

# An 79 Specific, Measurable, Tangible, Quantifiable, and Undeniable RESULTS!



## Want to Know Exactly How 79+ Enterprising “Inspired” Business Owners and Professionals Achieved these Outstanding Results?

1. **\$668,000 ...** One Concept. Michael Shierloh, Castle Consulting Group.
2. **100%Improvement in Sales in Six Months.** From a little over \$1.2 million to just over \$2.5 million.” Brady Flower, The Comfort Zone.
3. **Billings \$10,000 a Day!** “Instead of charging clients by the hour, based on performance it is not unusual to earn more than \$10,000 dollars the very first day.” Bob Nelson
4. **Dr. Larry Andrews, Magnolia, AR** I got 800% more orders with this system. I made over \$90,000 more this year.
5. **James Nevins, Hearing Audiologist** I went from 52 employees and eight offices down to 33 employees and four offices and I am doing at least three times the business as I was doing before with this program.
6. **Chappel Dew, SC** Sales up 95% - A \$2 million increase! Our industry typically grows at 5% to 10% a year... our sales are up 95% over where they were two years ago. I went from \$2 million to \$4 million in a city of 18,000.
7. **Stanley Golomb, Chicago, IL** My new business increased to \$331,760 in annual sales. I expect to top one million dollar figure by the end of this year using the system.

### Systems Testimonials

8. **Gil Schauer, Huntington Beach, Ca.** Our business has grown from \$750,000 to \$1,450,000 so far with the system. I've added three new staff members, and because of that, I am able to take time off for the first time in twelve years.
9. **Vic Conant, President, Nightingale – Conant** Within 6 months of trying our first idea we made something close to \$900,000.
10. **Audri Lanford, M.D. Carmel, CA** \$1.25 million in extra sales using this system! Applying these techniques, we increased revenues by 260% and went from a loss to a \$526,000 profit in just the first year!
11. **Stacie Long Glavas, Maid Brigade** Sales more than doubled from \$500,000 to \$1.03 million in one year thanks to these ideas.
12. **Craig Hanes, Ph.D.** Sales up from \$500,000 to \$1.6 million in one year thanks to these ideas.
13. **\$500,000 Profit from One Idea!** \$1.5 to \$2 million in Sales..."using concepts like USP, Marginal Net Worth, Host-Beneficiary and Guarantees we have consistently added 150 to 200 new accounts every year totaling \$1.5 to \$2 million in sales." H.P. Raleigh, NC
14. **Increased \$50 million per year...**"We've increased our business approximately 33%, representing sales of \$50 million per year using this system." R.L. Columbia, MD
15. **Closed more sales...**"I've sold over \$2,500,000 in software to law offices using your techniques." J.K. San Diego, Ca.
16. **Increased profits each year...**"Your principles and system have helped me increase my profits by over \$110,000 each year." S.C., Lexington, KY
17. **Tripled my gross income...** "I have more than tripled my gross income well into six figures by applying some of your concepts." D.D., Hatfield; PA
18. **Volume up 115%...**"The gross yearly volume increased from \$200,000 per year to \$430,000 per year!!" R.B. Elmsford, NY
19. **80% Increase over last year...**"Our sales increased 80% in the last three months compared to the same period one year ago using this system." M.G., CA
20. **Doubled my sales every year...** "I more than doubled my sales every year, going from \$13,000 in year one to \$180,000 in the third year, and succeeded in attracting a buyer that will provide the cash flow to finance my next venture using this system." S.H., Simi Valley, CA
21. **\$0 to \$250,000 in 3 months...**"The Insiders Club has gone from \$0 to \$250,000 in 3 months using this system. We are on pace to increase that to \$1,000,000 in the next 6 months." J.S. Oceanside, CA.
22. **250+ new clients per month...**"Sales have increased from approximately \$4,000 a month to nearly \$15,000 a month and we're creating 250+ new clients a month instead of 40 to 50." B.G. Evergreen, CO.
23. **121% increase in 12 months...**"Last year our gross income was \$179,000. Our gross income this year was \$396,000 using this system." L.S., Aurora, CO

### **Systems Testimonials**

24. **\$82,000 in profits alone...** "During the last twelve months, we have generated over \$82,000 in profit from this system. However, the truly exciting part of the story is that we have signed up over fifty existing clients to participate in the relocation program if they decide to move out of our center, a backlog of business that could generate over \$450,000 and is growing with new enrollees each month." D.B., New York, NY
25. **56% increase in business...** "The number of inspections we performed last year increased from 525 to 808 – a 56% increase representing another \$75,000 of income using this system." R.N., San Jose, CA
26. **One letter created \$500,000...** "This one letter cost a total \$1,200 including printing and mailing costs. Over the following year we tracked new business directly to that letter of over \$500,000." K.H., Phoenix, AZ
27. **Doubled my revenues...** "My business has almost doubled in revenues, from \$110,000 per month to over \$200,000 per month using this system." R.D., Libertyville, IL
28. **Phenomenal experience...** "My experience has been phenomenal. The team has helped me understand the business and gave me tools to become a confident general manager. I will definitely call again in the future when my business reaches the next level." – A PBI Client in Minnesota
29. **Identified strengths and weaknesses...** "The entire project helped us to identify strengths and weaknesses, create a plan to strengthen our core management structure and implement the process into our company in a smooth and timely manner. Working with the system forced our company to confront the actions necessary to strategically position itself for the targeted goal. We certainly would not have made such quick and decisive actions for improvement without the System and guidance." A Contractor Client in Georgia
30. **Gained so much knowledge...** "From the project, we have gained so much knowledge of the way a business is supposed to be run. When we started this project, we had no idea what was involved in running an effective business. We had no reporting systems to provide me with accurate information. We have involved all our employees in the process of change. We have structured new management teams and are doing a better job of working together using your systems." A Direct Mail Marketing Client in New Jersey
31. **Consultancy to Launches New Coaching Service ... Ten Times the Conversion Rate... at 3-5 times the Price!** Robert Clay, DSP Solutions, UK Ltd.
32. **Startup Triples Size in Three Years!** "In our first trading year (1999) our turnover (sales) was £500,000. By 2001, this had increased to £1,600,000." Robert Stammers, Mediamec.
33. **Not Bad for a Garbage Man!** "My second year in business I did over \$245,000 in sales because I followed the methods. Tim Holley, Leehol Enterprises.
34. **Catering Business Delivers Success!** "The result? ...went from receiving 5 calls a day to over 35 calls a day and they had to hire an extra 57 casual staff members to cope with demand. Alexi Neocleou
35. **Mailing Pieces Pull \$950,000 in Net Profit!** "In particular, I used the risk reversal and the "time limited" techniques, and sold a million dollars plus worth from a single campaign to our existing email list. Net profit: more than \$950,000. Richard Swannell, Elliot Wave Research.

### Systems Testimonials

36. **Hair Salon Massive Makeover!** "We saw our referrals increase by 200% in less than a month... We saw our retail sales increase by 138%... Our appointment books went from being filled up only a couple of days in the future to being filled up five weeks into the future. David A. Ball, Karla's Hair Design.
37. **Dental Practice Grows Massively** "In 1998 my father's practice had gross revenues of around \$300,000 per year. This year we will do just under \$3,000,000. We are doing this out of the same location (although remodeled and more strategically laid out) and my father is working fewer hours than he has ever worked in this entire career." David R. Adlord, Adlord Dental
38. **All it Takes Are one or Two Great Ideas!** "... Harty has ridden this USP from \$5 million in sales to \$20 million in sales...L leased \$70,000 worth of Macs and installed them in to a client site to ease their creation of a complete inside graphic design department. This account grew into a \$2.5 million a year client and has been active for 11 years... Bought a \$500,000 a year printer than in the first year blossomed to \$1.5 million in sales... I have implemented just 2 of these ideas and quadrupled my business. Another quadruple and I'm an \$80 million dollar business. I'm on my way..." George R. Platt, The Harty Press, Inc.
39. **\$3,000,000 in Referrals!** "The program worked very well. We can attribute close to \$3,000,000 in new sales due to the program." Greg Tucker, Bay Cities
40. **Startup Retailing and Internet Success!** "Five years later, I am in over 600 grocery stores around the country and have a sizable web business, Outdoorgourmet.com" Harry Aldrich, Oregon Cedar Grill
41. **Incredible 100% Response Fro a Letter!** "Consequently, I basically had a 100% response rate from that letter. Through the curse of the next few years by being able to offer these additional services and fulfill the promises I made, my business quadrupled to well over \$2,000,000 per year in revenue. I considered this to be a very successful and rewarding experience. At this point, I have continued to use and build on those principles to grow and expand my business." James O Lunney
42. **Natural Medicine Practice Has a Healthy Business!** "1. Gross revenue increased over a 12 month period by 400% and maintained at that level until I sold the clinic. 2. Appointment schedule ran so full that I extended my office hours into the early morning and evening hours and still had to shoe horn people into the time slots available. 3. Net profits increased by 500%, in part because the clinic schedule was more predictable and therefore we could order supplies and special medicines at a discount. 4. Backend opportunities soared." Dr. Beverly Yates, ND
43. **Internet Success!** "The first full year in operation we sold 1.1 million dollars of product at 24% margins, the second year \$2.6 million dollars of product sold at 26% margins and this year we are on track to sell over 5 million dollars product at 30% margins. John Butler, AnySystem.com
44. **Coaching Business Uses Direct Mail for Success!** "The bottom line impact is that I have so far generated clients worth \$94,000 in my 1<sup>st</sup> mail out to 1,000 clients with a consistent stream of mail outs to follow." Peter Schibli

## Systems Testimonials

45. **Children's Playground Company Increases sales by \$480,000 in Six Months** With These Principles. "Since starting it has produced an additional L300,000 sterling (approximately \$480,000) of sales in first 6 months of this year." Roddy Symcos, Kompan, Ltd (UK)
46. **Small Piece of Advice, Doubles Reorder Rates!** "Thanks to this deft piece of advice re-order rates have increased from a paltry 5% to nearly 12% and are still rising." Anthony Howard, Jackpot Marketing Ltd.
47. **Ten Times the Result!** "Our front end was \$13,600, but using the power of concentric circles, we developed a back end revenue 10 times greater out of the sales lost." Tim Lysgaard, ExpoMarketing Group
48. **\$500,000 in Referrals!** In the space of 9 months, this strategy generated prospect referrals which resulted in research proposals amounting to approximately half a million dollars in value. Terry Roberts
49. **Company Triples Size in Six Months!** "By then targeting a handful of desired prospects and making the such an offer, they have, in a little over 6 months, tripled their size from one major client to three, funded a move to larger premises, and secured funds to begin a more aggressive and wider marketing of their service." Stephen Johnson.
50. **\$302,500 so far. But that's nothing, yet! \$320,500 so far.** But that's nothing yet! I raised my fees in a way that I wouldn't have without this advice. That increased led to an extra \$302,500." Peter Pearson, PhD., The Couples Institute.
51. **Impressive Across the Board Business Results!** "Production increased 30%. Staff turned over is 0. Operation hours Up 10%. Maintained cost down 35%. My net profit up 25%. My liability risk reduced to nearly 0. Income up 25% in the hand." Mike Westbury, Taupo
52. **80,000 Subscribers!** "I started BigBooster.com in 1998 with very little capital. Less than \$10,000. Now, in 2002, we have a burgeoning business with over 80,000 subscribers and members! Much of this success is directly due to these ideas and principles and the further ideas they inspire." Frederick Mann, BigBooster.com
53. **New Business Up and Running and Successful!** "I have managed to grow the company in only one year to 700+ customers, 100,000 euro in sales, and 4 employees. This is the difference in mindset I have because of these principles." Robert Heessels, Alphamega
54. **Geometric Growth!** "In summary, over a three year period I have increased sales almost 100% and increased profitability of the project by about 200% through testing price and introducing risk reversal." Simon Zutshi, Abundance Promotions
55. **Management Consulting Firm Used Techniques for Multi-Million Dollar Success!** "I subsequently used many of these techniques in growing our management consulting and publishing firm, Geodex International, into a multi-million dollar enterprise." Kimball Norup, Geodex
56. **Risk Reversal Success!** "Our sales shot up 150% in 2 months and have stayed that way. The return rate is very small, less than 1%." Vu Dinh, A Thousand Charms
57. **Real estate Broker Has the Right Mindset!** "As one example of the success, in seven months a broker has given me first shot on three properties and my net profit after sale on

those three is \$124,000. Without the letter and mindset, that is business I would never have had. Right now, I am working with three additional realtors!! Thank you.” Thomas J. Bujnowski, The Hamlin Group, Inc.

58. **Personal Injury Direct Marketing Success!** “The results were superb. Personal injury sign up went from 4-5 a month to 8-10 A WEEK and some weeks, even more. This increase in business was 100% the result of the Tricks & Traps mailing. Each case was usually worth anywhere from \$5,000 to \$12,500 to the firm, however several of the larger cases that went to court or settled in the court hours steps just prior to trial netted the firm \$40,000 plus, with one case yielding \$230,000 et to the firm.” Russell J. Martino
59. **\$11 Million Plus Success!** “as a result, this division experienced a 667% cumulative revenue increase (more than \$11.5 million, more than a 2,900% cumulative unit sales increase (over 3.25 million units) and more than a 980% cumulative increase in new customer acquisitions (more than 17,000 new wholesale/distributor customers!) within a 2 year period. Exclusively using these systems, this division reached their parent company’s 10 million unit sales goal within 4 years. Randall Evenson, Evenson & Associates, Inc.
60. **Rags to Riches Story!** “I went from nearly broke to getting by in less than 9 months, and now have a successful, growing, sellable business, thanks to these strategies. I grew 40% a year for 5 years in a row, and having maxed out the existing markets am expanding into 3 surrounding states and am adding 2 new product lines that I believe will enable me to double or triple gross revenues within 18 months.” Richard Ebbs.
61. **1% to 90% Response!** “Just by changing that seeming simple sentence our “new” marketing results have been phenomenal. We went from a 1% response rate to evaluate our product to over a 90% response rate.” Rick Corby, Atmospheric Excellence
62. **50% Increase In Business Through Referrals!** “We did this and the result was immediate. Our results show that the number of people that we recruited jumped by over 50% just through this one referral generating system and we haven’t even offered any kind of incentive to them for doing this.” Neil Maxwell-Keys
63. **Geometric Improvements in Sales!** “The result of all these strategies changes over time was to reduce the sales cycle from 90 days to 30 days or less. In doing so I was now doing 3 times the sales in the same amount of time.” Leo Restrigh
64. **Risk Reversal Success!** “The total cost to us is less than US\$15,000. This is against a turnover of US\$500,000 or less than 1%. During this period, our sales actually went up by 35%. Overall, we are much better off with Risk Reversal.” KS Lim, Swanment Engineering Pte Ltd
65. **Not Quitting Pays Off With these Ideas!** “My company went from the verge of bankruptcy to a positive cash flow and over \$50,000 in net profit in three years.” Jose Borsch, ABC Notary & Auto Title, Inc.
66. **Fantastic Source of Extra Income!** “This extra stream of highly profitable revenue, generated during a few ours at night and on the weekends, allowed me to purchase a beautiful brand new home for my family, while keeping my cash flow even. In other words, my ideas are paying for the difference between my old mortgage and the new one! I now gross between \$2,000 and \$4,000 in extra money each and every month, working about 5 hours a week.

What a fantastic source of extra income-doing something I love!" Bill O'Connell, Hypnosis Secrets, Inc.

67. **Testing Headlines Increases Response by 400%!**  " I test different headlines and have pulled as much as 400% just by changing the headline." Sean Conley, K M Direct
68. **50% Sales Boost!**  "I would like to mention that the sales boosted by more than 50% we extended the product line in women shows and the girls had a new way to see our 4 stores. It was a fantastic way we differentiated ourselves from the big competitors." Guillermo Mendoza, Agemeta Comercio International, S.A. de C.V.
69. **180 New Clients!**  "The results – around 180 clients so far have come from this method. The cost – a little over \$2 per client. Not bad." Graham Knight
70. **Income Doubles with the Right Strategy!**  "Instead of trying to get day-to-day business from the moment I started, I focused on the mid to longer term and by the end of this year my income run rate is double of what it was gong to be if only focused on day-to-day results." Ed VoorHaar
71. **25% More Orders in Two Months!**  "This campaign resulted in a 25 percent increase in new orders within a two-month period." Brian Martin, Administaff
72. **Surprising Results!**  "What surprise me was I got about 100 calls and booked 47 schools. WOW that one strategy, alone, made me \$16,450. Thanks!" Tom Boz
73. **Profits of 1785%!**  "My staff of three has grown to 27 with 34 planned by next year. Our office building of 4,600 square feet (which I now own free and clear) is far too small and I'm looking for 8,000 square feet. The cash thrown off by my business has enabled me to buy 26 investment properties. And profits have grown by 1,785%. Thank you." Raymond Linton, Cavendish Property Investments
74. **Consulting Rate Triples!**  "The response is overwhelming. Since the publication of the first issue of "Focus on Facilities", my consulting rate per project has gone from \$18,000 up to \$60,000 and I now have to turn down work!" Brad Oaster, Harvestyme
75. **Massive Success!**  "Long story short, our close ratio went from ten percent to over fifty percent. AND we were so busy that we only contracted with honest, high caliber clients who had legitimate insurance claims that the insurance companies were very willing to pay. Our sales volume went up by five hundred percent, and the value of each contract more than doubled because we no longer had to take a change on flakes or frauds." Roger Howson, Public Adjusting
76. **100% Response!**  "We immediately identified the past customers as a key resource, wrote a compelling letter that offered them a special upgrade deal, and sent it out. It got a 100% response, not all of these were sales, but every person written to came back for more information and to make contact." Simon Patrick, ABF Marketing
77. **Had to Hire More Help In A Hurry!**  "Our numbers grew by 40%. Our referral radius extended to 200+ miles into 3 adjoining states. We had to hire two more cardiologists in a hurry to help us out." Sinda Dianzumba, MD
78. **A Continuous Flow of Revenue!**  " As a result of the new clients Mr. Greenwood conducted training to companies such as FedEx, Goldman Sachs, Lands End, Bank of Oklahoma, and that

### Systems Testimonials

is a really short list. What's more, he stayed booked weeks ahead so that he no longer experienced weeks without having classes to conduct. Stated differently, he had a continuous flow of revenues." Ron Hudson, BBGS

79. **ROI of 500%!** "I have received a ROI of 500%. I can only relate the significant improvement of my advertising, to the advice given on headlines, body copy, USP, etc., which I subsequently applied." Trevor Greenwood, T Greenwood and Sons
80. For more testimonials especially on "Joint Venture Host Beneficiary" deals log onto [www.thisbiznow.com](http://www.thisbiznow.com).

## Annually, Our Systems Generate Record Sales & Profit in All Types of Businesses Including Yours without Advertising

Over the past 25 years, thousands of companies in all types of industries have seen their business grow faster and more profitably than they ever though possible using the systems we offer you. Their growth happened after they implemented our Prosperity Breakthroughs systems.

Our systems have been endorsed by the US Department of Commerce and are used by Dell Computer and IBM to name just a few. At last count made over \$6.5 billion in additional revenue for over 10,000 companies in over 400 separate industries.

In this section, you'll be given the chance to stretch your sense of what is possible for your business from the systems, concepts, strategies and tactics you'll have an opportunity to discover working with PBI.

Specifically, you can take a "magical mystery tour" and see in an executive format, the specific results, and sometimes amazing business achievements business owners and professionals and ordinary people (even starting out in business) have achieved recently by adopting/embracing the concepts, strategies and tactics we offer.

Spend the ten or twenty minutes it will take to scan this collection of results. When you review these "success nuggets", our hope is that it will favorably stimulate your interest to want to know how - exactly how they did it. Think about what these Systems can do to your business and to your dreams!

**Construction Company** - Revenues doubled in 30 days! "I consider myself to be a very astute businessman and marketer. It's very difficult to take anyone's suggestions, especially when I'm doing over \$30,000 per month from my basement. But, I was convinced to try a small change in my marketing. By making one little adjustment in our sales process, we went from \$36,000 per month to over \$68,000 the next month. Wow."

Samuel West  
West Construction

**Manufacturer** - Business dead for 5 years. "Thriving again after only one week! "Our business was suffering. I was about to file bankruptcy. Through reactivating my past customers, I was able to create \$10,000 in orders in one week and consistently \$1,000 a day without any expense whatsoever. Thank God!"

J.D. Swardall

**Auto Financial Services** - \$1 million the first year ... \$3.7 million the second ... and over \$5 million the third! "This marketing system has been responsible for helping us understand our

### Systems Testimonials

unique position in the market place. Your leadership, sales management, telemarketing, advertising and direct mail expertise all played key roles in our company's fast growth."

Jeff Savage

**Office Supply** – From scratch to \$1.5 million in one year! "We started just as an afterthought. Now through effective fax broadcasting and learning how to write an effective sales letter, we'll grow past \$2 million in less than 2 years. We have learned how to grow a multi-million dollar business literally from less than \$100."

Richard Harshaw  
BTI

**Chiropractor** – Out of bankruptcy in two months... "We were in debt \$90,000 and had filed chapter 11. Through utilizing concepts like joint venturing, we quickly grew our practice to 70-80 patients a day, satisfied our debts and cut our advertising budget by \$30,000 a year, while getting out-of-town hospitals to fund most of our building."

Family Health Centers

**Shoe Store** – "Our average sales day this time of year is about \$1,200. By implementing just one idea from the System my average day jumped immediately to \$2,800. Plus, our closing ratio jumped from 40% to 50% literally overnight."

National Shoe Store Owner

**Auto Repair** – 20% increase in sales in 3 months! "The System helped me uncover and implement marketing ideas that helped me increase our repair company's business 20% in three months. We started inviting our old customers back for more business and a small joint venture deal with a car dealer proved very effective. The marketing system I learned is different from other marketing plans in that ideas cost very little to implement."

The Auto Shop

**Magazine Publisher** – From zero to 40,000 distributed in 5 weeks! "I needed an income badly. I was 27, had two kids and no job and my wife was pregnant. By combining the concepts of co-ops and self publishing, I was able to create a direct mail advertising magazine. I quickly sold all of the spots to local health related businesses. I made a joint venture with a local newspaper and WHAM! My magazine was out on the street in full color all 40,000 of them. I had a \$3,000 per month income."

Gordon Jacoby, Health & Fitness Guide

**Pizza Business** – "In one fell swoop, I was able to almost eliminate Domino's and Pizza Hut from the yellow pages. IT was ruthless, but it was them or me. These concepts have helped me expand my business to over 7 delivery areas without any more building space. My sales are way up."

Jim Casey, Jen's Pizza

**Dental Consultants** – "We have been consulting for many years now and since we've implemented these marketing strategies within our consulting, we have been able to grow by leaps and bounds. The marketing has never been simpler and more systematic. We increased our personal incomes by over \$200,000 in one year."

Cameron Marketing

**Medical Office** – "We had been running this one ad for three months with an average return of \$75. The ad costs us \$500 per run. By using the techniques I learned at the workshop and with a little help from Michael, I rewrote my ad against the advice of the newspaper ad salesman and ran it for 3 years. I can't believe what a huge difference it made. The results were out of this world. I got 90 calls my first day and over 320 calls over the total three. From that ad, I gained 179 new

## Systems Testimonials

9

patients and made over \$53,000 the first month. I continued to run it for 6 months and made over \$400,000 that year from it.”

Dr. La Jeanne Duke

**Mortgage Loan Broker** – 100% increase in business from just one idea! “These concepts and techniques are so unique and simple that you’ll be amazed at how easy they are to grasp.”

Jon Mallet, Citibank

**Retail Clothier** – “These marketing techniques and marketing systems coupled with great sales training doubled our store’s sales from 25% to 50% per customer. The concepts are sound and now we generate more sales each month through learning how to work our customer base effectively. We now invite our customers to come back regularly and buy from us more often. Sales have increased from \$500,000 to over \$750,000 in just 12 months.”

Duane Jones, Owner, Cedar Creek Clothing

These are actual companies our Systems have helped over the past 25 years. There are thousands more. Contact Michael Kissinger at [MJKKissinger@yahoo.com](mailto:MJKKissinger@yahoo.com) and learn how easy these Systems can be implemented in your business. To learn more about how we can help you, [contact us.](#)

Wishing you success and prosperity,

*Michael J. Kissinger*

Michael J. Kissinger  
Managing Director  
Profit Builders, Inc.