

# HOW TO INSTANTLY BOOST YOUR BUSINESSES INCOME WITH NO INVESTMENT

**WHAT ALL BUSINESSES HAVE ACCESS TOO BUT RARELY USE!**

Welcome and congratulations to taking the first steps to increasing your bottom line!

As you know this day and age businesses need to do a little more to survive.

Thinking differently and taking advantage of the assets you have is what this will teach you.

I would like to thank all of my mentors that helped me in many way's put this together for you to ultimately profit easier than before!

First, I want to thank Jay Abraham the master intellectual marketer who has done so much for people who simply are willing to learn and listen.

Next is Dan Kennedy, who's books and recordings not only bring a smile to my face but have transformed my approach to marketing as he has intertwined the psychology and methodology of reaching a prospects core needs with his copywriting skills.

And to follow up would be the great internet legend Frank Kern and the ultimate in inspiration, Anthony Robbins & Russel Brunson. Without them and the many others I have read on and studied over the years; this would not be possible!

Alright let us get to it.

Now since you have this in your possession, I am assuming that you have a viable business.

This is meant to bring in additional income from the space that that you have under your control while selling your goods or services.

Unless you are a franchise or an attorney, I am quite sure that the world of advertising is pretty much wide open for you.

(Let me double check on that statement above as my brother is an attorney.)

With that said, could you imagine the possibilities of having other income streams from just utilizing the space and the customers that you already have?

Think about it...You provide a service but on the other hand you also have many complimentary businesses perfect customer/clients in front of you during the most trustworthy position.

The quick start guide will give you the basics of the information listed in this booklet.

During and after the transaction. Here is the opportunity that I am talking about for you to add some more streams of income into your business yearly.

For many years it has been well known that website owners who are getting daily visitors to their website can offer advertising spots for a monthly or yearly fee.

Well I am going to state the obvious and that is that brick and mortar stores and restaurants should be doing the same thing! There is so much opportunity in these area's that I could barely contain myself as a marketer!

I mean I really had a hard time sleeping because I was/ am still so excited to get this out!

Where there is an opportunity there is money but when the opportunity to help so many in my mind outweighs what money could be made I have no choice but to get this out to as many businesses that I can to hopefully try and help the economy as a whole and build up good will and trust.

If I can do that then I know the money will surely come for me.

So, how can this be put into action if you are a business owner?  
Let's find out...

The very first piece of this easy to put together puzzle is

- Really dig into WHO are you customers

Make a list of the age ranges and separate them into 3 different groups.

Children/Adults/Seniors next out of all of them which ones spend the most money in your establishment?

The top 2 spenders will be the best choice to keep in mind when approaching people to advertise with you.

- Next you will need to know about how many customer/clients you see a month.

This does not need to be the number of transactions but the number of visitors in as this will be the number given for average people that will see the ad.

- Figure out who are the complimentary businesses.

Who else does your customer/client visit? If they buy from you do they need to go somewhere else to get another part or piece?

Number 3 may not relate to all businesses and if it does not for you that's ok.

Now that you have the essential information about your clients/customers you are ready to move on to the next step which is acquiring advertisers.

- For this I suggest you get out the computer or pen and paper again and write out all the other industries you believe would be interested in advertising with you.

Where else do your clients/customers shop or spend money.

Take a few moments and just write out whatever comes to mind. You can have general shops like grocery stores all the way up to exclusive country clubs and organizations.

After about five minutes you should start to slow down and for right now that is ok.

- With your list rearrange the industries into the highest prices that they charge.

We want the most money for our ad space so the more expensive the product or service = the better.

You can stop right there, or you can dig a little deeper and figure out the industries that are also the most relevant to the bulk of your cliental/customers.

Great now we should have a list of our customer base and our potential ad space buyers.

There will be templates that you can just plug in these numbers and be prepared to present them to your potential advertisers,

this will work in an email as a simple attachment to send out to multiple businesses.

- With our list of industries, you are going to want to pick out the top performing businesses.

It is important that the businesses that you contact are already successful because you want them to be able to have the funds to pay for your ad space.

This might be obvious, but you don't want to have someone not be able to follow through on their part of the bargain.

(There are many options that can be negotiated for payment but to keep things simple we will stay with flat rate as an example.

Now that we have finished with the information gathering part it's time to list all of the places that you can offer ad space.

Restaurants can have place holders set on tables or integrations within the menu. It all depends on what your specific location will provide.

Have a few examples ready to provide your potential ad buyer. You can have as many as you want and, on that note, but remember you do not want to annoy your own customers with tons of ads.

Find a happy medium.

Here is where the rubber meets the road so to speak.  
Approaching buyers is what this is all about.

So, to recap, you will have all your information about your clients/customers, and you have the list of the most highly qualified potential advertisers as well.

You have the placements of potential ad spots picked out but what you now need to come up with is how much you can charge.

- When It comes to ad spot prices always keep in mind that the buyer is going to want to see a return on his or her investment.
- I would try and get a yearly commitment therefor you can charge the most and have the best chances of getting them business.
- Do some investigating about the potential ad buyer's prices to have a ballpark figure in mind

Once you have this last piece of pricing put together you can now either call email or stop by your target ad buyer's business.

The script should go a little something like this.

“Hello, my name is Daniel from Blank and Blank and I wanted to let you know about a great opportunity for you to bring in more targeted clients to your business.

“I have advertising spots available at my business where many of your ideal customers visit.

Please call me back at 503\*\*\*\*\* and I can explain all the details.”

Something like that or modified however you like is what you want.

Just make sure you tell them you have advertising opportunities and that their ideal customers will be the ones seeing it.

Contact around 3 or 4 and you should get some interest. The key is mentioning the ideal customer part because that is what makes the opportunity so exciting.

Some ideas that you could also include into your offer is to directly begin recommending clients/customers for referral fees. What the best thing for any business using this method is to develop mutually beneficial partnerships with complementary businesses which should help grow your business while cutting down costs previously used for advertisements.

I wish you all the success in your business and don't forget to check out all the other downloads I have available to help!





[Grab This Free Form Builder That Will Easily Let You Invoice & Track Your Customers](#)