

The Windfall Profits Paradox:

How You Can Build Tremendous Long
Term Business Wealth and Success--
Using Short Term "Windfall-Generating
Opportunity" Thinking

By
Jay L. Abraham



The Windfall Profits Paradox:

How You Can Build Tremendous Long
Term Business Wealth and Success--
Using Short Term "Windfall-Generating
Opportunity" Thinking

Copyright 2005 The Abraham Group, Inc. -- All rights reserved.

To find out more about our programs,
products and services, contact us at:

The Abraham Group, Inc.
27520 Hawthorne Blvd., Suite 263
Rolling Hills Estates, California 90274
Phone: 1(310)265-1840
Fax: 1(310)541-3192

<http://www.abrahampublishing.com/>
jay@abrahampublishing.com

Jay L. Abraham

Dear fellow Jay Abraham Enthusiast,

Congratulations!! And thank you for being such a fan of my work.

As a small way of saying thank you for your support, you now own the resale, reprint and redistribution rights to this tightly edited, valuable Special Report, titled "**The Windfall Profits Paradox--How You Can Build Tremendous Long Term Business Wealth and Success--Using Short Term "Windfall-Generating Opportunity" Thinking**".

Conservatively speaking, people all over the world have made MILLIONS with the business building information it contains. But if you are looking for guidance about what I would sell it for, I would personally price this Special Report at \$295.00 on my web site---**and it would be worth every penny.**

By you now owning the reprint rights, you can reprint, resell or redistribute this Special Report for any price you'd like---**and YOU KEEP 100% of the profits!** Or, you can use this Special Report as a free bonus or premium and give it away. It's your choice. The only restriction is that you are honor bound not to modify this Special Report in any way (that's the only reasonable restriction).

Inside this Special Report you'll find the following pages concentrate 100% on short term, immediate, fast, high yield, low or no risk, windfall profit generating, cash flow boosting, income accelerating activities---all designed **to put money in your bank account within days, weeks, or a few short months.**

Use it and profit from it! Enjoy!

Yours in Building Business Success,



Jay L. Abraham

[PS: Special Note: Do you want to know how to make this Special Report your 24/7 "Digital Salesperson"?---Click here to find out how you too can be one of Jay Abraham's "Partners in Profits".](#)

Jay L. Abraham

Dear Business Owner, Entrepreneur or Start-Up,

Building a long term growth-oriented business as an enduring wealth generating asset is every business owner's dream.

But making it through the business “growing pains” usually poses quite a dilemma for the entrepreneur. Although your vision should and must be long term, you can't usually do that easily because too many short term challenges, obstacles and problems need to be handled--first.

After studying the problem for the last few years, although I've always focused on marketing problems, but what really a lot of quality business people around the world usually struggle with is frankly---**a cash flow problem.**

They need more cash. They need more profit. They need more sales. They need more high yielding revenue.

And most importantly, **they usually need it right away.**

It's great to have your financial income set for next year and the year thereafter, but for people to be able to go the distance, for them to be able to build a growth-oriented enterprise they want---**they have to be able to get through the short-term, temporary cash crunches and the demanding financial constraints of the moment.**

There is nothing wrong with this. It is sometimes part of being an entrepreneur. It is just very stressful--**when it doesn't have to be that way--at all.** Once you know how to generate all the cash you need, almost any time you want, to be able to fund your business' growth, you'll be able to become a lot more creative, a lot more strategic and be able to focus more on your long term vision and goals.

To the end, I have dedicated this report to begin your entrepreneurial journey into solving that dilemma--for once and for all. I want to show you a wealth of overlooked and hidden profit and cash-flow opportunities in your business that you have never thought of and then precisely how to exploit them for all they're worth. I want you and I to profitably emancipate, liberate, deploy and re-deploy your overlooked assets.

It's a whole new (often non-linear) way of thinking that applies to any product or service in your business.

By refocusing your attention for the next few days or so on thinking short term...by being what I call “opportunistic” (but with a totally ethical bent,...)and by using deceptively simply cash-generating moves and maneuvers in your business...you will stimulate an almost overnight rapid acceleration of profit, cash flow and income...

In this way, I believe I can do more to help a large number of the small and medium-sized business owners in the marketplace--than almost anything else I can do.

And quite frankly, once we've gotten your business financially stabilized and in solid positive cash flow condition, you and I can then start to really have fun, working together long term to build the wonderful, enduring and prosperous enterprise I've envisioned for you.

With that said, the following pages concentrate 100% on short term, immediate, fast, high yield, low or no risk, windfall profit generating, cash flow boosting, income accelerating activities---all designed **to put money in your bank account within days, weeks, or at maximum a few short months.**

My commitment is not hyperbole or conjecture on my part in the least--I fully intend to make good. I ask you first to intellectually validate the mindset, strategies and "quick cash" techniques I'll share with you below. And then, if you think they have merit in your business and stimulate your entrepreneurial creativity and ambition, put my ideas to the test in the real world.

See if they don't produce the immediate profit windfalls I believe they will in your business. And then, if I deliver, I strongly recommend you commit to a enduring relationship with me so that you and I can build your business. I teach you, I mentor you and you'll collaborate. You'll discover a literal treasure trove of business, profit and wealth building ideas are immediately available to you.

And if I don't deliver, then I don't deserve your commitment. It's that simple.

With that said, let's get started.

Warmly,



Jay L. Abraham

[PS: After reading this special report, if you are ready to take the next step with me, have me roll up my sleeves and help you grow your business or practice, CLICK HERE. You'll be able to read the amazing business wealth-building, FIVE-STAGE master plan I have for you to grow your business and multiply your profits---all risk free.](#)

PART 1: The Biggest Reason Most Business Owners Suffer From a Shortage of Cash...

When there's a shortage of cash flow, there is one usually critical mistake that most business people make as their first step to, what they believe will ultimately, save their business money.

When times get tough, one of the first “budget items” that gets slashed is marketing.

That’s not short term thinking. That’s naïve thinking.

I've asked myself why this is so, and I believe it's because most business people don't see any direct results from their marketing—it almost seems like a wasted expense. It’s probably because they're doing ineffectual, unquantifiable, non-differentiating, institutional marketing rather than direct-response marketing.

In my opinion, this type of marketing is **the worst thing you can do.**

It's especially risky, when you don’t have the extra cash to blow on fancy marketing campaigns and promotions.

This seeming innocent mistake very often leads business people down the path to financial woes and brings upon them totally unnecessary hardship and worry. I believe this entrepreneurial and financial “shortsightedness” is basically a lack of understanding and appreciation of what drives a business’ growth and success.

Forbes Magazine says...

“Jay Abraham is the real thing. He turns corporate underperformers into sales and marketing whizzes...”

Without effective, quantifiable, measurable marketing, ALL businesses suffer or put up with substantially less than optimum, much less than desired revenue, profits and income. If only they were to re-focus their primary efforts and energy on **marketing** their business---they would have a drastically better chances of success--and a lot less stress.

Marketing is the lifeblood of any business. Give it up, and you may as well slit your business' jugular vein.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

The American Marketing Association's definition of marketing is, *"The performance of business activities that direct the flow of goods and services from producer to customer or user."* Implicit in this, is that you want to make sure it's your product or service that gets to the customer, **not your competitor's**.

Today, in order to do that, your company has got to be seen as the only logical solution to their problem. That's a marketing challenge, not a quality challenge or a product development challenge.

The stakes are high. It's clearly a “winner takes all” global marketplace today. The winner gets the lion's share of the revenues, loyalty and profits. Everybody else settles for the small scraps and crumbs falling from their table.

Competition is, of course, a fact of life. But if you just start by **focusing on marketing as your most important purpose** in your business---this distinction ALONE will give you the profit windfalls you desire---in short order.

If you don't believe me, would you believe the most respected business management consultant in the world? Peter Drucker said this:

“Since the purpose of a business is to create a customer. The most important functions of a business are marketing and innovation. EVERYTHING else is an expense.”

(By the way, innovation does NOT mean “new” or hi-tech. Mr. Drucker simply means innovation is the process of offering more VALUE to a customer.)

The Fundamental Concept of “Annuitizing a Customer”

Your primary job is to attract customers you can “annuitize” for yourself--keep them coming back for your products and services, plus sell them other products and services that are complementary to yours.

Most businesses have never figured that out. They're just trying to hit home runs every day in a new ballpark. You should bring a customer into your sphere of influence, then never let go of him, figuratively speaking; so you can mine perpetual profits from him while providing much-needed services. Once you begin implementing my ideas, you'll find customers appreciate my techniques by rewarding the business that uses them with their on-going patronage.

But most businesses do a lousy job of “ethically exploiting” their customers. Ninety-nine percent of businesses don't understand how to ethically exploit their customer

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

potential. They also understand very little about how to bring customers in honestly and with integrity--and they don't know what to do once they get them in.

That means YOU, armed with the information in this special report --puts you in a very attractive (and opportunistic) position to make a very substantial profit short term...and even more importantly long term..

Tunnel Vision vs. Funnel Vision: About Marketing Myopia

Here's the big challenge (and paradoxically the even bigger opportunity): Most business people spend their career in one, perhaps two fields at most, and their expertise in these field creates a form of myopia - or what I call “*tunnel vision*”.

All they know is the basic approach to business and marketing that people in their industry practice. They probably have virtually no familiarity with the different successful techniques and strategies that propel and drive the myriad of other industries that exist.

Chase Revel, founder of Entrepreneur Magazine says:
“15 years ago, Jay taught me how to turn underutilized, intangible assets into cash overnight. The first year, I made \$100,000 from his advice and have continued to do the same practically every year with every business I own. That means I made over \$1.5 million just from one thing jay taught me. He's one of the best marketing conceptualists in the country.”

BUT--If people learned 5, 10 or 15 ways other industries market and added them to their own very myopic marketing, **they could transcend and catapult their company above all their competitors** - *and instantly turn their tunnel vision into funnel vision* - funneling profits DIRECTLY to their bottom line.

How Does One Cure Marketing Myopia?

Three ways. You could do what I did - spend 26 years working in 450 different industries...trying hundreds of thousands of costly experiments...testing tens of thousand of advertising, sales, negotiation approaches...spending millions of dollars to prove or disprove theories or suppositions...learning the essence of each.

Or, you could pay a fortune and bring in lots of experts, many of whose recommendations may actually be dangerous to follow.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

[Or I could coach, train and mentor you as a member of my Abraham Insiders' Club where you'll learn how to growth your business geometrically using my proprietary methods, principles and mindset. \(If you are interested how I am collaborating with business owners just like you., click here.\)](#)

But for now, let me give you an example of some high leverage, infinite upside strategies and techniques I might teach you if you and I had time together with me right now.

The KEY to a RAPID influx of cash---Leverage--- Making a \$1 do the work of \$100 or more...

One of the first things you can do to start priming the profit pump is to begin to **leverage your marketing efforts.**

Marketing leverage is getting phenomenally better results for the same amount of money and effort you're currently spending. It's critically important that you leverage your marketing to the fullest extent possible.

Financial Planner's Revenue Up 38%
**“My quarterly revenue is up 38% and net up 24%” - Don Blumer,
San Jose, California**

For instance, if you're spending \$10 to pull in X number of sales, and if by improving your ad or marketing efforts you could pull in 10X that number of sales for the same \$10, you'll have leveraged your marketing efforts by ten times.

That implicitly means MULTIPLE instantaneous jackpots for your business are entirely possible.

It is not as hard or difficult as it may seem---all it takes is a deceptively simple shift in the way you look at your business, your opportunities, your relationships and your assets---which I want to teach you.

For instance, if you run ads, review your ads to see if they can be improved. Then **commit to testing your theories and ideas using simple short term tests.**

**TESTING is One of the Simplest, Fastest
and Cheapest Way to Your Profit Windfall.**

From here on out, think of yourself as a “mad scientist” in your business. Constantly seek out new ideas to try... new headlines to test...new things to

**The Profit Paradox:
How You Can Build Tremendous Long Term Business Success--Using
Short Term “Windfall-Generating Opportunity” Thinking**

capabilities to promote...new products to test...new strategies to adapt...new markets to penetrate...and new benefits to articulate.

In short, make testing a way of business life.

Try this: When creating your ads, flip through a newspaper or check out the Internet. Which ads or web sites would be likely to draw *your* attention if you were looking to make a purchase?

Obviously, the informative ads or web pages that tell the whole story, are generous in their offerings, and may even give away bonus gifts, are much more attractive than those simply and blatantly telling you to buy, with no reasons why.

A Quick (Profitable) Example...

For instance, nobody tests prices. Howard Ruff, one of my clients, is a great example of testing. Years ago, he tested \$69 against \$79 and found \$69 pulled three times more subscribers to his newsletter than \$79. One approach made 300% more money from the same effort and dollars as another.

Made Howard Ruff Millions!

“I’m a pretty good marketer. But as good as I am at marketing, Jay Abraham is better. He is the finest marketing mind on the planet. His work for others was wildly profitable, I decided to get to know him. I finally was forced to surrender to the fact that Jay Abraham is a lovable, eccentric, unorthodox genius, the likes of whom I will probably never meet again. Once I accepted that, he made me millions.”

I have found, in countless experiments, that every business has unique dynamics. You must test the important variables, but you will find that, for whatever reasons, different products and services will have different optimum prices.

Here’s another example, years ago, another client sold \$19 newsletters. Nineteen dollars out-produced \$25 and \$17 by two and four times, respectively.

(How that for a profit windfall? As you can see there is almost no risk, effort or investment required. I have hundreds more simple, quick, easy ideas, just like these where you could get a huge cash flow bonanza from just a simple shift in thinking about your business.)

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Here’s another great idea to test (and that’s paid off massively for my clients): **Consider giving away your product or service to first-time purchasers.** Yes, I know this sounds rather illogical--**and that’s probably exactly why it works.**

Your gift would be perceived by the customer that you have supreme confidence in your company—you're so confident that they'll be satisfied, that you're willing to give away your product, because you know they'll come back and pay the regular price after experiencing it.

If you show confidence in your company, you'll imbue your customers with that same confidence.

Or how about this: **Try seducing your customer with big-promise, non-threatening, lead-generating sales methods.** Come down to their comfort level and work up from there. Don't try to sell the high-priced products right away.

Start with smaller, less pricey items that will work amazingly well for the customer. From there, your ability to **follow-up** will be your best ally to stair-step your way to selling higher-priced items.

The New York Times Says...

“If the measure of the status of a profession is the fee a practitioner can command, the marketing has come of age. Jay Abraham...Charges \$5,000 an hour for phone consultations on marketing...(and) specializes in helping small entrepreneurial companies grow.”

Your competitors, itching to sell their high-ticket items, will not understand why their inventory is not moving and yours is--because you understand a simple twist in logic--**that will escape even your most formidable competitor.**

If you continually provide a good product or service...show that you are willing to assume risk...and regularly keep in touch by sending out informational and educational materials...the goodwill you'll incur as a result will mean that prospects will more likely choose you over your competitors.

This strategy is pretty much a sure thing.

The Power of Sure-Fire Guarantees

Here’s one of the best ideas to test: A technique that will make your product or service more desirable than your competitors' involves fortifying your guarantee. I call it “reversing the risk”.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term "Windfall-Generating Opportunity" Thinking

Most companies hedge the guarantee. They don't want to assume the risk. *"After all,"* they ask, *"what if they want their money back?"*

Almost 25% of the business owners who are immediately successful with my methods, discover that offering a solid customer oriented guarantee is the easiest, most immediate way to a cashflow bonanza.

Go ahead, check out my 881-page book called **502 Incredible Case Studies**. You find one out of five success stories will attribute their immediate AND ENDURING success to adapting and adopting this mindset and principle to their business or practice.

Your "iron clad" guarantee tells your customers that you're willing to stand by what you say. It tells your customers that you're confident that your product or service's quality will meet their high expectations. You need to make sure that it does.

National OTC Stock Journal says...

"When talking with Jay Abraham, marketing consultant, be sure to bring along a tape recorder. A well oiled, highly electrified tape recorder. And tapes. Lots of tapes. That's because you'll want to remember almost everything Abraham says."

And if a customer returns a product, rather than being disgruntled, graciously and readily give them their money back. The customers will gain confidence that your word is good. They'll likely buy from you again once they know it's easy to return what they don't want and you're pleasant about it.

If you have doubts about the quality of your product, then you need to find something else to sell. **But, most importantly, your guarantee gives you an opportunity to upsell your customers.** It's a prime opportunity to find out what it was about the product or service they didn't like and offer them a product that would better suit them.

This is the time to "bump" your customer's purchase. Turn what could be a bad business situation into a good one.

Do You "Upsell" at EVERY Opportunity---Good AND BAD?

Upselling or "bumping" your customers is a critical marketing and sales technique that can make the difference between just getting by--and **making a handsome profit**---because usually the bumps have no or a low cost of delivery associated with them.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Look at it this way: Since the sale has been made, what’s the harm or risk in seeing if the customer would like something in addition to what they just purchased?

What you may not know is that a customer who has already just bought from you, is more predisposed to buy more from you than any other prospect you may have at any other time.

The lower-priced items draw the customers in, opening the almost profit-certain opportunity for you to show them the benefits of higher-priced items or complementary accessories.

Having a Backend (after the first sale) Strategy is a Stealth Marketing Strategy---No One EVER Fully Exploits to the Fullest in their Business.

Upsells create the opportunity to have a wide range of “backend” products or services can give you multiple opportunities to have a customer buy more, and buy more often.

And by ultimately integrating testing...risk reversal...upsells...and backends, you will have your competition scratching their heads wondering...

*"What is he doing that I'm not doing? How can
HIS business be doing so well, while mine is floundering?"*

If you assume the risk (something NO ONE likes to assume), if you try all sorts of approaches and product and service back ends...the customer will be likely to look more favorably on your company than your competitors'.

Long term, you'll ultimately craft a winning, powerful proposition that’s much more attractive and ten times more powerful than anybody else’s.

This, again, brings you down to the customers' comfort level and makes it all the more likely that they'll let down their barriers and purchase from you--after all, it IS risk-free to them.

Which means it’s easier and there is less cost in selling them.

More on the “Risk Reversal” Stealth Marketing Strategy...

Also, the longer the guarantee, the less likely it is that a customer will return a product. If a product has a 10-day trial period, you'd better believe that during those 10 days the customer will be hypersensitive to the product or service and its

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

performance. They'll want to make darned sure they don't get caught past the deadline---so they'll heavily scrutinize and evaluate it before the 10 days are up.

If the industry norm for a guarantee is, say, 50 days, go ahead **and set your offer apart from the others by offering a 60-day guarantee**. Chances are, the customer is going to decide whether he'll keep your product during the first week or two. Very, very few would determine that maybe the product isn't for him on the 51st day.

Check your “Defeatist Attitude” at the Door...

And while you are implementing my strategies and ideas, never ever take on the defeatist attitude and say it won't work. Leave that for your competitors.

Saying “*It will never work*”, or “*It would never work in MYy business*” means you just haven't seen all the success stories from around the world. My ideas do work, have worked and will continue to work for all types of businesses. And if for some reason, you legally can not implement one of my ideas, all that's usually required is a simple twist in execution.

Jay Teaches Doctors How to Get Patients

“I found the recommendations you made to be unusually insightful, particularly considering the many constraints that state laws and ethics impose on doctors.” - Dr. A. B. New Jersey

More Short Term, Opportunistic Ideas to Profit from...

Because from now on, you'll be following up with your customers, you'll be able to inform them of new or additional products that are available to them. Let them know that you appreciate their initial business (incidentally reinforcing their wisdom in choosing your product), and that you're trying to do them a service by keeping them informed.

This continuity, this shoring up of confidence with your customers, will deepen their comfort level. They'll begin to see you as a trusted friend, advisor and informant. Adding this personal touch to all your dealings will pay off big at the cash register. Most business people don't understand this.

Went from \$800,000 to \$2 Billion!

“Jay has worked with us for almost 10 years, and he has engineered some of the best marketing strategies I have ever seen. Actually, he might be cheap when you consider last year, I paid Jay \$670,000

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

and in the past 10 years over \$2 million. That was Jay’s reward for helping to build my company into the dominant company in America doing over \$2 Billion! - Jim Cook, Investment Rarities

When you plan your follow-up, you can decide to do it in person, through a letter, by telephone or by email. A well-designed telemarketing program just might save your company. It's less expensive than the old method of sending salespeople out in the field. With a telemarketing staff to do either follow-up or initial lead generating, the salespeople can concentrate on meeting larger numbers of prospects that are sympathetic or interested in your product or service.

Never, ever, let a customer walk away and never contact them again. That is a cardinal sin. If you assume they're just not interested, think again! Maybe they didn't want to buy on that day but today they're ready.

Maybe they just needed more information, maybe they just didn't have time to deal with purchasing before, maybe they wanted to mull it over, maybe they've saved up some money. If you go to them and show them how simple it can be and how you can take care of most of the transaction, thereby simplifying the process for them, many more people will purchase from you.

Why Should Customers Buy From You?

Make sure you have a good reason why a prospect should buy from you. Tell them exactly why it will benefit them, why they should choose your place of business to buy it from, and how they can go about purchasing your product or service.

Never fail to educate your customer. Without all the information, they'll be hesitant to make a decision. If they have all the facts, they'll see why what you are offering is indeed a wise buy. To keep your customers in the dark is committing financial suicide.

Carpet Man’s Sales Go Up 12% First Month
“That hour of advice...it immediately boosted January sales 12% by working “the back-end” and reselling to our existing customers. We expect this to be a real goldmine in the future.” -- Tony Meraz, Carpet & Upholstery Restoration

I've already touched on the benefits of packaging and how attractive these offers are to customers. Re-packaging your product or service will give a burst of energy to your offer. How about implement silver, gold and platinum service levels? How a low-priced beginner, intermediate and advanced packages? How about packaging based upon loyalty, membership, or level of involvement?

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Remember that even if you have generated a lot of positive goodwill, a great guarantee, educated your prospects, tested your ads, and so on, there is one key ingredient that must not be overlooked: **Price. Make sure your price is fair and competitive with the marketplace. Remember that if the price isn't right, customers will pass you by.**

A well-thought-out marketing strategy takes into consideration not only marketing factors, but also pricing strategies. While it's important to make a profit, if the market won't bear such a high price, it's better to lower your profit margin than not do business at all. Your marketing plan should combine pricing and marketing, and be modified by what seems to work best and what the competition is doing.

Always be alert and observant of the changes around you. While other business people may be thinking about how to corral the market, you should be thinking about creating new markets and setting out to meet needs that are not currently being stated or met. Could you spin off ancillary products that would make your package more complete? Would a joint venture with another company benefit you both?

Mail Order Consultant Raves!

“On one idea jay gave me last year, I’ve added four major clients that made me \$199,000. This year, I’ll double that.” - Bob Craig, California

Focus on what your customers need—not just what you happen to have to sell them at the time. Think about how you can be different from your competitors and better serve the customer. Tailor your business to fit the demands of the market.

Your customers will notice the difference and reward your efforts by choosing you, someone they feel is really interested in helping them.

PART 2: How to Produce Profit Windfalls, Cash Flow Bonanzas and Financial Jackpots

When businesses are short on cash flow, I strongly believe that rather than slash marketing budgets, you should simply make sure you're leveraging every dollar you spend on marketing.

Again, a simple shift in how you look at a business problem, with the right mind set you'll almost instantly see the opportunity.

Your competitors will slow down (or stop) their marketing efforts so you can snatch up their customers—they'll be yours for the taking. It's the perfect time for

**The Profit Paradox:
How You Can Build Tremendous Long Term Business Success--Using
Short Term “Windfall-Generating Opportunity” Thinking**

you to grab huge chunks of market share or steal marketing dominance from your biggest competitors—and keep it long term.

**Before You Can Begin Grabbing Market Share and
Start Producing the Profit Windfalls You Desire,
You Must Understand “the Lifetime Value of Your
Customer” ...Better than Anyone Else**

You've got to fully understand the principle of a “customer's lifetime value” to your business. For instance, if you know your customer base will on average buy 10 times a year, at a price of \$10 per transaction for ten years, the lifetime value of that customer is \$1000! If your profit on \$1000 is 25%, that means you could afford to spend \$250 to attract a single new customer.

Armed with this information, all of a sudden, new possibilities should be immediately obvious as to what you can do to attract a new customer.

Once you know what the lifetime value of a customer is, then you have to spend a lot of serious time looking at how you can improve it.

By improve, I mean:

- 1) Getting more unit sales per transaction;**
- 2) Getting more purchases per customer per year:**
- 3) Selling more kinds of your own product to your customer base. And after you've done all that...**
- 4) Work your customers through outside host-beneficiary types of joint ventures. That is, endorsing other people's products to your customers.**

From a pragmatic standpoint, the most intelligent thing you should do sequentially is, first, try to increase the dollar amount of each sale to a customer. Second, try to increase the frequency with which each customer purchases from you. Third, try to increase the expanse of products or services that you provide for your customers. Then, once you've taken these logical steps, you can begin to increase your market share by going outside—to take market share by working your competitors' customers.

Work Your Customer List First

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Most businesses should first work their own customer base before working on their competitors'. However, there are many situations where going outside is so much more lucrative, that you can bypass these first three steps. It depends on your individual situation.

Once you determine the lifetime value of a customer, you'll want to spend as much money as you need to—but never more than the lifetime value of a customer—to bring in as many new customers that have residual value as you can.

Let's say your “lifetime value” of a customer is \$50 a year—they buy one time and you don't do anything to sell to them again. Well, once you manipulate them...if you can upsell that \$50 sale to \$75...if you can get that one-shot sale to become three sales a year...all of a sudden you've got four times more marketing budget than you used to, don't you?

And when you've got four times the budget, you can run ads when your competitors can't...You can run promotions when they can't...You can offer lucrative sales commissions, the likes of which they can't...You can basically do promotions with other people which they can't because they don't *understand* where the profit is, but you do. Does that make sense?

How to Out-Package Your Competition

Whenever you re making a proposition to a prospective joint-venture partner (who may be a competitor), you've got to be able to give them guidance—but the guidance has to be intellectually based, so they can embrace it. You've got to walk them through your proposal and acknowledge and identify all the inherent negatives and reticence and fears that somebody would normally harbor; and then help them overcome those fears.

By walking other business people through the concept of “lifetime value”, you can convince them to give you (either free, for cost, or for less than cost) products and services with a high perceived value and a high profit margin.

They'll give these products to you because you'll be able to convince them that for every 10 people you give their product to, as a bonus for buying your product, they'll get two or three ongoing customers. So you can do incredible deals.

National Underwriter Magazine says...

“Abraham is compensated solely on the basis of results. If his techniques produce identifiable additional profits, he receives a percentage. If not, he gets nothing...”

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term "Windfall-Generating Opportunity" Thinking

I did this with a software company in Australia. They produced software that required a special laser printer that was modified to print forms. The software retailed for \$20,000, but it only cost \$5 to produce; I got them to give a royalty to another business to give this software away free to purchasers of their product. When the customer got the free software with this other business' product, about 60% of the purchasers bought a laser printer for \$5,000 from the Australian software company. And they didn't have to discount the laser printer because it was the only one that would work with this particular software.

So amazingly, by understanding back-ending, you can go to somebody who's got something that sells for a very high price, and get them to give it to you for free.

I also did this for someone who had a piece of software who wanted to do something with one of the "Big 6" firms. He had a piece of software that sold for \$1,500, but it cost him \$5 to produce. This guy had 12 other things he could sell to the customer, and the software wasn't selling very well anyway.

Well, he went to a "Big 6" firm and gave his \$1,500 product to them to package as a bonus with their \$500 product. Everyone else who was selling a similar \$500 product didn't have a chance competing with the "Big 6" firm that offered a \$2,000 value package (\$500 + \$1,500) for \$500.

It's no contest, isn't it?

You have to adopt this entrepreneurial focal thrust by negotiating deals and by packaging (if it's appropriate) products and services together.

How to Usurp Your Competitors' Customers Long Before They Know What's Hit Them: Acquire Customer Lists Your Competitors Don't Recognize as Valuable

Joint venture with one or more of your competitors. Ask them to give you the names of their INACTIVE customers. Or, ask them to give you the names of customers who have cancelled. Or, ask them to give you the names of prospects whom they couldn't convert to customers. Offer to reciprocate them with a dollar amount per name, or with a share of the profits.

Made a Bundle for Richard C. Young

Very few people are big winners in the marketing game. Jay Abraham is one. We rely on his expertise over a wide area of interests. Jay can produce when most pros are at a loss. Quite simply, Jay's marketing concepts have made us a lot of money! - Richard C. Young, Young Research and Publishing

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Look at what you could accomplish. First, your competitor may have spent years and hundreds of thousands of dollars building their customer and prospect lists. For you to share your profits with them is like saving them 10 to 20 years of their time and money—especially if they never would have tried to activate or reactivate these prospects/ customers. So, from what they thought were lost customers or prospects, they could make tens of thousands of dollars—instantly.

Set up 10 such ventures and the business you build, and the corresponding profits you realize, should be fabulous.

Set Yourself Apart from Your Competition through My Stealth Marketing Strategy of “Preemptive Advertising”

Once you've examined your competitors' operations, you may find that most businesses in your industry are commodity-type businesses—there's nothing unique about any of them—they're all selling similar products at about the same price, or they offer about the same service.

If this is the case...take the ball and run with it! Set your business apart from the rest of the crowd. Become unique. How? It's simple—**through preemptive advertising.**

Preemptive advertising is the single most powerful technique you could ever use. And no one uses it.

\$400,000.00 Added Profit for Target, Inc.!

Jay came to us with a new idea for utilizing our customer names. I was initially skeptical; however, this program provided us with additional income in excess of \$400,000 during the 20 months that the inserts ran. I enjoy working with Jay because I trust him and respect his marketing expertise. - R. Kent Tipton, former President, Target, Inc.

The first person in a field that uses preemptive advertising has an incredible advantage over all other competitors. It's so simple: **Just take the time to explain to your customer or prospects the processes that are inherent in your business.**

Let me tell you a story. You may have heard it before, but it's a classic example of the power of preemptive advertising...

Back in 1919, Schlitz beer was the #10 beer in the marketplace. Claude Hopkins, the classic marketing strategist after whom I've patterned my life, was called in to salvage the marketing of this #10 beer and lift it to success.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term "Windfall-Generating Opportunity" Thinking

When he walked into the brewery, the first thing he did was learn how the beer was made. He toured the facilities and he saw that Schlitz was located right on the banks of one of the Great Lakes. And even though they were right there with this unlimited water source, they had dug five, 4,000-foot artesian wells right next to Lake Michigan because they wanted *pure* water.

The brewers showed Claude a mother yeast cell that was a result of about 2,500 different experiments that had been done to find the quintessential yeast to make the proper taste. They showed him five different, three-foot-thick, plate glass rooms where beer was condensed and redistilled and re-condensed for purity. They showed him the tasters that tasted the beer five different times. They showed him where the bottles were cleaned and re-cleaned 12 times. They showed him the whole process. At the end, he was incredulous. He said, *"My God, why don't you tell people the process that your beer goes through?"*

And they said, *"Because that's how ALL beer is made. It's nothing special; it's nothing unique."*

And he said, *"Yes, but the first person who tells the public about this will gain preemptive advantage."*

He got Schlitz to the #1 position in about six months--using preemptive advertising windfall profits are virtually assured.

Now, take a look at the processes you go through in your business to give your customers a high-quality product or service—and tell your customers and prospects about it.

If you're a retailer, tell customers how you use choose the product line for your store. Tell them how many people you employ to ensure they get personalized service. Tell them precisely what these employees do on a day-to-day basis. Tell them how you unconditionally guarantee every sale...and so on...and so on.

If you're a manufacturing or creative business, explain to your customers the complete manufacturing process step by step. Tell them what raw materials you use to create your products, and why. Tell them about the strict quality checks that go into the creation of your products. Tell them about the brainstorming that precedes any production, etc.

**\$1,250,000 Increase in Sales
and a 600% Increase in Prospects**
**“Our company sells document imaging systems. Incredibly, using
your techniques, we have immediately boosted our sales \$1,250,000
and got 1893 leads at our last tradeshow (over a 600% increase). A**

**The Profit Paradox:
How You Can Build Tremendous Long Term Business Success--Using
Short Term “Windfall-Generating Opportunity” Thinking**

**conservative estimate of what that alone is worth should be about
\$75,000.” -- Audri Langford Maryland Computer Imaging Co.**

If you sell a service, explain to your customers the entire service process. Tell them the skills of the people you hire, and your procedures for hiring them. Tell them what your standards are for your company. Tell them about your performance guarantee...and anything else you can think of.

Even if your process is the same process that many of your competitors use, it doesn't matter—because you're going to be the first one to explain it to the customer, and you'll gain a clear advantage over all your competitors.

**Offer a Guarantee that Is So Extraordinary and So
Profound That No One In Your Whole Marketplace
Would Dare Compare With It**

Another way to use preemptive advertising is to offer guarantees that no other of your competitors would dare replicate—because they don't see the advantages of doing so.

Take this example: I consulted with a gentleman who owns an insurance company. I asked him what kinds of guarantees insurance companies currently offer. He revealed to me that most insurance policies take 35 days to be issued, and then the company gives the customer a 15-day look-see to allow them to cancel the policy if they decide it's not right for them. So, this gives the customer 50 days to decide whether or not to keep the insurance.

**Furniture Dealer Sees 900% Increase in Sales!
“We were able to sell 11 leather lounges in one day for a total of
\$45,000. That’s unheard of in our business! A normal Saturday
would be Approximately \$3,000 to \$5,000. You could see the
percentage increase for yourself! Thank to Jay.” - Chris Gouson,
Australia**

So I suggested, "Well, why don't you add 10 days to it. Tell your customers that you'll give them **60, not 50** days before you'll consider the sale final. So, after they sign up, anyone who thinks they can get a better value in the total value package, not just price, but coverage and everything else—and they can go to every insurance company they want to—and if they find anything better in the next 60 days, you'll give them all their money back. You yourself could offer, if you have to, to underwrite any loss. No one else in your market does that."

Turns Travel Agency Around & Grows 40%

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term "Windfall-Generating Opportunity" Thinking

"You've shown us that whether we realize it or not, we are a marketing company selling travel, rather than a travel company that needs to market a product. - Steve Buszkohi, Nebraska

I also told him, *"The truth of the matter is that 99% of the people who are going to exercise a cancellation are going to do it up front. They're not going to wait until the 51st or 59th day. So your risk is minuscule in adding those 10 days, yet it really sets your offer apart from your competitors."*

Make SPECIFIC Claims in Your Marketing

Most advertising never goes beyond the weak appeal of "Buy our brand," or "Buy from us instead of someone else." This has minimal effect on a prospect.

But, when you give your prospect valuable, objective information on your product or service—its applications, construction and performance ... when you show the prospect what superior service, benefits, quality, guarantee, bonus, discount, follow up, you and you alone offer ... and allow your prospects to test your product or service solely at your risk, not theirs ... then hundreds, even thousands, will take advantage who otherwise would not have, because of your daring, risk-free

Specificity is crucial in your marketing efforts. The more detailed facts you can offer, the more specific a case you can build over your competitors - and the more successful you'll be. For example, to make the claim "The lowest prices" means absolutely nothing. But the ad that make's specific, supportable and defensible claims, with specific, actual figures, generally has high impact and is believable.

Follow Up...Follow Up...Follow Up

Every time you do a mailing, follow it up with a postcard that summarizes the offer for people who didn't receive the first letter or didn't read it. Give them a sense of urgency and a call to action. Then, five days after you send the postcard, and/or follow up by phone.

This combination can normally give a boost to aggregate response by 300% to 1200%!

Because you'll be following up with your customers, you'll be able to inform them of new or additional products that are available to them. Let them know that you appreciate their initial business (incidentally reinforcing their wisdom in choosing your product), and that you're trying to do them a service by keeping them informed. This continuity, this shoring up of confidence with your customers, will deepen their comfort level. They'll begin to see you as a trusted friend, advisor and informant.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term "Windfall-Generating Opportunity" Thinking

Adding this personal touch to all your dealings will pay off big at the cash register, and most business people don't understand this.

When you plan your follow-up, you can decide to do it in person, through a letter, or by telephone. A well-designed telemarketing program just might save your company. It's less expensive than the old method of sending salespeople out in the field. With a telemarketing staff to do either follow-up or initial lead generating, the salespeople can concentrate on meeting larger numbers of prospects that are sympathetic or interested in your product or service.

Never, ever, let a customer walk away and never contact them again. That is a cardinal sin. If you assume they're just not interested, think again! Maybe they didn't want to buy on that day but today they're ready.

Maybe they just needed more information, maybe they just didn't have time to deal with purchasing before, maybe they wanted to mull it over, maybe they've saved up some money. If you go to them and show them how simple it can be and how you can take care of most of the transaction, thereby simplifying the process for them, many more people will purchase from you.

Rack Up Big Profits Off Companies On the Verge of Collapse

Also, go to all your marginal competitors and offer to buy their customers.

There are lots of businesses today that are operating at near the break-even point, and people are working 10 or 12 hours a day just to keep their businesses going. They're not making much of a paycheck, but they've got so much obligation and debt that they can't get out of it without declaring bankruptcy. A lot of people's attitude toward their competitors is, *"I'm going to wait for their business to go under and then see what happens to my business as a result."*

My attitude is, go to all those people before they close their doors, and offer not to buy their business, but to instead buy all their customers, and give them 25%, or whatever percent, of the profit they make you for life, provided that the business owners facilitate, cooperate, endorse, make themselves available to transition, and maybe even act as your goodwill ambassadors. If you do that correctly, you can give them a check every month that's more, for them doing nothing, than they would have made running their floundering business. Here's their chance to escape—here's their way out.

Sales Up 95% For Hardware and Appliance
Wholesaler--\$2,000,000

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term "Windfall-Generating Opportunity" Thinking

"...Our industry typically grow at 5% to 10% a year, our sales are up 95% over where they were two years ago. We went from \$2 million to \$4 million in a city of 18,000." - Chappel Dew, South Carolina

Let's say you've got a five-year lease on your business right now, and it's killing you. And let's say you need four people to operate it. And right now you're lucky to make \$2,000 a month working 12 hours a day. I come and take over all your customers. Well, I can give you \$10,000 a month from my earnings, for you doing nothing but giving me your customers. But you've got this lease. Well, you could sublease the building to somebody at a loss—take \$2,000 of the \$10,000 I give you and subsidize the loss, sell off all your equipment, pay off all your loans—and still be \$8,000 ahead for doing nothing. And all that in just the first month! Does that make sense?

Then I acquire all your customers and integrate them into my operation. Up to the point of it being incrementally too expensive, I can integrate a lot more businesses into my operation, and all I have to do is maybe add a couple of clerks; the same bookkeeper can do it, the same delivery person can do it. At a certain point, however, it gets cost ineffective. But most companies won't get anywhere close to that level.

This may be your golden opportunity to buy out your competitor. Look for rock-solid values that will outlast the ups and downs of the marketplace.

Find companies with assets they're not utilizing. If you anticipate a need of any kind, look for companies; that could help you fulfill that need.

Avoid the temptation to invest in companies just because they're going so cheaply. Shop for bargains, but be choosy when you decide to invest. If the business can't immediately benefit you, or if you have no specific plans for the company, do not invest a single red cent of your hard-earned cash.

It's healthy to seek new ways to expand your profits—but don't forget about safety. Be sure to find out how much debt the company is carrying and invest only in businesses you understand. If you are completely lost, no matter how great the opportunity, you will not be able to fully take advantage of a situation if you don't understand how that industry operates.

In conclusion, the point I'm trying to make is as follows: Market your business aggressively---but wisely. Maximize the opportunities to win over your competitors' customers. Take ethical advantage of the fact that other businesses are hurting. Think of ways that you can better serve those customers—in ways that your competitors can't. Then do it!

How to Profit Wildly from

**The Profit Paradox:
How You Can Build Tremendous Long Term Business Success--Using
Short Term “Windfall-Generating Opportunity” Thinking**

Your Fiercest Competitors

I taught one client, who was generating leads for office equipment, how to make more money off his office equipment competitors than he made off his own business. Every time my client mailed 1,000 pieces of direct mail, it cost him \$1,000 and brought a 5 percent response - 50 inquiries for \$1,000.

Of those 50 inquiries, he would sell 10 percent of five people - meaning he did not sell 45 of them. Until he met I, he just kept sending out 1,000 letters for \$1,000, selling five more people and discarding the non-converted prospects. I told him “Your goal is to ethically exploit every *profit* opportunity in all these prospects and customers.”

First, I had him figure out why the other 45 people didn't buy from him. He identified some as “tire-kickers”, but most of them didn't buy for one of four reasons. Either (a) his product of service was too expensive, too complex, too intimidating; or (b) it was not sophisticated enough for them; or (c) his sales personnel irritated the customers; or (d) the price or financial terms weren't affordable.

That didn't mean they didn't want to buy office products. It just meant I's client was unable to sell to them. If he could convey these prospects to his competitors - those dealers whose products, services, sales people or pricing were what these people wanted - they could probably sell to many of them.

The client reluctantly allowed I to prove the point. I made a deal on behalf of his office products client for his competitor to work the unsold leads. His client got half of the profit from the sales his competitor made **and ended up making more money off the people he didn't sell than on the ones he did sell**. Non-traditional? Yes. Unorthodox thinking? Absolutely. But it quadrupled the profit from I's clients business with absolutely no extra effort or expense on the client's part.

How to Multiply Profits from Your Existing Customers

One business article of faith I learned a long time ago is the importance of capturing every prospect's and every customer's name and address.

Your customer list and your marketing skills make up a very valuable “off-balance-sheet” asset, *perhaps your biggest single business asset*--tangible or intangible. I can't remember the last time I went into a store to buy something and they asked me for my name and address.

And I'm sure you can think of dozens of times you've been in a business establishment when nobody asked you your name, except when you gave them your credit card. And I'll bet you that few of these businesses captured the name, address and phone number off your credit card or your check, let alone did anything with it.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

To me that seems so wasteful.

They pay so much money to get you into the store or to call or write or make contact - which shows you're interested; yet, after they do business with you once and gain precious “goodwill: - you don't ever hear from them again.

Los Angeles Business Journal says...

“Jay Abraham goes for the jugular when it comes to marketing. He is one of the highest paid consultants in the country.”

I believe this is probably the most overlooked investment asset your business possesses. For some inexplicable reason, businessmen don't remember the big investment they made to acquire a customer or prospect in the first place.

When they get five people to walk into their store or respond to their letters, web sites, ads or sales force efforts or call in on their Yellow Page ad - whether these people buy (initially) or not - there's a cost of acquisition, and normally *it's substantial*.

By their presence, these people have said, *“I am interested in your product or service.”* They're begging, silently, for him to acknowledge them, to communicate with them, and to develop the relationship... and ultimately lead them to a purchasing decision.

Few businesses pick up on the opportunity they've been given.

When I refers to “annuitizing” your customers, what exactly does he mean?

The biggest investment a company makes is to acquire the prospect or customer. It may cost hundreds of dollars to get them in the first time. But once you do that, the cost of reselling them over and over again, assuming you deliver a quality product or service, is small - a letter that costs half a dollar or a phone call that costs a dollar or a short visit. I teach people to sell a customer and resell them over and over again - first their own products or services; second, other people's complementary products or services; third, their competitors' products or services.

Then the customer produces a dependable, perpetual, lifetime income stream, which can be used to service new debt to expand business, to reduce old debt, to acquire other businesses - or - to substantially increase your standard of living.

It always amazes me how many businesses concentrate all or most of their efforts and capital on bringing in new business when reselling old, satisfied customers can be so much easier and more profitable---hopefully now you do too.

Part 3: Six Stealth Marketing Strategies, Examples and Success Stories

Now I want to give you **even more SPECIFIC** ways for you profit handsomely from my ideas and methods.

As terrific and useful as these real-life strategies and examples will seem to you, they just scratch the outer most surface of the money-making, profit-boosting, wealth-building business secrets I can reveal to you. Consider the following additional ideas as “bonus ideas” to prepare you for your opportunity ahead:

1) How to Get Money Back from Your Customers and Prospects

I will even teach you how to ethically make money from customers *who are no longer doing business with you.*

For example, you can sell, rent or joint-venture your old inactive customer or prospect names to other companies selling related or even possibly competitive products or services for as much as \$10 or \$250 each - often more; even 25 - 50 or 75 percent of the future profits someone else make off these names for as long as they make money. It costs a lot of money to secure a customer or prospect. You can get it back, and then some, with my guidance.

Or you can have *your* salesmen sell other companies’ products or services to your customers for a share of the profits. You can even make a bundle from every one you *don’t* sell. Perhaps your product is too expensive, or too cheap, or too sophisticated, or too basic. You make a deal with a competitor whose product more completely fills the customers’ needs. Once you have given up on a prospect, you notify your competition. He sells them and splits with you. I have taught many companies how to profit from their competitors, as well as how to make more money from the customers they don’t sell, than from the ones they do!

Let me teach you the concept of “the moving parade” - the fact that customers’ desires and circumstances constantly change. Here’s an example I love to recount:

“I bought a small house some years ago and used an interior designer to help me decorate. I could only afford to do a modest job on half the house, spending about \$20,000. I ran out of money, and though the designer knew the house needed a lot more work, she never called again. Had she called me six months later when I save \$10,000 more, and shown sincere interest in what I was doing, she’d have gotten the living room

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

remodeling job I gave to someone else. Had she called me with a piece of furniture she thought I would like, she'd have sold me the \$5,000 sofa I bought from someone else. And had she called me 18 months ago as I was about to move into a new 4,000 square foot home, she would have gotten the \$150,000 I spent decorating.”

The point is that *people's circumstances keep changing*. By merely showing regular interest, you increase your chances of prospering.

2) How to Use Low-Cost Premiums to Boost Your Profits

Let me teach you how to profitably make deals for your product or services to be used as an immensely attractive premium to be given away by other businesses, generating money from other people's customer lists and ad budgets. You'll learn how to persuade *other* businessmen to put up the money and do nearly all the work.

Once I “bulk” bought 20,000 six-month, \$95 memberships from a health club for \$.75 a piece - that's right, 75 cents. I then went to a clothing store and persuaded them to give a free membership to any customer buying \$200 worth of clothes. The health club got an immediate check for \$15,000, plus they had 20,000 prospects willing to try their facilities for six months.

The club didn't spend a dime on advertising or promotion.

At the end of the six months, the health club closed at least 5 percent of the 20,000 as fully paid renewal members at \$95, generating \$95,000 in renewal membership income (almost all of which was pure profit) and \$15,000 in immediate front-end cash. The retailer client gave his clothing customers a real \$95 gift that only cost him 75 cents!

3) Concentric Circles: Your Key to Even Bigger Profits

I want to teach you how to apply my principle of “concentric circles: - the back-end secret to more spectacular wealth than probably any two or three other wealth - or business-building concepts combined.

For example, I once persuaded a coin company client to offer customers a \$23 starter coin set at cost. Through advertising and direct mail, 60,000 people sent in for it. The client then went back to those 60,000 people and got 6,000 people to buy at least \$1,000 worth of coins (that's \$6,000,000 in sales). Within six months, he went back to those 6,000 people and sold 2,000 of them \$3,000 to \$5,000 worth of coins (that's at least \$6,000,000 more). Then he went to those customers and sold 500 of them an average of \$10,000 more (that's another \$5,000,000-plus).

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

The original 60,000 people who spent \$23 on which the coin dealer made nothing, eventually bought more than \$25 million worth of coins in concentric circles, all highly profitable for the dealer.

(That idea has been worth *\$50,000 a month* in commissions and fees for me, paid happily by a grateful client.)

What’s more, I believe that everyone should turn a one-shot sale into a perpetual sale. If you sell swimming pools, why not add a yearly maintenance and cleaning contract? If you sell dry cleaning: why not give good customers a monthly flat rate for all their business? If you sell furniture, why not give away free a \$95 quarterly decorating consultation in the home whenever a customer buys, giving you four more chances a year to sell them something?

4) Profiting From Your Success by Licensing Your Ideas to Others

After you have applied these blindingly simple but unorthodox principles to your own business, I will then show you how to license or sell the equivalent of a franchise on these techniques - your intellectual property - to either similar or totally dissimilar firms. He will show you how to get them to pay on contingency.

For example, say you learned a technique that vastly improved your advertising response.

You could license or teach this technique to other people in your kind of business in non-competitive geographic areas and also to companies outside your field whose sales efforts could be expanded by your techniques. If you create powerful newspaper ads or mailing pieces, you could sell or “lease” the ideas to others in or out of your field who could benefit from them. Some old ads or old sales techniques you no longer use might still be superior to the techniques currently used by your peers. You can license or sell those old ideas as well.

If you’ve mastered a way to resell customers, upgrade customers, reactivate prospects or joint-venture your prospects, I will show you how to license that technique as well. For example, I taught a car wash owner who had devised a new way to increase the number of customers adding hot wax to their car wash how to sell that intangible technique to 500 other car washes for a fee and percentage of the increase hot wax business it produced.

He taught a dry cleaner how to get three times as many people to bring their leather coats in for cleaning, which is very lucrative, and then how to license the technique to another 1,000 dry cleaners for a percentage of the increased business it produced.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

By the way, you can license, rent or teach production-enhancing or cost-saving strategies, too.

Not one businessman in 10,000 ever sees the value of these lucrative, hidden or intangible assets and sales-enhancing techniques that other people would pay through the nose to get.

I will teach you how to sell them for the maximum, and also how to acquire licenses for other people’s techniques for the minimum amount possible, either for you to use or to license to others. Every successful promotion you ever did could turn into a \$5,000 – or \$500,000-a-month profit center.

5) Up to 21 Times the Response – Just by Changing the Headline

I can teach you how to increase the performance of every marketing dollar you are currently spending from 2 to 17 times. Your business could immediately increase its profitability several times over with your present marketing and advertising budgets. Or – stated differently, product the same or greater result for 1/12th the cost you’re now investing.

**Chemical product Sales Up 1600%!
“Just one little gimmick (and) we picked up 3 national distributors
which meant \$100,000 in sales to us...We experienced 1600%
growth.” -- Linda Frite, Colorado**

He will teach you how to identify and rank in order of effectiveness all the conceivable hot buttons you can incorporate in every marketing aspect of your business, and how and why one hot button evokes 2-10 times greater response than another.

Success does not depend on how much money you can borrow from the bank. It’s much more profitable to get that money out of every marketing dollar you spend. It is conceivable to get many times more response from the same marketing dollars and many times more “repeat” sales from the same customers. That’s tremendous leverage!

6) Start Up a Business With Next to No Capital of Your Own

Now we come to one of the most powerful concepts I can give you – how aspiring entrepreneurs can put themselves into business with next to no capital. I had \$10,000 when he started, but I believe he could have done it with nothing at all.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Literally thousands of our customers have asked me how they can raise capital to start a new business or add new profit centers to their existing business without external financing. I tell them to initially market on a shoestring and produce immediate cash from direct-response marketing. If you can raise capital the traditional way from professional venture capitalists, you usually give up control, and they're usually impatient to cash in, so you don't know who your future partners will be down the road when they sell out.

Idea to Bring in \$1,000,000

“I want to thank you for triggering a single idea that has already resulted in building my new business to \$331,760 in annual sales. I expect to top the one million mark by the end of the year.” - Stanley Golomb, Chicago, IL

I will show you several ways to use your business idea and other people's capital, businesses, customer bases, staff or assets to raise money or build lucrative businesses without giving away your own future. If you have a viable idea, I will teach you how to find the Unique Selling Proposition and structure a deal so other people will be anxious to put up money (or the non-cash equivalent) while allowing you to retain total control.

It's far better than “Nothing Down” real estate because your upside is unlimited while your downside risk is virtually zero.

PART 4: Developing the All Important “Seize Every Opportunity” Marketing Mind-Set

The time and conditions are ripe with opportunity for a business person like yourself, who is savvy enough to recognize that you can outwit your competitors, help your customers and still walk out with a lucrative profit—you just have to know how.

So far in this report, I have given you various nuts-and-bolts ways to substantially improve your business and increase your cash flow and income. Now comes the most important part:

How to Develop the Your “Opportunistic” Marketing Mindset...

Your entrepreneurial and business success stems from your mind. For instance, if you are not convinced you can do something, you probably won't be able to do it.

The Profit Paradox: How You Can Build Tremendous Long Term Business Success--Using Short Term “Windfall-Generating Opportunity” Thinking

Times may be hard with business people on either side of you struggling to gain part of the market and survive. The hyper-competitive marketplace may have your competitors seeing stars, **but you don't have to go down for the count with the rest of the market.**

In order to outwit your competitors and make a very handsome profit in these competitive times, you'll first have to attain the right mental attitude--**you'll have to put my opportunity-oriented mindset to work for you.**

If you have my mindset working for you night and day, you'll be able to seize opportunities in the market--sometimes even before they happen--and have a ton of fun doing it in the process.

Success Magazine says...

“...possibly the greatest marketing expert alive today...a man who can turn you from a marketing greenhorn into a marketing green beret.”

In Conclusion

Within this highly condensed report, I have given you 29 stunningly simple ways to produce a profit windfall in your business immediately. Read it thoroughly and, and if you agree that it makes sense to take the next step, pick ONE of the ideas and implement it in your business. Pick the easiest, most doable, most success-and-profit-certain one. Don't try to do them all at one time, no matter how appealing the thought is.

I have discovered that people who are most successful with my principles and methods, pick a technique and work it until it is integrated into every facet of their business...then they pick another technique and work THAT into every facet of their business. In this way, you'll be assured that your profits will be enduring rather than just a one time, temporary phenomena.

Which is where the real money is...

Let me end this report with a very revealing and applicable story.

Tom Bata, a famous shoemaker and owner of Bata Shoes, sells about 250 million pairs of shoes a year. He has a philosophy about how to look at a bad situation. He tells a story which illustrates how two people can look at the same situation and see different things: Either opportunity or certain failure: Here's his story:

Tom Bata sent two shoe salesmen to a poverty-stricken Third World country. One of the salesmen wired back to Tom. "Returning home

**The Profit Paradox:
How You Can Build Tremendous Long Term Business Success--Using
Short Term "Windfall-Generating Opportunity" Thinking**

immediately. No one wears shoes here." The other salesman looked at the same conditions and joyously communicated to Tom...

"Unlimited possibilities. Millions still without shoes."

There ARE *unlimited* opportunities all around you. You must learn to recognize them and take those opportunities and leverage them, act on them--before someone else does.

Although my story is inspirational, I hope my ideas I've just shared with you have made a very tangible and profitable difference in your business. I can say without hesitation, they have made my clients over **\$7,000,000,000** in profits in the last 20 years. They have made eight people Inc. 500/Entrepreneur of the Year award winners. And they have made people just like you millionaires and multi-millionaires.

Now it is your chance...and your turn. Go ahead, take one or two of my ideas and try them. Put them to the test. I strongly suggest one of them be risk reversal because it is so powerful and so easy to implement. But you be the final judge.

In closing, I truly hope is the ideas I have just given you has stimulated your entrepreneurial ingenuity and I hope they generate the short term profit windfalls, cash flow bonanzas and financial jackpots you seek--just like they have for tens of thousands of others.

But more importantly, I hope I have begun to open your mind to the unlimited opportunities all around you. I believe if you take action on at least one or two of the ideas I have given you today, **it will open the door to the almost unlimited wealth that's available in your business.**

I wish you the best of entrepreneurial success and I hope to see you at one of my upcoming programs.



[PS: Again, if you are committed to MASSIVELY growing your business, click here. In all likelihood, it will probably be one of the most profitable and enriching business decisions, you could ever make.](#)

**The Profit Paradox:
How You Can Build Tremendous Long Term Business Success--Using
Short Term "Windfall-Generating Opportunity" Thinking**

Copyright 2005 The Abraham Group, Inc. -- All rights reserved.

To find out more about our programs,
products and services, contact us at:

The Abraham Group, Inc.
27520 Hawthorne Blvd., Suite 263
Rolling Hills Estates, California 90274
Phone: 1(310)265-1840
Fax: 1(310)541-3192

[http://www.abrahampublishing.com/
jay@abrahampublishing.com](http://www.abrahampublishing.com/jay@abrahampublishing.com)

[Special Note: Do you want to know how to make this Special Report your 24/7 "Digital Salesperson"?---Click here to find out how you too can be one of Jay Abraham's "Partners in Profits".](#)