

# **SPECIAL REPORT:**

**“119% Business Growth  
In The Next 90 Days  
In 3 Easy Steps”**



**ATTRACTION MARKETING SYSTEM**

[www.ProfitMinute.com](http://www.ProfitMinute.com)

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# How To Grow Your Business By 119% In The Next 90 Days Following 3 Easy Steps!

*“In the next 90 days you could more than double the size of your business. In this special report I want to show you exactly what you need to do to make this happen. I also want to let you know specifically where to place your focus.”*

The good news is this ...

**You only need to make incremental improvements in  
3 key areas of your business in order to see  
substantial business growth in 90 days.**

Thursday 4:37pm

Dear Small Business Owner ...

Before we begin allow me to ask you a quick question ... ***‘Why did you request this  
FREE CD & Report?’***

Is it because you are keen to **more than double the size of your business** in the next 90 days? Have you thought about what would happen if you did achieve such dramatic growth in your business? How would that change your life?

Perhaps you are like many small business owners I have had the good fortune to work with and would be happy to see any sort of growth occur in your business in the next 90 days.

It's possible that you are just looking for some answers so you can survive the next 90 days and remain in business.

Some of you reading this will be looking for even greater growth than 119%. If so you have come to the right place as I want to share with you how one of my clients grew her business by close to 1,000% in 60 days.

**Regardless of where you are right now in your small business I want to assure you that the information in this special report may well be some of the most important information you will ever read on creating success in your business.**

If you are serious about creating new results in your business in the next 90 days then please make the time to read every word of this report. You don't want to be so caught up working **IN** your business that you never have time to work **ON** your business.

Right now you may find yourself feeling ...



**FRUSTRATED**

**STRESSED**

**CONFUSED**

**And**

**LACKING CERTAINTY  
ABOUT YOUR  
BUSINESS**

Lets face it ... being in business can be tough sometimes. There is the constant pressure to find new clients, manage cash flow and pay bills, deal with government & compliance issues, satisfy customers, sort out employee issues and on and on it goes. There is all of this to handle before you even contemplate making any real money for yourself, right?

At the end of the day many small business just don't get rewarded well enough for all that they do. For all of the risk they take. For all of the responsibility they take onboard. For all of the headaches they have to endure day in day out.

Few people really understand what its like running a business.

Your spouse may not.

Your friends and family probably have no idea.

Your employees with their entitlement mentality certainly do not understand.

One of the biggest challenges of being in small business is that sometimes you just have no one you can turn to. No one that you can talk to and bounce around ideas with. So it is easy to feel isolated and not sure where to go for help.

And do you know what the biggest killer of all is in small business?

Do you know what the number one reason businesses fail?

Of course you do because you are probably struggling with it right now, or have done in the past, and possibly will again in the future ... its ...

# A Lack Of Cash Flow!

A lack of cash flow causes more stress and headaches in business than anything else. Its cash flow issues that probably led you to find our website and request this special report above anything else.

But is it really a lack of cash flow that is the problem? Or is this really a symptom of a much bigger problem?

Having worked with hundreds of small business owners in the last few years I can assure you that the real issue in most of these businesses is not so much a lack of cash flow but rather **a lack of any sort of MARKETING SYSTEM to attract enough quality clients to you.**

According to a recent survey of more than 1,700 small business owners ...

## **43.9% Said Their Number One Problem Was Finding New Clients!**

Thats a huge percentage of small business owners who are struggling and frustrated because they really do not understand what they need to do to find new clients.

How could this be?

Well its simple really ...

You see, when I first went into business about six years ago I did so because I was passionate at the time about NLP & Hypnosis. I loved the idea of working with people in the personal development field and making a difference in their life.

**NOTE: Most small business owners go into business because they are passionate about the THING that they do.**

At the time I went into business I had the mistaken belief that if I just became great at the THING I was doing then my business would be a success. So I studied hard and gained more qualifications. I even went on and became a certified trainer of NLP.

However ...

In reality the market does not care how good you are, or how in love you are with the THING you do. You could be the best Financial Planner in the world, a master of investment options, but if nobody knows then guess what ... no one cares how good you are.

What I soon discovered is this one simple truth that I want to share with you here ...

# 80% Of Your Success In Small Business Comes About From Marketing!

Marketing is the key to growing your business. *It is your ability to ATTRACT new clients to you on a regular and consistent basis that will ultimately determine your success in business.*

The reason so many Small Businesses fail is because they simply do not have a MARKETING SYSTEM in place. In fact if I can be blunt for a moment ... they have absolutely no clue on how to market at all.

When you accept this fact ... that success in small business is 80% marketing ... you put yourself in a position to do something about it. To seek out the answers you need. To learn more about marketing. To find and implement the right marketing system into your business.

If you choose to ignore this fact then you are destined to remain stuck in your business.

Marketing can set you free. Marketing can lead you out of the struggle and grind of your business into building a successful profitable business.

I suspect you already know this to be true which is why you are reading this report. **You know that you need to put a higher priority on your marketing if you are to not only survive but build a successful business.**

I also have a feeling that what you want to know is where to focus your efforts to get the best possible results from your marketing.

Well the good news is this ... there is only ...



## 3 Key Areas To Focus On

One of the reasons many small business owners do not like marketing is because they find it overwhelming and confusing ... they simply don't know where to start!

Well I am about to make it as simple as possible for you.

*If you just focus on making incremental improvements in these three key areas then you can grow your business by as much as 119% in the next 90 days!*

So what are the three key areas to focus on?

They are ...

## **Key 1 – ATTRACT More Leads**

## **Key 2 – CONVERT More Leads Into Clients**

## **Key 3 – INCREASE Value Of Each Client**

Seems obvious right? Having worked with hundreds of small business owners though I can assure you that while it may be obvious it is not that easy to implement into your business without the right guidance.

Think about it though ...

If you do not have enough clients right now then it is likely that you have a problem attracting enough leads. So let me ask you a question ... ***Do you have in place right now a lead generation system that is constantly attracting a steady flow of leads to you?***

If your answer is NO then do not do anything else until you get this fixed first. Without a system to attract leads to you and your business you will not be able to generate clients. So go to work on this first until you have a steady flow of leads being attracted to you.

When I work with small business owners as either their marketing coach or consultant this is where we will spend a lot of time. Identifying what type of leads we want to attract, figuring out what will make the business attractive to these leads, and then putting in place the system that then turns on the flow of new leads being attracted into the business.

Occasionally I have business owners come to me who already do have enough leads coming in ... but those leads are being wasted! They are just simply not converting enough of them into clients.

The next area that you will want to focus on is your system for converting leads into clients. What needs to happen to have your leads turn into genuine opportunities, and then those opportunities into paying clients?



So the next question I have for you is this ... ***Do you have a system in place right now that is consistently converting your leads into clients?***

***What is your conversion rate right now of leads to clients?***

Again ... as most small business owners are good at what they do, the THING, and not so good at marketing, it is highly likely that you are not converting enough of your leads right now into clients. If this is the case then you are losing money!

Finally, once you are attracting enough leads and converting more than enough of them into paying clients, the final area you want to look at is how to increase the value of each of those clients to your business.

**If you can increase the life time value of each client over time then each client has a greater value to your business. This not only increases your PROFITS but also makes your business worth more if you ever decide to sell it.**

Here is what will happen if you just focus on making incremental improvements in these three key areas ...

## **119% Business Growth In The Next 90 Days!**

How would growth like that impact your business? Would the extra income surge change your life in any way?

I want you to grab a pen and lets do some calculations so that you are fully aware of what this will mean to you in your business:

First ... write down your revenue for the last 12 months:

**\$ \_\_\_\_\_ Total Revenue Last 12 Months**

Next ... multiply your revenue number by 119 then divide by 100:

**\$ \_\_\_\_\_ Revenue Forecast Next 12 Months**

Finally subtract your Total Revenue from last 12 months from the Revenue Forecast:

**\$ \_\_\_\_\_ Additional Revenue Available**

**The final figure is the one I want you to focus on right now. This is how much additional revenue that is currently available to you simply by making some incremental improvements in the three key areas that I have talked about.**

**Recommended:** Have you tried our Business Growth Calculator? Download our free tool that will enable you to forecast your business growth at <http://www.ProfitMinute.com/growthcalculator.htm>

One of my clients, Ludwina, was able to achieve 10 times growth in her revenue in just 60 days simply by following our unique step-by-step system focused on making the incremental improvements in the 3 key areas of ATTRACT more leads, CONVERT more leads into clients, and INCREASE the value of each client.

Lets take a look at a practical example of say an Accountant with the following numbers:

- Number of Leads per month 50 (Of which 5 turn into genuine prospects)
- Conversion Rate 4%
- Number of Clients per month 2
- Value of Each Client \$5,000

Therefore on these numbers this Accountant would be doing appx \$120,000 revenue per annum.

So what would happen if we focused on the 3 key areas and made a modest improvement of just 10% in these 3 areas? Well now the numbers look like this:

- Number of Leads per month 55 (Of which 5.5 turn into genuine prospects)
- Conversion Rate 4.4%
- Number of Clients per month 2.4
- Value of Each Client \$5,500

Now the Accountant has increased revenue to \$158,400 which is an increase of \$38,400. This is an increase in their business of 32%.

**What happens if you developed the right SYSTEMS in each of these three areas, and implemented them with the right guidance and created a 30% increment in each of these three areas?** Now it gets exciting ...

- Number of Leads per month 65 (Of which 6.5 turn into genuine prospects)
- Conversion Rate 5.2%
- Number of Clients per month 3.3
- Value of Each Client \$6,500

This increases revenue now to \$257,400 which is more than double the size of your business, or a 119% increase in your business. (Note: You may not be an Accountant however the same principles apply).

**So could you achieve an increment of 30% in the three key areas? Well lets look at this example ... is it possible to ATTRACT 15 more leads a month? Could you really improve your CONVERSION rate by 1.2%? Is it realistic to expect your client value to INCREASE by \$1,500?**

The answer to all of these questions is YES of course ... these are not dramatic increases. Combined though they can make a dramatic difference in your business results.

So if you are looking to increase your business right now and create greater success then what you will want to do is put all of your FOCUS on making incremental improvements in these three key areas of your business.

Right now you are probably wondering ...

## How Do You Make These Incremental Improvements In Your Business?

So how do you make these 30% incremental improvements in your business?

Well right now you have a number of choices.

The first is to **make a decision to get serious about your business and invest the time and money to get the right marketing system in place**, or to do nothing at all. If you choose to do nothing then you may as well stop reading this right now.

I suspect however if you are still reading this then you really are serious about putting in place the right marketing systems into your business.

Which leaves us with the second choice you need to make.

That is to choose to go it alone and discover for yourself how to implement the right marketing systems into your business, or, *follow a proven system that gets predictable results.*

Five years ago when I made the decision to focus on improving my marketing I went in search of the right marketing system that I could just plug into my business. At the time I could not find one ... so I decided to go it alone and discover the answers for myself. Well years of struggle later, hundreds of mistakes, and close to \$100,000 invested in learning marketing I finally figured it out.

I discovered the keys to what I now call **ATTRACTION MARKETING**. Applying what I learnt I built a business to over \$1 million in revenue in 18 months from scratch. We have spent the last few years teaching this system to hundreds of small business owners and perfecting it.

Today we have what I believe to be ...

## The Most Powerful SYSTEM For Attracting Clients For Small Business

I don't make that claim lightly ... it is based on the results that the **Attraction Marketing System** has produced in not only our business but for many small business owners.



What exactly is the **Attraction Marketing System**?

It is a complete system for small business owners that focuses on the three key areas you need to grow your business by as much as 119% in the next 90 days:

**Key 1 – ATTRACT More Leads**

**Key 2 – CONVERT More Leads Into Clients**

**Key 3 – INCREASE Value Of Each Client**

Remember that just a 30% increment in these three key areas is all you need to more than double your business. What the **Attraction Marketing System** does is provide a *step-by-step blueprint for making these incremental improvements.*



## **A Unique System That Produces Real Results!**

What makes the **Attraction Marketing System** so powerful is that it is easy to implement into your business plus it gets real results.

Even better is the fact that we work directly with you guiding you to implement the **Attraction Marketing System** into your business.

What this means is you don't have to go it alone ... you can leverage not only our proven system but also our knowledge and experience from having worked with hundreds of small business owners like you.

The process that we take our clients through when growing their business by 119% or more in 90 days is to firstly conduct a complimentary '**Marketing Audit & Strategy Session**' (Valued at \$497). During this session we will look at your business, and in particular your marketing, in some depth.

As a direct result you will gain some insight and new strategies that you can immediately apply into your business. Remember this is a complimentary session designed to help you see how **you can grow your business by implementing the Attraction Marketing System.**

*Following the complimentary session you will know if the **Attraction Marketing System** and working directly with us is the right thing for your business.*

**Note: We are selective in who we choose to work directly with as a client. There is a qualification process that we go through first in order to ensure that it is the right fit for you and us. For those accepted as clients we will work very closely with you to assure you achieve successful results.**

If we both agree that it makes sense for you and your business to work directly with us implementing the **Attraction Marketing System** into your business then you can expect to see ...

## Rapid Business Growth In The Next 90 Days!

I can assure you that if you follow our advice and implement the **Attraction Marketing System** into your business working directly with us that you will see rapid business growth in the next 90 days.

Time and time again we have been able to produce growth in businesses just like yours were the owner has implemented the steps we recommend.

*Now it is your turn to start on a new path in your business. It's your turn to begin to attract more clients, increase your cash flow, and grow your profits.*

Life is too short to continue to struggle and be frustrated in your business. Life is too short to not get the results you know you deserve from your business.

If you are ready to make the breakthrough to new business growth and finally start to achieve the results you know you can in your business then here is what to do ...



## It's Time To Say YES & Take ACTION

If everything you have read in the special report has resonated with you, and you are serious about creating new breakthroughs in your business then here is what to do next:

**1/ Watch The Webinar** – Your first step is to find out more about our approach so that you are certain it is the right one for you and your business. So we invite you to watch the Webinar titled '119% Business Growth In 90 Days' which goes into more detail for you. You will find this here <http://www.ProfitMinute.com/webinar.htm>

**2/ Free Trial In Our Exclusive Attraction Marketing Inner Circle** – Want to get the best marketing advice on how to attract more clients and grow your business by 119% for less than the cost of a Starbucks Coffee a day? Now you can take a free trial membership in our exclusive Inner Circle:

<http://www.AttractionMarketingInnerCircle.com>

Request your FREE Trial today and learn more about Attraction Marketing!

I love what Albert Einstein once said ...

***'The same level of thinking that got you to where you are today is not the level of thinking you need to move you to where you want to be'***

What Albert is saying here of course is that if you have been struggling to grow your business, and finding that you simply are not great at marketing, then you will only make new breakthroughs in your business when you take action and get the assistance you need.

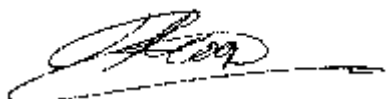
I guess its a variation on the old saying ... ***'Only a fool keeps repeating the same mistakes but expecting a different outcome!'***

Your decision as to what to do from here is of course totally up to you. I know from experience that those business owners who made the right decision and took action following the two steps above have gone onto grow their business.

I am not suggesting that you will definitely grow your business by 119% or more in the next 90 days ... but you will never know until you take action to find out.

Regardless of what you do from here I want to wish you every success in your small business.

Regards



**Rod Moore**  
**Profit Minute**  
<http://www.ProfitMinute.com>



***Australia's leading Attraction Marketing Specialist***

PS ... You have my assurance that during the complimentary **Marketing Audit & Strategy Session** you will discover new opportunities in your business that you may not be fully taking advantage of ... so at the very least you can start the process of growing your business during this 45 minute phone call.

**Please read about just some of our success stories on the next page. Will you join them? >>>>**

## *Just Some Of The Success Stories ...*



### **\$6,000 in EXTRA Business in One Week!**

Using just a few of the ideas Rod shares in his Attraction Marketing System I was able to attract an additional \$6,000 in additional business in just one week! I highly recommend Rod's Attraction Marketing System for all Small Business owners.

**Emmanuel Tsesmelis – My Passion Coach**



### **1,423 New Leads In Database**

My business success has greatly accelerated as a result of using Rod's Attraction Marketing System. Rod has taught me new attraction strategies that have enabled me to attract more than 1,400 plus new leads into my database

**David Newton – Entrepreneurs Sydney**



### **First \$20,000 Month**

Rod helped me to discover the HIDDEN gold in my business and I easily attracted 3 new clients in just 5 days! I went on to my first \$20,000 month in less than 60 days working with Rod.

**Ludwina Dautovic – The Red Tent Woman**



If you have been doing what most small business owners do and spending your hard earned marketing budget on traditional marketing strategies with limited success what Rod has to say will blow you away. His Attraction Marketing System is worth its weight in gold – clear, practical and easy to implement. PLUS the direct access to Rod is invaluable.

**Brenda Thompson - Networking World**



### **Space Reserved For Your Success Story!**

Take a FREE trial in our exclusive Attraction Marketing Inner Circle and learn how to ATTRACT more clients for less than the cost of a Starbucks coffee a day at:

**<http://www.AttractionMarketingInnerCircle.com>**

