

A man in a dark suit, light blue shirt, and grey tie is holding a red spiral-bound notebook. The notebook has white text on its cover. The background is a solid light blue color.

7 Critical Systems
of a Cash-Flow
Focused Business

**Maximize the Potential Revenue
in Everything You Do...**

Your business is a valuable asset. It gives you the ability to collect money for goods and services. It lets you create revenue from loyal customers. It lets you conduct promotions, run advertisements, and broadcast emails that drive eager buyers to your door.

And not surprisingly, it's also your single best opportunity for generating cash-flow. The truth is, most all businesses have tens of thousands of dollars (if not millions) in income that can easily be generated from day-to-day activities with just a few changes in tactics. In fact, every day, thousands of businesses like yours are losing out on money you *could* be making from your existing business—simply because you don't have the systems in place that can help you fully exploit the opportunities available to you right now.

Together—over the next several pages—you and I are going to investigate how you and your business can establish these systems and use them to create profits and cash-flow. What's the pay-off for the 30 minutes or so it will take to read this report? A whole new perspective and approach to the way you run your business, hire staff, deliver products, communicate with customers and earn your living.

These systems don't require a lot of money to establish. You don't have to give up selling the products or delivering the services you do now.

But you do have to be willing to re-focus your entire organization... from the owner to the employees to the outsource vendors, suppliers, everyone...on solving the #1 challenge faced by virtually every small business today: **How to bring in the cash.**

By the time you're done reading, not only will you have a basic blueprint for turning your business into a systematic cash-flow machine—you'll have a whole new vision for your company...newly re-focused on creating greater profits and higher bank balances for you.

Let's get started.

The 7 Proven Systems That Can Turn Any Business Into a Focused and Profitable Enterprise

Whether you own a service company, retail business, professional practice, hi-tech firm, manufacturing plant, consulting company or any other type of business, generating greater cash-flow is often just a matter of knowing which systems will create reliable streams of income—and which will perpetuate, augment, build on and leverage what you've already accomplished. It's sort of like a plumber who spends 10 minutes tinkering with your pipes, then charges you \$195 for knowing where to look.

Well, **imagine having someone look at your business in the same efficient way**—finding the problem in just a few minutes, identifying those things you should be doing (but aren't)—then helping you create systems to insure profitable activity is continually put into practice.

Looking at businesses like yours and helping entrepreneurs re-focus on cash-flow is what I do every day. In fact, the comprehensive business-growth formula I use is designed to:

- (1) **Assess 35 areas of your current business operation—finding under-exploited opportunities for immediate cash-flow**, then...
- (2) **Establish ongoing systems which routinely bring in reliable, predictable cash-flow**—and most importantly—which can be launched, understood and managed by minimal staff or outsource vendors.

If you've gotten too caught up in the day-to-day operation of your business, imagine *instead* spending your days working ON your business, instead of IN it—monitoring and fine-tuning entire systems that require just a phone call or a few strokes of the keyboard to sustain (or in some cases are 100% “hands-off” using today's most efficient and proven automated technology).

What 7 systems am I talking about? Simple, efficient and uncomplicated systems that produce:

- 1) Prospective customers **who are 'pre-sold'** on your product or service...
- 2) Website visitors who are looking to buy...
- 3) Sales campaigns that **convert prospects** into paying customers...
- 4) Regular reports on profitability and marketing activity...
- 5) **New business** from exciting, non-traditional distribution channels...
- 6) Publicity and media exposure that postures you as **the leading expert** or best source...
- 7) Staff whose **sole focus is bringing in the cash**

These activities are the life-blood of any enterprise. They're how you attract customers, sell them goods and services... and keep them coming back for more. It doesn't matter what type of business you own. The cold hard fact is that...

Whether you like it or not, if you're in business—you're also in the marketing, sales, Internet, business development and publicity business.

But Forget About the Tired, “Old Style” Methods You've Been Hearing About for Decades

Today, the really smart business owners out there want to do more than just place newspaper ads, mail sales letters and generate product sheets. They know there are literally hundreds of different strategies for delivering your message and convincing buyers to open their wallets to you. Best of all, many of these techniques take just minutes to execute once you have the required systems in place.

So what do I think your goal should be as a business owner? To establish reliable, methodical and workable systems in your business that support ongoing implementation of profitable strategies.

What Are These 7 Critical Systems?

They're systems that enable and empower your staff to put into practice a series of ongoing campaigns, strategies and communications as part of an annual pre-determined plan. Systems like:

Your Prospecting & Lead Generating System—A system that regularly generates inquiries or prospective customers who could be converted into paying customers immediately or in the future. Not only is this system fairly easy to establish, it's easy enough that a staff member or part-time outsource vendor can manage it for you.

Not only could your business be using 11 different types of prospecting activities to continually bring in new customers—including 14 different referral methods where others can send business your way—but all of these activities can be easily pre-programmed, pre-scheduled and executed with confidence.

Imagine how much easier it would be to make income whenever you want if you had thousands of potential buyers just waiting to hear about your next product or service offer. Imagine how easy it would be for your sales force to generate new customers—if you had a ready list of interested parties who had already been educated about the benefits of doing business with you.

Imagine sending an email, mailing a letter, or making a phone call to thousands of likely buyers—then sitting back while dozens, hundreds or thousands of orders flood into your business.

Maintaining a ready reserve of future buyers is what prospecting—or *lead generating*—is all about. When you set up a system that constantly drives new names into your business and educates those people about your product or service, your future effort of turning these prospects into buyers becomes so much easier. In fact, it's one of the most critical activities you'll undertake—second only to selling products and services to your existing customers. And while prospecting also tends to generate immediate customers as a by-product, for most businesses it's also the least liked, most underutilized and most poorly performed activity of a typical small business.

Your Internet Selling System—An entirely new world awaits your business once you establish a simple three-page website that attracts interested prospects, captures their contact information, sells them into an entry-level product or service, and continually communicates with them via pre-programmed, automated technology. This simple sales and prospecting website—instead of a brochure site as many businesses have—is a transformational first step that will finally allow you to be proactive about communicating with your customers and prospects, and sending out regular offers.

Once the website is set-up, it's time to build out the rest of your Internet selling system—with my checklist of other pages and Internet functions that are designed to turn website visitors into new buyers. What are some examples? How about programming your Google Places page (if you're a local business) so that you automatically pop to the top of Page One of Google's search results whenever a local shopper searches for your type of business?

Most business owners don't know that "top of Page One" is Internet real estate that is so coveted, large multinationals spend millions of dollars to get positioned there. But I can help you get there for free, just by completing the simple 40-minute process. And that's just one example of an Internet Selling System that attracts qualified prospects and gets them to signal interest in your products and services.

Your Sales & Lead Conversion System—Once the first two Systems are generating interested prospects, you need a way to convert those leads into customers. Establishing a sales force will help you bring in the cash. Unfortunately, most small business owners don't believe they can afford a professional sales staff (and certainly not a sales manager), so the business owner ends up playing the salesperson role. But there are easy ways to set up a sales department—even if you're a solo entrepreneur with no employees. Additionally, once your sales function is in place, you'll need to develop a powerful communications path that constantly moves prospects through a process that convinces them to buy.

What are two factors I look at when assessing your sales needs? Quality and convertibility.

If you look at your sales history, you'll find that typically 80% or more of your business comes from 20% or fewer of your prospects. Some leads are high quality and convert easily into substantial sales—while others waste your salespeople's time and rarely buy anything. Your ability to identify the quality and convertibility of your leads—and to structure sales policies and procedures to identify and sell the good leads, while minimizing time wasted on poor leads—will be critical to the cash-flow of your business.

Your KPI Reporting System—KPI usually means *key performance indicators*—something major corporations use to give them a snapshot of the efficiency of their business operations. But for smaller businesses, I like to think of KPI as key **profitability** indicators—information you need to know in order to decide if a particular revenue-generation activity is profitable and therefore worth continuing, expanding, canceling altogether and so on. You can only get this information by regular reports gleaned from a system set up to give you that information. With this sort of system, you can tell immediately whether a certain campaign worked, whether your sales scripts are working, and more.

Your New Business Development System—New business happens for a service business, a consulting firm, a wholesaler, manufacturer—or any type of business—when someone constantly identifies potential new clients, new accounts and new sources of customers. Unfortunately, most businesses either stumble upon new business opportunities—or tackle this area of their business haphazardly. But a specific series of steps will help you integrate New Business Development into daily operations so that opportunities can be pursued and launched as profitable new business centers for your business.

What kinds of new business activity do I help businesses focus on?

- Recruiting joint venture partners & endorsers
- Recruiting non-traditional salespeople
- Finding unique retail outlets or turning your product or service into an add-on
- Developing more distributors/dealers
- Establishing a professional consortium
- Finding outside products/services to sell to your customers and prospects

Your Publicity and Media System—For most small businesses, having an active presence in newspapers, on the radio, on television and in the media is an afterthought. But public relations is easily the most cost effective method for bringing new business and cash-flow into your business. If you've previously thought that press releases are unpredictable in their effectiveness, you should know that small weekly newspapers, major daily newspapers, newsletters, websites, ezines and all kinds of other publications and periodicals constantly need quality, informative content—and they are always interested in what's out there. Your media and publicity system should be designed to meet this interest and help you, your company, your product or your service become part of the news.

Of course, most business owners assume they have nothing worth talking about in the media. *We really don't have anything to say in a press release*, they say. *We're just a dress shop. Who would want to know about us?*

But even a small local business can make publicity and media work for them. If you own a pizzeria, for example, can you give an opinion about genetically-modified organisms (GMOs) now finding their way into even simple foods like pizzas, then convey that your pizzas are better because they're made with organically grown meats, non-BGH cheese, locally grown organic vegetables and unbleached flour?

If you're a solo entrepreneur, a consultant, a web designer or other independent contractor working for other businesses out of your home, can you make yourself into a leading expert at some aspect of your industry? If you're a graphic designer, for example, can you release information about how small businesses in a tough economy can get twice the professional look at half the price, by using new digital-press and print-on-demand technology?

And if you're a manufacturer, can you talk about how businesses don't need to go offshore with their manufacture of XYZ widgets, since you've perfected a unique process that not only turns out a better design than traditional widgets—but also cuts cost by up to 63%?

A revenue-focused Publicity and Media System will also track current events. Why? Because you can get tremendous benefit by riding along or providing a follow-up opinion to *other people's news stories*—particularly negative news—if you have the solution to a problem, disaster, upheaval, controversy, collapse or other phenomenon taking place.

And above all, don't forget to include Internet distribution of your publicity and media communiqués, along with local press. When you write a press release for your local paper, you're at the mercy of the person who reads it—then decides whether it will be run as a news story or not. But on the Internet, you pay money to broadcast your press release—so your story is picked up and used immediately by bloggers, website owners, editors, reporters, and news services...even if no one *locally* likes your story. It's true.

On the Internet, news websites continuously crawl millions of other sites and media outlets—looking for articles based upon pre-determined search criteria each site has developed uniquely for their audience. They might be looking for business news, health news, political news, and so on. And they've pre-programmed their 'spider' software looking for specific topics, keywords and trends. They also "grade" the articles they find based upon popularity at that moment and popularity over time.

Because of this automation factor, you can rapidly appear on hundreds of blogs—within minutes, in fact. And if you have a company boilerplate at the end of your press release that gives away a free downloadable item at your website, you could get massive opt-ins within the first 24 hours. Now *that's* how to establish a Media System that generates real results. (The approach also works on social media like Facebook, LinkedIn and Twitter.)

Of course, there's one more "system" that's crucial to the long-term health and profitability of your company...

Your Cash-Flow Generating Staff—For most business owners, treating every employee as a revenue center instead of a cost center requires a shift in their thinking. But if you have a system in place to ensure that your staff is empowered and instructed to make money...they will. Who are your cash-flow generating staff? Your salespeople, your new business development staff, your Internet promotions manager, your marketing implementation team, and others.

But don't assume that you must have lots of employees to use this system effectively. Even if you're a solo entrepreneur with no employees and just outsource vendors handling things for you, the mind-set is the same—requiring them to approach their work with an eye toward generating the most cash-flow possible.

How to Outmaneuver and Outmarket the Competition

Most small businesses pursue only one or two of these systems—or they pursue them haphazardly, if at all. But what if your business was set-up as an efficient, accountable and fully planned enterprise?

- You would wake up every morning knowing your business has systems in place and trained staff who can use them to bring in revenue without your direct involvement...
- **You'd be free of the day-to-day headache of making payroll, paying bills, juggling your loan obligations and experiencing other financial stress because there would be plenty of cash-flow to meet every need...**
- You could fall in love with your work again, spending hours a day in your right livelihood pursuing the work that you're most passionate about while structured, automatic, methodical systems do the heavy-lifting of bringing in the cash...
- **You could pursue new aspects of the business, new directions, strategic alliances, new product or service offerings—because your basic business would be running smoothly and profitably, as planned...**
- You would know more about generating revenue than 99% of competitors whose time is taken up working in their business, rather than ON it...as you would be.

Once You Have These Systems in Place, You Too Could Be Executing Powerful Income-Generating Strategies...With Ease

One of the greatest deficiencies of smaller businesses is that they do not have an annual marketing calendar—or if they have one, they don't follow it. They don't plan their customer contact schedule. They don't set deadlines well ahead of trade shows, sales events or new product launches. They don't measure results so they can test one offer against another.

They can't demand accountability from their staff because their staff isn't focused or tasked with meeting critical drivers that grow the business. They can't send an email offer, follow-up with prospects, joint-venture with other businesses or ask someone to endorse their product as an add-on to likely buyers.

Why not? Because they simply do not have the systems in place to plan these activities or track completion by their staff. **Though they're often disappointed with their revenue results, they simply don't have the mechanisms in place to do any better.** That's why establishing the systems I've talked about can catapult your business to an entirely new level of performance, efficiency and revenue.

So what kinds of activity could these systems make possible—activity that leads to actual, take-it-to-the-bank cash flow for your business?

- How about re-activating past customers, clients and patients for countless thousands in windfall revenue? **Don't give up on these folks simply because they've stopped calling or coming in.**
- If you don't already have your own salespeople, there are several ways to develop an entire network of non-traditional "salespeople" who can talk about your product or service—**and be paid only when they make a sale for you.** You could even turn your customer service staff into superbly talented salespeople—even if they don't have any previous sales training!
- Did you know there is more than one way to benefit from trade shows—*whether you exhibit or not*. You can also conduct preview seminars, tele-advisory sessions...even free lectures and workshops that bring in new business the same day you hold them. Announce your seminar on Friday, conduct it on Tuesday—**and have money in your bank account by Wednesday night!**
- You could even use an easy-to-implement strategy for selling your product or service to your competitor's customers...**with your competitor's blessing and assistance!** Never heard of such a thing? Your New Business Development System could make this profit stream a reality.
- And if you're too small or don't have enough money to launch a sophisticated telemarketing campaign, there's a way that you—the business owner—**can "call" each and every one of your customers and prospects with a friendly message and compelling offer... without ever picking up the phone.** Not only that, it costs just 11 cents per name—but only when you use this little-known technology in conjunction with your Sales and Lead-Conversion System.

- Do you have obsolete inventory in your warehouse? With the proper systems in place, you could discount your prices for a one-time promotion—**but give a specific reason for discounting**—so that customers not only buy in droves...they're happy to buy later without expecting such discounts again.
- And if you must compete with the mega-store down the street—**the right kind of advertising will help you charge more for the same exact products.**
- **Do you work out of a home office?** Part of establishing your Prospecting and Lead-Generation System is to use modern technology to set up a virtual company that looks big—with customer service personnel, a billing department, an executive assistant, even someone to respond to emails—for considerably less than you'd pay for just one of these folks in a “real” office setting.
- And no matter what size your company is today, you'll want to create an **entire annual schedule of specific marketing activity**, new product launches, telemarketing promotions, industry events, one-day sales, advertising campaigns and other calculated, pre-scheduled business-development activity. Establishing systems to run and manage these campaigns makes implementing each month's activity a breeze.

Are you beginning to get the picture? Do you see how your business might substantially change or grow...seemingly overnight? And this is just a sampling of the **7 Critical Systems** at work!

Making money in a small business isn't rocket science. There are fabulous strategies everywhere you look. But with so much good information out there, it still amazes me that people aren't implementing them.

Often times, they don't know where to start. They don't know the words to say, the copy to write or the vendors to call to make it all happen. **They don't know how to take what they read and turn it into cash-creating campaigns for their own business. In other words, they rarely execute the profit-producing information that's sitting right under their nose.**

Is Implementation Stopping You?

Often times, the biggest problem is *deciding which strategies to pursue* in the first place. In fact, you've probably seen dozens of things you'd like to try, but with a limited budget or limited expertise or limited confidence or limited contacts, maybe you've simply fallen back on what works.

You're afraid to waste your money, squander your time or gamble your reputation by implementing badly.

But what if you had an advisor who gave you the steps to take, the words to say and even steered you to resources who are happy to help you?

I'm talking about real-life executable tasks—not theory from a “life coach” or generalized ideas from a big weekend seminar—but solid, step-by-step, ongoing guidance... **adapted for your businesses.** After all, who cares about the “training programs” designed for the millions of other businesses out there?

Would YOU like someone to focus with laser-like precision on your business operations, opportunities and resources?

For a limited time, you can get this expert oversight...FREE.

As I said at the beginning of this report, **your business is a valuable asset**. It gives you the ability to collect money for goods and services. It lets you create continual cash-flow from loyal customers. It lets you conduct promotions, run advertisements, and broadcast emails that drive eager buyers to your door.

It's also your single best opportunity for generating cash-flow.

If you're losing out on money you *could* be making—simply because you haven't identified the hidden income opportunities your business has available to it right now—I'd like to help you create immediate cash-flow by reviewing 35 specific areas of your business, then identifying quick strategies for turning those income opportunities into bankable cash-flow...**a service I provide free of charge or obligation.**

This is not “cost recovery” analysis that you may have heard about...or “operational efficiency” that creates phantom savings by increasing output from your staff. These are real sources of bankable cash-flow—hiding in your business—that can only be revealed through a unique process of looking at 35 different areas of your operation.

What kinds of hidden cash am I talking about?

- Obsolete inventory in the warehouse that can be sold via a unique one-time offer to your existing customers or other specific buyers I'll identify.
- Unfilled or excess hours in your consulting schedule that can be converted into billable hours quickly—even creating new retainer clients in the process.
- Colleagues, competitors or peers in your address book who can generate dozens of immediate buyers for you—with just an hour of your time (and theirs).
- One-time customers who can be converted into recurring billing customers with a single marketing offer or two-sentence sales pitch from your staff.
- A simple change to your next newspaper ad or telephone directory ad that can create substantially more foot traffic, phone calls and sales—as soon as next week.

There are 30 other areas I'll look at, too—with the specific goal of locating hidden sources of cash-flow for you. It's a unique process, I know. In fact, it's probably different from any other consultant you've ever encountered. But these strategies and revenue sources are little-known to all but a select group of savvy business owners, marketers and consultants like me.

In just 60 minutes' of your time, we'll uncover the hidden income opportunities sitting in *your own business* right now. We'll find the customers who will spend more money with you, the sales leads that need to be converted, the newspaper ad that could be re-purposed and the inventory overstocks that are ready to be liquidated.

Together, we'll construct a precise road map of the specific profit centers and strategies that could bring the resulting income into your bank account. By the time we're through, you'll have a definitive written list—in priority order—of the income activities you should be pursuing in your business. You'll know which strategies to execute first and you'll know which will be the most profitable for you. **And it's all FREE OF CHARGE as my way of introducing you to the powerful, focused consulting formula I use with businesses like yours.**

Together, Let's Generate Money for Your Bank Account Soon.

It's easy to find out how much cash-flow YOU could bring in within hours, days or weeks. Best of all, you don't need to open your accounting books to me—or reveal anything about your current revenue, who your customers are, what margins you sell at or any other private, confidential details about your business...if you prefer not to. We can still find loads of cash with the sources and strategies I have in mind.

The process is FREE as a way to introduce you to the unique advisory service I provide—helping small businesses solve their emergency cash-flow problems by establishing reliable, predictable income systems that work long-term for all types of enterprises.

To book your free 35-point assessment, simply call me at the phone number at the bottom of this page. Or click on the link below to book a time that works for you—using my confidential online calendar.

Once We Locate Your Immediate Cash-Flow Sources, I Hope You'll Decide to Keep Going and Commit Your Entire Staff to Establishing Revenue-Generation Systems Throughout Your Business.

While setting up the Prospecting and Lead-Generation System, Internet Selling System and other systems I detailed may seem daunting, harvesting the “low-hanging fruit” in your business is easier than you think.

Choose one system per month. Get your whole team involved in setting it up so *they* can eventually manage it. Then replicate that activity the next month with another system, and another...until soon your business is transformed from the inside out with finely tuned, “hard wired” systems that continuously and reliably bring in predictable, bankable cash-flow.

It's not rocket science. But there is *one familiar obstacle* to transforming your business in this way: Your staff.

As an owner, you can't always get your team's attention or respect for a new plan. *What's he up to now*, they'll say. *It's just another wild idea that will go away eventually*—like all the other times you've tried to make improvements.

Not only that, but one of the main challenges I find with business owners is that their own busy schedule means ideas often don't get put into practice. You don't have the time to implement for yourself, but neither do you have the time and expertise to oversee your people implementing for you. You need someone to make sure those changes happen—and someone to make sure those changes are the kind that truly impact your income and profits.

Well, what if you had an outsider—a “profit advisor”—who could not only facilitate the establishment of these systems, but help you with staff accountability, too (and even help you find the initial revenue to cover the modest cost of setting up these systems)? What if you had a profit advisor who could help you create strategies to capture income, then help you measure results and institutionalize these strategies so they truly became part of your business?

That's the work that I'm available to do for businesses every day.

If you'd like to find out how your business could benefit from establishing the 7 critical systems I've talked about in this report, give me a call at the phone number on the bottom of this page. Better yet, **book an appointment right now using my confidential online calendar and get the process started with a FREE assessment of 35 hidden income areas of your business** (your name and booking will not appear to others viewing the calendar). The link to my calendar is at the bottom of this page.

Discover 35 “Checkpoints” Where You Could Be Generating Income Right NOW. Plus, Get Ongoing Help Establishing 7 Critical Systems to Generate Cash-Flow in Future.

I look forward to helping you identify areas of immediate potential income. The 35-point assessment is free and takes just 60 minutes. Call or click below now to secure your free appointment.



PLEASE NOTE: The publisher, author, licensee and copyright holder (collectively, “we”) have used our best efforts in preparing this publication. Other than the use of our best efforts, we make no representations or warranties with respect to this publication. In particular, we make no representations or warranties with respect to the accuracy or completeness of the contents of this publication. We specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranties may be created by implication. No oral or written statement by us or any sales representative or other third party shall create any warranties. We do not guarantee or warrant that the information and opinions stated in this publication will produce any particular results, and we caution readers that the advice and strategies contained in this course may not be suitable for every individual or business. We, individually or collectively, shall not be liable for any monetary loss, physical injury, property damage, loss of profit or any other commercial damages, including, but not limited to, special, incidental, consequential or other damages. This publication is provided with the understanding that we, individually or collectively, are not engaged in rendering legal, accounting or other professional advice. If legal advice or other expert assistance is required, the services of a competent professional should be sought. © 2014 IIW LLC. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the written permission of the copyright owner.

To get your FREE 35-point hidden-income assessment please set up a time here using my confidential online calendar.