

An unusual business proposition to business owners who are frustrated because they know they should be a lot more profitable

Hello, my name is Chris Newton. I won't talk about myself at this point. (I'm sure you'll Google me anyway if you're interested.)

If however you're a successful business owner of an already established business in greater Brisbane, I do have a proposition for you.

By 'successful', I mean you'll have come through tough times before and survived. Your operational systems are pretty efficient. And you've got your business turning over well into six or seven figures.

Importantly, you'll also have seen the fads and marketing 'gurus' come and go, and you'll be astute at dismissing their puffed up promises for what they are. And when it comes to your business philosophy, you'll be uncompromising in your commitment to running an ethical business that looks after its clients and its team.

In short, you have a business track record you can be quietly proud of.

But you're still frustrated. You know the business could be doing double the profit or more with the right focus and attention. But annoyingly, you seem to get too caught up in the day to day to step back and implement strategies to haul in that profit growth.

It's for those reasons I've taken this unusual step to write this ad. (Yes, a local paper is unusual for such a proposition, I know. More on that later.) For my part, I've developed my own companies and those of my clients by focusing on driving sales and profits. I've done it for my clients around Australia and internationally for nearly thirty years in all economic conditions. My reputation as a copywriter, and for innovative practical profit growth strategies is well documented. I've written books on advertising and marketing, authored business newsletters, created audio and video business tools, launched a vast online resource library of solutions, and keynoted to business owners all around the world.

The problem is, in today's frenetic business environment, most successful business owners just get frustrated when they come across my materials. They love the content. They get excited at the potential. But they just don't have time to study them, or the specialised skills to implement them fully.

Many clients in less frenetic times have bitten the bullet and implemented my strategies of course. Like auto dealer principal in Karratha, Paul Moxham. Paul grabbed hold of my structured profit growth 'toolkit' like it was gold, and followed it to the letter. While

many of his fellow dealers (given the same toolkit at an auto industry workshop) did nothing with it, Paul grew his business tenfold in just seven years. It became THE most profitable Mitsubishi auto dealership per capita worldwide, and he retired a happy multimillionaire. At his invitation, I flew over to WA to interview him on camera. His story is powerful and inspiring. He put on record that the toolkit was the key to unlocking his profit bonanza. (If you and I meet, I'll give you free access to that video and the complete toolkit.)

No doubt you know of Terry O'Shea of Centenary Landscape Supplies. Terry is another huge self-made success story. He implemented our 'Results Corporation' strategies, and grew his then tiny landscape supply business into a multimillion dollar phenomenon. Recently, he emailed me to say those 'teachings had shaped him' and were the catalyst to his stratospheric success.

In another case, the directors of the Manor Group retirement village complex at Cleveland, asked me in to re-build their enquiry handling and follow up procedures. It required re-doing the complete marketing 'jigsaw puzzle'. I developed a strategy that entailed new lead generation tools, training for their team to refocus their thinking, scripts for the frontline staff, and a VERY different ad campaign.

The new ad went against 'conventional wisdom'. Copy intensive, informative, and thought provoking, with not a single photo of grey haired people playing croquet. The ad was a huge success, producing an avalanche of over 200 qualified enquiries each time they ran it. Their previous average was 10 responses. The directors then tested the same theme on radio, and the phones went into meltdown, with over 300 responses from just TWO commercials on a Tuesday morning. All up, this new strategy locked in thousands of prospect names, and tens of millions of dollars in potential future sales. (I'll give you access to this complete case study too, should we meet.)

For me, stories like this certainly vindicate my years of consulting and educating business owners, and my ability to unearth profits. But as I said, times have changed.

Today successful business owners just don't have the time to study. Or they openly admit they lack the knack to 'put the words together' to bring strategies to fruition. And dare I say it, they've had their 'fill' of business coaches with good intentions but no track record to back them up.

It was this sort of feedback, and my interest in joint venturing that convinced me that even my red hot 'how-to' materials on marketing and profit growth weren't what these business people wanted. **What they wanted was a veteran marketer to DO it for them, and to stir up PROFIT growth while they keep the business running.**

So my intent here is to find a handful of those rare business owners who really 'get it', who are excited by the potential in their business, and who are happy to pay for the results I produce with them. It enables me to do what I love. Rolling my sleeves up, and doing the marketing implementation.

On a straight fee base, my fee is high. Be aware of that. That's why I like a profit share element. Either way, it's only worth doing if it produces a huge return for both of us.

What would I be focusing on in YOUR business?

Depending on your business and the weaknesses and opportunities we uncover, my task is multi-faceted - to develop collateral to actively lock-in higher margin sales, position the business more strongly in the marketplace, to mentor and refocus the sales team, write lead-producing ads, to re-do brochures, set up client nurturing and reactivation systems, improve your website, script and test powerful sales presentations, and maybe even go outside the box with initiatives like video clips that enhance your online marketing. In other words, everything that builds profits, done uniquely for you.

Now, you'd be forgiven for saying, "But ad agencies claim to do all this, don't they?" Yes, ad agencies and any number of marketing firms and 'coaches' will tell you they do all of these things. But you probably agree, most of them might as well be on another planet when it comes to solid business practice. Certainly, they can be very 'creative' and clever. But creativity and cleverness win awards, not sales. It's having cost effective, sustainable strategies that impact positively on your bottomline that counts.

Yet, effective marketing is creative, because it is like that jigsaw puzzle. The pieces must be designed and created with precision, with an experienced hand. They must fit logically and neatly into the overall big picture. They must each play their part in creating clarity around what your business stands for, and highlight the compelling reasons for your prospects to be drawn to you, to buy from you, to buy more often from you, and to pay your full asking price.

That's how I approach it in any event. In a logical, measured way.

So here's what I'm proposing. That if you feel your business fits the bill, let's explore the possibilities.

The first step is to 'meet' on the phone (without cost or obligation). That call may last 10 minutes or as much as 30 minutes, depending. At the end of that call, we can agree whether or not to get together to meet at your business.

Now, this next step may come as a shock to you.

Before I come in to your business, you'll need to write a cheque for \$2,400+GST. And you'll need to mail it to us in advance to secure the appointment time.

That's totally consistent when you think about it. I've done my 30 year apprenticeship with hundreds of businesses, mastering the practicalities of marketing, honing my copywriting skills and producing results. I don't have to 'pitch' for business. I simply work with great clients and bring lots of value.

Rest assured, the value you'll get will be immeasurable. In two hours, we'll do more for your business profit potential than years of struggling to get a profit breakthrough.

Having said that, the risk is still 100% mine. How?

You see, when we meet, I'll bring your UNCASHED cheque with me. I'll place it on the table at the start of the strategy session. And there it will stay as we get heads down, tails up, focusing on your business growth. My commitment is to find you 20 to 200 times the cost of your cheque in 'found' business.

Only then, on the day, if you have judged for yourself that it's been the best return on investment you have EVER had for a \$2,400 'marketing outlay', will the cheque be mine to bank. If on the day, you don't feel I've identified and laid out with absolute clarity, strategies and action steps to produce you a 20 to 200 times return on your 'investment', even in this tough economic climate, I'll be first to insist we tear the cheque up.

Here's a tip. You may want to record our meeting. You have my permission to do so. It'll be fast paced and idea packed. I've lost count of the number of clients who've said, "If ONLY I'd recorded what you just said!". I'll leave my pencil notes with you too.

Are there any caveats on my risk reversed offer?

Of course. For a start, you have to be serious about promoting your business. And you have to have the resources to fund the new strategies we agree upon. **Ideally too, but not mandatorily:**

- You'll currently be spending substantial amounts on advertising and promotion
- Generating more sales leads is a concern for you right now
- You have a team of salespeople or consultants - internal or on the road - who are responsible for converting enquiries to sales
- You are frustrated that things

that used to work now don't

- You have sales letters and brochures and promotional efforts you can show me
- You'll have a relatively high unit value of a sale
- You're feeling the pressure of discounting by competitors
- Your product or service lends itself to repeat purchase
- You have an excellent reputation, and enjoy word-of-mouth referral, but don't have a systemised approach to producing referrals
- You'll have a database of current and lapsed customers or clients, but don't regularly communicate with them in a value added way
- You have a new product or service that could go ballistic with the right marketing
- And if all the planets are aligned, you even measure and track where your business comes from. (I won't hold my breath on that one. Few companies do.)

The reason for this 'shopping list' is this. If I'm to develop new profit growth strategies with you, your business must have momentum, you need to be actively marketing now, and you have to have a profit growth mindset. Again, if you're doing everything right, I'll tell you, and we'll have fun tearing your cheque up.

The second caveat. I never work with 'we-tried-that-and-it-didn't-work' types. I love working with people who are open to new ideas, and eager to try and to apply things. Those who won't listen, or insist on blaming the economy, or just about everything else for their woes, aren't for me. (You've read this far. So it's pretty certain this isn't you.)

Third, you need to be totally open and candid with me when we broach your sales levels and your margins, and what's holding your business back. I've consulted to hundreds of businesses over 30 years. I'll never risk my integrity or your confidences.

Now to the question of why this is in a Quest newspaper.

A suburban newspaper does seem a little incongruous for such a business proposition. And I thought long and hard about placing it here. But there's a good reason.

Ever come across the famous lecture called 'Acres of Diamonds' by Russell H. Conwell? If you haven't, you should track it down. It was published in 1890 and presented over 6,000 times. The message is simple. Your biggest opportunities are often in your own back yard.

Well, I live in the north west of Brisbane. Have done for 31 years. And while I have business interests in the UK and the US, I like my home-base. It enables me to do all sorts of entrepreneurial things. What's more, I sense there are some truly amazing 'quiet achiever' business people right here in my own backyard ... the western band of suburbs of Brisbane. I sense this area is an 'Acre of Diamonds' for

great businesses. Centenary Landscape Supplies is a classic example.

I just know I'll come across businesses with 'acres of diamonds' potential, and fun projects will come out of it, and maybe a joint venture or two. Maybe to sell products nationally or globally online. THAT excites me.

So once again here's the deal in a nutshell:

My offer is to visit you at your premises to review your systems, existing collateral and profit potential, and give you a 20 to 200 times return on your 'investment'.

Step one is we cordially sound each other out on the phone. Then, if you agree to meet, you'll mail a signed company cheque for \$2,400+GST as a show of your serious intent. It will remain uncashed.

One of my team will then contact you to set up the meeting at your premises. We'll also email you a brief 'primer' document before the meeting. We'll also ask you to send a package of your promotional collateral for me to review before I come

On the day, I'll bring your uncashed cheque. I'll place it on the table as we spend maybe two hours drilling down into your business, uncovering additional profit potential and strategies.

Then, at the end of our time together, if you're thrilled with what you've got, I take the cheque and bank it. Or you simply tear it up. Either way, we will part friends, and I'll not question your judgement for one moment.

After all, in these tight economic times, the whole point is to get you 20 to 200 times your \$2,400 + GST in value. That's my guarantee.

Naturally, it's my hope there's an 'acres of diamonds match', and we hit it off and work together on your business. In a profit share arrangement, JV, or fee base. I have all three arrangements happening, and they work well.

If this proposition interests you, go online now to www.resultscorporation.com.au/meeting.htm and submit a phone appointment request. Or phone direct: 3300 6909.

One last thing. Regardless of the outcome, after we meet, I'll arrange for my team to set you up with a subscription to my Marketing Help Online entrepreneurial library. (www.marketinghelponline.com)

It is a world first, subscriber based resource that took me and a leading IT company over twelve months and two hundred thousand dollars to bring to reality. Subscription is \$495. But I'll gift you a full 12 months access, no strings. Consider it my toolkit gift (yes the case studies are included) to help you implement the strategies we cover on the day, even if you go it alone.

Don't miss an opportunity. Go to: www.resultscorporation.com.au/meeting.htm to request a phone appointment. Or call me on my direct line: 3300 6909.