



MENTURE ME

How To Make More Money With
Less Hassle in 3 Simple Steps



Here's What You'll Learn

1. How To Attract More Customers.
2. How To Consistently Improve Your Conversion Rate
3. How to Increase Average Client Value
 - ▶ How The Increase Your Average Transaction Value
 - ▶ How To Increase Your Customer's Purchase Frequency





What Is Stopping You From Doubling
Your Business In 6 Months?





Let's Limbo



The Problem Is Rarely The Problem

- ▶ Seeing the "challenge" or the "problem" first will always hold you back.
- ▶ Problems are opportunities in disguise.
- ▶ Only true obstacle to business growth is your mindset for how you can grow.
- ▶ Develop the mindset to see systems of opportunity when others see obstacles.



The Challenge of Rapid Business Growth

- ▶ Poor survival chance due to only using one or two systems to sell your products or services.
- ▶ Failure of any of those essential systems would cause major impact on your business revenue.



The “E” Myth

“In order for any business to work, it must become a system, so that the business works exactly the same way every time, down to the very last detail”



Michael Gerber- Consultant, author,
The “E” Myth (National Best Seller)





How?

Exponential Growth System

Target Profitable Customers + Integrate USP into all marketing assets.

3 Systems to Exponential Business Growth

1. Effectively attract **new ready to buy customers**
2. Consistently increase the **conversion rate**.
3. Increase **average client value**
 - Increase dollar per transaction value
 - Increase number of business transactions



Case Study – You Inc.

Core Sales Numbers

	Number of Prospects		Closing ratio		Number of customers		Average Customer Value		Gross sales
Now	100	x	10%	=	10	x	\$250	=	\$2,500

Growth objective 20%



30 Day Marketing Effort

Growth objective 20%

	Number of Prospects		Closing ratio		Number of customers		Average Customer Value		Gross sales
Now	100	x	10%	=	10	x	\$250	=	\$2,500
1)	120	x	10%	=	12	x	\$250	=	\$3,000

Increase The Number of Prospects

Targeting, U.S.P, Relationships, Education, Public Relations, etc

30 Day Marketing Effort

Growth objective 20%

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Improve the Closing Ratio

Improve your sales skills, Improve your offer, Lead quality



30 Day Marketing Effort

Growth objective 20%

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1)	120	x	10%	=	12	x	\$250	=	\$3,000
2)	100	x	12%	=	12	x	\$250	=	\$3,000
3)	100	x	10%	=	10	x	\$300	=	\$3,000

Increase the Average Customer Value

Up-sell, Cross-sell, Increase pricing, Back end products/services, up-market positioning, endorsements

30 Day Marketing Effort

Growth objective 20%

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1)	120	x	10%	=	12	x	\$250	=	\$3,000
2)	100	x	12%	=	12	x	\$250	=	\$3,000
3)	100	x	10%	=	10	x	\$300	=	\$3,000
4)	120	x	12%	=	14.4	x	\$300	=	\$4,320

Improve All Areas That Affect Revenue Generation



30 Day Marketing Effort

Growth objective 20%

	Number of Prospects		Closing ratio		Number of customers		Average Customer Value		Gross sales
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3)	100	x	10%	=	10	x	\$300	=	\$3,000
4)	120	x	12%	=	14.4	x	\$300	=	\$4,320
Actual Revenue & Profit Growth Achieved									73%



Exponential Growth Secret

- ▶ Small marketing improvements multiplies upon the other improvements to produce exponential growth.
- ▶ Systematically improve those 3 key areas to produce 25% - 100%+ results with the same time, effort & money.
- ▶ Work on your business by systematizing your marketing.



Pure Profit Increase

- ▶ \$1820 extra that month without spending more time or money on marketing.
- ▶ After 12 months, if you made **no additional improvements**, your profit increase would be ...



Pure Profit Increase

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- ▶ After 12 months, if you made **no additional improvements**, your profit increase would be ...

\$21,840



All YOU Would Need Is...

- ▶ 20 more prospects to see your marketing offer each month.
- ▶ Compel 4 of the 20 new prospects to become a paying customer.
- ▶ Get each of your customers to spend 20% more money with you on their purchase in those 30 days.



Efficient & Effective Marketing

- ▶ There is no better investment in your business than marketing strategy improvements.
- ▶ “Marketing and innovation make money everything else is a cost.”

Peter Drucker
Management Consultant



Change Your Strategy, Change Your
Results!



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Definition Of Strategy

- ▶ a plan of action or policy designed to achieve a major or overall aim.
- master plan
- grand design
- game plan
- plan (of action)
- action plan



What Is Your 12 Month Growth Strategy?

- ▶ Attracting more customers.
- ▶ Improving the value of each customer earned.
- ▶ Increasing the frequency of purchases.
- ▶ ** Profitability is maximized when all marketing assets are leveraged in a multi-pillar system organized to grow your business in all 3 ways.



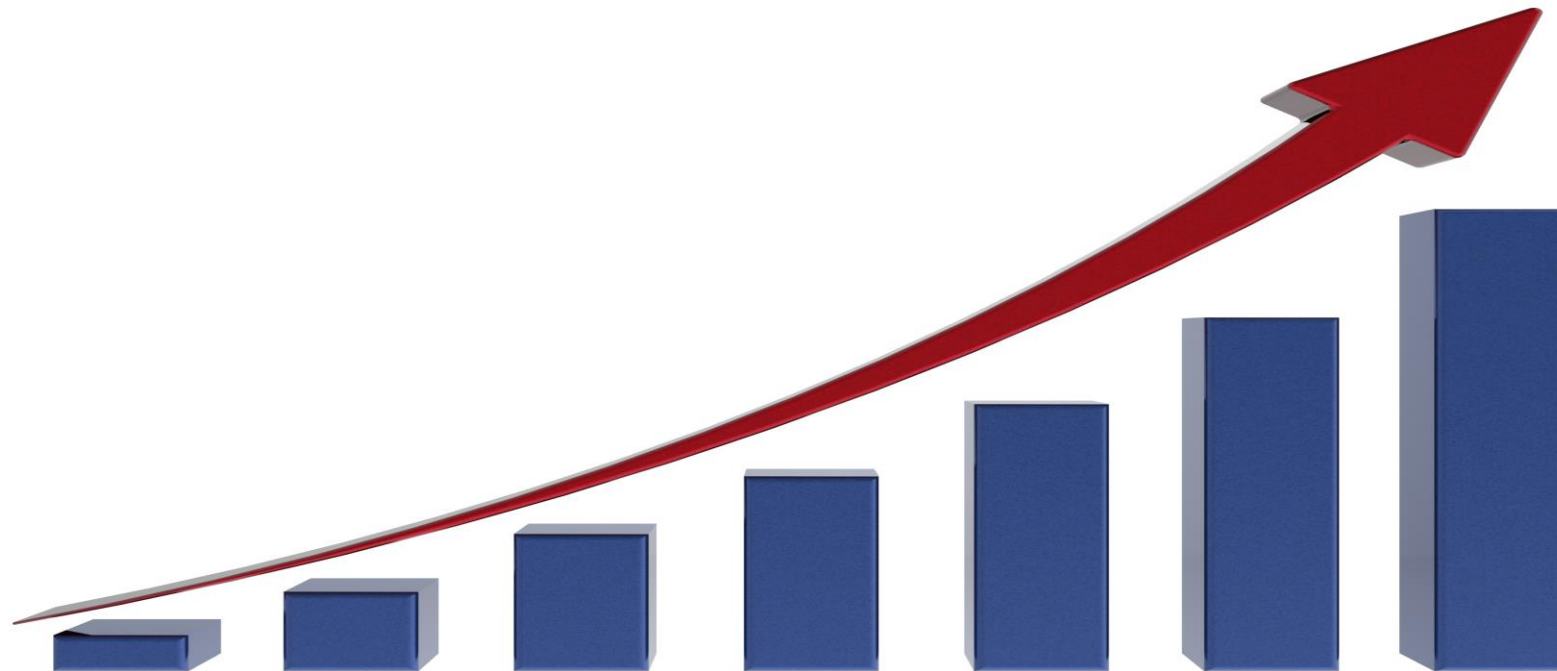


Find Yourself A Coach To Help
You To Take Massive Action And
Speed Your Growth!



If It's Not Growing, Then It's Dying!

Where could your business be in 6 months if you made just 5% - 10% marketing improvements every month starting today?

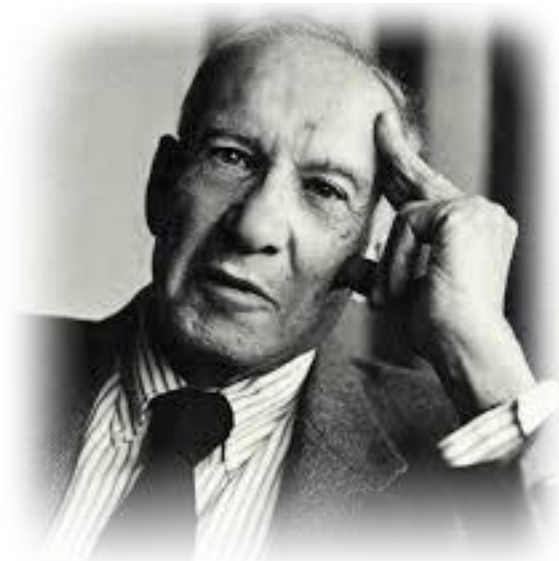


Take Action Today

“You can either take action, or you can hang back and hope for a miracle.”

“ Whenever you see a successful business, someone once made a courageous decision.”

Peter Drucker
(1909-2005)





Are you ready to attract more customers
and boost sales today?

Claim Your FREE Customized
Profit Boost Plan

www.mentureme.com/getstartedtoday



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