

Immediate Income Ideas™

Things You Can Do

RIGHT NOW

To Generate

IMMEDIATE

INCOME

For Your Business

Money Mouth Marketing.com

Immediate Income Ideas

3 Things You Can Do RIGHT NOW to Generate Immediate Income For Your Business

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For more information on implementing these and other strategies
for your business, contact us today - **404.333.8806**

#1 The Unlimited Offer

If you need a quick influx of cash for your business , here's a fun marketing tip you can do right now and see results in as little as 24-hours.

The few top-paying clients I've shared this with have reported some amazing results:

\$4,700 in 24 hours.

\$5,100 in 72 hours

\$3,000 in 48 hours

\$6,600 in 48 hours

\$10,104 in 5 days

Think this type of cash infusion could help your business? Read on...

If your business can support it, try an "unlimited" service offering for a "too-good-to-be-true" price.

A few examples:

If you're a massage therapist you can offer unlimited massages for a month. (\$500)

If you're a handyman, you can offer unlimited services (under a certain dollar amount) for a quarter (\$1,000)

A barber, unlimited cuts for 3 months (\$100)

Computer repair, unlimited service, (\$500)

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the prices I've included are just examples – You can choose whatever price works for your business, but the real benefit of this is having a price that's what I call a “godfather” deal – one that your clients cannot refuse.

Here's why this works:

1) This is an INCREDIBLE value for your clients and they'd be total morons to pass up on a deal like this...

2) NO ONE can get 30 massages or hair cuts in a month... In fact, you'd be hard pressed to find someone who could get 1 or 2 a week with everyone's hectic schedule.

This is called “breakage”

People feel like they're getting the value, but it's up to THEM to use the service. And MOST don't

So, you may be wondering 2 things at this point:

1) What if people actually DO use the unlimited service?

2) Isn't it ripping people off if I sell this knowing people won't use the full service?

Both legitimate concerns and I'll address them here:

#1 – What if people actually use the service as much as possible...

In the unlikely event that someone actually does take you up on your unlimited offer, there are two things to consider... 1) If you are THAT concerned about this issue,

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you can create some 'limits' to the service offerings or limit what services people can actually utilize... this takes away from the value, but can still work.

The second thing to consider is – “So what?” So what if someone takes you up on the unlimited offer? It's better to be doing something than nothing...it's money you wouldn't have had otherwise.

And one thing I know about business: is that business begets business. The busier you are, the more business you attract. For example: what do you think when you walk past an empty restaurant compared to one that has a waiting list? You probably think the one with no customers has bad food or service.... right?

Same thing with your business, just the fact that you have a 'packed' house, will attract more business.

A third consideration is that you can always upsell the people who are there to get other things that you aren't including in the unlimited package.

And fourthly, this creates a cash infusion. So if you're behind on rent or need fast cash... this works wonders.

#2 – Are you ripping people off?

If you think you're ripping people off, you need to close your business and open up a non-profit.

But seriously, think about it from this perspective: What do most people do with coupons and gift certificates? They stick them in a drawer “for later” and they forget about them until the day AFTER they expire.... right?

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How many times have YOU done this?

Did you feel ripped off? No.

You were probably mad at YOURSELF for not using the coupon or certificate...

So, to address your concern...you are NOT ripping people off. You can't be responsible for EVERY SINGLE person's life.

Side notes:

You can do a variation of this with products...bundle a bunch of products that are just sitting on your shelf and get rid of them for CHEAP... they're just taking up space and wasting your time and money... sell them until they're gone...don't restock them and instead of having them take up valuable shelf space, make them a "special order" product.

ONLY do this once or twice per year. If you do this too often, it will lose its value and people won't take you up on the offer anymore

#2 Joint Ventures JVs

One often overlooked strategy of creating an immediate influx of cash for your business is the use of Joint Ventures otherwise known as JVs. Joint ventures generally are business partnerships established between two or more parties (individuals, business groups, companies, corporations) for the purposes of expanding the business and achieving merits by joining forces and working as a team. The parties involved in joint venture agreements complement each other, leverage each other's assets, compensate each other's weaknesses, and at times equally share risks.

Less than 5% of businesses actually use joint ventures effectively and most don't even use it at all. In order to get the most out of joint ventures correctly, multiple factors such as choosing who to partner with, approaching potential partners correctly, negotiating a win-win deal for all parties involved, and having a well-coordinated execution need to be taken into consideration.

There are several types of joint ventures. Big companies may join forces to become even more powerful and thus dominate the market, while small companies may team up to build a stronger presence in their market niche in order to fend off bigger, resource-rich companies. JVs can also be used to gain access into foreign markets. Foreign companies often form joint ventures with indigenous companies that are already present on the market, but lack capital or financing to truly take advantage of the market potential. Foreign companies can bring money, new technologies and competitive strategies into a joint venture deal, while benefiting from the relationships and the brand of the domestic company.

These complementary partnerships benefit all the businesses involved if set up correctly with the right partner. Here's a powerful but simple example of a JV that many businesses can take advantage of to grow their small business fast. It is a highly efficient method of increasing business profits by teaming up with another partner whose business is non-competitive and offers a highly valuable asset, a highly responsive client list that would be interested in your products or services. By

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tapping into this hidden goldmine, small businesses can save thousands of dollars in marketing expense to reach their target clientele while achieving the goal of boosting the bottom line. The business offering the vehicle in which to reach these clientele, the client list, benefits from offering complementary products and services that it does not sell and makes a cut of the sales generated from marketing to this list.

#3 Upsells

"Do you want fries with that shake?"

Would you believe that 80% of your sales most likely come from 20% of your customers? The reality is that this is undoubtedly the case for the majority of businesses, small and large. This means that more than likely, your next sale will come from someone who has already done business with you.

Back in 1906, Vilfredo Pareto learned that 80% of Italy's wealth was held by only 20% of the people. Then one day, after examining his garden, he also realized that 20% of his pea pods accounted for 80% of his pea crop yield that year. Was there a lesson here? This got him thinking, and not long after, the "Pareto Principle" was established. With the same preciseness, this same principle can be applied to business. You may know it as the 80/20 rule.

This little-known principle sheds a lot of understanding on how businesses should be run. Rather than putting all your energy into new business, you would be wise to spend a reasonable amount of your time following up and servicing people who have already given you business. After all, you've already removed the first barrier. Upselling current customers should come naturally ? as long as you are proactive in following up and providing top-notch service.

What does this mean to you?

Imagine, about one-fifth of your customer base is just waiting for you to offer them something new. So if you're not following up with your existing customers, you're actually passing up 80% of your potential business. Of course, if you originally provided a poor experience, this may not be the case, but for businesses that operate on a principle of integrity, this should be a natural course.

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Think of it. You've probably already invested heavily in getting that first piece of business? planning, advertising, promotional activity. Now it's time to develop their "lifetime value." There's lot of things you can do to show appreciation:

Christmas and birthdays: a great time to send over a thoughtful gift or Email.

Attend events: if your customer holds annual charity events or some sort of meeting, make sure you take the time to attend and show your support.

Renewals: a great time to touch base with a notice of renewal that expresses your heartfelt appreciation for their business.

Incentives: put your money where your mouth is and show your customers' value. A gift incentive or discount can go a long way in terms of future revenues.

Touch base: call your customers every so often to see how they are doing, how the product / service you sold them is performing and inquire or listen for any other needs. Use newsletter subscriptions to keep you top-of-mind.

Great service: the single-best way to ensure customers will remain loyal. Go above and beyond. You'll be surprised at how much of an advocate that customer can turn out to be in terms of referrals.

Make sure you offer them more products / services that will meet real needs. If they liked you and the product they bought, they'll buy from you again. The important thing is to always endeavor to meet the needs of your existing and future customers.

The Possibilities are Endless!

This is probably one of the easiest, quickest and most profitable techniques that business people have at their disposal yet it is rarely used.

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Let me explain what upselling is. Upselling is basically offering the customer more at the point of sale

Let me give you some simple examples of upselling in the real world.

Say you run a small website design company and you have a person on the phone ready to order a simple 3 page website which cost \$200. While you're talking to the person you could offer them an extra website page plus 5 extra email addresses for an additional price of \$50. The normal price for this package is \$300. You tell them you are offering this because you wish to thank them for using your company and this offer is only available right now.

Let's do some figures now...

Before you used your upselling you had 100 people purchase your 3 page site at \$200.

$100 \times \$200 = \$20,000 = \$5,000 \text{ Profit (25\%)}$

Total profit = \$5,000

Now because the upselling offer only costs an extra \$10 to set-up you make the remaining \$40 in pure profit!

Let's say 30% take your upselling offer...

$70 \times \$200 = \$14,000 = \$3,500 \text{ Profit (25\%)}$

$30 \times \$250 = \$7,500 = \$2,700 \text{ Profit (36\%)}$

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Total profit = \$6,200

So with a simple upselling offer you could add an extra \$1,200 profit for every 100 clients you sell to! That's an increase of 24% which was virtual effortless!

Use any one of these three methods to create an immediate influx of cash for your business. Money Mouth Marketing can help you implement them to get the biggest impact.

Call us today to discuss getting a flood of cash for your business 404.333.8806