

# How we got a \$2,000,000 Sales Increase in 9 months investing no cash:

Goal: \$9,000,000  
Start: \$7,000,000  
Shortage: \$2,000,000  
          x 15%  
\$300,000 Marketing Investment

$$300,000 \div 9,000,000 = 3.3\%$$

## **We did a 3.5% price increase to fund it.**

- 400 radio spots a month with testimonial spots on 4 radio stations ... to build positive name recognition ... super charge all marketing
- Dominated direct mail to prior customer base and to the public
- Dominated the internet with over 500 top 10 Google listings through Effective Website Construction and SEO
- Dominated Google Adwords
- Internet results: Achieved \$33 in overall sales to every \$1 invested ... \$11 in new sales for every \$1 invested
- Dominated the Newspaper Ads

**We hit the EXTRA \$2,000,000 increase in sales in 9 months  
(3 months early!) and did it \$100,000 (33%) under budget!**

---

According to the client's letter, he did something very unusual.

Almost a miracle as Bob writes:

*"With very little changes,*

*I let you run the ad campaign as you thought best."*

**Bottom line, he let us do the marketing,  
we let him do the rest.**