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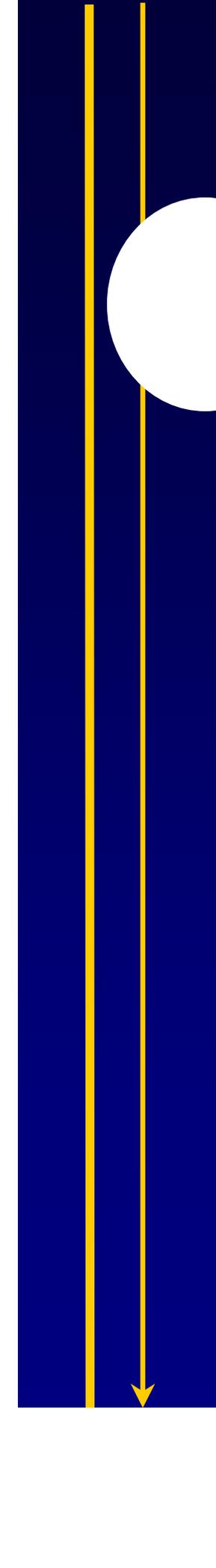
THE THREE KEYS TO GROWTH

The Secrets Of Engineering Explosive Business Growth

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Three Keys to Creating Explosive Growth In *Your Business*

A Proven, Performance-Driven Marketing System Used By The Top Corporations Is Now Available For Your Small To Mid-Size Business Or Professional Practice!

It's surprising how many businesses don't have a Business Plan. What's even more surprising is how many don't have a well thought-out marketing plan! Personally, if I had to just go with one, and not the other, I would certainly choose the marketing plan – here's why:

The successful implementation of your Marketing Plan (assuming that it's well thought out) produces all the new business assets you'll ever get throughout the entire life of your business!

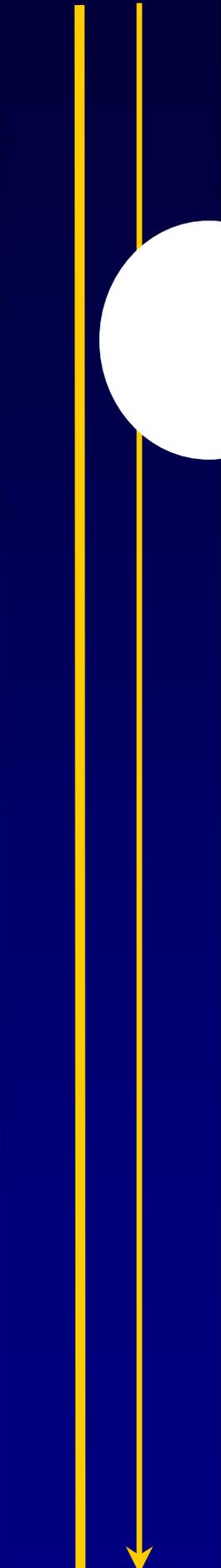
Every lead, prospect, new customer, referral, etc. is either directly attributable to your marketing or to luck. If your business future depends solely on luck, well, Good Luck!

WHAT IS MARKETING, ANYWAY?

Often, when I speak with business owners they almost invariably equate advertising with marketing. And the advertising that first comes to mind is the largely ineffective image advertising that wastes the assets of small and mid-size businesses more than any other investment -- which is what *effective* advertising costs can be called.

MARKETING: A DEFINITION

Renowned business expert, Peter Drucker, explained marketing in a nutshell when he wrote:



“Business, because its function is to create a customer and sustain it, has only two purposes -- Marketing and Innovation.

Marketing and innovation are the only two functions that build business-- that sustain paying revenue. Everything else is an expense.”

When we understand marketing in this way we can get a handle on what it will take to devise a solid, scientific marketing strategy. Advertising is just one aspect.

THREE WAYS TO GROW YOUR BUSINESS

There are only three areas to effect growth in a business, and they all revolve around getting and sustaining a customer or client. We need to

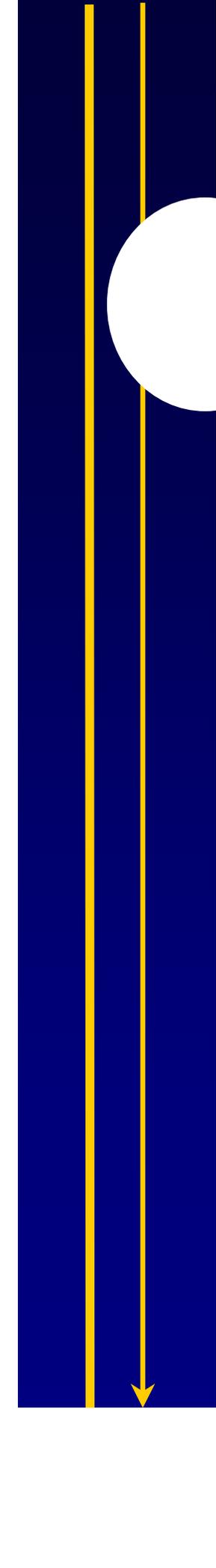
- Increase the number of customers/clients/patients
- Increase the number/frequency of transactions
- Increase the dollar amount of the transaction

When you can develop strategies and methods to target growth in these three areas, you can get the kind of growth you’re looking for without wasting money on image advertising.

Obviously, if you can get, say, 10% growth in one area it will give you 10% growth overall (assuming no increase in overhead). What’s not so obvious is that if you increase EACH area by 10%, your growth won’t just be 30%. In fact, it will be even more!

Forcing *Geometric* Growth Is How You Can Engineer An Upsurge In Revenue And Profits So Quickly!

The following table will give you a feel for what you can achieve when you have a marketing system that’s built from this knowledge.



LOOK IT OVER AND SEE HOW IT WORKS, THEN PLUG IN YOUR OWN BUSINESS NUMBERS

% Increase	#Of Clients	Amount of Transaction	Number of Transactions	Total Income	% Profit Increase
Baseline	100	450	2	90,000	
10	110	495	2.2	119,790	33.1
15	115	517.50	2.3	136,746.50	51.9
25	125	562.50	2.5	175,785.25	95.2

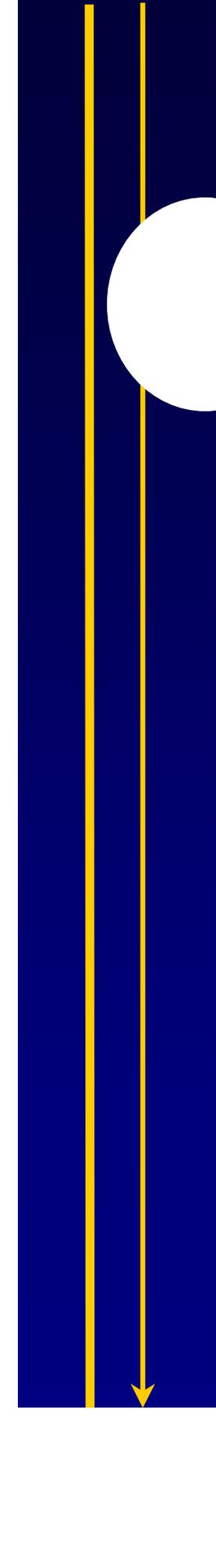
See how an of just 10% in those three areas will grow your business 33 percent? The really good part is that 25% increases in all three areas will practically double your total income. That's because the growth is geometric, instead of linear.

Okay. So how do you do this without more advertising costs? One way is to improve the effectiveness of the ads you're already running. It's a long standing truism that the best way to cut your ad costs by 50% is to double the response!

A second way is by upgrading your sales process so customers buy more, and, buy more often. Increased sales conversions of the traffic you already have give you returns that are pure profit.

Try this: Imagine some ways that you can, right now, increase your business by 10% in just one of those areas. It's not as impossible as it first sounded, is it?

WAIT! THERE'S MORE



WHAT ARE YOUR 'SMART NUMBERS'?

There are 2 key numbers you need to have handy to make sure you're able to accurately project, measure and test :

- The average lifetime value of a customer (LTV)
- The average value of the Customer's First Transaction

It's important to remember that someone just coming in to make a purchase doesn't make them a customer!

Where businesses usually get in trouble with traditional advertising is that, normally, the first transaction doesn't justify the cost that it took to get it.

Without a *system* in place to transform buyers into a customers, the situation worsens. If you continue to advertise this way, all you have is an endless cycle of promotions that, ultimately, results in a continual drain in assets.

When you know the lifetime value of your customers you can look at your ad efforts as simply 'buying' customers. Then you can weigh the expense against the revenue your "purchase" will bring you.

In today's market, the cost of acquiring customers is so high that uncovering a variety of ways to extend the buying relationship have to always be 'top of mind'.

Actually, there's a third critical number-- it's the one that measures *attrition*. That's the rate at which you're *losing* customers, and I don't have to stress the importance of that one. If you're losing customers faster than you're replacing them with new ones-- you're, literally, *going out of business*.

A FEW WORDS ABOUT
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HERE'S WHERE WE START

The way we establish geometric growth like what you saw in the table above, is by constructing a scientific marketing plan from the ground up. That's where our **Marketing Assets Analysis** comes in.

During our Marketing Assets Analysis we explore the business processes you have in place right now, while we help you find the key numbers required for setting your baseline.

In order to set your baseline, these are the numbers we look for:

- Cost of Acquiring a New Client
- Average Lifetime Value of a Client
- Number of Active Clients
- Number of Inactive Clients
- Average Conversion Ratio
- Number of Current Prospects

We discuss adjustments in fundamental areas like: developing your unique selling proposition, building more robust sales processes, and uncovering higher yield pricing strategies.

You'll be surprised at how small revisions in fundamental business processes can lead to measurable gains-- literally overnight.



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SAVE YOURSELF TIME ENERGY & MONEY (SYSTEM)

What distinguishes our methods from other consultants is the unique, fundamental approach that we use. We look at all the marketing assets that you *already* have in your business and find ways to leverage and optimize your success from the assets that currently exist.

We examine your current processes in detail, with every potential profit center under our analytic microscope. And because we always look to leverage your *existing* marketing assets, you can realize dramatic and profitable growth without having to invest a lot of money.

Instead of a generic, one-size-fits-all "solution", we recommend and implement *proven* marketing strategies specifically for *your* business.

*Another thing that sets us apart from other consultants is our
Performance-based Money Back Guarantee!*

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**If You're Ready For An Upsurge In Business Growth,
We Can Make It Happen!**

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