

THE STRATEGIC ALLIANCE CASH BLUEPRINT (BONUS)

"...AS PROMISED"
MR. D

STRATEGIC CASH | BLUEPRINT

Hey Mr. O here... First of all allow me to congratulate you for not only registering for this training. But sticking it out! As promised I would like to reward you for your commitment. You're not like the common herd the 98% of the population...

No... you are amongst an elite group the 2% who get to enjoy the rich rewards life gives. Because you don't just start things... you see it through to fruition. Unlike the 98% who just wanted the £1 profit, you said no that's not enough for me. I want it all, the whole enchilada the 98% they got their £1 profit, they'll never see this bonus.

The biggest rewards in life go to the 2% of people who all have stick-ability in common. That's you!

So what of this bonus?? Well as I mentioned it is likely dramatically different from any training you've attended by other people in the past because it is literally designed to have you able to go out and be able to get clients for your business and furthermore, if you're already getting clients with Underdog Profits, it's designed to help you get better calibre clients, that are willing to pay you even more money with less resistance...

According to Forbes it's a \$100billion a year industry; And according to the Bureau of Labour Statistics. This industry as a whole is scheduled to grow 83% by 2018

What I'm going to be including in this bonus training is:

- ✓ **How to identify the right people who are best able to benefit from your services, right now**
- ✓ **How to identify the people who will pay you the most, with less resistance**
- ✓ **How to attract them in a way that's non salesy**

The way I'm going to show you how to get clients, is actually more natural, it's easier, and stress free in comparison to what you might be thinking..

So the way I'm going to show you how to get clients on this training involves:

- ✓ **No selling**
- ✓ **No hassling of people**
- ✓ **Instead of being pushy, this type of selling is 100% pull**

That's what's included, so it makes it easy for the bonus itself to work for you..

So what is the bonus? As I mentioned it's a very simple (emphasis on the word simple, in fact it's so simple, you may be tempted to not see the value in this. I said this bonus is worth £500. But really it's worth so much more!)

Why?

Because every business you offer this to will pay you easily 2x 5x that to implement this for them. Depending on what you ask them to give you, which by the way is completely your choice! I say it's worth £500 because if I were to offer this concept for sale I would charge at least £500 minimum.

This bonus is very simple yet tremendously powerful conceptual tool, that is easily implemented in virtually ANY business you can think of; you simply make small adjustments to tailor it for whatever you are going to apply it to...

You can rinse and repeat it with literally hundreds, thousands of clients in a myriad of different industries! They will love you for it! They will keep coming back for more and it will take you less than 30 minutes to do for them.

This is my gift to you with my compliments... **ENJOY!**

So What's The IDEA Here?

THE CONCEPT HERE IS VERY SIMPLE...

I'M GOING TO INTRODUCE YOU NOW TO THE WONDERFUL WORLD OF LICENSING! WHAT IS THAT? HOW DOES IT MAKE ME MONEY AND HOW EASY IS IT FOR ME TO DO?

LICENSING SIMPLY PUT IS WHEN YOU GIVE SOMEONE THE RIGHT TO USE AN IDEA OF YOURS FOR THEIR BENEFIT FOR A FEE!

So let's say you have a PC... and you use Windows 8. Microsoft has agreed to **"license"** their operating software to you, so you can use it. Believe it or not you don't actually own it. You own the hardware but you don't own the software, you just use it.

So how do you do this "licensing" for someone else and make money?

Thankfully you don't have to invent software or anything like that. What you are going to do is, you are going to license an idea business owners can use to increase their profits from their existing customers, in their business! While making their customers very happy campers!

These business owners are sitting on windfall profits and don't even know it... and you are going to show them how to mine the gold they are sitting on. In fact you are going to do it for them and it won't even take you an hour to do!

I'm going to furnish you with a letter; you will send on behalf of your clients (which I will show you how to get...) to their customers!

Your client will pay you to do this for them and they will give you a percentage of the total revenue generated. You can rinse and repeat this as many times as you like!

OK... SO THAT'S THE OVERVIEW OF THIS CONCEPT AND NOW I'M GOING TO SHOW YOU:

- EXACTLY HOW TO ATTRACT CLIENTS WITHOUT SELLING, HASSLING PEOPLE.
- HOW TO IDENTIFY THE RIGHT PEOPLE WHO ARE BEST ABLE TO BENEFIT FROM THIS, RIGHT NOW.
- HOW TO IDENTIFY THE PEOPLE WHO WILL PAY YOU THE MOST WITH THE LEAST RESISTANCE!

THE COOL THING ABOUT THIS IS, YOU DON'T NEED TO FIND 2 COMPANIES TO AGREE TO DO BUSINESS WITH ONE ANOTHER. YOU ONLY NEED ONE COMPANY, TO AGREE TO DO BUSINESS WITH YOU! AND THERE IS A LOT LESS EFFORT INVOLVED. I'VE ALREADY DONE THE WORK FOR YOU, IN TERMS OF CREATING THE CONCEPT, YOU JUST CHANGE A FEW THINGS TO MAKE IT APPLICABLE TO WHERE YOU ARE IMPLEMENTING IT AND YOU GET PAID!



IDENTIFY THE RIGHT PROSPECT

THE TRUTH IS YOU CAN USE THIS WITH LITERALLY ANY BUSINESS, THE INDUSTRY DOESN'T MATTER IT'S POWER IS APPLICABLE ACROSS THE BOARD, YOU SIMPLY MAKE ADAPTATIONS, TO WHATEVER INDUSTRY YOU'RE APPLYING IT TO OFFLINE AND ONLINE, HERE'S A FEW TO GET YOUR MIND TICKING:

LAW FIRMS, FINANCIAL SERVICES, CHIROPRACTORS, CONTRACTORS, DOCTORS, DENTISTS, AUTHORS, SPEAKERS, CONSULTANTS, COACHES, BOOKKEEPERS, RESTAURANTS, CAR DEALERS, FURNITURE DEALERS, SPAS, ALARM COMPANIES, CCTV, JEWELLERS, ACCOUNTANTS, PRIVATE TUTORS, PRIVATE MEDICAL PRACTICES, NUTRITIONISTS, AUTO REPAIR SHOP, PAINTERS, PLUMBERS, ELECTRICIANS, HOME BUILDERS, HOME THEATRE INSTALLERS...

But you want to know...

- ✓ How to identify the right people who are best able to benefit from your services...
- ✓ How to identify the people who will pay you the most, with the least resistance

This is how, look online sponsored links, banner ads, and in newspapers, yellow pages, magazines anywhere you can see people are PAYING to advertise. This means they are willing to spend money on campaigns and they will be especially intrigued with the letter I have included below to send them.

These people are likely making a fair bit of money and therefore are able to pay your fee it's chump change to them and they will be grateful to share profit with you that they wouldn't otherwise have had until you came along!

They are the ones who will benefit the most and who will pay you with the least resistance! And as you will see in the letter you will send them below and the follow up interview script, there will be little resistance on their part, in fact you will find them trying to sell you on why you should take them on as a client!

And if I may add my personal recommendation aim for... high end services, with clients with expensive prices... Why? Simply because this campaign will mean larger profits for both them and YOU!

Let's Do This Quentin Tarantino... STYLE

I'll show you the letter FIRST and then we will rewind and work our way back here...

Below is the letter you will send on behalf of your clients to their customers! They can either send this to their email lists or post it to their clients!

HEY (CUSTOMER NAME),

I REALLY APPRECIATE ALL THE BUSINESS, YOU'VE DONE WITH US OVER THE PAST COUPLE YEARS, I HAVEN'T SEEN YOU IN A WHILE.

TUESDAY IS OUR SLOW DAY, I'D LOVE TO INVITE YOU TO COME IN AND TAKE 30% OFF ON ANY OF OUR SERVICES/PRODUCTS, ON TUESDAYS ONLY (PLEASE BRING THIS LETTER WITH YOU...)

WE LOOK FORWARD TO SEEING YOU TUESDAY!

BEST REGARDS,

(CLIENTS NAME)

(CLIENTS POSITION IN THE COMPANY)

THAT'S IT! THAT'S THE LETTER! I DID TELL YOU IT WAS SIMPLE! SO SIMPLE YOU MIGHT THINK... ERRM??? IS... THAT IT??? CAN'T YOU MAKE IT MORE COMPLICATED! IF I'M GOING TO MAKE A LOT OF MONEY IT NEEDS TO BE COMPLICATED! (SORRY TO DISAPPOINT YOU BUT...) IT DOESN'T NEED TO BE COMPLICATED, IT'S BEST KEPT SIMPLE AND IT'S **EXTREMELY** PROFITABLE... THIS SAME LETTER BROUGHT A JEWELLER 328% INCREASE IN REVENUE!

IT MAY DO JUST AS WELL OR BETTER FOR YOUR CLIENTS, BUT EVEN IF IT DID 10% OF THAT YOUR CLIENT WILL BE VERY GRATEFUL, FOR THE EXTRA REVENUE IT BRINGS THEM; AND IF YOU ARE OFFERING IT TO THE **RIGHT** CLIENT, IT WILL MORE THAN PAY FOR YOUR FEE THEY PAID YOU!

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NOW I'M GOING TO SHOW YOU HOW TO GET CLIENTS TO BEG YOU TO DO THIS FOR THEM... AND HAVE THEM PAY YOU AT LEAST £1,000 UP FRONT AND THEN SHARE AT LEAST 10% OF THEIR PROFITS WITH YOU!

HOW TO ATTRACT CLIENTS IN A WAY THAT'S NON SALESY

NO HASSLING PEOPLE

INSTEAD OF BEING PUSHY, THIS TYPE OF SELLING IS 100% PULL

ALL YOU NEED TO DO IS SEND THE LETTER ON THE NEXT PAGE, OR EMAIL IT (AND WAIT FOR A RESPONSE) YOU CAN FOLLOW IT UP WITH A CALL, TO SEE IF THEY GOT IT!

OR YOU CAN CALL FIRST THEN SEND THE LETTER/EMAIL AND THEN FOLLOW UP AFTERWARDS.

IF YOU ARE GOING TO CALL FIRST... YOU CAN USE THE SCRIPTS IN THE:
"UPB 2. GETTING CLIENTS" (3RD PARTY SCRIPTS PAGES 11-13) AS A SEGWAY AND ADAPT IT FOR THIS...

YOU CAN START WHERE YOU'RE STANDING...

LIST ALL THE BUSINESSES YOU COME IN TO CONTACT WITH ON A REGULAR BASIS. FIND OUT WHICH HAVE A CONTACT LIST AND WHICH DON'T AND DO THIS WITH THEM...

BUILD A RAPPORT AS I'VE SHOWN YOU IN PART2 GETTING CLIENTS AND THEN ASK THIS QUESTION...

"How's Business?"

(STEER THE CONVERSATION INTO POSSIBILITIES OF BETTER PERFORMANCE... AND HOW YOU CAN HELP...) THEN ASK...

CAN I MAKE YOU A PROPOSITION? "IF I'M ABLE TO IDENTIFY, ORGANISE, IMPLEMENT IN THE MOST CONSERVATIVE MANNER, (SO THAT IT'S NO RISK TO THE COMPANY); PROCESSES MECHANISMS, ACTIVITIES, EFFORTS, THAT WILL INCREASE MASSIVELY THE AMOUNT OF PROFIT, SALES ETC, THAT YOU MAKE. WHICH WILL NEVER JEOPARDISE THE BUSINESS ACTIVITIES, THE CUSTOMER ACTIVITIES THAT WILL ONLY INCREASE VALUE AND NOT TAKE ANY AWAY, WHICH WE ARE COMMITTED TO.

IF I CAN DO THAT FOR THE COMPANY, IF IT MAKES A LOT OF MONEY, CAN I GET BACK 10P FOR EVERY £1 I MAKE YOU; FOR AS LONG AS IT KEEPS WORKING?

YOU'RE IN FOR A DEAL!

NOBODY IN THEIR RIGHT MIND WILL TURN THAT DOWN! YOU CAN EVEN DO THIS WITH THE CLIENTS YOU'VE FOUND JOINT VENTURE PARTNERS FOR OR YOU CAN DO THIS FIRST AND THEN GET THEM JOINT VENTURE PARTNERS, IT'S TOTALLY FLEXIBLE... AND SUPER EASY!



OR YOU CAN JUST SEND THEM THIS LETTER

Dear Mr Jeweller,

I'd like to show you a simple, proven way to increase your profits by 328% with almost no effort on your part. The marketing strategy I'll share with you is as close to turnkey as it gets. It takes just 2 hours to put into action and you'll begin bringing in substantial profits right away.

Because this technique is proprietary, I'd prefer not to disclose the details in a letter, but here are the results this technique produced for a client, using the same technique, I will show you:

"You increased our sales by a whopping 328%."

John Kelley
Gold Key Jewellers

Best of all, you can test this strategy risk free. If it doesn't perform as well as I've promised, it costs you nothing. Also, should you choose to use it, you'll have exclusive rights to this strategy for your local market. None of your competitors will be able to use it.

With results like these, one of the jewellery stores in your immediate market is bound to grab this quickly. I'd prefer that it be you. To get the ball rolling, just call me at (0799 9999 999) to get all the details. (Best time to call)

Kind Regards,

Your Name

IF YOU DON'T WANT TO HAVE THEM CALL YOU, GIVE THEM YOUR EMAIL ADDRESS AND A SUBJECT LINE THEY SHOULD PUT SO YOU RECOGNISE WHEN YOU HAVE A RESPONSE TO THIS LETTER!

ALSO ASK THEM TO INCLUDE THEIR BEST NUMBER/EMAIL TO CALL AND GIVE THEM TIME SLOTS TO CHOOSE CALL FROM WHEN YOU CAN CALL!

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SOME PEOPLE WILL RESPOND AND SOME WON'T... WHAT DO YOU DO WITH THOSE WHO DO RESPOND???
NOW THAT YOU HAVE THEIR INTEREST, WHAT DO YOU SAY TO CLOSE THE DEAL?

HI (**NAME**) HOW'S IT GOING,

THIS IS (**YOUR NAME**) I'M CALLING YOU BACK...

YOU REQUESTED MORE INFORMATION ABOUT OUR MARKETING STRATEGY... WHAT DID YOU LIKE ABOUT WHAT YOU READ?

TELL ME MORE ABOUT THAT? (**LET THEM SELL THEMSELVES. TAKE NOTES OF WHAT THEY SAY**)

OKAY (**NAME**) DO YOU WANT TO MAKE A LITTLE OR A LOT? WHAT FOR?

AT YOUR CURRENT LEVEL OF REVENUE HOW LONG WOULD IT TAKE YOU TO BE ABLE TO... (**LIST ALL THE STUFF THEY JUST TOLD YOU**)?

WHEN IS YOUR SLOWEST DAY OF BUSINESS? HOW MUCH REVENUE ON AVERAGE DO YOU MAKE ON THAT DAY? AND HOW MUCH DO YOU DO ON YOUR BUSIEST DAY?

HOW LONG HAVE YOU BEEN IN BUSINESS? DO YOU LIKE IT? WHAT MADE YOU GET INTO IT?

DO YOU HAVE A PEN AND PAPER HANDY?

TO SAVE US BOTH TIME, I NEED TO ASK YOU A FEW QUESTIONS TO FIGURE OUT WHAT INFORMATION TO DIRECT YOU TO...

WE HAVE QUITE A STANDARD FOR THE BUSINESSES WE ARE LOOKING FOR. THERE'S A FAIR BIT OF WORK ON OUR PART IN SETTING UP THIS CAMPAIGN SUCCESSFULLY, SO WE ARE LOOKING FOR CLIENTS WHO ARE ABSOLUTELY SERIOUS ABOUT MAXIMIZING PROFITS ON THEIR SLOW DAYS..

SO HOW SERIOUS ARE YOU ABOUT HAVING YOUR CUSTOMERS DO BUSINESS WITH YOU MORE FREQUENTLY?

TELL ME WHY?

NOW (**NAME**) WE'RE ACTUALLY INTERVIEWING A NUMBER OF DIFFERENT (**COMPANIES**) RIGHT NOW FOR THIS MARKETING STRATEGY WHICH HAS BEEN GETTING AMAZING RESULTS FOR THE COMPANIES WHO HAVE USED IT SO FAR;

HOWEVER THIS STRATEGY WILL ONLY WORK FOR COMPANIES WHO HAVE HIGH ETHICAL STANDARDS, WHO ARE SERIOUS ABOUT CUSTOMER/CLIENT SATISFACTION, WHO ARE COMMITTED TO A HIGH LEVEL OF SERVICE...

OUR CLIENTS ARE ALSO WILLING TO INVEST MONEY TO SEND OUT LETTER'S/EMAILS TO THEIR CLIENTS/CUSTOMERS.

DO YOU FEEL YOU HAVE THESE QUALITIES AND MEET THIS CRITERIA?

GREAT! NOW... WE ONLY HAVE 1 SLOT PER INDUSTRY PER AREA (*BOROUGH, CITY, TOWN, POSTCODE, ZIPCODE*) AVAILABLE, AS WE CAN'T OFFER THIS TO MORE THAN ONE COMPANY PER AREA, OTHERWISE WE'D CAUSE YOUR COMPETITORS TO HAVE THE SAME ADVANTAGE TO COMPETE AGAINST YOU AND WE DON'T FEEL THAT'S ETHICAL;

IT DEFEATS THE PURPOSE AND WOULD IMPEDE ON YOU AS OUR CLIENT IN GETTING THE MAXIMUM BENEFIT IF WE LET YOUR COMPETITORS HAVE ACCESS TO THIS STRATEGY, ASWELL!

WE AREN'T SURE AT THIS POINT WHO WE ARE GOING TO WORK WITH. WE HAVE A NUMBER OF BUSINESSES WE ARE CONSIDERING IN THE (*INDUSTRY*) RIGHT THIS MINUTE. WE'LL BE MAKING OUR DECISION IN THE NEXT 48 HOURS... SO THIS REALLY IS TIME SENSITIVE, ONCE A SLOT IS FILLED WE HAVE TO CLOSE THE DOORS.

HOWEVER WE'RE REALLY JUST LOOKING FOR A GOOD RELATIONAL FIT, WITH BUSINESSES WHO REALLY CARE ABOUT THEIR CLIENTS AND WANT TO SEE THEIR (*SITUATION*) BETTER, IMPROVED. WILL THAT WORK FOR YOU?

OK GREAT SO HERE'S HOW THIS WORKS...

IF WE DECIDE THIS IS A GOOD FIT FOR YOU, WE WILL FURNISH YOU WITH A LETTER WHICH WE LICENSE TO YOU FOR YOUR USE EXCLUSIVELY TO SEND TO YOUR CLIENTS, IN ACTIVE CLIENTS AND REGULAR CUSTOMERS...

THIS LETTER WILL PROVOKE AN EAGER DESIRE IN THEM TO COME (INTO YOUR SHOP/ONLINE) READY TO SPEND SOME MONEY! YOU'LL PROBABLY SEE PEOPLE COMING IN YOU HAVEN'T SEEN IN A WHILE... THOSE WHO RESPOND TO THIS LETTER WILL BRING THIS LETTER WITH THEM TO YOUR SHOP AND YOU WILL SEE A SUBSTANTIAL DIFFERENCE IN YOUR REVENUE ON YOUR SLOW DAYS!

(*SO NAME*) THANK YOU FOR TAKING THE TIME TO SPEAK WITH US. WHEN WE HAVE FINISHED OUR INTERVIEWING PROCESS WE WILL BE BACK IN TOUCH IF IT'S GOOD NEWS. IF IT IS GOOD NEWS AND YOU WISH TO PARTICIPATE... "IF WE'RE ABLE TO IDENTIFY, ORGANISE, IMPLEMENT IN THE MOST CONSERVATIVE MANNER, (SO THAT IT'S NO RISK TO THE COMPANY); EFFORTS, THAT WILL INCREASE MASSIVELY THE AMOUNT OF PROFIT, SALES ETC, THAT YOU MAKE. WHICH WILL NEVER JEOPARDISE THE BUSINESS ACTIVITIES, THE CUSTOMER ACTIVITIES THAT WILL ONLY INCREASE VALUE AND NOT TAKE ANY AWAY, WHICH YOU ARE COMMITTED TO.

IF WE CAN DO THAT FOR THE COMPANY, ALL WE ASK FOR IS 10 PENCE FOR EVERY £1 IT MAKES YOU AS LONG AS IT KEEPS WORKING! SO WE ONLY MAKE MONEY WHEN YOU MAKE MONEY!

WE CHARGE A SMALL PARTICIPATION FEE TO PUT THIS TOGETHER FOR YOU £2997 AND WE ONLY WORK WITH YOU EXCLUSIVELY... WE WON'T OFFER THIS TO ANY OF YOUR COMPETITORS, ONCE WE HAVE AGREED TO WORK WITH YOU... THE EXCLUSIVITY FEE IS £2997!

THE GOOD NEWS IS WE ARE PREPARED TO WAIVE THE £2997 PARTICIPATION FEE! AND WE ARE OFFERING 66% OFF THE EXCLUSIVITY FEE IF YOU ARE READY TO MOVE FORWARD, WHEN WE COME BACK TO YOU!

SO JUST TO MAKE IT CLEAR WE ARE ONLY ASKING FOR 10P FOR EVERY ONE £1 WE MAKE YOU! AND £997 TO WORK WITH YOU EXCLUSIVELY! (NO OTHER CHARGES)

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WE ONLY REQUEST THAT YOU TAKE NOTE OF WHAT YOU WERE MAKING ON (*THE SLOWEST DAY THEY SAID THEY HAVE*) AND COMPARE IT TO HOW MUCH YOU MAKE WHEN YOU PLUG IN OUR MARKETING STRATEGY! AND REPORT BACK TO US TELLING HOW MUCH YOU MADE AND THE DIFFERENCE IT HAS MADE FOR YOU! SOUND FAIR ENOUGH?

THANK YOU (*NAME*) FOR YOUR TIME, IF IT'S GOOD NEWS WE WILL GET BACK TO YOU IN 48 HOURS AND LET YOU KNOW... I WISH YOU ALL THE BEST! BYE FOR NOW...

TELL THEM THE GOOD NEWS

DEAR (*NAME*),

THANK YOU FOR EXPRESSING INTEREST IN OUR EXCLUSIVE MARKETING STRATEGY... WE HAVE REVIEWED YOUR APPLICATION AND AFTER CAREFUL CONSIDERATION WE ARE PLEASED TO INFORM YOU THAT WE FEEL YOU AND YOUR BUSINESS ARE A GREAT MATCH FOR OUR SERVICE.

WE HAVE 1 AVAILABLE SPOT IN THE (*INDUSTRY*) RESERVED FOR YOU,

WE'RE LOOKING FORWARD TO GETTING THE BALL ROLLING, ATTACHED IS A SIMPLE 1 PAGE DOCUMENT CONFIRMING YOU AGREE WITH OUR TERMS, IF YOU WOULD BE SO KIND TO AUTOGRAPH AND DATE IT FOR ME AT YOUR EARLIEST CONVENIENCE AND SEND IT BACK, WE'LL GET GOING"

KIND REGARDS,
(*YOUR NAME*)

BELOW IS A COPY OF WHAT YOU WILL SEND THEM..
JUST TWEAK IT TO WHATEVER IS IN LINE WITH WHAT YOU OFFER!

EXAMPLE PURPOSES ONLY

TERMS OF AGREEMENT

Between Mr John Smith & Mr Joe Bloggs

As of 12/12/2013

I JOE BLOGGS of JOE BLOGGS ENTERPRISES hereby agree to pay MR JOHN SMITH

~~£2997 participation fee~~ FREE

~~£2997 exclusivity fee~~ 66% off

£997 exclusivity fee and 10% of the proceeds his/her services generate, as long as it's working...

Signed: _____ Date: ____/____/____

Please fill in as appropriate and email back to MRJOHNSMITH@hotmail.com

THEN ONCE YOU HAVE RECEIVED THEIR EXCLUSIVITY FEE! THANK THEM AND CONFIRM YOU HAVE RECEIVED IT AND GET TO WORK, SHOW THEM THE LETTER TO SEND TO THEIR CLIENTS AND ADAPT IT ON THEIR BEHALF SO IT SUITS THEIR BUSINESS AND THEIR CLIENTS/CUSTOMER NEEDS. MAKE SURE THEY ARE HAPPY WITH WHAT IT SAYS AND THEN GET THEM TO SEND IT OUT!

THEN FOLLOW UP WITH THEM THE DAY AFTER THE CAMPAIGN HAS RUN AND ASK THEM HOW IT WENT FOR THEM? TELL THEM YOU HAVE AN IDEA TO SHARE WITH THEM AND PROPOSE TO SET UP JOINT VENTURE DEALS TO BRING THEM AND THAT ONCE THEY HAVE SET HAVE SETTLED ON THE 10% OF THE PROCEEDS THEY AGREED WITH YOU!

**YOU DECIDE HOW YOU WANT TO CHARGE YOUR CLIENT.
DON'T THINK YOU HAVE TO DO WHAT I'M RECOMMENDING...
YOU CAN DO WHATEVER YOU WANT!**

**YOU CAN CHARGE SMALL
UPFRONT FEES: (EXCLUSIVITY
AND/OR PARTICIPATION FEES)
+ (PERCENTAGE)**

**YOU CAN CHARGE LARGE
UPFRONT FEES AND A SMALL
PERCENTAGE.**

**YOU CAN CHARGE LARGER
UPFRONT FEES AND NO
PERCENTAGE.**

**YOU CAN CHARGE LARGE
PERCENTAGE AND SMALL
UPFRONT FEES.**

**YOU CAN CHARGE LARGER
PERCENTAGE AND NO
UPFRONT FEES.**

**MY PERSONAL CHOICE IS SMALLER UPFRONT FEES
£1,000 – £5,000 AND 10-25% of Revenue**

I GIVE YOU THESE OPTIONS NOT ONLY TO OUTLINE THE INORDINATE NUMBER OF POSSIBILITIES THERE ARE, BUT ALSO TO HIGHLIGHT THAT IN A RARE SITUATION, WHERE A POTENTIAL CLIENT DOESN'T WANT TO PAY UPFRONT FEES, YOU CAN GIVE THEM OTHER OPTIONS!

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I hope you have enjoyed this as much as enjoyed sharing it with, go and do it! It works like gang busters, send out that letter, interview them and hey presto! You'll make a fortune doing this!

I have more strategies you can license to those same clients and make them even more money and help their business grow not just geometrically but EXPONENTIALLY!

If you're interested keep an eye on your inbox, I'll show you how to profit wildly while making some business owners VERY happy in the process 😊!

Signed,

Mr. O.