

How To Get Customers To Call, Buy... And Beg For More!

**Discover How You Can Double Your Business
Within The Next Twelve Months!**

**A Special Report
Compliments Of...**

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Announcing, a private New Jersey multi-millionaire entrepreneur shows you...

“How To Get Customers To Call, Buy... And Beg For More!”

Dear Friend and Valued Client,

Congratulations!

By requesting this special report, you're on your way to creating a more successful business, allowing you to work less, make more money, and have more free time.

You're about to discover how to use the secrets of Ken Varga, the multi-millionaire businessman from Lakewood, New Jersey, to get your customers to call, buy, and beg for more.

In the last 32 years, Ken has invested \$9.7 million to discover, develop, and perfect the secrets he's sharing with you in this report. His secrets are so powerful that he's used them to create, believe it or not, 436,279 customers for his biggest business!

Although I've just started to use Ken's secrets in my own business, the results have been remarkable. And, if you're willing to apply what he shares with you in this report, then you'll begin taking your business to the next level... fast.

So, without further ado, let me introduce you to Ken Varga...

Hi, this is Ken Varga.

Imagine owning a business so successful that it gives you both the time and money to do the things you really enjoy and love. Things like spending quality time with your family and friends, playing your favorite sport several times a week, or going on extended vacation to exotic destinations whenever you want, and so on.

Are these some of the benefits you want to get from your business?

Great!

Like many business owners, perhaps you may be thinking you can never build a business to provide you with such a wonderful lifestyle, right?

Let me explain.

Are you presently working 12 to 14 hours a day, at least 6 days a week... and making little or no profits?

Worse, do you, like many other business owners, have to put more and more of your life savings (or borrowed money) into your business in order to keep it from going under?

If so, I understand.

In today's fiercely competitive market, it's very challenging for you to just stay in business, let alone build a successful one. Just take a look at these recent statistics...

Every year, in the United States, about 1,000,000 people start their own business. But by the end of the year, at least 40% of them will be out of business.

And, within 5 years, more than 77% of them (or 770,000) will have failed and closed their doors. Some owners are even being forced to declare both business and personal bankruptcy.

Unfortunately, it doesn't get any better. Because over 22% of the enterprises that survive the first 5 years, will fail in the next 5. This means only 18 out of 100 businesses will make it to the 10-year mark. Or, to put it another way...

82% Of New Businesses Fail!

Without a doubt, these are very disturbing statistics, wouldn't you agree?

When I first read them, I was very disappointed to learn new businesses have such a staggering high failure rate.

So, I did some research to find out why so many hardworking entrepreneurs, like yourself, who may have left a "good" job to start their own business, expecting it to provide them with more money, free time, joy, satisfaction, fulfillment, and other benefits that they couldn't get from their job.

But, instead of their business *giving* them more life, their business **robs** them of life.

And so they only ended up trading their old job for a new, harder and *more stressful* (and usually less paying) job – their business.

Sadly, instead of running and controlling their business, their business is running and controlling them... and their life.

They have to put more and more hours and energy into their business than they had ever put into any other endeavor in their life, hitting their head against the wall, every single day.

After a while, they start to give up on their hopes and dreams... and *doubt* whether they had made a big mistake by going into business for themselves.

What happened?

What were they doing wrong?

Why is it so tough for these intelligent and hardworking entrepreneurs to run a profitable business... without having to work 12 to 14 hours a day, seven days a week, for many years?

Here's my startling discovery...

The main reason so many business owners have to struggle to just make ends meet... is they simply haven't learned and mastered the most important business skill.

This is the most important business skill you (or any business owner) could ever learn. And, after you've mastered it, you'll be able to make the kind of income you want.

Are you excited and eager to find out what is the skill I'm talking about?

Good. And I'm happy to share it with you.

Please listen carefully, the skill I'm talking about is...

Knowing How To Attract Customers, Provide Quality Product And Exceptional Service... And Maintain Customers For Life!

Believe it or not, this is the secret of becoming incredibly successful in your business (or any business, for that matter).

It doesn't matter whether you run a restaurant, an accounting firm, a dry cleaner, a flower shop, a medical practice, a garage, a clothing store, a grocery store, a print shop, and so on, after you've mastered this business skill, you'll be able to make more money than you can possibly imagine.

And, in this report, I'll show you how to start mastering this important business skill.

In short, you'll be able to use the secrets from this report to get customers to call, buy, and beg for more!

Okay. We'll begin your exciting journey to building your ideal business by examining a basic but extremely important business principle that you should understand.

Please answer this question..

“What is the main purpose of your business?”

Like most business owners, you probably answered ... *“To make a profit”*... right? If so, then I'm not surprised. Most business owners gave me the same answer when I asked them this question.

And, to a certain extent, you and them were right. Because you do need to make a profit in order to stay in business, at least for the long term, anyway.

However, while making a profit is one of the purposes of every business, including yours and mine, it's not the main purpose of a business.

Please listen closely...

**The Main Purpose Of Your Business (And Every Business In The World)...
Is To Get And Keep Customers!**

That's right, when you have an effective system to get and keep customers (clients or patients) happy so they'll patronize you over and over again, your business will produce more profits than your wildest dreams.

On the other hand, if you don't have enough customers buying from you or using your service regularly, then you won't be able to stay in business for very long, let alone to make a profit.

Every successful business (regardless of the products or services they sell) has an intense focus on the customer. They know (but, if they don't, then they'll find out) what the customers want and help them get it.

So, in order for you to make a fortune, you must figure out a way to help a large number of your prospects and customers get what they want... and serve them to death. You must make this the number one priority of your business.

Customers Are The Lifblood Of Your Business!

When you take excellent care of your customers and treat them like royalty, they'll fill your bank accounts with truckloads of money.

In short, the success of your business... will depend on how well you serve your customers!

As simple as this may sound to you, the reason I have 436,279 customers for my biggest business... is because I live by this principle.

After finding out what my prospects and customers want, I'd go the extra mile to help them get it. As a result, they consider me as a close friend and a professional advisor, showering me with more referrals than I can handle.

How about you?

Have you been going the extra mile to serve your customers?

Or, like many business owners, maybe you haven't been serving your customers at the level you could have.

Well, after you've learned how much a single customer is worth to you over the average lifetime of his or her patronage, then you'll treat him or her as the most important person in the world – like a king or a queen. The same way you'd like to be treated!

If you think about it carefully, you'll realize the kind of house you live in, the kind of car you drive, or the kind of lifestyle you get to enjoy... depends on your customers.

So, if you take great care of your customers – by constantly finding ways to make their lives better –they'll do more and more business with you... and refer everyone they know to you.

Conversely, if you don't take excellent care of them, or worse, if you neglect them and don't communicate with them regularly, then they'll take their business to someone who will. And you'll end up losing the customers that you've worked so hard to get.

Please keep this in mind...

**If You Want To Make Your Customers Remember You And Compel
Them To Do Business With You...You Must Do Something
That Will Astonish Them... Several Times A Year!**

That's right, several times a year, you must do something for your customers that'll literally **astonish** them – something that'll make them say... “Wow!” This way, whenever they need or want the type of product or service you sell, they'll come to you without a moment of hesitation.

In addition, as I've already shared with you a few times, they'll tell everyone they know about you!

I can't emphasize the importance of giving exceptional customer service enough.

In today's fiercely competitive economy, you may not be able to offer a lower price or a better quality product than your competitors. So the only advantage you may have over them is your commitment to excellent customer service.

What's great about this is, you can go a long way with only this one advantage. It's the most powerful advantage you (or any business owner) could ever ask for.

In fact, when you're armed with this powerful weapon, you can use it to build a multi-million dollar business in record time.

This would be fantastic, wouldn't it?

Absolutely!

Let me now share with you the secret formula for growing your business... fast!

Here Are The Four Primary Ways To Grow Your Business!

- 1. Get more prospects to buy from you and become your customers!**
2. Get your present customers to keep on buying from you instead of your competitors (customer retention)!
- 3. Get them to buy from you more often!**
4. Get them to spend more money each time they buy!

Wouldn't you agree, if you had a system to do all these four ways effectively, then you could easily double or triple your business within a year?

Of course!

How many of these four ways are you doing effectively right now?

Since my research has shown most business owners are having a hard time doing even just the first way effectively, let alone all four, you may also be in a similar position, right?

If so, let me tell you why.

The reason you don't have enough prospects and customers buying from you... is no one has taught you this very important business principle...

Marketing... The Engine That Drives Your Business!

The success of your business depends on your marketing system.

Yes, if you have an excellent marketing system, you'll be able to make a fortune. Otherwise, you'll have to settle for an average income for the rest of your life, just like so many other business owners.

If you were to study the most successful businesses in your town or city, regardless of what products or services they sell, you'll find they all have an effective marketing system to get their products or services into the hands of their prospects and customers... quickly, easily, and effortlessly.

In the same way, if you were to study the businesses that are doing poorly, you'll find they don't have an effective marketing system in place... or at all.

How about you?

Do you have a great marketing system for your business?

Well, because you're reading this report, my guess is that you don't, am I right?

If so, I understand your situation.

After all, I bet no one has taught you the important role marketing plays in the success of your business, right? And, in addition, probably no one has taught you this important fact...

You're In The Marketing Business!

That's right, it doesn't matter whether you sell a product or service, you're in the marketing business.

You're not an accountant. You market accounting services.

You're not a dry cleaner. You market dry cleaning services.

You're not a restaurant owner. You market food services.

You're not a lawyer. You market legal services.

You're not a mechanic. You market automobile repair services.

You're not a florist. You market flowers.

You're not a doctor. You market medical services.

And so on.

The important point to keep in mind is, in order for you to make the kind of money you want, you must start thinking of yourself as a marketer.

When You Have An Effective Marketing System... You'll Be Able To Get Prospects To Call You... Instead Of You Having To Go After Them!

An effective marketing system will let you get as many prospects as you want.

Let me define what marketing is...

Marketing is the life long process of getting and keeping customers (clients or patients) in such a way that they will patronize your business over and over again for years to come... and refer everyone they know to you.

The marketing process is very broad and includes all of these activities:

1. **Market research** – Finding out what your target market is and what the customers' needs or wants are.
2. **Packaging** – Producing a product with the appropriate features and benefits that the customers need or want.
3. **Advertising** – Making the customers aware of your product and compelling them to find out more about it.
4. **Selling** – Convincing, persuading, or influencing the customers to buy your product or service.

An effective marketing system will allow you to maximize on each one of these four distinct but closely related activities.

So, as you can see, if you don't have an effective marketing system, then you don't have a very successful business.

All right, now that you know marketing is the engine that drives your business, you must also realize...

Marketing Is The Only Function In Your Business That Brings In Customers... Produces Sales... And Generates Profits!

Let me explain.

While you may be spending a substantial amount of money on rent, supplies, office equipment, and other purchases that are necessary in running your business, they don't generate customers or produce profits for you.

In other words, **marketing is an investment, not an expense!** In fact, after you've learned to use it effectively, then...

Marketing Is The Most Profitable Investment You Can Make!

Here's why... When you invest your money in stocks or bonds or mutual funds, you may earn 5, 10, 15, or, if you're really lucky, 20 to 25%.

On the other hand, when you invest money in marketing – the right kind of marketing – you could make ten, twenty, even fifty or more times return on investment (ROI).

For example, an ad you place for \$100 could generate \$1,000 or even \$5,000 in profits. This works out to be 1,000% (10 times ROI) and 5,000% (50 times ROI)... respectively.

Listen, since advertising is such a big part of marketing, let's examine it in more detail.

Please answer this question...

What Is The Purpose of Advertising?

Take a second to think about it, because the answer isn't as obvious as you may think.

When I ask a business owner this question, he or she usually replies, "*To get my business's name in front of my prospects.*"

Is this also your answer?

If so, then, to a small extent, you're right.

Let me tell you what the full answer is...

The Purpose Of Advertising Is To Make Your Prospects Aware Of Your Products Or Services... And To Get Them To Act!

This act may be calling you for an appointment, asking for a brochure or pamphlet, coming by your business to get more information, or, in some cases, buying your products.

In short, the outcome of these actions should eventually (and quickly) lead to a sale.

To put it another way, advertising usually brings the prospects into the door. And, it's another part of marketing – selling – that compels them to buy from you.

There Are Two Kinds Of Advertising... One You Should Use... And One You Should Avoid Using At All Costs!

The first is called *image* or *institutional* advertising.

Although most ads or sales messages you see in newspapers and magazines, and so on, are image advertising, it's ineffective.

This is because the purpose of image or institutional advertising is to keep the name of the business in front of their prospects, telling them how great, how big, and how wonderful that business is.

What's wrong with this?

Well, believe it or not, your prospects don't care how great or wonderful you are. All they care about is what unique benefits or advantages you offer them that your competitors don't.

In other words, they mainly want to know how your product or service is going to improve their life and how they're going to benefit directly from it!

That's why...

Your Advertising Must Answer Your Prospect's Most Important Question, "What's In It For Me?"

What this means is, telling a prospect how many years you've been in business or how successful you are... is simply a waste of time (and money).

Let's face it, your prospects and clients, just like you and me, are self-centered.

This is not good or bad. There's nothing wrong with it. It's just human nature.

So, before they decide to buy from you, they want to know all the benefits they'll gain from your product or service and also from doing business with you.

Now, since your prospects have so many companies to choose from, before considering doing business with you, another important question they ask you is...

"Why Should I Choose Your Business Over Any And Every Other Business Available To Me?"

Most business owners try to answer this question by saying the old platitude: *price, service, quality, and integrity.*

Well, if this is also how you would answer your prospect's question, I have bad news for you.

It doesn't work!

You see, your prospects are sick and tired of hearing this platitude. Today, this statement isn't even worth the paper it's written on. Every business claims the same thing.

I bet you're probably also sick and tired of hearing: *price, service, quality, and integrity*, aren't you?

I definitely am.

Look, instead of just saying "price, service, quality, integrity," you must clearly communicate to your prospects and customers the benefits they'll gain from buying your product or service... and also from doing business with you.

Unfortunately, image or institutional advertising fails to achieve this important objective.

Can you guess who uses image advertising the most?

You're right, if you said... "*The big corporations.*"

That's right, big corporations, such as McDonald's, Coca Cola, Nike, IBM, and so on, mainly use this type of advertising.

Now, you may be asking...

"If image or institutional advertising is so ineffective, then how come these big companies are still using it?"

Well, there are three reasons...

First, they have an almost unlimited advertising budget.

Second, since there's no accurate way to track the results of image advertising, they (erroneously) think the advertising is actually working because they're making hundreds of millions of dollars a year... in spite of bad advertising.

And, third, an image ad usually pleases their shareholders. Even though the shareholders really do want to see the company make money or make more money, they're not marketing experts. So they don't know the ad is ineffective. But, they're very happy to see it being run, because it makes them feel good to point to the fancy ad and tell someone they own a part of that company.

It's a shame these big companies just don't realize how ineffective their image advertising campaigns are. If they did, then they would have saved millions of dollars.

Look, because you and I have a limited advertising budget, we must make every dollar produce the highest return. To do this, we use the other type of advertising – the one that works. It's called *direct response* advertising.

Unlike *image* or *institutional* advertising, which is simply a waste of money if you use it...

Direct Response Advertising Can Make You A Fortune!

A direct response ad (or sales message) achieves three main objectives...

1. **It answers your prospect's most important question, "What's in it for me?"**
2. It asks the prospect to respond or take action in some way!
3. **It's trackable, measurable, and accountable!**

As you can see, a direct response ad (or sales message) appeals to the self-interest of the prospects. It tells them all the benefits they'll gain from using your product or from doing business with you, or both.

In other words, a direct response sales message (whether an ad, a flyer, a sales letter, a post card, and so on) allows you to identify, qualify and target your prospects – the ones that are interested in what you're offering.

This way, you'll be able to weed out the non-interested parties up front... so you can maximize every marketing dollar by focusing your efforts on selling only to the ones who are interested in your offer and can afford it.

Interestingly enough, because a lot of business owners think their market is everybody, they usually make their ads or sales materials appeal to everybody.

Perhaps you've done or are doing the same thing yourself.

If so, let me tell you why your ad hasn't been working as well as it could...

When You Try To Sell To Everybody... You'll End Up Selling To Nobody!

You see, although your products may be suitable for everybody, there are some people who need or want them more than others. Your goal is to find out who your most ideal prospects are, and then target them with your irresistible offer.

Listen carefully, your prospects and customers want to buy from a business that can relate to them. Someone who specializes in their areas of interest. So, if they see you try to be all things to all people, they simply aren't going to do business with you.

For example: If you drive a BMW, would you take your car in for servicing at a garage that specializes not only in BMW's but also in Honda's, Toyota's, GM's, Ford's, and so on?

In other words, a garage that services all makes and models of vehicles?

No, you wouldn't, right?

Of course not!

Instead, you'd take it to a BMW dealer or a garage that specializes only in BMW's, wouldn't you?

Absolutely!

Well, running an image or institutional ad is like operating a garage that services all makes and models of vehicles. You'll have to run a lot of ads to find enough people who are interested in

buying your product or using your service. This is because most of the people who see your ad simply aren't interested in (or can't afford) what you're selling.

Anyway, another characteristic of a direct response ad is that it stimulates a direct and immediate response – either a qualified inquiry, phone call or visit to your business – or better yet – to encourage an instant sale.

Some business owners told me they had run ads that cost as much as several thousand dollars but produced little or no sales. But, the interesting thing was, they claimed the ads were working because their advertising *probably* had made more people aware of their business's name.

To me, this is silly!

Please keep this important fact in mind...

**The Only Purpose Of Running An Ad... Is To Compel The Reader
To Take Some Sort Of Action Toward Making A Purchase!**

I can't emphasize this enough.

If you run an ad for any other purpose, especially to tell your prospects how great and wonderful you are, then it's just a waste of your hard-earned money.

Once again, remember, your prospects don't care one iota about you, they only care about themselves.

My friend, the powerful principle I'm about to share with you, will give you such an "unfair advantage" over the competition and propel you to the top of your industry!

Are you ready to find out what it is?

Good. It's a principle called...

**Unique Selling Proposition...
Your Key To Unlimited Business Success!**

In short... your Unique Selling Proposition or USP is that single, compelling benefit that makes people want to do business with you, instead of your competitors!

It tells your prospects and customers the benefits they'll get by doing business with you, which they won't be able to get from anybody else.

Your USP answers your prospect's most important question, "What's in it for me?"

Now, please don't confuse USP with UPS.

USP stands for **Unique Selling Proposition**. *And it's the thing that sets you and your business apart from every other "me too" competitor.*

When done properly...

**Your USP Will Allow You To Out-Smart, Out-Market, And Out-Position
Everyone Else In Your Industry...To Create An Unforgettable Identity
In The Market...And To Make It Irresistible For
Prospects Not To Do Business With You!**

Almost every successful business, whether small or large, has a USP. In fact, that's how small businesses grow into giant corporations.

For example, both Domino's Pizza and Federal Express became billion-dollar corporations in a very short time because of their powerful USPs.

Federal Express' USP is... *"When it absolutely and positively has to be there overnight."*

This statement tells the potential customers if they want to be 100% certain their mail or package will get delivered the next day, then they must use Federal Express.

Domino's USP was... *"Hot, fresh pizza delivered within 30 minutes – guaranteed – or it's free!"*

Doesn't this USP motivate you to buy from them whenever you have a craving for pizza?

You bet! That's why millions of people order from them every single day.

Your USP, when formulated compellingly and powerfully, can propel your business to the top of the industry in a very short time, just like what Federal Express and Domino's USP did for theirs.

Anyhow, there are many types of USP that you can create for your business.

Your USP could center around your product, service, price, selection, quality, or a combination of these benefits.

For example, you could position yourself as having the best selection or the broadest range of products or services in your town or city – **"broad choices."**

Or, you may offer a narrow selection, but emphasize **"low prices."**

Or, you may distinguish yourself as having the finest products at reasonable prices... instead of having the largest selections or offering the lowest prices. In this case, your USP centers around your **"quality."**

Or, your USP could center around your ability and willingness to go the extra mile to **serve** your customers better than anyone else.

To help you create a powerful USP, answer these questions...

What advantages do you offer your prospects and customers?

Do you offer them the best products or services?

Do you offer them the largest selection?

Do you offer them more service, advice, and follow-up than all your competitors?

Do you offer them the fastest service?

Are you open evenings and weekends, seven days a week, to better serve your clients?

Can customers reach you after business hours?

Do you offer a guarantee?

Well, how many of these benefits are you currently providing your customers?

What can you do for your prospects and customers better than your competitors?

What identity do you want to create in the minds of your prospects and customers?

While these questions are extremely important to the success of a business, most business owners have never thought about them carefully.

Now that you're aware of them, are you going to spend whatever time necessary to figure out a good answer for each one of them?

Good.

Look, while the possibilities of USP's are unlimited, the important thing to remember when developing a compelling USP for your business is...

Your USP Should Address An Obvious Lack In Your Industry Which

You Can Fill... And You Can Fill It Better Than Anybody Else!

I can't emphasize the importance of having a USP enough.

In short, if you want to have tons of customers calling and begging to do business with you, you must create and implement a USP in your business, immediately, before your competitors do. This way, you'll start developing customer loyalty and gaining market dominance.

Even though a USP is one of the most important ingredients to building a successful business, only very few businesses have one. If you flip through your Yellow Pages, out of thousands of businesses, you can count the ones that have a USP on your fingers.

So, imagine the *unfair advantage* you'll have over the competition after you've developed a powerful USP for your business and communicating it to your prospects and customers in all your stationery and marketing materials – business cards, catalogs, brochures, flyers, ads, letterhead, and so on.

Believe me, your USP will skyrocket your enterprise to a new level of profits... leaving your competitors in the dust!

In any event, there's just not enough space in this short report for me to show you, in detail, how to create an unstoppable USP for your business. At the end of this report, you'll discover how you can use my secrets to create a killer USP for your business, step-by-step.

Let's now discuss one of the biggest mistakes many business owners make in trying to grow their business.

As you've learned earlier, the four main ways to grow your business are...

1. **Get more prospects to buy from you and become your customers!**
2. Get your present customers to keep on buying from you instead of your competitors (customer retention)!
3. **Get them to buy from you more often!**
4. Get them to spend more money each time they buy!

Of these four ways, guess which one many business owners invest most of their time, energy, effort, and money on?

You're right, the first one – getting more prospects to buy from them and become their new customers.

The reason this is a big mistake is...

**It Costs Six Times More To Turn A Prospect Into A New Customer
Than To Resell To An Existing Customer!**

Since prospects haven't done business with you, you must invest a lot of resources on marketing (placing ads, sending out sales letter, talking to them on the phone, taking them out to lunch, and so on) to convince them to do business with you, instead of your competitors.

Existing customers, on the other hand, are familiar with your business because they already have at least one buying experience with you. And, if you've treated them well and made them feel appreciated and special, then they'll buy from you again... if you'll just ask them to.

On average, a business usually loses about 20% of its customer base each year. This means you must get 20% more customers a year just to stay even.

That's a lot of customers to lose in a year, wouldn't you agree?

No wonder so many business owners constantly have to get new customers to replace the ones they've lost. And, since the customer-acquisition process is very costly, they simply can't replace all the clients they've lost.

That's why it's extremely important for you to focus your money, time, and effort on pleasing your existing customers, compelling them to keep on doing business with you for years to come.

Because most business owners don't know the lifetime value of their average customer, they usually invest most of their resources trying to get more prospects to become customers, instead of reselling to their current customers.

How about you?

Do you know how much money you can reasonably make from each one of your customers over ten to twenty years?

Like most business owners, you probably answered, "No," right?

If so, then please pay close attention...

If You Don't Know The Lifetime Value Of Your Average Customer... You're Losing Out On Tens To Hundreds Of Thousands Of Dollars A Year... Or More!

My friend, after you know the lifetime value of your average customer... you'll never make this same mistake again!

Let me now show you...

How A \$10 Sale Could Be Worth \$1,000... Or More!

Believe it or not, a \$10 sale could be worth \$1,000, \$5,000, \$10,000 or more over the course of the life of your average customer, which could be between five and twenty years, depending on the product or service you sell.

For example, if you operate a restaurant, a customer who orders a \$10 meal could easily be worth thousands of dollars to you over a period of several years.

Because, if your food and service are great, this customer will patronize you over and over again... and tell everyone he or she knows about you. And this process could put thousands of dollars into your pocket... without any additional marketing costs.

Yes! Your customer database is worth its weight in gold.

And, after you've learned how to calculate the lifetime value of your average customer and then implement a system to resell to them regularly, you'll be able to make the kind of money you want from your business.

In case it's hard for you to believe one of your customers could be worth \$1,000, \$5,000, \$10,000, \$50,000 or more, over the course of his or her patronage, I'm going to prove it to you... right before your very own eyes.

To do this, we'll use...

The Formula For Calculating The Lifetime Value Of Your Average Customer

A. Average value per sale	\$
B. Number of sales per year per customer	
C. Number of years customer buys from you	
D. Number of referrals from customer	
E. Percentage of referrals that become a customer	%
F. Gross Income per year per customer (A x B)	\$
G. Gross Income over life of customer (F x C)	\$
H. Referrals who become customers (D x E)	
I. Gross Income from referrals (G x H)	\$
J. Total Value of a Satisfied Customer (G + I)	\$

Let me explain this table to you.

- A. Average sale: Simply add up the total dollar sales for a year and divide that by the total number of sales transacted.
- B. Number of sales per year per customer: Take the total number of sales transactions for a year and divide it by the total number of customers.
- C. Number of years customer buys from you: Since 20% of the population moves every year, this number probably is less than 5 years.
- D. Number of referrals from customer: How many people does each satisfied customer tell others about you? It's probably between 3 and 12.
- E. Percentage of referrals that become customers: The more compelling your USP is, the higher the percentage. It usually is between 20% and 70%.

Okay. To help you get started in figuring out the lifetime value of your average customer, we're going to use a restaurant as an example. Please follow along the exercise on the next page and fill in the blanks under the column marked "Your Business."

Remember to use an estimated average. And, keep in mind, some customers only buy from you (or use your service) once and others may buy five, ten, or twenty times.

	Restaurant	Your Business
1. How much is the average sale?	\$10	\$
2. How many times per year does the average customer buy?	24 (2/month)	
3. How many years will the average customer continue to buy from you (assuming you keep him or her happy)?	5	
4. How many referrals will the average customer generate for you?	6	
5. What percentage of those referrals will become your customers?	25%	%

Next, enter the numbers into the formula and see what you get...

	Restaurant	Your Business
A. Average value per sale	\$10	\$
B. Number of sales per year per customer	24 (2/month)	
C. Number of years customer buys from you	5	

D. Number of referrals from customer	6	
E. Percentage of referrals that become a customer	25%	%
F. Gross Income per year per customer (A x B)	\$240	\$
G. Gross Income over life of customer (F x C)	\$1,200	
H. Referrals who become customers (D x E)	1.5	
I. Gross Income from referrals (G x H)	\$1,800	\$
J. Total Value of a Satisfied Customer (G + I)	\$3,000	\$

Congratulations for calculating the lifetime value of your average customer!

Well, what amount did you get for J?

Is it more or less than the \$3,000 we got for our imaginary restaurant?

Whatever amount you got for your business, it's probably a lot more than what you originally thought one of your customers was worth, right?

In the case of the restaurant, are you surprised a \$10 customer can be worth \$3,000.00 (or more) in sales in just 5 years?

After some business owners did the exercise and found out what was the lifetime value of their average customer, they were shocked.

They finally realized the profits they had flushed down the toilet by not taking excellent care of their customers in the past. So, today, they're doing everything they possibly can to keep their customers happy.

Are you going to treat your customers like kings and queens from now on, if you haven't been doing so already?

Good!

Anyway, the exercise clearly shows you should invest more of your valuable resources to keep your existing customers happy, instead of trying to turn more prospects into new customers.

By now, you probably realize the unfair advantage you'll have over your competitors simply by knowing the lifetime value of your average customer, don't you?

As I've shared with you, while your competitors are spending most of their resources trying to get more new customers, you'll be serving your present customers better and better, compelling them to do more business with you, and to refer everyone they know to you.

Okay. In this report, I've shared with you some of my secrets to help you build a more successful business. While they may seem simple and just plain common sense to you, they're incredibly powerful. I've invested almost 32 years and \$10 million to discover, create, and perfect them.

So, I know if you were to apply them in your business, right away, then you'll start taking your enterprise to the next level.

Making More Money In Your Business Finally Got Easier... A Lot Easier!

Contrary to popular belief, making money in your business doesn't have to be hard or boring. If you'll let me, I'll show you how to have all the money and fun you want from your business.

Look, if you're sick and tired of working long hours and making peanuts and of having to worry about money all the time, then let me help you get rid of your frustrations once and for all.

Now, You Can Use The Secrets From My Success Guide, *How To Get Customers To Call, Buy, And Beg For MORE, To Double Your Business Within The Next 12 Months... Guaranteed!*

That's right, after keeping my million-dollar secrets to myself for three decades, I finally decided to share them with you and other business owners in a 311-page Success Guide of the same title as this report.

When you're armed with my Success Guide, you'll be able to use my step-by-step marketing system to make the kind of money that'll allow you and your family to live the lifestyle of your dreams.

So, if you want to use my tested and proven marketing system to take your business to the next level at light speed, without any risk on your part whatsoever, then contact Phil Randazzo for more details. He has arranged a special offer for you.

Thanks for reading this special report. And, whether you decide to preview my Success Guide *Risk-Free*, I wish you the best with all your exciting endeavors.

Let me now give you [Your first name]... for some final thoughts.

Hi, this is [Your first name]. Wouldn't you agree the ideas and secrets that Ken Varga has shared with you in this report are extremely profound... and profitable?

As I told you at the beginning of this report, even though I've just started to use Ken's secrets in my business, the results have been amazing! That's why I asked him to share some of his million-dollar secrets with you in this report.

In addition, to thank you for being my [our] client, I've made a special arrangement with Ken to let you preview his powerful Success Guide, *How To Get Customers To Call, Buy, And Beg For MORE*, with absolutely no risk on your part. **You're protected by his 100% unconditional money-back lifetime guarantee!**

So, if you're interested in using Ken's marketing system to skyrocket your business to new heights, like I'm doing with mine, then call me at **(702) 258-1995**.

Sincerely,

Phil Randazzo

Phil Randazzo

P.S. By the way, I've also arranged with Ken to give you a *special gift*. Call me at **(702) 258-1995** today for more details. Or, if you prefer, fill out the certificate on the next page and fax or mail it to me right away.

Have a profitable day!

Your No-Risk And No-Obligation "Ticket To Business Success" Request Certificate

YES! I've read Ken Varga's special report, and I'm extremely excited and can't wait to use his marketing secrets to take my business to the next level!

His Success Guide, *How To Get Customers To Call, Buy, And Beg For MORE*, sounds like the perfect tool to help me make plenty of money from my business. This way, my family and I can have the freedom to live the lifestyle of our dreams.

I want to double my business within the next 12 months and to become financially free within the next 5 to 7 years (so I can end my frustrating money worries once and for all). Best of all, I want to do it by working *less* hours than what I'm presently putting into my business... while having a ton of fun at the same time.

So, please rush me information on how I can use Ken Varga's Success Guide with absolutely No Risk for a lifetime, as well as tell me about the special gift you've arranged for me with him.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

The best day and time to reach me is: Day: _____ Time: _____

Comments: _____

To get more information about Ken Varga's Success Guide, *How To Get Customers To Call, Buy, And Beg For MORE!*:

1. Fax this certificate to **(702) 877-0956**. Or...
2. Call **(702) 258-1995** and ask for Phil. Or...
3. Mail this certificate to:

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