

*Business secrets revealed*



WAYS TO  
DOUBLE  
SALES  
WITHOUT  
ADVERTISING



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# INTRODUCTION

*"If you don't change what you're doing, nothing will change"*

Dear business owner,

First of I will like to say no matter how or why you found this booklet, I want to thank you and congratulate you for taking the time to read this.

The simple fact that you are reading this right now, gives me plenty of joy for I believe I am gradually succeeding in changing the world, one business owner at a time.

It is probably no news to you that, there are tons of marketing agencies out there pitching marketing services to you such as Facebook Ads, Google PPC, SEO and the list goes on and on.

Truth is, for any business to grow to the next level, it is very essential that they strategically improve on their marketing by acquiring new customers. Customer acquisition OR Cost of Acquisition (COA) is one if not the highest cost any company will incur in business.

This booklet focuses NOT on client's acquisition but on how you can double if not triple your profits without spending money on advertising.

There are many ways to improve the Life Time Value of a customer, but this cheatsheet will focus mainly on the top FOUR methods that have been tested and proven to work consistently. So, are you looking for ways to get your existing clients to pay you much more money, hence doubling if not tripling your income. This cheatsheet help you out.

Or,

Are you stuck and in great need to actually scale your business by bringing in more clients and want to 10X your revenue and profits? Then, I have a special surprise for you at the end of this booklet?

Some common question you should be asking yourself other than the popular "How can I get More Clients Are?"

1. Where is my Money (Profits) Really coming from?
2. Who can pay me to have access to my clients?
3. How can I DOUBLE or TRIPLE my Profits without adding new clients (No Advertising)?
4. How do I increase the Value of every customer?

These are just a few questions amongst many that business owners can brainstorm to get more money in without spending a dime on advertising.

# **1. MAKE CLIENTS MORE VALUABLE**

# 1.

Many business owners turn to offer the popular “All- in-One Inclusive Offer” when pitching clients and signing contracts and this is a great limiting factor to business growth

The Life Time Value of a customer is limited when you offer an “All-Inclusive package.” This often limits the possibility of you offering more services to your clients.

The best way to go about this is to list out all possible services your potential client needs. This also includes those services you can’t deliver but know your client’s needs. The services you can offer should be sold in the form of a value ladder. One service at a time, or packaged differently and up- sold over time. The point is, try not to be a “**buffet.**”

On the flip side of the coin another great way to increase the value of an existing customer is to offer- **crossselling** - That partnering with another company that offers services that you can’t provide.

In this situation, the money is in the relationship. The best way to secure such deals is to be in complete control of the partnership. All financial transaction should be done through you but the service fulfilment is done by the partner. This way, you need not worry about being paid by your other company.

This is by no means referring your clients to other companies. There is no cost of acquisition in this transaction but simply an increase in income for your business and hence higher profits.

## **2. FUEL REFERRALS**

# 2.

It is true that client acquisition by “referrals” is probably the best of all due to its high conversion rate. I bet you must think, YES, we do get referrals or maybe your business is solely based on referrals, but the BIG questions are:

- Do you have strategy/plan in place to hype those referrals coming?
- What do you do when you get the referrals?
- How do you "*incentify*" your referrers?
- How do you follow-up with them and Do you have a process in place to close them?

With a good referral system in place alone, you can 2X your business with no money spent on acquiring any new clients if each current customer refers just 1 new customer a year.

These are a few ways to get referrals coming through:

- 1- **Ask** : The best time to ask for referrals is after the initial sale or during quarterly business review meetings etc.
- 2- **Improve** reviews and **testimonials** on website and social media platforms. This is GOLD MIND.
- 3- Do **referral giveaways** and **contest** to your existing clients.

## **3. RAISE PRICES**

# 3.

First off, many business owners and salesperson freak out at the mention of the phrase “Increase/raise Prices.” But the point is sellers are more emotional to price increases than the actual buyers.

Let’s take for example travel companies, they offer from Economy to First Class. The point is they will all to the same destination, yet no matter how expensive the prices can be, people will always fly 1st Class and their prices are very time sensitive. The quicker you need a service/solution, the more expensive it gets.

So why not offer 1st class services in your business. The first step to accomplishing this is to create a special premium version of what you are currently selling that is 30-50% more expensive than your existing standard offer.

If well designed, packaged and marketed (sold) there is an industry average of 10-30% conversion rate for every premium offer on existing and new clients. Most of your clients will just buy new. Such premium packages might include extra bonuses, services from partners and special treatment. You get the point.

Remember, people like to belong.

So, if more than 50% of your clientele gets to take on the premium, simple package a new offer and your existing premium offer becomes your standard.



# 4 BUILD A LIST

# 4.

If you're in business today and you are not collecting building an email list. Then you should start figuring out that as after reading this booklet. Every business needs to build a list of customers and prospect who have in one way or another shown interest.

Communicating with your existing clientele is a great way to keep them engaged and a platform to up-sell them.

**Question:** What about the prospects who have not yet become customers?

With a good sales strategy in place and well-designed communication plan based on value and education, there is a likelihood that you will triple your sales just by following up with unconverted leads.

It's worth noting that clients buy at the their personal convenience, so maintaining constant connection (follow-up) down the road is worth it be it via email, phone call or even simple postcards.

The point is you have to politely hassle the client till they tell you STOP contacting them email or unsubscribe from your list. There is a popular marketing saying that "***The Money Is In The List***" and a huge percentage (above 97%) of your prospect (leads) are not ready to buy NOW.





**CLAIM YOUR FREE DIGITAL MARKETING  
BLUEPRINT TO DOUBLE, TRIPLE AND 10X  
YOUR BUSINESS TODAY  
(WORTH £997)**

In order to really **SCALE** your business to the next level you need a consistent flow of new quality leads and a proven system that convert those leads to paying customers.

Implementing the strategies in this report is a great way to double your success particularly to business who do want/have the means to spend money on advertising.

***BUT...***

If you you're serious about dominating your marketplace, then for a limited time **ONLY**, we are offering you the chance to claim your

**“No Obligation 30-minutes Custom Digital  
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(Worth \$597) for FREE**

**Warning:** *Before you claim your free strategy session, you must understand that this is ONLY for people serious about growing their business and setting it up for long term success. To truly get your sales figures skyrocketing, we will need you commitment and dedication. So, if you're not ready to scale your business, please we will appreciate if you do not take another entrepreneur's Spot.*

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