

You, my next business partner?

Can you answer each one of these 3 questions:

- Are you running a business that's currently underperforming?
- **Would having more qualified customers, clients, or patients to take care of, make a huge difference in your financial position?**
- And realistically, wouldn't it be nice if the biggest problem you had was, "How do I invest all this cash I'm making?"

If you answered "Yes" to at least two of these questions, then this is the most exciting and *important* message you will ever read. And here's why: right now, for the first time in 10 years, **I am working with qualified clients on a contingency basis.**

It's true. Instead of hiring me and paying my ungodly fees, if your business qualifies... I'll do all the marketing, selling, and systems design work needed... to scale your business up, for a share of the profits. This way, I'll also be sticking around for the long term.

Is there a catch? Sort of. You see...

Your Businesses May Not Qualify...

Here's a list of the kinds of businesses I'm looking to work with:

- ✓ **Business must be scalable.** That means NO personality-driven businesses, no guru businesses, no information businesses...
- ✓ **Business must be ethical and deliver REAL value.** Sure, selling penis pills is highly profitable, but I'm only interested in selling value-added goods or services...
- ✓ **LOW or NO FTC exposure.** I like operating aggressively, not illegally...
- ✓ **Ideally, we can attract customers using online and offline media.** I have a postcard I use in my real estate business that routinely gets a 35% response rate. I always get high response rates, so let's not miss out on opportunities like this...
- ✓ **Large to very large customer values are preferred.** I've found selling something for \$15,000 is just as easy as selling something that costs \$500. Plus, bigger spenders are much easier to deal with...
- ✓ **Online or bricks and mortar businesses are fine.** As long as profit margins are healthy, we can do a lot of good things together in *either* of these situations, especially if you sell routine or dull consumer or business services...
- ✓ **The ideal situation (for both of us) is... you're either a "technician" who has a very profitable product or service to offer... but you simply don't have the skill sets to generate the kind of front or back-end sales needed, to grow your business.** Or, you're making money in spite of your complete inability to get new business, get your clients to behave better, or market yourself properly. And fixing these issues would change things, dramatically ...
- ✓ **You must have a great work ethic.** That's been my hallmark since I was a kid. Nothing beats hard (smart) work.
- ✓ **Lastly, your business needs to be making money right now.** In most situations, I can *at least* triple or quadruple sales and net profits within 18 months to 2 years, if not sooner. But if you don't have basic processes already in place, the changes I need to make get delayed, wasting both



When your business is more dependable, your life is much more enjoyable...

of our time and enthusiasm. Oh, and by the way, if we are a fit...

Here's What's Going To Make This Work:

Over the last 16 years, I've helped over 300 clients in 104 different industries grow their businesses - often, exponentially. Before that, my prior selling history includes in the field and telephone sales.

Plus, I started my career out of college as a CPA, so I understand and grasp numbers and finances *very* well. I also own a real estate investment company so I understand ROI and the time value of money. And when it comes to resourceful solutions... having a 167 IQ doesn't hurt, either.

Over this time I've developed successful direct mail, online and offline sales letters, postcards, telemarketing scripts... lead generation and sales funnels... upsells, backend sales, cross sells... top market positioning... and creative unique selling and value propositions that connect *incredibly* well with buyers... and make business owners lots of money.

I'm not saying this to brag. In fact, I am *extremely* lucky to have both right- and left-brain proficiency. And my ability to communicate with customers and push their emotional buy-buttons, is second to none.

I've consistently and **dramatically improved cash-flow by increasing qualified leads... Increasing sales** (For example, last week, using an email and a short sales letter I wrote, a client of mine got 37.3% of the people who clicked on the e-mail link to buy)... **Increasing prices... Increasing overall customer values... and Decreasing lead acquisition costs.**

I've also authored a nearly 400-page book that's sold well ("*How To Make Maximum Money With Minimum Customers*")... and published an offline paid for subscription-based monthly newsletter for the last 10 years ("*Seductive Selling*").

The bottom line is, I've got a great track record when it comes to growing businesses and seriously increasing cash-flow.

What's Next?

If you want to discuss the possibility of us working together, e-mail me your name, and contact information, and tell me what's going on in your business.

Send it to craig@kingofcopy.com, and

I'll get back with you - one way or another.

If you don't hear back from me, it means your email wasn't delivered. In this case, call my office and leave a message for me at **813-333-2463**.

And don't be discouraged. I'm pretty open-minded to at least talking with you, as long as you're half-way intelligent and your business qualifies.

IMPORTANT:

My goal is to grow a business and sell it within 7-10 years. If your business would be sellable with the right tweaks... and you need help growing and systematizing it... then this is probably the fastest and most reliable way of you ever getting this big payday.

P.S. Maybe this is for you, and maybe it's not - either way is fine. However, if you know someone else this might be a fit for... introduce us. Good karma always comes back around - I assure you.

Either way, thank you for reading this. I wish you great health and happiness in your life, and success and fun in your business.