

Join Past And Present Conway Petrie Clients In A One Day Only Marketing - Dawn Till Dusk Session...

# The 9 Most Successful Winning Marketing Formulas (For Service Businesses) Based On Three Years Of Measured Market Testing In 93 Businesses

**Infamous Marketing Hired Guns Conway And Petrie Are Back For One Day Only... And This Time They Are Bringing Their Buddies?**



## Featuring Richard Petrie

Marketing Renegade, former Black Cap. As seen in the Sunday Star Times, Goodmorning Show, SKYTV and InBusiness columnist writer,

"Petrie's articles in IN-Business magazine are by far the most commented on and not just because he is an astute, opinioned, shit-stirrer but because his advice is clear, direct and genuinely valuable. Don't be fooled by his confrontational style, this guy is shrewd and his strategies work. If he is giving away marketing secrets I'll drop everything to be there".

**Tim Collins, Editor IN-Business magazine**

Here's the deal...

People ask us all the time what's the best way to make their business more successful. And it doesn't matter if they're just starting out or they've been in business for a long time, our answer is always the same.

And it has nothing to do with tradition marketing - or any other of the tactics that you might think. Because the most direct route to guaranteeing true success in business is to...

**Find someone who is already successful and MODEL what they're doing**

You can cut years off your learning curve, avoid all kinds of serious mistakes, and dramatically improve your success by "standing on the shoulders" of others who are already successful. And that's what we are making available to you at the VIPER One Day Marketing Workshop

We have managed to line up some of the most successful people from a wide variety of businesses to share exactly how they've achieved their success.

And not by just telling you a story, but by laying out their model step-by-step.

***"Just one idea could put an extra 10% profit on your bottom line, three or four could change your life"***



## Featuring Hamish Conway

2002 Ernst and Young, Young Entrepreneur of the year award winner, author, speaker, marketing renegade

8. The 11 things you need to do to turn your web site into a lead generation machine
9. **The best money making marketing examples we have seen or implemented in the last 3 years of market testing**

Want better results from your web site...



## Special guest Mr X

Lead Generation web guru. Mr X's strategies are so powerful he prefers not to be named

Here's a quick tour of just some of the strategies you'll receive

1. How to train your mind for peak performance in business
2. How to create an irresistible offer that will magnetically attract your ideal clients.
3. **The secret of the monkeys fist strategy that is the cornerstone of direct response marketing**
4. How to systematizing your business for optimization or selling
5. **How to systematically generate word of mouth marketing**
6. A step by step formula for getting referrals almost every time
7. **How to put your sales process on automatic pilot - - like having an unpaid sales person 24x 7, 52 weeks of the year**

**READ THE DETAILS**

**Book Before 10 October you will also receive 3 special bonuses**

To Register **CALL Kiri now on...**

**04 385-0215**

**16<sup>th</sup> October \$295 One Day Only**

**Quality Inn Cuba Street**

**Here's a selection of clients who tested our methods**



The combination of our improved Client Experience, improved systems, improved lead generation, and most importantly improved attitude has resulted in.....

A whopping 154% Increase in Profit over the last year YES! 154%!!!

Russell Dalzell, Possum Pam Ltd, Christchurch

"I was being held hostage and had to market for my life then I would call Richard Petrie! We took our conversion rate from 25% to 95% and took our business from under a thousand dollars profit per month to over 100,000K in 12 months- what a ride+ Dr Sam Hazledine (Finalist, Ernst and Young Awards 2008) Medrecruit

"Our Market Share went from 21% of the Wellington Market To 43%" Chris Thornton Ricoh NewZealand

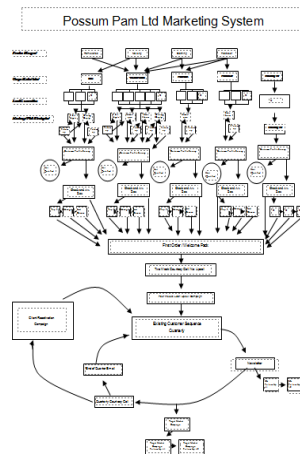
"Over the past 12 months our company's revenue has increased by 22% (very satisfying given these trying economic times!) and profits by 34% - even better!. I put this down to the fact that I have changed the way I look at my business and moved from being satisfied with mediocrity to being more aggressive in my approach to my business development. Evan Bayly CEO, e-Xpert Developments Limited

I used to have a conversion rate of about 25% of people that I met and now I am converting over 75% of people I meet. Thank You Very Much. Andreas Becker, Big Cheese Marketing

Prior to attending I had a 20-30% cold call success rate in getting appointments. Within one month of applying your Direct Mail techniques I had jumped to 80-90% hit rate for appointments and of those virtually every single prospect either bought there and then or said they would use us when they needed new banner stands." Tony McKendry Banerect Bannerstands, Lower Hutt

"So far we have received 2,106 CV's from candidates through the monkey's fist strategy of which 488 or 23% are of excellent quality and we will work with these people going forward. The number of quality leads we generated is unheard of in our industry, under normal circumstances it would have taken us years of cold calling". Andy Hopkins Catalyst Recruitment, Auckland

"Twelve months ago we were struggling to pay ourselves a salary, profits were stagnant and we were working from home, the decision we had to make was take a risk . expand or go get a job again. We took 12 months coaching programme with Conway-Petrie which was a big risk at the time but Educating Adventures now has 5 staff and are based out of a Queenstown office and have increased our turnover by 608% which led to an increase in profits in excess of 900%. Eryn Cutler, Jonothon Beckingsdale - Educating Adventures.



"Check out our entry for the Conway Petrie marketer of the year awards... which we won!" Eryn Cutler - Educating Adventures

Part 1 [http://www.youtube.com/watch?v=3nf\\_6yQYyb8](http://www.youtube.com/watch?v=3nf_6yQYyb8)

Part 2 <http://www.youtube.com/watch?v=a-z6d7tmpzs>

When you read the testimonials and watch the video link above resist the temptation to be jealous or skeptical because your results have not been so spectacular. If you don't join them – you probably won't beat them. Many of these people quoted will be in attendance.

**Who Should Attend?**

1. If you are sick of wasting money on ineffective marketing.
2. You want more sales but cannot afford more sales people so feel stuck
3. You have a quality service but not making the money you deserve and know that with the right marketing you can change your life

**Book Before 10 October you will also receive**

\*\*\***Bonus #1 SPECIAL REPORT** "How to get yourself or your product featured on TV or in your newspaper... without spending a penny!"

\*\*\***Bonus #2** Extra ticket to bring a colleague from your business for FREE

\*\*\* **Bonus #3** Marketing Fast Track CD – to bring you up to speed on direct response marketing before the event

**To Register CALL Kiri now on...**

**04 385-0215**



**One Day Only 16<sup>th</sup> October \$295, Quality Inn Cuba Street**

Please note once we are FULL we will not be taking any more registrations

**Please note: not suitable for printing – please read online.**