



September 2014

Marketing is the LAST thing you need!!

Would you consider it smart business practice to invest in a marketing campaign that promotes a product that actually loses you money?

Or a product that delivers 150% less profit than one of your other products and ties up staff time?

I've been there and done that and I've helped many clients stop doing this. It's a pretty common issue. I joined a large national company as their Business Development Manager and reviewed their product pricing and their favourite product they were pushing was COSTING them \$37 for each sale. A major contributing factor to their \$100K/mo loss. We quickly fixed that.

A recent client that I helped go from \$50K/mo to \$150K/mo was promoting a service that delivered significantly less than their other services but until I helped them realise this, they were telling me they wanted a marketing campaign to sell more of it. The solution was simple, just a matter of making some phone calls, changing some promo blurbs and phone scripts and the rest is history.

I'm bringing this up because on the one hand marketing is ESSENTIAL (if you don't have a marketing campaign it's like building a great car with all the bells and whistles but not bothering to put an engine in it), BUT before you plan and roll out your marketing plan, **you GOT TO KNOW WHAT YOU SHOULD BE SELLING!!!!**

And this is one of the key benefits I provide. I help you confirm what you should focus on, how you should price it, how you should package and deliver it. And this is done in a way that is congruent with your vision for the business and goals. And its not hard, usually 2-3 sessions is all it takes to go from 'unclear to clear'.

THEN we can plan your marketing campaign. And then you really start kicking goals and enjoying nice profits. Work less earn more is my motto.

If you are feeling confused about what to focus on, feel you are just spinning your wheels but not moving forward, perhaps you have several new ideas or several existing products/services that are underperforming, I can do a review and get you clear in 3 sessions for \$689.

This is an absolute bargain considering the positive flow on effect this will have in your business not just this year but many years to come.

This clarity can literally save you years of wasted time and money and I guarantee will accelerate your business. If it doesn't, I'll refund my fee as part of my guarantee.

Give me a call or email. End of year is fast approaching and now is a good time to get your business lined up to kick some nice profitable goals in 2015.

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