

# WAYNE WEAVER

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## “Why Are Some Entrepreneurs Successful While Others Struggle Just To Get By”

### Abstract:

It's been said that America has been called “The Land of Opportunity”. Everyday people are excited about starting their new venture only to learn that starting a business is easy... its staying in business that's difficult. I'm sure you're undoubtedly have the expertise in your field but unless you're able to effectively position your product or service you will never achieve the income and success you deserve and here's why. According to a recent survey from the Small Business Administration only about 20% of all new business ventures actually earn a profit and are around to celebrate their third birthday. That's a staggering 80% of entrepreneurs will see their hopes and dreams fade away and experience the failure of closing their business. By contrast the really successful entrepreneurs will experience long term success and benefit from the financial rewards of owning a successful business. This program will focus on helping you succeed in business as Wayne share the key principles of **“Why Are Some Entrepreneurs Successful While Others Struggle Just To Get By”**. Once you learn how to apply the principles of successful entrepreneurs, you will find its remarkably easy to ensure your long-term success.

This session will show you how to approach the critical principles of success to build, grow and expand your business.

### Key Points:

- The Four Skills That Set Apart the Super Successful
- The Three Ways to Grow Your Business
- How to Build Your Customer Service As A Profit Center
- How to replace Traditional & Ordinary Advertising with Direct-Response Advertising
- How to Make Result Producing Advertising Decisions
- How to Increase the Value of Each Customers
- The Secret Reason Why Your Competitor(s) Succeed in Enticing Your Customers
- How to avoid Going Broke on costly marketing activities
- How to Profitably Use Customer Lists to Build Long Term Success
- Why & How to Structure Offers Your Customers Will Immediately Respond To
- Magic Formula to Convert Prospects into Buyers Customers
- How to GUARANTEE that YOUR Email and Direct Mail Letters Will Be Opened
- Three Goals the Headline or First Sentence Must Achieve For Success
- How to Move Prospects Through Your Copy and Tell Them What Action To Take
- How to Recognize the Look of a Successful Sales Letter, Ad, Brochure, Coupon, ETC

***The Keynote programs are available from 60 to 90 minutes based upon your needs and can be re-titled to match the theme of your event.***