

Attention Fellow Business Owner:

“I Thought You Might Want To Know How Some Businesses Are Getting 3 Times More Customers And Cutting Their Advertising Costs By 50% ...*Even During These Tough Economic Times*”

Dear Fellow Business Owner,

Maybe you are worried about the current recession? Perhaps you are looking for profitable ways to make your business recession proof, increase your sales, or at least reduce the impact of a bad economy on your bottom-line?

If so, this will be the exact information you'll need to survive this economic downturn and even prosper during these trying economic times.

In this letter, we're going to lay out a simple, proven plan you can use to increase your business sales and profits with very little risk.

I understand your business challenges, concerns and frustrations, you see, just like you, I'm a business owner. Every day, like you, I manage employees, customers, vendors, finances, inventory and all the other not so fun stuff required to run a profitable business. I'm also a highly respected online **and** offline business growth expert with over 16 years business improvement experience, and am very knowledgeable about the newest, latest, most effective cutting edge techniques and methods you can use **right now** to increase your sales and profits *without* spending lots of money on useless advertising. In fact, top companies have turned to me for training since 1999.

But first, let me ask you some questions...

- Are you currently collecting the email and physical addresses of your customers and prospects?
- Are you using e-mail or the internet to follow up with your customers?
- Are you knowledgeable about the crucial difference between “permission email marketing” and “spam”?

If you're not, you could be leaving thousands of dollars on the table for some other smart business owner to snatch up.

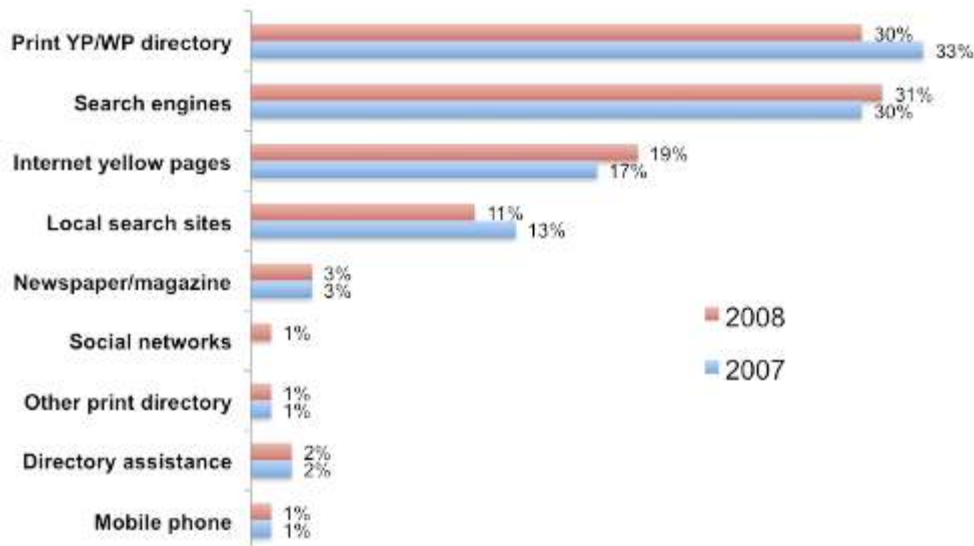
Some more facts you may not know...

- FACT: 66% of LOCAL shoppers surveyed, said they had made a purchase because of a marketing message received through email. - *ExactTarget, "2008 Channel Preference Survey" (2008).*
- FACT: The average customer requires 5 to 8 points of contact before they spend money with you. That means they need to be contacted at least 5-8 times before they can *TRUST* you, *KNOW* you, and *LIKE* you enough to hand over their hard-earned cash.

- FACT: Customers who buy from you the first time are typically the least loyal in their buying habits, spend the least amount of money, and purchase less often.
- FACT: Customers who have a RELATIONSHIP with you typically spend more money with you, more often, and refer more customers to you.

The bottom line is that more than 70% of shoppers now search for products ONLINE first, before they walk into any store.

Did you know, since 2008 more people are now using search engines like **GOOGLE to find local businesses, rather than the yellow pages or other forms of advertising?**



Here are 7 profit-making reasons why using email follow-up marketing could be the smartest way to add more customers, sales, and profits to your business:

- Sending email to your current customers and prospects is much more targeted and cost effective than advertising in the newspaper or yellow pages. These people asked to be on your list, they asked to get your specials and promotions, they want to spend money with you.
- For every 1 dollar you spend on email marketing, you could generate up to \$51.45 in sales, *according to the Direct Marketing Association.*

Of course this doesn't mean you'll make exactly \$51 for every dollar you spend on your email marketing program, but nonetheless, the profit potential is enormous.

FACT: For every dollar U.S. consumers spend online, they spend an average of \$5 on off-line purchases in local establishments. These **off-line purchases are directly influenced by their online research.** (*MIT Technology Review, 04/2005, "e-Commerce Gets Smarter"*)

What are you doing to make sure that people who are searching online for YOUR PRODUCTS are finding you instead of your competitors?

Now Imagine this scenario...

The average business has anywhere from 50 to 1000 people passing by or entering their business every day.

- If you captured the contact details of just 20% of those highly targeted prospects, that would be 10 to 200 prospects added to your email list every day. Or 70 to 1,400 a week. Or an astonishing **300 to 6,000 highly targeted prospects a month.** And when we call them highly targeted, that's exactly what they are. These folks got dressed, got out of their houses, drove or walked to your business, and came in. **THEY WANT SOMETHING!**
- You've now built your list of 5,000 customers, potential customers or visitors. (this is a very conservative number)
- You create a relationship with your list.
- If you send just 5,000 targeted prospects an email with a well thought out offer for a highly targeted product or service that you know they are interested in, you are of course going to make some sales.
- Even if a very conservative 1% of people buy something, that means 50 sales. If the item they bought sells for a minimum \$20, that's 50 X \$20, which is \$1000. And remember, that's with only 1% of people buying a minimum \$20 item. If 2% of the people buy, you've doubled your sales to \$2000. Some clients get email response rates of 20% and more. And many people purchase items that are worth considerably more than \$20.

What if you duplicate this process once or twice a month, test different price points and offers... would an extra \$1000.00 or more a month make a difference to you?

And remember, that amount grows month after month, because your customer list is growing every month!

Two more questions for you...

- Do you have a website? Are you listed in the search engines for your business in your town or city?
- How many sales did you make from your website today?

So here's the plan you can use right now to increase your sales and stay ahead of your competition:

- Build and manage a website that comes up in the search results for your business name + business category + town or city.
- Use direct selling methods and psychological triggers on your website.
- Have customers and prospects sign-up to your mailing list so you can market to them over and over again.
- Use emails and printed marketing materials to persuade people to buy from *you* instead of your competition.
- Build and manage an email database marketing system so you can use this highly effective marketing machine to send highly targeted sales messages to your customers in a very cost efficient way.

Yes it does take some work to get all of this setup properly...

For example...

- You'll need to learn how to set up email database marketing campaigns and manage them legally and ethically. Do this wrong and you could end up getting your website shut down, lose your mailing list, or get fined for breaking the law.

But you can relax. You don't need to worry about any of that technical stuff that takes time away from your business. We've got you covered!

During your free consultation I'll reveal to you:

How you can automatically follow up with perfect prospects for your business and flood your business with new customers without lifting a finger—best of all it's the most cost-effective marketing method on the planet!

We will do all the heavy lifting for you so you can sit back and enjoy the increased sales that will come your way as a result of our work.

Simply pick up the phone and contact me today for your free, no obligation, 15 minute consultation (normally \$500) to see if you qualify for this one-of-a-kind business building and cost-cutting service, designed to help increase your sales and profits and not only survive, but thrive in this economic downturn.

Thanks,

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P.S. To be fair to our selected clients, we will only be offering this level of service to one type of business in each zip code. Contact us right now at (416) 858-5374 to reserve your FREE no-strings attached 15 minute consultation. (normally \$500)

If you then decide not to go ahead, for whatever reason, we will part as friends and you will have gained some valuable insight into your business. You have everything to gain, and nothing to lose.