

Market Intelligence

by eMarket Success
Consulting

We Help Generate More Profit for Business

Core Profitability Formulas

Dear Friend,

Firstly I'd like to thank you for taking the time to read this free whitepaper report. What you will learn here is the exact model we use to add revenue and increase ROI for all of our clients.

Nothing contained in this whitepaper is theory. You'll soon learn that everything we do is used by the biggest and most successful companies in the world.

There's a reason why Amazon is taking over the retail world...

And it's because they do exactly what you are about to learn.

If you feel inclined to learn more about anything in this whitepaper please feel free to call us at **0418 499 921** and we'll answer any questions you have.

We also offer some of our services for free with no strings attached. We feel it's extremely important that we have the opportunity to prove ourselves and show you results before we ask you to work with us on any level.

If you'd like more customers, better ROI, and higher profit margins, call us at **0418 499 921** and we'll get started for FREE!

I'm looking forward to helping you grow your business,

Stuart Ramsay

CEO - eMarket Success Consulting

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The N.E.C.S.T.

Formula

The N.E.C.S.T. formula is a system of evaluating business ideas to instantly measure if they are worthy of pursuing or not.

We encourage you to use this formula to evaluate your ideas to see if they are valid in the marketplace and worth pursuing.

The N.E.C.S.T. formula is not based on theory or opinion. It is the same formula that is used by every successful global company.

If you adopt this formula and only venture into businesses that meet all the criteria, your chances of success are as close to guaranteed as they can be.

The N.E.C.S.T. (pronounced NEXT) formula stands for Need, Entry, Control, Scale, and Time.

Allow us to examine each section one by one to discuss how it can apply to your next business venture.

Need

In order for your idea to be accepted, there must be a **need** in the marketplace that supports such an idea.

If there is no need for your product/service/idea in the marketplace then one of three things will happen:

Your business will become commoditized

What I mean here is that if there are 25 other garden services companies within a 50 km radius of your location and your plan is to become number 26, you will be in a price war with the other 25 for your entire career.

Your product or service is not needed or wanted

This is our friendly way of saying that nobody cares about your product/service/idea. I've sat down with numerous entrepreneurs who thought they had a great idea. But upon further research I found out that they were the only ones who thought it was great! Sadly, most of these people end up spending a lot of time, effort and money on something that will at most be a hobby.

You'll go broke

If there is no need for what you are offering and you are emotionally attached to the idea, you will continue to dump money into it until you are dead broke. I've seen it many times and it is always very ugly.

Remember This...

- Your passion means nothing if the market doesn't want it.
- It is not you who comes up with ideas. The market presents ideas and "market aware people" run with them.
- Instead of "following your passion" or doing what you are good at, focus on filling a need, a burning desire, or some void in the marketplace.

Entry

There is one very good reason why almost every person who enters into a network marketing company (Amway, Herbalife, etc..) ends up spending much more than they make.

The reason is that the barrier to entry is very LOW.

I'm pretty sure that anyone, if they really wanted to, could scrape together \$100 and attend an Amway or Herbalife meeting. Once they do, BOOM, they're in business!

When the barrier to entry is low and anyone can get involved, it's time to scratch the idea off your list immediately.

Your business idea should drive you crazy. It should keep you up for days on end. It should take you 10 or 15 tries to "figure it out". And you should hit hundreds, if not thousands, of stumbling blocks along the way until you realize its ultimate potential.

Easy doesn't make millionaires or billionaires! Easy is for people who watch 6 hours of the X Factor a night then spend another 6 on the phone voting after it's over.

Hard is for the determined few. Those who don't care about just "getting by". Those who have a burning desire to not only become disgustingly rich, but also enjoy crushing those in their path.

Hard is for the WARRIOR. And true entrepreneurs are the best warriors on the planet!

Remember This...

- You want the barrier to entry to be **HIGH**.
- If you are not running into roadblocks your idea is too easy and it's likely that others will be jumping on your bandwagon and competing against you pretty soon (if they aren't already).

Control

To ensure success, you must be in complete control of everything done inside of your business for at least 5 years. This does not mean that you cannot hire people, outsource, or use contractors. It means that you want to do everything you can to get through 5 years with no outside investment or partnerships.

Once you start to relinquish control of your business you slowly start down the path of buying yourself a job.

If you want a job then go get one. Annual leave, sick leave, super, and a gold watch after 30 years of loyal service – it's a dream come true!

On the other hand, if you feel that spending 5 days in a place you hate with people you hate just so that you can get 2 days of free time on the weekend is a little out of whack, then keep 100% control.

Remember This...

- You must maintain 100% control for at least 5 years
- The more control you lose the closer you get to buying yourself a job.

Scale

Scale means the amount of 'reach' or as I like to call it, **Touch**.

You can scale your business in two ways: Wide or High.

Scaling by width simply means that you have a very large target audience that is easily accessible. Everyone on earth who is wealthy either scales by width or is connected to someone who scales by width.

Scaling by height simply means that you sell a high ticket item and can become wealthy by only selling a few each year. Remember, it is impossible to become wealthy by scaling by height unless you are connected to (selling to, servicing) clientele who are scaling by width.

Here's an example of Width

A man named Bill lives in a small town in rural Victoria. One morning he wakes up with the brilliant idea of starting a painting company. There are only 500 homes within a 50 km radius of his home. With only 500 possible customers it would be impossible for Bill to survive (create wealth) in this situation because he cannot scale wide and has no connection to a width scale in his business.

After looking at the numbers Bill changes his mind. He knows painting houses is relatively easy with a little training and Bill can do it well. Instead of starting the painting company Bill puts together a 5 part video series on how to paint your entire house like a pro and launches it on the internet. He now has a **Wide** audience of Billions of people.

Here's an example of Height

Wayne Rooney is the greatest English football player. He gets paid \$25,000,000 per year to play the game he loves more than anything. It's a pretty sweet gig. But his contract also made his agent a millionaire as well.

If Wayne Rooney was his agents' only client, the agent would still be rich! The reason is because the agent uses a scaling model of **Height**. He gets a percentage of his clients' contracts and therefore makes a great living.

It's important to understand that the agents' income is directly related to the players' income. The players' income is high because the player entertains tens of millions of people every year.

The agent scales by height but it only works because the player scales by width. Without that width connection the agent is broke.

Remember This...

- Your income is directly related to the number of people you "touch" every year.
- It is impossible to scale by height unless you are directly connected to someone (or a group) who scales by width.

Time

So you've evaluated your idea and found that it meets the criteria for Need, Entry, Control, and Scale. Based on this research alone you decide to start the venture and move forward. The incubation period is perfect, new customers are coming on board, and your revenue is at \$5,000,000 after 3 years of operation.

Everything is going smoothly but you are still working 20 hour days just to keep up. Unfortunately, even though you are making a great living, you forgot about the real reason entrepreneurs do what they do – FREEDOM!

In order for an idea to be valid there must be a way to separate your TIME from the business.

There are a number of ways to do this but what we usually like to look for is a liquidation event – selling the company for a factor of 5 or more.

This is the big payday that we focus on when we are starting a new venture. We actually try to pinpoint our target buyer before we even get into the incubation phase. With our exit strategy in place we can effectively plan out 5 years and accurately target what our big payday will look like.

Remember This...

- If you do not have a plan to separate your TIME from your BUSINESS you will never achieve every entrepreneur's true goal – FREEDOM.
- The separation of Time is usually a liquidation event that provides a high 7 or low 8 figure payday.

The Five Pillars of Business

The eMarket Success Consulting '5 Pillars' are what we essentially do once a business has become a client of ours.

We've found that almost all businesses leave out at least one of these pillars. The ones who are using all 5 pillars are taking over their respective industries (Amazon, Starbucks, McDonalds).

By implementing the 5 Pillars into your business you will see an instant increase in revenue, lead generation, and of course, PROFIT!

Our goal at eMarket Success Consulting is to "Bring you more customers that actually PAY YOU."

The SEO guys out there just want to show you traffic or some search results on Google.

We don't care about any of that. Our ONLY goal is to increase your bottom line!

Here's how we do it...

Lead Magnet

A lead magnet is something that is used to capture the contact information of people who have an IOI (Indication of Interest) in whatever it is that you are offering.

Most small businesses do not offer any sort of lead magnet and those that think they are offering a lead magnet usually aren't.

For example, you will see lawyers offering a free consultation and they will claim that as their lead magnet. This is not a lead magnet because...

1. Everyone else is offering the same thing
2. They have to come to you for the value
3. The value takes too long to be realized

For a good example of a lead magnet let's take a look at a very successful Australian direct response marketing campaign.

(Example on Next Page)



Fastlane Pools Australia has a lead magnet above the fold on their website. They are giving away a “Free Idea Kit” to potential customers. When you click on the “Free Idea Kit” in the side menu you will be taken to a page that looks like this...

(Example on Next Page)



-  PHOTO GALLERY
-  VIDEO GALLERY
-  TRY A POOL
-  FREE IDEA KIT
-  PRODUCTS
-  ABOUT US

Swim at Home

A Fastlane Pool provides all the benefits of regular swimming pools in a fraction of the space.

Imagine your own private swimming pool, installed just steps away, set to the temperature you desire, with less chlorine than drinking water -- a pool that can be installed virtually anywhere, indoors or out and used year-round for lap swimming, aqua aerobics, hydrotherapy and family fun.

Introducing, the Fastlane Pool, the intelligently designed swimming pool for today's world. The Fastlane Pool is the small pool with BIG benefits! Since 1988 over 20,000 customers worldwide have realised the benefits of daily aquatic exercise, in the privacy and convenience of their own homes, now it's your turn. Fastlane Pools are ideal for:

- Health and Fitness
- Triathlon Training
- Swimming & Aqua Aerobics
- Family Fun
- Hydrotherapy
- Pure Enjoyment

We never rent or otherwise share your personal information, rest assured your privacy is a top priority. So request our Free Idea Kit, and see for yourself how attainable and affordable your own swimming pool can be. Hear from our customers and explore our full line of swimming pools from the comfort of your couch.

Request our **FREE Idea Kit** and see for yourself how adding a Fastlane Pool can improve your quality of life.



Better Business Bureau member in good standing since 1988



Our **Free Idea Kit** includes information on our 5 types of swimming pools



* Country * Required

* Title * First Name * Surname / Last Name

* Address Line 1 * City * State/Territory * Postal Code

Phone * Email How did you hear about us?

Send My Free Idea Kit!

As you can see, the reason for giving away the idea kit is to capture the name and contact information of the visitor.

But having a Lead Magnet like this on your website is only one very small part of the process. The main function of Fastlane Pools advertising is focused on giving away the kit in order to get the contact information.

Key Point

All Marketing and Advertising Efforts Must Lead Directly To A Lead Magnet!

Most businesses lead their marketing efforts to a website or a telephone number. That is a HUGE mistake. All marketing efforts must solely focus on getting the “free thing” instead of trying to make a sale.

The Numbers

When done correctly, about 40% of the people who come to your website will take you up on your lead magnet offer. This is from cold traffic (search, social, etc.). When all of your marketing efforts are focused on the lead magnet, about 70% of the traffic will take you up on the offer.

Currently, based on what our clients tell us, without a lead magnet only about 2% of their traffic will engage their business.

With the lead magnet this number can go up to as high as 70%.

What's A Good Lead Magnet?

We create all of the lead magnets for our clients because a lead magnet should have a strong subliminal sales message inside it. It should be designed to do three things...

1. Build trust with the audience (turn a cold contact into a warm lead)

2. WOW the prospect (if they are giving this away for free the paid stuff must be amazing)
3. Subliminally sell your product or service

Lead magnets are usually either in video or PDF format and they are usually focused on moving away from some sort of pain that the prospect is suffering from.

Another example of a lead magnet is a plumbing company with 21 locations in the eastern states. The lead magnet would be a PDF that would look something like this...

=====

Stop Getting Ripped Off!

“Free Report Reveals The Top 5 Things You MUST Know Before Hiring A Plumber!”

=====

The 20 page PDF would then go on to build trust with the audience, WOW them with the information that is revealed, and subliminally sell the plumbing company’s services.

Key Point

**After The Prospect Takes The Lead Magnet You Are
Then Able To Market To Them As Much As You Want**

Email marketing is extremely cheap and when it’s done correctly it works better than direct mail. When the prospect takes the lead

magnet they are also giving you permission to email them legally without violating CAN-SPAM laws.

So now that we've created a lead magnet, built a little trust, and captured the contact information of the prospect, let's move on to pillar number 2.

Segmentation Sale

Ever hear of Columbia House Records? They were the mail-order house for CBS, Columbia Records in the USA.

They advertised in the back of every magazine on the planet giving away 15 CDs for a dollar.

People thought they were crazy. 15 CDs for a Dollar? How could they ever make money doing that?

By 1996 they controlled 16% of the entire USA music market and had a membership base of over 16 MILLION people!

They understood that if they offered 1 CD for \$15 like everyone else was doing they'd never be able to compete. But by making an "irresistible offer" to first time buyers (15 CDs for \$1) they were able to segment the "buyers" from the "free" prospects.

Once they were able to segment the list of prospects (those who bought the dollar offer and those who didn't), they just played the numbers game.

They knew exactly how many people converted from \$1 buyers into full price buyers. Once they knew those numbers they just bought as much ad space as they could afford while still making a profit.

A segmentation sale is an instantaneous and irresistible offer that converts people into paying customers. If done correctly you should expect up to 60% of the prospects to take you up on your segmentation sale.

Using the plumbing company as an example, his segmentation sale is...

“We’ll Unblock A Drain Or Toilet For \$10”

The prospect prepays the \$10 and gets a printable coupon. At any time from that point forward the customer can call and redeem the coupon.

Key Point

The Segmentation Sale Must Be The BEST Service You Offer! Just Because You Aren’t Making A Profit From It Doesn’t Mean You Can Be Cheap On The Work!

This happens more often than you’d think. Companies make an irresistible offer to suck in new business and they go cheap on the service. This is why so many companies have a problem when they do a Groupon.

For example, let’s say Joe’s Pizza does a Groupon sale that offers a large pizza for \$5. By doing this, Joe’s Pizza breaks even on the sale. 1,000 people buy the Groupon and Joe’s Pizza is swamped with people coming through the door. The lines are long, service is slow, and the atmosphere is terrible.

The Groupon worked just like it was supposed to work. The problem is that Joe's Pizza will not get any new long term customers out of it because the initial customer experience was terrible!

Key Point

Treat Those Who Buy Your Segmentation Sale Like They Are Your Biggest and Best Customers And They Will Be Customers For LIFE!

Main Sale

Very few companies have a lead magnet. Even fewer use a segmentation sale. But every company in the world has their 'Main Sale.'

Obviously this is the product or service that you are looking to sell to your audience. It's the main offer. For example, if you own a roofing company the main sale would be putting on a new roof.

Since we are all familiar with what the main sale is, there is really no reason to go into it in great detail. What you need to focus on though is where the main sale is in relation to the overall sales process.

Almost every company in the world has focused their marketing material on the main sale. Car dealers try to sell cars through the mail.

Roofers talk about being the “most affordable”. Accounting services offer a discounted price as October 31st nears.

This is one of the main reasons why 80% of small businesses don't survive the first 5 years. They are only picking up the 'NOW' customers.

When you move your main sale into the third box of your sales process it allows you to pick up the 'maybe' prospects or what I like to call the 'testers'. Testers will look at your free offer because, well, it's free. But 99% of testers would not have purchased your main sale when they opted to take your lead magnet.

Profit Centre

The 'Profit Centre' is where almost 90% of your profit will come from. The Profit Centre is the extra services or add-ons that you offer in addition to the main sale.

For example, when you buy a computer at Harvey Norman, 100% of the profit comes from the Geek Squad protection and the warranty. If you don't buy a protection plan and/or a warranty Harvey Norman only breaks even.

Amazon loses money on every Kindle sold but they make a killing on the book sales.

McDonalds loses money if you just buy a burger and a Coke but they make Billions on the upsized meals. Their whole business model is about upsizing their customers into spending more on every purchase.

I could go on for hours with example after example of how the biggest and the best performing companies in the world lose money or break even on their main sale.

The only reason they are able to do this is because they know that they are able to convert a certain number of customers in the 'Profit Centre'.

One of the main things we do when we are working with a client is we develop the profit centre. Most companies either don't have them or they aren't using certain products or services in the correct way.

A simple example would be a pizza franchise. They sell pizzas, garlic breads, cheesecakes and soft drinks. These are very basic food items with good cashflow. But what is the profit centre? One would assume their pizza range to be their profit centre but its not! There is no profit centre in a traditional pizza franchise.

To create a profit centre you need to offer a package deal of some description that comes with a commitment on the behalf of the potential customer. For example, they would pay a flat monthly commitment of say \$24.95 to get 3 regular pizzas, 3 garlic breads, a cheesecake and 3 bottles of soft drink. Individually you could expect to pay up to \$45 saving the customer \$20.05. A no brainer deal for the customer!

By using this strategy it would be highly probable to generate significant numbers of people into the package deal depending upon the demographics of the business sites. I would expect around 5,000 people within 3 months of the package deal launch and between 15,000 -20,000 for the first year.

From these numbers you could realistically expect the average person to take full advantage of it once every 3 months and also buy even more than the package deal offer whilst they are in store.

The sales generated from such a package deal could be as much as \$6,000,000 with an expected profit margin of 60% producing a real profit of \$3,500,000 annually.

A package deal of this nature can add significant \$\$\$ to any company's bottom line. It only takes a few hours to generate the ideas and to implement the strategy.

This is a real profit centre and we can come up with something similar for any company on earth regardless of what your services or products are.

Once you have the strategy in place you only need to focus on working the 5 pillars together with a lead magnet, segmentation sale, main offer and a profit centre.

The reason why these package deals work is they save the customer real money, while at the same time they place a commitment on them to remain loyal to the business to continue receiving the savings.

Customer Retention

We usually try our best to combine the profit centre and customer retention into one offer but sometimes it's hard to do that.

In the pizza franchise example, customer retention is built into the profit centre because of the recurring revenue. The customer continues to pay and continue to come back in order to continue receiving the savings on their pizza package deal.

Another example of customer retention would be a referral or loyalty program. This strategy works well with car dealers. If someone buys a

car they get 10 business cards with their name on them. They send a friend back and the friend presents the card. The person whose name is on the card gets a cheque for \$250.

This model works in three ways.

1. It brings in super warm leads that close at a very high rate.
2. It also almost guarantees that the person doing the referring will be buying a new car from you again in the future.
3. It makes closing the car deal easier (send 1 friend to use a month and we'll pay half your car payment...send 2 and your car is free)

This form of customer retention (like everything we do) can be used in any business if it's structured correctly.

Key Point

Your Current Customers Are Your Number 1 Source For Revenue Generation. They Are Also Your Number 1 Source For NEW BUSINESS.

Now you've got the plan. This is the exact plan that Amazon uses to take over the retail world. The exact plan, that Harvey Norman uses to take over the electronics retail world. And the exact plan that McDonalds uses to own the fast food industry.

And the exact model we use for every one of our clients.

Remember we believe in providing results before asking you for anything at all. Because of this we are willing to start working with you and increasing your revenue for FREE!

What do you have to lose?

Give us a call now on **0418 499 921** and we'll answer any questions you have and if all goes well, we'll get started helping you for free!

Be aware though, we do not work with just anyone that comes along.

In order to work with us your company must...

1. Have been in business for 3 years or more;
2. Have an annual revenue of \$1,000,000 or more
3. Have 10 or more full-time employees
4. And have a database of current and past customers and prospects.

If you meet that criteria then call now! Because we can help you for **free!**

I look forward to helping you grow your business and making this year your best ever!

Stuart Ramsay

CEO - eMarket Success Consulting

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