a look at the most important (and only) profit-producing action you 'do' for your business. Hang on tight and **pay attention**; you are about to get a half-million dollar education you couldn't get anywhere else...

"Hey Business, Show Me The Money" – (or 'Marketing- What's That?')

What is marketing? Can you give a quick, clearly defined definition of it? Don't feel bad, most people who call themselves 'marketers' really can't do it either. But this is absolutely critical as it relates to your ultimate profitability. In fact, it is the single-greatest factor affecting your profitability. Read that sentence again. No, really, go back and read it one more time.

Why? (You ask really good questions!)

Be still and pay very, very close attention to the next paragraph; it may be the most important paragraph you have ever read about making your business profitable:

Of all of the hundreds of daily activities you do, 'in', 'on' and 'for' your business, the fact is that Marketing is the only part of your business that makes you money! That is a shocking fact –especially when you realize that over 90% of all small business-owners do not have any real idea what the word 'marketing' means.

Sales, Advertising, Promotions- these things cost you money to 'implement'. Marketing is the act of positioning your business so that it can afford to sell, advertise and promote –which in turn brings money in. Marketing runs though each of those things –but it is not 'them'. Here is the best definition of marketing I have ever encountered:

"Marketing Is Getting The Right Message To The Right People Through The Right Media."

Is that simple or what?!? Well, it is – and it isn't. It *is* because it is direct, clear, concise and 'actionable'. It *isn't*, because it implies that you need to bring a certain amount of 'scientific quantification/qualification' to the 'mix' in order to be certain that we are 'getting' the '3 **Rights**' right.

Otherwise, we are not 'marketing'. We are 'blowing money' on 'hit and miss' advertising---which is exactly what 99% of ALL small businesses do!!!

In the analogy of the 'gaping wound' that is letting your profits run out of your hands and down the drain, Marketing is the heart that pumps the blood (profits) into your business in the first place. If your marketing 'heart' is weak, your business will never receive adequate (let-alone 'maximum') life-blood 'profits' to sustain it's life.

POWER QUESTION 3:

Since:

a. Marketing is the only part of your business that creates income for your business.

(thus, for YOU) and

b. Marketing involves specific knowledge of 'Right Market', 'Right Message' and 'Right Media',

is there any reason you wouldn't want to know more about it?

Still with me? Great.

So, let's dissect the definition of that 'all-important' concept... What? You think that will be boring? No way! The next few power-packed paragraphs will completely redefine your ability to make your business profitable at ever-increasing levels! Definitely Good stuff!

Marketing is:

Getting the **Right** Message:

1. A simple, clear series of statements
2. about the value of what you offer
3. including the features, benefits and 'timeliness'

To The **Right** People:

1. Identifying through your techniques and words
2. the exact group of people who are prospects
3. for exactly what you have- WHEN it is available

Through the **Right** Media

1. Identifying the most cost-effective media that
2. reaches the greatest number
3. of the right people who want (or would want) what you offer
4. at the best time (and placement) to enable them to 'respond'

Although, I will be giving you a bit more assistance with this concept later in this report, you can apply a bit of thought and action to the above definition and completely transform your business –starting immediately.

For the moment, though, let's look at how and why your business is underperforming. Let's look, but from a completely new, fresh perspective you have never considered before. Read on...

Why Do 80% of Small Businesses Fail in The First 2 Years, Over 90% In The First 5 years, 99% in the first 10 years—and How Does That Apply to You?

According to several decades of research by the U.S. Small Business Administration, involving 10's of millions of small businesses, the single-most common reason for business failure is 'inability to attract enough customers to stay viable through the learning curve of the first crucial years'.

See, 'attracting enough customers' is the key! Yes, you have to be able to fulfill many other obligations, communicate well, maintain relationships with vendors, and handle accounting tasks. You ARE running a business! BUT, the fact is that none of that will keep you **in** business if you do not have adequate 'business-flow' of new customers (and repeat customers). (The REAL JOB of Marketing.)

How many truly great restaurants, wonderful flower-shops, excellent auto-repair businesses- from Baby Boutiques to funeral parlors- run by great people with great dreams, have **failed** simply because they couldn't get enough people through the doors? Most of them!

(Never forget, each of these so-called 'business-failures' actually has REAL PEOPLE behind it. In other words, it might be helpful to think of 'business failures' as what they really are:

People failures- with broken dreams and financially devastated families.)

Back to our 'gaping wound' analogy, these businesses have great locations with incredible amounts of traffic passing each and every day. There is more than enough 'life-blood' passing through their area to keep them in 'perfect business health', and yet they 'bleed to death' for lack of business... Why? We'll answer that in just a moment...

Of the businesses that somehow **do** make it through those first few fragile years, how many go through all of the phases of a business-lifetime at maximum profitability? Nearly none of them. Again, equating this to the 'human reality' it is:

Most (the huge majority) business owners NEVER receive the fruits which their business is capable of generating for them.

So, here are 2 huge facts to consider:

1. 99% of all business owners will not make it for 10 years.
2. Of the small percentage that **do** manage to stay afloat, very, very few earn what they could be earning.

It doesn't take a degree in 'business rocket science' to see that these two facts are caused by the same thing, right? The simple truth is that one simple truth represents both the 'fatalities' and the 'chronic illnesses'.

So, what is the cause of both?

Simple, again, it's 'failure to attract enough business (profits) to:

- a. meet the obligations of the business owner and
- b. fund the necessary 'learning curve timeline' of the business'.

Attracting ENOUGH business to meet the needs/goals/desires of the business owner is the key. It's funny, but almost every problem, challenge, difficulty and stress you (yes, you) deal with on a daily basis can be overcome by simply bringing in more business. The really good news is that 'good marketing' can bring in more business –a lot more. The truly great news is that great marketing will bring in more business and 'better business'. By 'better', I mean that the marketing actually predisposes the person not only to buy –but to buy from YOU, and to buy MORE from you. More about that later.

It is a shocking fact, but most business-owners who are 'seemingly succeeding' **unconsciously choose** to actively limit the amount of business they do. Why?

Here's the thinking: "If I am dealing with THIS stress level with this level of business/volume, think how crazy it would be around here if I were getting MORE business!!!"

((This report is about how to maximize the amount of business you attract in the most cost-effective manner. All of the other issues of how to simplify, streamline and standardize your business are outside the scope of our topic, but I will give you one valuable 'pointer' about how 'getting more business' can solve most of your problems:

1. Identify what your specific challenges are.
2. Identify a reputable business consulting firm with training and/or people who can eliminate those issues from your business.)))

It really IS all about having enough business to be able to 'afford' to get to the next level.

More business is NOT really a problem!!! It gives you the opportunity to reduce problems and **enjoy your increased profitability at a whole new level.**

What's that you just said? "Brian, all of this stuff about most businesses failing after 2 years has nothing to do with me. I've already made it over the hump." OK. That seems to make sense, but it misses the entire point: 80% of all small businesses fail before the 2 year mark. Over 90% fail in less than 5, and an incredibly sad 99% of ALL startups will not make it 10 years. As we have agreed, the exact same (number 1) reason for those failures is the reason **your** business is underperforming right now- failure to bring in the maximum possible number of customers. So, even if the 'bleedin' don't kill ya', it sure is draining the fun and profit out of your business- and out of your lifestyle!

So our goal must be...

Attracting More Business –Consistently, Reliably and Affordably! But how?

There are many, many ways to increase your business, right? Nope. There are only 3.

1. Increase the number of customers
2. Increase the revenue/transaction
3. Increase the frequency of purchases of existing customers

You accomplish this through advertising, sales and promotions- under the overall 'strategy of marketing' you employ. What?!?! You don't have a real marketing strategy? Don't feel bad. Research indicates that less than 5% of ALL small businesses do –and, a shockingly small percentage of bigger businesses have a truly 'good' one.

Why not? Well, unless you have spent the last several years **studying** marketing, **'practicing'** marketing and **getting consistent, reliable RESULTS from marketing** -you are probably not a marketer!!!! Duh! You are a business owner. Frankly, research indicates that the majority of what passes for marketing -even at the best business schools- doesn't hold up in the trenches of daily business for the

common small business on 'Main Street, America'. So, even with a 'passable education' you might still not be a great marketer or your product(s) or service(s).

So, if you are not a great marketer right now- and what you have tried so far hasn't taken you to the top, what can you do about it?

Start By Forgetting What 'Everybody Knows'...

Your situation is –in many ways- truly unique! You know your product, your location and your local people/market better than anybody! Generic, 'accepted marketing practices' that work for one product/market/situation often fall flat when applied to other products/markets/situations. The marketing world –like almost every other 'world', is full of garbage that 'everybody knows' as well as things that 'everybody does'.

In order to ensure maximum profitability for YOUR business, you have to 'trash' the 'everybody knows' and 'everybody does' world of 'practices' and LEARN and IMPLEMENT **PRINCIPLES!**

Universal rules work universally. Your business- and your personal financial life- require that you sometimes CHANGE and do things differently than 'everybody else'.

POWER QUESTION 4:

What would happen to your business (and your bank account) if you were to learn how to consistently, reliably and predictably turn on a strong, steady stream of business ANY TIME YOU WANT TO?

In just a moment, I am going to get deeper into how YOU can attract more business –predictably, reliably and consistently, but first let's make sure you have a good, basic 'workable' understanding of how marketing actually works.

The Two 'Themes Of Marketing' or Methods Of Attracting Business

While there are many, many aspects to consider when it comes to developing a comprehensive marketing strategy, 'thankfully' there are really only two main ways to attract business:

1. TOMA **T**op **O**f the **M**ind **A**wareness

While you have probably had this explained to you 456,113 times by people who were trying to sell you some form of advertising, let's make sure you have this concept purely, clearly imbedded in your consciousness. (Please pay extremely close attention! It WILL enable you to make more money.)

Top of the Mind Awareness is the slower and more costly of the 2 methods we are discussing, but it is **very powerful**. It typically requires **hitting** people with your '**Right** Message' many, many times through many, many different media until -when they think of a product, they think of *you* –automatically.

2. 'Impulse' Attraction

Amazingly, decades of research (from the U.S. Small Business Administration and major corporations) has indicated that up to 90% of all store/retail establishment visits are stimulated by 'impulse'.

Impulse Attraction means that a prospective customer comes into your store as a result of an immediate stimulus. More on this in a moment.

For example: You are driving down the road –not at all hungry, but it is 98° outside. You pass a McDonald’s restaurant with a message on their sign that says, “HOT? Try a Cooooool McFlurry.” An amazingly high percentage of people will do what the sign says out of simple ‘impulse obedience’, and others will semi-consciously ‘think’, “you know...it really is hot...that Mcflurry sounds really good”, as they semi-consciously pull into the drive-thru line to semi-consciously contribute a few more dollars to the McDonald’s ‘cause’.

Two Examples of The Power Of Impulse Attraction:

1. In the 1980’s a major national restaurant chain did a nationwide marketing study of the effects of signage on their business. Their discovery was literally ‘staggering’! Before we look at the shocking discovery, we need to clarify two terms:
 - a. Impulse Customer –A customer who stopped in at a business ‘strictly’ because of signage, banners or other ‘on-site’ marketing
 - b. Destination Customer- A customer who leaves their business or residence with a final destination in mind; “I am heading to Quincy’s restaurant now.”

The study determined that a staggering **40%** of all Destination Customers never make it to their ‘intended destination’ because they got ‘picked off’ by some other restaurant’s ‘on-site’ signage!

That restaurant chain immediately upgraded their sign-packages at each location!!!

Relating this to your business: How many people *pass you by* on their way to buy what you sell somewhere else? Why?

2. In the early 90’s, a major nation hotel chain did a very different survey- but came up with very similar results. Their predicament was that they were experiencing a lot of late cancellations by ‘reservations-holding’ customers. Upon investigation, they learned that 25% of all ‘reservations-holding’ customers –if they somehow missed the hotel as they drove by– would not turn around and drive even one mile back to get their hotel. They would cancel the reservations –and Motel 6 or Days Inn would get the business! As a result, that hotel chain began adding electronic ‘digital flashing’ signage to many of their locations.

What they experienced was even more shocking- though. Not only did they start recapturing a lot of that ‘previously lost’ business, but their impulse business went up by nearly 20%!!! They were now getting the people who had passed *their* hotel!

Relating this to your business: What would happen if you could keep your 'possible customers' from 'missing your business AND attract a lot more 'impulse clientele'?

Due to the 'one-shot' nature of the 'Impulse Attraction' method, obviously, 'impulse-creation marketing' is a lot cheaper than developing TOMA. It is also A LOT more immediately beneficial to your business. IMAGINE if there were a way you could immediately maximize your 'impulse attraction factor' to the 20,000+ people who are in front of your business each 24 hours in a manner than **simultaneously built TOMA for you** over the long-haul... More on that in a moment.

The bottom line on this issue is four-fold:

1. **TOMA** is incredibly powerful, but costly in both time and money.
2. **Impulse Creation** is quick, cheap and easy to create –if you know how.
3. Ultimately, Effective Marketing for your business is a direct result of accomplishing and utilizing both methods –with each supporting the strengthening the other.
4. The only alternative to Effective Marketing is a business that either 'bleeds to death' or (at the least) suffers from long-term 'profit leakage'.

In a moment, I am going to share with you the marketing breakthrough which can enable you to put both of these powerful methods (TOMA and Impulse Power) to work for you –more powerfully AND cost-effectively that you ever dreamed possible, but first, we have to identify:

- what you are doing
- what everybody else is doing
- why they are doing it –and
- how this translates into YOUR business under-performing (which creates your money-stress, head-aches, 'profit-bleeding', business-frustration and lack of all of the great vacations your business should be buying for you!).

Where Did YOU Learn To 'Market' YOUR Business?

Look back at your first couple of weeks in business...

There you were, full of hope and fire and enthusiasm. Man O' Man, you were going to 'make it'....meanwhile- unbeknownst to you...on the other side of town...there was a conspiracy going on about you and your business...

At the radio-stations, the newspapers, the local magazines and the Yellow Pages offices, the sales-managers were going through the 'new business' leads looking for new startups like yours. Why?

Well, each of those businesses has a job to do –to sell enough advertising to 'fill up' their pages –or their time-slots. Due to the fact that most business-people are not getting the results they demand (and deserve) from the dollars they invest in conventional media (radio, TV, etc.) the salespeople for these media are forced to be always on the prowl for new (ignorant, but ambitious) businesses to sell their stuff to.

Disclaimer:

Let me digress to say that I do not mean to be hard on the media -or harsh about these salespeople who are out to do the best job they can. Each media has its place and its 'value'. If you are using any offsite advertising and are **certain** that you are getting measurable results from it, by all means continue.

I simply intend -for your benefit- to be brutally honest about the facts.

Here are some tough bottom-lines:

1. Those people have a job to do -and it is NOT to help your business make money! Their job is to maximize their own income by selling as much as they can to fill up those time- and pages- slots in their respective publications/media.
2. Those people are NOT 'advertising people'- not by a country mile. An advertising professional is someone who's skilled in the art of helping businesses market effectively -helping businesses create more business predictably, consistently and cost-effectively. These people who sell you advertising are advertising *sales*-people. Their job is to sell you advertising - **whether you need it or not---whether it will benefit you or not--- whether it is the right media for you and your type of business or not.**
3. These people have -as a very hard and fast rule- NO TRAINING of any kind in the area of 'effective ad creation'. Their companies train them in doing 2 things: Finding out your ad budget (how much will you spend) and getting it.

Now, think with me for a minute; put yourself in their position: You have no idea of what constitutes an **effective** ad. You have no idea of how to increase your prospects' business. You just know that the more your prospect spends, the more you make.

Can you really expect them to be focused on getting you results???

So, back to the point; there you were -the innocent, new business-startup, having no idea of how to effectively market your business. You got your entire advertising and marketing 'education' from people who were selling you on the idea of spending money -every month for the rest of your business-life- whether their product got you results of not!!! It started right after you applied for a business license and the 'advertising squads' jumped in their 'squad-cars' and came after your dollars!

One critical point to consider here is this: All of the companies that sent salespeople to 'train' and 'condition' you to the 'Monthly Marketing Madness Merry-Go-Round' had one thing in common:

Each of them convinced you to focus your advertising/marketing dollars OFF-SITE. Here you are with an incredible amount of traffic- enough that if you were just able to 'pull 'em in', you would eat well for life- but you have been led to 'blow' all of your money everywhere else.

So, what does this have to do with your profitability? Well, look above, at the topic of this section of the report----it says, "How did you learn to market?" Have you ever considered that **everything you ever learned** (if you are like the huge majority of independent business-people) was learned from people for whom your best-interest is largely irrelevant?

Worse, from 'day 1' in business, you 'learned' how to 'market' your business from people who ARE NOT MARKETERS any more than you are!

You 'learned' from ad sales-people with 1 job: **find out your budget and GET IT!**

And what if you took the seemingly more proactive step and actually hired an ad-agency? Good question. The answer is shocking: The only difference is that you are now dealing with a slightly more professional salesperson –still not a true ‘advertising person’ or ‘marketing person’, still just an ‘advertising SALES-person’. Worse, however, consider this:

With an agency salesperson, the job is to find out about your budget, then find the most profitable way to spread your budget around the available media possibilities (profitable for their company- not yours). To ‘ad’ (pardon the pun) insult to injury, you are also paying a ‘fee’ for this agency to do this to you!!!

POWER QUESTION 5,6 and 7:

5. *Who is ultimately responsible for getting results for your business?*
6. *Who ultimately even cares about the return of your marketing investment?*
7. *Would it be wise for you to rethink everything you have ever learned about how to market your business?*

If you will take just a moment to review our definition of marketing:

Getting the *right* message to the *right* people, through the *right* media.

it is obvious that if your ‘advertising’ is being done with the primary focus being on your ‘budget’ and on selecting the most ‘cheap’ media, THIS AIN’T EFFECTIVE MARKETING. This is ‘profit-bleeding’ in pure form!

And How Do You Market Today?

If you are like 99.9% of all small business owners, you DON’T truly market at all. You ‘advertise’- without a plan, without adequate knowledge and without adequate thought, just like everybody else in your industry. The good news is that –when you get the ‘secret weapon’ on your side- your competitors truly won’t know what hit ‘em...

You still make your advertising decisions as you were conditioned to by the ‘Monthly Marketing Madness Method’ teachers we just talked about...

It happens every day....probably today....

The phone rings with somebody wanting to sell you advertising- yellow-pages, internet-ads, newspaper, radio, TV, a direct-mail campaign, or –groan– the local school, college or church with a fund-raising map, calendar, etc... another way that you can spend money on something that *might or might not* increase your business.

Yes, there are many, many things that fall under the banner of ‘advertising’. Each and every day, the average small business owner is assaulted with that continual ‘barrage’ of ‘opportunities’ to spend money on things which, in all probability will be expenses rather than investments. Do you really want to continue to ‘cut the arteries’ of your business in this way and watch the ‘profit-life-blood’ drain away?

Forgive me for being ultra-basic on this next point, but in order to serve you, I have to 'cover the bases'. Advertising is –in essence– an investment you make toward marketing/promoting your business. Theoretically, the more you invest in advertising, the more you will make. Following this logic, then, the smartest thing you can possibly do is spend every dime you have- because it will increase through the 'magic of advertising', right? "Hell no!", you say? Why not?

Simple, it's because 'advertising' isn't the answer. '**Effective Advertising**' is!

And the bottom line is that most advertising is just plain ineffective.

What does that mean: 'ineffective advertising'?

Let's look at our definition of Marketing one more time:

Getting the *right* message to the *right* people, through the *right* media.

Since there are actually 3 elements of effective marketing, (as you might guess) there are 3 totally different issues to consider regarding 'effectiveness' (or ineffectiveness) .

1. Effectiveness of the ad you run. YOUR MESSAGE.

This is actually based on the 'content' (word-choice, copy, pictures, graphics and even 'idea') of your advertisement. If your ad content 'sucks', then it doesn't matter what media you use or even how many times you run the ad. With a 'sucky' ad, more media, more exposure and higher frequency of exposure will still get you 'sucky' results- period! (just more expensive 'sucky' results!)

2. Effectiveness in hitting the right people. YOUR MARKET.

Often, business owners come up with decent ads and they run them in media that get good exposure –BUT very few of the people who see the ads will ever frequent your area. The net result is that your ad hits a lot of people and gets them wanting what you've got- and they end up buying from your competitor who is closer or more convenient to their living/working location.

3. Effectiveness of the Media you choose –as it relates to YOUR business. YOUR MEDIA.

Many businesses run 'sucky' ads –not only because the content is less-than-optimal, but because the media they choose is inappropriate (or just non-optimal) for their business.

Example: A locksmith had better be in the yellow-pages, but a Home-Builder will find it largely a waste of money. Conversely, a lock-smith running a radio ad will probably not get any business from it.

There are timing factors, proximity issues, demographic concerns and a host of other issues to take into account, which, frankly, most business people are completely unaware of.

In summary of this point, remember our definition of marketing: Getting the **Right** Message, to the **Right** People through the **Right** Media. Guess which word is the most important in the sentence-

Yep, '**RIGHT**' is the word.

This means that if we can 'leverage up' or improve the 'right-ness' of any one of these three keys; media, market, or message, we will increase the number of people who will be attracted to us- and thus increase our profits.

BUT...If we could find a way to **maximize all 3**, we would be in profit-heaven! Before we reveal the 'secret weapon' that will maximize all 3 elements, let's do a quick survey of all the advertising opportunities available to you. You can't be sure your next step is 'up and forward' until you know where you are! Similarly, you can't stop the bleeding until you have determined where the 'leak' is!!!

Where is Your Money Going Now?

Let's take a look at where 'the money goes' regarding the media used by most small businesses –and compare this with your personal marketing spending. (Without going into an 'advertising-bashing' campaign, let's just confront simple reality with an unbiased 'advertising comparison'.)

Radio and TV: These two tools are quite expensive if 'done' right. How do you 'do' radio and TV 'right'? Basically, you have to plan to (and be able to afford to) 'saturate' the airwaves with your message. This means every 15-30 minutes for hours/days/weeks at a time. Otherwise, there is often not enough frequency of exposure to get 'TOMA' working for you.

There are 3 main problems with using Radio and TV for most businesses:

3. The 3rd biggest problem with Radio and TV is that they are literally just spots in time- 30 seconds and you are 'outa there'.

2. The 2nd biggest problem with these media is that they spread your message 'indiscriminately', meaning your message is not confined to hitting only the 'right' people. Research has shown that the huge majority of people strive to do the majority of their shopping/purchasing in the areas they frequent. In other words, if you are lucky enough to actually have an effective ad, and you get them wanting your offering, but you are not between their home and their job, your ad will probably create profit for your competitor.

1. The 1st Biggest Problem (drum roll please) ... Radio and TV are Off-Site Media. Without a deep explanation of this one, let do –you guessed it:

POWER QUESTION 8:

Which is easier: Getting folks to come into your business by hitting them with an ad when they are sitting at home, on the couch in their undies –or when they are in their car approaching your business?

But think...Can you imagine what would happen if there was a way to TARGET your message only to those people who have the highest likelihood of stopping in at your location?

Newspaper: This is another media that equates to a spot in time. It works well for a few types of businesses, but it has the liability of being 'dead' media the instant 'they' turn the page. Consider these staggering statistics from several major universities:

1. As many as 50% of the 'supposed' 'circulation' **never opens a paper.**
2. Of the 50% of papers that get opened, typically less than 3% of all readers will get to your page.
3. Of the small percentage that do get to your page, less than 50% of that number even glance at the ads as they scan the news-copy.

While a heavy-saturation newspaper campaign can help acquire a degree of local TOMA (Top of the Mind Awareness) for some businesses, the simple two-fold fact of the matter is that:

- a. Most businesses can get more- and more immediate- benefit by focusing on smarter methods of gaining 'Impulse Attracted' clients.
- b. Since most newspaper ads are completely ineffective (content and **message**), most campaigns end up costing --rather than creating profit--another 'profit-bleed'.

Local Circulars/Penny-Pinchers/Thrifty Nickel/Shoppers: Very much like newspaper advertising, the bottom line is pretty much the same as 'a. and b.' above --but some businesses get pretty good results.

Again, both of these options (Newspapers and Circulars) -- being done off-site- do not give you the highest odds of 'bringin' em in'.

Yellow Pages: For a very few businesses (lawyers, plumbers, locksmiths, etc.) Yellow Page advertising is perfect. However, by placing your ad in the YP, you take several big risks --all of which can lower the odds of a visit:

1. You are placing your ad in with all of your competitors, which naturally leads to 'phone-distant-price-shopping'.
2. Your ad can literally help sell business for your competitors.
3. You are going to hit a LOT of people for whom your business is not nearby or convenient.

Have you ever thought about how few people ever actually see your ad on a given day/week month?!?!?

Once again, too, we are focusing 'offsite' which does not give you the best odds of a visit (sale).

The Advertising 'Bottom-Line'

A recent survey of several thousand independent business owners revealed that over 90% did not feel that they were getting their money's worth from the marketing/advertising efforts. Shockingly, nearly 80% report they **didn't know** if they were getting **any results at all!** To state the obvious: running advertising that **costs** you money is just plain dumb!!! Relating this to our 'bleeding business' picture, it is equal to an

'intentionally self-inflicted injury'. Most businesses are already losing too much 'life-blood' to be able to sustain many of these 'injuries' and expect to live.

So, up to now, your 'marketing' has not been 'smart marketing'. As a result your business is under-performing (and you are not getting the perks you deserve from your business). If you are like most business-owners, you have determined that (as a rule with few exceptions) the traditional media choices quite frankly 'suck' and you are disgusted with spending your money on things that aren't working...

Now- hold on tight because we are going to take a 'hard left turn' into uncharted territory of business-thought. At the very beginning of this report, we established a few key points:

1. Your business is underperforming- as are the huge majority of ALL brick-and-mortar retail businesses.
2. You started your business, like every other business -from McDonald's to Mary's Corner Florist: You began your venture by selecting a great location---and 'great' means "having a tremendous stream of traffic passing every day".
3. You pay a lofty premium on that location due the amount of traffic passing it - and that 'traffic access' is what literally 'creates' your locations 'value'!
4. The key to 'making it big' in business lies in **attracting the maximum number of customers through your door everyday**- in the most cost-effective manner possible.
5. Marketing is the only means of 'attracting the maximum number of customers'.
6. Most business-owners never reach maximum profitability because they engage in less-than-optimum marketing 'means'.
7. The reason for number 5 (above) is that **the only source of marketing 'know-how' which most business owners ever get access to is erroneous information** from people selling **ineffective media**.
8. As a result of number 6 (above), the huge majority of ads run by most businesses are completely ineffective ads in ineffective media!!!
9. A business that is spending money in the attempt to bring in business -but using methods that do not work optimally- is -in effect- 'bleeding a river of life-blood' (its profits). If the 'bleeding' exceeds the influx of profits, the business bleeds to death. As we have already established, the HUGE majority of businesses die this unnecessary death. The remainder are simply losing money -forever- as a result of less-than-optimal marketing.

Now for the 'killer question':

If you are paying so darned much for that great location (to be in front of tens of thousands of people per day) why in the heck would you be paying so much for advertising to bring people to you???? Please, stop and think about that for a minute...-did you think? If not, please read that last sentence again. This is truly profound thinking -and it can be a key to transforming your profitability.

Put another way, why would anybody in their right mind pay big money for a high-traffic location (knowing that they pay a premium to be in front of the traffic) and then still have to spend **more** (on advertising) to get people to come to their location? Phenomenal question- and I am so glad you asked. The answer lies just ahead...

Before the 'Secret Weapon', The TARGET It MUST HIT!

Nearly every business in America (including yours) is making an on-going, very big, very expensive mistake at this very moment. The bottom line of this mistake is startling, to say the least:

Most businesses fail due to this huge mistake. Even those who do not 'die' from it, NEVER reach their true profit potential as a result of it. Not a one of them ever knows (or knew) what the problem was –or they would have solved it. You are about to know it –and how to 'stop the bleeding' that is stunting your profitability (and draining your financial health!!!!)

Let's focus on you; yes, YOU. You are paying huge money –big fistfuls of cash- each and every month- for the lease on your business location. You are paying this 'premium' because that great location gives you access to your biggest, most valuable business asset –and you are completely wasting it. That asset is:

'visibility and access' to the incredible volume of traffic that passes your location every 24 hours.

You pay –in the form of a lease payment- not for the simple square footage of your property! You are paying for that square footage **multiplied by a factor for the number of cars passing your location every 24 hours!!!**

Even worse, due to the fact that you are 'wasting' that hugely expensive traffic 'asset', you are forcing yourself onto the 'Monthly Marketing Madness Merry-Go-Round' of spending **even more money** on off-site advertising to bring people to you. Again, you have access to enough traffic every day to keep your business 'high on the hog'- and you are already paying for it!

So, your single greatest business asset is (again) the 20,000+ cars per day that pass your location by on their way to work, to school, to the store and then back home. Please don't be offended by my assertion that you are wasting it. I am going to explain –hopefully in a very beneficial way- but first, let's see if that asset is as valuable as I am claiming.

The U.S. Small Business Administration is, by far, the best source for information relating to the success (and failure) of small businesses. Their 50 year history of tracking, studying, serving and helping 10s of millions of small businesses means that there is no better source of information –if you really want to know the hard facts of business life.

I have invested over a decade of personal time, effort and involvement in helping hundreds of businesses achieve better profitability (and I have personally stopped the bleeding for hundreds of business owners). I am continually shocked, stunned and saddened as I watch business after business engage in 'helping itself die' in ignorance- when exposure to **free** information from the SBA could have created prosperity and financial freedom for the business owner.

In no uncertain terms, the SBA makes it clear that 'mindless habitual spending' on less-than-optimal advertising is a major cause of business failure. Further, the SBA provides –absolutely FREE- comprehensive info on how any business, at any stage of development, can achieve maximum profitability in the manner that is:

1. Most Cost-effective and

2. Proven, established and Certain

The profit-solution you are about to discover is the result of a tremendous amount of personal study and investigation –as well as an analysis of a mountain of research conducted by major multi-million- (and billion-) dollar corporations and the SBA. I have uncovered (and discovered) a number of 'secrets' that very few people will ever 'get'. I am about to share one with you right now: (If YOU get it, you will find it impossible to avoid profiting from it.)

*When you study **millions** of businesses in **hundreds** of unrelated industries, you get a unique perspective on 'universal' principles that will forever escape the notice of those who are entrenched in just one or two of the businesses or industries. One of the most profound truths that comes out of this 'heightened perspective' is this:*

"One practice/policy/procedure that is widely known and established in one industry (used by 'everybody' in that industry) might be completely unheard of in another industry. When that practice/policy/procedure is brought into this 'new' industry (which has evolved for decades -or longer- without it) it can immediately take the company instituting it to exponentially expanded success and profitability overnight!"

This is the essence of a 'true breakthrough'.

You are about to learn how to apply such a breakthrough to your business- in the next few paragraphs.

Let's get a perfect understanding of the target we are talking about, so we can finally reveal the 'secret weapon' that can take your business from a state of 'bleeding, walking dead' to 'maximum profitability' quickly and easily (and get closer to that extra vacation-time our business is supposed to be buying for us).

The goal we have is maximum profitability.

The 'means' which –alone– can bring us to the goal is 'adequate customer-flow', acquired in a cost-effective manner'.

The greatest asset we have (which we are paying dearly for) is the massive quantity of people driving past our business each and every 24 hours.

The mistake we are making is twofold:

1. We are paying big money to be in front of all of that traffic –and then not maximizing the number of those people that we convert from 'passer-by' to 'puller in'.
2. As a result of 1 (above) we are paying even more for 'off-site' media and print advertising to bring people to us.

The TARGET, then, is that traffic! If it makes sense to you to pay so much to get in front of them, then how can you make that investment pay off?

In a nutshell, then, the next 'big' question is: How can you turn your greatest 'hidden business asset' (the 10's of thousands of people who pass your location each day) from a 'big expense' into your greatest profit generator?

We will answer the question, fully, completely and authoritatively in just a moment. First, lets fully establish the value of your location (and get a tight handle on the real value of your traffic).

What is Your Location REALLY Worth- or- You Pay –Big Time– To Be In Front of that Traffic, But it is worth MUCH MORE Than You Pay

When you analyze how 'good' you really have it, your life will get pretty exciting!

Consider this:

You want to make more money. Your business can handle the volume. You simply need a few more people to walk through your door every hour/day/week/month, right?

Well, yes and no. What you actually want is for a few more people to walk through your door every hour/day/week/month who are 'conditioned' and **READY TO BUY** what you have to sell. My friend, you are closer to radical profitability than you could imagine... read on.

Each and every day, tens of thousands of people drive past your front door- literally 50-100 feet from the cash register!!! These people are almost 'inside' your business, they are so close...

Further, according to the SBA, about 20% of those people weren't there last year. (Regardless of the town or city you are located in, approx. 20% of the people in an area move every year.) This means you always have a new, fresh 'pile' of prospective customers coming into your area every year.

This is where it really gets exciting... Approximately 80% of the people passing your location pass you 40-60 times per month!!!! (Back and forth to work, to school, to the grocery store....)

Let's translate that into marketing/advertising concepts:

The SBA statistics shows that –in each car passing your location daily- there are 1.5 people on average.

If your location has 'only' 20,000 cars passing per day, that equates to 900,000 exposures per month –of people who pass **right in front of you!** Most of those exposures are 'high-repeat' exposures, which means that –if you were to hit them with a good marketing message, you would have a very, very high probability of 'getting them'.

To give you a value-indicator of your location, billboard prices are directly related to the quantity of traffic passing them daily. (If that makes sense to them, it should make sense to you and your business!).

Billboards in very high traffic areas often rent for \$4000-\$10,000 per month. Think about that –and why it can actually be worth that in some cases.

The simple –and hopefully VERY obvious- point here is that your location is only worth what it is 'worth' because of the traffic you have access to. BUT- and this is a HUGE 'but'- if you are not '**properly capitalizing**' on that traffic, you are simply throwing your money in the street- literally!

Can you imagine what would happen if you were to find a way to reach into the minds and hearts of the nearly 1,000,000 people who drive past you each and every month? What if you found a way to make them aware of who you are, what you offer and why they really should come and see you? Can you imagine?
I propose that this is why you are in business- and why you chose that expensive location!

So, our goal is:

1. To capitalize on the traffic we are already paying for- and to turn them into customers.
 2. To stop having to spend a HUGE CHUNK of our income on outside advertising- which frankly makes no sense anyway!
 3. To get our business paying us what we want out of it!
- What we have covered by now is pretty simple.

A summary is in order, and then we can move towards learning the single-most-effective way for you to get your business up to maximum profitability.

You have a great location- which is great because of the profit potential that comes from having a huge amount of traffic available for your business. However, that traffic is only beneficial to the extent that you are able to get them 'pulled' into your business.

Consider this 'truly profound' truth of your business reality:

Since you are paying BIG MONEY for that location every month, you are –in effect- paying for each car that drives past you, and each person in each car. As a result, each person who drives up, gets your message and comes in, makes you money.

BUT- each person who drives right past you without looking actually **costs** you money.

Up to now, you have NOT been maximizing your pull to those people and so you have been forced to spend extra money off-site to get people to come out of their way (this is not very efficient) to get to you.

So, in essence, the options are:

Offsite Marketing- not good- not smart- not the best use of your expensive location.
On-Site Marketing-----hmmmmm, never thought about that one before...what the heck is 'On-Site Marketing'?

I want to make clear –right now- that I am the biggest advocate of 'On-Site Marketing' in the world- for good reason. My clients who are putting this information to use are experiencing –on average- 30-40% profit increases. Even more incredible, most of these clients are achieving these results while **reducing** their advertising/marketing costs!

Back to you; we have already established why you have been using off-site primarily (or exclusively)- it has been because you were not maximizing your 'drawing power' AT YOUR LOCATION. Now, let's look at why you should be –primarily, if not

exclusively– using what the U.S. Small Business Administration calls ‘Sign-Centric’ Marketing instead. Remember our all-important definition of marketing:

**Getting the *right* message to the *right* people,
through the *right* media.**

On-site marketing gives us the ability to literally multiply our marketing effectiveness and efficiency by adding a revolutionarily powerful element (one that is not possible with off-site media):

**Getting the *right* message to the *right* people, through
the *right* media.
...at the RIGHT time for maximum response.**

‘Sign-Centric’ Marketing allows you the incredible benefit of being able to tell people what you have and offer it to them **as they are approaching your location!!!!** Which is easier, getting someone to stop in and buy when they are on their couch in their undies, or when they are 50 feet from your cash register?

‘Sign-Centric Marketing’ makes a LOT more sense. Since it saves you money, capitalizes on what you already have and gives the ‘highest and best’ use of your expensive location, the only question you should have now is... how does it work?

And Your Choices Are...

Well, there are a LOT of things you can do to increase the number of people looking at you –and a few of them are actually beneficial. However, some of them are simply ‘costs’ that do nothing to increase your business.

Let’s look at the list of possibilities:

1. Signage/banners
2. Flags
3. Streamers
4. Hiring a clown/Uncle Sam/Statue Of Liberty to stand/dance on the street
5. Balloon, blimps, dancing air-animals
6. Rooftop inflatables- Gorillas, etc.

In my consulting career, it never ceases to amaze me how many businesses spend BIG MONEY of completely ‘goofy’ things...

For example, my best estimate is that –nationally- small businesses spend somewhere in the neighborhood of \$200,000,000 per year on completely ineffective on-site ‘gadgets’ like 2-7 above. (Not so surprising that 90%+ of all businesses don’t make it 5 years.....)

When I am consulting with a client who uses such things, they say things like, “I know people notice it, but I’m not sure how much it is doing for me.” What would you think of a professional (Doctor, Dentist, Lawyer, etc.,) who used things in their profession without knowing what the results are?

Regarding the use of 'on-site marketing tools', the fact of the matter is this, you have about 1.5 seconds to either catch the attention of the person driving by –or lose them. If you can catch their attention, then –and only then– you have a chance to 'tell 'em what they need to know' to get them to stop in. The difference between 'getting them' or not is a combination of two things:

1. Getting their attention
2. Giving them a reason to stop in.

It is easy to see that –whereas items 2-6 above can contribute to 'Getting their attention', none of them has any chance whatsoever of "Giving them a reason to stop in'. It would be easy to spend a lot of time analyzing each of these 'possible costs/possible profit-generators', but it will be simplest and best to simply compare them to our definition of marketing. There is no better yardstick- if you want to make more money and avoid waste!

Getting the *right* message to the *right* people, through the *right* media.

...combined with our new mega-power add-on: **...at the RIGHT time for maximum response.**

Do balloons, inflatables, dancing clowns, streamers or rooftop gorillas give you the means to market anything? Of course not. These silly 'visual candies' are simply attention-getters. If you want to blow money on these things- enjoy yourself, just don't expect them to make you rich!

There is only one thing that you can do 'on-site' that will meet our criteria for 'marketing'. That one thing is signage. Now, because every business already has signage, it might help you to know that a simple 'sign' is not the answer. In fact, most signage is downright ineffective. So, is this contradictory info, or what? Not at all.

Signage? "But I already have a sign..."

So, you already have a sign, right? Great. The question is: Is it an **effective** sign? Over 95% of the signage in America is very poorly designed and completely ineffective.

The bottom line is this: The most powerful, cost-effective way to maximize your locations profitability is with, 'Maximum-Effectiveness Sign-Centric Marketing' –and that obviously includes Maximum Effectiveness Signage System. So, now the questions are:

1. What in the heck is a 'Maximum-Effectiveness Signage System'? and
2. If it's such a great idea, why doesn't everybody have one?

The first question is really simple: A 'Maximum-Effectiveness Signage System' is a system that accomplishes several tasks:

1. It catches the eyes of the absolute maximum number of your passers-by

2. It gives your business a 'state-of-the-art', established, professional appearance
3. It communicates the **Right** Message to the **Right** Market

(Hey, you are pretty sharp! You just realized that mega-signage is the ultimate **RIGHT** MEDIA for getting the **Right** Message to the **Right** Market at the **Right** Time for maximum response!)

The second question is a bit more involved:

We have established that nearly all business owners are making the mistake of neglecting their on-site profit-potential by focusing their efforts –and their dollars- off-site. We have clarified that this is mainly because their entire 'marketing education' (if you desire to call it that) has been a series of myths fed to them by advertising sales-people along with what 'everybody knows' and 'everybody does'. Ironically, though, the real reason why most business- owners do not know about (and use) mega-powerful signage is because of the SIGNAGE INDUSTRY!!!

Disclaimer:

As I said earlier about advertising and ad-sales-people, I do not want to be harsh on anybody. Now, I must say the same thing about the sign industry:

Over the past several decades, the signage industry has served a multi-billion dollar niche, by building and installing signs. As the world of motor-cars replaced the world of walking and horse-carriages, the need for big signs exploded. As the demand exploded, sign companies were born.

The problem was that nobody ever told the sign companies about how important they were! Nobody ever taught them the power of effective signage –nor about how to create and market effective signage strategies!

The bottom-line of this issue: Sign companies –nationwide, large and small- evolved in a world where the demand for signage grew so rapidly, it was all they could do to keep up with the demand of the orders!!!

So, today, the sign companies of the world are made up of good people who learned how to either, draw, paint, weld, operate a crane or do electrical work. Like most business-owners and ad-sales-people, though- THEY ARE NOT MARKETERS. Not their fault- they just aren't trained or knowledgeable in marketing.

Fortunately, that is changing. In fact, the reason you are reading this is because a very progressive sign company in your area has taken the action to 'step up to the plate', become well-trained at sign-centric advertising and provide real leadership!

So, to move into the position where we can fully understand what 'Sign-Centric' Marketing can do for you, and understand the true POTENTIAL POWER of optimal signage, we must first dispel the misunderstandings most business-owners have about signage...

Signs Ain't THAT Important

One source of information that we have already tapped into –which is a perfect source of 'unbiased truth' because they do not sell anything- is the U.S. SBA. Here is their bottom-line on signage: (These clips are excerpted directly from the SBA website)

Signs are the most affordable means of advertising for many businesses, and most businesses -new or not -- don't have a dollar to waste. The United States Small Business Administration Bulletin Number 101 on signage for businesses says, "...signs are **the most effective**, yet **least expensive** form of advertising for the small business." What's more, signs are always on the job for you, advertising 24 hours a day, 365 days a year. (emphasis added)

Now, did you REALLY pay attention to this unbiased information from the one organization with more research than any other entity on earth, "signs are the most effective, yet least expensive ...advertising for the small business"? How could this be?

1. **Most effective** –means –obviously– more effective than all available options (on-site and off-site). What could possibly be more powerful than hitting tens of thousands of prospective customers, every day, 40-60 times per month each, with an impossible-to-miss 10 second commercial, another reason to stop in, and hitting them with that message **when they are already approaching your business**?!?!?!?!?
2. **Least Expensive** –means- obviously- less expensive than all other available options (off-site and on-site). No, optimum signage is not cheap. (A good sign is not cheap, and a cheap sign is not good!) But, stop and consider this:

The \$1200/month you pay for the yellow pages or that billboard costs you \$60,000 in 5 years –but you own NOTHING. Now compare that to signage. It is a very, very rare business that would ever invest over \$50,000 in signage, but let's use that high figure as an example:

– Placed on a business lease-purchase, that signage investment will 'cost' about \$1200/month, generate an average of 30%-40% business increase (far more than offsetting the 'cost') and at the end of the 5 year lease, you own a \$50,000 display system (that is STILL working for you. With the billboard or yellow page ad, all you own is the right to continue paying for less results at the new increased rate!)

Further, the SBA states:

There is an old axiom that the 3 keys to successfully selecting real estate are "location, location and location". The 3 keys that guide the successful selection and development of commercial properties are Visibility, Accessibility and Parking.

An effective on-premise sign is critical component of visibility, and the sign should receive the same careful attention as these other components. **Without a properly designed and placed on-premise business sign, a commercial site cannot function at its full economic potential.**

That is a powerful statement to consider. Further, according to the SBA, these are :

"The Functions of the On-Premise Sign"

1. It develops a 'memory' for a location and the products or services available at the location.
2. It reinforces a memory and extends recall of other advertising efforts.

3. It **attracts new customers** by *prompting first-time or impulse visits or purchases.*
4. It **modifies customary purchase decisions or habits.** Changeable copy and temporary window signs are especially effective in encouraging variation from accustomed consumption patterns. (For more about modifying customary purchase habits, see the section that follows.)

Now, let's go back to the day you started your business...if you are like 99.9% of all business-owners, you realized you needed a sign ('everybody knows' that!). So, you called a sign company, and the person who served you said, "What's your budget?" Haven't we heard that somewhere else before?....

The sign company representative found out what size of sign your stated budget could 'get' and then asked YOU what YOU wanted on it!!! What is wrong with that, you ask? Which one of you was (supposedly) the sign professional?

Well, then, why would he/she ask YOU what YOU wanted on it?

My point is this: If you have

1. A product(s) or service(s) that is in demand (you do) -and-
2. Adequate traffic passing your location every day (you do)
-Then-
3. A maximally-effective sign is the single-most important investment you will ever make when it comes to enabling your business to reach it's maximum profit potential!!!

As we already established, the huge majority of 'sign-people' are craftsmen- not marketers. Face it, somebody who does not know how to increase business can't teach people how to increase their business.

How many sign company owners would you imagine have studied the SBA's dozens of pages regarding 'the effect of effective signage on businesses'? How many of them (do you guess) have investigated the deeper, more 'hidden' elements of marketing?

Not their fault! They simply do not know. Again, fortunately that is changing. The only reason you are reading this report is because a very progressive, professional sign company in your area cared enough to get educated and to serve you!

So, when you bought your sign (being that you are neither a trained professional marketer nor a signage professional) you had one thing in mind: a nice looking sign-as cheap as possible. And since 'day 1', that inadequate sign has bottle-necked your traffic, your customer-flow and your profitability each and every day (to an extent that will stagger you when you fully realize what mega-signage could do for you).

Early in this report, we established that the old, "Location, Location, Location" myth was just that, a myth. We also established the fact that the right 'replacement idea' as it relates to maximizing your business is, "Location (being where the traffic is), Presentation, (being bright, 'loud' enough, and getting noticed) and Communication (getting your message across to the right market)". The only 'means' that can make this happen for you is Maximum-Effectiveness Sign-Centric Marketing -and the 'tool' of 'MESCM' is mega-signage.

Let's close this section of the report with one final quote from the SBA:

“It is estimated that 35-50 percent of the consumer population today shops outside their local area. Legible, conspicuous on-premise signage will assist in attracting a large percentage of these non-local and newcomer consumers. Further, an effective on-premise sign provides 24-hour exposure of its message to a large pool of potential customers at a fraction of the cost (when depreciated over several years) of other media. The lower the cost to obtain customer memory or top-of-mind awareness, the higher the return on advertising dollars.”

The bottom line of this idea: The right on-site marketing system CAN replace advertising. However, even for a company doing a lot of business in a larger area, signage can actually lower advertising costs by ‘magnifying’ the effects of the ‘off-site’ media they use! That’s smart advertising and marketing!

The Benefits of ‘MESCM’

Imagine what would happen if we could snap our fingers and make you instantly able to:

1. Catch the eyes of nearly every one of those 20,000+ cars passing you by each day!
2. Look like a state-of-the-art business where it is ‘happening’!
3. Tell those people what you have ‘right now’ and why they need to pull in and buy ‘right now’.
4. Broadcast your presence each and every day to the people who matter most to your business.
5. Be a local ‘town landmark’.
6. Be the one ‘they’ think of BEFORE they open the ‘Yellow Pages’.
7. Sell more because of YOUR COMPETITORS ADVERTISING!
8. Project a ‘Million Dollar Image’ of a state-of-the-art, established business.
9. Tell people what you have RIGHT NOW while it’s HOT!
10. Compete with the big chains and franchises –and win. Consider this quote from the SBA:

“In the modern marketplace, the right ‘place-based advertising’ will effectively and economically permit the local shopkeeper to compete, even with the mass merchandiser or large retailer.”

And Now....For The Ultimate ‘Sign-Centric Strategy’!!!

We have established the ‘visibility’ or ‘exposure’ is the most valuable, powerful and UNDER-UTILIZED asset you have. We have also established that –of all the opportunities you have for achieving maximum exposure, the MOST-EFFECTIVE and LEAST-EXPENSIVE tool available to you is signage, but –up to now, we have only focused on your location!!! We haven’t covered just exactly what all of the signage opportunities available to you are!!!

Vehicles

Does your business have a vehicle or vehicles? If so, have you ever thought about how much exposure you are squandering by NOT having your business prominently promoted on those vehicles? It would shock you. A good, heavily-trafficked street typically has 20,000-40,000 cars per day on it. If you (or your employees) drive 20-50 miles per day, your vehicle is being seen (or not seen) by hundreds of thousands of people!!! If you are not capitalizing on that, you are LOSING MONEY!

When you realize that you could be reaching all of these people (all of the time) for as little as a couple of hundred dollars (one time), you should realize that this is an incredible opportunity you NEED to capitalize on!

Windows

Does your business have windows that are visible to the public? What better way to promote your 'hidden' products and services to additional hundreds of people per day?

Think about it, when is the last time you saw a major national company wasting even ONE WINDOW space???

For as little as \$100 or less, you can have each window decked out with a full-color vinyl banner inviting potential customers to do business with you!

In-Store Promotion

Do you sell retail in your business? What would happen if you took just a few minutes to consider a strategy for directing the attention of those people who visit your business (with the intention of buying 'a') to the special deal you have going on 'b' today?

This is another affordable way to maximize your attraction-power and profitability using sign-centric advertising and marketing.

Hopefully you can see it now. The choices and opportunities are nearly limitless.

Report Summary

You are in business to make money- not spend money. You took the right step in selecting a great, high-traffic location so you could capitalize on that traffic and make maximum income. Up to now, you simply had not figured out how to capitalize on it- and as a result, your business is not as profitable as it could be.

You had some idea that there 'has to be a way', but couldn't quite put it together.

This report shows the way. You now have the ability to 'stop the bleeding' of non-stop 'off-site' advertising expense and tap into the 'money valve' on the street in front of your business (which you have been paying so much for). You can then capitalize on that traffic and make more money with less effort than ever before.

You are now also armed with a comprehensive knowledge-base regarding the other possibilities for taking advantage of all of the incredible exposure opportunities that surround you! The ball is in your court -and the future is in your hands.

So, what should you do? Well, you could do nothing and leave things as they are – but then nothing would change! I would advise you to take action NOW and call the company that gave you this marketing report.

They will send a trained specialist to your location for a no-obligation on-site analysis and consultation. Frankly, you can expect to receive a million dollar business-boosting education you couldn't get anywhere else –absolutely free.

From there, you can make an intelligent decision about whether you want to continue operating your business at 'less-than-optimum' or if you want to step into the future of marketing, and take control of the 'unlimited exposure opportunities' and cash in on all those 'exposure opportunities' –as well as all of the traffic you have been paying so much for.

Thanks for reading- and Good Luck with your business!