



THE BREAKTHROUGH MANIFESTO

**How To Create Breakthrough Success
In The Next 90 Days**

Robert Stover

Legal Mumbo Jumbo

Where I tell you you're responsible for your own actions and
my lawyers love plagiarists

Warning: This Material is Copyright Protected

ALL RIGHTS RESERVED. No part of this report or its associated materials may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording, or by any informational store or retrieval system without express written permission from the author.

Published by:

Robert Stover

www.robertstover.com

stover@robertstover.com

714-357-9267

Introduction

A sneak-peek at what lies ahead...

I'm writing to share a few of the methods and strategies I've discovered to help businesses create million dollar breakthroughs in extraordinarily short periods of time.

After all these years, I'm still stunned when I see a simple change create a million-dollar breakthrough in the sales and profits and success of a business.

You just need one, simple idea to create a breakthrough

Inside this report you'll discover...

The biggest barriers between you and rapid success

The big lie you've been told – and the truth

How two words created a 50% increase in sales – instantly

The master principles that bring breakthrough success

The key to creating breakthrough insights

How to create big breakthroughs with small actions by discovering leverage points in your business

And much, much more. . .

I hope you find these Breakthrough Secrets as profitable as they have been for my clients.

Robert Stover

stover@robertstover.com

714-357-9267

Table of Contents

Creating Breakthroughs	6
<i>You won't hear a Jiu-jitsu instructor screaming, "Use more force!"</i>	7
<i>A sign you are headed for failure – using massive force to achieve victory</i>	7
<i>Ideas are truly more powerful than gold</i>	8
Breakthrough Potential	9
<i>Leaps in sales, profits and business growth are possible in only 3 to 12 months</i>	10
<i>You've been told a "Big Lie."</i>	11
<i>Consider this: It is harder to drown than to swim</i>	11
<i>What's more expensive, doing more – or less?</i>	12
Barriers to Breakthrough	13
<i>What a crazy test-pilot can teach you about breakthroughs</i>	13
<i>How to achieve more with less</i>	14
<i>Belief Barrier #1: Breakthrough success isn't possible in my business</i>	14
<i>Belief Barrier #2: Breakthroughs come from one heroic, massive action</i>	16
<i>Achieve breakthrough success through a series of small, low risk actions.</i>	17
<i>Multiply your profits to breakthrough level with baby-steps</i>	17
<i>Case Study: How changing two words doubles sales</i>	17
<i>Belief Barrier #3: Business Growth is Linear</i>	18
<i>Case study: Company doubles sales in 1 year by changing beliefs</i>	19
<i>Barrier #4: Product or service fixation</i>	19
<i>How to beat competitors you are not better than</i>	20
<i>Barrier #5: Reinforcing failure</i>	21
<i>Starve failure – Feed success</i>	21
<i>Barrier #6: Confusing means with ends</i>	22
<i>Commit to ends, not means</i>	22
<i>Barrier #7: Not Measuring. . . The right things</i>	23

<i>Not measuring the right things is a barrier to creating breakthroughs</i>	23
The Master-Principles	24
<i>Master Key #1: Humility</i>	25
<i>The more you know about something, the less you know about everything</i>	25
<i>The answer is obvious, isn't it?</i>	26
<i>What we are doing is becoming a master of mediocrity</i>	26
<i>The smart way to be ignorant</i>	26
<i>Master Key #2: The Uniqueness Principle</i>	27
<i>Your business is unique</i>	27
<i>Breakthrough magic</i>	28
<i>Master Key #3: Create a Breakthrough Question</i>	28
<i>This type of business owner does not discover breakthroughs</i>	29
<i>Transform any problem in your business into a breakthrough vision</i>	29
<i>Don't try solving the first problem on the list, first step back and ask, "Why?"</i>	29
<i>Better questions equal more options</i>	30
<i>How to craft a breakthrough question</i>	30
<i>Master Key #4: Time for Breakthroughs</i>	31
<i>Your most powerful, strategic resource</i>	31
<i>All time investments are not equal</i>	32
<i>Master Key #5: Let testing light the way</i>	32
<i>It's a proven fact that nobody can predict in advance which version will win</i>	33
<i>Testing is a search-light that illuminates the breakthroughs in your business</i>	33
<i>Some of your favorite ideas are going to lose</i>	33
<i>Breakthroughs may be easier than you believe</i>	34
Create Breakthrough Insights	35
<i>Insights are a key source of breakthroughs</i>	36

<i>Famed Pepsico CEO, Roger Enrico had an insight that grew Doritos 400%</i>	36
<i>The two fastest way to create a breakthrough insight</i>	37
<i>How the 80/20 principle can create breakthrough success for you business</i>	and your 37
<i>It's easy to use and creates breakthroughs fast</i>	37
<i>If you are short on resources and time – do this</i>	38
<i>The key to rapid breakthroughs</i>	38
<i>Life changing rewards</i>	39
<i>This breakthrough multiplied sales 10 times in 5 months</i>	39
Finding Leverage-Points	41
<i>The secret to high probability success</i>	41
<i>How to get bigger breakthroughs faster</i>	42
<i>Your current messaging</i>	42
<i>The number one mistake businesses make</i>	43
<i>A couple of ways to use this leverage point to create a breakthrough...</i>	43
<i>2 small changes create 400% leap in sales</i>	44
<i>Here's the fastest way to create a Unique proposition in your market</i>	44
<i>A plumber shows you how to beat competitors</i>	45
<i>More ways to increase sales fast</i>	45
<i>The cheapest, fastest ways to boost sales and profits</i>	46
<i>The hardest thing you'll ever do in business</i>	47
The Beginning...	48

Creating Breakthroughs

Why working harder doesn't work!

Whenever most business owners hear the word 'Breakthrough', I've found it's common for them to imagine ramping up the emotional passions to '110%', getting ready for "Massive Action" storming-the-castle, all-hands-on-deck, take-the-beach-effort.

And that makes them a little queasy to their stomachs. "Here we go again." We've all been through the motivational hype before. A huge rush of adrenalin followed by massive action followed by . . . often failure. You're burned out. Your team is burned out. Nobody is ready for a second helping of "pie-in-the-sky".



The Breakthrough Paradox: Creating breakthrough success is often easier than struggling where you are.

So, here is yet another guy suggesting that you can create a breakthrough in your business.

I wouldn't blame you if your reaction where, "No thanks! Been there, bought the t-shirt, have bullet-holes in it."

So, the first thing you need to know is this: Breakthroughs are possible...without massive, 110%, take-the-beach action.

Need proof?

Go no further than your local Jiu-Jitsu dojo. . .

Funny thing, you won't hear a black-belt jiu-jitsu instructor screaming at a white-belt "Force the lock. Use more force. Get stronger. You're losing because you aren't forcing it."

You won't hear a Jiu-jitsu instructor screaming, "Use more force!"

Sadly, this is just the type of advice most often dished out by professional Rah-Rah guru's.

Contrast that soul-crushing advice with what you would actually hear on the jiu-jitsu mat. "Flow with him. Use his force against him. Don't quit, try something different. Be smarter. Quit forcing it. You're trying too hard, RELAX!

It's a contradiction. A paradox.

The jiu-jitsu master is focused on victory. Yet, the way he coaches his students to achieve victory is through relaxation, using the opponents strength and force against him. Achieving success through a focus on victory, but achieving it through relaxed effort that emphasizes going with the flow and being smarter and using leverage - not massive force.

In fact. . .

A sign you are headed for failure – using massive force to achieve victory

As many a man of superior strength has learned on the jiu-jitsu mat, the more he forces things, the more strength he expends -- the closer he is to failure.

And the most common cause of that failure? Gassing out. The strong man just plain doesn't have any strength reserves left. His mind might be willing. But he can't breath, can't get his muscles to move, and he is quickly submitted by the smaller, weaker - yet SMARTER opponent.

So, yes. breakthrough success in your business is possible. More than you may think right now.

But the way we are going to achieve that success is by being smarter. Using leverage, not brute force. Being flexible, not ridged. Out-thinking competitors -- not out-working them.

Take Apple and Steve Jobs as a case in point. . .

When Steve Jobs took back control of Apple, he had less cash, fewer resources and a tarnished brand reputation compared to what the previous CEO, John Sculley, had started with. Yet, within a few years he unleashed a string of innovations and breakthroughs that have changed the world of computing.

As of this writing, Apple stock has out-paced the price of Gold the last several years.

Ideas are truly more powerful than gold

In the pages ahead, I'm going to define breakthroughs and show you just how much is actually in your business -- the sales increases, the profit leaps, the boost in growth and the multiplication of your profits.

Then I'm going to show you what some of the common blocks are to creating your Breakthrough Success.

And finally, we'll take a look at some of the practices you can use to create breakthroughs of your own. Fast.

Let's start with showing you the kinds of business success that can be yours when you create a business breakthrough...

Breakthrough Potential

Is a 300% increase in sales within 90 days possible?

Recently a colleague asked me an important question...

What's a breakthrough anyway?

I gave him two answers:

Number One: I can tell you what a breakthrough is NOT:

A breakthrough is not increasing your sales or profits 10% year over year. It's not just surviving. It's not growing along with the rest of your market. It's not being happy with far, far less than both you and your business are capable of.



The potential for breakthroughs in your business are far larger than you may imagine.

And a breakthrough isn't working harder and harder to achieve smaller and smaller gains in sales, growth and profits.

Number Two: I can give you examples of breakthroughs that my clients have achieved using the principles and leverage points you'll discover in this report.

Here we go. . .

... When your sales people are closing 1 out of 20 people they call ... and two weeks later are closing 4 out of 20 (a 300% increase!) – that is a breakthrough.

... When you send 20,000 beautiful seminar brochures to your list and get one sale - and then later mail an ugly, overly-long letter to only 6000 people and make \$395,000 in a week – that is a breakthrough.

... When you double your customers by making a two-word change in your presentation – that is a breakthrough.

... When you reduce lead cost from \$28 to \$8.95 with a single click in your Adwords' account – that is a breakthrough.

... When you make a simple shift in strategy to focus on only one type of customer segment and go from \$1.5 million to \$7 million in the next 2 years – that's a breakthrough.

... And when you offer a new service to your customers that takes you from \$7.5 to \$25 million in 4 years - - that is a breakthrough.

I could go on, but I think you have the idea:

Leaps in sales, profits and business growth are possible in only 3 to 12 months

And even more importantly...

Those amazing breakthroughs were achieved using LESS time, money and effort than the business owners were investing before the breakthrough.

That fact amazes me most about breakthroughs: Breakthroughs often require less time. . . Less money. . . Less effort than you are currently pouring into your business. It is possible to expend fewer resources to achieve 300% more sales, profits and success than you are achieving now.

How is this possible?

Doesn't achieving breakthrough success requires more effort, more time, more money than whatever you are putting into the business right now?

Wrong.

You've been told a "Big Lie."

Here are four reasons why breakthroughs can achieve three times the results for half the effort. . .

First, breakthroughs target key leverage points in your business.

Much like the jiu-jitsu black-belt, breakthroughs achieve their bottom-line impact by working on superior positions, leverage points and constraints. They don't try to out-work or out-muscle the problems and competitors. They out-think them.

Second, breakthroughs are far more "insight" driven than force driven.

For example: One of my clients was frustrated that sales weren't going up – despite hiring new managers, investing in sales training and updating their CRM system.

After taking a hard look at where business was really coming from, it became apparent that all of their team's effort was being applied against a target market that had created the fewest results. The results were actually coming from professional referral sources like CPA's and Attorneys.

Once they had this simple "Ah Ha" they shifted their sales team's efforts to creating more professional referral relationships and doubled sales in a month.

Third, breakthroughs often occur when a business stops doing 'everything' and focuses on only a few 80/20 actions.

Much in the same way a farmer increases the size of fruit by pruning back branches, a business can leap forward when energy and force that are going everywhere are focused into a few, more promising actions.

Consider this: It is harder to drown than to swim

I used to lifeguard and can assure you that a drowning person expends far more effort in trying to save themselves than a swimmer expends even in a race. Flailing and floundering, whether in the water or in business, rapidly burn available resources while achieving nothing.

Fourth, breakthroughs often use existing resources, people, clients, marketing, advertising, salespeople and infrastructure.

In the examples above, the companies didn't go out and hire new sales people, didn't launch expensive ad campaigns and didn't make huge long-term investments in infrastructure or invest in expensive, time consuming employee education programs. In each case, they simply rearranged or redeployed existing assets. And in some cases, they actually stopped pursuing some activities all together.

What's more expensive, doing more – or less?

So, let's review where we are...

We've covered two major points. One, breakthroughs are possible in almost any business. Secondly, achieving a breakthrough in your success is far easier than you may have imagined.

Both those facts beg a question: If breakthroughs are possible in almost any business - and they are easier than most folks think -- why aren't you experiencing successful breakthroughs in your business already?

Let's answer that question in the next section - Breakthrough Barriers.

Barriers to Breakthrough

Don't allow your businesses future fall victim to these success barriers

In this section we are going to look at some of the barriers that may be holding you back from experiencing a breakthrough in your business success.

And no story is more instructive to breakthrough barriers than the story of Chuck Yeager when he broke the sound barrier. Here's the story. . .



Breakthrough magic can happen when small changes are applied to big levers...

The other night I was flipping through the channels and ended up catching part of the History Channel's story on Chuck Yeager's shattering the sound barrier.

If you're not familiar with the story, here are the cliff notes. Planes that had tried to breakthrough before were often torn apart. At the time, they didn't even know if it was possible to break through the sound barrier.

What a crazy test-pilot can teach you about breakthroughs

And, when Yeager fired up the engines to try it, they had no idea what was waiting for him on the other side. As he approached the barrier, he experienced the typical turbulence and violent shaking. He held the X1 plane together though and passed through. As he did, the turbulence vanished and he slammed the air speed needle over mach-1.

Two quotes from the segment I saw burned into my mind.

The first was from a fellow that was a colleague of Yeager's. He said, "We discovered that there wasn't a sound barrier, we had a knowledge barrier."

The second came from another colleague. He walked up holding a book on aeronautics. He threw it in the trash can and said, "Let's go re-write the book."

A couple of thoughts...

How to achieve more with less

As we discussed in the previous section, many of the breakthroughs in sales or profits have an interesting commonality. Often, after the breakthrough, the company is able to achieve more productivity or sales or growth with fewer resources.

Secondly, if you truly want to achieve breakthrough growth and sales, you need to carefully consider whether or not the "book" you've been running your business from needs to be thrown away, and a new book written.

One of the first areas you need to consider tearing out pages from your existing book is your beliefs about what is or isn't possible.

Belief Barrier #1: Breakthrough success isn't possible in my business

The first belief barrier we need to shatter is your lack of belief that breakthroughs are possible in your business.

No barrier is more destructive to your future results than your belief that breakthrough successes are not possible.

Why?

If you don't believe they exist and are possible, you won't look for them. If you are not looking for them, you sure ain't gonna find them.

Do business owners get lucky with a breakthrough now and again they weren't looking for? Sure. As the saying goes, even a blind squirrel occasionally finds a nut. But it is a rarity.

Far more probable is the business owner - YOU - believe that it is possible for your business to experience a breakthrough in sales, profits and growth - and you go looking for it - and find it.

Remember this isn't about motivational hype. It's not about cranking up your emotional drive to 110%. I'm simply asking you to hold your mind open to the possibility that creating a breakthrough is possible in your business.

Once you hold your mind open to that possibility it is far more likely that a breakthrough insight sneaks in.

Now, there may be a few more beliefs holding you back from opening the possibility door. So,

Current	% Increase		FUTURE
	Current Result	of Our Systems	Potential Results
#1. Clients/Inquiries per month	750	10%	825
	x		x
#2. Conversion % to sale	6.0%	10%	6.6%
	=		=
Number of Customers	45		54
	x		
#3 Average Sale Value	5000	10%	5500
	=		
Sales	\$ 225,000.00		\$ 299,475.00
	x		
#4. Repeat Sales per yr/client	2	10%	2.2
	=		
Annual Sales	\$ 5,400,000.00		\$ 7,906,140.00
	x		
#5. Gross Profit Margin	30.00%	10%	33.00%
	=		
Annual Gross Profit	\$ 1,620,000.00		\$ 2,609,026.20
	\$ Increase in Gross Profit		\$ 989,026.20
	% Increase in Gross Profit		161.05%
#6 Company Value Multiple relative to earnings	4		4
Current Company Value	\$ 6,480,000.00	New Company Value	\$ 10,436,104.80
	\$ Increase in Company Value		\$ 3,956,104.80
	% Increase in Company Value		161.05%

let's kick the legs out from under a few of them. Here are two of the most dangerous. . .

1. My growth is determined by the growth in the economy.

If you believe that your doomed to having your future determined by forces outside your control. Does a floundering economy make it harder to achieve breakthrough success. Perhaps. But, if you want (or need) to create a profit and sales

breakthrough in your business, then it is a non-issue. You have no choice but to grow faster than the economy or your competitors.

So, the longer you focus on how bad the economy is, the longer it is going to be before you get your business earning back what you've lost and then doubling and redoubling your profits to new levels.

2. I don't have enough resources to do anything.

Again, many businesses owners are feeling the same pain right now. And they are missing out on the abundant opportunities to leverage their existing resources to create breakthrough profits and success.

I've already shown you that Steve Jobs created spectacular breakthroughs with far less resources than the previous CEO, John Sculley had.

All around you are business owners who got knocked back on their heels during the Great Recession, yet, have started taking small actions with their existing resources and are again breaking through to higher profits and growth.

If those business owners could start over without resources and achieve success, why can't you?

Due to a knee injury I spent a year on crutches. I was a hunched over mess. So, I hobbled into a physical therapist. He asked me about the situation. I went on about how I couldn't straighten my leg, how I couldn't stand up right so well, how I couldn't do this and couldn't do that. He listened to my story for awhile, then asked, "Well, what can you move? Let's start there."

Instead of focusing on all the resources you don't have, do an inventory on your resources (no matter how scarce) and ask, "What can I do?"

Belief Barrier #2: Breakthroughs come from one heroic, massive action

If you want to set yourself up for failure, this belief is one of the best.

Here's why. . .

First, it keeps you from ever doing anything, because everything you think of doesn't seem big enough by itself to create a breakthrough you need. So, why try it?

Second, it gets you focused on rolling your entire bank of resources on one great act. Like a stunned fighter in the ring, it is easy to get focused on throwing wild haymakers.

This belief can cause an entrepreneur to careen wildly back and fourth from frozen inaction, to suicidal Hail Marys.

Achieve breakthrough success through a series of small, low risk actions.

The reality is that you can actually achieve breakthrough success through a series of small, low risk actions. You can take these actions rapidly, safely and they snowball into breakthrough results very quickly.

For example, consider the dramatic increases in your business that are possible from 5 small changes. You see, at the end of the day, there are really only 5 ways to grow your business.

1. Get more customers and clients
2. Increase the average transaction
3. Multiple the times a customer does business with you
4. Reduce the amount of customer attrition
5. Increase your profit margins

Now for each of those ways to grow your business there are dozens of tactics you can apply. But lets say you just make a small, 10% change to one of them a month. In 5 months you will have doubled your profits.

Multiply your profits to breakthrough level with baby-steps

Little 10% changes, making one change a month doubles profits in 5 short months.

And this is important. . .

Some of these baby-steps you take will end up being huge breakthroughs.

I mentioned in the introduction to this report how one of my clients changed just two words in how they explained their product to prospects and it doubled their sales immediately.

Here's the story...

Case Study: How changing two words doubles sales

When salespeople for a remedial reading company would call on private school administrators they would point out their expertise in working with “learning disabled students”. A common response by the administrators after hearing this was, “We don't have any of ‘those’ children.

The challenge was that learning disabilities were very common - but when administrators heard the term “learning disabilities” they didn’t think “dyslexia”. They thought “developmentally disabled”.

Quite by accident one of the sales reps called out to an administrator who was walking away and said, “Are you sure you can’t use this program - it works wonders with “struggling students”. The school administrator stopped in her tracks and said, “What did you say?”

As we quickly discovered, the term “struggling student” brought to mind all the borderline children both teachers and parents lined up outside the administrator’s office to talk about.

Naming the problem correctly was like shouting “open sesame” when it came to setting appointments. This one two word phrase DOUBLED the teachers meetings scheduled immediately.

J. P. Morgan had one of the best anecdotes to this “Go big or Go Home” mentality that traps a lot of entrepreneurs from taking small actions that lead to breakthrough success.

He said, “Walk as far as you can see, and you’ll see further.”

Often in rapidly changing markets or in businesses where the economy has knocked the owner off his feet, it can be very difficult reformulating a vision of the future that makes sense or seems to be “enough”. Let J.P. Morgan’s quote lead you forward. Even when the future seems fuzzy, when little actions don’t seem to add up to breakthroughs, when you can’t seem to see beyond the end of the month, “Walk as far as you can see, and you’ll see further.

Belief Barrier #3: Business Growth is Linear

There is a common belief that business growth follows a linear path. Each year, a business grows a little more than it did last year. Kind of like rings on a tree, it expands slowly and steadily until it is a great enterprise some day.

Partially true. The fact is a lot of businesses are started, flounder and crash in their first three years. Others grow steady year after year and still others experience breakthroughs and rocket past their competitors.

Which would you rather be?

Most entrepreneurs I work with want to experience the rapid growth.

And often times the only thing standing between them and a breakthrough is the belief in steady growth.

Case study: Company doubles sales in 1 year by changing beliefs

A client of mine, a small gazebo company, asked me to participate in their yearly strategy session. They laid out their growth from the previous years. It followed the typical start up growth curve... \$150,000 the first year, \$300,000 the next, \$700,000 the next, \$1.2 the previous 12 months.

Now it was time to set the growth goal for the next year. They thought \$1.8 million would be a realistic target.

I asked a simple question. “Why not \$3 million”? Every body looked at each other. Then they started crunching numbers. They were surprised to realize they could hit \$3 million by simply hiring one more salesperson and one more production person.

The only thing holding their business back from doubling in the next year was a belief in incremental growth.

Okay, we’ve covered the major belief barriers. Now let’s look at some other barriers standing in between you and a breakthrough.

Barrier #4: Product or service fixation

One of the most common barriers to breakthrough success I encounter in businesses of all size and age is “product or service fixation”.

It is natural to be proud of the product or service your business is offering clients. It is what brought you into business in the first place. You saw the need for a better product or service and knew you could deliver it to the market as well as anyone else.

Yet, your customers and clients are not buying products or services. They are buying a result. That may be a business metric like more sales, lower cost, faster delivery and less cost. Or, it may be an emotional benefit like confidence, attraction, happiness, happy taste-buds, fulfillment, satisfaction, security and many more.

While you should pursue excellence in the products and services you deliver, you should pursue even more excellence at truly understanding the deepest desires of your customer and fulfilling those.

And understanding these desires is the key to discovering new products and services to deliver, new ways to create more value to your existing offerings and more ways to deliver your offerings to your customers.

I ran into a great example of this on a plane ride back from Utah. I ended up sitting next to a sales manager for MRI machines. I'll leave all the brand names out of this for the sake of confidentiality - but the story emphasizes a powerful example of creating breakthroughs by breaking product fixation and instead focusing on what the customers most desire.

How to beat competitors you are not better than

MRI machines run into the millions of dollars. The companies that make them are dealing with matters of life and death, and so rightfully focus on product excellence. Company A and Company B were running neck and neck in the race for market share. The sales people focused on a "our product is better" approach. Well, along comes Company C and starts eating market share without having a demonstrably superior machine. Pretty soon, Company C is the main player in the industry by a wide margin.

How does Company C do it? How do they come in with a product that is as good, but not superior, to their competitors and still eat up the largest share of market?

With financing.

They realized that product excellence was just one of the factors a hospital or college had to consider. They also had to consider how to pay for a multi-million dollar machine. And, the President of a college or hospital may have projects and objectives he or she wanted to pursue beyond a new MRI Machine. So, in addition to superior payment terms and options, they would add in an additional million bucks in financing for the President to use in anyway he or she wished.

Nice!

And an excellent example of how breaking your product or service fixation can lead to a multi-million dollar breakthrough.

Barrier #5: Reinforcing failure

I would like to take credit for this observation. But credit goes to Peter Drucker. In his 1950's book, *Managing for Results*, Drucker points out the tendency of companies to feed failure and starve success.

I've discovered his insight so predictable that I'd say that in some way, 50% of business owners are letting this barrier rob them of a breakthrough.

Here's how it works in a nut shell...

The business gets a bright idea and invest a lot of money in it. It may be a new market they want to enter, a new product, or an acquisition. The idea ends up not bringing the profits and glory to the company that they thought it would. In fact just the opposite happens. It fails or languishes and starts sucking cash.

No body likes failure. Not 700 Billion dollar companies. Not \$1 million a year entrepreneurs

So, their instinct is to rush in and save the drowning project. And how do they do this? Typically they find their best and brightest people, then pull them off the successful project they are already on, and throw them at the problem child. As it still struggles they throw more and more financial and human resources at it.

As a result of this very natural instinct, the business ends up starving the successful projects, products and markets that were humming along and feeding the failure.

Drucker suggested doing just the opposite. When you are faced with an obvious problem child, let it starve. Instead, take a look at the opportunities you have that are sailing along fine, and find ways to throw more resources at them to take them to the next level.

Starve failure – Feed success

If this sounds obvious - it is. Yet, it is counter-intuitive. I've certainly made the mistake of starving my successes while feeding my failures. I know of many business owners who over look a product or service that is growing on its own with very little effort, while they throw millions at the project that no amount of time, money, effort or strategy can save.

No one likes to see their pet projects suffer. Yet, for the health and success of the business, you may have to refocus on the success. The Universe may be speaking to you. Are you listening?

Barrier #6: Confusing means with ends

When I'm called in to work with a client's business, they almost always have decided what solution they need. "We need social media". "We need to train our telemarketers to handle objections better". "We need a blog". "We need better words to describe our product". "We need a white paper". "We need to execute better". And the list goes on.

There is nothing wrong with looking at your challenges and then coming to a conclusion about the needed solution. What becomes a problem is when your focus becomes all about the solution – and you forget the solution is merely one of many means to achieve a goal.

I see many many businesses who have become means focused even when the means clearly are not producing results. But, they have hired people to manage those means. People are rewarded on how well the means are implemented. And nobody wants to consider life without the means. Yet, that is just what may be required to achieve a breakthrough.

Remember, the Jiu-jitsu master doesn't force locks that are not working. He flows to the next lock where there is less resistance. He is rigidly focused on the ends, victory, but flexible in his means, the specific locks.

Commit to ends, not means

One of my favorite breakthroughs created a 300% increase in sales in 2 weeks. And the breakthrough happened because the sales managers realized they were focused on the means (in this case objection handling) when it made more sense to focus on the ends: More sales faster.

This simple shift in focus opened up a world of possibilities for increasing sales, that just moments earlier were not even imagined.

We'll cover this case study again in the section Breakthrough Methods called, "Purpose focused thinking".

For now, understand that you may need to let go of the solutions you are considering in order to achieve the ends you truly desire - breakthrough sales, profits and growth.

Barrier #7: Not Measuring. . . The right things

Over the years, one of the biggest killers of breakthroughs I've observed is lack of measurement. Or, failure to measure the right things.

Take a companies advertising. It is rare a business owner can tell me the results all of the different ads and campaigns are creating. Yet, experience shows that a single change in a single ad's headline can product a 2000% increase in sales or leads. One publication can out-pull another buy 100%. One land-page for a PPC campaign can beat another by 250%. Yet, if you are not tracking your results, how can you possibly make an informed decision of what to increase and what to decrease and what to end?

I can't tell you the number of times I've challenged a CEO on this and their reply is some variation of "Well, you just have to put your name out there and eventually people remember you. Or, "I'm making \$25 million a year - what does it matter where it is coming from?"

Not measuring the right things is a barrier to creating breakthroughs

Let's look at the advertising example above again. Let's say, that instead of actual leads or sales , we decide to measure how many people remembered the advertising, or how many times it was tweeted about or "liked" on facebook.

Choosing to measure things not directly related to the results you desire will (and does) lead business leaders astray on how to allocate their scarce resources.

In this example I used advertising, but the principle holds true through out the company, its sales force and finance. Choosing the wrong measuring stick is choosing to miss out on a breakthrough.

There are more, but these 7 barriers condemn more companies to mediocrity and also-ran status than any others. And our goal here, our ends, is not to become experts in all the mistakes that business leaders make. It is to create a breakthrough success in our business.

With that in mind, lets turn our focus in the next section on the Master Principles and Key Leverage Points that can trigger a breakthrough in your business within the next 90 days.

The Master-Principles

These master principles form the foundation of breakthrough success

Let's take a quick look at where we are.

1. We know that breakthroughs are possible in most any market, regardless of the economic climate or your businesses resources.
2. We know that the reason you are not experiencing more breakthrough success in your business in your business may be one of the 7 breakthrough barriers.

Simply put, you know what you want: Breakthrough success. And you know what's standing in the way: Breakthrough Barriers.



These master principles have created breakthrough millions

Now we need to give you the principles and the leverage points you need to create breakthrough sales, profit and growth success in your business in the next 90 days.

In the same way there are common barriers preventing breakthroughs, there are common master principles that I've found lay the foundation for breakthrough success.

Let's start breaking through these barriers now. . .

Master Key #1: Humility

You may find that an odd principle to include in a book on business. But I can assure you that this master key will unlock more breakthroughs, multiply sales, catapult you profits and boost you growth faster than any other principle.

Why?

Because it is our ego that keeps us attached to efforts that are not succeeding. It is our ego that keeps us from listening to the ideas and insights of our employees. It is our ego that keeps us from listening to (or even asking for) the feedback from our customers. It is our ego that keeps us wed to practices and products that are no longer working.

And most importantly. . .

It is our ego that keeps us from asking for help.

The more you know about something, the less you know about everything

Consider this fact: The more expertise you have at any specific aspect of your business, the less expertise you can have at any others. It's a law of nature. Mastery requires focus. Focus means "saying no" to all sorts of activities and knowledge. And that means that the more we achieve mastery in one area of business or life, the more we become less knowledgeable about all others.

Being an expert means knowing more and more about less and less.

I can't escape this law. Neither can you.

The more I know and learn and master at helping business owners achieve rapid breakthrough success, the less I know about managing my own investment portfolio. That means I have two choices. One, fake it. Make believe I'm smart and really know what I'm doing in the market. Or two, ask for help.

Funny thing. I've got an investment advisor who spends every waking hour learning how to safely grow his client's wealth. He's got a masters degree in finance, a load of industry licenses and designations and gets up every morning excited to discover new ways to protect and grow wealth.

I actually had an acquaintance ask, “Why do you PAY an advisor? Seriously, you can read a few books and do this yourself.”

Hmmm... Who’s wealth management advice do you want? Me, the breakthrough guys? Or my advisor’s, the guy who’s been eating investment strategies for breakfast, lunch and dinner the last 15 years?

The answer is obvious, isn’t it?

Why then do we expect to be the “smart guy or gal” at everything in our businesses. We have to master accounting, payroll, marketing strategy, business strategy, advertising strategy and tactics, and the list goes on and on.

I’m going to be tough here. . .

We are delusional if we actually believe we are maximizing every aspect of our business on our own through our own entrepreneurial super-powers.

What we are doing is becoming a master of mediocrity

There is one and only one anecdote to this law of mastery. We simply must ask for help from folks who are truly masters at these different aspects of our business.

And that means setting ego aside and embracing humility.

Henry Ford was once called “ignorant” by a Chicago newspaper reporter. He sued the paper for libel. The paper’s attorneys put Ford on the stand and began to try to prove he was indeed ignorant with a bus load of trivia questions. Finally, growing tired of the barrage of trivia, Ford told the Attorney...

The smart way to be ignorant

“If I should really want to answer the foolish question you have just asked, or any of the other questions you have been asking me, let me remind you that I have a row of electric push-buttons on my desk, and by pushing the right button, I can summon to my aid men who can answer any question I desire to ask concerning the business to which I am devoting most of my efforts. Now, will you kindly tell me, why I should clutter up my mind with general knowledge, for the purpose

of being able to answer questions, when I have men around me who can supply any knowledge I require?”

Now that is the way to be ignorant.

It takes humility to admit we don't know it all. But we don't, so the sooner to admit it to ourselves, the sooner we can admit not all of our ideas and plans and practices will succeed and the sooner we can begin creating breakthroughs by tapping into the knowledge and expertise of others.

Master Key #2: The Uniqueness Principle

I'm guilty...

I've rolled my eyes when I'm describing some “brilliant idea” to a business owner and he blurts out, “But my business is different, direct mail, or email, or whatever won't work in my business”.

Yea right.

But you know what? He was right about something. . .

His business is unique.

While broad statements that a given media or method just won't work may not be correct, there is a truth that his business is unique.

As I've looked back on the breakthroughs that the entrepreneurs I've worked with have created, I began to notice that the breakthroughs tapped into unique elements and dynamics that existed in their business and markets and customers and competitors and human resources at that unique moment in time.

Your business is unique

It is very common in direct response advertising to borrow the successful headline formats from the past. Yet, some of the biggest blockbusters my clients have created tapped into unique elements that would only work for their business, at that unique moment in time. No one else could borrow or adapt their headlines or systems to their business. It may be that we create a unique sales process, a unique lead generation process, a unique ad or sales letter.

This principle has proven so effective that I make it standard practice to work with clients just making list of resources. We simply work through the various aspects of their business noting their unique mix of resources. No business is the same. Each has a unique fingerprint of resources, customers, competitors, challenges, opportunities, relationships, expertise, talent, employees, etc.

Breakthrough magic

Then as we search for insights and leverage points in the business, they mingle with these unique elements to create breakthrough magic.

I'm not the only one to have noticed this. Roni Horowitz created a breakthrough system of problem solving and innovation called Advanced Systematic Inventive Thinking (ASIT). It was so revolutionary it has been featured in the Harvard Business Review, Studied by Ford, Eastman Kodak, General Electric, BBDO, Nestle, SAS and dozens of others.

Roni points out that one of the most valuable skills is simply making a list of the unique elements in a situation (problem world) and then thinking about how that unique element could achieve the objective at hand.

So, stop worrying about your lack of resources or envying all the resources a competitor has. Start making a list of all your resources and start asking, "How can this help me create a breakthrough?"

Master Key #3: Create a Breakthrough Question

Over the years I've noticed that there are two types of business leaders who create breakthroughs, and one that doesn't.

The first type of business leader who achieves breakthroughs are the growth driven. They are driven by unrealistic goals and objectives and visions of the future. Think Steve Jobs and Sir Richard Branson.

The second type of business leader who discovers breakthroughs are the desperate. Their business has been rocked by the recession, or a new technology, or some unfortunate decisions that have left them standing on the brink of bankruptcy. They simply have no choice but to perish or create a breakthrough.

The third type of business leader does not discover breakthroughs. The satisfied. Business owners who are happy with their business as it is don't experience breakthroughs. They experience incremental growth until fate and competitors knock them into a type 2 leader.

This type of business owner does not discover breakthroughs

I can tell you from experience that being a Type-1 leader is better than being forced to be a Type-2. It isn't any fun to peel your face off the pavement, look up dazed and confused, and try to make your way forward with scarcely any resources.

But a major set back isn't the end of the game. You know you need to change. You know you need a breakthrough fast. And that fact alone positions you to discover one.

However, even if you have a set back, it's important to turn that pain motivation in to vision of a more promising future. And the way we do that is by creating a breakthrough vision. We turn from problem focused thinking to vision focused thinking.

Transform any problem in your business into a breakthrough vision

Here's how to transform from problem focused thinking and activate the power of a breakthrough, vision focused thinking in your business...

Pick a problem, any problem. Sales in the toilette? Customers not walking in the door? Adwords sucking cash and not creating leads or sales? Your competitors eating your lunch?

Got your problem? There are two things you can do with it. One, jump in and solve it. That may or may not work. But will most likely not create a breakthrough. Actually taking action to solve it puts you ahead of 75% of other business owners who just suffer with it, but you can do better because you are a growth driven visionary.

Don't try solving the first problem on the list, first step back and ask, "Why?"

Why do you want to solve this problem? Lets take a specific problem, say your inside sales team can't seem to handle objections. Why do you want to solve that?

"To increase sales, idiot" is you likely response. Thanks for that.

Now, let me ask you, which problem holds more potential solutions, “How to handle objections better ” or “How to increase sales”?

Clearly, the second problem of increasing sales opens many, many more breakthrough options.

But we are not finished yet. Why do you want to increase sales? Again, you may reply, “To increase profits. What are you stupid?” Perhaps, but let me ask you, which which objective holds more potential breakthrough solutions: Increasing sales or increasing profits.

Better questions equal more options

Yes, increasing profits will yield many more potential options than just increasing sales.

So, “increasing profits” is where we will focus. Now to turn it into a breakthrough vision we need to get specific. Write your vision in this format... “How much of What by When?”. Then convert it into a question, “How might we...”

A few examples:

“We will double our profits in the next 90 days”. Now convert to a question, “How might we double our profits in the next 90 days?”

“We will triple the number of clients we have in 12 months”. Now lets convert that vision into a question, “How might we triple our clients in the next 12 months”?

How to craft a breakthrough question

“I will bring in an additional \$500,000 in the next 9 months”. Now, once again, lets convert that vision into a question. “How might I bring in an additional \$500,000 in the next 18 months?”

And there you have it, your driving Breakthrough Question.

This Breakthrough Question will lead you on your quest for breakthrough sales, profits and growth. Just asking it will bring possibilities into your mind that didn’t exist a moment before the question was formed.

Even without going through a formal Breakthrough Expedition, you’ll begin to have all sorts of ideas. You’ll begin to see your resources in the light of how they can help you achieve this vision.

Remember, its better to be growth and breakthrough driven, compelled by a Breakthrough Question than it is to scrape yourself off the pavement. You can turn any problem that is bugging you into a breakthrough. And just formulating your vision in the form of a Breakthrough Question will open your mind to a world of possibilities that didn't exist the moment before the question was formed.

Master Key #4: Time for Breakthroughs

For years now I've informally surveyed business owners about when they make time for creating breakthroughs in their businesses.

Here are the two most common answers:

1. In the car, to and from work.
2. In the shower.

There you have it. The most strategic, high leverage thinking an entrepreneur is engaged is squeezed in between arguments or songs on the radio, or between the soap and the shampoo in the shower.

There are two major reasons I want to encourage you to block out time from your schedule (and your teams schedules) to spend time answering the Breakthrough Question. . .

Your most powerful, strategic resource

Fact one: As a business leader, one of the most important strategic resources your business possesses is your mind, intuition and imagination. So, how you invest your thinking time has profound influence on the breakthrough success and prosperity of your business.

Fact two: An hour focused on one issue or challenge or opportunity may only return a fraction of the payoff as the same amount of brain-power applied to a different challenge or opportunity.

The problem is this: Precisely because you are the leader, you face a daily flurry of employee, market, product, service and production issues. Who knows what the day will bring fourth – an employee or a server melts down, a supplier misses a critical shipment, a competitors walks away with one of your best customers.

Do these issue need to be addressed. And probably by you? Yes. But they bring a hidden opportunity cost with them. Every minute you spend on them is a minute you and your team don't spend thinking or action on creating a breakthrough that could multiply the success and wealth of your business.

Consider this. . .

All time investments are not equal

In the same time it takes to handle an employee issue, or go over a paragraph of ad copy for the 5th time, you could have developed a rough idea for new products or services, reflected on your customers and uncovered potential new ways to serve them better, or a dozen other potential breakthrough ideas.

In order to achieve a breakthrough, it is imperative you spend your time-dollars wisely. First you need to have your Breakthrough Question firmly in mind. And if you are not sure what that is yet, well, that's the first thing you should block-out time to consider.

If creating a breakthrough in your business will change your future, you wealth, your profits and your growth (and it will), then you must absolutely block-out time with yourself and with your team to pursue the Breakthrough Question.

One more fact. . .

Your time investments can return millions. Or, they can cost your company its future.

The choice is yours.

Master Key #5: Let testing light the way

Many business owners don't realize that a simple change in an ads headline can increase response by up to 2000%. The same holds true for almost every aspect of your business. One process of generating leads my beat another by 300%. Or one way of designing a PPC land-page may beat another method by 150%.

Stated differently, the same dollar invested in one ad or sales system, or PPC ad, or land-page may return 10x the results of a different approach.

Here's the catch. . .

It's a proven fact that nobody can predict in advance which version will win

So, to find the breakthroughs hidden in all of your different sales, marketing and growth initiatives we have to conduct an A/B split test and see which wins under actual, live market conditions.

Focus groups can give insight - but they can't predict which ad or approach will win. Tested results show time and again that focus groups, employees, executives, and owners are very poor predictors of what will or won't succeed.

Even the most experienced direct mail experts who live and breath tested results, who are veterans of hundreds of split test, are poor predictors of ultimate success.

Testing is a search-light that illuminates the breakthroughs in your business

And more importantly. . . A/B split testing your insights and leverage points not only shows you where your breakthroughs are, it keeps you safe.

Instead of betting huge amounts of resources to going after a specific insight or leverage point, you are able to conduct small test pitting one idea or concept or sales approach or ad against another.

Once you do this a few times you will be shocked at how much money and breakthrough opportunity you have been leaving on the table.

Testing is one reason that the principle of humility is important.

Some of your favorite ideas are going to lose

Some of the ones you thought were born losers will emerge from the testing arena victorious.

That's okay. Your ego may suffer a ding, but your bank account while experience the Ka-Ching. 1 test is worth a 1000 opinions.

And 1 test can bring a sales, advertising or profit breakthrough to your business.

Okay, 30,000 foot view of where we are. . .

Breakthroughs may be easier than you believe

Breakthroughs are not only possible in your business, but they may be easier to attain than you at first believed. You know what the major barriers are to your breakthrough success. And now you know the master principles you need to keep at your side as you move forward in your quest for the breakthrough success. Finally, hopefully, you have your breakthrough vision and breakthrough question formulated to help guide you forward.

Now its time to get into the specific methods and tools needed to create a breakthrough. These are insights and leverage points.

In the next section, we are going to take a look at how to create the breakthrough insights you need to multiple your sales and profits quickly.

Create Breakthrough Insights

Discover how to create the insights that generate business breakthroughs

As I've studied breakthroughs over the years, I've come to see that their are several very high-potential sources of them:

1. Insights.
2. Leverage-points.
3. New Technologies
4. Proven "winning-moves"



A single insight can create a million dollar breakthrough...

For our purposes of creating very rapid breakthroughs of 100% to 300% in sales and profitability within 12 months, we are going to focus in on the first two methods of generating breakthrough ideas in this report.

And in this section, we are going to dive into a few proven methods to create breakthrough insights.

But first, why are insights so critical?

A single insight can be the source of stunning breakthroughs. . .

For one of my clients, the simple observation that the customers who were buying his audio program might want more help mastering the skills through a group coaching call created a \$1 million dollar breakthrough. And that breakthrough caused the company to create coaching programs around its other major products. That catapulted the company from \$7 million to \$25 million in 4 short years.

Insights are a key source of breakthroughs

Insights can give you ideas for new products, open new marketing channels, show you how to reposition your business to quickly capture more market share, give you an idea for a blockbuster headline, or suggest a new sales approach that generates explosive sales, or show a new marketing angle that can create explosive growth.

So, what is an insight?

Well, the dictionary over at [Princeton.edu](https://www.princeton.edu) defines it as:

- Penetration: clear or deep perception of a situation
- A feeling of understanding
- Grasping the inner nature of things intuitively

Let me give you a few real world examples of insights business leaders have had, and the resulting breakthroughs they created.

Famed Pepsico CEO, Roger Enrico had an insight that grew Doritos 400%

He was looking at trial and sales numbers and notices a discrepancy. Nacho cheese flavor only had a 10% trial rate, but, had the same gross sales as the rest of the variations. How was that possible? In a flash he understood that Nacho Doritos had a 400% higher repurchase rate than the rest of the line. This insight led to the obvious strategy of emphasizing the Nacho Cheese flavor in its advertising. The result was a jolt to the sales of Doritos.

In another example, Proctor and Gamble market researchers for the Foldgers' coffee brand noticed that a lot of the people the interviewed had set their coffee makers on automatic start

timers. They were actually waking up to the smell of coffee. From that single insight, the advertising campaign, “The best part of waking up is Folgers in your cup” was born - and catapulted Folgers to market dominance.

The two fastest way to create a breakthrough insight

And those two example point to two of the fastest ways for you to develop breakthrough insights in your own business. The insights that catapult your sales, crush your competitors and rocket your profits: Business Analysis and Customer Research.

And since this report is about creating Rapid Breakthroughs, lets look at the simplest and fastest and one of the most effective ways to analyze your business you can easily do yourself. The 80/20 analysis.

How the 80/20 principle can create breakthrough success for you and your business

The 80/20 principle, also known as the Pareto principle or “the law of the vital few” comes from economist Vilfredo Pareto’s observation that 80% of the effects in many systems come from only 20% of the causes.

And in your business, it is probably true that 80% of your leads may come from one ad, or channel like Adwords or a magazine or a flyer or direct sales. And 80% of your revenue may come from only the top 20% of your clients. And 80% of sales may come from only 20% of your inside sales team. And 20% of the time you spend in your business is probably producing 80% of your results.

The insights produced from an 80/20 analysis are easy to apply, and produce rapid breakthroughs because they often result in doing less. By doing less, and focusing efforts on the most productive customers, markets, advertising, sales people, etc you can multiply profits and accelerate growth – fast.

It’s easy to use and creates breakthroughs fast

You’ll want to at a minimum do an 80/20 analysis on. . .

Customers (which customers account for most of your revenue?). What commonalities do they have? What actions does this suggest? Targeting different segments? Dropping a segment or customer type? Redirecting resources and marketing messages to attract more of the right customers?

Products and services (which products or services account for the most revenue and profits?). You may be shocked to discover that products or services that account for the most revenue actually produce lower net profits than products or services that bring in more gross revenue. It may become obvious that one of your product or service offerings is the undisputed star and needs more resources applied to it. And it might become obvious you need to drop a product or service, no matter how much you love it.

If you are short on resources and time – do this

Again, there are lots of ways to analyze your business and markets and customers and competitors - but if you are short on resources and shorter on time, the a quick 80/20 analysis is one of the fastest way to generate breakthrough insights.

Another very fast way to create winning insights is performing customer research.

This research can be conducted with a quick email out to customers asking them a few questions, or a formal focus group, or by creating a customer advisory group or observing customers in their daily lives and while using your products or services.

The key to rapid breakthroughs

But, we are focused here on rapid breakthroughs. And the fastest way to get customer insights is a quick email or phone call to your customers asking them a few questions that make the most sense given your unique situation and unique challenges.

Some possible questions...

Why did you choose our prod/serv over others?

What do you like most about our prod/serv?

What do you dislike most about our prod/serv (or products/services in your market).

What made you hesitate most about purchasing?

What other prod/servs did you consider before purchasing ours.

How else are you using our product or service?

What other things do you wish the prod/serv would do for you?

What other needs or wants do you have that you wish we would solve?

Etc.

Life changing rewards

There is nothing difficult in either an 80/20 analysis or doing some quick customer research. But the rewards that come to your business success through these simple tools can be life changing.

One of my favorite “insight stories” comes from Whiskas cat food.

Researchers asked customers this question, “If you could give your cat \$10 and send him off to the store to buy food, what would he bring home?” The answers to that question could be summarized as, “live meat”. As a result the ad campaign, “Cats would buy Whiskas” using a live bird next the cat food bowl set record sales.

This breakthrough multiplied sales 10 times in 5 months

While I was writing this segment, I got a call from a client. They’ve just had a breakthrough that increased their monthly annuity revenue from \$5000 to \$60,000 in just 5 months. That’s a 10-times increase in 5 short months.

This breakthrough was created based on 3 simple insights.

- 1) Everything was moving online
- 2) While their software created incredible impact for their clients, it was too hard to install, learn and use.
- 3) They needed add more sizzle to the design of the reports it generated so they have more visual and persuasive impact on consumers.

Those insights were incorporated into their product make-over.

A 12 times increase in revenue in just 5 months was the breakthrough

So, what breakthrough insight is lying hidden and undiscovered in your business or your customers mind waiting for the right question to bring it to light?

Finding Leverage-Points

How small changes create breakthrough results in your business – fast!

I was wrong. . .

In the past when I worked with companies, I was smitten with helping them create new products, new markets, new advertising channels. Yes, those efforts can and did create breakthroughs. But, there is a faster way. . .



Breakthrough magic can happen when small changes are applied to big levers...

First, start by using existing assets, activities and knowledge to create breakthroughs by exploiting the existing leverage-points in a business. Once those have been tapped - only then move to all the “new” strategies.

The secret to high probability success

Leverage-points are areas in your business that have proven time and time again –over decades– by other businesses to have a high probability to create breakthroughs.

One of the reasons they produce breakthrough results so quickly, is they are buried in activities and assets you are already doing - your advertising, your marketing, your customers, your products. This means there is very little investment and very little time to make work. You are just modifying and optimizing elements of your business that you are already doing.

As marketing wizard Jay Abraham says, “It is easier to jump on a moving train, then to start a train moving”.

How to get bigger breakthroughs faster

Leverage points are already working in your business, other than a few tests, there is no need to launch new products, open new markets, make large capital investments or other long-term, high cost strategies. That means bigger breakthroughs faster for you.

We don’t have time to cover them all in this report, but let’s look at some of the most reliable breakthrough generators. . .

Your existing messaging...

Your current messaging

Whether you generate leads and sales through inside/outside sales people, a website, email marketing, direct mail, flyers, radio, TV, local papers, etc., all of those mediums carry a message.

And that message has 4 leverage points that can instantly multiply your leads, sales and profits.

The Headline:

After years of split testing one ad against another and comparing the results of over \$50,000,000 in advertising advertising legend, John Caples noted that a single change in a headline could create up to a 2000% increase in results.

That means for the exact same investment you could get 2000 percent more leads, sales and profits.

And that would mean if your competitor split test headlines and you didn’t – you would have to spend 2000 percent more than they do just to match their results.

Sadly, ever since Caples first made his research public, advertisers and ad agencies have been ignoring it ever since.

For one of my clients we tested 3 headlines. . .

“Never cold call again”

“How to get more referrals”

“Stop cold calling and increase your sales 25%”

After the results of this test were calculated, “How to get more referrals” won by 300%. Let me restate that. . .

Three hundred percent!

That meant the exact same investment he was already making in his advertising put an additional 300% in his pocket.

The number one mistake businesses make

The number one mistake businesses make in the headlines is NOT to have headlines in their messages.

The second mistake businesses make is to use a font style that is virtually unreadable

The third mistake businesses make in their headlines is to try to be clever rather than clear

The fourth mistake business make in their headlines is to not include a consumer benefit.

The call to action:

The next leverage point in a message, regardless of the medium is the call to action.

Much like headlines, the most common mistake in call to actions is NOT having one.

The major difference between typical image advertising and direct marketing is the call to action.

You must have a clear idea of the action you want your prospects or customers to make - and then crafting the flow of the entire message to persuade the reader of the message to in fact take that action.

A couple of ways to use this leverage point to create a breakthrough...

Add a guarantee. A simple guarantee can crank your sales and profits. The larger the guarantee, the more bullet proof the guarantee from the customers perspective, and the longer the time the guarantee is offered all work to multiply sales.

Make it easy. The easier it is for a customer to take the action you are asking of them, the more response and sales you will get. Can you include pre-filled out order forms, reduce clicks and steps, offer more payment options, etc.

Joe Sugarmen (you probably will recognize him as the blue blockers guy) revolutionized marketing when he was the first to ever combine taking credit cards by phone in the late 70's.

2 small changes create 400% leap in sales

For a client of mine selling through online webinars, we took his sales from a 2% close rate to a 8% close rate (that's a 400% increase in sales in a single month) by adding a third party introduction to his webinar and making his order form easier to fill out. That's it.

Add a bonus or premium for acting now. Many businesses have multiplied sales by adding in additional bonuses, gifts and premiums during the call to action. Add in an extra report or guide, offer an additional product, add in a free maintenance contract - the ideas are endless. Car dealers throw in free oil changes. Suit salesmen throw in free ties.

Those ideas should get you started. Now lets look at the final messaging leverage point. . .

Unique Positioning or USP:

Every business tends towards a commodity and price pressure as the marketplace becomes more and more crowded with competitors. You can greatly increase the power of your messaging by including a Unique Selling Proposition or Unique Positioning. A USP is simply stating why a prospective customer should choose you instead of your competitors.

Here's the fastest way to create a Unique proposition in your market

First, you need some insight. Ask your current customers what they hate, or what bugs them most about businesses in your industry.

Let's take a plumber for instance. Ask people what bugs them most about plumbers and you get three answers. They show up late for appointments, the stink, and they leave a mess behind.

Now, you are going to do two things with that information. 1. You are going to promise it won't happen. 2. You are going to guarantee it.

A local plumber in my area did this brilliantly. His Unique Selling Proposition: We show up on time, smell good and don't leave a mess – or you don't pay a dime”.

A plumber shows you how to beat competitors

Business people hate paying a CPA unexpected billing - or hate paying for services during their slow seasons. Some smart CPA's are offering their clients “Price protection” by charging a flat monthly fee that eliminates the big bill come April 15th. Others are offering special “Flex Pricing” that only charges them during their high cashflow periods. Those are powerful USP's to business owners and position these CPA's apart from all their old school competitors.

There are a lots of ways to create a USP – but the “bug/hate method above is one of the fastest - and will create a very sudden jolt to your sales if you can deliver on it.

Your Current Customers

The next major leverage point in your business is your current and past customers.

Here's a few ways to create a breakthrough from this leverage point.

Increase average sales transaction: By increasing the average transaction amount of each customer you bring in the door or client you serve you grow your revenue dramatically.

Consider. . .

Cross-sells:

Buying that new iPad? Here's several of our most popular cases to protect it - and do you need a stylus and earphones to go with it? And did you know that it now syncs with Apple TV so you can watch your favorite iPad video and Youtube vids up on that flat-screen you bought?

More ways to increase sales fast

Savvy grocers put all the items needed for a holiday feast all together in a bundled display near the main purchase (a turkey for example). How thoughtful of them to include all the fixin's right there for you to easily cross-sell yourself.

How else can you suggest related products and service?

Up-sells:

Suggest another larger or related product. Take the iPad above. Hmm... for your needs I think the 16g is going to run out of space, you should probably consider stepping up to the 32g model.

More examples: Would you like to “Supersize It” for just 25 cents more? Or, would you like the extended warranty with that where for just \$35 bucks we’ll repair or replace your gizmo for no cost for 2 years – even if its your fault it breaks?

Packaging and bundling products:

Before you purchase your book on [Amazon.com](https://www.amazon.com) they just happen to show you other books people who have purchased the same book you are buying have also bought. . . and if you buy them both together they’ll throw in free shipping.

Bundling means offering all the cross-sell items together - but offer for a reduced amount than the individual items would cost alone. For another example, My wife and I recently purchased a digital SR camera where an extra powerful telephoto lens was bundled into the package for a \$200 savings over the individual items.

Up-sells, cross-sells and bundling are very effective ways to create breakthrough sales and profits.

The cheapest, fastest ways to boost sales and profits

Referrals:

Referrals are one of the fastest, cheapest ways you boost your business. But you have to do something most businesses don’t do – ask for them!

So ask... Who else do you know who would like to solve X problems or experience Y results?

Also, if you are in an industry where there are no restrictions on rewarding your customers for sending referrals your way, do it. Offer an Amazon gift card. Offer a trip to Hawaii if your margins are large enough. A quick email, letter or phone call can bring a flood of profits your way. “Just a quick note to let you know that if you send referrals our way, we’ve started a new program where we’ll say ‘Thanks’ with \$25 gift card from Amazon”.

Offer new products and services:

The hardest thing we do in business is create a customer. Sadly after all that hard work and expense, many business owners then miss the opportunity to capitalize on their strong relationship with customers and offer new products and services.

The hardest thing you'll ever do in business

If you have customers who respect the products and services you deliver to them, they are more than willing to buy from you again, and again. So, if you don't have the resources to develop a new product, find someone with a great product and reputation and then bring it to your customers through a joint venture.

I made a leading marketing guru \$3 million bucks in 3 months by arranging a joint venture with the leading personal development products company.

How much can you make?

There are many more leverage points in your business - but those should get you on the road to a breakthrough success.

The Beginning. . .

This moment is the beginning of your breakthrough journey.

We've come to the end of this report, but the beginning of your breakthrough success.

Remember, breakthroughs are possible - even in a tough economy. And they are not achieved by psyching yourself up for 110%, do-or-die, all-or-nothing heroic efforts or motivational hype.



Breakthrough success is just a few months away - let's get started!

Instead you are going to achieve your breakthrough by keeping your eye focused on your vision and then calmly testing concepts until you experience your breakthrough. It truly is easier to swim than flounder.

So, stop thinking small, stop reinforcing failure, stop thinking that breakthroughs are only possible for other business owners in other markets. They are there, in your business, waiting to be discovered.

The journey to a breakthrough success begins by creating a vision and then transforming it into a breakthrough question. That question drives the entire process. Shoot low - get low.

Once you are clear on our breakthrough question, you're going to begin searching for insights, ideas and concepts through very fast, very simple analysis tools like the 80/20 principle and simple customer surveys. And next, you'll explore the leverage points in your business.

Once that's done, the only thing left is for you to take action and begin testing your ideas in the real world. Some ideas you (or your customers) will reject. Other ideas will need to be refined. And some you will run with.

Your breakthrough may come in one sweet master-stroke. Or it may come through a series of smaller victories. Either way...

Breakthrough success can be yours.