

THE
FASTEST

WAY TO

HIGHER

PROFITS!



19 Immediate Profit-Enhancing
Strategies You Can Use Today

J I M P A L M E R



Praise for *The Fastest Way to Higher Profits!*

19 Immediate Profit-Enhancing Strategies You Can Use Today

The Fastest Way to Higher Profits is a STEP-BY-STEP GUIDE how to extract more profits from each and every customer. Let's face it—who doesn't want to make more money? And Jim shows you how to do it with fewer customers! This should be required reading for every business owner, service professional, and entrepreneur who is passionate about making a difference while making a fortune. Do yourself a favor, buy this book right now. But don't just read it—STUDY IT! Memorize each strategy and, one by one, install it in your business and watch your profits soar!

—Adam Urbanski
The Millionaire Marketing Mentor®
www.TheMarketingMentors.com

I've known Jim Palmer for nearly eight years now. Throughout that time, he has consistently helped me and other entrepreneurs like me approach our businesses with a *profitable* mindset. By listening to his advice and applying the strategies within these pages, I've developed a multi-million-dollar business that has seen profits double consistently each of the past four years. Moreover, I've achieved these record profits in a tough economy. The proof: Synapse earned a place on the 2011 Inc. 500 list of America's Fastest Growing Private Companies. This is a true testament to the life-changing results that you can achieve if you apply the ideas presented within this book.

—Bobby Deraco
Founder and CEO, Synapse Marketing Solutions
www.SynapseResults.com

Stop selling yourself short and learn the secret of pricing your services based on what they're worth rather than your deflated perceived value. Jim's book gave me the courage to ask for the money I deserve and to understand how valuable my skill sets are to my customers. Exercise the principles of this book, and I guarantee you that you'll see a 30-60 percent increase in your bottom line immediately!

—Gary George
www.BlazinMultimedia.com

If you're an entrepreneur or small business owner looking for ways to grow your business, you need to read Jim Palmer's *The Fastest Way to Higher Profits!* This is not a book full of theories or academic rhetoric. I don't have time for that. I want practical, easy-to-implement ideas, and Jim delivers those in spades. That's because Jim has spent thirty years in the trenches, growing different kinds of businesses, so he knows from firsthand experience what works.

He has personally implemented every one of the profit-accelerator strategies he recommends, and he communicates them in a conversational style that makes the book fun to read. You'll be glad you added this book to your library. It's one you'll refer to

often because you'll want to apply these strategies consistently in your business over time.

—Meredith Bell
President, Performance Support Systems
www.ProStarCoach.com

The Fastest Way to Higher Profits by Newsletter Guru Jim Palmer is a pure gem of valuable information all entrepreneurs need to know and use, and nineteen profit-enhancing strategies just may be the big game-changer you need. You'll learn to channel your energy, marketing, and operations to move your business and profits to the higher levels. I am a huge fan of Jim's, and because of his teachings, my own newsletter now brings in thousands of dollars in extra income from product sales to my business, money that would have been left on the table. Jim not only gives you the strategies but also the action steps so you can't get it wrong. Like Jim's other books, this one is also easy to read, easy to implement, and makes it easy to put extra dollars in your bank account. Invest in this very valuable resource. I promise you, it will pay huge dividends!

—Lee Milteer
Speaker, author, and performance coach
www.Milteer.com

If you're ready to grow your business, then read, absorb, and use the strategies in this brilliant book by my friend Jim Palmer!

—James Malinchak
Featured on ABC's Hit TV Show *Secret Millionaire*
Founder, www.BigMoneySpeaker.com

Jim Palmer has the answers when it comes to profit-boosting strategies that actually work! His book is also a fun, quick read!

—Dr. Jim Gillespie
America's Premier Commercial Real Estate Coachsm
www.CommercialRealEstateCoach.com

Jim Palmer is the real deal—I listen to him about how to increase profits in my own business. He ALWAYS gives me sound and honest business-building and profit-boosting advice, and his strategies work! Read this book, and if you have any opportunity to work with him in any capacity, I highly recommend it!

—Henry Evans
The Hour-a-Day Entrepreneur
www.TimeZoneMarketing.com

In his newest book, *The Fastest Way to Higher Profits*, Jim Palmer has hit another homerun. I purchased and sent a copy of *Stick Like Glue*, another of Jim's great books, to every one of my clients, because I felt they needed the common-sense advice Jim offers. Having just finished *The Fastest Way to Higher Profits*, I am going to do it again. There is not a small business owner, doctor, lawyer, or professional who will not improve their results, enhance their service, or explode their profits by reading Jim Palmer's thoughtful, experienced, common-sense, real-world (not theory) advice and wisdom. This is a great new book.

—Rem Jackson
CEO Top Practices, LLC
www.TopPractices.com

Whenever I'm asked to read a pre-release copy of a book for publication and provide feedback, I always read the book, cover to cover, before commenting. Doing anything less would deny the author the respect he or she deserves. As you can imagine, this sometimes puts a tedious burden on me, but definitely not in the case of Jim Palmer's new book, *The Fastest Way to Higher Profits*!

This book packs a **PROFIT PUNCH**, and I found myself reading and rereading chapters to absorb all the wisdom, strategies, and encouraging words Jim shares in this treasure chest of profit-boosting ideas. Without a doubt, your investment in this book in both time and money will yield new ideas, opportunities, and higher profits for your business. Read it and profit!

—Mike Capuzzi
Marketing strategist and inventor of CopyDoodles®
www.MikeCapuzzi.com

When it's time to shift your small business from mediocre to excellence, then it's time to devour all nineteen of the strategies in *The Fastest Way to Higher Profits*. Implementing just one of Jim's strategies or techniques can immediately boost your bottom line—and position you ahead of the pack! And when it comes time for your customer to choose who they'll do business with, they'll choose you, over and over again.

—Melanie Benson Strick
The Big Idea Catalyst
www.SuccessConnections.com

With the economy causing my sales to lag, *The Fastest Way to Higher Profits* was just what I needed to jump-start my ambition and motivate me to think outside the box. Effective, powerful, and useful, the tools and strategies in this book have saved my business! No matter what type of business you have, this book will give you an easy way to multiply your profits.

—Stuart Spencer
Advanced Ear Care, Laguna Woods, CA
www.AdvancedEarCare.com

Greater competition, fewer resources, and uncertain times challenge today's business owners. Higher profits are essential to entrepreneurial success, and Jim's book is filled with unique and useful strategies to achieve higher profits faster! In addition, Jim skillfully inspires and coaches you through each strategy with stories and anecdotes coupled with practical implementation tips! *The Fastest Way to Higher Profits* is not only inspirational, it is an action-oriented must-read for entrepreneurs!

—Susie Miller, MA, MDiv
Life Success & Wellness Coach
www.SusieMiller.com

When Jim Palmer writes a book called *The Fastest Way to Higher Profits*, I recommend that entrepreneurs and business owners find the fastest way to read it! This book is full of great tips and practical strategies that you can use *today* to add profits to your business. I ended up reading it with a pen, so I could write down how I could implement some of the great ideas Jim shared. This book is definitely "Coach Roger Recommended."

—"Coach Roger" Boneno
www.AdviCoach.com/Rboneno

Jim Palmer has done it again. The business advice and practical solutions he offers in *The Fastest Way to Higher Profits* are no-nonsense, easy to implement, and right on target for today's business challenges. This book is a wonderful blend of stories, examples of real-life business success, and the tactics you can easily employ to take your business to new levels of growth and profitability! *The Fastest Way to Higher Profits* is a must-read. It just secured a spot on my list of Top 10 Business Books to own!

—Angela V. Megasko
President, Market Viewpoint, LLC
www.MarketViewpoint.com

This is a true business-builder's Bible. Jim has put together an exceptional resource for anyone who is looking to grow a sustainable, profitable business! Consider this your Bible for getting leads, converting them to clients, delivering an exceptional customer experience, and living a lifestyle most only dream of. I know that sounds like a big promise . . . but Jim has over-delivered on it. *The Fastest Way to Higher Profits* is a great tool that belongs on every entrepreneur's desk.

—Troy White
Turning Your Words Into Wealth
www.SmallBusinessCopywriter.com

The Fastest Way to Higher Profits has a great way of focusing you on the practical elements of doing business that MBA professors sometimes miss. Jim, your second book, *Stick Like Glue*, was so helpful for our business, I gave copies to all my employees, business partners, and vendors. I'm looking forward to ordering my first ten-pack of your new book to share your "profit accelerators" with them, because I want them to also be in business for a very long time.

—Steve Graves, Sr.
Chief Fun Officer
www.PlayAroundGolf.net

All entrepreneurs want the same thing—increased profits—but few understand how to achieve that. *The Fastest Way to Higher Profits* fills this gap with the most comprehensive and actionable tool kit you'll see in any book this year. Jim Palmer also does an excellent job of keeping it fun with entertaining stories and his witty insights. A must-read for any business owner.

—Brian Horn
www.InstantLinkerati.com

The Fastest Way to Higher Profits has already paid for itself twenty-five times over. The analogy of the furnace repairman and "tightening one screw" grabbed me by the arm, stopped me in my tracks, and prevented me from severely undervaluing myself (by more than \$750) on a consulting bid and denying myself leverage to add value. Now, \$750 may not seem like much. But when you consider the \$20 price of the book, that's a huge return on my investment.

—Adam Hommey
Founder, Help My Website Sell™
www.HelpMyWebsiteSell.com

Wow! Jim really hit a homerun with this book. I found a super-valuable nugget of information **in the first fourteen pages** of *The Fastest Way to Higher Profits*! You could stop reading there and walk away with five times the value of what you paid for this book. BUT, then you'd miss out on the rest of the incredible information and business-

building opportunities presented in the additional eighteen strategies. Seriously, this book is like rocket fuel for your business.

—Lori Saitz
Zen Rabbit
www.GratITUDEProfits.com

Do we all want to make higher profits? Hell, yeah. Can Jim show you how? Hell, yeah. Is *The Fastest Way to Higher Profits* a must-read? Hell, yeah. So what the hell are you waiting for? Start reading, start implementing, and start making more!

—Suzanne Evans
www.SuzanneEvans.org

The Fastest Way to Higher Profits is the ultimate easy-to-understand and fun-to-read resource for any business that wants to grow! Jim always delivers top-notch information, and this book is another valuable resource to add to my collection.

—Tess Wittler
The Success Story Architect
www.TessWittler.com

Jim Palmer has hit the nail right smack on the head with his new book, *The Fastest Way to Higher Profits*! He lists nineteen ways you can immediately use, starting today, but I'll let you in on a little secret: You could stop at #1 and see a significant increase in your bottom line! But once you get a taste of that, you're going to want to dive right in and implement the other eighteen strategies. If you take Jim's advice and add one new strategy each week, you'll transform your business in less than six months!

—Brian Bergh
DDS, MS
www.IncreaseReferralsNow.com

I was blown away by the amount of practical, profound, and profit-generating content tightly bound into 225 pages. And I love how Jim packaged it into bite-sized, easy to implement, independent chapters that act as mini-books in themselves. *The Fastest Way to Higher Profits* was a great read! Hey, Jim . . . Come on! You've seriously raised the bar for the rest of us authors.

—Charlie McDermott
Stand Out Video & Marketing
www.GetStandOut.com

If your business is not producing the profits you need to live the lifestyle you want, the answers are likely within *The Fastest Way to Higher Profits*. You could stop after reading the first two chapters and already have more than what you need to take your business to the next level, but you'll find it incredibly difficult to put down! Jim effortlessly engages his readers with his stories, anecdotes, and most importantly, easy-to-implement action steps. Read and profit from this book.

—Stephanie Frank
Best-Selling Author, *The Accidental Millionaire*
www.StephanieFrank.com

Raising prices on page 20, where Jim talks about letting them walk if they don't want to pay your prices, coupled with page 32, where Jim talks about his guarantee when he was

in the bike shop business, are two strategies that will quickly and easily set your business apart from your competitors. Jim Palmer is the customer retention and profits guy.

—Chris Mullins

The Phone Sales Doctor

www.GreatBottomLine.com

Are you an entrepreneur, small business owner, or someone considering starting a business? Are you looking for creative and innovative ways to increase your company profits? I highly recommend *The Fastest Way to Higher Profits*. This book is easy to read and filled with useful information—it's a masterpiece! Make a shift today from a strategic and deliberate small business owner to an agile and fast-moving entrepreneur.

—Angela Pipersburgh

CEO Kingdom Chamber of Commerce

www.KingdomChamberOfCommerce.org/communications.html

and Shaddai Marketing & Communications, Inc.

www.ShaddaiMCI.com/about.html

While searching the Internet one day, I came across Jim's newsletter-marketing material on Facebook. He was this newsletter guy who also had great marketing tips. I didn't think much of it until I kept seeing his content over and over again. His information was revolutionary and so different from what I had typically seen from online marketers. I was immediately attracted to his style of educating his viewers. The reasoning behind his marketing was what really caught my eye. The more I looked into Jim Palmer and what he was offering, the more I realized he was the right person for me.

One of the key things that attracted me to Jim's marketing messages was the fact that not only was he an entrepreneur, but he had specific experience with each and every marketing tip and strategy he talked about. He was not talking from some ivory tower. In fact, the more I learned about him and his business, the more I realized that he actually lives in the marketing world and not only develops successful strategies for his own business but takes the time to teach other people the same techniques and strategies.

I quickly realized that I wanted what he had. He had the knowledge, experience, and understanding of a small business owner who wanted to grow. I quickly signed up for Jim's mastermind group and became a lifelong fan. Jim has personally helped me grow my video business into a national company that helps lawyers market themselves online through video marketing across the country. Jim's ideas, tips, and strategies have been right on target and allowed me to grow as a person and also as a successful entrepreneur.

I had the pleasure of devouring Jim's book *Stick Like Glue* while I was a mastermind member and quickly reread it two more times to absorb it all. I was thrilled to have the opportunity to read the preview copy of Jim's new book and have to tell you that his marketing points, again, are right on target.

I will tell you that Jim has helped me personally design and implement a marketing strategy that I have used consistently throughout all of my marketing messages. If you have an opportunity to speak to him, ask him about his ideas concerning my total online video success briefcase. Then ask him to explain what's inside of it. Don't be surprised if he tells you that's a state secret.

I highly recommend reading Jim's new book *The Fastest Way to Higher Profits*, and if you are a small business owner or an entrepreneur, it would be well worth your

investment of time and resources to get in touch with Jim to see how he can help you grow your business. He's the real deal. By the way, if you are not yet watching his marketing videos, I strongly recommend you pay attention to the nuggets of information you will glean from them. Watch his videos, read his books, then contact him to grow your business. It's that simple.

—Gerry Oginski, Esq.
<http://LawyersVideoStudio.com>

Do you know a friend, colleague, or perhaps a group that would enjoy and benefit from the profit boosting strategies in book?

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The Fastest Way to Higher Profits!

**19 Immediate Profit-Enhancing Strategies
You Can Use Today**

By Jim Palmer
The Newsletter Guru

With a Foreword by Bob Burg

CUSTOM NEWSLETTERS, INC.

The Fastest Way to Higher Profits
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This book is dedicated to my family,
Stephanie, Nick, Steve, Jessica, and Amanda

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Foreword

There are two sayings which I believe sum up much of business and prosperity. The first is, “All things being equal, people will do business with, and refer business to, those people they know, like, and trust.”

Don’t get me wrong. While the relationship will get you the opportunity, you still must be able to deliver. In this excellent book by my great friend, Jim Palmer—a gentleman from whom I have the pleasure of learning on a continuing basis—you’ll learn how to create relationships that will open the door, and just as important, you’ll learn how to maximize the profitability of each and every client relationship. You’ll also discover how to deliver such exquisite, “knock-your-socks-off” value and service that you’ll constantly find yourself nine steps ahead in the game . . . in a ten-step game.

The second saying is, “While you cannot control the economy, you can absolutely control your economy.”

How? By having both your thoughts and actions in the right place.

There’s a certain way to do things that work, and a certain way that doesn’t. The lessons, strategies, and tactics in this book provide a road map for you to follow in order to get from where you are now (whether already successful and just wanting an additional edge, or just starting out) to where you want to be—where your business is a lot more fun, a lot less stressful, and a lot more profitable.

In this book, you’ll find a combination that can only spell success: true focus on the customer and their “full experience” with your company, and very hard-hitting business-building and profit-enhancing strategies, techniques, and tactics. The first part sounds soft, but it isn’t. The second part sounds hard, but it isn’t. They are both simply two parts of a combined whole—ongoing

Foreword

value you provide to people who need and/or want what you sell, but need you to help them have it.

Before turning the page, let's look at what has proved to be a truism of business, at least to the degree that a business operates in a free society, where no one is forced to buy from anyone else.

First, you must provide such exceptional value (which includes not just the product or service but everything associated with the buying experience) that the prospect or customer legitimately feels terrific about doing business with you. And, you must repeat this process with a great many people. Place your exceptional value into the hands of numerous others, and you will earn a lot of money.

One of the most basic principles of economics says, "People will exchange their money for that which they feel is of equal or greater value than the money they are exchanging it for." Of course, the more value they perceive compared to what they have paid, the greater the chances they will not only continue to do business with you, but brag about you to others.

Jim will help you find these people (or, just as importantly, help them to find you) and delight them with the value you have created for them. Then, watch the word spread.

As a beneficiary of the author's teaching said after experiencing his company's profits rise dramatically, "The Jim Palmer way works!"

This book provides a road map on how to grow a more successful and profitable business. Enjoy reading it, prosper greatly as a result, and touch the lives of many as you do.

—Bob Burg
coauthor of *The Go-Giver*
and author of *Endless Referrals*

Preface

If you are an entrepreneur or small business owner, or if you're considering starting a business, I wrote this book for you—and it may be the most important book you read this year. This book is about one thing: How to generate higher profits in your business.

No matter what your main purpose or reason is for starting a business, it must be profitable to sustain and grow. Profit is not a bad word. A successful, profitable business can provide you with freedom and financial security. The bottom line, as I see it, is that if you're going to start and run a business, you should make it as profitable as you can.

I write and speak a great deal on the importance of providing incredible value combined with what I refer to as “world-class service.” I see this as the best way to get and keep more customers for life, which is the surest way to grow a profitable business. Occasionally, someone will challenge me as to what the “real purpose” of business is or should be. I'll leave that debate for another time, but for the purposes of this book, my belief is that higher profits provide you, the business owner, the opportunity to grow, attract top talent, reduce debt, give back and serve others, provide for your retirement, and, in the end, create a more valuable asset that you can sell when you're ready to “cash out” and go sit on a beach!

Profit is also used somewhat as a yardstick or way to measure the strength, and ultimately the value, of your business. Companies that are more profitable can afford to pay their staff more, market and attract new customers more aggressively, create and sustain more effective customer retention strategies, and provide for expansion, so they can perhaps provide more jobs. Higher profits also afford you more opportunity to give more to charities and take more time to serve others. Whatever your

purpose or motive is for starting a business, this book will help you make it more profitable.

I know from firsthand experience that most entrepreneurs and small business owners work long hours. Given the enormous investment of both time and resources, it behooves them to do whatever they can to maximize their return on this investment. The good news is that often these businesses could substantially increase their profits with a few simple adjustments to their current operations, a slightly different approach to their marketing or client-retention efforts, or perhaps a new focus on how to deliver “world-class service” to their customers, clients, and patients.

This book is not about how to start a small business. You’ll find no blueprints, checklists, business plans, or sample mission statements for that. However, if you are already own a small business or are about to start one, the information contained on these pages will flat out make you more money.

A word of warning! Some of the ideas, marketing strategies, and business-building techniques that I suggest you implement in your business may seem somewhat outside the box, or perhaps even radical. They may even cause you some discomfort and angst, prompting you to think, “This will never work in my business.”

It’s okay! You’re not alone. Take comfort and know ahead of time that these feelings of apprehension are normal, and as we take this journey together, I’ll share some of mine with you. I have learned throughout my career that significant growth is usually preceded by some uneasy or uncomfortable feelings, usually when I’m about to try something new.

When I started my first business in the fall of 2001, I basically did everything I had seen and learned from my several years as an employee. I’ve always been a voracious reader and have studied and learned from some of the most successful CEOs in America. And for five years, my business did okay, maybe better than okay. However, in 2006, I began charting a new course.

The Fastest Way to Higher Profits!

I began to learn how to think differently. My mind-set began shifting from that of a strategic and deliberate small business owner to that of an agile and fast-moving entrepreneur, and what a difference it has made.

You may be wondering what makes an entrepreneur different from a small business owner. It depends on whom you ask, but here's my view. Entrepreneurs leverage their time, skill, resources, and the talents of others to create sustainable wealth. They're also open to creating multiple streams of revenue, perhaps even in different industries or niches. Small business owners typically think about how to grow their current business models, whether this is simply growing their current operations or adding additional locations, to do more of what they already do. It's been my experience and unscientific observation that small business owners are more conservative, and entrepreneurs are more accepting of risk. And one thing I have learned is that wealth rewards risk.

Let me share my own story as an illustration. When I started my first business, Dynamic Communication, my main offering was my skill and talent to write and design customer newsletters for corporations, nonprofits, associations, chambers of commerce, etc. My initial growth plan was to just keep getting more clients and produce more newsletters! Sounds good, right?

Well, a few years later, I had twenty to twenty-five corporate clients, and I was making some good money, but there was a big problem with my business plan. My time was maxing out, and I couldn't continue to grow unless I was willing to hire and oversee staff, which I was not willing to do. I also could not take time off because I was the chief cook and bottle washer. So I started to reeducate myself, and slowly but surely, my mind started to shift from that of a small business owner to that of an agile, fast-moving entrepreneur.

First, I began to look for ways to leverage my skill and talent for creating newsletters that would enable me to sell them to

multiple clients instead of just one client at a time. This led to my second business, No Hassle Newsletters. Next, while I continued to grow No Hassle Newsletters, I launched my Concierge Print and Mail on Demand Service. One of the best ways you can grow and add profits is to provide complementary services to your existing customers. My next business rode the “social media” wave by offering a done-for-you content program that makes it easy for entrepreneurs and small business owners to finally get off the sidelines and begin to profit from the social media marketing phenomenon. In 2009, I began writing books and speaking to groups of entrepreneurs. I also launched a mastermind group and private coaching program. Earlier this year, I began creating information products to sell to other entrepreneurs. My first such program, Double My Retention, contains four CDs and transcripts where I reveal the impressive client-retention program I use in my business; this program has more than doubled the length of time my clients stay with me.

My journey from small business owner to entrepreneur certainly is not unique, but it clearly illustrates the difference between the mind-set of a small business owner and that of an entrepreneur. I also read somewhere that the personal financial goal of a small business owner is regular income, while an entrepreneur’s personal financial goal is to continuously build the exit value of his company. Finally, I believe most entrepreneurs are not only open to but regularly seek out new and innovative ways to grow and create businesses that generate higher profits.

The good news is that whether you are an entrepreneur, small business owner, or both, the book you are now holding can help you generate higher profits in your business!

This book was written in a slightly different manner from my first two books, *The Magic of Newsletter Marketing—The Secret to More Profits and Customers for Life*, and *Stick Like Glue—How to Create an Everlasting Bond with Your Customers So They Spend More, Stay Longer, and Refer More!*

The Fastest Way to Higher Profits!

Each chapter in *The Fastest Way to Higher Profits* is a self-contained marketing and business-building lesson. I call them “profit-boosting strategies.” The profit-boosting strategy I like the most is chapter one, and it became the logical title of the book, but you can read my profit-boosting strategies in any order you want.

As someone who reads multiple books at the same time, I like this kind of book, because if you read a chapter and then come back to this book several days later, you won’t be lost; just start reading the next lesson and implement it in your business!

So, may I suggest that this be your strategy too? Read a chapter, then put the book aside, and figure out how to implement that one profit-boosting strategy in your business. And then, as the old shampoo commercial used to say, lather, rinse, and REPEAT!

Preface

Acknowledgements

A Personal Thank You . . .

I'm writing this final section of my book on August 6, 2011, and today is very a special day. It was ten years ago today that I was diagnosed with melanoma, and what a horribly frightening day that was. What added to the stress of the diagnosis and swirling uncertainty of what the future held was that at the time, I was also unemployed and had been for thirteen months. Today, I am cancer free and own a very successful business. What a difference ten years makes!

Reaching the ten-year mark as a cancer survivor is a big deal, and I am grateful beyond belief to God for helping me arrive at this milestone. I thank the Lord every day for blessing my life and business in truly unimaginable ways.

I want to thank my wife Stephanie for my being my best friend and constant companion for thirty-one years. This is the ten-year anniversary of my business, and she has been my biggest supporter and cheerleader.



*Stephanie and Jim in Hawaii
celebrating their 30th anniversary*

Speaking of cheerleaders, my four children, Nick, Steve, Jessica, and Amanda, continue to cheer me on, and I think they've all learned something from watching my entrepreneurial journey. As I write this, we're quite busy as both of my daughters (twins) are getting married. Knowing this, perhaps you can think of ten friends who should also buy this book!

The amazing growth of my business would not be possible without my incredible support team. Thank you to my amazing

Acknowledgements

personal assistant and client service manager, Kate; my Webmaster, Adam; my lead designer, Chris; Melanie and Patti for providing outstanding client support to all of our valued clients; Julie-Ann and Matt for leading my team of content writers; Mike and his team from Mikel Mailings for printing and mailing my monthly No Hassle membership programs; Bobby, Tracy, and the entire team at Synapse for being outstanding partners in my Concierge Print and Mail On Demand program; and thank you to Ann and Tammy for doing a wonderful job editing this book.

Last but certainly not least, I want to thank the hundreds of clients whom we have the great pleasure of serving with No Hassle Newsletters, No Hassle Social Media, Concierge Print and Mail on Demand, my books, business-building products, mastermind groups, and my private coaching program. I can't remember when I've had more fun!

To Your Success,

A handwritten signature in black ink, appearing to read "Jim Palmer". The signature is written in a cursive, flowing style with a large initial "J".

Profit Accelerator #1: **The Fastest Way to** **Higher Profits!**



This profit-boosting strategy is the first chapter and title of the book for one very important reason: It works incredibly well and is perhaps the easiest to implement.

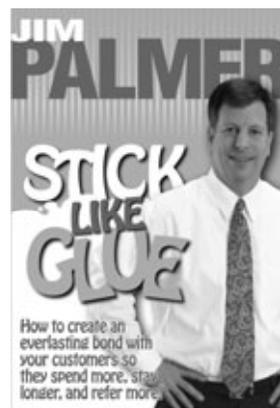
Here's the strategy: **Raise your prices and charge what you're worth!**

Frankly, the most difficult part of this strategy is having the guts to do it! This strategy involves changing your mind-set, and I find that can often be more difficult than getting someone to implement a new marketing strategy.

To illustrate, here's an experience I had a few weeks ago.

One Saturday per month, I work with a group of men from my church repairing homes for low-income families in Chester County, Pennsylvania. The organization is called Good Works, and I also serve on their board of directors (www.GoodWorksInc.com).

On this particular Saturday, I drove to the project home, feeling particularly good. I'd had a great week in my business, and my book, *Stick Like Glue—How to Create an Everlasting Bond with Your Customers So They Spend More, Stay Longer, and Refer More!*, was selling very well. I hummed along, riding high. When I



arrived at the project home, I was tasked to build a deck off the back of the home. Luckily, I was partnered with Tom, a professional contractor. As we prepared to begin work on the steps, Tom started doing air math (the same way a lot of us play air guitar).

Tom rattled off a series of calculations that I couldn't even understand, much less compute in midair without a calculator. Fractions, degrees, measurements. He did it all without flinching.

"You got that, Jim? Sound good?" Admittedly, I had no clue what Tom was asking me to do. In an instant, I went from riding high, feeling good about myself and my accomplishments that week, to now feeling kind of dumb, not equipped to do what was needed. I had no idea how to cut the wood at the precise angles Tom wanted, or do any of the stuff we needed to do.

I had the utmost respect for Tom. He possessed a skill and talent for building stuff that I did not. He had extensive expertise and ran a successful business because of it. In the past, I might have mentally flinched at the price contractors quoted. Now I realized that whatever price Tom charges his customers, he's worth it.

At some point in his career, Tom had the guts to raise his prices and charge what he was worth. That enabled him to make his business successful, his employees successful, and enabled him to improve the quality of homes for a lot of folks.

A few weeks after that, I needed to have a tree removed from my yard to make way for a new patio we were putting in. Cutting down a tree may not take the same skill level as building a deck, but it does take some know-how and the right equipment to do it safely and easily. Even if I'd had the right knowledge and equipment, it was not a chore I wanted to tackle, so I called a professional tree service. They quoted the price, and I didn't flinch. I knew that what they quoted me was worth it to me, so I would not have to do it myself and risk damaging my house. Besides, I

could make far better use of my time. They, too, were worth their price.

Price Elasticity

By textbook definition, price elasticity of demand shows the responsiveness of the quantity of a demand of a good or service to a change in its price. You would expect that there would be greater demand when the price is lowered and reduced demand when the price is raised.

However, the price elasticity that I want to discuss with you is how to actually get higher profits for what you know how to do—your special skill or talent—and also how to make it so price is not the primary reason your customers choose to do business with you.

Price elasticity gives you the opportunity to raise your prices, often much higher than you even thought possible, *if* you first place the correct value on your skill or program, *and* also market it correctly. Price elasticity is one of the primary areas I focus on with many coaching clients.

However, we also need to consider the quality of the product or service (in Tom’s case, it’s his extraordinary skill) and the customer’s desire (in my case, I had zero desire to remove the tree, risk damage to my home, or waste my time). These attributes largely negated the price I was quoted. If I need something built, I’m calling Tom, because I know my own limitations, and I’ve also seen his expertise in action, therefore I probably won’t question his price. I know his quality of craftsmanship is high



Quality and demand can negate price elasticity. If you provide quality and value along with a service that's in demand, price rarely becomes a factor.

and that the job will be done right. To me, that's worth a great deal!

A week after the deck-building experience, I was on the phone with one of the entrepreneurs I coach. This particular businessperson does video marketing. He told me he was thinking of substantially raising his prices. With some encouragement from me, the next time he had the opportunity to quote a new prospect based on his higher pricing, he did. Guess what? The prospect didn't even flinch at the price estimate.

My client was surprised about that, but very pleased and, of course, sorry he did not take this action sooner. You see, while my client's skill and talent were somewhat second nature to him, his client had no clue how to market his business using video, and the expertise my client offered had enormous value.

Your Skill Isn't Typical

I believe we're all blessed with God-given talents and skills. The most successful entrepreneurs are those fortunate enough to figure out how to use their talents and skills in their businesses, combined with a passion for serving others *and* the knowledge of what their abilities are worth.

I believe many people's profit problem is two-fold. It often starts at the beginning when entrepreneurs are cash-starved and offer their products and services for lower prices than they should. Next, even if they raise their prices over time, the next problem happens when these entrepreneurs work within their areas of expertise for so long that their talents and skills become commonplace . . . to them.

Think about the first time you learned to drive a car. For me, I learned on a stick shift, and boy, did it seem complicated! I had to try to balance applying the right amount of gas while letting out the clutch, and of course, there was a lot of bucking and jerking. Plus, I had to keep my eyes on the road and monitor the

The Fastest Way to Higher Profits!

rearview mirrors, operate the turn signals, turn the wheel, and concentrate really hard. Today, it's second nature because I've been doing it for so long. I can jump in the car and drive, carrying out these multiple duties without even thinking about them.

Have you had a similar experience? Has your level of expertise become second nature? Does what you do in your business now seem ordinary, and even commonplace? If it has, I'm willing to bet that you are simply not charging enough for your service and the value you provide. In fact, when you've been doing what you do for so long, that thought process becomes a hazard. Your brain thinks, "How hard could it be for me to do this? I've done it so often, it's easy." And that thinking leads you to devalue your real worth and fail to charge appropriately for it.

I'm going to say something to you now that should change your whole perspective about pricing: You are not your average customer! I learned that from marketing guru, Dan Kennedy. What it means is that your customers don't know what you know.



In Tom's case, he could build a deck in a day, but if he only sets his pricing for eight hours of work, he's not going to grow his business and be profitable. He sets his pricing on the total value of the finished product and the perceived value the new deck has to his customers. Even if some of his prospects have the skill needed to build a deck, they may not have the time or interest in doing so, as was my case with the tree. If the tree service based the price only on the time it would actually take, they'd be missing revenue, and more importantly, profits.

The more expert you become, the easier your job is, which leads you to devalue your worth. Don't fall into that trap. The more expert you become, the more you should charge.

Profit Accelerator 1: The Fastest Way to Higher Profits!

You must evaluate the product or service you provide as an end result benefit and what pain it cures, or what joy it brings to your customer, and then set your pricing based on that.

For me, I have a lot of experience and expertise in marketing and client retention, and I offer that as value to my clients and newsletter customers. Let me give you an example.

Take mailing lists. Getting the right mailing list can make or break your marketing efforts, and yet a lot of business owners struggle with it or don't have the first clue how to go about acquiring the right list. It's easy for me. I've done it for a long time, and I know all the ins and outs and can procure the right list quickly. However, my knowledge and skill to get a quality, targeted list bring real value to the table, so I don't set my pricing for that service on simply the time it takes me. Instead, I set the price based on the intrinsic value and end result that the list will bring to my customer. See how that works?

When I coach entrepreneurs, I may only spend thirty to sixty minutes talking with them, but if I set my pricing simply based on an hour of my time, I'm shortchanging myself and my business. The amount of marketing and business-building experience I've gained over thirty years has real value . . . much higher than simply an hourly rate.

You see, it's all about the total value that you provide to your customers and clients. Your knowledge and expertise are worth something beyond the amount of time it takes you to complete a task. If you find yourself struggling with prices and worrying that you are charging too much, get over it. You are not your customer. Provide incredible value and charge what you want to charge. Charge what you're worth.

It's like the story of the furnace needing repair. The homeowner calls the repairman because there's no heat in the house. The repairman shows up and turns one screw, then hands the homeowner a bill for \$200. "What? \$200 for two minutes of work?" complains the homeowner. So the repairman adjusts the

invoice: “Turning one screw: \$1.00; knowing which screw to turn and providing you with a warm home: \$199.00.”

Your knowledge and your skills have real value. Whatever it is you do, do it well, and provide incredible service. Then be certain you are charging what you’re worth. Your expertise and skill are not as commonplace as you may think, especially if you market them correctly.

How Much Is Too Much?

So, how do you know what you’re worth? It’s pretty simple—you should be getting some complaints that your prices are too high! That’s right. If you aren’t getting a few complaints, you probably aren’t charging enough. You should be hearing some really serious push back from your prospects when you quote a price or offer a proposal to them. And I don’t mean a complaint



When you’re getting some complaints that your prices are too high, you’ll know that you are pricing your product or service correctly.

here and there. I believe you should be getting pricing resistance from about 20 to 30 percent of your prospects.

If you’re winning every job without so much as a question about your pricing, I guarantee it’s too low. You are not charging what you’re worth. If you don’t occasionally lose a client because your prices are too high, they’re probably not high enough.

What would you prefer? Doing business with ten people at \$100 per job or doing one hundred jobs for \$10 each? The revenue is the same in the end, but you’re working far harder in the second equation, and I guarantee you’re nowhere near as profitable with that equation either. Obviously, you want to work with fewer people who are willing to pay more.

So, what about that push back on pricing? There are two choices. First you can simply ignore it. When you understand your value, don't undersell yourself. Figure out what you're worth and price your estimates accordingly. If there's resistance about the price, you can counter that by focusing on the value and benefit you're bringing to the table. If the prospect still refuses, I suggest you walk away. Do you really want to establish a relationship with a customer who's going to argue about your value for everything you do? Some customers are simply not worth it.

On the other hand, if a prospect counters with a lower offer, you may want to consider what you can eliminate, or perhaps reshape your offering to meet the price they'd like, but there must be a concession on the part of the prospect.

For example, if I countered the tree-removal guy with a lower offer, he could have accepted it with the caveat that he'd get to it when he could rather than according to my time frame. He could have also countered with the option not to remove the tree. That would force me to decide which was more valuable to me—price, the value of my time, or the turnaround time.

Raising Your Prices

Several years ago, after much haranguing from the other entrepreneurs in my mastermind group, I raised my prices for No Hassle Newsletters, my flagship newsletter marketing system. In fact, based on their feedback, I didn't just raise prices, I doubled them! That's right, doubled my prices, and my business is still growing. Sure, I got some resistance, but it did not stagnate my business. Instead, it substantially boosted my bottom line. Since my business is still growing, that's an indicator that my prices may still be too low.

“But, Jim, what about those customers who opt to walk away rather than pay the higher price?” I've said it before, but I'll say it again: Let 'em walk. If you have a great skill and offer

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incredible service, you are going to discover that your customers will recognize that and will pay you what you're worth.

I've heard story after story about customers who walked away from some businesses because their pricing had gotten too high . . . only to return because they couldn't find the same value elsewhere. Remember, the sweetness of low price is forgotten quickly in the face of bad quality or a negative experience. In the end, you really do get what you pay for.

So here's the bottom line on this most important profit-boosting strategy: The key to substantially boosting your profits is to always provide incredible value and world-class customer service, and then charge what your products or services are worth to your customers and clients, and grow your business and your bank account.

That's one profit-boosting strategy now enhancing your business. Twenty-two strategies remain.

Profit-Boosting Strategy Action Steps:

- You have a particular skill or God-given talent. When you're passionate about that and build your business on it, be certain to charge what you're worth.
- Price elasticity is the fluctuation in demand that may occur when prices are raised or lowered; however, skill and service can quickly negate it. When your skill and service are worth it, you won't lose business by raising your prices.
- Don't take your skills for granted. They may seem commonplace to you because you've been doing it for so long. View the value of what you offer from your customers' perspectives.
- If you aren't getting complaints about your pricing, you're probably not charging enough. You should get price resistance from about 20 to 30 percent of your prospects.
- If customers walk away when you raise your prices, it may be in your best interest to let them go. Offer great services, but charge what you're worth.

Profit Accelerator #2: **Reverse the Risk and Explode Your Profits**



This profit-boosting strategy is one of my favorites because it is so darn easy to implement, and it works like crazy!

Ready? Here's the strategy: **Build your customers' trust in your products or services.**

I have a question for you. Why don't more of your customers or prospects buy from you? If your answer is "because of price," you're probably wrong. I coach a lot of entrepreneurs and small business owners, and when our discussion turns to reasons for not buying, invariably the excuse is price. "My customers don't say 'yes' more often because of price."

In reality, customers don't say "yes" more often because of skepticism, or lack of trust or perceived value. It's what Zig Ziglar emphasizes as one of the five obstacles to a sale: no trust. Lack of trust is probably the biggest obstacle between your company and a sale. It's rarely price. The reason more of your customers or prospects don't buy from you is that you haven't done enough to build your customers' trust in your products or services.



Jim with Zig Ziglar

Why the 30- or 60- or 90-Day Warranty Is Not Enough!

You've heard of Murphy's Law: Anything that can go wrong will go wrong, usually at the worst possible moment. Well, there's another variation of that, and it goes like this: The product will cease working exactly one day after the warranty expires. Enough of us have had that exact experience that it lends credence to the veracity of the law. We all take those 30- or 60- or 90-day warranties with a grain of salt. It makes us skeptical consumers.

Your customers are no different. They're wondering, "What if it doesn't work? What happens when it fails? What if I don't get the result I was expecting?" They may be on the fence about buying from you. You've done a lot to move them to consider buying from you, but they're thinking, "Yeah, I kind of like it. It sounds like it will solve my problem. I think the price is fair, but what if . . . ?"

Get rid of the "what if," and you can close the deal. It's easy to do. Easy? Yup. All you have to do is reverse the risk. Risk reversal means that you, the business owner, assume all the risks associated with purchasing the product (or service), so it's going to



Eliminate your customers' concerns about "what if" in order to close the sale. Stand squarely behind what you offer, and you'll eliminate skepticism.

work to your customers' satisfaction. If they're on the decision fence and have nothing to lose, they're going to buy.

Let's be clear—square one is that you must offer a high-quality product or service. That's a given. It's a no-brainer. Some of my coaching clients assure me that they do (and I believe them), and then they go on to tell me about their 30- or 60- or 90-day guarantee. That sort of offer simply makes people skeptical

because we've all been burned by that warranty version of Murphy's Law. What happens after 30 days? What happens after 60 or 90 days? When prospects wonder about that, they're going to be hesitant to buy. You haven't gotten them over the trust hurdle.

The L.L.Bean Approach

“Our products are guaranteed to give 100% satisfaction in every way. Return anything purchased from us at any time if it proves otherwise. We do not want you to have anything from L.L.Bean that is not completely satisfactory.” As the story goes, a woman returned a pair of boots after fifteen years because the sole had worn out. She thought they should have lasted longer. They were replaced, no questions asked. That's a rock-solid, stand-behind-your-product guarantee.

A super strong guarantee shows that you are supremely confident in your belief that your products and services do what you say they are going to do. It should be paramount in whatever you sell in the first place. So if that's true, and if you are supremely confident, then give an ironclad guarantee. You have nothing to lose, and everything to gain—sales and higher profits. Your ironclad guarantee is just what your customers need to increase their trust and lose their fear of risk. When they have nothing to fear and nothing to lose, they have no reason *not* to buy.

Your super strong guarantee needs a few things to really make it work. First, it has to have a specific name, and when possible, the name of your guarantee should be associated with the benefit of your product and the degree to which you back it up. Second, it needs a specific



Follow the tried-and-true formula for identifying your ironclad guarantee, and you'll be speeding toward higher profits.

logo. A lot of entrepreneurs use a seal in conjunction with their guarantees, and that image resonates with customers. It's like the Good Housekeeping "Seal of Approval." That seal, and the guarantee behind it, have been around for more than one hundred years. The Good Housekeeping Research Institute tests products and only offers the seal on those that pass its strict standards. It's an ironclad, rock-solid guarantee. Consumers know they can rely on the product if it has the seal. They can *trust* it!

Sample Guarantees

I have four examples of guarantees I've seen that I know work, and work incredibly well. In every case, the entrepreneur is assuming all of the risk, and in every case, they're closing sales and exploding their profits.

The first one is from super marketer Suzanne Evans (<http://suzanneevans.org>). It's one she uses for her Be the Change



Jim with Suzanne Evans

Event, an annual coaching and business-boosting workshop. Here's her guarantee: "My Be the Change Guarantee. Attend the first full day and be COMPLETELY satisfied or get your money back PLUS up to \$500 in documented travel expenses!

"Take in every moment. Take notes. Network like crazy. And if by the END of the first day of the BE THE CHANGE event, you feel it isn't delivering on what I promised, you can turn in your materials, exit the event, and I will refund your entire registration fee plus up to \$500 in documented travel expenses within 30 days. So you risk nothing—not one single penny."

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Wow. No risk . . . not one penny. Suzanne is supremely confident, and that shows in her guarantee.

Another great example comes from my good friend, James Malinchak (www.BigMoneySpeaker.com), a very smart marketer with a huge heart to boot. He's a motivational speaker and was also featured on ABC's hit TV show, "Secret Millionaire." Like Suzanne, he uses a certificate with his guarantee, and he calls it the "***More*** Than Your Money Back Guarantee." For attendees at his events, James completely removes the risk with his offer: "If at the end of the first day, you feel that I'm not delivering on what's promised, you can choose



Jim with James Malinchak

to turn in your materials, skip the rest of the boot camp, get a hundred percent refund, plus you can keep the thousands of dollars in free bonuses."

Now why wouldn't I want to go to one of his events? If it turns out it's not good, I get my money back *and* I get to keep the bonuses. It's a very smart approach.

Another good friend of mine, Adam Urbanski, the Millionaire Marketing Mentor®, also has an ironclad guarantee for his live events, and it starts with the sort of name that's very specific and speaks to the real benefits: "You will be blown away by everything you learn or I will give you your money back 100%." Like the others, he includes an emblem as the logo along with this great guarantee name. His guarantee? He'll triple the guarantee. If you don't find there's enough value in his live event at the end of the first day, he's going to refund tuition plus \$500 of his own money to cover documented travel expenses. That's awesome. But he's not done! Next, if you're not ecstatic at the end

of all four days, just return your materials and he'll refund 100% of your tuition. No questions asked.



Jim with Adam Urbanski

Finally, he's so confident that what he teaches produces results that if you don't make at least ten times your tuition fee in the subsequent twelve months, he'll give you a full refund. Again, there's no risk.

Finally, there's my own guarantee. Of course, I call it my Iron Clad No Hassle Guarantee,

and, I use it with my No Hassle Newsletters (www.NoHassleNewsletters.com) and also with my No Hassle Social Media (www.NoHassleSocialMedia.com) programs. If you're ever unhappy with my No Hassle Social Media or No Hassle Newsletter for any reason and you want to stop the service, no problem. Simply send me an e-mail, and I will politely and immediately refund your last monthly charge and remove you from the system, never to be billed again. No questions asked. I deliver top-quality content that your customers will love to read and will add tremendous value, or you can leave. Once again, there is no risk. The risk has been reversed.



Don't Worry About Being Taken

When you remove the risk, if you have prospects on the fence about a buying decision, your guarantee is going to sway them toward the sale. Make it rock solid and ironclad. Now, some business owners are leery of this strategy, and worry about customers like the woman who returned the boots to L.L.Bean after fifteen years. They're afraid that customers are going to take advantage of them and their guarantee. Well, guess what? Occasionally, that's probably going to happen. However, it's pretty rare.



Don't worry about being taken by offering a rock-solid guarantee; it rarely happens. Instead, cater to the 98 percent of your prospects who are honest.

I truly believe that 98 percent of your customers are honest. You want to appeal to and run your business based on those 98 percent. You will never be able to overcome the fact that 2 percent of your customers may be dishonest and may try to take advantage of you. But you definitely want to be appealing to the 98 percent who are not going to try to rip you off. The vast majority of folks who are sitting on the fence can be swayed by your guarantee. In the end, you will sell so much more, and your profits will accelerate beyond belief!

As for the 2 percent who demand the refund. Give it, and give it politely. End of story. That amount will be insignificant compared to the increased revenues you'll gain from your killer guarantee strategy.

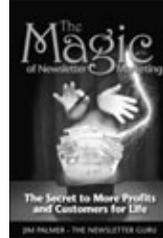
Remove all the risk from your customers and put it where it belongs—on your shoulders. Offer quality and back it up. Leave no doubt about that in your customers' minds by describing all the ways you are going to take care of them. That's what reversing the risk and exploding your profits is all about.

Profit-Boosting Strategy Action Steps:

- Customers don't hesitate to buy because of price; they hesitate to buy because of worry. They worry about all the "what-ifs."
- Offer a rock-solid guarantee. Putting 30- or 60- or 90-day limits on your guarantee is going to leave your customers wondering what happens after that. Remember the L.L.Bean approach.
- Give your guarantee a name that clearly explains the benefit and the degree to which you're going to back it up. Create a specific graphic for your guarantee as well. A seal or stamp of approval works very well.
- Make certain that your guarantee removes all risk from your customer and puts it where it belongs—on you. Offer and deliver quality, and you'll have nothing to lose.
- You want to market to the 98 percent of folks who are honest. Don't worry about the 2 percent who will try to take advantage of you. The revenues and profits you generate with a great guarantee will far outweigh the few refunds you might have to offer.

Learn More about Jim

Jim's first book: *The Magic of Newsletter Marketing—The Secret to More Profits and Customers for Life*



Jim's second book: *Stick Like Glue – How to Create an Everlasting Bond with Your Customers So They Stay Longer, Spend More, and Refer More!*



Jim's wildly popular special report: *Use Newsletters and Grow Rich, aka Don't Be a Newsletter Pansy!*

Get your free copy of this report at www.NewsletterPansyReport.com



Check out Jim's popular marketing and business building programs:

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About the Author



Jim Palmer is an entrepreneur, author, speaker, and coach to other entrepreneurs. Jim is the founder and president of Custom Newsletters, Inc. and is known internationally as The Newsletter Guru. For many entrepreneurs and business owners, he is the go-to resource on how to maximize the profitability of customer relationships.

His companies and business building solutions include No Hassle Newsletters, No Hassle Social Media, The Newsletter Guru's Concierge Print and Mail on Demand Service, The MARS Training Program, Double My Retention and Super Affiliate Pages.

Jim has been writing and designing successful newsletters for thirty years for clients in just about every industry.

Several years ago, one of his clients was so over-the-top happy with his newsletter and the results that he telephoned Jim and said, "Jim, you are truly a newsletter guru!" Jim took it as a great compliment and has been using it in his marketing ever since.

Jim is a cancer survivor, has been married for thirty-one years, and has four grown children. He lives in Chester County, Pennsylvania with his wife, Stephanie, their cat, Linus, and dog, Toby. Jim and Stephanie love to kayak, travel, and spend time with their family.

For more resources and information on Jim, his blog, and his companies, visit www.NewsletterGuru.tv.

To get your copy of Jim's free weekly newsletter, *More Profits and Customers for Life*, visit www.JimsNewsletter.com.



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Jim conducts 30-minute phone consultations to discuss your marketing or current business operations.

Strategic Business Consulting/Coaching Day

During this unique one-day critique of your business Jim will reveal hidden opportunities and pitfalls in your current business and marketing strategies. This dynamic one-day meeting is approximately 50% diagnostic and 50% prescriptive.

Private 1:1 Tele-coaching Calls

Jim offers personal phone coaching for entrepreneurs and small business owners who want to accelerate the growth and profitability of their business.

Mastermind Groups

Jim leads group Mastermind/Coaching Groups. Space is limited as these groups are in demand. Members love the ideas, camaraderie, inspiration, and the accountability that comes from working with other successful entrepreneurs.

www.TheNewsletterGuru.com (see coaching/mastermind)

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- **TWO CHAPTERS FREE:** Get the first 2 chapters of both hit books: *The Magic of Newsletter Marketing* and *Stick Like Glue!*
- **FREE PROFIT BOOSTING VIDEO:** "The Power of Zero" will show you how to explode the growth of your business!
- **FREE MONEY MAKING REPORT:** "Don't Be A Newsletter Pansy, aka Use Newsletters And Grow Rich!"



www.NewsletterGuru.tv

The Fastest Way to Higher Profits!



WARNING!

This book will help you generate higher profits in your business—fast! Hang on tight, as you're about to discover 19 proven "insider" marketing and business-building strategies that will take your business to higher levels of success and profitability, even in a recession!



4 BONUS CHAPTERS: PROFIT-BOOSTING NEWSLETTER TIPS

If you're ready to grow your business, read, absorb, and use the profit-boosting strategies in this brilliant book by my friend Jim Palmer!

James Malinchak

Featured on ABC's hit TV show, *Secret Millionaire*
Founder, www.BigMoneySpeaker.com

If your business is not producing the profits you need to live the lifestyle you want, the answers are likely within *The Fastest Way to Higher Profits*. You could stop after reading the first two chapters and already have more than what you need to take your business to the next level, but you'll find it incredibly difficult to put this book down! Jim effortlessly engages his readers with his stories, anecdotes, and most importantly, easy-to-implement action steps. Read and profit from this book.

Stephanie Frank

Best-Selling Author, *The Accidental Millionaire*
www.StephanieFrank.com

The Fastest Way to Higher Profits is a step-by-step guide of how to extract more profits from each and every customer. This should be required reading for every business owner, service professional, and entrepreneur who is passionate about making a difference while making a fortune. Don't just read it—study it and one by one install the strategies in your business and watch your profits soar!

Adam Urbanski

The Millionaire Marketing Mentor®
www.TheMarketingMentors.com



JIM PALMER – *The Newsletter Guru*

Jim Palmer is an entrepreneur, author, speaker, and coach to other entrepreneurs. A marketing and business-building expert and host of Newsletter Guru TV, Jim is known internationally as The Newsletter Guru, the go-to resource for maximizing the profitability of customer relationships.

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