

**Will your business be one of the 4% that survives the next 10 years,
or one of the 75% that disappears over the next 2 or 3?**

**Did you know there's a 90% chance that you're leaving money on the table,
often over half your profit?**

**Will your business fund the lifestyle of your dreams, or will you waste a large part of your
career hanging on to a company that continually struggles to stay afloat and ultimately
fails?**

**Can you sell your business at the time of your choice and walk away with a pile of cash,
or are you trapped in one you can neither sell nor afford to abandon?**

Attend a “Your \$25,000 Day” workshop

A One-Day workshop for Owners, Presidents, and CEO's of Service Businesses

Assure your company's long-term success.

Stop leaving money on the table.

Start earning more than you ever thought possible.

Transform your business into a valuable and saleable asset.

**Increase your company's sales, margins, and profit.
You'll earn an extra \$25,000... \$50,000... or even \$100,000**

IN THE NEXT TWELVE MONTHS

Guaranteed

“Charles Moyer breathed life into our company...He worked with us to solve our cash flow problems and identify the profitable areas of our business...Since then our flight instructor staff has gone from 6 to 18, and the increased number of students has had a ripple effect on all other aspects of our business – aircraft sales, leasebacks, maintenance, fuel, etc.”

Ron Sorenson, Owner, Navajo Aviation

Are you a victim of these profit robbers?

The last few years have been very difficult for most businesses and many of them are still struggling to stay alive. Countless others have gone broke. Unfortunately, their owners listened to the politicians and press and made these tragic mistakes:

- gave unnecessary, panic induced, deep price discounts.
- destroyed customer service by cutting people, programs, and resources to the bone.
- failed to develop the marketing and selling skills needed to operate in a slowed down and increasingly competitive economy.

Contrary to popular belief, many businesses have continued to thrive over the last few years. Those continuing to do well include members of some of the hardest hit industries such as, home building and remodeling, auto repair, and restaurants. They've done well because their owners continued to market aggressively and didn't fall into the price-cutting trap.

Even if you've fallen victim to any of these profit robbers, there's still hope. You can learn to avoid these them in the future and succeed at levels you've only wished for in the past by attending an up-coming **Your \$25,000 Day** workshop.

What Would Your Life Be Like If Your Business Earned An Additional \$25,000... \$50,000... Or Even \$100,000 OVER THE NEXT TWELVE MONTHS?

"Thank you for the opportunity to attend your "Pricing For Profit" workshop. It's about time someone spilled the beans on where profit really comes from and how to get more of it. Before your seminar, I was too busy building our business to stop and take a look at where we were making our money. In your workshop, you made a strong case for why profitability needs to drive decisions and how business success depends on it. I now see sales and profits in a whole new light!"

"In acting upon your recommendations, we immediately stopped our frequent practice of lowering prices and immediately started looking at the profitability of each market we were servicing. We found that we were not making money where we thought we were, so we stopped selling to certain markets and started specifically targeting others. In the short-term, we are saving thousands of dollars by not chasing the kinds of customers we used to target. In the long-term, we will be adding more of the profitable, higher margin clients that will help take our small business to the next level."

Chad Bowman, Managing Partner, Healthy Options Vending

Attend a “Your \$25,000 Day” Workshop and Leave Knowing How To;

- increase your profit margins 3% - 10% without losing customers.
- make sales without “giving away the store.”
- fend off competitors who try to steal your clients by offering lower prices.
- compete effectively in ways other than price so you earn more and improve cash flow.
- find and keep customers who willingly pay prices high enough to let you hang on to your margins.
- identify and get rid of money-loser customers who are chiseling away your profits, even as you’re reading this.
- recognize the many tip-offs that let you know whether your prices are too high, too low, or just right.
- take the guesswork out of pricing so you no longer leave a large portion of your profits in your customers’ bank accounts.
- permanently remove the lump in your throat and knot in your stomach you feel when quoting price.
- improve the perceived value of your products and services in the eyes of your customers so they don’t view them as commodities.
- increase add-on, repeat, and referral sales.
- hang on to top customers who view you as an almost indispensable partner.
- quote prices in a way that stops most customers from pushing for discounts.
- insure you always get fully compensated for the value you give your clients.

“One of the best motivational business speakers I have ever heard. Excellent content. A must for this economy.”

Heather Hindmarsh, Owner, Corporate Stress Management

During Your \$25,000 Day...

You'll learn tools, strategies, and techniques that will enable you to increase your profit margins by 3% - 10%. Your business will earn at least \$25,000 more **IN THE NEXT TWELVE MONTHS THAN IT EARNED IN THE LAST TWELVE – GUARANTEED.**

Sign-up, participate, and apply what you learn and you'll start a chain reaction that causes profit to increase, not only this year, but year after year.

Key Benefits Of Attending...

- Your business will become more profitable.
- Your operating cash flow will improve.
- You'll have more discretionary cash.
- Your net worth will increase exponentially.
- You'll have greater confidence and peace of mind knowing that you've become a more skilled marketer and business owner.

The extra cash you earn can be invested in growing your business, used to make outside investments, or taken out and used for personal purposes.

In addition to the extra cash you earn right now, every \$1 of additional profit raises the market value of your business by \$3 – \$4. Implementing what you learn at **Your \$25,000 Day** will cause your personal net worth to increase by as much as \$500,000 over the next five years.

According to both Harvard Business School and highly regarded McKinsey Consulting, nearly every business loses money on 15% - 40% of its clients. Yes, they actually subsidize money-losers. How much are you losing by subsidizing customers?

Other Harvard studies have proven that 92% of businesses set their prices far too low, often losing over half their profits. How much money are you leaving in your customers' bank accounts?

It's extremely risky not to know... Chances are that your business is losing at least \$500 each and every week because you can't identify your unprofitable clients and aren't pricing effectively. At the end of the year that adds up to over \$25,000 you've lost and can never recoup.

Learn to identify and acquire the right clients and to price more profitably by signing-up for Your \$25,000 Day now. You'll learn how to permanently plug these two huge profit leaks forever.

Roll Up Your Sleeves and Get Involved...

Your \$25,000 Day isn't another seminar where you sit in an uncomfortable chair for hours on end, fighting to stay awake, only to realize that you hardly remember much of what was covered. Instead, it's a hands-on, highly interactive, six hour workshop designed especially for service professionals.

You Work On Your Own Data...

Prior to attending, you're asked to gather some specific information about your business and bring it with you to the workshop. The information is used to make the lessons you learn specific and meaningful. Instead of working with sterile, case study examples, you use your own results, making your work far more realistic and impactful. Your information will not be shared with other attendees.

You Receive Direct, Personalized Feedback...

During the day, you participate in small group "mini hot seats" where each attendee gives and gets feedback and ideas from the others. You benefit from the collective wisdom of the group – all experienced business owners like yourself.

At the end of the day, you leave with a customized implementation plan. You know the specific steps you need to take to stop subsidizing money loser clients and how to price with confidence. You'll immediately stop leaving a high percentage of your profits in your clients' bank accounts.



Here's the agenda so that you can see in detail what you'll learn.

8:30 – 9:00	- Registration and networking including continental breakfast
9:00 – 9:45	- Make the most of your business – your lifestyle depends on it - What's your business worth? - Why most financial statements offer little help - Understanding the 4 profit drivers and their impact on profitability - How using traditional profit-building strategies can harm you - Why sales promotions often reduce future sales volume - Price cutting and its impact on profit
9:45 – 10:45	- The 3 secrets to increased margins - Steps you can take to increase perceived value - The 6 motives that cause people to buy and the 3 sins that are guaranteed to kill sale after sale - Blocks to understanding customer wants - The 5 ways to compete - Hands-on competitor analysis exercise – see how you - How to measure your R.Q.
10:45 – 11:00	- Break
11:00 – 12:15	- 10 ways to set yourself apart from your competition - The value of customer education - Niche development mini hot seats - How to target “full-price” clients
12:15 – 1:00	- Lunch – included with registration
1:00 – 1:30	- Building repeat, referral, and add-on business
1:30 – 2:30	- Are my prices too low, too high, or right-on quiz - Pricing techniques and strategies including building tiers, bundling, fence building, strategic discounting, velocity pricing, visible vs. blind items, and versioning
2:30 – 2:45	- Break
2:45 – 3:45	- The fallacy of the perfect price - How to test prices and why testing is crucial - The fair price myth - How and when to raise prices - Pricing strategy development mini hot seats - Why price isn't a motivator - How to quote prices to minimize resistance - If you can't measure it you can't manage it - Why most bookkeeping systems are inadequate
3:45 – 4:00	- Wrap-up – questions and answers

The take-away value of Your \$25,000 Day is extraordinary...

At the end of the day, you'll understand the reasons why your clients choose to buy from you, or from your competitors. You'll know more about how you stack-up against their strengths and weakness than you've ever known before, and in an organized way that makes the information highly valuable and usable.

You'll leave knowing precisely what steps to take to strengthen your relationships with clients, earning you more business and fatter profit margins.

Find the Low-Hanging Fruit...

Most business owners have spent very little time learning the two key skills taught at the workshop; how to attract and keep clients who will pay full value and how to price profitably. Their inattention has created a huge opportunity for you to learn and apply these skills to make a lot more money and far out-perform your competitors.

"I just thought that I would drop you a note, first to thank you for a great evening - full of information. I changed my contract the following morning to 60/40 split. Since then I have taken on 7 new consignors and 4 returning consignors, none of which blinked an eye with the change. I looked back over the past two month sales and had the split been 60/40 then I would have increased my bottom line by over \$1,000.00 each month. I will also be working on increasing my pricing by 1% - 3%.

Thanks so much Chuck".

Donna Read, Owner, A Dress Change

About Your Instructor and Host...

Your \$25,000 Day workshop is produced by Fat Margins, a firm dedicated to teaching independent business owners how to increase their profit margins. It is presented by Chuck Moyer, Fat Margin's founder and president. He has advised business owners for nearly forty years and is in demand as a speaker to business groups throughout the United States. For twenty of those years he owned his own CPA practice, developing expertise in many diverse industries including automotive parts, aircraft dealerships, manufacturers, multi-partner professional service firms, and nationally distributed wineries.

He has successfully negotiated business acquisitions and raised both bank and private-placement funding for clients. An adjunct college professor, Chuck has a solid academic foundation that supports his broad-based experience. He holds a Professional Pricing Certificate from the Professional Pricing Society and a Personal Financial Planning Certificate, with distinction, from the University of California, Berkeley. Chuck brings a broad-based, experienced, and practical viewpoint to his presentations and consulting engagements.

"Chuck has a habit of creating simple ideas as solutions that are extraordinarily powerful, and centered on the precise bull's-eye."

Ted Hoffman, Managing Principal, Alliance Ventures

Your \$25,000 Day Is Truly a Bargain...

This workshop is a unique opportunity for you to learn tools, strategies, and techniques not available in one place anywhere else. It is the result of forty years experience and research from literally hundreds of sources. To get this information in a private consultation would cost you at least \$5,000 and, even at that price, it wouldn't come with the wisdom and perspective you get from interacting with your peers while working together during the day.

Even if you could find this information somewhere else, how long would it take to get it and what would it cost? How much would you lose in the meantime?

Start Earning More Now...

The price of "Your \$25,000 Day" workshop is \$595, a modest investment that will return you at least 40 times your original cash outlay - guaranteed. Use your credit card, the small monthly payments will be more than offset by the additional income you'll earn by applying the information you learn.

What You'll Receive...

Registration for "Your \$25,000 Day" includes lunch, refreshments during breaks, an extensive workbook, and checklists and templates for you to take home for use in implementing what you learn at the workshop.

Participation Is Limited...

Sign-up now as space is strictly limited to 25 participants due to the hands-on, interactive nature of the workshop.

Workshop Details...

The next **Your \$25,000 Day** will be held on Thursday, May 13, 2010 at ATOL Restaurant in Danville, CA. Included with your confirmation will be a checklist of items you need to gather and bring with you to the workshop, along with directions to the meeting location.

Don't let this opportunity pass you by. Take a moment and sign-up right now. Click on www.FatMargins.com, or call toll free, (877) 373-0710 to enroll. The sooner you start incorporating the knowledge you gain into your daily routine, the sooner you stop losing thousands of dollars month after month, and the sooner you start earning more while building the value of your business.

SATISFACTION – AND RESULTS – ARE GUARANTEED... OR YOU DON'T PAY...

This program is guaranteed to increase your profits **OVER THE NEXT TWELVE MONTHS** by at least \$25,000. If it doesn't, your money will be promptly refunded, no questions asked.

When you boil it down, your only risk is one day well-spent interacting with other professionals just like yourself and you'll develop skills that will set you apart from others and cause you to earn more money over the rest of your business career.

“Chuck Moyer’s suggestions helped us increase gross margins by over 8% and reduced our inventory investment by \$115,000 while increasing sales and profitability. We’ve gone from worrying about paying our bills to worrying about paying too much income tax.”

Bink McDonald, Owner, Comet Auto Supply

What If I Lose Clients?

If you’re like many, if not most, business owners, you’re probably worried that if you start tightening your focus and increasing your prices, you’ll lose clients and your business will suffer. The truth is, you won’t.

What attendees at Your \$25,000 Day workshops have universally discovered is that they end up selling more to clients who pay higher prices. Their clients’ satisfaction and trust have gone way up while price sensitivity has gone way down.

They’ve also seen a significant increase in referrals to new, profitable clients. The only clients they’ve lost are those they chose to cut loose because they were unwilling to lose any more money on them.

Learn From the World’s Largest and Most Successful Businesses...

The tools, strategies, and techniques you learn are not well known to most independent business owners, yet they are used every day by the world’s leading companies, including Fortune 1000 firms, proving their value. Using them gives you an important competitive edge. You’ll be one of the few who knows how to attract and keep higher paying clients and how to price more profitably. Armed with your new knowledge, you’ll be able to overcome the obstacles that have blocked you from earning as much as you should.

“I enjoyed your seminar and took away some valuable tips to help improve my bottom line. I raised my hourly fee 38%, something I hadn’t changed in five years. I also raised my margin (on product sales) by 10% and am still very competitive in the marketplace. Not one client has referred to any price increases. And it seems they value my expertise even more. This is allowing me to work with fewer clients and make more money.”

Pam Meyer, Owner, Design Works, Ltd.

Isn’t it time you stopped leaving money on the table and started getting paid in full for the value you give your customers. Take a moment and sign-up right now.



Click on www.FatMargins.com or call toll free (877) 373-0710 to enroll.

FM Fat Margins