

# “Your 2008 Recession Survival Manual”

By Scott Aughtmon

<http://www.RecessionSolution.com>

Copyright 2008, Ramp Publishing,  
All rights reserved.

I’ve spent years studying effective marketing and business methods. Not only that, I’ve personally interview 18 top experts in a wide variety of fields and I’ve learned powerful methods to help any business have a much greater chance of surviving and prospering in (or out of) a recession.

In this report, I want to reveal some unique ways your business can almost instantly bring in some needed cash flow.

**(WARNING:** This report is designed to get right to the point. There’s no fluff or pretty graphics to keep you entertained. **I’m not here to hype up the power that’s in these deceptively simple ideas.** If you’re looking for that kind of stuff and you don’t just want to get the meat and get on with it, then this report is not for you. Go ahead and stop now and delete this from your hard drive.)

What I’m about to show you is done by looking at three main assets that are **overlooked or not utilized effectively by most businesses:**

1. **Your Customers**
2. **Your Prospects**
3. **Your Product or Service**

By starting with these three assets, that most businesses already possess, you can take some simple steps to help your business to survive and prosper in a recession.

Let’s look at the **first asset** and I’ll show you some things you can do...

## Utilizing Your Customer Asset

- **Contact them a make special offer to resell.**

Most businesses sell to their customers once and then spend the majority of their time chasing prospect trying to get more customers to ignore. ☺ If you need a quick burst of some income for your business why don’t you come up with a special “Recession breaker” offer?

Why don’t you do something to help them save some of their money during this time. You’ll have a certain amount of customers that will be ready to respond to a special offer from you.

- **Find out what other products/services they need/want, then make a deal with another company for portion of the profit.**

Talk to your customers and ask them what product or service they really need/want during this time. Tell them that you want to know because you want to help them get a good deal.

When you find a product or category of products that a large amount of your customers seem to need, then go and approach a business who offers that product or service. Tell the business owner that you have \_\_\_ number

of people who are looking for a special offer for what they are selling. Tell the business owner that you would be willing to contact your customers and offer their product/service to them at a special price if they would be willing to give you a percentage of the profit they make from the deal.

- **Ask your customers for referrals and give them a financial incentive or discount or free offer on your product/service as an incentive.**

**If you need more customers during this hard financial time, a great place to start is with your own customers.**

Many of your customers probably know one or more people who would be an ideal customer for you. They just might need a little incentive (from you) to encourage them to spread the word.

Some ways to encourage your customers to refer you:

**Just ask them.** Tell them you're looking for more quality customers like them who you can help. Ask them if to tell you if they know of someone or to pass on information about you to them (provided by you).

**Offer a special deal** for their friends and for them for referring people who purchase from you. This makes them look good to their friends. It gives them an excuse to tell their friends about you. It helps when they also know that they can benefit from helping their friends to!

Let's look at the **second asset** you probably have been overlooking or not using to its full profit potential...

### **Utilizing Your Prospects**

Many of the ideas that worked for utilizing your customers to the fullest can work with your prospects:

- Offer them a special offer to purchase from you right now.
- Find out what other products/services they need/want, then make a deal with another company for portion of the profit.
- Ask them to refer someone to you and give them an incentive by offer a discount or your products or service for a certain amount of friends they refer who purchase from you. Make them an amazing offer that can only be used when they have a friend also purchase (for the same incredible offer).

Are you ready to look at the **third asset** that you probably have been overlooking or not using to its full profit potential?

Let's do it...

### **Utilizing Your Product/Service Asset**

Most business owners don't see the hidden profit streams that can come from their own product or service.

Let me give you some examples:

- Offer your product or service to a **different audience** or **customer type**. Look for niches within the current prospects you are targeting. Try to offer what you're doing to a new or different audience. Two examples:

1. A **chiropractor** could offer a special on adjustments that is

targeted to office workers. Offer a free report about what happens to our backs from sitting so long and offer a free or discounted offer on the first adjustment.

2. If you currently have a business that sells to individual customers, then experiment with selling to companies. A **restaurant** could approach a company and offer to provide lunch for their workers at a huge discount (with the cost covered by the company or by the individual workers).

The restaurant could offer this huge discount on behalf of the company (whether they pay or the individual workers do) as something the company is offering their employees to help them during these hard times. It can be a good way for the company to build goodwill with its employees.

### **How can you begin to see force your mind to see these new opportunities?**

You need to uncover what it is that you really sell. What I mean by this is... what is the **end result** that a customer gets from purchasing from you?

If you're selling alarm systems you might be selling protection, a feeling of security, a way to protect ones assets, etc.

If you own a dry cleaner you could be selling people that chance to improve their image. You could be selling them a way to climb the

corporate ladder by dressing to impress. You could be offering them relief from the hassle of some of their laundry. **Do get it?**

Once you have clearly understood in your mind the end result(s) you're selling you can begin to ask yourself these questions...

- **How can I offer the end result that I'm selling in other ways?**
- **How can I offer it in a new format/package?**
- **How can I meet a different need/desire that people have with the end result I'm selling?**

### Two Examples Of This From Two Well-known Companies:

1. **Enterprise car rental**. They rent cars right? Wrong! They realized that what they sell transportation. Once they saw that they saw a new opportunity. They realized people in a local area needed an inexpensive way to get to work and so they now offer Enterprise Rideshare," a vanpool service. (See: <http://www.vanpool.com> )

2. **Starbucks**. Did you know that Starbucks originally started all they sold was coffee beans? It wasn't until Howard Schultz came along and later took over the business that they saw the potential to repackage what they were selling and offer it in a new form.

There's one last very powerful way to utilize your product or service in a that most businesses overlook.

It's **bartering**.

What is it? What you do is you trade your product or service (at retail value) with another business who has the a product you need or want.

This allows you to purchase what you need for pennies on the dollar (since your product/service costs you less than the retail value that you're trading it for) using the asset you **already** possess.

This allows you to provide your business or your family the things you need without having to use your cash.

Do you realize how important of a concept this could be when the economy is as crazy as it is right now?

You can learn more about bartering and a powerful twist to it called, "Triangulation" in a book by Jay Abraham called, "**Getting Everything You Can Out Of All You've Got.**" You can buy Jay's book or other info products [here](#) at Amazon.com. (This will take you to a link with his products.)

Well, that's it. These are the three assets you can begin to use immediately to bring in more or new profits during this tough financial time.

If you do something with what you've just read – take action – you can begin to protect your business survive during this time and you could even do better – you could prosper during this time!

\*\*If you liked this report, can you do me, your friends, clients, prospects, and/or ezine subscribers a favor and **pass this "Recession Survival Manual" on to others?**

**Who Am I?**

I've studied many different effective and sometimes little-known online and offline marketing and business methods for 8 or more years.

I'm the author of the soon-to-be re-released ebook "**How You Can Survive And Prosper In A Recession,**" an ebook in which I interviewed 18 top business and marketing experts and got them to reveal the methods they would use to help a business survive and prosper in a recession.

**One of the things I specialize in is creating information products through pooling the knowledge of top leaders in a given field. This produces a product that contains diverse, powerful methods that can help people to succeed in that arena.** (My recession ebook is an example of my ability.)

I've been interviewed with other experts in a teleconference put on by Alex Mandossian and asked to share insights from how I was able to get so many top experts to reveal their recession methods.

I was also interviewed along with legendary experts for the *First Contact Secrets Home Study Course* the <http://www.firstcontactsecrets.com>.

**How Can I Help You?**

I can help your business to **uncover under-utilized assets, hidden profit streams and powerful methods to grow your business.**

I am willing to *prove* I can help you for **FREE**. How?

**FREE Consultation**

I will talk with you by phone and learn about you and your business.

If I believe I can help you, then we will work out an agreement between us where I will help your business at no cost to you upfront.

**You will only pay me money if my methods make you more money.** You will then just pay me a percentage of the additional income I help you bring in. (We will work out whether this will be a one-time fee or a residual fee.)

**I'll Teach You To Have Others Create An Info-product For You To Increase You/Your Business' Exposure And/OR To Create A New Profit Stream**

I can help you to learn how to put together an *information product written by top experts in your field, with your name on it, in which you can keep all the profits.*

I'm not talking about **deceiving** experts into doing this!

There is a legitimate, honest reason that I'll reveal to you about why many experts would be glad to help in this way. I will show you the *simple reason* why others would help write your information product for you *without wanting any of the profit from it.*

I'll also show you a way to *share the profits with them anyway.* It will be in a way that benefits you and them. *It will provide them with a greater percentage than they would make if they wrote the ebook themselves.* I'll show you another benefit that you are giving to them that's **worth more to them than money.**

**I will help you to set up your first information product.** I'll teach you

how to come up with the content that your target market craves, show you how to find, contact and have experts write your information product for you, and how to begin selling it online.

I will do this work for an *agreed upon price upfront* and then *for a portion of the residual profits that your product makes.*

You can use this same method to continue to make other products in which you can keep all the future profits. You can use this and future information products, which I teach you how to get others to create for you, to *help you and/or your business stand out and become well-known in your niche.* You can also use the information product *as an additional income stream.*

**More Powerful Recession Solution Methods**

I'm about to re-release my ebook called, **“How You Can Survive And Prosper In A Recession.”**

In it, I've interview **18 experts in business and marketing** and gotten them to reveal the methods they would use to help themselves or other businesses survive and prosper in a recession.

I interviewed some pretty impressive experts. 4 of them are **best-selling authors** and 4 of them are **considered “legends” in their field of expertise.** The others are considered by many to be the **“go to” people** in their areas of expertise.

In this ebook, **I asked each of these experts these 3 questions:**

- What's the **common mistake** most businesses make in a recession?
- What are **10 methods** you would use to survive and prosper in a recession?
- What are some **little known money-making opportunities**?

You can **read the intro and 2 of the interviews from this ebook for FREE** right now, by going here:  
<http://www.RecessionSolution.com/sneakpeek.htm>

You'll later be able to purchase and download a copy of the whole ebook with the rest of the ebook, if you're interested.

If you have any questions or want to contact me about doing a free consultation or are interested in me training you to have experts create info-products for you, then email me (Scott) here at: [recessionsolution@gmail.com](mailto:recessionsolution@gmail.com)

Again...

**\*\*If you liked this "Recession Survival Manual", please pass this on to others!\*\***