

**How to attract more new customers than  
ever before despite the credit crunch  
(and then prosper right through a recession)**

**How you can add 100 new customers almost instantly  
By grabbing your place at the South West's . . .**

# **‘ULTIMATE MARKETING BOOT CAMP’**

**FREE GIFTS  
INSIDE**

**and it's virtually free for the first 50 to apply!**

**Learn how you can take these simple ideas and make many  
extra sales cheaply and rapidly in your business**

# Here's how you will benefit on the day.

- Learn how the 'marketing telescope' will **magnify your results rapidly and forever**.
- What to do about a 25% downturn in business and still **make more profit**.
- Discover how easy it is to transform your website into a **fountain of quality leads and e-cash**.
- See the **12 fatal mistakes to avoid** when facing a downturn (if you ran a business in '80 – '81 or '91 – '92 and prospered you'll remember all of them).
- **Protect yourself from the credit crunch and recession-proof your business** then come out of any downturn with greater market share by using the laser focus of the **7 step 'recession buster'**.
- **Drill for gold in your business** with the awesome, hidden potential of your 'magic matrix'.
- **Turbo charge your profits** with the '1,2,3 gearshift' as you watch your competitors run scared and lose market share.
- Discover the 'marketer's philosophers stone' and its **21 easy steps to turning all your marketing media into cash**.
- **Stop wasting thousands** on Yellow Pages and print advertising and learn how to harness the real power of the Internet and new technologies to **get a truly massive ROI**.
- **Get your existing customers to spend more, more often and with you**.
- See that **successful marketing for your company can be a simple process** - just add water and stir.
- See how to turn a pleasant lunch into your **army of unpaid sales advocates**.
- Discover precisely how you can get a staggering **50% more business** by changing just one thing in your current marketing.
- **Eliminate competition from 'online discounters'**. Learn how to beat them and keep a sensible margin whilst growing your business nationwide or overseas.
- **Marketing on a budget will work for you** because you'll discover the tried and tested strategies that deliver, regardless of economic climate, to drive customers to you and **increase your profits**.
- All of these plus many more useful tools, tips and strategies -

## And the bottom line?

You'll become a 'practical marketing expert' in one day

- for a very small investment - **Guaranteed**

# Meet Your Marketing Experts



**Gregory Haddock** has been helping business owners boost their marketing results for 28 years. Founder and Managing Director of The Profit Doctor Ltd he specialises in showing entrepreneurs how to increase their profits, whilst enhancing their quality of life, by improving marketing – using simple, proven, powerful and ready to use ideas. A successful entrepreneur and author he passionately believes and demonstrates that business success just doesn't have to be hard or complicated.

**Sean Humby** is 'Mr Networking' and he runs Business Network (SW) Ltd the South West's premier lead generation organisation. Based in Bristol, Taunton & Exeter it has been bringing businesses together since 1993 with over 30,000 tickets to these popular and fun events. He has lost track of the huge number of successful introductions and the countless volume of business generated for attendees. Sean's lunches are renowned for their: fun, VFM, ROI and 'professionally relaxed style' (With no sudden starts over a bleary eyed breakfast or indigestion as with the less effective vol au vent spitting lunch networks!)



**James Gardner** is more than a gifted web designer and optimisation guru. He understands the essence of what makes a website a successful marketing tool, has an MBA, plus a rich background in sales and marketing. In plain English, James will explain specific strategies to enable you to capitalise on the ever faster pace of marketing opportunities offered by Google and the web. James' incisive presentation will quickly identify why your website may not be driving your business forward - and exactly what you can do to fix it quickly.

# Check out your incredible value for money offer

Here's the minimum you'll get from your day with this incredible value for money package and **free gifts** (first 50 only - so please hurry):

## The 'Ultimate Marketing Boot Camp'

(Includes lunch & refreshments)

~~£495~~

## First edition of Gregory Haddock's long awaited book -

'Supersize your Marketing' (publication Dec '08)

~~£49~~

## Complete marketing 'phone diagnostic

~~£95~~

## Full website and eCommerce audit

~~£195~~

## One Business Network South West lunch

(Bristol, Taunton or Exeter in 2009)

~~£25~~

## Total benefit package worth

~~£859~~

Yours for only **£72.34** - that's an incredible 91% discount!

## YOUR CAST IRON "TRY BEFORE YOU BUY" MONEY BACK GUARANTEE

*Relax, we're so confident that you're going to enjoy and find the day really useful that we will not bank your cheque until after the day. In the unlikely event that you're not delighted simply let our admin team know before the lunch break and have your cheque back - no quibble, no embarrassment. That's a promise.*

*Gregory Haddock   James Gardner   Sean Humby*

# Can you relate to Peter's story?

*"We were worried! and bleeding to death as a business from dire cash flow. We had great products, service, staff, and infrastructure - but our sales were just not covering the overheads and profits seemed a far off dream. Quite simply, our marketing sucked and we were heading for real trouble.*

*I must admit that I was sceptical about the marketing boot camp, but then I thought that we'd exhausted everything else, and so for the sake of a few extra pounds in the big scheme of things - what the heck. Well imagine my delight when the 'Aha moments' began to ping in my mind and I couldn't write down the ideas fast enough. The techniques, tips and strategies were so simple and we (plus many of our agents!) started to use them that very week. Sales began to pick up dramatically and we ended up having a fantastic summer and closed with great year end profits. Now we are confident that we have a robust and reliable marketing machine that we can control cost effectively.*



*We can't thank you enough and I'd recommend that any serious business builder attends your boot camp armed with a big notepad and two pens. It was incredible value for money - a real 'no-brainer' decision".*

**Peter Barclay, Chairman - People Direct Ltd - Kidderminster**



# What have other business owners said?

"I was sceptical at first but must admit that the marketing boot camp was invaluable. We've used most of the simple ideas and strategies to increase our sales and profits every year since. Simply fantastic and terrific value for money."

*Mike Cauchois – Managing Director – Peak Search & Select, Taunton*

"Thank you. Simply awesome, the best money I've ever spent on marketing and the returns are already coming in thick and fast. 10/10. Deciding to attend is a must do!"

*Pree Panchmatia MD  
Ignite Ltd - Manchester*

The entire Marketing day was the best I've ever attended. The tools and techniques were easy to follow and put into practice. Our turnover, cash flow and profits have all increased for hardly any extra expenditure. This will be a record year for sales and the trend is set for our future expansion. Thank you.

*John Allen – Managing Director – Team Financial Services - Exeter*

"This was a fun and ideas packed day. The tools are simple, powerful and so easy to use. We should have attended this years ago. Our profits are now skyrocketing. Thank you.

*Tony Perry - Managing Director, Perry & Co - Bath*

"Simply brilliant!  
This is the real deal.  
We're already using the 'magic matrix' to increase sales at no extra cost.

*Paul Martin - T.H.O. Co  
Isle of Wight*

"Thank you for the 'Best Year Ever!' in our history. Our turnover has grown by 26% with profits up by 14% and cash flow stronger than ever. The tools are all so easy to implement and they work.

*John & Neal Davies, Managing Partners, Western Environmental - Yate*

"Using the systems from the marketing boot camp I've increased my sales by a staggering 248% and I've worked about 30% less in the business. It was so easy to put into practice."

*Bill Atkinson - Managing Director - Successus Ltd - Bristol*

"We had been struggling with our marketing until we attended the boot camp and followed some of the ideas and systems you covered in the morning. We now have a 'machine' that is delivering low-cost and highly profitable leads. Thank you.

*Mike Alderson - Managing Director - PIM Ltd - Bristol*

"The entire day was fun, informative and easy to follow. We've used many of the ideas and we're seeing tangible results in the form of increased marketing activity and excellent monthly turnover figures. I thoroughly recommend any serious business owner to attend."

*Ian Price - MD - South West Chefs Ltd*

# FAQ

## Who would really benefit by attending?

- You've an open mind
- You're motivated to improve yourself and your business
- You're dynamic and the key decision-maker so can implement the ideas quickly
- You're honest and reliable – you do what you say you're going to do

## Who would be wasting their time and money by attending?

(The following are typical clues and I'm sure don't apply to you)

- They know everything, their marketing is perfect and makes them a fortune every time
- They over-intellectualise, procrastinate and fail to reach decisions or take action
- No sense of humour
- No goals, dreams or ambitions
- They don't always do what they say (no integrity or dishonest)
- Employees - because they get all excited but then can't implement the ideas to make money in the bosses business.
- Their business is 'terminally ill' - weeks or days away from going bust!

## Why are you giving away so much value?

- We're all running successful businesses and would like to attract more great clients, locally for 2009. We're happy to give these tickets away at below cost in the hope that some may wish to work with us later - because they like and use the ideas, make a lot of money and then want more.

## Where will it be held?

- We will finalise an appropriate and convenient hotel from our short list soon.

## What's the catch?

- None really. You can relax with your cast iron **'Try before You Buy'** money back guarantee and be safe in the knowledge that you will not be embarrassed or asked to buy anything on the day (Leave your credit cards and cheque book in your office).
- We're determined to impress you with great value for money.

## Can I bring my co-director/business partner?

- Yes, provided they are joint owners and decision makers. Offer is limited to 2 discounted seats per business. (For availability call **01454 238183**)

## Can I pay by BACS?

- Yes, just call **01454 238183**.

## Will this benefit both business to business and retail businesses?

- Yes - the day will give you the; clarity, confidence and capability to be a great marketer of your business in both arenas.

## If it's 'try before I buy' - why do you insist on a cheque up front?

- Have you ever gone to the expense and trouble to lay on a great dinner party, only to have one couple 'phone that evening with a 'Can't come - pimple on my bum excuse'?
- So we just ask for a moral commitment so that we can organise the venue plus catering and not be left with expensive empty seats - that's only fair considering this dynamite offer - wouldn't you agree?

# 'ULTIMATE MARKETING BOOT CAMP'

**Bristol 18th November (09:45 until 16:00)**  
**Discount Application Form**

**Yes please,** I wish to attend this ideas packed day and understand I've nothing to lose under your incredible 'try before you buy deal'. I've ticked all the following to qualify and claim my discounted place:

Attached is my business card, compliment slip or letterhead .....

Here is my cheque for just ~~£855~~ £72.34 plus VAT =  
**£85** made payable to 'The Profit Doctor Ltd'  
(Your ticket & VAT receipt will follow) .....

I confirm that I'm the business owner and decision maker .....

Yes, my business is VAT registered .....

I have at least 4 others in my team .....

I'm not struggling with dire cash flow or about to go bust  
(even we're not miracle workers!) .....

My biggest business challenge/area of interest is

.....  
(Attach card or complete)

Name ..... Title .....

Address .....

Email ..... Best 'phone number .....

**Be one of the first 50 by posting your application to:**

The Profit Doctor Ltd  
Hawkesbury House  
Hawkesbury Upton  
South Gloucestershire  
GL9 1EF

[www.theprofitdoctor.co.uk](http://www.theprofitdoctor.co.uk)

