



August Focus Groups

"How to Turn Your Business into A Money Tree!"

This series of four(4) focus groups are **for those who want to be profitable** by turning their business into a money tree. We help you accomplish this in four different focus groups.

Group 1- Crunch the numbers



The first step in all profitable marketing campaigns involves crunching the numbers. If you don't know this information about your business, how can you build a profitable business?

In this focus group we provide formulas and help to determine:

- How much monthly income (cash flow) your business needs to generate to be profitable
- How much each of your customers is worth
- How many customers you need to be profitable
- The number of potential customers in your business area and your competition
- How to calculate a responsible advertising budget

Group 2 – Create your irresistible offer



I am constantly amazed when I see advertising that doesn't include an offer of some type. It's like "why are you in business?"

For your businesses, the purpose of advertising is to get a response of some type, preferably a sale. Also, generating a response provides a means for measuring the effectiveness of your ad and testing alternative headlines, pricing, and offers to improve response.

An offer gives the reader a reason to act, and the more irresistible it is, the quicker the response.

In this focus group we help you:

- Create your "30 second" message you can use at networking groups and when ever you are asked "what do you do?"
- Understand the 5 types of customers and how to get each to buy
- Understand how to create irresistible offers
- Create an irresistible offer you can immediately use to get sales

Group 3 – 3 strategies to double your customers in 60 days



Without enough customers something terrible happens! You don't have a business. So if you currently have some customers, but don't have enough to be profitable, you will benefit from this focus group.

In this focus group we study three strategies and help you modify them to fit your business so you can immediately implement them to double your customers in 60 days.

Group 4 – 3 strategies to turn your website into a money tree



"If you build it they will come" doesn't work for websites. Neither does "if they come, they will act". Your websites is a wonderful tool for presenting your message, but does it get sales? First you have to get visitors then you must get them to act. To have a successful website, at least forty percent (40%) of your visitors should respond to something on your website.

In this focus group we help you learn:

- How to get traffic to your website.
- How to get them to act once on your website.
- How to convert a visitor into a sale.

Focus group details

Groups: Each group meets on 4 different dates (see schedule below). You may register and attend all 4 groups or individual groups.

Dates & Time:

Group 1- **Crunch the numbers.** August 11 (Wednesday) from 2:00 pm – 4:00 pm

Group 2 – **Create your irresistible offer.** August 18 (Wednesday) from 2:00 pm – 4:00 pm

Group 3 – **3 Strategies to double your customers in 60 days.** August 25 (Wednesday) from 2:00 pm – 4:00 pm

Group 4 - **3 Strategies to turn your website into a money tree.** September 1 (Wednesday) from 2:00 pm – 4:00 pm

Location: Puyallup Chamber of Commerce, 323 N. Meridian, Puyallup WA. 253-845-6755

Size: Each group is limited to 25 participants

Tuition: Only \$59/group or \$236 to attend all four (4).



Our irresistible offer –

Pre-register to attend all 4 groups by **August 6** (or until they are full) and pay only **\$189.00**. Plus you receive your choice of the “knowledge is money” tote bag or the “knowledge is money” Thinking Hat.



Earn tuition: You are given \$10 credit towards your tuition for each referral that becomes a focus group participant. Get copies of the handout from Garry Stutz and enter your name as the “Referred By”. For each person who registers and enters your name in the “Referred By” field at the time of registration, you earn \$10.00.

Registration

You may register and attend any one or all four groups. However, most participants will attend all four groups. See the options on the registration form.

You can register and pay online or pay by check. To register, return to **Focus Group** on the website and pick either option (1) Register and pay online, or option (2) Register and pay by check.

We look forward to helping you grow your business!

Small Business Training Center
“where knowledge is money”
253.292.7748