

7 LEVERS OF BUSINESS

(or How to Double Your Profits)

Pete Williams

www.7levers.com

7 Levers of Business

(or How to Double Your Profits)



The premise is simple...

This book will show you the key steps you need to take to ***double the profitability of your business.***

If that doesn't motivate you to take action then nothing will.

7 Levers of Business is a tried, tested and proven methodology for the specific aspects of business that are each directly linked to your profitability. We refer to them as levers because, if you “pull” on any of these elements by improving them, even slightly, your profits will increase accordingly.

The seven levers are Traffic, Opt-Ins, Conversions, Items per Sale, Average Sale Price, Transactions per Customer and Profit Margin. I'm going to explain them, and demonstrate how simple incremental enhancements will double the profitability of your business, leading to long-term success.

That's a lot to take in through a single paragraph but don't assume this is going to be complicated.

This book has been designed to support people who may be just starting out on their entrepreneurial adventure and who need a way of filtering out the 'noise' surrounding business ownership. The '7 Levers' will direct your attention to the aspects of your business you should be working on to improve profit and generate sustainability, and show you how to analyse every single aspect of your business processes to make sure that they're adding value.

This book will transform your business, whether you are an online marketing entrepreneur, own a retail store, sell products through an eComm store or are a tradesperson.

Are you ready?

Well, lets get going...

A handwritten signature in black ink that reads "Pete Williams". The signature is fluid and cursive, with the first name "Pete" and the last name "Williams" clearly distinguishable.

Pete Williams

Contents

6 The rationale behind the '7 Levers' principle

9 The principle in practice

13 Eating your elephant

15 Traffic

17 Opt-ins

19 Conversions

22 Items per Sale



Rationale



Principle



Eating



Traffic



Opt-ins



Convert



Sale

Contents

continued...

24 Average Sale Price

26 Transactions per Customer

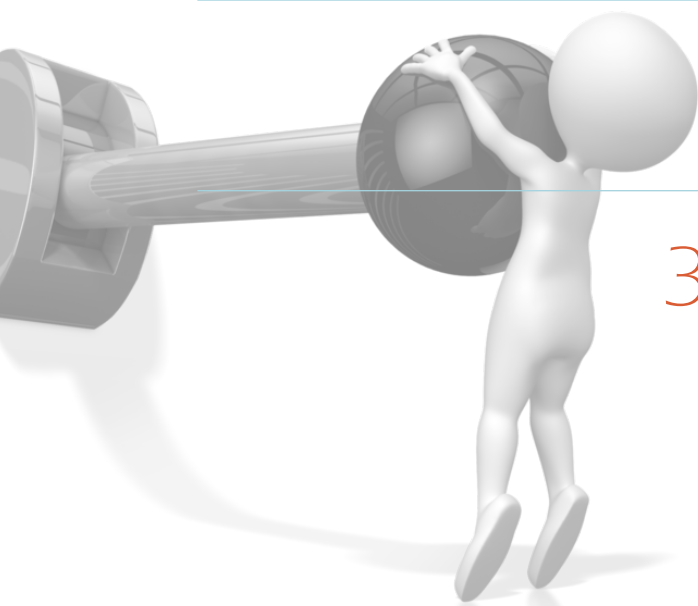
29 Profit Margin

31 Putting the 7 Levers principle into practice

33 The 7 Levers Checklist

34 The 7 Levers Calculator

36 More About Pete Williams



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

The rationale behind the 7 Levers principle

The 7 Levers of Business are specific aspects of business that are each directly linked to your profitability. We refer to them as levers because, if you “pull” on any of these elements by improving them, even slightly, your profits will increase accordingly.

The 7 Levers of Business are...

1) TRAFFIC:

Every person who visits your website or walks into your store adds to your overall traffic. Basically, we're talking about first-time visitors or prospects.

2) OPT-INS:

This refers to individuals within your traffic who take a step that goes beyond that of merely looking, but that comes before the buying stage. On a website, this might refer to people who register their email address through a lead capture form; in a shop, this could be someone who tries on an item of clothing in a changing room etc.

3) CONVERSIONS:

This is the percentage of your 'opt-ins' who take out their credit card and commit to spending money.



rationale



principle



eating



traffic



opt-ins



convert



sale

4) ITEMS PER SALE:

This is a nice simple one – it's the average number of items purchased by each customer.

5) AVERAGE SALE PRICE:

To get this figure, divide the total value of all the items you've sold in a given period by the total number of items sold in that same period.

6) TRANSACTIONS PER CUSTOMER:

On average, how often do customers make repeat purchases (buy from you again, and again)?

7) PROFIT MARGIN:

After you've subtracted the cost of making sales, what's the overall profit margin of all sales as a percentage?

Now, before we go any further, the first question you should be asking yourself is, 'am I able to calculate each of these elements?' Unless you have a way of calculating this information, then you have no way of knowing if your business is even profitable.

To be clear, I'm not saying you should be able to quote, at a moment's notice, the latest precise numbers for each of these seven levers. But you should at least make the time available to sit down and, in a reasonable amount of time, work out your current metrics.



If you don't have the necessary resources, you should install Google Analytics, look at your Point Of Sale software, talk to your accountant, or do whatever you have to do to get the numbers for each of the seven levers. I've also provided a free calculator to get you up and running, which is available here: <http://www.7leverscalculator.com>, or you can use the worksheet at the end of this ebook.

Now we're going to see a practical example of just how these seven levers can work together to double your business profitability.

¹With thanks to Lee Turner, who was inspired to develop this for us after one of our seminars!

The principle in practice

I'm sure it won't come as any shock to you if I said that increasing one of these levers by 10% will increase your profitability by 10%. So, if we increase all seven levers by 10% each, by how much will our overall profitability increase?

Most people would answer "70%". But they'd be wrong. Increasing all seven levers by 10% actually increases overall profitability by 94.8% . Let's work through an example, using very simple numbers and math. Imagine that you own a clothing store and you're going to work out your metrics for the last 12 months.

1) TRAFFIC:

100,000 new, first-time, customers walked through your door during the 12 months.

2) OPT-INS:

20 of each 100 of these customers, i.e. 20,000 of them, try on a garment. Your Opt-in rate is 20%.

3) CONVERSIONS:

20 of each 100 of those who try on a garment, i.e. 4,000 of them, go on to make a purchase. Your Conversion rate is 20%.



4) ITEMS PER SALE:

4,000 garments in total were sold to these new customers. So your Items per Sale is one (1).

5) AVERAGE SALE PRICE:

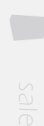
Total sales are \$400,000 ($\100×4000 garments), so the Average Sale Price is \$100.

6) TRANSACTIONS PER CUSTOMER:

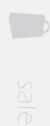
You don't currently receive any repeat business, so the Transactions per Customer is one (1).

7) PROFIT MARGIN:

After outgoings, your net profit is \$200,000. Your overall Profit Margin, therefore, is 50%.



²We say you can double your profits, even though the math shows a 94% increase, because we have yet to see any business owner increase each of the 7 levers by exactly 10%. Most are able to achieve more than a 10% increase for each lever by putting into place some of the simple tactics and strategies shared in the remainder of this book.



Now let's look at what happens if we are able to increase each lever by a mere 10%. Although the increase for each lever is 10%, notice how your overall profitability increases cumulatively.

1) TRAFFIC:

Your customers have increased by **10%** to 110,000.

2) OPT-INS:

22 of each 100 of these 110,000 customers, i.e. 24,200 of them, try on a garment, up from 20,000. Your Opt-in rate is now **22%**. The number trying on a garment has increased by **21%**.

3) CONVERSIONS:

22 of each 100 of those who try on a garment, i.e. 5,324 of them, go on to make a purchase, up from 4,000. Your Conversion rate is now 22%. The number making a purchase has increased by **33.1%**.

4) ITEMS PER SALE:

One in every ten customers purchases two garments. Your Items per Sale is now 1.1 and the total items sold is now 5,856 (i.e. 5,324 customers x 1.1 – rounded down), up from 4,000. The total number of items sold has increased by **46.4%**.

5) AVERAGE SALE PRICE:

You have increased your sale prices by an average of 10%. Average sale price has increased to \$110. Total revenue is now \$644,160 (i.e. $5856 \times \$110$), up from \$400,000, an increase of **61%**.

6) TRANSACTIONS PER CUSTOMER:

One in every 10 customers returns to make a second purchase, so the Transactions per Customer is now 1.1. As a result, total revenue is now \$708,576 (i.e. $\$644,160 \times 1.1$), up from \$400,000, an overall increase of **77.1%**.

7) PROFIT MARGIN:

You have increased your overall Profit Margin from 50% to 55%. Your net profit is now \$389,716.80 (i.e. 55% of \$708,576), up from \$200,000, an overall increase of 94.8%.

And there's your proof!



Eating your elephant

You've probably heard the old adage beloved of corporate leaders, right? How do you eat an elephant? One bite at a time. The saying may be jaded, but its sense holds true.

Sometimes, the most effective business strategies don't require radical overhauls, strategic switches or huge transformations. They simply involve taking what you already do, making a few enhancements, and reaping the rewards.

The beauty of the 7 Levers principle is that the strategy allows you to double your profits, simply by slightly improving your existing numbers. This is far easier than the alternative. If you're receiving 100,000 visitors a month to your website, setting out to double that to 200,000 is difficult.

But increasing your traffic to 110,000, a relatively small 10% increase, is much more achievable, perhaps by spending a little more on Pay Per Click or a little more time improving your Search Engine Optimisation ... or even putting a simply A-Frame outside your retail store.

The same is true of your sales conversion percentage. Doubling your conversion rate is also difficult to do, but improving it by 10% can be achieved by testing some different headlines, or by adding a trust seal. You could aim to focus on just one lever per month, for seven months. And at the end of that time, you'll have almost doubled your profits.



This strategy is so much easier than trying to fix everything at once. Spend a whole month on just one lever and you'll be amazed at what you can achieve.

The technique also really helps you to work out which activities you should be focussing on, using the Levers as a filter to decide whether they will bring you a true return on investment. Every time a 'Magic Bullet' comes across your desk, apply the checklist at the back of this ebook to it in order to establish how much value it will generate. If it doesn't pass the checklist test - don't do it!

We've seen so many case studies where just by measuring their Levers, people have identified gaps, issues and forgotten steps in their overall marketing process. This means that even the process of calculating your initial metrics can lead to immediate increases of ten percent in each of the 7 Levers. This means a doubling in profits before you have even started working on each of the elements!

That's how powerful this process and measurement really is, when you apply it to your business. What you often find is that, when you focus on just one aspect of your business, you quickly notice leakages; namely areas where you're underperforming due to something that can quickly be fixed or improved. Before you know it, you've made a 10% increase and you're ready to move on to the next lever.

Oh, and by the way, although increasing each lever by 10% almost doubles your profits, increasing each lever by 20% increases your profits by...

Wait for it...

258.3%

Let's check out each of the seven levers, and learn just how we can pull on them to increase our profit, in practice...



Lever One: Traffic

Traffic, or leads, is all about the first interaction your customers will have with your business. Without it, you won't make sales. Here's a 'crash' course in traffic - the non-negotiable techniques you should be implementing when it comes to traffic generation for your business.

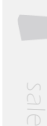
Web traffic

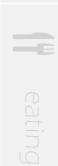
Pay per click (PPC) is considered to be the best form of traffic generation. People go to Google and type in their problem to find a supplier with a solution. You only pay when someone clicks your advert, so keeping control of your costs is easy.

Google offers search ads that are location-based so you can choose to only display to customers in your region. Use mobile-specific and banner ads through Google, Yahoo, Bing and others to increase your traffic. Facebook advertising is also highly effective, as is Search Engine Optimisation (SEO) to target keywords through your blog or website.

Finally, the last in the powerhouses of online traffic generation is affiliate marketing. Run your own affiliate programme through Commission Junction, Clickbank, ShareASale, Google or LinkShare, or consider shopping aggregators, such as Shopping.com, Google Merchant and Shopbot (for Australian businesses).

Consider all of these options and then choose one or two to focus on and make incremental improvements in your online traffic.





Foot traffic

Often ignored these days in favour of online advertising, foot traffic is still one of the most effective ways of attracting people to your business. Use resources such as Google Places to let people find you through geo-targeted, location-based searches or mobile searches. Make your Google Places listing comprehensive, searchable and appealing, and keep it well maintained. And don't forget to try to get as many reviews as possible to make your listing more powerful.

Advertising

Consider getting some street signage to entice customers through your store. Get an A frame outside the door, make it a chalkboard, come up with comedic quotes, make bold calls to action and daily offers. You could get your frame subsidised or provided by a supplier.

Use bright hard-to-miss window signage on your premises. Make an offer in "Fluoro Writing". Sign up to a Groupon-style service to generate customers, and view each one as a lead that has the potential to become a long-term regular customer.

Go out, network with people and interact with your community. Go to forums and conferences.

Use traditional methods of advertising including fax-outs, cold calling, shopping docket ads, direct mail and Yellow Pages, letterbox drops, press releases and magazine inserts, local radio, podcasts and newspaper ads.

There are many options, so don't limit yourself to what you've always done or what everyone else in your space does. Be bold, take action and you'll be amazed how easy it is to generate the 10% traffic increase that you need to activate this first lever.

Lever Two: Opt-ins

Opt-ins are categorised as every lead you get from traffic which you can turn in to a real prospect. They include telephone queries, online requests for quotes, email subscriptions and squeeze pages on your site. They can be generated offsite through campaigns on sites like LinkedIn and Facebook, or at live events such as exhibitions and trade fairs.

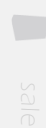
Opt-ins are realised when you take a potential customer, and 'shake their frame' - meaning you make them change their frame of mind and persuade them to engage with you.

Getting the most from your foot traffic

You can actually use specific techniques to generate more opt-ins from your foot traffic. Offering something for free such as a "give-away" product or a trial of your service is a good place to start. You can ask open-ended questions such as "Is this the first time you've been into our store?" or "What brings you in today?" to engage the customer and open up dialogue. This is much better than "Can I help you?" which is usually met with a negative response. Train your sales staff to engage with every person who drops by.

Online opportunities

For online opt-ins, you can use tools like Website Optimizer, Google Analytics, and Zen Tester to check out how people respond to your site. Split-testing lets you analyse different pages, fonts and offers to see what works. If you're not confident, get a tech-savvy entrepreneur through Elance or oDesk to do this for you.



One page equals one action

For each page on your site, make sure you guide your customer to get the best response and give a clear “call to action” for the outcome you desire. For example, if you want a visitor to call you after going online, put the phone number on every single page of your website. If you want them to subscribe, give them a bright button to do just that.

Have a really strong “About” and “Contact” page on your site. Consider using your country flag to show who you are and where you’re based. Think about using video on your site to build trust and rapport with your customers, so they can ‘meet’ with you face-to-face.

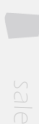
Keep it short and sweet

You only need the name and email address of your online visitors. Services like Aweber and MailChimp will automatically grab the person’s location and country code. Don’t bombard your clients with requests for needless information.

Engaging customers who call

For phone opt-ins, you really need a great script in place. Set up your script and checklist before people call. The more confidence you have, the better tonality you will have, and the better chance of increasing these opt-ins by 10%.

Don’t forget, all we’re trying to do is increase our opt-in rate by 10%. We’re not looking at going from a 3% opt-in rate to a 13% opt-in rate. That’s a 400% increase. We’re only working at going from a 3% opt-in to a 3.3% opt-in. Simple!



Lever Three: Conversions

Conversions happen when you take leads and prospects generated by the first two levers, and turn them into customers and clients. There are some really simple techniques to achieve this. Let's look at the fundamentals...

Testimonials

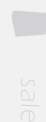
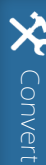
Ask happy clients to say a few words about your service, and publish them so they are visible on your site or shop window.

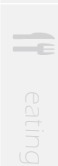
Guarantees

Guarantees increase conversion by providing firm commitments. Offer a money-back guarantee and honour it. You may have a legal obligation to do this anyway but publicise it clearly to encourage faith in your products and services.

Payment options

Offer your clients a range of payment options to encourage sales. Consider staggered payments, lease options, monthly options, rentals or deposits to help your customers. Even if someone doesn't have the cash to make an instant purchase, conversions come when you offer alternatives to make things easier.





Free trials

Free trials are a sure-fire way of upping conversion rates because, by the time your customer has got to know and love your product or service, they won't want to do without it. I call this the 'Puppy Dog Close'. A father and his daughter went to a pet shop and were thinking about buying a dog, but weren't sure. The store owner said, 'Look, take him home for a week for free and, if you want to, you can bring him back'. Of course, the puppy becomes part of the family and the pet store owner makes a sale.

This technique reassures your customers that they can try out your service without risk. If you're confident that you are providing a great product or service, you'll make conversions as your customers grow to like what you offer and make up their minds to buy.

Establish your market position

Potential customers are really swayed by the strength of a positive and trusted brand. Brand strength comes from a number of factors, but accreditation, awards, certificates and training all provide reassurance that your firm can be trusted to do a great job. Make all of your accolades highly visible - put them up in your store, show the logos on your website, and demonstrate your abilities and strengths.

Ask for the sale

Sometimes, simply asking for the sale will make you a conversion. Tools like Aweber, MailChimp and Constant Contact make it very easy to set up autoresponder sequences of emails that automatically go to new subscribers on a pre-set schedule.

Limit supply

Customers can be convinced to buy if you limit your supply and demonstrate that what you have on offer is only available for a short time, or limited to a certain number of clients. The fewer things there are in the world, the more value they hold, so use this philosophy to increase conversion rates.

Make it easy

Finally, make it easy for your customers to purchase from you. Be on hand through live chat online, respond quickly to queries, and have big clear calls to action that make the purchase process simple.



rationale



principle



eating



traffic



opt-ins



Convert



sale

Lever Four: Items per sale

To pull your Items Per Sale Lever, what you're looking to do is to get every tenth customer to purchase an additional item. When this happens, you increase your items per sale by 10%, gaining an overall transaction average of 1.1 items.

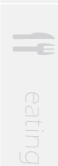
There's more to this lever than simply selling more to increase revenue; if you have items in stock that aren't selling, you've got cash tied up in the business that you can't use elsewhere. Similarly, the more inventory you sell, the more negotiating power you have in Lever 7 when you focus on your Margins.

Offer add-ons

Offer customers additional items that relate to their core purchases. The cheaper item should always be offered second and it should be something that's complimentary like shoe cleaner with shoes or mascara with blusher. McDonalds, "would you like fries with that?" is a perfect add-on that's part of their sales script.

Create package deals

Rather than selling items in isolation, think about ways you can bundle them up and make them more appealing as a package. Create packages based around predefined segments, incorporate slow moving stock and encourage package selection over the single product. Refills and consumables are both items that you can turn in to great packages to boost "items per sale" opportunities.

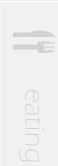




rationale



principle



eating



traffic



opt-ins



convert



Sale

Ask your customers to direct you

Use questionnaires to quiz your customers about what they need, want or value, and then use this consultative selling approach to identify ways you can offer additional items per sale.

Consider enhancements to products and services

Look at your product suite and see how you can enhance each item. Offer extended warranties, bulk-purchase deals, support packages, maintenance packages or any other enhancement that will enable you to increase sales through each purchase your customer makes.

Establish your monthly loss leaders

These are items that you can sell at a small loss, or even just to break even, to encourage people to visit your business and make additional purchases.

Set up “point of sale” offers

These are small, cheap, impulse purchases that customers make at the counter, or as they pass through your shopping cart online. They can be anything that a customer will buy impulsively for a small price, to boost your revenue through incremental sales.

Remember, all we need is just 1 person in every 10 to buy more than 1 item and we've hit the 10% target for this lever.

Lever Five: Average Sale Price

To achieve an enhanced average sale price you're looking at increasing the selling price of each single item to gain more revenue from every single sale. There are many ways to do this, but offering a discount is not one of them. Your aim is to increase the average sale price, not decrease it.

Instead you're going to come at this from the opposite angle. How can you create more value in the eyes of the customer so that you can justify **INCREASING** your prices?

This means looking at all of your products and services in terms of value, not price, establishing exactly what benefit your customer gets for their investment and then communicating that effectively.

Value can be added through an enhanced sales service, expertise, knowledge, advice given prior to purchase, brand strength, guarantees and even things such as how your product is packaged, dispatched or presented.

Increase your prices

If you put your prices up by 10% without changing anything, what's the worst that could happen? If you give an exemplary service, you may lose a couple of clients, but you could still be better off overall. Even if you then discount your price again through special offers, you're still no worse off than you were.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete



Offer exclusivity

Customers love to feel that they are getting a differentiated service. Offer exclusive, limited specials that come at a higher price. Speak to your suppliers to see what they can offer to support you to make the change.

Maximise the 'Thud Factor'

This is the moment when your product or service lands on your customer's desk or doormat and they realise you have given a really comprehensive service. "More" is often associated with "better" so, if you increase the number of items or add more variety to a package, you'll increase the perception of value. Online businesses, for example, can supplement an ebook with videos, audio transcripts and printable "check lists" to maximise perceived value and gain more of a 'thud factor'.

Be a market leader

Establish your expertise and use it to justify your increased prices as a market leader. You can do this by writing a book and publishing it on CreateSpace or Kindle, or by arranging to speak at events and seminars.

Value yourself and your business

Are you valuing yourself properly? Make sure you price yourself fairly. Show all of your costs and explain them so you can compete successfully on product quality, range and service. You'll attract a higher class of client which means fewer hassles and easier sales.

You are worth it. Your business is worth it. Be confident.

Lever Six: Transactions Per Customer

In essence, transactions per customer relates to increasing the amount of times that any person buys from you in a particular time period. The key to increasing your transactions lies in automating the process so you can set it up and then forget about it.

All we need to do is persuade one in ten customers to buy from us twice in a given period of time. We can do this through a number of mechanisms including direct response, follow-up marketing, implied commitment and consistency through loyal reward programmes, forced transactions and automated follow-ups.

Follow-up marketing

It's important to develop a schedule of automated marketing using tools such as Aweber, MailChimp or Constant Contact to remind your customers to transact again. Your schedule could include SMS reminders, emails, direct mail or sales calls. Once a customer has made an initial purchase, get them to sign up to ongoing communications that identify, for example, when their product has run out, and that remind them to reorder.

Each product line or service you provide can have a series of funnels, allowing you to segment your client base and ask for additional transactions.

Information marketing

No matter what sector you work in, you can set up information marketing to encourage repeat transactions. Your articles should be informative and helpful but always have a prompt to make it easy for your customers to engage in repeat business.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Training your staff

Get your sales team to make scheduled follow-up calls to customers to check how they are getting on, and suggest further products at set times.

Offers and education

By becoming and identifying yourself as an expert in your field you can provide your customers with informative communications that provide advice on what products they may benefit from at set times. Boost the effectiveness of this by providing a special offer to people who take you up on the advice.

The marketing funnel

When a customer buys a particular product, place them into a segmented marketing funnel that provides tailored support and messages to encourage repeat sales. Set up loyalty and reward programmes to track data and provide incentives for repeat custom. You're looking to establish an ongoing automated stream of backend income, continually purchased from you on a regular basis.

Providing ongoing support and membership forums

Use community membership areas, forums, user groups, associations and elite memberships to provide information and support which always link back to your sales stream.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Repeat Billing

Recurring payments is one of the fastest ways to pull this lever. Allow your customers the option of signing up to ongoing services that require automated payments at set intervals.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Lever Seven: Profit Margin

The final Lever relates to how much profit you make from every sale that takes place. Your goal here is to increase the difference between the cost of producing your product and the price at which you sell it. We've already addressed, with previous levers, how to increase the sale price, so here we'll focus on reducing production costs.

Negotiate with suppliers

Make sure you are getting the best deal when you source from your suppliers. It's always worth negotiating to get an enhanced rate and you can do this in a number of ways.

Offer a joint promotion where you help them sell more items, or offer to help them move slow-selling stock on a consignment basis. Consider asking for a rebate once you've achieved a certain volume of sales, or negotiate a discount for regular custom. Build up positive supplier relationships where you can offer mutual benefits for your customers, and then maintain them.

Improve your product lines

Choose what you sell carefully. Opt for high-margin products and services and train your sales staff to push these to your customers. Provide incentives and commission when high-margin items are sold.

Consider additional services that are cheap to produce but can still be sold at a high price. Knowledge and information always have huge margin potential, so write ebooks and guides, provide training, and develop complementary products that have a low outlay but a high value to your customers.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Stop discounting

Seriously, stop discounting your products and services. Don't offer deals to your clients unless they ask and then only if you feel that you are investing in a long-term lucrative relationship.

Reduce expenditure

Take a look at how you can reduce your outgoings. While this doesn't directly affect your 10% margin per sale, it can significantly improve your overall profit. Work from home, share offices, have virtual staff, negotiate deals with utility suppliers - whatever it takes to cut down expenditure and make your products generate income which is not used up needlessly elsewhere.

Partnerships

Consider entering in to partnerships with other firms that can provide you with an enhanced product or service, with increased margins. Share marketing, share knowledge, share customers and enhance your products to sell them at a higher rate.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Putting the 7 Levers principle into practice

Now that you know each of the seven Levers and how to both measure and manage them, you have pretty much all you need to start doubling the profit for your business and seeing some real returns from your activities. I've put a flow diagram on the next page so you can check every activity you undertake against each of the Levers, and verify that new initiatives will increase revenue by enhancing one of the seven categories.

Don't forget to refer to the 7 Levers calculator at the end of the eBook also, to gain a really clear view of how just a few changes in each of the seven areas can dramatically increase your profit!

Magic Bullets and the 7 Levers principle

If you've followed my blog and principles for a while, you'll often have heard me refer to the idea of 'Magic Bullets' - the shiny, enticing opportunities that drop on to our desks all the time and that can distract us from our strategic direction and purpose.

We've all been in a situation where we've been drawn to an idea, application, software package or concept that has looked really useful, persuading us to pour time, effort and cash in to developing it...only to find that, when we've invested in the idea, it actually brings nothing of value to our business.

One of the true benefits of the 7 Levers principle is that it provides a clear, foolproof way of assessing these 'magic bullets' to determine just how useful they may be, or how much profit they may lead to. By having a strong checklist in place to measure each potential new activity, you're able to dodge the bullets that will detract from your overall business strategy and make sure that all of your business activities are targeted, profit-driven, and focused on long-term success.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

The power of the 7 Levers framework for your business

It's impossible to stress just how much the 7 Levers principle can transform your approach to business, and increase your profitability, productivity and focus.

The beauty of the system is that it takes just a few minutes each day to act on each lever, boosting profit through using the framework.

The 7 Levers let you focus on all the different drivers of your business, every day. Every single thing you do for your business can be measured for effort, weighed up for return on investment, and put into context against the framework.

The 7 Levers framework prevents wasted energy, targets your approach, and lets you double your profit - all for just incremental improvements of just 10% in each category.

It's time to work smarter, not harder. You now have everything you need to transform your business, and double your profit!



Price



Transact



Profit



Practice



Checklist

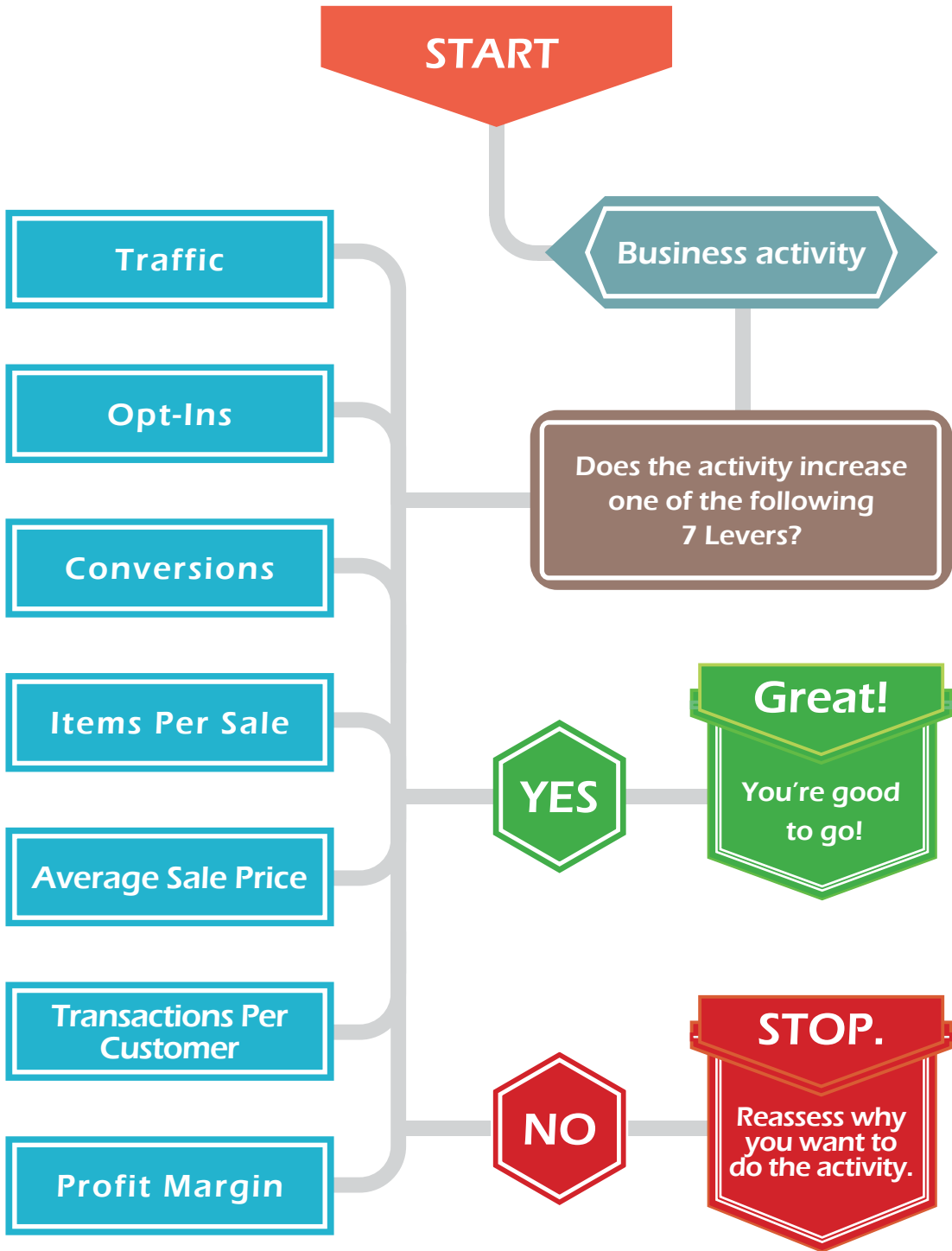


Calculator



About Pete

The 7 Levers Checklist



The 7 Levers calculator

Complete the fields below to work out just how much profit you will make by improving by just ten percent in each lever:

Traffic	<input type="text"/>
Opt-In Rate (%)	<input type="text"/>
Conversions (%)	<input type="text"/>
Average Sale Price	<input type="text"/>
Average Items Per Sale	<input type="text"/>
Average Customer Transaction	<input type="text"/>
Profit Margin (%)	<input type="text"/>
<hr/>	
Total (%)	<input type="text"/>



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

To implement the 7 levers on your business you must know your numbers. These numbers relate to traffic, opt-ins, conversions, average sale price, average items per sale, average number of transactions per customer and your profit margins. To make this work you will need to know these numbers no matter how hard it is to see them. Once you have them, it will give you the ability to make better decisions about your business and what to focus on to improve it.

Once you have your numbers, enter them in the fields opposite and play around to see how changing just one of these by a relatively small percentage can make a big difference to your business.

Traffic relates to the traffic that your business gets, whether visitors to your website, customers to your retail store or people responding to a direct mail piece. It is the first level enquiry.

Opt-In Rate is measured every time someone opts in to your newsletter online, requests a quote, or interacts positively after walking into your store.

Conversions are the % of your prospects that turn into customers.

Average Sale Price relates to how much on average customers spend, when they purchase from you for the very first time.

Average Items Per Sale refers to how much a customer purchases from you per transaction.

Average Transactions Per Customer are calculated by how many times your customers buy from you in a certain period.

Profit Margin relates to how much you make from every sale.

More About Pete Williams

Pete Williams is an entrepreneur, author, and marketer from Melbourne, Australia.

Before being honored “Australia’s Richard Branson” in media publications all over the continent, Pete was just 21 years old when he sold Australia’s version of Yankee Stadium, The Melbourne Cricket Ground For Under \$500!

Since then, he’s done some cool stuff like write the international smash hit ‘How to Turn Your Million-Dollar Idea Into a Reality’ and he’s created a bunch of companies including Infiniti Telecommunications, On Hold Advertising, Simply Headsets and Preneur Group.

Lots of other people think he’s pretty good too! He’s been announced as the Global Runner-Up in the JCI Creative Young Entrepreneur Awards, been a Southern Region Finalist in the Ernst & Young Entrepreneur of the Year Program, and was member of SmartCompany’s Top 30 Under 30.

You can interact and get more of Pete online at:

Blog: <http://www.PreneurMarketing.com>

Podcast: <http://www.PreneurMedia.tv>

Twitter: <http://www.Twitter.com/preneur>

LinkedIn: <http://www.linkedin.com/in/preneurmarketing>



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Can I Also Get Your Help With A Small Test? [There's a reward]

Also, as mentioned in the short video on the download/thank-you page, I love tests.

We test everything in all the business and projects I'm involved in — whether it's testing the layout of the proposal my telecommunications company, or testing the design of the product page on one of our eCommerce sites. We are even testing the color of the 'submit' button on the report download page you saw the other day!

I learnt very very early on in my entrepreneurial journey that I need to listen to my market more than anything else ... Testing is unquestionably the single biggest secret to my success – across all the businesses. *And I believe that you can use a testing mentality to improve your business as well.*

That's why I want your help with a small test; and once we get the results I'll share them with you too.

So here it is; one of the biggest headaches and friction points for so many marketers and business owners is traffic and opt-ins ... maybe you struggle with that yourself.

Now as you know, traffic and opt-ins are the first two levers covered in the report... but I've been working on a mini-course on all different ways you can measure and easily explode your traffic and opt-ins, whether you are

- an online marketer
- retail store owner
- tradesperson or
- e-comm entrepreneur.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

The Mini Course includes four in-depth training videos, full audio downloads, and transcription workbooks that you can use in your business right now to increase your traffic and your opt-ins.

Now this is where the test we're running comes in... I want to get the 7 Levers Report to help as many people as possible, and I want to reward you for helping to make that happen.



The tool we're testing has created a unique link associated to you and only you, **which you can get here**. (You may have to use your same email address to get access again)

... and when you share that link on twitter, facebook, email etc .. and just three people, click your link and download the report - Our new system will automatically send you the entire mini-course!

Yep, that's it.. That's how easy it is.

Just share your personal **report links**, and when three people download it - the system will email you the entire mini-course to download and keep.



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete

Thanks in advance for your help with this little test; and keep an eye out for an email in about a week with all the results from the test, *and if it works - info on how to swipe & deploy the tool yourself.*

Pete

P.S. Got this report given to you directly by a friend or downloaded it on a torrent site – but still want to know the results of the test? That's cool! Just make sure you register your copy of the report directly over at www.7LeversReport.com and we'll be sure to send it to you ASAP.

P.P.S. Got any other questions or feedback? We'd love to hear it via support@preneurgroup.com



Price



Transact



Profit



Practice



Checklist



Calculator



About Pete