



# 6 WAYS TO GROW

Your REVENUE by  
6 FIGURES in  
6 MONTHS

by best-selling author

**Devin A. Herz**

foreword by Tom Feltenstein



# Foreword by “Notorious” Marketing Expert, Tom Feltenstein

Information given in a convoluted package is useless. When all the marketing “gurus” are out there selling their fancy templates, systems, and analytics, it’s a breath of fresh air to finally see someone getting back down to the basics of what works.

## Keep It Simple, Stupid! Right?

Marketing is all about calculated guesswork. Short of having that crystal ball, you can’t really know what will work without trying it first. But you can at least place a few bets on the basics, if for no other reason than they’ve already been tested time and time again.

In marketing, strategy becomes “war on a map.” If you aren’t thinking about your marketing as warfare - then you’re doing it wrong. And if you aren’t planning out how to implement that marketing (i.e. with a strategy and a map) then you might as well be bringing a knife to a gunfight. How’s that going to work out for you?

For those of you who are keeping up with me, Devin’s book will serve as an excellent refresher course on what works. And for those that are just starting to dig in, buckle up and get ready to take some notes from one of the best in the business. Either way, don’t waste your time with the mess of marketing magicians when you can get your strategy mapped out right here by someone who knows what works AND how to keep it simple.



Tom with His  
Mentor & Founder  
of McDonald’s,  
Ray Kroc

Devin with  
His Mentor &  
Marketing Legend,  
Tom Feltenstein



# 6 Ways to Grow Your Revenue by 6 Figures in 6 Months

## INTRODUCTION

My name is Devin Herz, Founder and CEO of Dynamic Marketing Consultants (DMC). In my 20 years in the marketing field, I have seen a seemingly endless parade of marketing fads come and go. As each new trend starts, I see a multitude of business owners lose focus on the big picture and focus solely on these “shiny new objects” that in most cases will work only for a very short time if at all.

Why are these “shiny new objects” so appealing? Because business owners are desperate to find marketing that can actually provide them with the results they desire. Whether those results are as simple as growing revenue or as nuanced as creating more value to justify higher price points for their products, business owners are all seeking some sort of magic marketing elixir to accomplish these goals.

The problem with chasing the latest fads in marketing is that, most of the time, fundamentals are lost in the process. Social media advertising becomes hot, so every other aspect of a business owner’s marketing is neglected. So by the time social media advertising stops working as well as it used to, they’re left to rebuild and re-implement all the other areas of marketing that have long been ignored.





Also, the hype of whatever the latest marketing method is can more often than not lead to less than ideal marketing messaging. Business owners get sold on the fact that this new “silver bullet” is so incredible that concepts as simple as the “why” of their product can slip through the cracks.

No matter how the gurus package the latest trends in marketing, the fundamentals are the same...

## **Your marketing needs to accomplish the following:**

- 1. Generate more qualified leads**
- 2. Improve retention rates**
- 3. Kick start “word of mouth”**
- 4. Justify premium price points**
- 5. Increase lifetime value of your customer**
- 6. Dominate your market**

**In this report, I will go through each of these 6 points; and by the end, you should be able to craft an actionable plan for immediate implementation and start growing your revenue through consistent and focused marketing.**

**As you read this, please keep my battle cry for the business owner in mind. . .**

**Stop chasing the fads and become  
flawless with the fundamentals!**



# 1

## PART I: Generating More Qualified Leads

Is there anything that can break the spirit of even the most upbeat sales person quicker than making cold calls? Being hung up on, having to explain over and over exactly who you are, feeling like you're going door to door trying to get a housewife to buy a vacuum... it's soul crushing... and if you're lucky, after you've made 100 calls, you might just have one lead worth pursuing. This is no way to live; and fortunately, you don't have to continue like that.

Please keep in mind, I would never advise that any business cut out cold calling altogether. While it is dreaded, it can still be an effective way to generate leads. What I'm suggesting is merely implementing systems that will reduce your business' dependence on cold calling.

So what are these systems I'm speaking of?

### INBOUND MARKETING

Whether it's blogs, social media, free reports (like the one you're reading), etc... get your message out there online. Don't be afraid to give away your knowledge, because when someone is searching on Google to get their questions answered and it so happens that your content is what answers their questions... guess who they'll be calling to provide solutions for them? *You've got it... You!*



Providing free and useful content to the public is perceived as an act of goodwill and will go a long way in building trust with all of your potential clients and customers. When you go out of your way to educate someone, more often than not they will feel the need to reciprocate in one way or another, usually by providing you with their business or referring you to someone else who may need your product or service.

Don't be afraid to make this information fun either. Let your personality shine. If you don't have a fun personality, hire someone to write for you that does (and maybe get some therapy, we only have one go around on this earth - **SMILE!**).

It's very important to keep fresh content out there as well. The only way to develop a following is to keep their attention with fresh and exciting content. When you've developed your own herd, you will find that warm leads will be flowing in at a much higher rate.

## **HIGHLY-TARGETED PROSPECTING CAMPAIGNS**

Mass media marketing on the whole is a huge waste of resources for businesses. You're paying a premium to reach anywhere from 1-5% of a viewing, reading, or listening audience. It had its place in marketing at one time; but in today's on-demand world, it's becoming more and more futile to attempt to grab someone's attention via mass media marketing channels. Not only that, but there isn't a way to effectively measure the success of any mass media campaign.



Rather than “spraying and praying” with mass media, you would be much better served to go after a highly-targeted list of ideal prospects. To do this, it’s very important for you to understand who your clients or customers are. I urge everyone to actually let the data paint the picture of who their customers really are; more often than not, we are clouded by our preconceived notions and can make faulty assumptions.

Once you’ve reviewed your sales data, it then becomes fairly easy to obtain lists of prospects that will match that avatar. From that point, **GO ALL OUT!**

Social media ads, creative direct mail, emails, follow-up phone calls... whatever it takes... create a game plan and follow through. This requires a lot of planning, writing, design, and follow-up to be successful - but when executed properly, it is much more profitable than any kind of mass media.

“ I needed to find a direct marketing expert that understood how to create and fulfill high impact direct mail campaigns that would produce a solid response. I didn’t feel that I had the time to do this well and didn’t want to mess around trying stuff on my own. Finding the time to create a direct mail campaign was holding me back and the thought of trying to fulfill it as well was a big turn off. **But having a team like DMC available to do this for me is awesome!** From this campaign, we received a direct 5% response and an additional 3% from follow-up on the phone. And from those initial 5 direct response leads, we received 2 new consulting deals, adding \$15,000/month (\$180k/year) to our top line revenue from a \$3,000 mailing! We aren’t done yet, we have 2 more leads from this campaign that should be signing

up any day now. Needless to stay, we are sending out our next 3 step drop this month and will be continuing on with DMC for many months to come. ”

Ryan Paul Adams | PME360

Since we received this testimonial, Ryan has implemented this campaign 8 more times and still continues to use it monthly!



## PART II: Improve Retention Rates

It's human nature to appreciate the new more than the old... this holds true in business as well. Many business owners, maybe even yourself, become laser-focused on needing to acquire new customers to grow their business. I get it, there's nothing sexier than the idea of bringing in droves of new customers... but don't forget your current customers!



Marketing to people that have already bought from you is more important than chasing new customers. I'll tell you why, but let's figure out your current retention rate first. It can seem complicated, but it's fairly simple to calculate.

### Customer Retention Rate Equation

# of Customers at end of period - # of new Customers

# of Customers at beginning of period

*Yeah, I know... This can get a little confusing... let me give you an example...*

You start the month with **100** customers and end with **105**, which takes into consideration a combination of **20** new customers and unfortunately losing 15 customers (it happens).

So the equation would look like this:

$$(105 - 20) \div 100 = 0.85 \text{ (a.k.a. 85\%)}$$

So that means that 85% of your customers are continuing to use your services, thus a customer retention rate of 85%. **Simple, right?**

## WHY IS YOUR RETENTION RATE SO IMPORTANT?

It's fairly simple, really - returning customers are the most profitable. The marketing dollars you spend to get an existing customer to buy from you again pale in comparison to what it costs to acquire a new customer.

**Don't believe me?** Check out the stats on the next page...

- ✦ It is 5-7 times more expensive to acquire a new customer than to keep an old one.
- ✦ Loyal customers are worth up to 10 times as much as their first purchase.
- ✦ Existing customers are far easier to upsell.
- ✦ You have a much higher probability to sell to your existing customers than a new prospect, at 60-70% versus 5-20%, respectively. That's a much bigger chance that you are going to get to a "yes" if you have a loyal customer base to ask for the order.
- ✦ The profitability of each customer you retain increases over the time you have them.

## WHAT IS A GOOD RETENTION RATE?

While it differs from industry to industry, a good retention rate to shoot for is anywhere between 90-95%. The better question, though, is how can you improve your retention rates?

## CUSTOMER SERVICE

This is something you can analyze and fix if needed right away. Customer service hands down has the largest impact on your retention rates. Even if you think your customers' experience is a great one, it behooves you to ask your customers to take surveys. More often than not, small problems that you might be missing could be costing you a ghastly amount of revenue.

Here's a customer service survey template that you can use RIGHT NOW. Get your customers' feedback, even if you have to bribe them for it. Their input is priceless.

Flip the page to view the customer service survey template.



Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for [insert offer here]. We hope that you will accept this as a token of our good will.

Sincerely,  
[MANAGER\_NAME]

### 1. How often do you typically use the [PRODUCT]?

- Daily
- Weekly
- Once a month
- Every 2-3 months
- 2-3 times a year
- Do not use

### 2. How did your [PRODUCT] perform?

	Miserably	Satisfactory	Very Satisfactory	Delightfully
Overall Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First use experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Usage experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After purchase service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. How important was performance on these attributes?

	Not Important	Somewhat Important	Important	Very Important
Overall Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First use experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Usage experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After purchase service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. Overall, how satisfied are you with your new [PRODUCT]?**

- Not at all satisfied
- Somewhat Satisfied
- Satisfied
- Very Satisfied
- Delighted

**5. Have you ever contacted customer service?**

- Yes
- No

**6. If you contacted [COMPANY] customer service, have all problems been resolved to your complete satisfaction?**

- Yes, by the company or its representatives
- Yes, by me or someone outside the company
- No, the problem was not resolved



**7. Based on your awareness of [PRODUCT], is it better, the same, or worse than other brands of [ENTER CATEGORY]?**

- Much Better    Better    About the same  
 Worse    Much Worse

**8. Please share with us a few things [Product] could do better.**

**9. Based on your experience with [PRODUCT], how likely are you to buy [PRODUCT] again?**

- Definitely will    Probably will    Might or might not  
 Probably will not    Definitely will not

**10. Based on your experience with [PRODUCT], would you recommend this product to a friend?**

- Definitely will    Probably will    Might or might not  
 Probably will not    Definitely will not

**11. If you would like to share any additional comments or experiences about [PRODUCT], please enter them below.**



## Here are some facts about customer service in relation to retention rates...

- 80% of companies say they deliver “superior” customer service.
- Only 8% of people think these same companies deliver “superior” customer service.
- It takes 12 positive experiences to make up for one unresolved negative experience.
- News of bad customer service reaches more than twice as many ears as praise for a good service experience.
- For every customer who bothers to complain, 26 other customers remain silent.
- 3 in 5 Americans (59%) would try a new brand or company for a better service experience.
- In 2011, 7 in 10 Americans said they were willing to spend more with companies they believe provide excellent customer service.
- According to consumers, customer service agents failed to answer their questions 50% of the time.
- 70% of buying experiences are based on how the customer feels they are being treated.
- 91% of unhappy customers will not willingly do business with you again.
- Resolve a complaint in the customer’s favor and they will do business with you again 70% of the time.

Hands down, your customer service is the biggest piece of what's going to drive your retention and in turn, your growth. If you feel like you're not sure how to improve your customer experience, it would be worth it for you to seek out a professional consultant to get your service to a point that customers won't want to leave you. Customer retention doesn't end with good customer service though. . .

## **ACTIVELY ENGAGE YOUR CURRENT CUSTOMERS**

According to Harvard Business School, **increasing customer retention rates by 5 percent increases profits by 25 percent to 95 percent...** and these methods will do just that. Sometimes customers just forget about you... Look, we both know you're amazing and have it all together, but still, if you aren't actively engaging your herd, you run the risk of more and more strays.

## **EMAIL MARKETING**

Email marketing by itself isn't going to add 6 figures to your revenue, but it costs virtually nothing and is an easy way to keep your clients engaged. Send out bi-weekly emails with a couple of fun stories or goings on in your business and present an offer. Change your offers up frequently or else your readers will become numb. Also make sure to send the emails on Tuesdays, Wednesdays, or Thursdays between 9-11 AM or 1-3 PM for the optimum open rates.

## **MONTHLY, BI-MONTHLY, OR QUARTERLY MAGAZINES**

Magazines (the classier, DMC-style version of typical company newsletters) are a great way to keep your brand and business at the top of your customer's mind. The key to a good magazine is DON'T BE SALESY... just make it a fun and casual read that your customer will enjoy. Have a couple industry-related articles, an employee spotlight, have a timely recipe, have some sort of contest that your readers can participate in, and of course... thank them for their business!

**Why do magazines work so well?**

# Regular communication with your customers will separate you from the competition.

Just the basic gesture of communicating with your customers without trying to sell them something will show them that you truly do care about them and appreciate their business. This alone will separate you from most, if not all, of your competition.

## 75% of business (or buying) decisions are based on relationships.

Consumers buy from companies they like. I can count myself in that number as I'm sure you can too. It's important to understand that with every magazine your customer receives, they will feel a deeper and deeper personal connection with you and your business. Once that connection is created, chances are you'll have a customer for life.

Remember...increasing customer retention rates by 5 percent increases profits by 25-95 percent. **Customer retention is king!**



# PART III:

## Kick Start Word Of Mouth

I hear it time and time again from business owners, “I depend on word of mouth marketing, it’s the most powerful marketing there is.” Yes, it is, but that’s also like saying, “I depend on people to think so highly of my business that they will go out their way to be a salesman for me that isn’t getting paid”... or better yet, “I’m depending on random events to grow my business.”

Word of mouth is extremely powerful, but don’t just wait for it to happen, give it a kick start with an incentivized referral program. Believe it or not, even with a mediocre incentive, your biggest fans will become your biggest evangelists and you’ll see a surge of new business.



**Why do referral programs work so well?**

## **MOST PEOPLE TRUST THEIR FRIENDS**

What do you do when you want to know of a good place to eat? If you’re like me, you ask your friends. With online ratings systems becoming more and more “gamed” by the day, it’s hard to rely on reviews from what could be bots or even worse, the restaurant owners themselves. By asking a friend, you’re asking someone without skin in the game. They don’t want to steer you to a bad place, so you know the recommendation you’re getting is good. That is unless your friends hate you, if that’s case... remember that thing I said about therapy? Anyway, by having a referral system in place, you are giving your customer a reason to ALWAYS suggest you and there’s a 90% chance the person they are referring will use you.

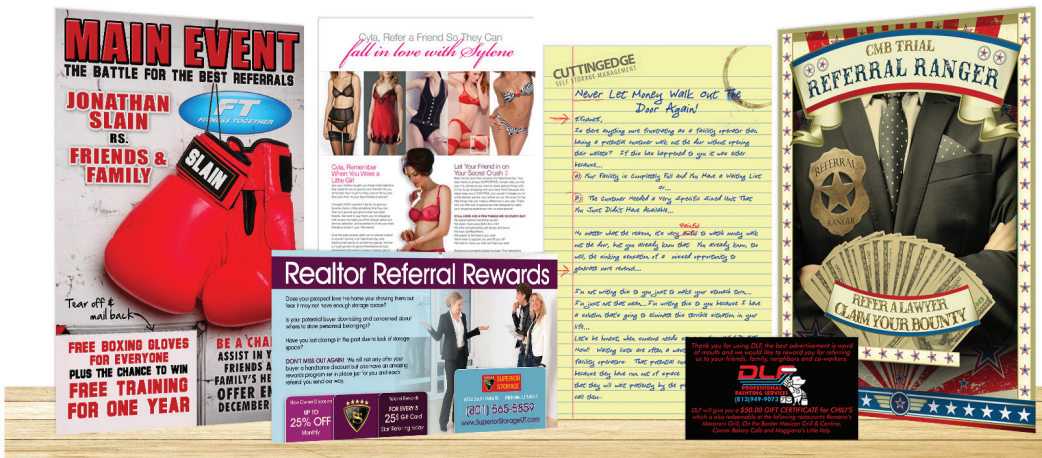
# PEOPLE LIKE EARNING THINGS

It's human nature that when something is given to you, it's much harder to appreciate than something you earn. The same holds true with referral programs vs. coupons. The same customer will bring you more business in an attempt to earn whatever it is you're offering with a much greater frequency than if you were just to offer them a stack of coupons for their own personal use. It's one of those weird consumer traits that doesn't really make a lot of sense, but to heck with it... use it to your advantage!

# REFERRALS ARE EXPONENTIAL

The number one thing that drives business success is creating customers who create more customers. In fact, the best compliment your customers can give you is a referral.

Every referral you get walking through the door is an opportunity to gain another person to spread the word about your business. With good service and a great product, you're going to create an exponential referral network that will easily add 5-25% in revenue in short order.





# 4

## **PART IV:** **Justify Premium Price Points**

If you're seeking to become more profitable and would rather lead your competition than follow them, it is highly recommended that you find a way to create and justify premium price points. Getting in price wars with your competition isn't a smart way to go about growing your business. You'll be doing the same amount of work with a smaller return on your investment.

As I mentioned previously, the easiest way to justify charging your customers more is by providing great (not good) customer service and by having a great inbound marketing system in place...

But there are other elements required to make premium price points an even easier task.

### **Become a Perceived Expert in Your Field** **& Create Value for Your Customer**

Perception is reality. To create the perception that you truly are an industry-leading expert, there are a few steps you need to take.

## **FIRST, I WOULD RECOMMEND THAT YOU AUTHOR SOMETHING.**

These days, it's pretty easy to find someone to write a book for you and even easier to get that book published. Having this book lying around your office or using it as collateral marketing for prospects will certainly set you apart from your competition.

I know what you're thinking... "How could I ever write a book about my business?" or "Who would read a book about my business?"

My company has written and printed a book about mattresses for a high end mattress store. Believe it or not, it was read by the majority of prospects and made the buying decision an easy one. If a book can be written about mattresses, then trust me... a book can be written about anything.

## **SECONDLY, I RECOMMEND REGULAR PRESS RELEASES.**

Creating newsworthy stories about your industry (that also slyly mention your business once or twice) is a great way to get exposure and also allows you the immense benefit of using the powerful "As featured on..." tag for your business. If you can get press releases picked up by major publications, it will lend a lot of credence to your expertise and will make charging a premium much easier.

## **FINALLY, YOU HAVE TO BUILD VALUE.**

What do I mean by building value? Well, a great example we all know is...

*"Just one dose of Tide Original Liquid helps remove food stains better than an entire 40-load bottle of the leading liquid bargain brand."*



People rarely have the objection of spending more for something as long as they know WHY they are spending more for something. With the claim made by Tide, the consumer will say to themselves... “Oh! I can use less of this product and still get better results.” Once that connection is made, it becomes much easier for them to spend twice as much on detergent. You can do the exact same with your business. This is easier said than done and will require some thought and quite a bit of trial and error; but once you’ve established how your business can build value, you can (within reason) name your price.

**If you’re struggling with building value, I’d highly recommend seeking out a professional consultant,**

Value

**as this is essential to any business  
wanting to stop costly price wars  
with their competition.**

Cost

# PART V:

## Increase Your Customer's Lifetime Value

If you've successfully implemented the previous four parts of this report, you're well on your way to increasing the lifetime value of your customer. But before we get into what else we can do to boost that value, let's discuss what CLV truly is and how you can figure out what your current CLV is.



### **Lifetime Value is...**

Total profit (or loss) estimated to result from an ongoing business relationship with a customer over the life of the relationship.

Calculating customer lifetime value can be as complicated as you want it to be. I recommend a pretty basic way to figure out CLV for my clients, as it gives you a baseline of what your customers are worth to you once they are acquired and it doesn't require an advanced degree from Harvard to figure out.

It's this simple.

$$\begin{aligned} &(\text{Average Order} \times \text{Purchase Frequency}) \times \text{Customer Lifespan} \\ &= \text{Lifetime Value} \end{aligned}$$

### **Here's an example...**

Your customers on average spend \$10 per purchase and buy 5 times a year and last for 10 years as a customer on average.

$$(\$10 \times 5) \times 10 = \$500 \text{ Lifetime Value}$$

Figuring out your customer's lifetime value is crucial when it comes to measuring the success of your marketing. Knowing that the new customer you acquired is worth much more than their initial purchase is essential when it comes to having perspective for your business' long term marketing success.

## **BOOSTING YOUR CUSTOMER'S LIFETIME VALUE**

Everything that I've previously outlined in this report will go a great length in boosting your CLV, but here are the essentials you must keep in mind when attempting to boost CLV even further...

## **BUILD LONG TERM RELATIONSHIPS**

You shouldn't be a pushover in a sales situation, but at the same time, being too aggressive to get an initial sale can be a death sentence to your customer's long term value.

### **Be Honest**

Always have your customer's best interests at heart, even if it means selling them something smaller at first. This kind of honesty will build trust like you wouldn't believe. Building trust is the first step to establishing a VERY long term and profitable relationship.

### **Be a Partner**

Go out of your way to do things outside the scope of your business to help your customer. If it's a B2B relationship, refer them business. It's small things like this that will create a loyal customer that will follow you to the ends of the earth.



## CREATE BRAND LOYALTY

Even in today's ADD culture, brand loyalty is still a very real thing. If you disagree, I submit to you - Apple. Through consistent quality, good customer service, and behavior that is consistent with the values in their mission statement, they have created a rabid following that isn't going anywhere anytime soon. Keep your product quality high, provide exceptional customer service, and repeatedly demonstrate your company's mission statement to build brand loyalty and elevate your company's CLV.

## ALWAYS UPSELL; ALWAYS CROSS-SELL

McDonald's has just about everything right when it comes to this. Ironically, they just can't get a cheeseburger right...

Every time you order a sandwich, what is the first thing they ask you, "Would you like to make that a combo?" Then they try to get you to upsize and then offer you one of those damn apple pies. Next thing you know, your \$3 purchase has become a \$7 purchase and you've consumed your caloric intake for the next 3 days. Those bastards!

You can apply this model to your business no matter what your business is... Just keep one thing in mind, your upsells have to be relevant. If they aren't related to the original purchase, you're going to undermine your relationship with the customer.



**Would You Like To  
SUPERSIZE  
THAT?**

## REWARDS & INCENTIVES

**Note to all readers: AVOID DISCOUNTS LIKE THE PLAGUE**

Discounting your goods or services will do nothing but diminish the perceived value. With that in mind, establish some sort of rewards program for your customers. Use free gifts or free premium add-ons. Don't forget to make these rewards attainable as well. This will increase the activity of your customer base dramatically without undermining your product's value.

## USE MULTIPLE TOUCHPOINTS TO DELIVER SUPERIOR CUSTOMER SERVICE

Having multiple points of contact for your customers is an ideal way to increase CLV. Whether it's face-to-face, social media, email, telephone, text, or web, it allows for customers to choose exactly how they like to be contacted by your business. For example, 60% of customers don't want to be contacted by phone for special offers or information, in fact 75% prefer contact via text or email.

Having multiple touchpoints prevents potentially loyal customers from leaving due to unwanted contact by phone, email, or junk mail, and raises your company's Customer Lifetime Value when executed well.

# PART VI: Dominate Your Market

**But wait, there's more!** You've become a master of customer service, built loyalty, and improved your status as the unquestioned leader of your industry. To truly dominate your market, there are a few more things you must do...

## ✓ Set Goals

Setting goals is paramount when it comes to keeping your business growing. It's also key to keeping you fresh. There's nothing worse than routine and complacency; not having goals is the easiest way to get in a depressing rut that's nearly impossible to get out of.

## ✓ Join Your Industry's Trade Associations

It's very important to be plugged into your industry. It allows you to stay on the leading edge and also provides you the opportunity to get great ideas from like-minded individuals. Feeling like you belong to something is a nice bonus, too.

## ✓ Be Charitable

Being active in charity is a great way to not only build good will and be likeable as a company, but it will also open up unforeseen business opportunities. No matter how much you try to give money, time, or goods to a charity, you will find that it is returned to you threefold.

## ✓ Be Visible

Become a part of your community, be active. One way to do this is to speak everywhere you can. Public speaking is not only a great skill to have, but the added visibility will do nothing but add to your perceived expertise in your field. *So don't be shy and get good with words and stuff!* You never know, one day you may be good enough at it that people will pay to hear you speak.



# Special Olympics



# YOU'VE GOT THE BLUEPRINT... NOW WHAT?

Following the outline I've provided, you WILL see massive growth in your business - there is no doubt about that whatsoever. If you have the time and discipline to dedicate yourself to this plan, I applaud you. I look forward to seeing you on the cover of Forbes very soon!

But, if you're like most business owners, you don't have the time. You most likely have a family and a business to keep up with, day in and day out. You need time to sleep at least every other day and taking on such a drastic overhaul in how you approach your marketing and business is going to be a huge time suck. But, consider this...

# TIME IS THE ONLY RESOURCE YOU CAN'T GET BACK

Countless businesses use an outsourced marketing team. A good one will have the expertise to devise a plan to reach your goals; but a great one will have the manpower to make sure every aspect of your marketing is covered and consistent.

## Do any of these apply to you?

- Are you looking to consistently attract more clients?
- Would repeatable processes help your business?
- Would a marketing calendar make achieving your revenue goals easier?
- Would the knowledge that your marketing was 100% taken care of provide you with peace of mind and more confidence?
- Are you looking to grow your revenues by at least 6 figures in the next 6 months?



## If you answered yes to any of these questions, please keep reading...

Over the course of the past 20 years and after working with a multitude of businesses of all sizes... (I do mean ALL sizes. We've got clients whose stock is traded on Wall Street and clients whose trade is plied on Main Street.)... DMC has been able to fine-tune and craft the marketing systems required to grow a business of any size, to any size.

## DMC's marketing systems are proven to:

- ⦿ Increase your leads by quantum leaps
- ⦿ Grow your client value exponentially
- ⦿ Create a herd of loyal customers
- ⦿ Save you boat-loads of time

## The DMC Team is:

- ⦿ Bursting with diverse marketing expertise
- ⦿ A fraction of the cost of hiring new marketing staff
- ⦿ Cohesive and process-driven
- ⦿ All dedicated to your company's growth

This is all designed to do one thing...

# INCREASE YOUR REVENUE.





## And we have the success stories of countless clients to back that claim up.

“DMC was responsible for creatively branding our special event graphic designs for everything from the first Kick Off Party invitation down to the red carpet paparazzi signage. I cannot give enough positive feedback about the fantastic work we received from DMC.”

**Erin Kozlowski | Special Olympics**

“I just wanted to let you know that our last seminar was our greatest event success. The event was filled to max capacity. I had lots of positive comments about our marketing materials, especially the bank bag mailer, the truck mailer, and the 18-wheeler USB drive.”

**Michael Cowen | Cowen Mask Blanchard Trial Attorneys**

“Never in a million years did I think that I would be able to have a credibility-building book so professional, attractive and with eye-catching design. My peers are all jealous of the work done by Devin and his team and I couldn't be happier.”

**Ben McClure | Gardner's Mattress & More**

“Overall, we had 34 people respond to our lumpy mailing (34/700 = 5%). We were very happy with this response level, as our usual direct mail postcards evoke a response of 1/1000 or 0.01%. Total ROI  $\$7950/\$3500 = 227\%$ .”

**Jonathan Slain | Fitness Together**

# Head spinning yet?

This is obviously a LOT to absorb. And people just like you, that are experts in their own field, often feel extremely overwhelmed by the thought of not only developing a plan, but designing, producing, and implementing any one of these strategies, when they already have so many other things tugging at their calendars.

Fortunately, most figure out pretty quickly that they not only save time and money by not trying to build their own marketing department or having to learn it all on their own, but that they also get results tremendously faster and with exponentially better outcomes by leveraging a company like DMC.

This book alone helps so many people just like you take the first step toward growing their business by 6 figures, but for those that want to put things in overdrive and speed up the process, we actually use this book as a conversation starter to better understand where your company's marketing strengths and weaknesses may be.



# SECRET OFFER

*only presented to those that read this book.*

The people that seek the type of information in the book are usually **highly motivated** and **success-driven** individuals that are in pursuit of super-charging their marketing success.

DMC offers Comprehensive Marketing Reviews to those that are ready to **DRAMATICALLY IMPROVE** their Marketing Success and are **DETERMINED** to take the steps necessary to make it happen.

But... because our expertise and strategies can give our clients an **UNFAIR ADVANTAGE**, and we also realize that we can't possibly help every business in America, each month **we ONLY set aside time for the FIRST 10** seriously motivated individuals seeking to gain this **UNFAIR ADVANTAGE** to receive a **Risk-Free Marketing Review Session** (\$500 Value).

**Appointments are limited, so go to**  
**[www.YourDMC.com/schedule](http://www.YourDMC.com/schedule)**  
**today to see if you qualify for one of our**  
**Risk-Free Marketing Review Sessions.**

What are your top 3 marketing struggles?

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_
- 3) \_\_\_\_\_  
\_\_\_\_\_

What is your top marketing goal?

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What's holding you back from reaching your goal?

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Thank you for taking the time to read 6 Ways to Grow Your Revenue by 6 Figures in 6 Months.

I wanted to leave you with one final important thought...

Getting the right message, to the right people, at the right time is one of the biggest keys to marketing. And every day that passes without a clear plan that's aimed at achieving your goals is another day you could be losing opportunities and money.

I really hope you take advantage of the Secret Offer we've presented to you and I truly look forward to hearing from you, learning more about your business and exploring how our team at DMC can help you reach your marketing & revenue goals.

Here's to your success!

 DMC CEO



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Best Selling Author



Remember, forget the fads and be flawless with the fundamentals!

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CONSULTANTS

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