

# Even if you're already doing well, exactly how *much* money is bleeding out of your business?

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The faxes were piled up in the corner of the office, a stack of them about 3 feet high. When asked about them the business owner somewhat nonchalantly uttered, “*oh, we just haven't had the time to return all the calls or get back to people*”. There must have been about half a mill worth of business in those faxes and phone messages, yet incredibly, the owner simply breathed past them as if they didn't exist, concentrating and focusing instead, on the newest lead generation campaign to bring in even fresher, more profitable leads!

*Lazy? Arrogant? Silly, Stupid?* I don't know; call it what you want. Obviously there's *something working really well* and no doubt there are many many businesses of all kinds, types and sizes who'd fight tooth and nail to have that kind of ‘*dilemma*’ going on in their enterprises... *to have so much money come in that even if the business was hemorrhaging like mad, there's a bigger pipeline funnel that'll more than fill the void!*

Now the truth of it is of course that there are tens of thousands of businesses bleeding cash through *multiple* business holes, though... completely unaware how to plug the leaks or fix the dilemma. And then there are those businesses that are completely unaware there's a leakage going on of any kind in the first place, oblivious of the very fact that simply pumping new money to fix severe cash flow issues, just won't sustain itself. Sadly, these businesses are hanging on for dear life, scrambling to simply stay afloat.

## The Bleeding Money Holes

*So where does a business lose money? Where are the bleeding leakage points? Where are the ‘black hole’ gaps where money is shoveled through at an alarming rate? You don't need to be a forensic detective with years of training under your belt to spot where the money is bleeding from because the holes are everywhere – and your website is a good place to start.*

If you're not capturing email addresses of all your visitors, you're losing out on the biggest money making marketing tool ever – *email*. Because, once you have someone who has given you their email address, they've also given you a permission based license to communicate to them – as often as you want to... and that too, for literally pennies in the pound.

Now of course, just because you've captured the email address of your website visitor, that doesn't automatically mean you'll have a deep and totally connected relationship with your prospect audience. Because the fact of the matter is most businesses do not invest highly enough in writers who can communicate and connect with your audience. A truly successful business (online or offline) invests heavily in creating compelling, irresistible, responsive communications.

And that leads to another big money leak – **advertising and marketing communications *not* following direct response principles**. The alternative, and all too common - image and institutional advertising - is pretty much laced with pomp, hype and bombastic boasting which does nothing but send prospects and customers alike, fleeing for the exit door -- and of course, along with them vanishes all future bank and residual value contained inside that prospect. *(Multiply that one prospect by the many multiples you could have lost through the use of non-direct response based communications you can then begin to tally up the incredible amounts of money that has bled out of your business, that you've let slip through your in-attentive eyeballs.)*

And also, there are multiple pipes bursting inside a business because of poor decisions being made in the adoption for direct response advertising & marketing copy for Google Adwords, PPC ads, print ads, internal promotions, articles, email promotions, web copy, landing pages, thank you notes; and anything else requiring the written word to sell.

Another big money leak is **the lack of a systematised process when following up on an enquirer, on a dissatisfied customer, on a customer returning a product or service, in requesting testimonials, in asking for referrals**.

Another big money gusher takes place because on there not being a series of additional products or services to sell to existing customers. It costs a lot less money to sell an existing customer than it does to acquire a new customer *yet* the money bleeds out of a business all because of there being no suite of additional products or services to sell an already satisfied customer.

If you're sick and tired of continually having to patch up the bleeding money leaks in your business, my list above contains what you must focus on to fix those leaks. If you want specific help to fix those money leaks once and for all, then please get in touch with me and we'll create a plan to have the money flow *back* into your business.

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Raja Hireker is a 'behind the scenes' marketing man many have called up when they want fresh insight, new money and creative ways of solving age old problems. He does this through his unique blend of marketing know-how, detective work and creative application. There are multiple leverage points in all businesses – as well as a dozen ways to create additional profit centres. If you would like to know how your business can benefit from them all, you can contact Mr. Hireker on; [raja.hireker@gmail.com](mailto:raja.hireker@gmail.com)