



# **HIMA Workshops**

**How To Generate Massive Profits From  
Local Business Owners**

**Training Module Seven:**

**Increasing Your Volume Through Demand**

# Training Module # 7

## Increasing Your Volume Through Demand

When the best ways to increase your volume through demand is to set up a network of sales professionals throughout your state. There are a couple of ways to do this.

The first method involves taking the exact same lesson you learned in the beginning to hire business to business sales people, and have them fill the workshops for you in different locations throughout the state.

You can tailor the specific method to fit your own needs and ambitions.

You can go a large, you can go small, or you can just stick to workshops in your local area. It's totally up to you. If you're outsourcing is in place and can handle the volume, then why not?

I haven't actually taught 22 workshops in a single month before. I was able to outsource most of it and had some help along the way too, or I would not been able to pull it off. The only reason I did this was just to be able to say that I did, I would not want to live another month like that one!

As a matter of fact that particular month was what made me decide to put the next method into motion. Why not just outsource the entire workshop? That's exactly what I did.

With the first method above, all I did the setup workshop locations in different areas and hired outside sales people to sell them for me. That does work really well and it can also create a LOT of volume that you are directly involved with. If you don't have a coordinator by the time you set this up, you could find yourself in trouble fairly fast.

If you take on too much volume too fast and don't have your network in place, you can find yourself in the uncomfortable position of not being able to fulfill the clients fast enough. They will only stay on a wait list for so long before they start looking for someone else to do it.

Conversely, there's an even worse position to be in. That position belongs to the person who actually collected the money and then started looking for outsourcing partners. If you can't deliver in 5 to 7 working days don't collect the funds!

The bottom line. Start working on your network of professionals from day one. It's an essential part of your direct growth.

### **A. Creating Multiple Income Streams**

Believe it or not, there are several different ways to create income streams with business owners. I learned a lot of this years ago from a good friend of mine named Mike Enlow. Unfortunately Mike passed away a few years ago, but what he taught me lives on.

If you start thinking about different methods to set up joint ventures with your clients and other business owners you'll start to see many, many opportunities.

There are some consultants out there right now who are making hundreds of thousands of dollars a year with this method alone! I'm going to give you an example of a recent deal so you can better understand how easy this is to do.

One of my clients is a really small independent pharmacy that also has a snack bar inside. (Best burgers and shakes in town!) Every year the owner sends Christmas cards to his list of customers and thanks them for their patronage. I happened to be in there one year when they were discussing the cost of sending the cards.

Every year it costs him between \$3,500 and \$4,000 to send cards to his list. What I did the start thinking of a better way he could thank his customers and make money at the same time. It really wasn't that hard to do. Here's how it worked out.

I contacted the local spa owner that my wife visits. I usually buy my wife a gift certificate for special occasions so she can get a facial, body massage or one of the other services they offer. I asked the owner this question; " If I could show you how to make several thousand dollars in business without any cost to you whatsoever, would you be willing to give me part of it?" Of course she agreed.

So here's what I did. I made an arrangement between Carl the pharmacy owner and Carol the spa owner. All Carl had to do was include a very special flyer that I made for him inside each Christmas card he sent. I got Carol to agree to a 20% discount for anyone who brought that flyer in to her. The flyer basically stated that this year Carl decided to really show his customers how much he appreciates their business. It went on to say that he had made a special arrangement with Carol. He could think of no better way to show them he cared about them instead of just telling them.

The response to this was nearly 35%! We each made 1/3 of the net profit. It was only a few thousand but it was worth the effort. Now every year Carl actually looks forward to sending out the greeting cards instead of dreading how much the postage and supplies will cost.

That is just a really simple example of creating an additional income stream. It cost me a total of \$400 for my attorney to draw up an agreement and it pays me year after year.

If you really sit down and think about it you can arrange a joint venture between just about any business out there. As I said earlier, there are consultants out there making hundreds of thousands a year with just this method alone.

## **B. Creating a Supply and Demand Network For Workshops**

The best way to do this is through nonprofit organizations. Just about any organization that you have done a "fundraiser" for can put this into motion fairly easily.

All you have to do is create a one page website for their organization's own use. This way they can promote your workshop as a fundraiser anytime. They can promote it independently and then contact you to firm up the date.

It's important, as I stated before that they pay you when they register. That's the only way it will work properly. (Refer to Section One.)

Most of these organizations can have you back to speak about once per quarter. That's fairly easy for them to fill up the workshop if they have three months to work on it.

Needless to say, if you set up a few of these organizations this way you can be in demand all across the entire state! All you have to do to put this into motion is to start contacting same organizations you work with in the neighboring cities. Since they can check with your local chapter it's relatively easy to get them involved.

It doesn't take long until you're in demand almost everywhere. This is another method that can generate a massive income all by itself.

### **C. Branding Yourself Fast and Easy**

It's actually fairly easy to brand yourself on the Internet. The first thing you need to do is get a domain name with your name. That's usually pretty easy to do and less your last name is Smith or Jones, then you may have a problem. I could not get David Preston.com because it was already owned by a very famous artist. So I had to settle for David Preston Inc.com.

The reason you want to use your name as a domain is because there is normally very little competition for that key word. (Your name) That makes it fairly easy to put your name in the top spots of the search engines.

Business owners have no clue how SEO actually works, so when they see your name in the top spots of Google it always impresses them.

The next step is to publish some articles and press releases explaining the services you offer. Press releases and article directories always rank very high in the search engines because they're considered news. Just make sure that you use your name as a key word and you're all set.

It's also a good idea to start a blog at Wordpress with your name in the title. Wordpress always ranks very high in Google. You can write about your experiences in the field or even used for advertising for clients.

Social networks will also help brand you and get your name out there too.

I use pingfm.com so I can post to 20 different networks simultaneously.

My Space, Face Book and many others are all included at that one site.

You can also sign up for each network right from that page.

Every opportunity that you can take advantage of to get your name out there more and more use it. I've used this same method to dominate the niche that I'm in. If you look me up on the net you may find it hard to believe that I've only been on line since May of this year!

If you worried about writing the press releases or articles I have a solution for you. You can send an email to: [prpackage@tonsofleads.com](mailto:prpackage@tonsofleads.com) and they will take care of it for you. For 100 bucks they will write a press release and an article and distributed to the top 60 PR engines on the net.

**\*Bonus\* How to JV which your clients for fun and profit!**

Here's an idea that I've used to generate thousands of dollars for me and my clients. That's another one of those stupidly simple deals that worked well.

Here's what I do. I will pick a certain client based on the type of business they have and write a small report about their products. The last one I did was about the health related benefits of dansko shoes. These are specialized shoes for professionals who are on their feet a lot such as doctors, nurses, etc.

I just went on the net to do a little research and then wrote a 10 page report. Then I contacted my client, the owner of the shoe store and asked him if he wanted me to sell this report to his list and split the profits with me.

We sold the report for \$9.97 and cleared over \$500 each in a couple of days. Now the report is offered to his new customers in the second email they receive. This way continues to generate money totally hands free.

I use a special script called rapid action profits because it allows me to automate the entire process. I can split the payments into our Paypal accounts and deliver the product hassle free! If you're going to sell products on the Internet the RAP system is a must have tool.

Once you take a look of some of your clients it should be fairly easy for you to figure out how you can monetize their list. The clients will love you even more because you've done all the work and they make half the money.