

The 5 Ways You Can Recession Proof Your Business Today!

Dear Entrepreneur,

It's no great surprise that this has been a tough year for many businesses. Yet, for those who are using direct response marketing, they've managed to hold their own and even increase their profits this year. How is it that a business could manage to increase their profits in such a down economy? Simply put, they're using some proven tactics that have worked for countless other businesses, and the good news is that these same tactics will also work for you.

Here are 5 Ways You Can Recession Proof Your Business Today:

1) Ask & Get Referrals – This is THE quickest, easiest and least expensive way for you to increase your business today. Do you have a referral program in place? This is key, being able to communicate to them and ask them for referrals of their friends and colleagues. And why not give them something in return. How much is a new client worth to you? Give them a gift card, or donate money to their favorite charity. I've worked with many clients to create proven referrals systems that work to keep their funnels constantly filled with fresh hot new leads.

2) Communicate Regularly With Your Current Clients & Prospects – How often do you communicate with your clients and prospects? You need to at least communicate with them once a month. I'd recommend 4 times a month or 52 times a year. Communicate with them in a variety of ways, not just through email which can be easily deleted. In your communications give away tons of value and periodically promote something. You can add new services or new products. If they've already bought from you and had a great experience, chances are, they will buy from you again and again! There are many ways to communicate with your clients. I've helped many people, for example, create monthly printed newsletters, email campaigns, direct mail campaigns, and much more.

3) Make A Sale To Get A Client for Life – Your sole focus in your business ought to be to make a sale to get a client and keep him/her for life. Make your business about your client relationships rather than your products. The more you connect with your clients and prospects and build that relationship, the more likely they will be to keep doing business with you over time.

4) Survey Your Clients & Prospects – This is a fantastic way to get at the pulse of who you are selling to and what are their biggest challenges they're facing. I've used this one a lot in working with my clients. It's really key to be able to put a survey together and find out what the biggest issues are of your clients and prospects and you can use this in creating products, improving your marketing, getting testimonials, etc.

5) Use Proof In Your Marketing – Nobody can sell you better than other people who've bought and used your products or services. All of your marketing and advertising online and offline should have at least two or three testimonials or many more in them. I've worked with many clients over the years and have developed some great testimonial forms and systems to use to tailor to any business.

Just implementing one of these ideas will help you increase your business and recession proof it for life. So don't wait, write out your plan now to use some of these ideas in your business today!

If you liked these ideas and want to discover more, I work with many clients to create their very own Marketing Road Map. This map is a detailed plan like a treasure map that will give you exactly what you need to do (or give to your virtual assistant to do) in order to grow and increase your business. It's kind of like finding buried treasure in your business. Here's what some of my clients had to say about working with me and receiving their very own personalized Marketing Road Map:



" I heard Shannon's interview on Jim Palmer's monthly call -- wow I was blown away with all her ideas for marketing your business!!! So I signed up for her marketing Road Map for 2 of my businesses and I was thrilled with the results. She really takes her time going over all aspects of both of my businesses. Then she put together a thorough marketing plan that I can now take and just run with. She gave me not just ideas, but how to do it and what resources to use. She knows her stuff to help info marketers and internet marketers. This was definitely worth more than the \$997. Hurry and do one for your business before she raises her prices! **Jeffrey Weiller, JW Capital, Sherman, CT www.jwcapital.com**

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TURN OVER PLEASE

"I was very pleased having Shannon McCaffery to do a Marketing Road Map for my company. Her process x-rayed through the clutter and found some incredible opportunities that were in front of me the whole time that I wasn't able to see. Her plan laid the foundation for what our team will be successfully implementing over the next 12 months." **Christopher Rappold Child Safety Consultant Founder, Personal Best Karate www.Personalbestkarate.com**



"I was hesitant about spending the money do the Marketing Road Map. I run a painting business on Cape Cod, so I wasn't sure there would be a lot of value in it for me. However, I know Shannon. She's in my mastermind group, so I plunked down the money. I have to say I was amazingly surprised at how thorough the questions were and how detailed her marketing road map was for my business. She basically handed me a marketing plan that I took and used for my business, with tons of ideas, resources, and even how to implement them! I doubled my business and also learned how to effectively continue a great marketing plan. It was totally worth every penny." **Richard Grimm, CEO, Integrity Painting Company, West Barnstable, MA**

Here's what you will receive when you sign up for your Marketing Road Map to the Hidden Riches Buried in Your Business:

- 1) **Thorough Top To Bottom Analysis of Your Business** - I have very specific proven and targeted questions that I've used with hundreds of clients. These questions accurately assess your business and will find your hidden money right away. **(\$199 Value)**
- 2) **Marketing Road Map To Riches Call** - This is a 60 minute call with me where we go over in intricate detail about what's working, what's not working in your business, what you want help with, and what your specific goals are for growth. This step is really important and THE most useful part for all my clients. This is where we layout your strategic plan, filled with proven money making ideas for your business. Just an aside - This 60 minute phone call alone is incredibly valuable. **(\$399 Value)**
- 3) **Your Marketing Road Map to Riches Plan** - (AKA- keys to your hidden riches buried in your business) I take everything from our 60 minute call and create your written Marketing Road Map specifically for you. This plan will give you a proven step by step plan with ideas and strategies that will not only tell you what to do, but how to do it. It will be a turn key plan you can implement yourself, or give to your virtual assistant, or have my team implement all of these money making marketing ideas for you. This plan will be your key to success and allow you to make more money now. It will give you the exact plan on how to uncover your hidden money in your business today. **(\$999 Value)**

Total investment for this Marketing Road Map is \$1,597. However, my accountant is going to kill me for doing this, but I really wanted to give you a great deal, because it's getting near the end of the year and I wanted to help you end your year with a big bang. So here's a recession busting discount, just for you- I'm going to give you this package for **HALF PRICE!** Yes, you heard that right, **I will give you my Marketing Road Map to Riches for the incredibly low price of \$797.** However, doing these Marketing Road Maps are extremely time intensive for me because of the resources and proven tactics I use. Therefore I can only take a small number of people each quarter to ensure each person gets valuable insight, information and a personalized plan just for them. **So for the first 5 people who respond BEFORE OCTOBER 31, you will receive everything above for only \$797.** So hurry and take me up on this before I sell out and before I change my mind!

You deserve to be successful, to have financial freedom. Put your marketing in high gear now! I promise to get you back in the game, assess your marketing and advertising to be more effective. **All you need to do get your Marketing Road Map to Riches is fill this form below and fax it back to me BEFORE OCTOBER 31 — 815-550-2431, or contact me with any questions: Phone — 201-294-5765, Email — Info@marketingimplementer.com.**

YES SHANNON! Please sign me up for your Marketing Road Map to Riches. I can't wait to get started and have you help me find the hidden money in my business and give me a proven plan that I can use to improve my marketing and ultimately make more money in my business now. **Investment BEFORE OCTOBER 31= \$797.**

NAME _____

Billing Address _____ City _____ State _____ Zip _____

Credit Card _____ Exp Date _____

Phone _____ Email _____

Here's My Ironclad Guarantee: There's no risk on your end. The results of your Marketing Road Map To Riches Plan is guaranteed. If you not satisfied with it, you will receive a 100% refund, no questions asked.

FAX: 815-550-2431 — RESPOND BEFORE OCTOBER 31!