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**\$ Profit Builders Inc.**

**B** BUSINESS  
**CONSULTANT**

*Good solutions for your business!*

Helping You Out-Think, Out-Perform and  
Out-Earn the Competition-Risk Free & Guaranteed!

## **Do You Have What It Takes to be Wealthier than 29.5 million American Business Owners?**

### **Take 5 minutes to find out!**

We believe you already have "HIDDEN" in your business right now, uncovered opportunities and far more sales – perhaps as much as 25%, 50%, and 100% to 1000% in increases in sales and profits or more in the next 60 to 90 days!

And we'll help you find these NEW sources of profit and sales without asking you to spend more money on advertising! Never again be a victim to ineffective expensive advertising peddled to you by advertising media salespeople!

If you want the benefits of proven systems that will optimize and leverage assets that are already present within your company and are tired of wasting money on the latest advertising media fad, then the Prosperity Breakthroughs Systems are for you.

You can forget those sales people or other consultants that leave you reading an instruction manual...while they fail to get the required results you paid for.

Yes, we'll discover the "Hidden Assets" in your business so you increase your sales, maximize profits and stomp your competition! The best part is we'll do 95% of the work – and it is all guaranteed.

You'll make money before we make money. You'll get programs that don't dissipate your capital without a compensating return. Every program we undertake on your behalf will pay its own way or we won't do it or continue it. We'll teach you. We won't just do it for you. Other consultants hide their knowledge and keep it from you but not us.

**Would you like to know more?**

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**Increase your bottom-line by 34% to 120% in  
30- 90 Days or Less with a just a 10% to 30%  
Change in operations...**

Contact Name	Contact Title	Email
Company Name	State	Zip
Phone Number		Fax Number
Industry	Revenue	# Employees

1. What business are you in?
2. When did you start the company?
3. How did the business get started?
4. How many employees depend on you?
5. How many customers do you have?
6. How are their names maintained?
7. How many inquiries do you have?
8. Do you make any profit money/surplus presently?
9. What is the most profitable business area presently?
10. How do you sell?
11. Do you use direct sales?
12. Do you use advertising?
13. Do you use direct mail? TV Or Radio?
14. How much do you spend on ongoing advertising or direct mail?
15. How effective is your program?
14. What would you like to accomplish?
16. Do you have a field or "in-house" sales force?
17. Are you optimizing it?
18. How many past customers and prospect do you have?
19. Have you ever solicited or attempted to actively resell them?
20. Have you ever thought about joint venturing?
21. Are you making all your money "up-front" or on the "back-end?"
22. Have you been in business a long time?
23. Do you engage in lead or prospect generating, conversion and reselling?
24. How effective are you in doing these things?
25. Is your industry a very competitive industry?
26. Is everyone marketing the same way?

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27. Do you understand and utilize a "Unique Selling Proposition" synergy?
  28. Are the marketing elements in your business quantifiable?
  29. Who is your competition?
  30. What is your client profile?
  31. Who is your prize customer or client?
  32. When do you close the year-end?
  33. What did you do volume-wise last year?
  34. What did you want to do?
  35. What type of business is it?
  36. How many owners are there?
  37. Who would run the business if you were incapacitated?
  38. What are three areas of your business you would like to see improved?
  39. What gives you the most stress in your business?
  40. Identify the major goals for your business this year, the next two years-next five years.
  41. Is there anything holding you back from achieving your goals?
  42. Do you budget?
  43. How often?
  44. Where is your break-even point?
  45. How is your cash flow?
  46. Is the company as profitable as you expected it to be? Why or Why not?
  47. Where do you see yourself three years from now?
  48. Do you feel you are well compensated for your Blood, Sweat & Tears?
  49. How long has this been a problem?
  50. What have you done to address it?
  51. Did it work?
  52. How is this affecting your business?
  53. How is affecting you personally?
  54. How is it affecting your key people?
  55. If you improve this area of what would it mean to your business? To you personally?
  56. If a dollar amount is established what would you do with an extra \$50,000+?
  57. If at a bear minimum we can show you 5 to 10 new ideas to identify and quantify your problem, determine a solution and do it at no up-front cost or obligation would you be open to having an analysis done?

## Have You Completed Your Marketing Overview

**Client:** \_\_\_\_\_ **Job Number:** \_\_\_\_\_

**Business Analyst:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Rate your business. Are you using any of these marketing activities to build your business?

Circle any of the follow Jay Abraham Marketing activities you are using in your business.

<b>14 Ways to Increase the Number of Clients</b>	<b>9 Ways to Increase Your Closing</b>	<b>3 Ways to Decrease Attrition</b>	<b>6 Ways to Increase Order Size</b>	<b>6 Ways to Increase Purchase Frequency</b>
Referrals	Increase Selling Skills	Call Inactive Customers	Up-sell Cross-Sell	Backend Development
First Order at Cost	Listen to CD- Read	Give Great Service	Point of Sale Promotions	Continuous Communication
Guarantees	Model Best Salesperson	Communicate!	Bundle Products	Endorsements
Risk Reversal	Get a Sales Manager		Increase Prices	Run Specials Closed Door Sales
Host/Beneficiary Relationships	Model Competition		Change Profile of your produces To be more upscale	Program Your Clients Educate them to long Term Buying strategy
Advertising	Qualify leads Up Front			Use price/purchase Inducements like frequent flyer miles
Direct Mail	Make Ads Specific Not General			
Telemarketing	Make Offers Irresistible			
Special Events	Client Education			
Seminars				
Qualified Lists				
USP				
Client Education				
Public Relations				

## Three Ways to Grow Your Business Formula

The genius behind these strategies and their success is that as they optimize and leverage your marketing assets more fully, your business grows in three ways all the time.

- Increase the prospects
- Increase the conversion rate of prospects to customers
- Increase in the value or worth of each customer.

Can your business experience more growth? Perhaps even exponential growth? Absolutely! The following exercise will tell you:

### Define your present situation.

Present Gross Sales \$ \_\_\_\_\_

Desired Growth \_\_\_\_\_%

Desires Gross Sales \$ \_\_\_\_\_

**Know your key ratios.** It is important to determine as closely as possible your current average customer worth and closing or conversion rate. These ratio help you define your present situation and determine your growth potential.

**Average customer worth or value over one year: \$\_\_\_\_\_.** Many times this information can be captured and tracked by computer. If you don't have the capacity, make a rough calculation as a staring point. (Take the number of times a customer buys from you during a year and multiply that by the about of the customer's average purchase.)

**Closing or conversion rate: \_\_\_\_\_%** (within your current marketing and sales effort, at which rate you convert prospects – those who come into or inquire by phone about your business – into customers or clients).

**Number of customers** last 12 months \_\_\_\_\_ (gross sales/ average customer worth)

**Number of prospects** last 12 months \_\_\_\_\_ number of customer closing rate)

### Compute Your Projected Growth In Next 60-90 Days!

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
<b>Present situation</b>	_____	_____	_____	_____	_____
<b>Desired situation</b>					
1. Increase Prospects	_____	_____	_____	_____	_____
2. Increase Closing Ratio	_____	_____	_____	_____	_____
3. Increase Customer Worth	_____	_____	_____	_____	_____
4. Do All Three	_____	_____	_____	_____	_____

Total net growth you will realize: \$\_\_\_\_\_

Net growth \$ \_\_\_\_\_/

Present Gross Sales \$ \_\_\_\_\_ \* 100 =

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Actual Exponential Growth Achieved \_\_\_\_\_%

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

**Results From Change & Conversion Numbers**

If you can improve in each of the three areas, then you can see vary dramatic growth overall. Here is the exponential growth you will achieve at various levels of improvement in each area.

<b>Growth in Each Area</b>	<b>Exponential Growth Achieved</b>
10%	33%
15%	53%
20%	73%
25%	95%
30%	120%

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit Growth You Want? When?**

[Check It Out Below!!!](#)

**Would You Like to Take Your \$500,000  
Company to \$665,498.79 with Just a 10% Change?**

Activity	No of Prospects Annually	Closing Ratio	No of Buyers	Average Customer Worth	Gross Sales
<b>Present situation</b>	1,500	30%	450	\$1,111.11	<b>\$500,000</b>
<b>Desired situation</b>					
1. Increase Prospects	1650	30%	495	\$1,111.11	\$549,999.45
2. Increase Closing Ratio	1500	33%	495	\$1,111.11	\$549,999.45
3. Increase Customer Worth	1500	30%	450	\$1,222.22	\$549,999.45
<b>2. Do All Three</b>	1650	33%	544	\$1,222.22	<b>\$665,498.79</b>

**Actual Exponential Growth Achieved 33%**

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

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## MEETING AGENDA

### Timing and Consultation:

**Step One:** Trust and Rapport

**Step Two:** Identify Hidden Marketing Assets

**Step Three:** Leverage Assets for Exponential Growth – The Three Ways to Grow

**Step Four:** Project Implementation and Plan Determination

**Step Five:** Conclusion of Interview:

**Note:** This worksheet and Opportunity Analysis will help you isolate the “**Hidden Marketing Assets**” in your business and determine specific Marketing Projects to optimize and leverage those assets for greater growth and profit.

### STEP ONE: About Us.

Let us tell you quickly a little about what PBI does.

**PBI:** We only make money if we make you money. We develop programs that don't dissipate growth without a compensating return. We demand that every marketing process we undertake on our client's behalf has to pay its own way or we don't do it or continue. We teach our clients how to build their business and life. We don't just do for them. Other consultants hoard their knowledge and keep it from people.

What we do, and what PBI does, is work with business owners, professionals and entrepreneurs, people like you, helping to maximize their business success. Most of our clients are small to medium sized companies with sales under five million dollars per year. We work with a unique approach. We look at all of your business assets and find ways to leverage and optimize your success from the assets you already have in place.

Because we try to leverage existing marketing assets, you can often realize dramatic and profitable growth without having to invest a lot of money or make a lot of significant changes in your business operations.

So what I would like to do today with you is take a look at your business and see where you are, where you are going and how you're getting there and see if there might be some ways we could help you grow your business. **Does that make sense?**

#### Payments:

We work several ways but we try to work strictly on a project per project basis and depending on what we do the fee is usually between \$ \_\_\_\_\_ and \$ \_\_\_\_\_ per project.

#### Guarantees:

We guarantee all our consulting work. Depending on the results of your Opportunity Analysis we generally work on Project Basis where we give you a **3 to 1 Guarantee** - 365 Day - “Iron Clad” Guarantee. This means we must reach the promised result or there is no fee.

#### Business Situation:

Most businesses we work with fall into one of three different situations:

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They are OK but want to do better.

They are stagnating. No Growth.

They are declining.

**Tell me where are you now in your business?**

## **What would you like to do?**

### **Increase Sales without Advertising**

How can you uncover \$10,000 to \$1,000,000 or more in new Found sales from your business in the next 60-90 days without advertising?

### **Small Business Administration Findings**

60% of all businesses fail within the first 6 years

Dunn & Bradstreet finds that 80% of all business will be out of business by the 10<sup>th</sup> year

### **Two Reasons Why Businesses Fail**

According to Moe Mowrey, from the Small Business Administration

48% of all businesses fail because of failure to understand marketing

46% of all other business fail because of inadequate capitalization and mismanagement

### **Are You Enhancing Your Marketing Process?**

How should your marketing and selling be different today?

[1]: Asset Marketing

- a. Discover Hidden Assets
- b. Optimization
- c. Leverage

[2]: Multi-Pillar Marketing

[3]: Systemization Marketing Process

[4]: Three Ways to Exponential Growth

[5]: Performance Based Marketing

### **Do You Have a Marketing & Sales Mindset?**

Optimization and Leveraging Your Marketing and Sales

Past Customers/Clients

Owner Expertise

Sales Staff Expertise

Under promoted U.S.P.

Unique Products/services or Delivery System

Sub-Sales Performance

Relationships with other businesses

Location of your business

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Reputation in the Community

Current sales/marketing practices

### **Are You Optimizing and Leveraging Your Business Activities?**

Defined as: "Getting the maximum return, for the least amount of expense, for the longest duration of time... on everything you are currently doing now, have done in the past, and will do in the future..."

### **What Are Your New Challenges of Marketing?**

Why companies do not survive the challenge of marketing is because they only use one or two pillars.

## **Are You Using the Platform Theory of Marketing ... Vs. The Parthenon Theory of Marketing ...?**

### **The "E" Myth**

Michael Gerber – Consultant and Author of the "E" Myth says that:

In order for any business to work it must become a system so that the business works exactly the same way every time down to the last detail.

### **Three Ways for Exponential Growth**

Increase the number of prospects

Increase the conversion rate of prospects to customers

Increase the value of a customer by:

- a. Increasing transactional value
- b. Increasing the Frequency of sale

### **Example of Exponential Growth**

**How much would you like to see your business grow?**

### **Profit Formula Calculation**

What is the Number of Clients you have?

What is the Frequency of Purchase for the average client?

What is the Transactional Value for the average client?

**How can we get you a 20% increase in your business?**

### **Performance Based Marketing**

Performance is maximized only when all marketing assets are leveraged in a multi-pillar system, growing the business all three ways.

### **Marketing as an Investment**

Peter Drucker, a Management Consultant, says,

"There is no better investment in your business than marketing. Marketing and innovation make money, anything else is cost."

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# Are You Using the Hidden Marketing Asset System?

## STEP TWO: Identifying Your Hidden Marketing Assets

### **Pillar [I]: USP / E.V.P. Development**

[What to look for under USP, including owner or staff expertise, competitive advantages, price, leadership, differentiation, focus, competitive disadvantages, unique products, guarantees, unique benefits, services, etc. Also look for ways in which extra value could be added].

Why should people do business with you?

Do all of your customers, prospects and staff know that?

Why?

Why Not?

Is your USP integrated into all your marketing efforts including staff?

Can you give me an example of how you are doing that?

### **Pillar [II]: Exponential Marketing –**

#### **Optimizing and Leveraging Your Current Marketing Process:**

[What to look for here is low closing ratios, sub-par sales people, no follow-up selling opportunities, packaging opportunities, current sales aids, staff allocation of time, reallocation of marketing dollars, and redirection of marketing efforts to make profitable areas].

Tell us about your current prospect and sales process.

What is your average closing ration \_\_\_%?

[If you have ten prospects, how many of them will buy from you? Or, what is the response rate to mail or phone inquires and other marketing efforts?]

What happens to the other \_\_\_% who doesn't buy from you?

Do you have a consistent method of follow-up for these prospects and leads?

### **Pillar [III]: Relationship Marketing – Data Base Marketing**

#### **Optimize Your Customer Base [Your Past, Present, and Prospective Customers]**

[What to look for is a customer base that is not being worked, inactive customers, and lack of a data base, cross selling, opportunities in the business, back-end opportunities, and re-activations opportunities].

How much does each customer spend now? \$: \_\_\_\_\_

On the initial transaction. \$: \_\_\_\_\_

Per year? \$: \_\_\_\_\_

Could that improve? How?

Do you maintain a data base of prospects and customers?

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How many names are on it now?

How many active?

How many are inactive?

How do you capture customer and prospect information?

What are you doing now to consistently invite customers back?

Don't you think it would be important to consistently ask them to do business with you?

### **Pillar [IV]: Strategic Alliances Marketing - Marketing Alliances**

#### **[Your Alliance Opportunities]**

[What to look for here is relationships with other businesses particularly in their own data base, look for businesses who target the same type of customers or has the in their data base now. Look for exemplarily businesses that are located near by.]

Who are your customers?

What is their age? Sex? Income?

Where do they live?

Are they individuals?

Families?

Other businesses?

What is their lifestyle?

What other products or services do these people buy?

What other businesses appeal to them?

What other businesses do you know who may have the same type of customers?

Is it possible for you to establish a marketing alliance with them?

Do you want me to explain how an alliance will work?

### **Pillar [V]. Custom Advertising – Web Optimization – The Media**

[What to look for is how the different media they use is used. Do you have an objective? Do you use the media for your strengths? Do you budget enough to be effective? Do you spray and pray? Do you reach the right market with enough frequency? Is your message compelling? Is your message specific, confused or ...].

Do you do media advertising?

What do you feel works the best?

Why?

What do you feel doesn't work?

Why?

What do you generally say in your ads?

What is the message you want to get out?

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**For Example: - I: Marketing Considerations**

What is your Unique Selling Proposition?

Do you use it in every marketing and selling activity?

Have you a Business Plan?

Have you a Marketing Plan?

Have you a Creative Marketing Program?

What are your marketing methods?

Is your Marketing Making You Money?

**II: MINI-MARKETING – Do you do any of the following:**

Canvassing Marketing on an Eye-to-Eye Basis

Personal Letters: Inexpensive and Effective

Telephone Marketing – Dialing For Dollars

Circulars and Brochures

Classified Advertising

Signs: Big and Little

The Yellow Pages

**III: MAXI-MARKETING – Do you do any of the following:**

Newspapers

Magazine Advertising

Radio/Television

Outdoor Advertising

Direct Mail Marketing

**VI: NON-MEDIA-MARKETING – Do you do any of the following:**

Advertising Specialties and Samples

Free Seminars and Demonstrations Trade Shows, Exhibits, Fairs,

Miscellaneous Marketing Tools: Services, Searchlights,

Contests, T-Shirts, Newsletters and Guerrilla Media, Public Relations

**V: SUCCESS – IF YOU ARE USING ANY OF THESE WHAT IS YOUR SUCCESS?**

**Pillar [VI]: Community Relationship Marketing:**

[What to look for is ways they use to boost their image in the community. Is there a unique owner expertise, or ideas for seminars or workshops? Could you write a press release? Are there sponsorship or donations that would be appropriate]

What do you do now for boosting your image in the community?

Do you do any donations or group sponsorships?

Could they be leveraged for greater impact?

Is there anything occurring in your business that could be newsworthy?

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## **Pillar [VII]: "One-to-One" Direct Marketing**

[What to look for is the ways in which their business and its products and services could be marketed directly to the consumer through a letter, classified ad, informational, etc. See it this could expand the business beyond the local area.]

What products do you have that could be marketed directly to customers by mail or other means?

Are you doing it now?

If yes, tell me the process?

If not, why not?

## **Pillar [VIII]: Internet Marketing**

### **STEP THREE: Leverage the Assets Growth**

This is important because it will demonstrate the power of working all the ways to grow your business. We'll work out the calculations and show you that if you achieve small growth in each of the areas the exponential growth will be very dramatic.

#### **What are the key ratios?**

What is the worth one of your customers?

What is your closing ration?

Calculate the number of customers you had last year.

Calculate the number of prospects you had last year.

**Work through the profit formula.** Based on the desired growth objective.

How it could be achieved by increasing each of those areas.

Example: If your growth was 10% it could be achieved by:

Increasing the number of prospects by 10%

Increasing your closing ration by 10%

Increasing the value of a client by 10%

If you increase all by 10% each, then the exponential growth will be 33%. This is a very powerful way to grow your business. Do you understand the Power of Exponential Growth?

### **Step Four: Project Implementation**

How we work with you

## **Marketing Game Plan**

### **The 8 Pillars**

In this final section of the analysis we will be preparing specific activities that will grow the business in all three ways. We will simply go through and explain each project and what it entails and then check Yes or No.

This gives the ability to see usually how your business will grow through proper implementation of each project.

Remember, every business should have the first four projects done:

- Project 1:** USP Development and Application. Yes: \_\_\_ No: \_\_\_
- Project 2:** Leveraging current marketing processes Yes: \_\_\_ No: \_\_\_
- Project 3:** Past, Present, and Prospective Customers Yes: \_\_\_ No: \_\_\_
- Project 4:** Alliance Opportunities Yes: \_\_\_ No: \_\_\_
- Project 5:** Media Yes: \_\_\_ No: \_\_\_
- Project 6:** Community Marketing Yes: \_\_\_ No: \_\_\_
- Project 7:** Direct Marketing Yes: \_\_\_ No: \_\_\_
- Project 8:** Internet Marketing Yes: \_\_\_ No: \_\_\_

**Note:** In most all cases, we are able to demonstrate that our clients will be able to get a dramatic increase in profitability by implementing the system. **Finally, total the number of projects to be completed and show the project sales increase that you determined back in section three:**

1. Determine the potential gross sales: \$ \_\_\_\_\_
2. Determine the potential net profit \$: \_\_\_\_\_
3. Determine the return on investment \$: \_\_\_\_\_

## Compute Your Projected Profit Growth in Next 60-90 Days!

Activity	No of	Closing Prospects Annually	No of Ratio	Average Buyers	Gross Customer Worth	Sales
Present situation	_____	_____	_____	_____	_____	
Desired situation	_____	_____	_____	_____	_____	
Increase Prospects	_____	_____	_____	_____	_____	
Increase Closing Ratio	_____	_____	_____	_____	_____	
Increase Customer Worth	_____	_____	_____	_____	_____	
Do All Three	_____	_____	_____	_____	_____	

Total net growth you will realize: \$ \_\_\_\_\_

Net growth \$ \_\_\_\_\_/

Present Gross Sales \$ \_\_\_\_\_ \* 100 =

Actual Exponential Growth Achieved \_\_\_\_\_%

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

**Compute Your Projected Profit Growth in Next 2-5 Years!**

Activity	No of	Closing Prospects Annually	No of Ratio	Average Buyers	Gross Customer Worth	Sales
Present situation		_____	_____	_____	_____	_____
Desired situation						
1. Increase Prospects		_____	_____	_____	_____	_____
2. Increase Closing Ratio		_____	_____	_____	_____	_____
3. Increase Customer Worth		_____	_____	_____	_____	_____
4. Do All Three		_____	_____	_____	_____	_____

Total net growth you will realize: \$ \_\_\_\_\_

Net growth \$ \_\_\_\_\_/

Present Gross Sales \$ \_\_\_\_\_ \* 100 =

Actual Exponential Growth Achieved \_\_\_\_\_%

**So email us now! To schedule your FREE Consultation**

Should you need additional help, please email your responses to [ProfitBuilders@ymail.com](mailto:ProfitBuilders@ymail.com)

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

**Note:** Upon your request and receipt of your answers to this analysis we'll meet with you for a business briefing and then we'll be sending you by email an extensive Pre-Proposal Statement for your review. We'll discuss it in detail with you. Please go through each section carefully. It will define the Scope of Work we'll perform for you to reach your desired Profit Goals.

Sincerely,

*Michael Kissinger*

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