

3-3-3 Business Profit System

3 Ways To Grow Your Business

1. Get more new customers
2. Get more profit per sale
3. Get customers to buy more often

3 Core Customer Marketing Systems Your Business Needs

1. An attraction system (lead generation)

Advertising, newspaper ads, yellow page ads, website, blog, referral marketing system, free reports, white papers, joint ventures, search engine optimization, direct mail, article marketing, Pay Per Click ads, social networking, networking

2. A conversion system (turning prospects into customers)

Offers, backend offers, cross selling, an autoresponder, follow-up systems, sales processes, website navigation, guarantees, copywriting

3. A retention system (keeping prospects & customers)

Autoresponder, follow-up systems, newsletter, loyalty system, referral marketing system, customer feedback system

3 Step Business Growth System

Step #1 - Retention

Step #2 - Conversion

Step #3 – Attraction