

ProfitNOW™ - The Windfall Profits Workshop



The Window Washer's Simple Way To Riches

A true story and Scott and Donna

Doubling Sales is Easy

Let's See How



Window Cleaning Charge

\$400 (baseline) Big house lots of windows!

When he cleans and runs



#1 Clean Gutter, Screens or Sills – *While they are up on the ladder*

Adds \$100 or +25%

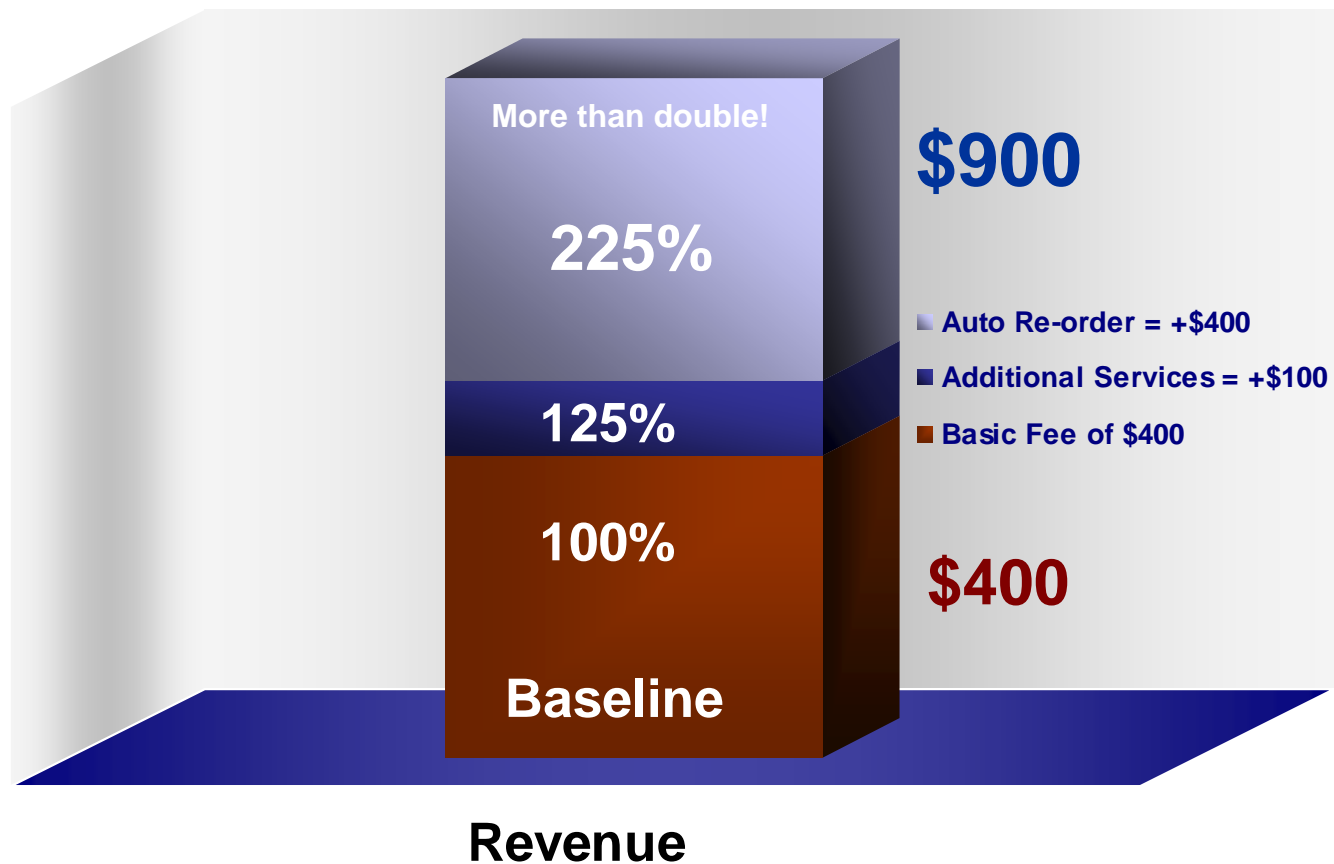
Based on owner QA'g and building rapport

#2 Automatic Cleaning Every 6 Months

Adds \$400 - an increase of **100%** or doubles revenue!



Just 2 Simple Actions That Cost Zero To Implement DOUBLE SALES!



Now, Let's More Than Double Revenue AGAIN!

#3 “10 Minute Touch-Ups” 4x yr @ \$25

Adds another **\$100** or a **25%** increase

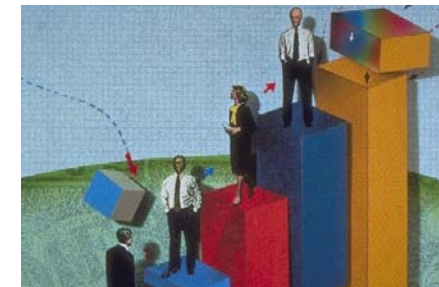


So, now the “new” baseline is **\$1,000**

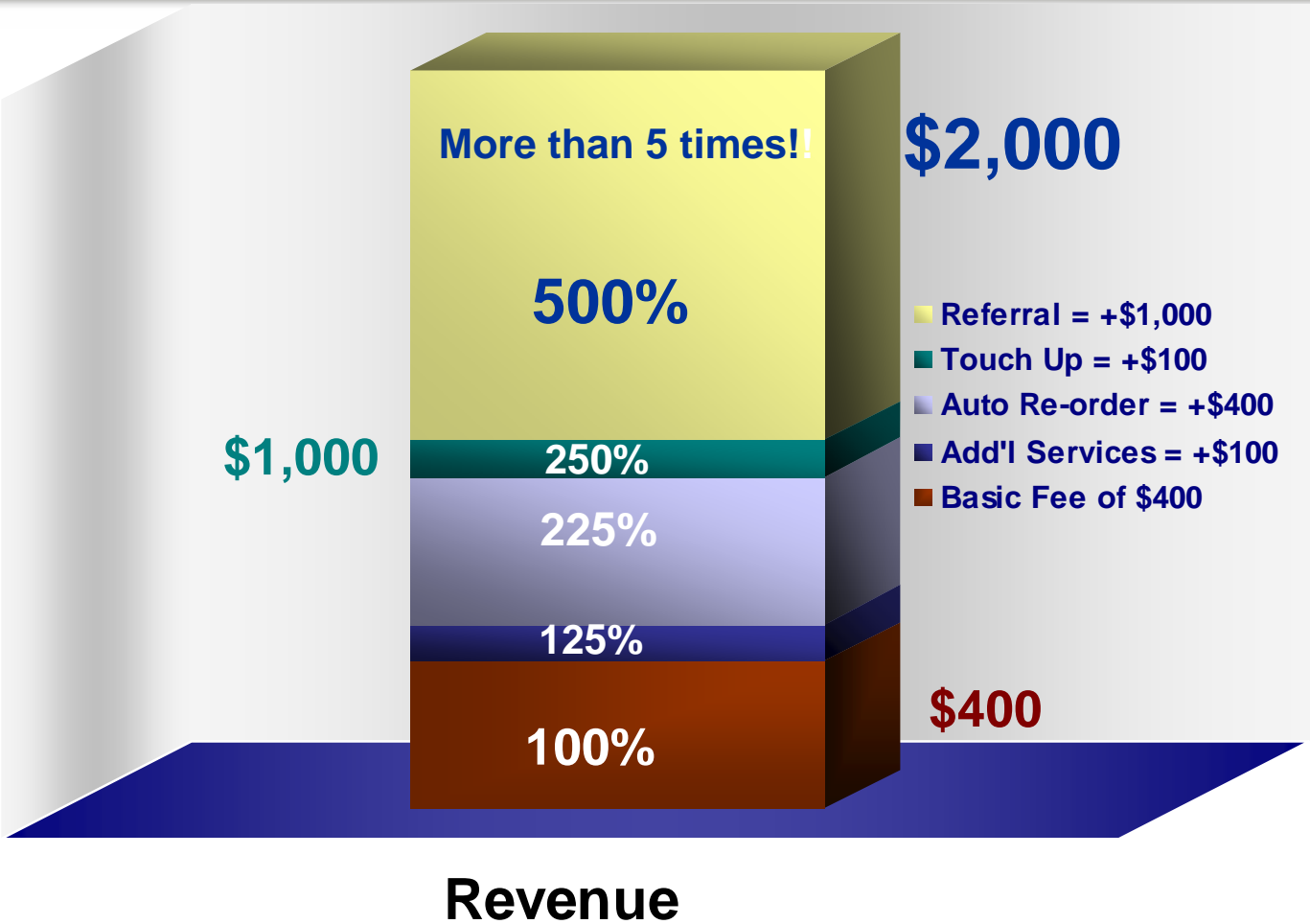
#4 Neighborhood Referral Program

Now Reward Your Happy Customer and...

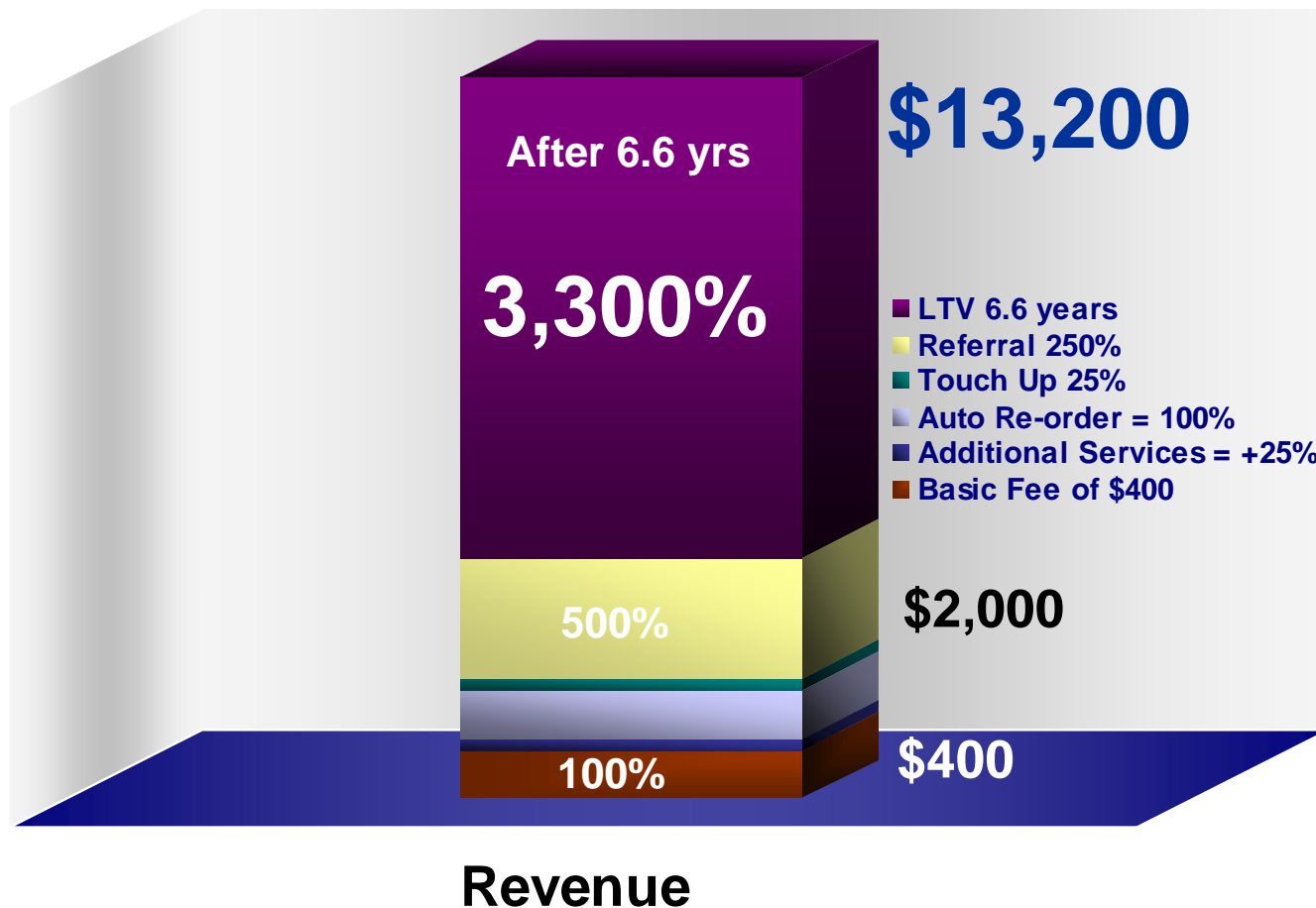
Just 1 customer = **\$1,000** or **250%** increase
over the original baseline (*New baseline is now \$1,000*)



That's a 500% Increase in One Year!



Lifetime Value Explodes The Baseline Revenue By a Whopping 33 Times!



Now Everything in His Life Seems Better!!



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And it can be for you too

Let Me Ask You A Few Important Questions

- How difficult were any of those steps? Piece of cake, right?
- How much did they cost to implement? Virtually nothing!
- What was the risk of implementing this simple program?
Absolutely Zero!

Now, this is a very simplistic example, but let me ask you a question...

“Do you systematically deploy these simple techniques in your business consistently?” Are they optimized to their full potential?