

SPECIAL JEWELER'S "STEALTH MARKETING" SESSION...

## How to Get More New Customers Through the Door with Little or No Up-front Marketing Costs



**ARE YOU** one of those jewelers who throws marketing dollars at the wall to see what sticks?

You pay for advertising up-front, whether it brings you a profit or not.

**Isn't it wiser to pay for results instead?**

You can install systems that generate business for a much lower cost of acquisition. And you **don't** have to pay for the results until new clients actually pay you.

An **incentive-based referral system** is the most powerful of these unique strategies. Discover them all in this unique, stunningly profit-producing session.

When the Marketing World is more confusing than ever, this Profit-Proven, Money-Making Strategy can bring sanity to your marketing plan and generate a **WINDFALL OF PROFITS** – for YOU!

**SESSION TIME IS: Sunday March 13 from 2:35 to 3:35**

In this jam-packed, profit-powerhouse of an hour, you'll discover the secrets of...

- Incentive-based Pro-Active Referral Systems
- Incentive-based Passive Referral Systems
- The irresistible appeal of INSTANT GRATIFICATION

OVER for  
More \$-Making  
Details...

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## How to Get More New Customers Through the Door with Little or No Up-front Marketing Costs

**ARE YOU** ready to discover how to install a systematic approach to fully exploit the power of...

### **WORD-OF-MOUTH ADVERTISING**

in YOUR BUSINESS?

We all love referrals. They mean a lie down sale, in shorter time periods, for more money and less headache, and the new happy customer is actually more likely to refer because he or she was referred. On top of that, you didn't have to pay for advertising to get them in the door!

**There's only 1 downside...**

Referrals tend to be INCIDENTAL, not SYSTEMATIC.

But now there's a way to make them a reliable, systematic, ever-increasing and predictable percentage of your business. And you'll discover it at **2:35, Sunday, March 13**, in this incredible, liberating session.

If you've been frustrated by the changing game of marketing, here at last, is a straight-forward, simple and highly profitable solution that will make your life EASY again!



*The session is presented by **Marketing Master, Jim Ackerman**. Jim has become renowned in the jewelry industry for his lively, entertaining, yet hard-hitting presentations that pull no punches and deliver the goods to help retail jewelers make more money **FAST! DON'T MISS IT!***

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