



The Business Builder Newsletter

FEBRUARY 2021

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Address: Unit 4, Sandy Court, Ashleigh Way, Plympton, Plymouth, PL7 5JX

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The Value Of A 'Campaign'

Motivational Quote Of The Month

"Failure will never overtake me if my determination to succeed is strong enough."

Og Mandino



DON'T NEGLECT YOUR PRIZED ASSET... 'LOVE' THEM

BY MARC LAWSON

Since February is the month of 'LOVE' I thought it would be appropriate to reinforce the importance of caring for your clients, customers or patients. **There is nothing more important, especially right now during these challenging times!** Acquiring them is often costly. Most people spend large amounts of time and effort to get them on board (even if you don't 'meet' with them, you still need a great marketing and sales system to acquire them in the first place). If you don't believe me, work out what the average cost of acquisition is (total cost divided by number of customers acquired). Whatever your 'number' is, I can guarantee it's better keeping them on board as long as possible.

You'll have heard that it costs anything from 5 to 15 times more to sell to a prospective customer than it does to sell to an existing customer,

and depending on your business, it will almost certainly be a number between these two extremes.

Dan Kennedy, the US marketing strategist, puts it perfectly... "the average businesses market to get a sale, the good and outstanding businesses market *to get a customer*". There's a big difference.

It's worth spending time looking at what happens the moment you get a customer. What are you doing to WOW them? What are you doing to cement the relationship? What are you doing to get them buying from you again? If you take care of the first two, the third will automatically happen as long as you provide the opportunity (something many businesses fail to do). Remember, your part of the 'deal' in the relationship is to keep adding value. So why not over-deliver? Why not

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DON'T NEGLECT YOUR PRIZED ASSET CARE FOR THEM AND 'LOVE' THEM

make your customers think they've never experienced anything like this before. We call this 'Moments Of Truth', where every point of contact with a customer can be poor, average or great. Of course, we want as many Moments Of Truth as we can to be great ones.

One business that totally 'gets' this is 'Elite Body Squad'. Jago Holmes is the managing director. Here's what he has to say about the way they treat customers...

"Here at Elite Body Squad HQ we produce a range of fitness-based products such as gym gloves, weightlifting belts, towels, and wrist wraps and we are gradually increasing our range as we find quality products that we can add at the right price for our highly valued customers.

"I think that everyone who sets up in business should first and foremost consider who that business is going to serve - every business serves someone. This means if you have customers, it is your job to make them happy. Customers have a choice as to who they give their money to, they don't have to buy your products or services.

"Unfortunately, far too many business owners don't see it this way and almost treat customers as an inconvenience - but, remember, they are our lifblood. Without them you have no business, so you had better treat your customers well and look after them the best way you can. This isn't only because a happy customer



Online business 'Elite Body Squad' work extremely hard to serve their customers—do you?

tells others and comes back to buy from you time and again but also because good businesses with great customer care always do well if their service or product is also of the highest quality.

"At Elite Body Squad we try to go above and beyond what is expected because we want to be proud of the products and service that we offer but, more importantly, we know that we will build a loyal following of satisfied customers who are happy to deal with us again as we launch new products further down the line. I hate businesses that treat me badly, take my money and run and provide poor-quality products and services. Elite Body Squad will never be like this. As we grow we are all determined that we will get better at what we do and add even more quality to the products and service that we offer to our wonderful and valued customers."

Just from Jago's words, you can tell

how Elite Body Squad really treasures its customers. His philosophy is ingrained in their company psyche. You can check them out here - www.elitebodysquad.com

Let me tell you, this approach to serving customers ISN'T COMMON. It's especially rare with online businesses.

For example, how often do you get a thank you note in the mail, in addition to an email after purchasing from an online company?

Also if you apply Pareto's Law to your customer list, whereby approximately 80% of the effects come from 20% of the causes it will help you identify your most valuable customers. In other words, 20% of your customers will generate 80% of your profits.

It therefore makes sense to 'look after' those top 20% of customers differently to the other 80%, to ensure you retain and keep them buying from you. And, of course, making these top 20% more immune to your competitors stealing them from you. That's an easy exercise to go through and once you then put in place a programme to deliver outstanding customer service to these customers, you'll be surprised with the results. Of course the other 80% also need looking after, but extra focus should be given to the 20% of top profit generators.

Make sure you put in place steps and processes that convince your customers you care for them. Let's face it, it's not hard to do. And it is after all, exactly how we all like to feel!

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7 NO-COST SALES AND PROFIT BOOSTERS

So let's take a look at 7 of the best quick-win profit boosters (in no particular order) that you can apply to your business right now...

1. Transformation Of Your Existing Tactics & Marketing Pieces

We discussed the Core Elements of marketing at length in Issue 1 of this newsletter. The key thing to remember is whatever marketing pieces you're using at the moment, they can be significantly transformed and improved by adding the Core Elements...

The 9 Core Elements

1. Target Market
2. Differentiator
3. Irresistible Offer
4. Headline
5. Features & Benefits
6. Guarantee
7. Reasons Why
8. Social Proof
9. Call To Action

Take all your marketing pieces and review them carefully. If a Core Element is missing (or weak) add to it or replace it. Therefore, and with absolutely no cost increase, you can optimise each marketing piece to give you a significant lift in either leads or sales.

You will genuinely be astonished at what this simple exercise can do for your business and that's precisely why it's one of the first things I do when working with my mentoring and coaching clients.

2. Referral System

Putting a Referral System in place will



These 7 quick-win tactics will have an instant effect on your sales and profits—but remember there are many more you can use—contact me for more details!

also see a quick and significant increase in leads and sales for your business.

3. W.A.Y.M.I.S.H.

Put your feet in your customer's shoes. Run through the steps you ask them to go through up to and including buying from you.

Are you doing everything in your power to make things as easy as possible—or are you making it hard?

That's what W.A.Y.M.I.S.H. (Why Are You Making It So Hard) is all about.

When you run through the sales process of your own business, it is highly likely you will see some big improvements that can be made. With W.A.Y.M.I.S.H. you're looking primarily at the following 4 areas...

- WAYMISH #1: Making Customers Wait
- WAYMISH #2: Accessibility
- WAYMISH #3: Payment Options

- WAYMISH #4: Making It Difficult To Contact The Business

4. Monthly Offers To Your Customers

One of the biggest mistakes many businesses make is not selling to existing customers.

Your existing customers are your 'acres of diamonds', your 'treasure chest'. However, you cannot expect them to keep buying from you if you don't keep selling to them.

One of the easiest ways to do this is by giving them an offer EVERY month on one of your products or services that they don't currently buy from you.

The key is to make it time-sensitive. The offer from 'Charles Tyrwhitt' to their customers on the next page is a great example of how to do it.

5. Up-sell/Cross-sell

An up-sell or a cross-sell on EVERY sale should be compulsory!

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7 NO-COST SALES AND PROFIT BOOSTERS

Perhaps the best way to explain what an up-sell is, is to give you a well-known up-sell that McDonald's use.

Let's say you go into McDonald's and ask for any of their standard meals – the reply from the person serving you (or digitally from their self-serve tills) will be, 'Do you want to go large?'

Basically, they are using a well-rehearsed 'Up-sell Statement' that makes it easy for the buyer to say 'yes'.

With just six carefully crafted words, McDonald's generate an up-sell that 30-40% of customers say 'yes' to.

That's another 30-40 people in every hundred that spend, say, a pound more than they would have done had the Up-sell Statement not been used.

And just think for a moment... the cost to McDonald's for providing the larger-sized meal probably adds up to about 20 pence – so they've just created another 80 pence profit on the sale with virtually no effort (six words).

To define up-sell more accurately... an up-sell is when you move the customer up to a larger quantity (bigger size, etc.) of the same product or service for a perceived preferential price.

So why does the up-sell work so well?

The reason why up-sell (and cross-sell) works so well is that it's used at the point of purchase *once* the person has made the decision to buy. That means they are comfortable with their decision. It's at this point they are much more

susceptible to the up-sell (or cross-sell) because they are in 'buying mode'.

You should be aiming to convert upwards of 30% of people to the up-sell.

Again, very few companies ever capitalise on the power of the up-sell or cross-sell. So take a close look at what products or services are creating 80% of your sales and create an up-sell or

CHARLES TYRWHITT

Formal Shirts | Casual Shirts | Ties | Cufflinks | Suits & Separates | Shoes | Coats | Polos | Knitwear | Trousers | Accessories

Women's Shirts | Women's Suits | CLEARANCE

3 SHIRTS FOR £75

Save up to £135

Hurry, offer ends midnight
Monday 23rd November

[Click here NOW](#)



Exclusive
Email Only
Offer

Plus special offers on glorious ties



Woven Silk Ties

2 FOR £40*
SAVE £60

[Click here to view all woven ties](#)



Handmade
Silk Ties

2 FOR £55*
SAVE £85

[Click here to view all handmade ties](#)

[Click here for the full Charles Tyrwhitt range](#)

Here's a very good e-mail offer to existing customers. Notice the offer is only available until 'midnight 23rd November' - all your offers should be time-sensitive to reduce procrastination.

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7 NO-COST SALES AND PROFIT BOOSTERS

cross-sell for each one.

Example: The Dell Up-sell...

Most computer manufacturers are great at this but Dell™ stands out from the crowd. Their competitive prices coupled with attractive up-sell offers make it very difficult for the buyer not to move up to a better, faster model.

For example, as you can see, they are currently offering 3 Inspiron™ 5000 All-in-One models starting from £649 to £1,079.

Let's now take a quick look at cross-selling. Like up-selling, cross-selling is one of the easiest tactics to apply to any business. Once again, it is a simple, highly-effective way to increase the average order value and to increase the profit on the sale.

Let's use the McDonald's example again to demonstrate how the cross-sell works...

You go into McDonald's and ask for any of their main dishes, such as a Big Mac or Chicken Sandwich – the reply from the person serving you (or digitally on the self-serve tills) will be, 'Would you like fries with that?'

Again, they are using a well-rehearsed 'Cross-sell Statement' which makes it easy for the buyer to say 'yes'.

So to define cross-sell more accurately... a cross-sell is when you sell a product or service complimentary to the product or service initially being bought. Ideally, be

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Dell are superb exponents of the up-sell!

sure your cross-sell adds related value to your customer's purchase and you can't go too far wrong.

Example: The Sunglass Hut Cross-sell

Buy a pair of designer sunglasses from the Sunglass Hut and, when you go to pay, the shop assistant will draw your attention to four 'plastic balls' on the front of the counter (with a price of £10 clearly shown). Each one contains a different-coloured cleaning cloth for the

sunglasses. Their cross-sell script goes something like this...

"Thank you, Mrs Jones. Because you are ordering today, would you like to choose any one of the cleaning cloths in front of you and I'll add just £4.99 to your order?"

Note the following...

The assistant has been well trained and uses the name of the customer by looking at the card passed to them.

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This is a simple one-sentence cross-sell. The cross-sell in this example is probably adding close to £4.50 in pure profit to the sale!

6. Customer Reactivation Letter

Reactivating past or dormant customers is one of the easiest ways to get a rush of sales. Research has shown that 69% of customers stop buying because of indifference (Sales and Marketing Executives International).

In other words, they didn't think the business cared about them. A 'Customer Reactivation Letter' will do the trick.

All you need to do is write to past customers and make them an offer they can't refuse and make sure you tie the offer in to a deadline date. The example opposite shows you how to do it.

7. Non-Converted Leads/Enquiries

This last quick-win is again an easy way to get a good influx of sales.

Most businesses never, ever contact their non-converted prospects (those who enquired, but have never purchased from you). The key here is to once again create an irresistible offer that almost forces them to give you a try.

Don't do what many people do and get to December wondering what happened to the time, and why they've made so little progress.

You have a wonderful opportunity to use my proven and cost-effective marketing strategies to multiply the sales and profits of your business. Start as you mean to go on and apply all 7 of these profit boosters.

<Name and address>

We've missed you...

Hello <Name>.

If our records are correct, you haven't dined with us for over two months – we've missed you! I just want to make sure you haven't forgotten about us. And to let you know we haven't forgotten about you. You are a valued customer and we don't want to lose your custom!

With this in mind please accept my offer of a **complimentary bottle of house wine** when you dine with us within the next 30 days.

To make your reservation please call us on <Number>. I do hope to see you again soon.

Kind regards,

Janet Rishman
Chef Proprietor

P.S. Please bring this letter with you when you next dine to claim your free bottle of house wine, but remember you must dine with us within the next 30 days to take advantage of this offer.

P.P.S. This offer is available lunchtimes and evenings Monday – Friday.

A simple, but effective Customer Reactivation Letter!

FREE SCIENTIFIC MARKETING MAKEOVER

Want to improve the results of your marketing for ZERO extra cost? During the month of February I'm offering 6 completely FREE 'Scientific Marketing Makeovers' (normally £297).

I'll analyse your marketing piece and give you a 22 page easy-to-read report showing you EXACTLY how to optimise your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' (as mentioned earlier) making it easy for you to make instant improvements. Full details here:

<https://www.bvision-accountants.co.uk/smm-marc-lawson>

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ONLINE MARKETING: REMARKETING

I have to say that *remarketing* or 'retargeting' is a truly awesome strategy that you should be using.

So what is it?

Well, Google, LinkedIn, Facebook, YouTube (and other major online platforms, offer advertisers the ability to place ads (including text, video and graphical) in front of visitors who have previously visited your website or landing page.

The technology works by putting a little piece of tracking code on every page, or selected pages of your website. This code monitors each individual visitor and which pages they visit. Then, as they trawl the internet a few minutes, hours or days later, you can place an ad in front of that user to say, "Hey, remember us? Please come back," etc.

The technology is even clever enough to recognise where they went on your site or which specific landing pages they visited so you can tailor the ad to be more specific to their needs.

Here's how it works... Joe Bloggs visits your website. When he leaves and visits other sites (any site) your ad will show up, making Joe think that you're all over the web.

This can happen for days, weeks, months or forever (you decide how long visitors see your ads).

It's brilliance is its simplicity.

Best of all, you only pay when Joe clicks on one of your ads, or watches past 30 seconds of your YouTube video ad.

You can even show your ads to customers offering other products or services!

Here's how you set up your own remarketing campaign in Google for people who have visited your website or any landing page...

STEP #1: Log In To Your Google Ads Account

Log in to your Google Ads account (you can't set up a Google remarketing campaign unless you have a Google Ads

account already set up).

STEP #2: Create Remarketing List

Now you just need to create the remarketing list...

- After logging in to your account, at the top of the page select 'Tools & Settings' – click this.
- Next, under 'Shared Library' click on 'Audience Manager'. Then click on 'Remarketing'.
- Click on the '+' sign to create a new remarketing list. Then click on 'Website Visitors'. Remember, you're setting up a remarketing campaign for your website visitors in this example (you can also choose to set up a campaign for people using your app(s), people who subscribe to your YouTube Channel and watch your videos, and one for existing customers).
- Then name your audience and select people who visit a specific web page. And then enter the URL of the page that they have visited. For example,

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ONLINE MARKETING: REMARKETING

let's say you want to remarket to people who have opted-in to a free report. You'd add the URL of the 'Thank You' page that loads after they opted in. In this example, that means only people who opted-in to receive your special report will be remarketed to.

- Then click on 'Create Audience'.

STEP #3: Place Tracking Code On Each Page Of Your Website

Now you need to add the Google tracking code on each page of your website/landing pages.

To do this you need to set up a Google Analytics account. It's FREE and you'll be able to get the tracking code once you've set your Analytics account up. It's easy to do and Google has some simple step-by-step guides on doing it.

Then copy the tracking code and

follow the Google instructions for adding it to your pages.

STEP #4: Create Additional Lists (If Desired)

Having set up your first remarketing campaign you should then set up additional remarketing campaigns depending on the actions of your visitors and/or customers.

You have to create a new remarketing campaign for every list you want to remarket to.

Google will automatically differentiate the visitors depending on the pages they land on based on the URLs you've provided in each campaign set-up.

STEP #5: Create Your Ad Campaign

Now that you've set up a remarketing list (to collect the data) you need to create an advertising campaign in Google

Ads to display ads to the visitors who have ended up on the list, by visiting the page you've specified in the campaign.

You'll need to create various display ads and/or YouTube video ads.

I recommend you create both.

Your display ads will show on various web pages your visitors land on after visiting your page.

Your YouTube video ads will show when your visitor is on YouTube and watching videos.

Your remarketing campaign should now be up and running (although it takes a day or so before being approved and going fully live)!

STEP #6: Test Small & Evaluate Daily

My advice is to set a low daily budget for each remarketing campaign. Having said that, the volume of clicks you generate

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ONLINE MARKETING: REMARKETING

will be far lower than a normal ad campaign simply because you're only remarketing to the people who arrive on the specific pages you select.

You should also monitor your results on a daily basis to ensure

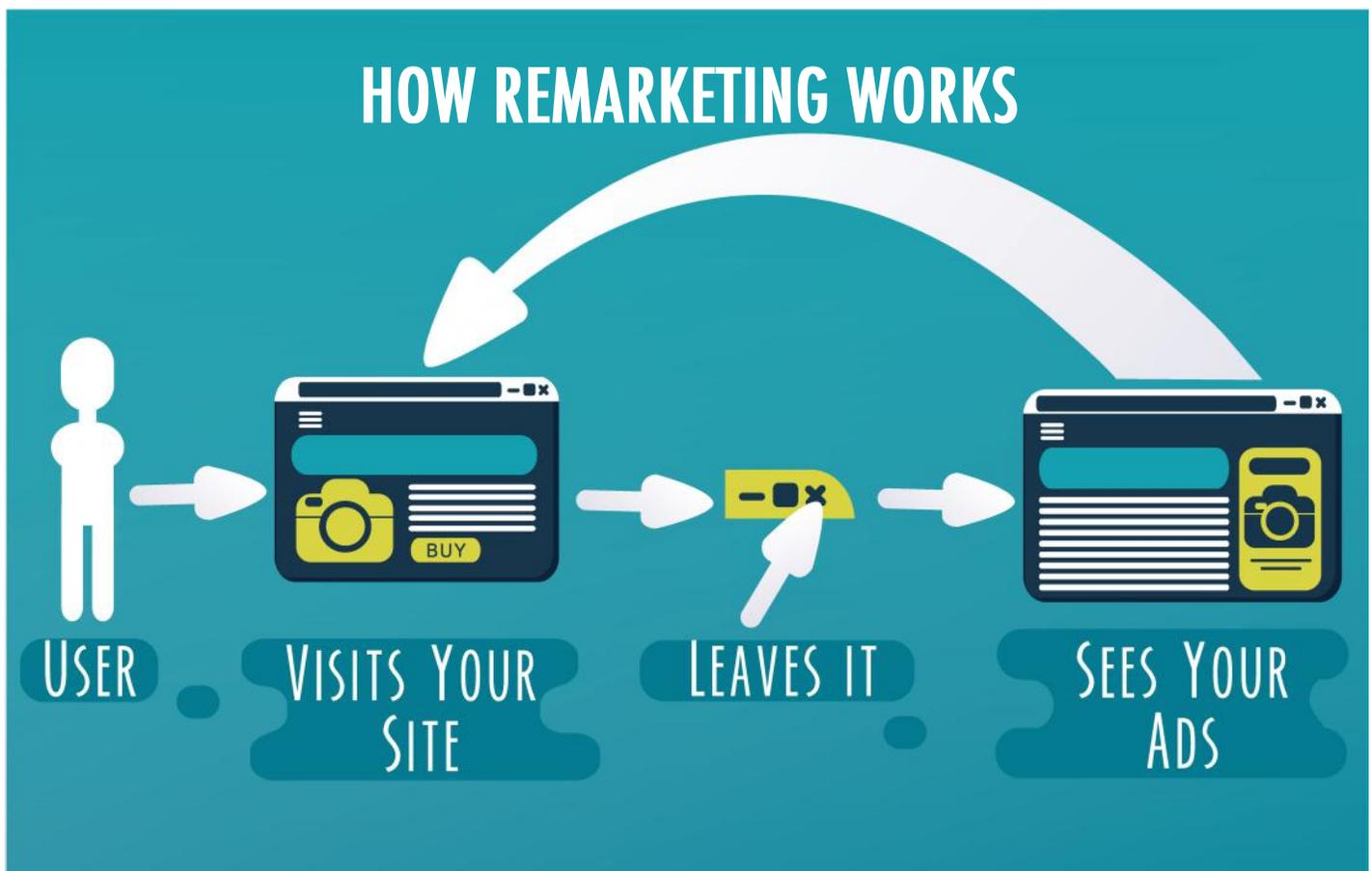
you don't waste money on poor performing campaigns and to scale up campaigns that are working well.

Summary

A Google (and other platforms) remarketing campaign is an

integral part of your own growth strategy.

It ensures you maximise the return on every penny you spend on your marketing. You'll be pleasantly surprised with the results it generates!



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USING A COMIC TO RISE ABOVE THE CLUTTER AND INCREASE LEADS AND SALES

Okay, okay, I hear you. You're a BUSINESS OWNER and you couldn't possibly send a comic! Well, as you know, if your marketing doesn't stand out, it doesn't get noticed and people won't consume it.

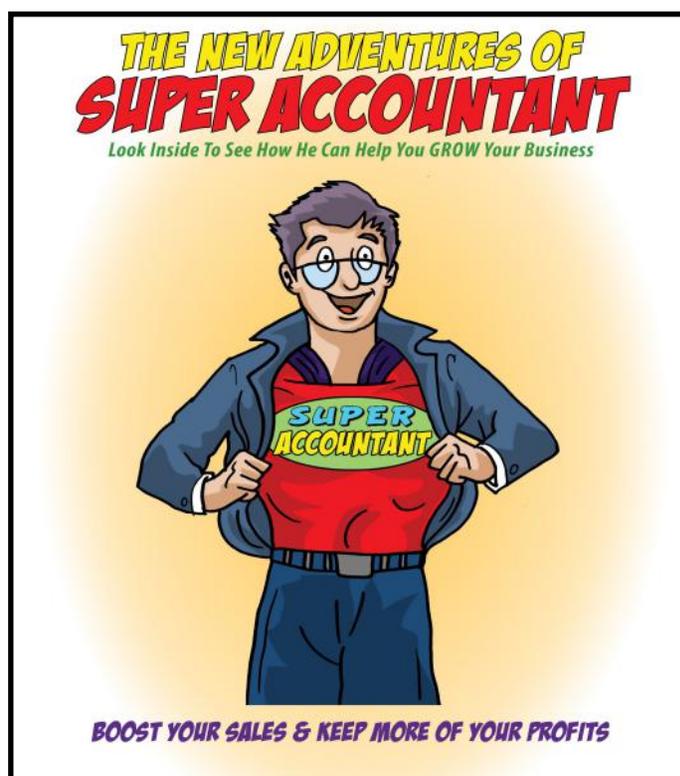
The 'Super Accountant Comic' example shown here is a truly unique lead generation marketing piece. Surprisingly, this approach dates back to the early 1920s and was often used by advertising great, John Caples.

You rarely see this 'comic strip' approach these days, and because it is so different - it increases readership and, ultimately, more leads or of course, sales.

I can guarantee none of your competitors will be using anything like this to grab the attention of their prospects and clients.

Hopefully, as you read each issue of my newsletter, you'll start to think differently. That's one of my aims. Because... if you do what everyone else does, you'll get the same mediocre results as everyone else. I'll admit it does take courage to send a piece like this, but it really does work exceptionally well. Here's how to do it...

- You only need a 4-page comic (front, page 2, page 3 and back).
- Decide on the theme.
- Write the copy (remember the objective is to move the prospect or customer to the next stage of the sales cycle [whatever that is], so



The front page. Make sure it looks and feels like a comic!

- that should be the focus of the copy).
- Make sure the back page has the call to action and a summary of why they should respond.
- Go to a supplier like UpWork (www.upwork.com) and find a cartoonist you like. (You will be surprised just how many great cartoonists there are on UpWork).
- You could create a series of comics, say, 3 or 6 or even 12 issues.
- Send the comic to your target customers, existing customers, suppliers and other people who recommend your products or services.
- Once you've created your theme, you'll be able to create many other types of marketing pieces (I'll take you through the 'Anniversary Card' in another issue—it's awesome!).

I promise... you'll really enjoy the whole experience.

Have fun!

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USING A COMIC TO RISE ABOVE THE CLUTTER AND INCREASE LEADS AND SALES



Notice, it looks and feels just like a comic, but make sure the wording throughout leads to your call to action

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THE LAST WORD **THE VALUE OF A** **'CAMPAIGN'**

Valentine's Day is a big cash cow for a number of different types of businesses. In 'normal' times, restaurants and hotels are the obvious ones that spring to mind. They really work hard to get their businesses full of customers on this special day. There's a big lead-up to it. What they're doing is grabbing onto the 'coat tails' of Valentine's Day, because they know it's a good opportunity to make big money, even though it's just one day.

But they really plan the whole 'campaign', which starts a couple of weeks in advance (usually starting after New Year). And this type of planning and execution of the campaign almost always results in success. There are two reasons why I mention this...

First, EVERY business should be capitalising on special days throughout the year like Valentine's Day. I don't care what you sell, the theme of 'love' is very easy to adopt for any business. Saying things as simple as: "Because we love serving you, and as a big thank you, during the month of February—the month of 'love'—all our valued customers get £X off our ABC product or service." Anyway, you get the drift.

It is a massive mistake not to use days like Valentine's Day as a valid reason for a promotion.

Second, the hotels and restaurants that 'go to town' on days like this, plan and execute an entire campaign to ensure they capitalise fully on something that is front-of-mind for many people.

They don't just send one e-mail. They have a series of promotions running up to the 14th February. There's a big 'secret' here that's lost on most business owners... when you plan and execute a proper campaign, your results will be multiplied.

The problem is that most people think it's just too much effort! They think sending one marketing piece will suffice. But I've rarely seen one piece work well. A fully-planned campaign using different media (e-mail, mail, SMS, remarketing, etc.) with multiple sends never fails—as long as your message and offer are congruent with the audience and represent good value. Have a great month!

"TRANSFORM THE RESULTS OF YOUR
MARKETING IN JUST 5 DAYS"

Introducing the... **'SELL MORE STUFF'** **CHALLENGE**



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE**...

Better still... you can do it WITHOUT spending a penny more than you're doing right now!

Get all the details here:

www.sellmorestuffchallenge.co.uk

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