

# How To Double Your Turnover Within The Next 90 Days.

**A disclaimer:** What I about to describe to you in this document can be achieved but it needs you to “Work”. There are no “easy” ways to grow a business except through hard work and determination.

If your one of these people who are looking for the next “Shiny object” to get you “Rich Quick” then I am afraid this is not it.

**BUT...**If you know growing a business is about focus, hard work and doing the things that count then this really should be a help to you.

***“A business never stands still it is either growing or Shrinking...”***

(Not sure who said but they are right)

According to [Bloomberg](#), 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. A whopping 80% crash and burn.

Statistics are funny things because other reports say it is not quite as bad as that but the truth is we know businesses fail and they fail a lot.

Depending on who you listen to there are a number of reasons for this.

From “bad management” to “running out of money”.

But I believe the biggest reason for business failure is not focusing on the 4 (5 if you include costs) main parts of your business that will grow it.

Most businesses I have consulted with normally make one or two things important...

...But the companies that not only survive and grow make sure they have strategies in place to grow all 4 of the main areas.

In fact I learned about these when after 2 years my own company ran into trouble and I was being told that I would have to start laying off staff and probably shut the company.

I was literally forced into finding a solution and spent 3 days in almost solitude going through all the information I had at hand (years of books, seminar and course notes) to find a way to save my company.

That’s when I realised the problem and created the system I am about to show you.

When you only concentrate on one of two of these things growing your business can be a lot more difficult.

When I meet clients for the first time and we discuss growth goals the normal two that are cited are...

“Sales” or “Turnover” or both.

This normally tells me that this company is concentrating on the wrong things.

Yes I know this document is titled "*How to double your turnover within the next 90 days.*"

But you will see shortly that although our goal is to double your turnover it is a consequence...

...Of these **4** areas combined that will allow you to do this more easily than you could imagine.

"*Doubling your turnover within 90 days*" may seem like a tall order even impossible but when I show you how to break it down then it will become very clear:

**It isn't as impossible as it first seems.**

In fact a small growth of 20% across these 4 areas is all you need to double your turnover.

And I am not only going to show what these 4 areas are.

I am also going to give you suggestions on how to reach that 20% on each one.

First I want to introduce to you what I call the "***Biz-Life-Line***" system.

As already mentioned I created this system to save my own failing company and have since also introduced to many other companies I now consult for.

They were not all failing like my own.

Some were just stuck and couldn't find a way to grow.

Others were growing but wanted a system in place to ensure that growth would continue.

I have even taught new entrepreneurs just starting out how to implement this system so they would start on the right footing.

But let's get down to what this report is about "*Doubling your turnover*" and how to do it.

I mentioned that many companies concentrate on two figures:

**The number of sales**

**The amount of turnover.**

Although these two figures are important they take your focus away on the "How" to improve them.

**Let's take sales...**

Sales are a consequence of how many leads/prospects/site visitors you see and how many of them you convert to customers.

That means you cannot just get more sales!

You either have to get more leads or/and convert more of those leads into sales.

**The same is true of turnover.**

Turnover is a consequence of sales, Average order value and Average number of orders per customer.

So if your concentration is just on sales and turnover you are missing some important parts of the puzzle.

Let me give you an example of this:

	<b>Current</b>
<b>Leads</b>	9000
<b>Conversion %</b>	2.00
<b>Sales</b>	180.00
<b>AV Ord Value</b>	47.00
<b>AV Num Orders</b>	3
<b>Turnover</b>	25380.00

This is from a company that I helped recently and these figures are from the last 3 months (From when I first met him).

There are a couple of pieces of information you should know.

1. In this case for speed we have used all visitors to his website.
2. To get his conversion rate we only took new sales (from new customers).
3. If we could take out customers returning to place new orders than his conversion rate would be higher.

Although a small company at the moment there are signs the owner "Steve" could turn this into a very large enterprise in the future.

Steve is certainly open to any help or suggestions we are offering at the moment.

As a very dynamic entrepreneur who is very driven he wanted the "*Double your turnover in 3 months plan*" from me.

Now even though he could be classed as dynamic.

Part of the reason he asked us for help was because he was struggling to work out how to double his turnover.

Once I showed him “Biz-Life-Line” system and how to use it he was off like a “horse out of the gate”.

And here is what I gave him...

	<b>Current</b>	<b>Goal 1</b>
<b>Leads</b>	9000	10800
<b>Conversion %</b>	2.00	2.40
<b>Sales</b>	180.00	259.20
<b>AV Ord Value</b>	47.00	56.40
<b>AV Num Orders</b>	3	3.6
<b>Turnover</b>	25380.00	52627.97

And this is the “Biz-Life-Line” at its best.

Let me explain...

As you can see by improving the figures in yellow by 20% you can double your turnover within 3 months.

There is one more table I want to show you before we go into more details about the “Biz-Life-Line” system.

And that’s the gap table.

	<b>Current</b>	<b>Goal 1</b>	<b>Gap</b>
<b>Leads</b>	9000	10800	1800
<b>Conversion %</b>	2.00	2.40	0.4
<b>Sales</b>	180.00	259.20	79.2
<b>AV Ord Value</b>	47.00	56.40	9.40
<b>AV Num Orders</b>	3	3.6	0.6
<b>Turnover</b>	25380.00	52627.97	27247.97

Our Gap column tells us exactly what we want to achieve over the next 90 days.

I believe the best way to achieve goals is to break them down into the smallest number possible and in this case it could be days or even hours.

So 1800 extra leads becomes 600 a month or 20 a day or less than 2.5 per hour (based on an 8 hour day)

Doesn’t that make it seem far more achievable?

Let's look at how you could bridge these gaps.

### **Leads/Prospects**

In this case Steve needed to find an extra 1800 visitors to his website over the next 3 months.

I always class leads as people we haven't sold to yet and they can actually be broken down into two more groups.

1. First contact (Unique or first time visitors)
2. Returning visitors.

You actually have a better chance of selling to returning visitors than first contact.

And so our strategy should be two fold.

1. How to get new leads?
2. How to get people to return to our site that haven't purchased yet?

### **How could you get new leads?**

1. Increase your spend on advertising.  
(Or start spending on advertising if you don't at the moment).
2. Rank up your blog post, YouTube videos or any social media you use  
(or start using it, if you don't already), podcasts (growing big), kindle etc.

I could have also mentioned JV partnerships, Affiliate programs, list swaps and others like this but they tend to be one offs and sometimes difficult to run.

We are looking for sustainable growth and the only real way to that under your control is to 'pay for leads'.

But one of my favourite ways of getting free leads is to use what I call a "**The Blog Twister**".

Briefly the blog twister method involves writing a blog post or article and then turning it into a video as well (or the other way around).

You then post the article and the video to as many social media sites as you can.

We are now even using this with iTunes.

### **How did Steve achieve it?**

In this case he has just started working with paid traffic and with so many options available getting an extra 20 (good quality) leads a day did not cause an issue.

Facebook have some amazing ways of targeting traffic.

## **Conversion**

For conversion Steve had to find 0.40% over 3 months that's the equivalent of an increase of 0.135 per month.

### **How could you achieve this?**

1. Understanding your sales process and working out your conversion points.

The more you understand the steps your customers have to take before they purchase and how you know when they are ready to purchase the more you will convert.

2. Split testing pages and offer's to find out what works best.

A/B testing at the very least will allow you to test prices and page layouts. Even a change in "Buy" buttons colours can improve conversions.

3. Using email to engage with your customers.

If you do not keep an email list then you need to immediately. Email lists are a company's asset and worth money.

But they also allow you to keep in touch with your customer and increase brand awareness and get them back to your website/shop.

4. Using Dynamic Behavioural Response Marketing allows you tailor the messages you send to your customer based on their actions.

By using "tagging" we can create rules that allow us only to start the sales message when the customer is ready to purchase.

It also means we are not just sending a blanket message to all of our email subscribers but instead making sure our prospects only get the messages that are relevant to where they are in the sales process.

5. When all else fails special offers or low cost entry offers.

£1 trials can work well.

6. "Can I help you with anything" pop ups.

7. Cart abandonment re-engagement.

## **How did Steve achieve it?**

He already was capturing email leads but not really doing much with them.

Once we started tailoring the messages and making sure people came back to see his offer more often his conversion rate increased dramatically.

He has also really taken to split testing and is continually running campaigns to try and beat his controls.

## **Average Order Value**

The average order value would probably seem the most difficult to achieve.

In this case Steve had to find an increase of 9.40 or 3.13 per month.

With the strategies I am going to show you it could be far easier than you may think it is.

## **How could you achieve this?**

1. Price testing. You will be surprised how often just increasing your price can work.

2. Pre cart offers.

Offers that complement the item they are looking at (Batteries).

Or bargain bin offers that are only available after the first item is added to the cart.

3. Cart offers.

Offers could include special shipping, insurance or even upgrades.

4. Post Payment offers.

These normally include 1 click upsells and down-sells and they are very powerful.

## **How did Steve achieve it?**

Get this...

He created a post cart offer (1 click upsell) that complimented his main offer for £47 and 20% of people who placed an order took the upsell.

(Note: Although upsells can be cheaper than original purchase value we tend to go for the same or up to 3 times more expensive.)

This one change got him to his goal target because he made one further clever distinction.

He actually created several of these offers which changed depending on how many orders the customer had already placed.

So first time customers saw one offer...

...But if this was their second or third order then they would see a different offer.

Let us see the maths behind this based on his goal figures.

260 orders x 3.6 = 936 orders.

936 x 20% who took the upsell

187 took the upsell at 47.00

An extra 8789.00

Now if we take his old average order value of £47 and multiply it by his new orders figure.

936 x 47 = 43992 then add the 8789.00 upsell value.

52781 / 936 orders = 56.39.

How crazy is that!

Just about exactly the target he was after.

Now he knows they work so well he is on a mission to find better offers (more on this in a moment).

### **Average Number of Orders**

Finally his Average number of orders per customer needs to increase by 0.6 to 3.6.

One of the things I have learned from talking to people over the years is that some people are afraid to re-engage with their customers after a sale.

Excuses range from "They know where we are now" to "What if they complain about their last order".

Well I am afraid the truth is...

With competition how it is. That although they may remember you, that doesn't mean they will automatically come back to you unless you remind them to do so.

And if you're afraid that your customer will complain then you have some serious issues that you should hear about anyway...So you can fix them!

The truth is that selling to customers that have already purchased from you is the most profitable thing you can do as a company.

**Look at it this way.**



For simplicity let us say that it cost you £5 to get a new customer and their first order is normally £10.

So you make £5.00.

Now let us also say for simplicity that each order after is also £10

What we can do is split the cost of getting the customer over the number of orders.

So if they placed one order they cost £5 for that order.

If they place 2 orders they cost you £2.50 per order so you make more money.

If they place 5 orders they only cost you £1 per order now.

But actually that is not the real point of getting more orders from a customer.

**It is what we call “Life-Time” value of a customer.**

Companies that know this figure always beat their competitors that don't know this figure long term.

Why?

Because they know how much they can pay to get a customer and still make profit long term.

Most companies that do not look at life-time value of a customer use their “Average Order Value” as their gauge of how much they can pay to advertise for a new customer.

So if their AOV is £10 then they would probably want to stick to a maximum of £5 or less to find a customer.

But if you know your life-time value of a customer is £35 then you also know you could actually lose money on the front offer because sooner or later the customer will place further orders and you will make money.

**How could you achieve this?**

1. Learn more about your customer through surveys and direct contact.
2. Use email to continually contact a customer for further orders
3. Use Dynamic Behaviourial Response Marketing to continually give your customers an experience based on their buying behaviours.
4. Special offers upgrades and new products.
5. Involvement in supporting other customers.
6. Loyalty schemes.

**How did Steve achieve it?**

Steve being Steve immediately started to call customers to ask them what they thought about their order and experience with the product and his website.

This gave him valuable feedback.

He also asked them what they thought was missing from the product and what could be improved.

Finally after asking them for their help he also made an offer for another product which he changed from call to call.

The reason was not to actually sell to them there and then (although he did) but to work out what he could put in his follow up email sequence after they purchased.

It also gave him more ideas for “first order” offers.

He now makes it a regular thing that he himself rings at least 5 or 10 customers a week to keep up to date of what they think about their experience.

He also wants to make sure that the changes they make to the customer experience is having a positive effect not negative.

A note on calling customers:

When I suggest using this technique (which I always do) to the owner/director/CEO I often get asked...

...If they can just get someone in the company to make the calls.

Although I think any feedback is better than none. I also think that the owner/director/CEO is in a unique position to make these calls.

Why?

Well number one is that they have a good understanding of how the company works as a whole and so can put any answers into context.

The second is they can immediately take a decision on how to handle a disgruntled customer as far as a refund or discount is concerned.

And three it gives them an in-site on what it is like on the front line.

What their staff may have to deal with.

But finally they can put feelers out about new ideas or products that a normal staff member may not know about.

I just think it is such an important phone call it should be done by someone who has all the answers.

As Steve did.

There is one other subject I would like to cover which although not part of the 4 main areas is still very important and that's what we refer to as “Profit”.

## **The cost of doing business**

***“Turnover is vanity profit is sanity”***

Profit is a consequence of Turnover minus costs.

Turnover doesn't put food on the table only profit can do that.

So keeping a good eye on costs will help you stay lean and give you a far better chance to become and stay profitable.

As I suggested to Steve and anyone else I meet.

Give yourself a measurement that you can use to measure the effect any changes to your business is having it.

Take any period 1 month, 3 month, 6 months or even 1 year.

You will need the total bills you had to pay out for that period including wages, rent, cost of goods basically anything that went out of your bank account.

You will also need the total number of sales you made over the same period.

As an example.

Let us say we were looking over a month (it is a good idea to track month to month).

We had costs of £3000

Over that period we took 300 orders.

$3000/300 = £10$  (Cost per order)

Now hopefully you already know your average order value (explained earlier).

You can now see how much profit you make on each order.

So if your average order value is £12 and your cost per order is £10 then you know in this period you made:

$12 - 10 = 2 \times 300$  (Orders) = £600

So again we can start to put our focus where it counts.

Costs and Average order value.

Any change in either of them will affect profit.

So let's say you took on a new member of staff that cost you £2000 a month (remember to add in extra tax and NI and pensions etc).

$£2000 / 300$  orders £6.67

You better be making more than £2 and order or you're in trouble!

The point is you can now focus on costs and profit in a much better way because anytime you decide to increase costs you can immediately see the impact it will have on profit.

### **In conclusion**

Let's recap.

#### **To increase sales (get more orders)**

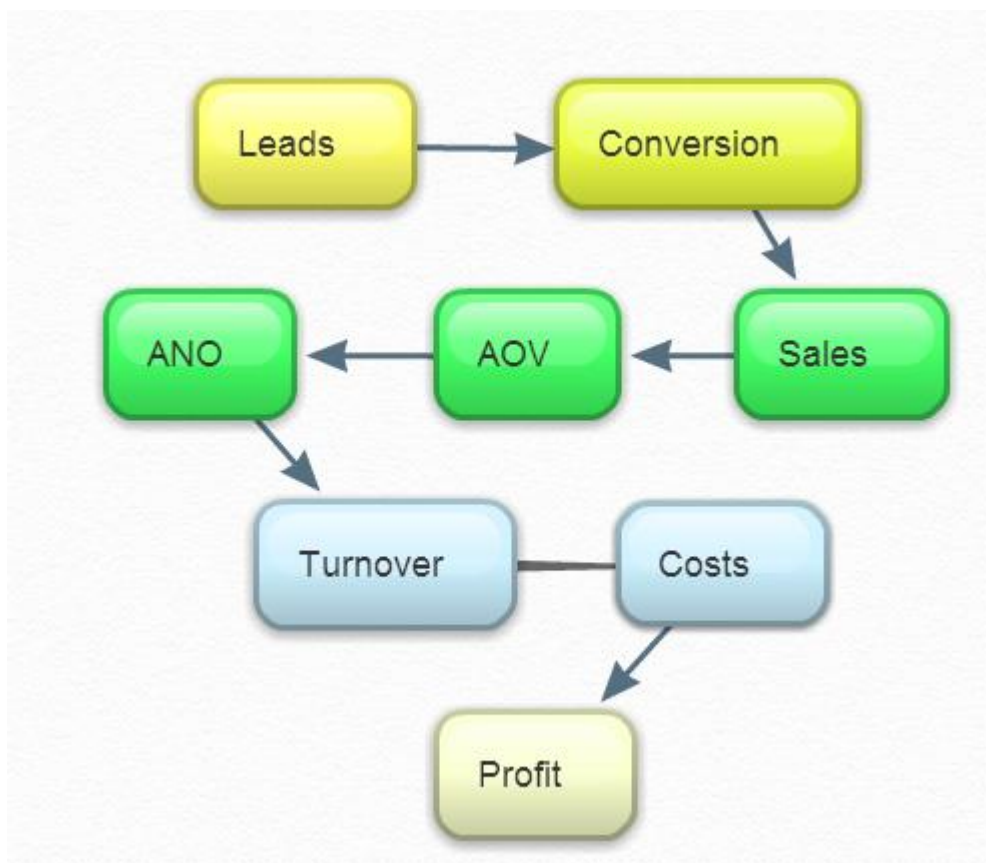
1. (1) You need to find more new leads.
2. (2) You need to convert more leads to customers.

#### **To Increase your turnover 1 or more of these much change.**

1. You need to sell More
2. (3) You need to Increase our average order value
3. (4) You need to Increase the average number of orders from each customer.

#### **To increase your profit one or both of these must change.**

1. Increase turnover.
2. (5) Lower cost per order.



The interesting thing about the "Biz-life-line" system is that once you start thinking about it...the ideas start flowing.

Especially as you're not overwhelmed by large figures and massive goals when you know small changes make big results.

One book I have read recently was called "The One Thing" by Gary Keller.

The idea is to break everything down to the one thing you could do that would drive you nearer to your goals.

So it could like this...

Outcome	Question	Answer
Leads	What is the one thing I could do today to get more leads?	Increase the number of social media sites we post our information. Or Turn our blog post into a new YouTube video Or Try out advertising with a company we haven't used yet.
Conversion	What is the one thing we I could do today to improve my conversion?	A/B test an element on our website. Or Try a new follow up email to get people back to the site. Or Add customer testimonials throughout the site.
Average Order Value	What is the one thing I could do today to increase my average order value?	Add a "Bargain" bin Or Try a price rise. Or Add an after cart upsell.
Average Number Of Orders	What is the one thing I could do today to increase the average number of orders per customer?	Email my customer list about a new product. Or Ring a number of customers to get more info and offer them a new product. Or Add a new product to the follow up email sequence.
Costs	What's the one thing I can do today to help reduce costs?	Check all my outgoings and make sure I am not

		paying for things I don't need. Or See if you can reduce the cost of things you do need.
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It's your job to fill in the blanks.

Most companies would be more than happy to double their turnover every year.

Using the "Biz-life-line" system this can be achieved by just growing your figures by 5% per quarter.

The way it normally works is that you do really well on some of the growth but maybe not quite so well on another...but it all evens out.

And once you have got a growth strategy working well for one of the 4 parts of the "Biz-Life-Line" system you can work on another.

Although I do suggest you keep your eye on all 4 so you can make sure any changes is not having an adverse effect on another.

A good example is that you drop the cost of a product to increase conversion...

...But this could decrease average order value unless you are working on this at the same time.

Running a business is a balance and that's why the "Biz-Life-Line" system can help so much.

### **What to do next...**

The real power of the "Biz-Life-Line" is in actually working it.

And that's what I have spent the last 15 years doing...

Finding and testing ways to improve each area of the system.

Whether it's finding free leads or advertising on FaceBook.

Creating customer Avatars.

Discovering the sales process.

Email capture

A/B testing or multivariate and heat map.

Dynamic Behavioural Response Marketing

Upsells and Downsells

Customer reactivation

Trip wire offers.

Infusionsoft/Awebber/Getresponse/ActiveCampaign.

Funnel building lean and complex.

(And using DBRM)

Worked with offline and Online businesses even a Dog Agility Trainer.

Just to add to that I am a programmer. (That's my nerd side)

So why am I telling you this.

Well one of my greatest assets seems to be that I spend a lot of time learning and testing new techniques as well as keeping up to date with what's new in the selling world especially on the internet (although I have some pretty amazing techniques for offline businesses).

But although I do a lot of consultation now days and most of what I learn is to keep them up-to-date with what may and may not work...

...I felt it would be a great idea to share it with others just like yourself who may not want to become a consulting client but still learn what's new.

So shortly I will be introducing my Biz Life Line monthly.

To say I am excited about this is an understatement.

It will give me a chance to share with my members unique ideas that are not only new but are proving to help increase one of the 4 main areas of the Biz Life System.

So keep reading my emails you will find out more soon.

I also do personal consultancy if you wish to contact me then please send an email to [malcolm@bluebelldata.co.uk](mailto:malcolm@bluebelldata.co.uk).

Thanks again for taking the time to read.

Malcolm

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