

# The **ULTIMATE** Guide To **DOUBLE** Your Business

Use These Exact Strategies To Generate More Leads For  
Your Business And Turn Them Into Repeat Buyers

Presented by

**HO!YCOW**  
DIGITAL

# HOLYCOW DIGITAL'S ULTIMATE GUIDE TO DOUBLE YOUR BUSINESS

9 income multipliers used to generate more customers  
and double your business in as little as 6 months.

CREATED BY:

Joel Cowen  
Founder, HolyCow Digital

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## GET MORE CUSTOMERS AND DOUBLE YOUR BUSINESS

If you're looking for a simple way to grow your business, attract more customers, and increase sales (without having to do it all yourself), then fill out the application on the next page and we'll get back to you soon...

I want more customers >>

# IMPORTANT: Read this First

What you're about to discover inside of this report will literally change not only your life, but the life of your business as well.

If you're currently in a situation where:

- You've been struggling to grow your business
- You've put blood, sweat, and tears into your business, but growth has plateaued
- You're working more than 60 hours a week in the business
- You feel trapped because you're forced to work in your business, not on your business

Then you're about to learn how to **double your business in the next 12 months** and finally have the 'dream' business you've always wanted.

Sound like a big claim? Well it is... and I stand buy it.

The 9 strategies in this report have been used to **double the sales** of many clients we've worked with... and now you've got them in your hands (yay!).

But not only will we be revealing our **9 most result generating strategies**, we'll also show you how we can partner together to help you implement them in your business... for FREE!

It's one thing to have the knowledge, but it's another thing to be able to implement it in a strategic way for **maximum results**. But more on that later...

For now, use this guide to help you pinpoint areas within your business that are underperforming. Read it from start to finish and take notes on exactly how these strategies can be applied to your business.

Just reading this guide isn't enough. You actually need to **IMPLEMENT** these ideas. Without action, they remain just that. Ideas.

But once implemented, they have the power to double your business in as little as 6 months and allow you to finally have the 'dream' business you've always wanted.

Now obviously I can't guarantee results, frankly I don't know you or your business. But I can guarantee these strategies work, because I've seen them work over and over with our clients.

With that said, we look forward to helping you achieve explosive growth in the next 12 months.

Joel Cowen  
Founder, HolyCow Digital

# 3 KEY PILLARS OF BUSINESS GROWTH

This might shock you, but it has NEVER been harder to grow a successful business than right now.

With more and more competition and overcrowding in the marketplace, it's harder to be heard AND noticed in our digital world.

Most industries are slowly being taken over by huge conglomerates – just look at Wal-Mart, AT&T, Google... and the list goes on.

This level of competition eats into your customer base and profits, making it impossible to compete and build a thriving business.

And to make matters worse, the Internet has made advertising and marketing more confusing than ever before. It seems like you have to be a rocket scientist just to grasp the intricacies of online marketing.

Web designers and SEO (search engine optimization) companies are selling terrible, sometimes harmful services to any business that will 'bite' – without caring about the result they get for their clients.

But after I say all of that... this is actually a GREAT time for you as a business owner!

Sure, some old-school marketing tactics might not work anymore, that just means more opportunity in other areas. Take the yellow pages for example. They've lost about 80% of their advertisers in the last 5 years because people weren't making a profit.

With everyone swarming to get their piece of the Internet pie, we as business owners need to focus on activities that will generate the quickest results, and many times they're sitting right there in front of us... without us even seeing them.

That's right, sometimes the most powerful and leverage-able (if that's a real word) aspects of your business you can use to double your income are sitting right under your nose.

It reminds me of a story I heard about the Native Americans as the first European settlers were making their way to land.

Scientists believe the Native American tribes couldn't process the ships as they were inching closer to land.

The boats were right there in front of them, but they couldn't grasp them. The ships were so far outside of their imagination, so far out of the realm of possibility that it was impossible for their mind to interpret what was going on.

Of course, the ships were in their eyesight, they could physically SEE them, but all they saw were floating rocks. Not danger, not possibility... Nothing.

And that's exactly what is happening with your business right now.

Have you ever wondered how some business owners are able to grow their profits to millions, and sometimes billions?

Is it because they're geniuses... or they're lucky?

NO.

They SAW the boats coming and used them to their advantage.

I'm going to show you how to recognize the hidden opportunities within your business. I'll share with you detailed case studies on how to leverage those opportunities so that you can see how to double your business in as little as 6 months.

You're going to be truly shocked when you realize how easy this is going to be.

Before we get started, let's break everything down to its core. What is the formula for strategic growth in your business?

Well it comes down to 3 steps:

1. Increase the number of new customers (Lead Generation)

2. Increase the average transaction value (Positioning & Conversion)
3. Increase the number of times your customers purchase. (Nurturing & Value)

That's it.

Those are the only three steps you need to focus on over the next 6 months to double your business.

The problem is you've probably been overwhelmed by the "new" tactic or marketing company that promises fast results, then ends up costing you money and time. There's no need for that.

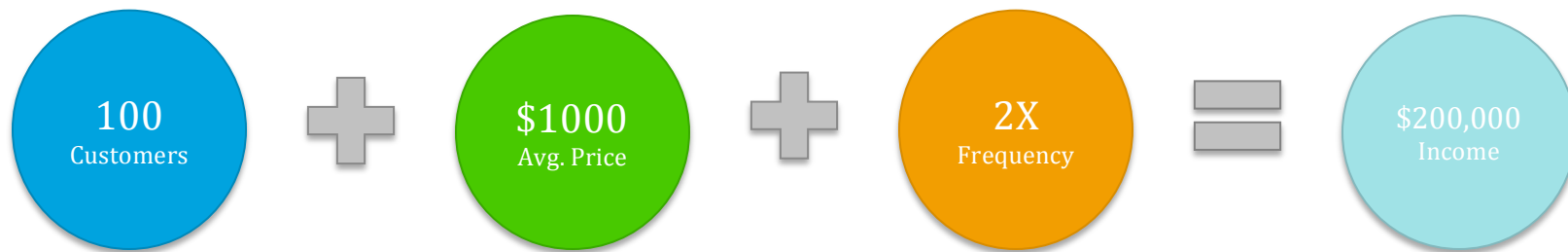
Let me quickly show you how this simple, laser-focused strategy can turn into big wins for your business.

All you need to do is:

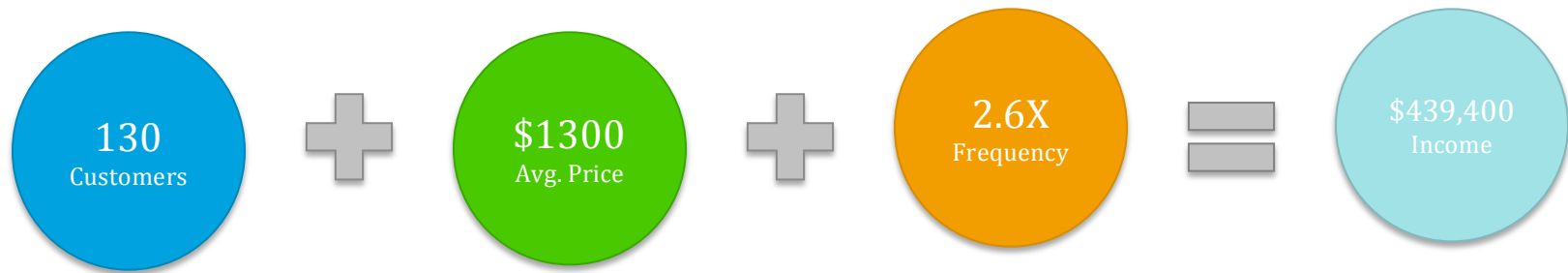
- Calculate the number of customers you receive each year

- Figure out how much they spent on average
- Determine how often they come back

So for this example, let's imagine that you have 100 customers. On average they spend \$1000 every time they do business with you. And they come back 2 times a year.



There you've got \$200,000 a year in income. But let's look at what happens when we increase each one of those by only 30%. This is easy to do with the 'income multipliers' mentioned later on...



By simply increasing each factor by a small percentage, we've more than doubled your business.

We've gone from a \$200,000 a year in income to \$439,400, and that's without spending any extra money on advertising (don't worry, I'll show you how to do this too).

As you begin implementing the income multipliers within this document you're going to know EXACTLY how to get more customers, get them spending more, and get them coming back time and time again.

It's easier than you think, and it will completely change your business. All I ask is that you actually implement them and don't just let this document take up space on your hard drive.

Or if you'd like one of our expert marketing geniuses to implement them for you, we'd be more than happy to help... oh and did I mention it's FREE? :)

# THE 9 INCOME MULTIPLIERS

Let's dive into the 9 income multipliers. Keep in mind, although these strategies are simple, they will produce MASSIVE results for your business.

Each one of these strategies falls into one of the three categories I mentioned earlier:

1. Generate more customers
2. Get them spending more
3. Get them coming back more often

And each strategy will work within any business niche.

My team and I tend to get some pushback when we begin working with clients who think they know everything. We've heard so many times, "that won't work on my business" or "those are too simple to actually produce results."

Then I have to break the news to them; their business is NOT different. As much as they don't like to hear that, it's true.

They sell goods and/or services to customers.

So, let's save some time...

If you read through these income multipliers and say, "Oh I knew that" or "that's not ground breaking, it's sooo obvious", you're only hurting yourself.

If this IS the reaction you have, ask yourself:

1. How many of these strategies am I actively using?
2. How COULD I use them in my business?
3. How could I improve on what I'm already doing?

If you do that, you will be well on your way to doubling your business over the next 12 months.

Okay, I'm off my soapbox now... time for the fun stuff.

# INCOME MULTIPLIER 1: Maximize Then Multiply

Let me ask you a question. What are your current marketing initiatives? Put another way, where are you currently spending money on marketing (online and offline)?

Make a list (if you don't know) of where each marketing dollar is going. Once you have this list, ask yourself how effective is each area? Do you know how much it's costing you to generate a customer in each place both online and off?

These are INCREDIBLY important questions to answer if you're doing any sort of advertising. Most business owners just spend marketing dollars blindly because they have a 'hunch', or it worked for them 15 years ago. Calculate your cost per acquisition for each form of marketing you're using and I guarantee it will open you eyes.

Let's look at an example. Let's say you spent \$2,000 on a newspaper advertisement and you got 10 customers, your cost per acquisition (CPA) would be \$200 each. ( $\$2,000$  divided by 10 customers).

Now why is it so important to know that number?

I'm glad you asked :)

First, in the example above, if you're not making more than \$200 back from your average customer... you're losing money.

Second, if you know how much it's costing you to generate a customer, there might be more efficient ways to spend the money to generate more customers.

This can be easily figured out by dividing the ad cost, by the amount of new customers it generated you. What if you could take that \$2,000 you spent on newspaper advertising and shift it to Facebook Advertising and get 30 customers for a fraction of the price? Or maybe even 60?

Well, that's exactly what we did for this client...

## CASE STUDY

We recently worked with a cosmetic dentist in New York who was looking to generate more leads and customers online. They worked with high net worth clientele, but found it difficult to market to this subset of people, instead of the masses.

After reviewing their online initiatives we found they were spending quite a bit of money on Google AdWords, but they were driving everyone to their home page (this is a big no no). Our team also noticed several opportunities for improvement in their campaign structure and the keywords they were targeting.

So here is what we did to help improve their online initiatives:

1. We created a “tripwire” product to help them stand out and attract new customers. We also built a custom landing page for this offer to capture the new leads coming in.

2. Our team of experts optimized their Google AdWords campaigns so they were going after the right keywords and not overspending. This helped reduce their cost per click and allow them to get more customers for less money.
3. We also used some of their budget to do Facebook advertising, promoting the new “tripwire” offer we created. The great thing about Facebook is they allow you to target demographics as well as interests. We were able to reach their target market for a fraction of the cost; people making over \$100,000/year, located in the NYC area, and who had a variety of other interests we identified.
4. Finally, we created a nurture email campaign that helped position the client as the go-to cosmetic dentist in the area, resulting in more sales with no extra work from the client. This now creates new customers on autopilot... pretty nice if you ask me.

So what happen?

We were able to increase their sales because we were now generating more customers for less money, and we reduced their cost per acquisition by almost \$50.

Plus, they had a new offer that distinguished them from other cosmetic dentists, which helped them generate more leads. This combined with the nurture email campaign we wrote we were able to help increase the number of appointments set on the back end.

## ACTION PLAN

1. Determine your current cost per acquisition for each marketing initiative.
2. Figure out if you're using your marketing dollars efficiently, moving money to lower CPA strategies.
3. Take action!

## INCOME MULTIPLIER 2: Create a Partnership

This next strategy has been around since business itself. It's one of the most cost effective, powerful and explosive ways to grow your business.

A partnership, or joint venture, is where you simply find another business, in a non-competing field who shares the same customer base as you, and provide a complimentary product/service. They promote your product/service and any sale generated from their efforts you would pay them a commission.

For example; if you sold expensive watches, you could partner with a luxury car dealership.

Let's imagine you sold the average watch for \$10,000 at 50% profit. Every sale would make you \$5,000. You could have the car dealership give an advertisement or brochure to anyone who bought one of their cars.

Think about it; these people are about to spend \$120,000+ on a car. Don't you think they're the type of people who would also spend money on a nice watch?

You could say to the car dealership that you'd give them \$1,500 from every sale that was made through the brochures in their dealership. Would they say yes to that? Of course they would!

Another way you could structure the offer is to add the watch to the sale of the car, almost like a luxury package.

You could sell the watches to the car dealership for \$7,000 (\$3,000 less than retail). They would simply add the cost of the watch into the price of the car, and advertise a free \$10,000 watch with every car purchase.

That's pretty powerful don't you think? Most people finance their cars, so getting a \$10,000 watch for FREE would be a pretty sweet deal. The car dealership would sell more cars, and you would sell more watches without having to deal with customers.

Another way to partner with the car dealership would be to pay them X amount to advertise to their past customers. They might have a list of 1,000 people who've brought cars in the last 3 years.

You get the dealership to send out a letter telling them about the beautiful watches you have available, and a special deal they've arranged for their customers. Imagine how many new customers you might get; 10, 20, or even up to 50 sales from that one campaign.

Even if you only made \$2,000 per sale because you gave a huge discount, or offered the \$3,000 per sale to the dealership, you're still making \$20,000 to \$100,000 from a simple campaign!

How do you think this would help your business?

Simply find other people who have the same customer base as you who you don't compete with, and do a deal where you both win!

## ACTION PLAN

1. Determine the qualities, characteristics, demographics and location of your ideal customers.
2. Create a list of businesses who might also have your same ideal customer.
  - a. What products are they already buying?
  - b. What services are they using?
  - c. Who's already spent money to generate those customers?
  - d. What products/services would compliment yours?
3. Come up with a win-win offer you can take to those companies to get access to their list.

## INCOME MULTIPLIER 3: Referrals

This one may seem pretty obvious, but my team and I are constantly amazed at how many of our new clients aren't currently utilizing referrals.

Well now it's time for you to add this income multiplier to your business and start generating more customers.

Let's say you generated 1000 customers a year. And on average every 10<sup>th</sup> customer will currently bring you a referral. So 10% of customers result in a referral customer.

So, for every 1000 customers you get you'll ALSO get 100 FREE customers.

Now imagine if you put in place a system that resulted in every 2nd client referring a new customer. Now instead of 100 new clients, you've got 500!

If each customer is on average worth \$1000 to your business, you've just made an extra \$100,000 to \$500,000 in sales from simply asking for referrals.

Could you use an extra \$100,000 to \$500,000? I hope you're saying "yes" right now.

To put it simply, even if you don't implement any other strategy than this, it will result in a heap of newfound profits you are currently leaving on the table. Plus, this is one of the easiest income multipliers to implement.

So how do you put together a referral system?

Let's take a look at a case study.

## CASE STUDY

One place a well-executed referral program works is in real estate. A friend of mine is a successful real estate agent and he actually has multiple referral touch points.

Here's what he does.

1. In the 'P.S.' of every email he sends he makes sure to ask for a referral. You never know where one of those emails might end up.
2. After someone buys or sells a house with him, he sends a congratulatory email along with a short message asking if they know anyone who might need his help.
3. Because he makes sure to really invest personally in each person, by the time you've bought a house with him, you have already referred new business to him. I can't count the number of times his name has come up in conversations I've had with friends.

Asking for referrals doesn't have to be difficult. The key is to bring more value to the relationship so the other person can't help but mention you and your business to all of their friends.

A high converting email campaign can go a long way to getting you new customers, as well as create an ongoing referral system.

## ACTION PLAN

1. Think about your current sales funnel and determine where your customers are the happiest within that funnel. You might want to survey both current and past customers to get a better idea.
2. Ask yourself, “what could I offer to my customers and their friends and family that would help them or solve a problem in their lives. Typically this is the products or service you currently offer.
3. Put it all together and start reaching out to your customers.

## INCOME MULTIPLIER 4: Risk Removal

This is one of our favorite strategies in this entire report... mainly because it's super easy to do, and it improves the relationship with your potential customer instantly.

Right now, out of all the prospects your company speaks too, how many are you closing?  
20%? 50%? 80%?

Whatever the amount, this is a strategy you can use to close an extra 10-20%.

What makes this income multiplier so powerful is you completely remove the risk for the customer, turning your product into an instant irresistible offer.

One of the major factors customers don't do business with you is because there is too much risk involved.

What do I mean by risk?

Whenever two people take part in a buying transaction, one person will be taking on more risk than the other. Generally, it's the buyer. But our job as business owners is to remove ALL the risk for the customer, making what we have to offer a no-brainer.

Let's say I buy a pair of shoes, and after 2 hours they cause major blisters. If there is no return policy, or the salesperson didn't tell me it takes a while to break new shoes in, I start to think I've wasted the \$150 I spent on the shoes, plus the time and effort taken to go and buy them.

The store on the other hand has risked nothing. They've taken money for the shoes and that's the end of the story. Because of this unbalance of risk, this business has just lost a customer.

When people are looking at buying something, they're unconsciously evaluating how much risk is involved.

It's also the cause of the dreaded "price war" and "race to the bottom".

Most business owners think they can remove risk by reducing prices. This actually hurts you because now your potential customers view your product as less valuable.

So having an incredible and unique risk removal will not only help you close more prospects, but will also allow you to charge more.

## ACTION PLAN

1. Create a list of the major risks your customer perceives when buying your product or service?
2. What could YOU do to take that risk from your customers and shift it onto you?
3. If you don't already have a guarantee of some kind, start crafting one. Try and stand out and not use the traditional 30-day money back guarantee.

## INCOME MULTIPLIER 5: Increasing Price

I hope you're starting to see a trend here. Many of these income multipliers are easy to implement in your business and result in major profits... and this one's no different.

Many business owners think by increasing their prices they're going to lose all their customers. They say things like, "But no one would buy my stuff", or "I would lose my customers!"

This won't happen.

Now, if you doubled your prices overnight you might cause a mutiny among your customers... but other than that you should be fine.

For some reason when something is more expensive, we assume it must be better, superior or have higher quality. Check out [this article](#) that explains more.

Now we're not talking about doubling your prices, try increasing them by only 10%.

That's all. 10%.

Scroll back up to the first section where I showed you what would happen if you increased each growth area by 10%.

Once you've increased your price 10%, increase it again. What you want to do is gradually increase your price to find the price ceiling – the point at which you get the most sales with the highest price.

At the end of the day, you're not going to lose 10% of prospective customers through this increase.

And if you're already only working off a 10% profit margin, you've essentially doubled your profits. So give it a try and see what happens.

## CASE STUDY

I thought this would be a good opportunity to share several third party resources and case studies that show you just what happens when you raise your prices. It's one thing to hear it from me, I've told you it works, but here are studies from smarter people than me.

Enjoy :)

<http://conversionxl.com/pricing-experiments-you-might-not-know-but-can-learn-from/>

[http://www.kenontek.com/2014/02/01/cialdini\\_part1/](http://www.kenontek.com/2014/02/01/cialdini_part1/)

<http://conversionxl.com/how-to-use-cialdinis-6-principles-of-persuasion-to-boost-conversions/#>.

<http://socialtriggers.com/increase-prices/>

## ACTION PLAN

1. Simple, just raise your prices 10%!

## INCOME MULTIPLIER 6: Upsells

My team and I are continually amazed at the amount of business owners who aren't using this next income multiplier.

If you remember earlier when we talked about the three ways to grow a business, one of them was increasing the number of transactions per customer.

Upselling can be a great way to offer related products or services to your customer.

An upsell is when someone is getting ready to buy your product or service, and you recommend they upgrade or buy an additional product.

For example:

Let's just imagine that you sell TV systems. You have multiple customers come in every day and buy a TV.

Normally you just show them the available options and let them make a decision, then sell them whatever they choose.

But what if you did something different.

What if you recommended the better TV? What if you explained why it will last them longer and cost them less over the years. What if you showed them a stereo system that complimented their new TV? Can you see how this starts to add up?

If someone is forking out \$2,000 on a TV, don't you think you owe it to them to help them have the best entertainment experience, which can only happen if they have a great sound system as well?

The sad part is that most companies that sell TV systems also sell sound systems, cables, remotes, and more. They just don't explain and sell them to people who are already making a purchase.

They assume the customer already knows and understands the options available.

Even if only 1 in 10 customers took the upsells available and doubled their purchase, you've just added 10% to your bottom line without increasing advertising cost.

So how could you upsell your current clients?

Like our example above, not only could it be increasing the value of the product, it could also involve selling more smaller products that compliment their initial purchase.

## ACTION PLAN

1. Figure out what services, products, warranties or extras you could sell to your current customers that would compliment your current products and services.
2. Put together a simple script for your staff to use when dealing with customers to ensure the most upsells. Note: If you don't put together a system, nothing will ever happen.

## INCOME MULTIPLIER 7: Affiliate Marketing

If you're not familiar with Affiliate Marketing it can be one of the simplest ways for you to earn additional income without doing any additional work.

Let me explain...

Affiliate Marketing is when you sell someone else's product or service to your existing customers for a commission of the sale.

In every business there's something called the Lifetime Value of a customer (LTV). This number essentially represents the amount of income an average customer will generate for your business.

So, if you had 100 customers, and made \$140,000, on average each customer made you \$1,400. Now of course that's simply an average. Some customers will spend more, and some will spend less. But it's an incredibly important figure to know.

Now imagine that after doing business with you, you were able to sell additional products or services (maybe not always yours) for additional income.

Let me give you an example. You run a Blinds and Curtains company. Your average LTV per client is \$1000 (just for easy math).

Now you've delivered these customers the service, you've made your money and they go on their way. But what if there was another way to make money from them?

We know that if people are investing thousands of dollars on improving their home, they would probably also be very proud of their home. They would be owners, not renters, and they would love to keep their home in great condition.

So why not also sell them carpet cleaning?

You could team up with a carpet cleaning company and offer to sell their services to your clients and take a commission.

What company is going to say no to that?

If the carpet cleaning company would make on average \$1000 profit from each client, you could easily earn \$200 of that for referring customers.

So if your business has, let's say, 1000 customers a year. And when you're installing their blinds and curtains, you also say:

“By the way Mr. Jones, as a special gift from us to you to show our appreciation of being a customer, we've bought you a \$100 carpet cleaning voucher valid for 2 months. Would you like to take advantage of this?”

And you would get up to 400 of those customers getting their carpets cleaned. This alone would make you an extra \$80,000 a year!

Once again, this is all profit, money you wouldn't have made otherwise.

## ACTION PLAN

1. Look at your customer base and identify other products and services they will be using, needing, or would benefit from, after using your services.
2. Contact that company and set up a mutually beneficial deal where you both make money.

## INCOME MULTIPLIER 8: Reactivating Customers

Let me ask you something. How often are you marketing or reaching out to past customers?

Most business owners do absolutely nothing. They think once a customer stops coming back they are no longer interested. This is not normally the case.

It is less expensive to reengage existing customers than it is to get new ones, so start focusing on reaching out to past customers.

They trusted you enough to spend money with you, and hopefully they left happy after using your product or service.

This strategy works on businesses that offer products/services that are used and needed on a regular basis, as well as businesses that have 'one-off' transactions

Let's take a look at a few case studies that might help spark some ideas.

## CASE STUDY

We recently worked with a company that sold a digital software that helped salespeople track email performance.

They offered a free trial to their product and once the trial was over they canceled the customers service, unless they wanted to continue using the software.

This was a great opportunity to reactive past clients AND preemptively show the value of their product so more people would continue using it.

So how did we do it?

First, we created a short email sequence to communicate the benefits of using their product and delivered it to them over the course of the 14-day trial. This was a 7-part email sequence highlighting different features and how to use them to get the most out of the software.

This got more people using the product and more people continued using the product after the free trial.

Second, we sent all past clients a short three-email sequence with a discount offer to start using the software again. This resulted in about 5% taking us up on the offer.

So what's the takeaway here?

Right now you're sitting on a goldmine of past customers you could be mining to generate an influx of new business.

But what if you're in a business where you sell a once off service?

We've had several clients who thought they sold one off products or services, but after further investigation we found their sales cycles were just longer than they expected.

In these situations we realized many times their customers would buy one of their products, but not until several years later.

We've also helped clients market to past customers using Facebook Advertising. Facebook allows you to upload a list of emails so you can target them in Facebook. Using these we are not only able to target previous customers to re-engage them, we were also able to target similar people who might be interested in our client's product.

## ACTION PLAN

1. Brainstorm 10 ways you can re-activate and profit from people who've done business with you and your company in the past, and...
2. Take action and implement them in your business!

## INCOME MULTIPLIER 9: Continuity

This brings us to our 9th and final strategy; creating a continuity program.

We discussed earlier that business owners spend SO much money trying to generate new customers, but how many of us are getting our clients coming back multiple times a year?

This is what continuity programs are designed to do. You sell the product one time but you're able to bill every month for as long as they stay a customer.

If you're selling a product or service that is used often and regularly, you can create long-term programs for your clients to help them on a regular basis.

Why go to all the effort to get a customer to buy from you if you're not going to get them to buy again... and again... and again.

Anyone can do this in his or her business...

Plumbers, dentists, software companies, engineering companies, chiropractors, personal trainers, restaurant owners, etc.

You name a business, there's a continuity program available for your customers.

Let's take a look at an example.

## CASE STUDY

Let's look ABC pool company. They create wonderfully designed in-ground pools for luxury homes.

They have a consistent flow of customers but they don't have a very good profit margin on new pools.

Now obviously their customers aren't going to buy a new pool every couple of years, but there is something they will need on a regular basis... if you said "pool maintenance" then you're correct.

It was a little surprising they hadn't seen this obvious need their customer had, but they were too busy trying to sell more pools. Once they stopped to figure out how to add more value to their existing customers, they came up with their continuity program.

So what did they do?

They started a pool maintenance company.

And everyone who brought a pool would get 3 months of FREE maintenance, then after the free trial they would be charged \$200/month after that.

It would only cost them about \$50 to send a pool cleaner to the property, and they'd make \$150 profit.

Then, they went back to all past customers and offered them 3 free months of pool maintenance. BAM! They now had a new business AND customers.

This all happened by finding a need and filling it.

What would your business look like with a continuity program AND more money coming into your business on a regular basis?

Now let me ask you this.

Why do you think so many of the examples we discussed were successful?

To put it simply, they had a team of lead generation and conversion marketing geniuses there to help them implement all these ideas for them, completely for FREE...

And yes you guessed it, that team of geniuses is US!

# How To Double, Triple, Or Even Quadruple Your Business For FREE

# Would You Like My Team And Me To Personally **Double, Triple, or Even Quadruple** Your Business... **For Free?**

(and no, this is not a 'sales pitch' in disguise)

My team and I are looking for a “dream” client that we can partner with to quickly achieve massive success in their business and really take things to the next level.

If you're that client, my team and **I will personally work with you 1-on-1 in your business to help you double, triple, or maybe even quadruple your revenue for the next 12 months.**

**You Pay Nothing Out Of Pocket, Ever.**

Here's why.

The first thing I'm going to do for you is personally help you create a strategic plan to bring

in immediate money.

There's no charge for this and it only takes about 45-90 minutes for us to do together.

(After doing this type of thing for over 7 years straight, we've gotten pretty good at fast results).

Anyway, **we'll even do most of the heavily lifting for you...** telling you where to find customers, how to position your offer, how to create happy customers that keep coming back, and much more.

At the end of this initial planning session **one of these three things will happen:**

1. You love the plan and decide to **implement it on your own.** If this is the case, I'll wish you the best of luck and ask that you keep in touch with me to let me know how you're doing.

2. **You love the plan and ask to become my client so my team and I can personally help you execute, maximize, and profit from it ASAP.**

If that's the case, it will be a huge success... and that's a promise. Every single one of our clients gets results. Literally. Every. Single. One.

3. In the unlikely and unprecedented event that you feel like you wasted your time, **I will send you \$50 as payment immediately.** No questions asked. Your time is your most valuable asset you have, and I respect that.

It really is that simple and **there's no catch.**

Think about this.

The “worst” that can happen is you get \$50 for “wasting” 45-90 minutes of your time.

**The best that can happen is we work together one on one to increase sales and profit several times over.**

**That's Why This Is The Closest Thing To  
FREE MONEY You'll Ever See.**

Here's how it'll work:

First, we get on the phone one on one and go over your business.

I take a look at what you've got, what you're doing, and what you want to achieve going forward.

Once we have those "raw materials", my team and I will help you come up with a strategic plan of action to **immediately increase your profits dramatically.**

There are a number of ways I might do this for you.

For example, we might show you **how to find new, higher paying clients, how to reactivate past clients, how to generate massive passive income, or how to automate your business** – even if you're starting out from scratch.

And if you have a list of prospects, we're **bound to whip up a quick promotion you can run within days**... and having new sales rushing in over and over again.

And like I said, there's no charge for this.

## So Why Would I Offer It?

Two reasons:

First of all, we enjoy it. This type of thing is what I do best, and it makes me very, very happy to see someone **achieve financial success (and all that comes with it) as a result of the help I give them.**

Second of all, it's how we attract top-level clients.

Here's how that works:

Assuming **you're happy and you want us to crank out these types of plans for you all the time**, you'll probably want to continue working together long term so we can help you implement them.

If this is the case, we might invite you to become a consulting client.

Our "fee" is \$1,500 a month ...but if you think about it, **it really doesn't "cost" you anything.**

Why?

**Because I expect to make you much more than you invest in the first month alone...**and if we keep working together over the next 12 months, I'm confident I can double your entire business ...at minimum.

So you'll see the value by the time we hang up the phone - without ever spending a dime.

And look. If you don't want to become a client, don't worry about it. **You won't get any sales pitch or pressure from me of any kind, ever.**

In fact, here's my "HOLY COW THAT'S UNBELIEVEABLE" Guarantee to you:

**You Find Our Conversation To Be Incredibly**

## Valuable Or I'll Pay You \$50 Immediately To Compensate You For Your Time.

Now, obviously this is an amazing offer, which you'll probably never see from any other "Marketing Consultant" in the world.

Think about it.

We're personally generating a profit-plan **for you** up front - for free - and then letting you pay me later if (and only if) you decide to work together long term.

Plus, I'm taking it one **BOLD step** further by guaranteeing you'll find this free plan immensely valuable - **or I'll pay you \$50** just for wasting your time.

Just tell me, and it's yours. No questions asked.

## Who Else Would Do That?

**NO MARKETING CONSULTANTS** that I know of. (Trust me... I checked).

But I'm happy to put it on the line like this because our clients always get great results.

**Period.**

After all, I've had clients pay over \$14,000 a month for me to help them generate more leads and sales, and massively grow their business.

My team and I are skilled at what we do... simply put, we'll do what it takes to **get you more customers, and in turn more profits for your business.**

Anyway - as you can imagine, we get a LOT of interest from this letter.

And that's why I need you to read this next part carefully:

**This Is NOT For Everybody.  
Here's Who I CAN Help:**

We've VERY picky about who we'll speak with and we've got a strict (but reasonable) set of criteria that needs to be met in order for us to proceed.

Here it is:

1. **You sell good, solid products or services**, where you have a good reputation in your marketplace and there is long-term value in the relationship you build with a customer.

2. You already know how important **online lead generation & conversion** is to the growth of your business.
3. You understand and value the **importance of implementing a lead generation & conversion strategy** that will work both in the short as well as the long term.
4. Increasing your leads & sales is a **priority** that you need to address right now.
5. You have a **REALISTIC** budget to invest monthly in your Online Lead Generation & Conversion Plan.
6. You **MUST follow directions**. (Don't worry, I won't ask you to do anything weird.).  
After all, if we don't actually implement the stuff I give you, neither one of us will make money.

If any of the following points apply to you then we are probably **not a good match** and a strategy session will have very little benefit to you:

1. **If you're starting a new business**, with no clear sales goals or **no budget** to invest in an online lead generation plan.
2. **If your business is in serious financial trouble** and you need a solution that requires zero investment to try 'fix' the situation.
3. If your business fits into the 'Biz Op' model we probably cannot help you.
4. If your business model is **based on a lot of low value sales** with no long term customer value.

That's it! Those are all my requirements.

## Here's What I Want You To Do Next

If you meet the criteria above and would like to talk to me personally about getting you incredible results, then I'll happily set aside some time for you.

Here's how the process works:

First, you'll need to fill out an application. Don't worry, it's simple and unobtrusive.

I just need to know what you're selling, get an idea of what you want to accomplish, and so forth.

Go to <http://holycowdigital.com/double-your-business-application/> to get started.

I'm also going to ask for a "real person" deposit" of \$20. Don't worry, I could care less about your \$20.

I'm just using it as a "filter" to keep the time-vampires at bay.

You're going to get 10X that in value from our call, and you'll get an actionable plan to double your business in as little as 6 months.

## Here's What Will Happen After That.

Once we have your "real person" deposit and your application, someone from my office will call you and set up a time for us to talk on the phone or Skype.

Our initial call will be between 45 and 90 minutes.

This is where we really begin working to figure out exactly what you want ...and how to **make it happen.**

We'll painstakingly review your goals, your offers, and so forth ...and **we'll deliver a plan**

**to bring in customers and money immediately.**

If you see the value in becoming high-level client, great! We can talk about it.

And if you don't want to become a client - that's OK too. You'll get to keep them plan as an added bonus. No biggie.

And if you tell me I've wasted your time, **I'll give you \$50 immediately.**

So you literally can't lose.

(By the way - I've never had anyone feel like their time was wasted. EVER. That's why I can make this offer. **WE DELIVER.** Would anyone else take such a risk?)

## WARNING - TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results.

Therefore, it is physically impossible for me to work with more than **5 clients** at a time.

Also, you should realize there's a very large demand for personal one-on-one help from me, and **what I'm offering to you is unprecedented.**

So with that said, know that the window of opportunity won't be open long. I will be closing the application once all 5 spots have been filled.

**If you feel like this is right for you, visit <http://holycowdigital.com/double-your-business-application/>, complete your application and let's talk.**