

- Are you *really* making the money you're worth in your retail business?
- Would you like to put an end to the frustration of never having enough customers and using all of the traditional techniques that have just contributed to your frustrations instead of curing them?
- Do you want to recapture the dream of having a super successful retail business working with motivated-to-buy customers, enjoying more freedom, controlling your destiny, and possessing a promising future?
- How much longer do you want to procrastinate, put off your success - thinking one day things will get better... one day you'll have the volume and customers you want... one day you'll feel financially secure and in control of your life?

### When Will That “*One-Day*” Be?

So, let me show you,...

## How To Get More Really Good Customers In A Month Than You Currently Get All Year, With Half The Effort And Twice The Profit, With Much “Smarter,” Cost Effective Advertising And Marketing

Presumably you are reading this report for one or more reasons. I think that I have heard many of them already from other retailers just like you. Now, I want you to do me a favor and yourself one at the same time. Use the pen included in this packet and check off each of the reasons below that apply to you:

\_\_\_\_\_ **You are frustrated with how hard you have to work to make top profits in your business. You wonder - shouldn't it be easier than this?**

\_\_\_\_\_ The “old” advertising you've used successfully in the past just isn't working as well anymore.

\_\_\_\_\_ **As “big boys” come into your market, you wonder if you can compete without an ad budget the size of Montana.**

\_\_\_\_\_ You can never seem to get the type of motivated employees you want, and just wish you were not so dependent on finding and holding on to them.

\_\_\_\_\_ **You can see the value of your business actually declining. When you want to sell it, will you be able to? Maybe your income has even grown, But it's still not translating into wealth and security for you and your**

family.

- \_\_\_\_\_ The “word of mouth” advertising that you used to rely on is leaving your store(s) empty or not quite as full as you'd like.
- \_\_\_\_\_ **You hate the cheap “bait-n-switch” advertising gimmickry some of your competitors use to essentially cheat and deliberately confuse customers, and you desperately want to be successful without resorting to it.**
- \_\_\_\_\_ You're frustrated with your income fluctuations, the “yo-yo” syndrome you've had to live with in retail. One month things look OK, the next month you're scrambling to make ends meet. Living life on the income “*bungee cord*” is taking it's toll on you, your family, and your future.
- \_\_\_\_\_ **You're feeling out of control, putting out so many fires in your business, it's a miracle you have 5 minutes a day to produce results. It feels like you're running faster and faster on the “*retail treadmill*,” yet still going nowhere. You feel like you'll never get out from the mountain of busywork and problems. There just doesn't seem to be enough time in the day for everything. If it doesn't end soon, you could burn out completely.**
- \_\_\_\_\_ The big warehouse-type chains, blasting TV commercials everywhere frighten and aggravate you.
- \_\_\_\_\_ **You provide real service, you have real expertise, you know your product, you put quality goods in the store - but you admit you do NOT really understand “marketing” and you often feel like you're reinventing the wheel, wasting money or doing things the hard way unnecessarily.**
- \_\_\_\_\_ You wonder if enough customers really care about quality and service anymore, to reward you with loyalty and repeat purchases.
- \_\_\_\_\_ **You feel like you're working longer hours and harder than you should have to, or want to. You'd like more time for your family or to play golf or whatever. You want a top income but you want a life too. Is it possible to have both?**
- \_\_\_\_\_ You see your margins declining. It seems like somebody's taking a little bite out of your money every other day. You wonder - where will this end? What can I do to make up for this?
- \_\_\_\_\_ **You're worried about increasing numbers of people bypassing your retail business in favor of catalogs, even the “internet”.**
- \_\_\_\_\_ You thought you would be able to pass along your business to your children for their financial security. Is this still a possibility?

Well, if you checked off one or more (maybe all) of these reasons, this special