



Want to drive your business through the roof... rather than into the ground?

Drive more business, as opposed to your business driving you... crazy! Who doesn't want that? But how many people are actually finding it nowadays? In a soft economy, like this one, you can actually catapult ahead of your competition if you change your focus. But, like everyone else, I'll bet you've been focusing on the problems. *Focusing on problems keeps us from seeing the solutions.* What if we showed you how to shift your focus - away from the problems and toward the solutions? You'd start seeing the solutions, right?

And they're not difficult or complicated - solutions rarely are. But problems almost always are. That's what makes them problems. So, another thing we do is to make things easy and simple so they're no longer problems.

And that's how you'll drive more business. We'll make things easy and simple for you, which, in turn, will make things easy and simple for your customers. Now, don't you think that will make them want to do more business with you? Of course it will! And don't you think that will drive your business... through the roof? Better put your roof repair guy on standby.

Driving more business isn't just a matter of going out and beating the bushes for customers that don't know you exist; nor is it a matter of stealing customers away from your competition. (It's really a matter of their leaving on their own!) When you get right down to it, driving more business is about making yourself so appealing that your customers won't be able to resist you. And do you know how you do that? By making things as easy and simple for them as possible. (By the way: it's been said that it's far easier to keep your present customers, than it is to go out and find new ones. Ya think?)

Do you know why people change utility services so often, more often than anything else? Because utility companies don't make things easy and simple for their customers. Just try getting a problem solved with your cable or Internet provider. See how easy and simple it is. Yeah... simple! It almost makes you wish for a root canal! I'm sure that at some point in the future, we won't be talking about road rage, but utility rage, as utilities get more and more complicated, and utility companies become less and less responsive.

So, how about it? Are you willing to make things easy and simple for your customers if it will drive more business for yourself? Well, keep reading and you'll learn how.



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