



Increase in your business will not just happen because you want it to...

by Don Boyer

Increase in your business and finances will not just happen because you want it to, heck, it won't happen even if you *desperately* need it to. No, the key to increasing your business, income and profits is more sales and new customers. Of course you do not need to be a rocket scientist to figure that out, but you do need to figure out how to make that happen.

As you know by now, to get new customers and more business, there is an easy way, which the rich do, and the hard way, which the masses do. The question is, which way do you want to do it?

The Hard Way which the masses follow is to go after and bug the heck out of people who have no interest in what you have, or have no money for what you have. Either one is the road to misery, frustration, and pathetic results. Here is what I want to know?...

“Why do we insist in working with the wrong people...people who are broke, lazy, flakes, full of do-do, don't want what we are offering and then hope our sales skills can change them?”

The truth of the matter is we do this because we have been taught and trained to do it this way and so in our sub-conscience we believe this is the way to increase even though our results, emotions and bank account tell us this way does not work. I was on this road for 15 years and almost went bankrupt! Thank God I had the good fortune to find Mentors who got me off the hard road and put me on the easy road.

The Easy Way...in a nutshell here it is; You don't find customers, you make yourself known so that “*your customers*” (people who want and can afford what you are offering) can find you! Remember, it does not matter what you sell, thousands upon thousands of people out there want it. There are so many people out there who want what you are offering that it will make you a multi-millionaire many times over. Why aren't all those perfect customers beating down your door with their money? They can't find you, heck, most don't even know you exist.

Rule #1:

**It is your responsibility to make yourself visible in the market place,
Not your customer's responsibility to find you playing
Peek-a-Boo for you!**

If your business, income and profits are not where you want them to be, you don't have a money problem you have an exposure problem. If you think you lack customers or new business, think again, what you lack is adequate exposure. Better known as “Market Presence”.

The fastest pathway to cash and more business is through “**Aggressive Exposure**”. The more people know that you are on this planet the more customers and business you will get. There

really is no such thing as selling unless you are addicted to misery. Let me give you an example...

Last week I went shopping for a new bed. I don't know about you, but getting a great nights sleep is very important to me. Personally, the quality of the bed I sleep on determines the quality of sleep I get. So when I went looking for a bed, it was already set in my mind that I was going to spend \$3,000 plus for the mattress. When I walked into the show room of that store I was *pre-sold*, I was that salesman's perfect customer. I told Jr. to hold the shop talk, just show me your best bed and educate me on it.

The point is how did Jr. get so lucky and get this sale? His boss had the good sense to consistently make his Market Presence known on a small local radio. His radio ad was like a batman flood light shining in the sky that said, "All pre-sold customers who are ready to spend a fortune on a new bed, here I am" and like a walking Zombie I walked in and walked out with \$3,780.00 less in my bank account and two fluffy pillows under my arm!

Do you know how many people out there that are buying high end beds? I don't know either, but I can guarantee you there are plenty! Every high end hotel has one of those expensive beds, why do you think they charge an arm and a leg to stay there?

Rule #2:

If someone shows no interest in what you are offering or if they don't return calls...let them go and move on. Forget this crap about following up 7 times with people. If they are not pre-sold and you have to sell them you are asking for an emotional and financial beating. I only deal with pre-sold people. If someone starts to "him and haw" me about any part of being in the book I hang up on them... sorry for the rudeness, but I have a ton of pre-sold people that need and want me. They same is true with your product or service.

Rule #3:

Your product is not for everyone...so stop trying to sell everyone! Your product is specially designed for *pre-sold customers only!* There is no shortage of these kinds of people. If you stop wasting your time, money and energy going after everyone, and put your seed money into shining brighter in the market place, your money problems will soon disappear.

Follow these rules and you will make more money, save yourself from an ulcer and your level of peace and joy will sky rocket up.

Are you starting to see the big photo here? Ok, in the next few days I will send you another article on how to sell more books, increase business and make more money.

I know this is helping you,

My Best,
Don Boyer