

## MARGIN MAGNIFIER ACTIVITY

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Fundamentally, there are only 3 ways to grow any business:

- 1) Increase the number of people buying from you.
- 2) Increase the profit you make every time they buy.
- 3) Increase the number of times they buy.

Sounds simple? It is, however, do not underestimate the power of simplicity. Let's have a look at what happens when you apply these 3 principles. The effect is massive. Imagine the following scenario:

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### EXAMPLE ONE (Average in your profession)

100 customers in a week  
\$20 profit per customer  
Each customer comes in 10 times a year  
 **$100 \times \$20 \times 10 = \$20,000$  profit for every 100 customers**

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Now, imagine you could do the following.

- 1) You increase your customer base by only 10%. So instead of 100 customers you have 110. (We'll show you how to double your customers in a month later in this manual.)
  - 2) You make an extra 10% profit per customer. So instead of making \$20 per sale, you make \$22.
  - 3) You get your customers to come in 10% more often. That means they come in 11 times a year instead of 10. Let's do the numbers and see what happens.
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### EXAMPLE TWO (Entrepreneur)

110 customers in a week (10% increase)  
\$22 profit per customer (10% increase)

Each customer comes in 11 times a year (10% increase)  
 $110 \times \$22 \times 11 = \$26,620$  profit for every 110 customers

That's 33% more profit from just a 10% increase in three key areas!

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Now imagine that you could do the following, which is the aim of this manual.

- 1) You increase your customer base by 100%. So instead of 100 customers you have 200.
  - 2) You make an extra 50% profit per customer. So instead of making \$20 per sale you make \$30.
  - 3) You get your customers to come in 10% more. That means they come in 11 times a year instead of ten. Let's do the numbers and see what happens.
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#### EXAMPLE THREE (Super Entrepreneur)

200 customers in a week (100% increase)  
\$30 profit per customer (50% increase)  
Each customer comes in 11 times a year (10% increase)  
 $200 \times \$30 \times 11 = \$66,000$  profit for every 200 customers

That's an increase of 330% in profit!