



The FASTEST Way to Connect Your Business with New Customers

ONE NEW Customer Can Mean THOUSANDS of Dollars for Your Business!

Local businesses are accustomed to seeing familiar faces. These people represent their loyal customer base, ones who visit regularly and have been a customer for years. In addition, out of this loyal bunch, how many loyal customers have told a friend, colleague or neighbor about a local business and made a recommendation without the business owner even knowing about it? WOW, these loyal customers are great! Wouldn't you like more just like them?

How much is one of these customers worth to your business? And, how much would it be worth to get more just like them?

What is an Ideal Customer?

Start by taking a carbon copy of your ideal customer, the one who visits regularly throughout the year, spends the average dollar amount each time they visit and best of all, they have been a customer for years.

Next, create a typical business scenario for your business. We'll create an example for demonstration purposes.

We'll call our business Joe's Pizza Restaurant. Joe's Pizza is one of 5 pizza restaurants in town. His ideal customer is a man named Sam. Sam comes in and picks up pizza for his family of four every Friday night on his way home from work.

How One Customer is Worth Thousands!

Sam spends approximately \$35 every Friday and seldom misses his regularly scheduled visit. We'll assume he comes in an average of 3 times a month.

3 visits a month X \$35 a visit = \$105 a month

Sam keeps his pizza pickup schedule throughout the year with the exception of one month during the summer when his family is on vacation.

\$105 each month X 11 months = \$1,155 a year

Sam has been coming to this pizza restaurant since he discovered it shortly after he moved to town 6 years ago.

\$1,155 a year X 6 years = \$6,900

WOW! Joe loves to see Sam coming and all the customers like him.

One day Sam comes into the pizza restaurant with a big smile on his face. He is very excited about a new job he got. It is a great opportunity for his family but it means Sam will have to move out of the state. Sam admits he will miss his favorite pizza restaurant but he'll just have to find one in his new town. Sam makes his regular purchase and out the door he goes. A month later he is gone for good. OUCH! Joe's going to miss Sam.

How is Joe going to get new customers into his restaurant when customers like Sam move on? Even though Joe has one of the more popular local Pizza restaurants, he is not the only game in town. Luring customers away from their favorite establishment might be tough for Joe. But, what if there was a group of people that were NEW and had not yet formed any loyalties? It would be easier to convince that group of people to give Joe's Pizza a try. Some questions come to Joe's mind; where can I find NEW customers? How can I effectively reach them? And, more importantly, how much would it cost?

A more important question is how much would it cost of Joe did not try to acquire new customers for his Pizza Restaurant.

It's Vital to Invest in New Customer's

New customers are the only way to sustain and grow your business. It's essential to continually find and attract new customers.

How much would Joe be willing to invest in his business to gain another loyal customer, or two, or more like Sam? Customers who are worth over one thousand dollars annually and will be customers for years?

What if Joe found one new customer a month? That doesn't sound like a lot but let's do the math one more time.

1 new customer = \$1,155 a year

12 Customers = \$13,860 a year

Let's take it one step further. If you maintain these customers for an average lifespan of a customer (about 5-7 years) you'll see how profitable just one customer can be!

12 new customers a year

\$13,860 X 6 (avg.) years = \$83,160!!!

Now you see how one customer CAN REALLY add up to THOUSANDS of dollars for your business!

Whether you are a hardware store, dentist or dry cleaner, you know who your ideal customer is. How much do they spend on average when they do business with you, how frequently do they visit throughout the year? These are the basic numbers to start with when calculating the lifetime value of a customer. So, what are you going to do to get more new customers for your business?

Don't wait. Start finding new customers for your business today! For a FREE list of New Customers in your area call 800-343-1406 or email sales@townspeed.com