



**DISCOVER**

YOUR HIDDEN PROFITS

Business Breakthrough Kit

## DISCOVER YOUR HIDDEN PROFITS

**Bernie Landry:** I know you have worked with 100's of business owners. What are the mistakes that you see business owners making over and over again?

**Stacey:** I think a lot of business owners think they're alone with the frustrations they have right now. And they don't realize that I see hundreds of business owners, and not just beginning business owners, but people that are already successful, and already have million dollar businesses. They're still struggling and making these mistakes.

So I'm going to outline four of those for us, today.

The **first one is a lack of strategic planning**. Most entrepreneurs are in a reactive phase, instead of proactive. For example, a prospect says no to you, and you don't make the sale. Instead of having something, like a downsell or a another strategy in place to salvage that sale, or that hot prospect, end up going back after – trying to figure out what to do about it.

It's like when a cute girl says something to you, and you have nothing to come back with, and you don't know what to say until later that night. It's the same thing with your prospects. People are making that kind of mistake. They're not thinking ahead.

Because you don't have a plan in place, you don't get to leverage that client. You have somebody that is interested in your product, they've been talking to you, or your salesperson – and that's when they are the best potential for buying something from you, when their interest is the highest. By letting that person go without a plan in place is really costing you a lot of money.

The second mistake I see entrepreneurs making is **being too busy working in their business versus on their business**. To give you a little definition of this, Michael Gerber, who wrote the EMyth, had a whole series of books on the subject. So if you're not familiar with that, I would suggest you check that out. It's an excellent resource.

Let me give you an example of what that would be. Working IN the business is when you are doing the technical skills of your business. For example, if you're a web designer, it's when you're building web pages. If you're a landscaper, it's when you're out there doing the landscaping; it's when you're doing things like

billing, and taking care of the clients. It's not working ON the business, which are the things that you do to make your business grow.

People are spending 99% of the time working in their business, versus having a healthy mix that keeps your funnel flowing that keeps the clients coming in the door. And what happens is they work in the business so much – they're busy, they have lots of clients. Then when things dry up, they run to figure out how to get more clients in the door. That's that whole feast or famine cycle that I talk about.

The third area of problems that people have in their business is that they have a **lack of accountability**. This is a big challenge. A lot of times people went into business because they want to be their own boss. But when we become our own boss, we don't have a boss. We're a culture of having accountability from the time we were children working with our parents, who were keeping us accountable for doing what we needed to do, and then our teachers, and our sport coaches. Then we get into our professional relationships where we have bosses and superiors who keep us on track.

Once you become the boss, then there is nobody to keep you on track. Because of that, you have poor implementation. This is something that I really struggled with. That's why I'm really good at teaching this. You can have thousands of wonderful marketing ideas. You can have the best marketing calendar in the world, but it's useless you implement it. That's something I really struggle with in years past. I would go to all these marketing seminars. I was spending thousands of dollars per year on the marketing, and I was helping clients with their marketing. I was helping them get clients, and helping them grow and expand, but I was struggling with doing my own implementation. That's why I am so passionate about helping other entrepreneurs do that.

The third thing with the lack of accountability is that most business owners don't have any tracking in place. They may have tracking in place for inside or outside sales people, but they don't have any tracking in place for other people within the organization – to have set things you want to work on each quarter, or have different projects. When I work with clients one-on-one, what we do is we lay out a marketing calendar for the year, so that my clients know exactly what they are going to do for their marketing. But then we also have some accountability and tracking in place so that at the end of the year, they can look back at that marketing calendar and say "wow, there's a lot on there. What were my results?" What did I actually do on the marketing calendar?

Because that's what happens when you could look at that calendar and say, "I didn't get as good results as I wanted," but if you haven't implemented the things on the calendar, you're not tracking that or seeing that. That's why it's really important to have something in place to show where the problems are. Dr. Stephen Covey says, "Accountability breeds responsibility." That's something you want to make sure you have in place.

Great ways to get accountability, or to have some actual tracking systems in place in your business to keep yourself accountable: have a coach, have a mastermind group. These are things that will keep you on track with your accountability so that you can reach the goals that you set up for yourself.

The fourth area the business owners make mistakes in is **cutting back on the little things in their business versus investing your time, your energy, and your resources on the growth**. Especially since the recession, this is something that I am seeing over and over again. They are cutting back on the little things. This is what I call the "Paper Clip Mentality." You're counting how many paper clips you are using, versus looking at how you can bring in a new client. That's focusing your attention on the wrong end.

Alexandria Brown, she's one of the Inc. 500 fastest growing companies, has a wonderful quote about this. She says, "Are you a budget person, or a make more money person." Personally, I'm a make more money person. You have to have the budget in place, but it's good that focus on making more money. Cutting back the costs is only half the battle, you must increase sales. You have to be spending your time, your energy, and your resources on increasing your sales.

The thing that you should need to be looking at is what business activities are you doing. You want make sure to focusing your attention on areas that are getting you the results. What you want to do is focus on the 20% of business actions that get you 80% of the results. That's how you choose what area to focus on. Look at the areas that are getting you the best results – the top 20% of the things that you are doing that get you great results and focus on those.

**Bernie:** That's an excellent point, to focus on the top 20%. Maybe you could expand on that. What steps should a business owner take to start doing that?

**Stacey:** Well the first step to find your top 20%, is to look at **who are your perfect clients**. The perfect clients are the people that spend more money with you. They're the people that you enjoy doing business with. They're also people

that love to refer other people to you. You want to identify who those are currently in your business. I do have a system on “How to Attract Your Perfect Clients” that tells you how to do that in your business.

The second things you want to know are **your numbers**. This is your “before shot.” If you’ve ever seen a makeover show, where they show you what the person looked like before – this might be ugly. Your hair might be a mess, you might look horrible. But you need that “before shot” to know where you are going. Even in a weight loss program, you see where they make the people put on their bathing suits and take their fat picture. This is what you need to do for your business.

In this baseline, here are a few things that you can take away, right now today, and look at so that you know where you want to go.

There first thing is, how many clients do you have right now? Write that down. What gross sales are your doing right now in your company? What is your profit margin?

What is your average number of sales that you have? It depends on your business, how often you track this. It could be per day, per week, per month. It could be sales online or offline, depending on the method that you use. What is your average sale – ticket amount? What is the average lifetime value of a client?

I’ll just dig a little deeper, I just mentioned that somebody yesterday, and they said “well, what does that mean?” For example, if you’re a dentist, how long do people usually stick with you? So you figure out, “I have a client that may stay with me for four years, average.” What is the average yearly amount to for them to have their teeth cleanings and check-ups? How much is that? You multiply that out.

You want to look at not only what the average sale is, but also the average lifetime value. That’s going to help you figure out what your marketing budget is. That will show you how much you can afford to spend to get a client, and also how much you can afford to spend to keep your clients, and keeping them happy.

**Bernie:** Most serious business owners want to find out where there hidden profits are. Can you share some places they can look for these profits?

**Stacey:** Yes, there are about five places right off the top of my head. We dig really deep into these. Number one is **the list**. They say the money is in the list.

The reason I say this is a hidden profit, is because people have heard the cliché, “the money is in the list.” They know that. The problem is that they are not paying attention to the list.

I spoke with a business owner today, a brand new client that had 4,000 people on their list. They don’t have a newsletter. They don’t have any type of client relationship management system in place. They don’t have any ongoing effort to take care of those people. There is tons of hidden profit on that list. Those are people that wanted to find out more information from you; they are probably your target market. That’s what you want to do with that list, you want to care for it, feed it, and nurture it.

There’s another thing that you want to remember about your list. A lot of times, people feel that they don’t want to over promote, they don’t want to offer too many things to their list. You cannot create things fast enough for people to consume. For example, if I was a golfer – golfers are not just buying one product on how to improve their swing. Golfers are buying everything they can find to improve their spring. They’re buying videos, they’re going to clinics, they’re getting e-books, they’re getting a meditation tape to listen to before they go play golf, and they’re a hungry market.

That’s the thing you need to think about. The people on your list, they need things. They have needs that you can be fulfilling. I have some strategies to help you with that – determining what to offer them, how to figure out what it is, and then some ways to create quick ways to access and give new things to your list that they will really jump on top of.

I want to leave you this little tip. **You can mail your list more often than you think you can.** You might see some people dropping off the list, but I want you to remember that the top 20% of your clients, your perfect clients that give you 80% of your business will stick with you. They like your message, they like you, they like your product. You shouldn’t be worried about the other 80%; you worry about the top percentage, and make your message match them.

The second are where people have hidden profits is in **their network**. A lot of people do networking. They go to networking meetings; they do online networking, and Facebook, LinkedIn, Twitter, BNI, and things like that. That is a very slow way to network unless you are really working it. You want to look at who else you know, that also has your perfect clients. For example, a company that I was

talking to this week, their perfect network that they want to develop, is engineers. Engineers have their perfect clients.

When you are looking at the network, don't just say, "Oh, I'm going to a networking meeting at the Chamber of Commerce", which might have a hundred people there, but there aren't any people there in your target market, and they don't have your perfect clients as their clients.

You're not looking at getting one person at a time; you're looking at who has that access point that has access to your perfect clients that you want.

The third area that most businesses have that have hidden profits, are **your clients**. Once you already know your average sale and your average value, the profile of your perfect client – what they want, what they need, where there gaps are – you're going to see a lot places for opportunity here.

One of the things you want to look at is what are those? Where are those gaps that they have, what are their needs? Start focusing on what other opportunities you have. It's not just an opportunity to make more money, but it also an opportunity for you to be able to serve them. Because they have things that want and they need, and right now, if you're not offering it, they're going someplace else to get it.

The fourth area is **your knowledge**. They have this little thing, that you're never a prophet in your own town. I find this so true. When I was a speaker for Mark Victor Hansen and Robert Allen, for their book [The One Minute Millionaire](#), I went all over the place. I was in Philly, New York, Ottawa, Montreal, and Vermont. When I went to Vermont, I got there to do the speaking engagement, and they had a TV crew there for me. It just goes to show that, when you come from someplace else, they value that more than you value yourself.

The way that this shows up for business owners is that there are things that are easy for you to do. Because they are easy for you to do, you undervalue them. For example, on a website, I remember I was working on some area of my shopping cart. I'm not a technical person, I don't like technical things. I like to help with website marketing, but not with website development or any of that technical stuff that goes on behind the scenes.

I remember I was fiddling around with this shopping cart, trying to make it turn out right. Finally, I said to myself, "This is NOT my area of expertise, nor is this something I should be spending my time on right now. So I sent it over to

somebody, and they fixed it. They got it back to me so quickly! I really appreciated that. The fact that they were able to do it so quickly means they don't put the same value on that.

You want to look at what you are doing, and the value that has for other people. For example, with the website fix, it was that I didn't have to spend my time fiddling around with that. Those hours were profits that were being lost, because I could have been speaking to potential clients, developing new products, something that would move my business forward.

That was a case of me trying to work in the business instead of on my business. There's an old story about a company that had a big machine that was out of commission. The machine being out of commission was bringing the whole company to a standstill. They could not operate the factory without this machine. They called in this expert mechanic; he came in, looked at the machine, and pushed a button. The mechanic said, "That will be a hundred dollars." The owner said, "a hundred dollars? It took you less than a minute." The mechanic said, "Well, it's a dollar for pushing the button, it's \$99 for knowing which button to push."

That's what you want to remember. **Your knowledge is valuable.** You have years of experience, you have things that are going to help other people. You need to package that in a way, and explain it in a way, that other people value it as well. First step is for you to value it, and second step is to communicate it for other people, your clients and prospects, to value it as well.

The thing about your perfect clients is that **they want what you have, and they're willing to pay more.** When you're very clear about what you have, your knowledge, and how it's going to help them – your perfect clients are going to be attracted to that because it's very clear and they're going to be willing to pay for your knowledge because you're an expert.

The fifth area that is an overlooked area of profits, are **your resources.** A few years ago, I went to an Anthony Robbins event – I do business coaching for Anthony Robbins and Chet Holmes Business Division. There was an event that they did in the middle of this recession. It was an event where the entrepreneurs there spent \$20,000 in the middle of the recession to attend this event. It was a high level, serious event. Over 500 entrepreneurs were in the audience. I was there as one of their coaches.



My biggest take-away from this event, all these speakers, and five days of content, was what Anthony Robbins said at the beginning. He said, "It's not a matter of having more resources, it's a matter of being more resourceful." What he meant by that is, anything you want to do – whether it's grow a business, climb a mountain, run for government – there's always somebody that had less resources than you, and was able to do it.

Most people use excuses. They say, "I don't have enough money. I don't have enough time. I don't have enough help from my spouse. I don't have enough education." They use those, and say, "I don't have enough of that." They're saying they have limited resources. But you can always find an example or a story of someone that had fewer resources than you did, that could have used that for an excuse that was able to overcome those odds.

That's why I think it's really important to read business magazines, to get support with coaching, to get support with mastermind groups, and things like that. They're able to point out different resources. They're able to connect you with resources, and they're also able to give you the encouragement to be more resourceful.

One of the things we do in the coaching is, not only help you be more resourceful, but also, we look at everything you're doing in your business and optimize it, so you're getting more leverage out of everything that you're doing in your business.

**Bernie:** These are excellent points. You're seeing this as an outsider, but sometimes we're so close to something that it's hard to see it. So what should we be looking at in our businesses?

**Stacey:** That's so true. When you're looking at yourself in the mirror, just like that example I gave a while back of the "before shot" in your bathing suit, see your shape before you go to your personal trainer. We see it every day in the mirror, so we don't notice it. Then all of a sudden we see a picture of ourselves in our bathing suit, and we think, "Oh my gosh, how did that happen?" Right? We have personal stylists that look at you and say, "Ok, you should fix your hair like this, you should wear this type of color, you should wear this type of style – and they'll help you look your best.

I am NOT that woman. I'm not going to help you with your hair or your make-up or your wardrobe. What I do instead, is that I am able to look at businesses, and I am able to pinpoint areas to help you optimize so that you can increase your profit,

and you can increase your sales. The result of that is you have more time to spend with who you love, and on what you love. That's really what I help the businesses do.

Let me just go over a few of the areas that we look at, and that I help them optimize within their business. The first thing is their **marketing**. This is something that almost every business owner that comes to me is really struggling with. They want more clients. They try things, but they don't necessarily know what works, and they're struggling because the things that they've tried aren't really working the way they want.

There are reasons for that. Just like if you were looking at a fashion magazine and trying to put on the outfit you see in the magazine, you don't have the shoes that are right with it, or the necklace that goes right with it, so it just doesn't match. The same thing goes with your marketing. There are several things to know about your marketing.

The first thing is it should be **strategic**. That's why when I sit down with one of my clients, (and we meet virtually for the most part), we sit down and we make them a strategic marketing plan. We look at the whole picture, not just one single tactic. We're looking at what is the end result that we want. What are the different strategies, the different methods that we can use? It's all put together, so it all works together – so you get more leverage out of it.

The second thing with your marketing is that it should be **direct response**. This is an example that people put out marketing pieces, and then say, "Well, the marketing didn't work." Why didn't it work? First of all, it wasn't strategic; it wasn't aimed at your perfect client. Second, it had no direct response results – they were not asking for the prospect to take action and to give them a deadline to take that action. This is the difference between what I call Coca-Cola advertising and direct response. The Coca-Cola just has an ad, and has a little polar bear on it, and thinks that that's going to want to make people drink Coke. A direct response ad would give some reason to call in and buy, or take action. Come to our website, and get a free report is an example, or Buy this, and you'll get a free gift with purchase. That's a real popular one that the make-up counters do.

The third thing is that your marketing should be stacked and tracked. What I mean by stacked, is that it needs to be stacked on top of each other. By doing just one direct mail piece, and expecting to get results – that's not going to work. You need

to have a series of direct mail, but then you also need to have it stacked with other layers. For example, you might be putting out a direct mail piece, and you might also be putting something on your fan page in Facebook, and also doing a Twitter campaign, and doing a call from your sales rep. What starts to happen is people see you all over the place, and that makes your marketing a lot more effective.

You want to stack it so people are seeing you everywhere, and that helps you get a lot more leverage, because you can do one piece something that costs you money – like direct mail, and then stack it with other layers which don't cost much money – like the one about online stuff, and it helps you to be much more effective.

The second part of that is to track it. What I mean by that is you have this plan, and you make sure to implement it. You want to make sure you're tracking the level of implementation. You plan to send ten direct mail pieces in twelve weeks, how well did you follow that plan?

The second thing you want to track is your results. If you're doing marketing that works, you want to continue to do it. If it's not working, you want to do some split testing and things, to make it work better.

That's one of the things I do with the client, is that we help create the marketing plan, the marketing calendars, and then look at the results and help them with the tweaking, and the copy, and things like that.

The second area that I help you optimize is your **sales profit**. Most business owners can say they can talk about their business, they can talk about themselves, but they don't talk about it in a way that benefits the prospect or the client. So what we look at is we script out this whole sales process. It's completely thought out, and it's completely strategic. What happens when you get a no? What happens when you get a maybe? What happens when you get a yes? You need to know in your business what happens in each of those situations, so that when you have a sales challenge, you can get over it. I'll give you an example of that.

I had a client, during the recession, had the best trade show ever. We had planned his tradeshow, got a great response at the tradeshow. He was in the solar industry in construction, which was at a dead halt, so obviously he was very surprised to get these great results.

He had all these leads from the tradeshow, so I said, "Ok, we have a ton more leads than you had last year, when we weren't in a recession – but now what we

want to do is make sure your follow-up process and your sales process is really optimized so you get a big difference in the number of leads that are closed.” We looked at what are we going to do for each step of the process, and we laid that all out. We knew what the sales people were going to say if the person accepted an appointment, we had a confirmation to send out for appointments, we knew what were going to do if someone said they’d take an appointment later, and all of those things were mapped out. It made a huge difference in the number of leads that actually closed into business.

Another example of this is, I just had a client who has an employee who, let’s just say, she’s an early baby boomer, so she’s up there in terms of age. He feels like he doesn’t want to lay this person off because she really needs the job, and she probably won’t be able to find employment elsewhere. But, this person was not making any sales! So as his sales coach I said, “We have to do something here.” So we asked, “What is the sales process, here? What are the objections she’s going to get for each step of this process? Where is it going to get stalled? This person was basically going out and making calls, and never asking for the sale, never coming back if someone had an objection. She’d just say, “Ok”, rollover and go away. In doing this, in two short months, she has closed five deals in the last month! In the whole year previously, she hadn’t closed one. That’s just an example of having a scripted thought out sales process and how that can help.

The third area is in the **CRM process**. I don’t want to confuse people. There’s CRM, which is a CRM system – something like ACT or Goldmine or Sales Force – something like that. Then there’s the CRM process. So if you have the CRM software, you think – “oh yea, I have the CRM, I’ve got that covered.” But they don’t have a CRM process. What do you do to care, nurture and feed your list? How often do you touch them? How do you develop or deepen the rapport with them? What do you do to build a deeper relationship with your clients?

I’ll give you an example. The summer before last, I was looking at my list and the current clients I had, and I said, “What can I do?” I had one that lived pretty close to me. So I ended up taking him and his wife out on the boat for the day, and out for a meal. Then I said, “Well, I can do that for my clients that live around here, but what can I do for clients that are spread across two countries? So, I end up sending out some filet mignon to my clients, and sending them a really cute letter saying, “It’s summertime, wish I could have you over for a barbecue, but since I can’t – I’m just going to send the barbecue to you.”

These are the sorts of things that you should plan on for your year, and exactly what you are going to do, so that you are touching them throughout the year. They start to like, know and trust you, and you always have top of mind awareness. This is something you should be doing for your clients and for your prospects on your list.

A great example of this is Thanksgiving cards – giving thanks for your clients, and for their doing business with you. It's a great way to stand out instead of sending Christmas cards. The one thing that, (I don't know where I heard this, but it's something that struck me for a long time) is that **it's not your client's job to remember you. It's your job to make your clients remember you.** That's something you want to think about. If you are not touching base with them, except to send them an invoice, or to ask them for another sale – somebody else is going to win over their business.

The fourth area you want to look at in your own business that is a blind spot, is **tracking**. This should be done weekly. You want to be tracking the important areas for your business. Chet Holmes, who I work with, he says "What you inspect people will respect." That is so true. If you don't look at it, and you don't inspect it – you're not going to respect what's going on. This is true for you as the business owner, and also for your employees. You want to all the areas within your business that are critical to increasing sales and profits. You also want to track places where money leaks out.

I'll give you an example. I find business and weight loss have a lot of similarities. You take that "before picture," but then what are you going to do? You started your weight loss program, now what happens next? Well, if you're not tracking, you never know if you've done better, if you don't take another picture. One of the most successful elements of successful weight loss is tracing what you eat every day. One of the most successful elements of successful business owners is tracking their sales and marketing.

**Bernie:** Stacey, we promised our listeners that you would be sharing tactics that could be done for practically nothing and bring huge rewards. Your clients have seen incredible results during the recession using your Low Hanging Fruit strategies. Can you share some of the results they have seen, and what strategies they are using to get those results?

**Stacey:** Sure, sure. I'll give you one example, (and this is a challenging example). When this client came to me, it was a very difficult spot he was in. He was an auto parts company. He was in a very tiny, small one-horse town. He had a lot of new competitors in the market, and his business had been in business for, I want to say, 50 years. He had a lot of "big box" stores come into the market place and take a lot his market share, and then on top of that then he had the recession come along. So he was hurting.

The other thing that he had as a challenge is that he had some employees who were not really performing. Just like the last client, he didn't feel like he could replace these people because, like I said, he'd been in business for 50 years, and some of the people working for him had been working for him some 40 – 50 years. I think one guy was 78 years old, so he was older than baby boomers. He said he couldn't hold up his head in church if he just let all these people go. So we had to come up with some strategies that would work, wouldn't cost him a lot of money, and that he could do with his current staff, and his current resources that he had available.

The results that we had with this client, is that he was up 48% in one month, compared to the same months pre-recession. That's one of the strategies I'm going to share with you.

The other client that I had that was in a very challenging industry, he was in the building industry, in the middle of the recession. Very challenged. His business was down a lot. So we started looking at optimizing what he currently had. His was a case of uncovering his hidden profit area. What we discovered was a \$30,000 investment, (most of my strategies are free), but what he discovered was that with a \$30,000 investment, he could have an increase of \$100,000 a month in profit. So, for him, that \$30,000 got paid back pretty quickly. It was a win-win.

The Low Hanging Fruit strategies have three criteria:

1. They have to increase sales rapidly. This isn't something that's going to take you a year to see a return on your investment.
2. They have to be low-cost or free, or have a super ROI, like the last guy. It's like a win-win.
3. It has to be simple to implement for any size business, even without a team. Because of the recession, a lot of people cut down on the number of

employees. A lot of people are looking at the new laws that are coming up in terms of the health care and things like that. They're saying, "Hey, I don't want to grow beyond this number of employees because I don't want to have to do this whole health care thing." We're aware of that. So we're saying, "How can we do this with what resources we currently have."

What I want to point out to you is that some of the strategies in this are simple, you might have heard of the before, but the question to ask yourself is: do you know this, or are you doing this? Are you really doing this? That's what I really struggled with for years, is that I would know how to do something, but I wasn't implementing it. I was the shoemaker without the shoes, because I was helping all of my clients, I was learning all of this stuff, and spending 10's of thousands of dollars a year to bring this great knowledge to my clients, but I wasn't using it for myself. So I want to make sure that you guys don't make that same mistake.

One of the strategies that we use is called the Upsell. An upsell is offering a client an additional product or service at the point of sale. This could be a complimentary product, or a more expensive version. The wonderful, amazing thing about an upsell is that it's extra profit with no additional marketing.

Now, the most famous example of the upsell is McDonald's. I imagine that just about everybody has been to McDonald's. Years ago, they used to say, "Do you want fries with that?" That was their first upsell. What that's now morphed in to, is they don't even ask you if you want fries with that – you just get a combo. People used to order, I guess, sandwiches without fries. But now, you need to have the whole trio. Now, their upsell is, "Do you want to supersize that?"

You can look at making an upsell, and making that your base level. If you have the numbers of what people are spending with you currently, if you can get into a regular habit of upselling them, that could become your new base line, and you might need to then create another upsell for that.

I'm just going to give you some real quick tips here, of how to do that in your own business. The first thing you want to do is you want to look at what are the top 20% of the products you are selling. This is what I did with the auto parts company; they were up 48% in one month. You can't do it for every single product you have. We looked at the top 20% of the products sold. That way we look at the things that would have the most affect on the business and the growth. Then we picked a product out of that to create an upsell for. From that we created a written

process. Again, that goes back to the example I said about training the sales people exactly what to say. So you want to have a written process. You want to train your staff, if you have them. If you don't have a staff, I still want you to have a written process. It's really important and critical in terms of the tracking and keeping yourself on track with what you are doing.

The next step is to make sure that it's being implemented consistently. This is something that could do for a week, and then in week two, they fall off the wagon. So you want to implement it consistently, track it, and then make sure you reward people for increased sales. That's even if it's just you and a one-man army when you're in your own business. Give yourself a reward if you increase your sales by doing this. Make it fun.

**Bernie:** So consistent tracking and reward.

Stacey: Yes.

**Bernie:** Great! Do you have any places you would suggest that our listeners could check out to see examples of this?

**Stacey:** Well, if you don't want to go and eat a lot of fast food, because they are the masters of this...

**Bernie:** Let's avoid that.

**Stacey:** There are two places that you can do this very easily online. Online merchants are masters of this. There are two places online I would suggest you look. The first one is GoDaddy. If you ever registered a domain name (it's about \$9.00 to register a domain name), but you can walk away from there with a hundred dollar bill, or more. Because when you go there and register the domain name, then they're going to ask you (even if you don't want to register a domain – go try it out), and if you haven't registered your own name as a domain, go try it out and register your name. Just go through the process to see how it works, but they're going to say, "Do you want hosting? Do you want our little website and web designer ("Design Tonight," I think it's called.), they're going to add, "Do you want privacy? Do you want this, do you want that?" And everything is \$2.00, \$5.00, \$9.00, you just keep adding it on. That's a great place to look at it.

Another place to look at an example of an upsell is Amazon. At Amazon, you go and buy a book (one of my favorite things, because I love books, and I like bookstores),



at Amazon you can't really browse like you do when you go to a bookstore. What they do is put "People that liked this also liked this." That gives you an example of, you put in a book, you're ready to buy it, and they say, "Well, people that bought this also bought that." It gives you an example of tagging that on.

The thing about upsells is, that this like when you buy a new car. When you buy a new car, you think nobody has this until you buy it. Then once you're in your new car, and you're aware of it, you're going to start seeing that car everywhere.

This is just one of my strategies that I have for the Low Hanging Fruit. There are twelve strategies that are amazing in terms of increasing your business. What I want you to do is keep a swipe file, an idea file. Start to pay attention when you get it any place you go for business.

**Bernie:** Well, this is excellent information. If this is just one of twelve, and you can increase your business by 10%, then if you did all twelve, you could probably increase by 120 if not more, so what I'd like to ask you now is, are they any last minute tips for our listeners?

**Stacey:** Don't just learn, implement.

**Bernie:** Love it.