

# The "Simple Shift" BUSINESS MANIFESTO



By PETER KOLAT

**Inside: "The #1 Reason Why Your Business is  
Not Making You More Money  
& How This "Simple Shift" Will Finally  
Double, Triple & Even Quadruple  
Your Profits In the Next 12 Months!"**

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Thank you and enjoy the manifesto. I know it will change your life!

# The “Simple Shift” Business Manifesto

Let me start by asking you a few simple questions...

*What if there was a way that you could easily double, triple and even quadruple your profits without the worry, stress and complete reinvention of your business, would you be interested?*

*What if you could make just one “**simple shift**” in your business that would cause that income multiplication to happen, would you want to know what that is?*

*And what if I told you that the “**simple shift**” can be done in literally the same time it takes you to read this manifesto because the answer lies inside these pages, would you take the time to read it entirely right now?*

**I know you answered yes to these questions because you’re a smart business person who wants to grow his/her business.**

So here’s what I’d like you to do. Sit down in your favorite place, turn off any and all distractions like your cell phone or the internet and read this short manifesto right now because I believe it will change the way you run your business just like it has for many other business owners before you.

Hi, my name is Peter Kolat. I’m a preeminent business strategist who has helped business owners just like you answer the above questions and create the profits that mysteriously seemed to elude them each and every year. Now, before I tell you about the “**simple shift**”, let me tell you a little bit about myself.

You see, I’m no different than most people. In fact, when I tell people my story, the response I normally get is: “*Really? No way! That’s great and if you can do this than I can do that as well.*”

I was originally born in Poland. I came to United States when I was 14 years old and didn't speak one word of English. In fact, when I went to High School in southeast Michigan, I was told that when I hear my name called in class, I need to respond with the word “*here*” so the teacher knows that I’m present in the classroom.

For the first 3 months, I just sat in the classroom absolutely clueless, wondering what was going on. Finally, after 8 months, I learned English and life got a little easier.

I want to put a ding  
in the universe.

**Steve Jobs**

After High School, I went to college and graduated with a degree in Architecture. You see, I’m a very creative person by nature and love creating ideas that come to life while changing the environment we live in. In fact, one of my favorite strategists in life is Steve Jobs who I think was a preeminent business strategist himself and one of the most creative people to walk this earth.

So there I was, back in 2008, the real estate bubble in the United States burst and the company I was working for as an architect, a company who would design multi-million dollar projects, was sinking faster than a man holding an anvil in quick sand.

Even though I was just a “lowly” architect (as the owner considered me), I saw the problems that this once successful company was now facing every day. Not only that, but I saw how we could fix those problems. I tried to help them owner see the problems and provide him with the right solutions, but the owner’s ego got in a way and he decided to fix the problems himself.

He tried dozens of solutions to fix the situation, yet nothing was working. In fact, the owner and his employees, including me, were working longer and harder than ever, yet the revenue and profits were getting smaller and smaller. It was a losing battle.

Until the reality finally set in, IRS started calling the office, payroll started coming in late and the layoffs began...

He wasn’t listening to my advice, and the ship was sinking fast. I decided I had to do something else and step out on my own, or suffer the same fate as everyone else who held on. In the midst of all of that chaos though, I saw a big opportunity that **hit me like a ton of bricks**. With this opportunity in mind, I feverishly started studying, testing and tweaking everything I could get my hands on by some of the most successful business owners, marketers, copywriters and strategists out there. I was like a man possessed and on a mission.

I made a jump and started my own company where my main goal and obsession became helping businesses see their problems and creating lasting solutions that work and will allow them to thrive in **ANY** economy. By the way, I’ll share three of those powerful solutions with you later in the manifesto.

Since those early days, I’ve been blessed to help many companies transform their businesses; create preeminent strategies that their **competition can’t touch**, thus exploding their revenue by huge margins in the process.

In fact, as a testament to my skills and expertise...

...I have been recognized by the “**Fast Company**” Magazine as one of the **Top 100 Most Influential People on the Internet..**

...I’m in the **top 10% of the most connected people on LinkedIn** in the United States. (This allows me to tap into





some of the most successful and influential business owners around the world. That one source helps me develop strategic partnerships for some of my clients and build huge revenues for them.)

...I've designed, built and re-created sales funnels for an array of companies in assortment of niches including a medical billing company who now is **"The Apple" of their industry** and do not have to worry about their competition. Their new sales funnel can't be touched by their competitors allowing them to cherry pick their new clients.

Wouldn't it be nice if you could pick **ONLY THE BEST CLIENTS** to work with your business?

...I also consulted with an alternate energy company who struggled to bring in new clients and now has an **automated sales funnel** that brings them new clients everyday to their business. Not only were they able to cut down on some of the fixed costs they were incurring in their business such as door-to-door sales staff, but they automated some of their most frequent processes eliminating major bottlenecks that were preventing them from growing their business.

And that's just 2 examples...

The reason why I'm telling you all of this is to show you that I'm not some kind of a guru who paints a rosy picture and tells you everything you want to hear so you would buy my product or service.

I'm not a Fortune 500 consulting company that up-charges 500% on their fees so they can attend to all of their CEOs perks and bonuses while having a college student working on your account for barely over a minimum wage salary.

**I'm the guy who comes in and fixes all of the problems** that usually are created either (1.) by you – no offense ☺, (2.) the market, or (3.) these previous so-called "consultants."

In fact, I've been called **"The Polish Pulverizer"** because I pulverize the problems, bottlenecks and competition making them irrelevant for my clients. ☺

The ideas, systems and strategies I create for my clients not only **"shift" their company**, make their competition irrelevant and increase their market share, but more importantly, break their

*"...I implemented those strategies and within days I was getting about **27% more traffic** and of course that boils down to more sales.*

*And that's what we all strive for. And I'm still implementing many of things your tanning has offered me. So I just wanted to say thank you because it was **very easy to implement a then BOOM!***

*The results were very, very quick. So Peter you are doing a great job and I just wanted to say, thank you very much." - Mark Walters.*

own "glass ceiling" and the constraints they've been struggling to break through making them millions of dollars for years to come.

As you realize by now, the strategies, resources and processes I share with my clients work and they work well. They work for any type of business in any industry and in any type of economy.

Back to this manifest; I have to tell you that there's a caveat. You see, this **manifesto** isn't for everyone. In fact...

If you are happy with your current business situation...

If you are just starting a business and not doing at least six to seven figures each year...

If you don't have a steady flow of leads and customers...

If you don't have a good product or service...

If you don't have a good reputation in the market place...

And can't follow directions...

...then I'm sorry to say but **this manifesto is not for you.**

Why? Because I have found that even when I share proven strategies and the mindset that will transform any type of business, it's the above criteria that prevent most businesses from succeeding and breaking through that "glass ceiling."

If a company doesn't have good reputation in the marketplace, then my strategies will ONLY make it worse for them. Why? Because when we implement the simple shift and the strategies that follow, their exposure will grow exponentially and their current bad reputation will follow.

And frankly, if a business owner can't follow directions and implement them as I share them with him/her, then it doesn't matter if I give him/her perfect clients on a silver platter, nothing is going to happen.

It's a waste of everyone's time and energy. Time is our most precious commodity and we need to guard it like our own life and family.

However, if you meet the above criteria, than read on because I believe that this manifesto will be unlike anything else you've ever heard and will be an eye opening experience of epic proportions. Not only will you learn the simple shift you can make in your business today that will get you unstuck from the current business situation but...

- You'll learn how to apply that shift to everything else in your life. If you are struggling

in any other area in life such as friendships, family, your kids, your spouse, then this shift will not only improve them but make you the best friend, best father, best husband or wife anyone could ever ask for.

- You'll learn the **ONLY 3 key strategies that every business owner must focus on** in their business. Once you implement those 3 simple strategies, your profits will grow, your employees will be more productive and you'll have more time to do whatever you want to do.
- You'll discover the reason why things haven't been working out the way they should be up to this point. When I learned about that and made that crucial shift, it was a **BIG AHA moment** for me and I hope the same will happen for you here as well.

So, sit back, relax, put on your thinking cap and let's shift your business for higher profits...

**Only 50% of businesses survive five years -- though most (70%) hit the two-year mark.**

Source:

<http://www.businessinsider.com/>

## **Problems, Problems and more Problems.**

Let me ask you a question and be honest with me...

*"What do you think prevents your business from growing in today's economy? What is that problem that "keeps you up at night?""*

Now, if you are being really honest with yourself, then I bet you can't name a single problem that's causing it, can you? In fact, there are dozens of problems depending on the type of business and industry you are in, things like:

- Lack of trust in our government, economy and the future...
- The government is taking too many taxes out of your profits...
- New government regulations, rules and red tape that are being introduced every single day that are causing problems for your business...
- The economy is unstable; the stock market is volatile...
- Terrorists and wars can cause shock waves around the world affecting your own business (just think back to 9/11 or real estate crash in 2008)...

- Inflation, inflation and more inflation...
- Rising costs of goods, oil and gasoline which in turn cut into your revenue and increase expenses...
- Lack of confidence in the economy not only by you, the business owner, but your customers making it harder and harder to sell your products and services...
- Lack of funding and capital to put into your business. Banks just don't give out loans like they used to, are they?...
- Increasing cost of labor...
- Lack of quality labor and employees that actually care about making your company successful...
- Outsourcing and the costs of exports/imports...
- Competition from other small business owners...
- Even worse, competition from large businesses that can easily undercut prices and run you out of business. We've both seen it happen. Remember that small mom-n-pop store down the street that's no longer there? Remember Borders, KB Toys, Montgomery Ward, Comp USA, Circuit City, The Sharper Image and Washington Mutual, just to name a few...
- Threat of new technologies that seem to get better and bigger every day. I mean, how do you keep up with that? At my last count, technology changes every 6 months if not sooner.
- Keeping up with the constant changes in different industries and trends. Just look how Amazon, Apple and Wal-Mart have revolutionized so many industries.
- Having enough money to do payroll...
- Having enough money for your retirement...
- ...And now in the late 2013, the newest problem that's causing many companies to rethink their business models, eliminate employees, cut down on their spending, and even transition to "part time only" companies... the OBAMACARE. Whole new companies are being created just on that subject alone!

**100 hours of video are uploaded to YouTube every minute.**

Source: Youtube.com

And that's just the major problems. It's scary just to think about it, isn't it?



Now, what if I told you that...

## **None Of The Above Problems Are The REAL PROBLEMS That Are Preventing You From Achieving Bigger SUCCESS!**

Don't give me wrong, these problems are real and need to be addressed, but in my experience while working with all of my clients, these problems are almost NEVER the real problems that prevent them from breaking the ceiling and increasing their revenue.

**You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.**

Steve Jobs

Source: <http://www.brainyquote.com>

In reality, they only have to make one **"simple shift"** that I talk about in this manifesto and all those problems become obsolete. Once they make that shift, their lives and their business become much easier and more productive and they start to double, triple and even quadruple their revenues. They have less stress and worry; they work less and yet somehow, miraculously grow their business.

On the other hand...

If you really look closely at the struggling and failing businesses, they all focus on the above problems. They 'react' with often disastrous results:

...They cut down on the labor force because they "can't afford" as many employees. In most cases, they go overboard with cutting back. This in turn, diminishes the product or service turnaround time, customer service and ultimately, their reputation in the marketplace.

...Or they cut down on advertising or marketing because they have to cut down on costs somewhere and that's the area that always seems to be an easy cut. Then, they complain there are not enough new clients coming into the business.

...Or they create more products or services that in most cases do not align well with their current model. Instead, they hope that by adding another product or service they'll reach a bigger audience and increase revenues because that's what their "customers" want. This in turn creates more bottlenecks, adds more support problems and sometimes, makes the company unfocused.

*Side note: I'm not saying that you shouldn't create another product or service in your business but it needs to be done correctly. In fact, I'll tell you how to do that later in this manifesto.*

...Or they start to outsource labor to other countries like customer support or production because "times are tough" and "desperate times call for desperate measures." In most cases,

this lowers the quality of their products or services, increases customer complaints and negatively impacts their company's reputation. Think about this for a second, have you ever called a support desk that's outsourced in India? What was that experience like for you?

...Or they start cutting back on employees' hours, benefits and bonuses. This in turn increases turnover in the company and the cost of hiring and training new employees. And if the employees don't leave, they may become disgruntled, unhappy and lazy which is bad for business and productivity.

...Or they'll start buying up new technology and/or software in hopes it will make them leaner and more profitable. In many cases, what ends up happening is that they inadvertently get sucked into a **"shiny object syndrome"** where attention and focus become lost.

They keep buying but never end up FULLY implementing what they bought because something NEW and BETTER has come along to make them leaner and more profitable. Few weeks or months later, they buy another product or service. And the cycle continues...

I can keep going here with more examples but I think you get the picture...

The scary thing about all of the above scenarios is that **these decisions can create a ripple effect throughout the company and easily spiral out of control**. They can send the company on a new path, create new bottlenecks in their processes and company systems. Even worse, they can derail the company from its mission which can ultimately result in the company **going out of business**.

And remember – all this happens when they're ALREADY IN TROUBLE to begin with! Yikes!!!

Now, maybe you are one of the business owners who has tried one or several of the above approaches.

Maybe you have cut down on your labor force...

Outsourced some critical components of your business overseas...

Bought new technology that is not being fully utilized...

Created new products and services that either didn't help to reach your goals or even worse, created more problems...

Cut down on marketing and advertising...

Or have implemented slew of other solutions which didn't help you reach your goals. In fact, maybe those solutions ended up bringing you more frustration, stress and worry into your life than you already had.

If that's the case, then I'm here to tell you that...

## **It's Not Your Fault!**

Why?

### **Because Nobody Has Ever Told You What To Do And More Importantly HOW It Needs To Be Done.**

It's like when we were growing up. Our parents tried their best to show us "the road map" of life. They told us what we can and cannot do, how we should react to things, how we shouldn't and which path in life we should take to be successful.

They always had our best interest in mind because they are our parents, they love us and want the best for us.

But the sad truth is, they only knew and thought us what we should do based on **their own experiences.** Unless they owned a successful business, they were unable to give us the exact systems, the right resources and the right mindset to succeed in our own business. They weren't qualified to give us advice on some things.

Again, that wasn't their fault either. But unless we do something about it, the cycle will continue...

Let's think about this for a moment...

*Why is it that some people/companies seem to know all of the answers?*

*Why is it that some people/companies seem to easily succeed in anything they do?*

*Why is it that some businesses such as Apple, Amazon and Google seem to be growing without any limits?*

*What is it that they are doing? Do they know something we don't?*

*Why does it seem so hard for us to succeed when they seem to make it look so easy?*

**I used to wonder the same things.** I couldn't figure out how to make it happen.

I saw what was happening in the world and I was doing everything I could to prepare my company to not be affected by my surroundings and circumstances. The real estate crash, the shaky stock market, wars and terrorists, the raising costs of everything from insurance, gasoline, labor to cost of goods, The unstable economy, the uncertainty of my future, fear and stress of providing for my family.

They all played a tune in my head and it wasn't a good tune.

## **It was scary, really scary!**

I was stressed, overworked, anxious and my health and family were the victim of all of that. There was not enough time in a day for me to do everything and something had to give. Sadly, the wrong part of my life gave way and suffered tremendously. I ended up skipping prior engagements, spending less time with my kids and my family, gained weight, was more tired, restless and unproductive. . I was on a one-way trip to self-destruction.

So, I did the next reasonable thing. I went into an **emergency mode to save my company, family and everything that was important in my life.** I did what most business owners would do...

I created new services to reach more clients...

I partnered with companies and people who I thought would bring in more income...

I bought new software, courses and products that were going to help me reach the next level.

I worked longer hours at home and at work. I brought business home...

And as a result...

Instead of making more money, I became *more* unfocused, *more* frustrated and *more* stressed. In the process I lost a LOT. I lost the things that were most important to me.

And the crazy thing was...

## **I Was Working Harder Than Ever Before And Succeeding Less Than Ever Before.**

The things I wanted and cared about the most were slipping away faster than I could grab and hold on to them. Now, let me ask you...

Can you imagine how frustrating that was? How overwhelmed and depressed I felt? Maybe you can because you've been there...or are there right now.

I realized something had to change and something had to change quickly. Obviously, what I was doing up to this point wasn't working and trying to do more of what I was doing was clearly counterproductive.

Looking back, I wish I would have realized that sooner but I didn't. But as they say: "Better

late than never”, right?

## What Happened Next Changed My Whole World!

I came across 2 very different and very successful business owners who obviously cracked the code. They were thriving in ways that I could only imagine at the time. I studied them, listened to them, read their stuff and put their theories to the test in my own business.

What I **found out next shocked me...**

When I implemented their strategies, I couldn't believe how **simple the “shift”** I had to make to make it all happen. . It was incredible. Honestly it was a bittersweet moment for me though. I felt a huge relief but on the other hand, I was pretty pissed that I wasted so much time and **it was so SIMPLE**. After beating myself up a bit, I got over my pride and enjoyed the fruits of my discovery.

So, what is that simple “shift” you ask?

I'm glad you ask but before I tell you what that shift is, let's review what we have accomplished so far...

-We have discovered the biggest problems that most business owners are dealing with in today's world...

-We've explored how these problems are causing anxiety, fear and aggravations for these business owners...

Then, we concluded that these problems that seem like the cause of all of our heartache are not the real problems. They actually disguise the real problem that is causing the problems in our lives. It's like a physician treating the symptoms rather than the cause.

I also hope that you came to the realization and really understand that this is not your fault.

Truth be told, I wish someone would have told me about this way back in a day. I wish someone would have told me about this earlier so I wouldn't have wasted so much time. But what's done is done. I can't turn back the time. I just hope that this manifesto will help you.

So, let's look at what that simple shift really is...

One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular.

**Tony Robbins**



## **The ONLY Constraint That's Keeping You From Breaking The Ceiling Is The UNFOCUSED CERTAINTY That Has Crept Up Into Your Life.**

What I'm saying is that the real reason why you haven't been able to break through the ceiling is because at some point in your life and/or business, you started **focusing on the wrong things**, the **external problems that you have no control over**.

As a result, that mindset has brought those problems into the reality for your business and created a wrong mindset for you and your entire business.

You see, when you focus on those wrong things, those wrong things will bring certain results into your life and business. By focusing on the wrong things, you bring the certainty that these things will manifest and take your business in a whole new direction, most of the time in a wrong direction. Let me say this again...

**By Focusing On Those External Problems,  
In Turn You Are Being Unfocused  
(Not Focusing On The Things You Have Control Over)  
And You Bring Certainty To The Results  
That This Unfocused Mindset Creates For You.**

Read that sentence again:

By focusing on those external problems, in turn you are being unfocused (not focusing on the things you have control over) and you bring certainty to the results that this unfocused mindset creates for you. You're almost guaranteeing problems!

*Are you seeing this? Are you following what I am telling you here?*

This is **HUGE!** Now, I know that you may be saying right now: "I already knew that." But think about it again. Granted...

You've probably heard about focusing on the right things.

You've probably heard about having a positive attitude.

You've probably heard about "what you believe, you can achieve."

But have you ever thought about...

Having a positive focus in life entirely on the things that you have control over?

**The key to success is to focus  
our conscious mind on things  
we desire not things we fear.**

Brian Tracy

Read more

at <http://www.brainyquote.com>

What I'm trying to tell you is that...

**The Only Way To Break Through The Ceiling And  
Create The Success You Really Want  
Is To Shift Your ENTIRE FOCUS On The Things  
YOU HAVE CONTROL OVER And Create  
a CLEAR, SIMPLE, ACTIONABLE & MEASUREABLE Map.**

Let me explain...

Have you ever seen the movie "*The Secret*"? If not, let me give you a quick summary of the movie. Basically, the entire movie talks about the LAW of Attraction. Several experts talk about it and explain how the law of attraction works, how it has benefited them and many other people before them and how to apply it in your own life.

In that movie, they also talk about the fact that we as humans are energy. What that means is if you had an extremely powerful microscope and you put your hand under it, you would be able to see right through your hand.

You would be able to see the energy vibrating because if you really think about it, our bodies consist of millions of cells which in turn are made up of atoms. Those atoms in turn are made up of protons, electrons and neutrons which are different energy charges.

So, the argument is that every human emits some kind of an energy which makes "**what you are thinking in your head**" extremely important because your thoughts are energy.

Have you ever been with someone, maybe your spouse or significant other and you both end up thinking about the same exact thing at the same time? Or maybe you thought about someone and at that exact time, you get a call or text from that person?

Therefore, the principle is that whatever you think and believe will be attracted to you.

One important aspect that I think the movie misses by a mile is the fact that they don't emphasize that in order to make your "wish list" come to fruition; you need to have a plan and actually take massive action towards those items on your wish list. Otherwise, millions of dollars or a Bentley is not just going to magically show up in your driveway.

Whether you believe in the above law or not is somewhat irrelevant.

However, consider this...

The Law of Attraction is a universal LAW and it's called a law for a reason, just like Newton's

3<sup>rd</sup> law that states: "For every action, there's an equal and opposite reaction." We've seen Newton's law work billions of time.

What's also important here is that the law of attraction has been proven thousands of times by many different people from all different walks of life. I have experienced it myself many times, both in a good and a bad way.

What I wanted in life has **only happened** when I shifted my entire focus on what I wanted and could control, instead of what I didn't want and had no control over.

On the other hand, if I focused on things/problems that I feared and could not control, things that I didn't want in my life, strangely enough those things have manifested in my life as well.

## **So How Do We Apply This To Your Business?**

I'll tell you in just a minute. In fact, I'll give you 3 simple strategies that once you implement, you'll be able to double, triple or even quadruple your revenue in your business.

But right now, it's important that we examine the current situation based on the shift I just shared with you. Remember when earlier in the manifesto, I talked to you about the biggest problems that business owners face in today's economy?

Well, let's examine how and from what source do these problems manifest themselves in business and our lives:

<b>Problem</b>	<b>Underlying Source</b>	<b>Control or NO Control</b>
Lack of trust in our government, economy and the future...	<b>TRUST, FEAR &amp; LACK of CONFIDENCE</b>	<b>NO CONTROL</b>
The government is taking too many taxes out of your profits...	<b>FEAR of Too MANY TAXES TAKEN &amp; ANGER OVER THE TAXES</b>	<b>SOME CONTROL</b> (accounting)
Depending on your industry, the new government regulations, rules and red tape that are being introduced every single day cause problems for your business...	<b>FRUSTRATION &amp; ANGER</b>	<b>NO CONTROL</b>
The economy is unstable, stock market is volatile...	<b>UNCERTAINTY, FEAR, LACK OF CONTROL</b>	<b>NO CONTROL</b>
Terrorists and wars can cause shock waves around the world affecting your own business	<b>UNCERTAINTY, FEAR, ANGER, LACK OF CONTROL</b>	<b>NO CONTROL</b>
Inflation, inflation and more inflation...	<b>UNCERTAINTY, FEAR, LACK OF CONTROL</b>	<b>NO CONTROL</b>

<b>Problem</b>	<b>Underlying Source</b>	<b>Control or NO Control</b>
Raising costs of goods, oil and gasoline which in turn cut into your revenue...	<b>UNCERTAINTY, FEAR, ANGER, LACK OF CONTROL</b>	<b>NO CONTROL</b>
Lack of confidence in the economy not only by you, the business owner, but by your customers...	<b>UNCERTAINTY, FEAR, LACK OF CONTROL</b>	<b>SOME CONTROL (when company breeds confidence)</b>
Lack of funding and capital to put into your business.	<b>FEAR, ANGER, LACK OF CONTROL</b>	<b>NO CONTROL</b>
Increasing cost of labor...	<b>FEAR, ANGER, LACK OF CONTROL</b>	<b>NO CONTROL</b>
Lack of quality labor and employees that actually care about making your company successful...	<b>FEAR, LACK OF TRUST</b>	<b>SOME CONTROL (depends on company culture)</b>
Outsourcing and the costs of export & imports...	<b>FEAR OF LOOSING CONTROL, LACK OF TRUST</b>	<b>SOME CONTROL</b>
Competition from other small business owners...	<b>LACK OF CONFIDENCE, FEAR, UNCERTAINTY</b>	<b>NO CONTROL</b>
Competition from large businesses that can easily undercut prices and run you out of business.	<b>LACK OF CONFIDENCE, FEAR, UNCERTAINTY</b>	<b>NO CONTROL</b>
Threat of new technologies that seem to get better and bigger every day.	<b>UNKNOWN, FEAR, LACK OF KNOWLEDGE, INABILITY TO ADOPT</b>	<b>NO CONTROL</b>
Keeping up with the constant changes in different industries and trends.	<b>UNKNOWN, FEAR, LACK OF KNOWLEDGE, INABILITY TO ADOPT</b>	<b>NO CONTROL</b>
Not having enough money to do payroll	<b>UNCERTAINTY, ANXIETY, FEAR</b>	<b>CONTROL</b>
Not having enough money for the retirement	<b>UNCERTAINTY, ANXIETY, FEAR</b>	<b>CONTROL</b>
OBAMACARE	<b>UNCERTAINTY, FEAR, LACK OF CONTROL</b>	<b>NO CONTROL</b>

As you can see, majority of the problems business owners have in today's marketplace stem from **uncertainty, fear, anger, lack of confidence and anxiety.**

I can totally understand how a business owner can feel the above "pain sources" of their problems as the uncertainty that the today's economy creates for a business owner's future

and their retirement alone can cause many sleepless nights. But here's the problem...

All of this is creating a catch 22 for the business owner. Why?

## **Because When You Decide To Create A Solution From A “Fear” Based Problem, The Solution Will Inherently Encompass That Fear In The Solution Itself.**

Imagine the following scenario for a minute...

You call in your team, employees or managers into the office for a meeting and you say:

*"Guys, we have a problem. I just found out that 'Company XYZ' has released a new product that is undercutting our product and causing a huge threat to our market share. Not only are they cheaper and but they have some big benefits that our clients would benefit from if they switch to them. As you can see, this is a big problem. I can see us losing market share very quickly unless we come up with something fast. So, what do you guys have? We have to come up with something now or we're done. So, quickly, any ideas?..."*

Let's look at the above paragraph. The first sentence is: "Guys, we have a problem." Now, how do you think your employees are going to react to that? What do you think they'll be thinking when you start talking to them?

If you look beyond the statement, there's a lot of fear, anxiety and fear behind those words. And that fear will transfer over to your employees when they are trying to respond, come up with a solution and pass on to their team.

Now, ask yourself this: *"how well do you perform when you are stressed?"*

Not very well right? That's exactly how your company will operate. When you keep that kind of philosophy in the company for an extended period of time, sooner or later, your company's mission and philosophy will be based on fear, anxiety and uncertainty. I'm sure you don't want that in your company, let alone in your own head.

I need you to really think about this and understand how damaging this kind of thinking is not only to your own life but to your entire company.

The ripple effect that comes from one person can change the course of the entire company. Therefore, you as the company owner, have to guard your own mind like Fort Knox and your company as a whole.

**One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular.**

Tony Robbins



So, how do we shift that thinking? How do we shift the course a company may already be on? How do we shift our responses to the issues that are coming up in our live and our business?

The solution is to **focus ONLY on the right elements in your business and your life.**

Once you shift your focus, your mindset and your energy, amazing things will happen in your business. I promise!

The work environment will be much more positive, open minded, productive, goal oriented and you, along with your employees will love coming to work and doing everything you can to make the company a success.

Your daily routine and your short and long term goals will come much easier for you. You'll reach your goals easier and faster than ever before. You'll feel more energetic and be more productive.

Your relationships with your clients will be better. You'll see more profits coming in and these profits will come not only from your existing clients but from people they refer to your business. Why?

Because they'll become your "raving fans" and tell everyone about your product or service. Can you imagine what that will be like? I've been fortunate to experience that myself and it is an **unforgettable, freeing and electrifying experience.**

Even better, you'll attract better clients, better employees and better business relationships. Imagine working with clients, employees and partners you actually love working with. Yes it is possible to pick your clients! :)

I know that at this point, you see the power of shifting your focus.

Now, let me give you 3 different strategies that you can apply in your business right now, that when implemented correctly, will not only shift your focus to follow the overall concept I described in this manifesto but will allow you to double, triple and even quadruple your business profits.

## **3 Proven Strategies To Shift Your Focus And Double, Triple Or Even Quadruple Your Profits**

The three proven strategies and the ONLY three strategies you should be focusing on in your business right now are:

**If your thinking is sloppy, your business will be sloppy. If you are disorganized, your business will be disorganized. If you are greedy, your employees will be greedy, giving you less and less of themselves and always asking for more.**

Michael Gerber

Source: <http://www.woopidoo.com/>

## **BUSINESS GROWTH STRATEGY #1**

**Focus on Increasing** the number of Clients.

## **BUSINESS GROWTH STRATEGY #2**

**Focus on Increasing** the size/amount of the Transaction.

## **BUSINESS GROWTH STRATEGY #3**

**Focus on Increasing** the Frequency of Purchase.

Now, you may say:

"Peter, we've been trying to do that for the past few years." or..

"What's so special about that?" or..

"This isn't rocket science. I know we need to do that." or..

"I sell a product or service where I can't increase the size, amount or the frequency of the transaction." or..

"How can I double, triple or even quadruple my revenue with these strategies?"

Believe me, I know how you feel because I've experienced the same opposing views from many business owners before...

..That is until they became my clients and were proven wrong.

In fact, I'm here to tell you that if you increase each of these 3 areas **by just 25%**, you will **double your revenue**. How is that possible you ask? I'll show it to you in plain numbers.

Check this out..

For the sake of the argument, let's say that right now, on average, you get **2 clients per day** and **each transaction is \$200** and they **buy from you twice a year**.

Before I continue, I know that you don't get new clients every single day of the year. There are vacations, holidays and weekends. Sometimes, you don't get a client on a certain day and sometimes you get 4 clients in a day. But for the sake of this exercise, let's keep it simple and call it 365 days.

Cool? Great! So...

# of Clients	Cost	Frequency	Total/per Year
2 Clients/Day	\$200/Transaction	2	
730 clients X \$200 X 2 =			<b>\$292,000.00</b>

Now, let's increase each area by just 10%. Look what happens...

# of Clients	Cost	Frequency	Total/per Year
2.2 Clients/Day	\$220/Transaction	2.2	
803 clients X \$220 X 2.2 =			<b>\$388,652.00</b>

That's a **33% Increase!** Usually, when I show my clients this calculation, I get a surprised look because if you think about, if you increase each area by 10%, you would think it would increase everything by only 10%, right?

Not so! That's the beauty of this strategy! It has an **amazing compounding effect.**

Now, let's try 25% increase in each area and see what happens.

# of Clients	Cost	Frequency	Total/per Year
2.5 Clients/Day	\$250/Transaction	2.5	
913 clients X \$250 X 2.5 =			<b>\$570,625.00</b>

That's **almost a double the revenue, 100% Increase,** just by increasing each area by only 25%. Do you think you could increase an average transaction from \$200 to \$250? Now, let's try and see what happens when you double each area.

What happens when you are really ambitious with your goals and go from 2 clients per day to 4 clients per day, from \$200 to \$400 per transaction and from 2 times a year to 4 times year?

# of Clients	Cost	Frequency	Total/per Year
4 Clients/Day	\$400/Transaction	4	
1,460 clients X \$400 X 4 =			<b>\$2,336,000.00</b>

**That's a 700% Increase in Revenue!**

But what do we have to do to quadruple the revenue, as I promised you throughout this manifesto? Let's see then...

# of Clients	Cost	Frequency	Total/per Year
3.2 Clients/Day	\$320/Transaction	3.2	
1,168 clients X \$320 X 3.2 =			<b>\$1,196,032.00</b>

As you can see, to quadruple the revenue, you only need to increase each area of the 3 strategies I am sharing with you here by **60%**.

Think about this, to go from a quarter of a million dollar business to a million dollar business, you only need to use the 3 different strategies I am sharing with you here and if you are already using them, you need to focus on increasing them by only 60%.

To break it down even further, **to quadruple your revenue**, you only need to, on average:

**...add 1 extra customer per day**

**...increase the amount of transaction from \$200 to \$320 and...**

**...have your customers buy from you 3 (3.2 times to be exact) a year instead of twice a year.**

That doesn't seem hard right? No, especially when I show you exactly how to use the three strategies in your business.

*So, how can we increase the number of clients?*

There are many different ways of doing that but to keep it simple, (because that's how you should keep your business), I'll show you 3 different strategies that will help you increase the number of new clients in your business.

**“That's been one of my mantras - focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.”**

Steve Jobs

I want you to pick only one of these strategies and implement them in your business. Don't try implementing all 3 of them because you'll lose focus and dilute the effectiveness of your efforts. Ask me how I know that. 😊

**Strategy #1** for increasing the number of clients...

**Create a strategic partnership.** One of the best and easiest ways to increase the number of clients in a business is to form a partnership with a like-minded, complementary company.

Let's say that you are a personal trainer. You help your clients either lose weight or build muscle. What if you partnered with a company that sells supplements that complement your workout routine and helps them reach their goals faster? You end up recommending your clients to that company for supplements and in return, that company recommends you as the personal trainer of their choice. It's a win-win.

Or you can structure the partnership in a different way. You could pay the supplement company a percentage of the sale every time they send you a new client.

**Strategy #2** for increasing the number of clients...

**Improve Your Existing Lead generation Model.** Let me ask you few questions...

Are you tracking your customers throughout the entire sales funnel?

Do you know what your Cost to Acquire a New Client is?

Do you know what your Lifetime Customer Value is (LCV)?

Do you know what your conversion rate is?

Do you know how many prospects you need to reach in order to gain a single customer?

If not, you need to start tracking that **right now!** Let me show you what I mean...

Let's say that you are using the internet to generate leads for your business. You are using Google Adwords and your sales funnel along with the conversation rates for each step look like this:

1. Prospects see your ad on Google. (100,000 impressions of your ad)
2. Prospects come to the site. (0.5% CTR)
3. Prospects see your offer.
4. Prospects either buy or leave your site. (1% Conversion to sale)

So, for every 100,000 impressions, 500 people come to your site and 5 of them become clients. Since we know our metrics, we can start working on the ad itself to increase the CTR in step #2 above. We start split testing the ad by creating different variations of the ad and we increase the CTR from 0.5% to 1%.

Just by doing that one change, you now have 1,000 people come to your site and **10 people become your clients**. Also, as a side effect within Google Adwords, your cost per click will go down because your CTR went up.

Now, what if you increased the conversion rate on your website from 1% to 2% instead of



increasing the CTR?

How would you go about doing that you ask? You can do that by either creating a new sales letter page for that specific product or service and split test that against the original sales letter. You keep improving the better working version until you reach the 2% conversion rate. Or, you can improve the follow up process for people who didn't buy the product or service first time around.

So, for every 100,000 impressions, you still get 500 prospects but since you increased your conversion rate from 1% to 2%, you increase the number of new clients **from 5 to 10 new clients**. Not bad, huh?

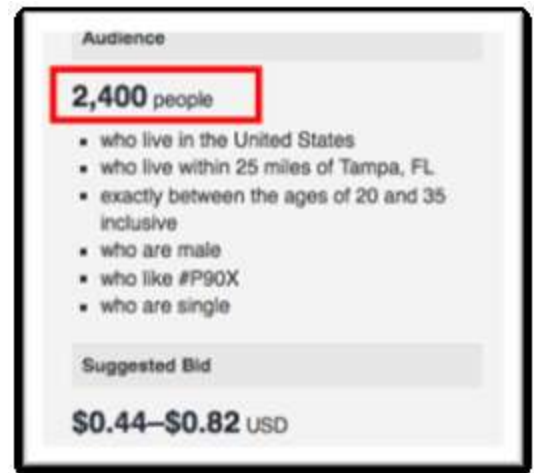
## **See How Easy It Is To Increase Your Revenue By Focusing On Simple Shifts/Changes In Your Business?**

**Strategy #3** for increasing the number of clients...

**Add another lead generation funnel.** Now, if you already have several successful partnerships in place and your existing sales and marketing funnels are working well, you can add another lead generation funnel. Over the years, I've noticed that many companies do not fully utilize one of the most powerful media available to them, the internet.

One of the best working internet lead generation marketing strategies in today's world is Facebook Ads. Because Facebook was able to gather psychographic and geographic data on billion+ users and have partnered with few of the biggest data mining companies in US, your ability to laser focus on the **EXACT CLIENT** you want is astonishingly easy.

Going back to the personal trainer example, you, as a personal trainer, can tell Facebook that you want your ads shown to males in Tampa, FL, who are between 20-35 years of age, who are single and have shown interest in P90X (a popular workout program).



As I'm writing this manifesto, there are 2,400 people just in the Tampa, FL area you can target. How awesome is that!

Now, if over time, you converted 10% of these people, that's an extra 240 clients.

As you can see, increasing the number of clients doesn't have to be hard.

## **The Hard Part Is To Keep It Simple, Focus On One Strategy At The**

# Time And Take Massive Action On That Strategy.

Let's move on to the next Business Growth Strategy.

## **BUSINESS GROWTH STRATEGY #2**

**Focus on Increasing** the size/amount of the Transaction.

This one may be hard for you accept if you are selling a commodity product, have a very competitive market, low profit margin or a competitive service. But I am willing to bet that I can show you how you can increase the cost of your transaction in your business.

Let's go back to the personal trainer example.

Right now, you are personally training your clients in your local gym. What if you were to get permission from one of your clients and the gym and record the workout sessions with them?

Also, what if you compiled the most frequently asked questions and/or problems and answer all of them within an audio or video recording. What if you created different workout plans for different types of people? And what if you created weekly coaching sessions and accountability programs for your clients?

I could go on but I think you get the point. You have just created a program that you can sell not only to your local clients but to clients across the entire world! And how much extra work was it? Not much. See how these little tweaks can have a huge impact?

What if you already have a digital product? If that's true, then you can create a premium version of that product and sell it at a higher price.

What if you sell a commodity product in stores? Then brainstorm to see if there is something that your client needs to do, buy and/or add after they buy your product. If yes, add that to your product and create a premium version of your product. You can also repackage the product to a bigger size (family pack) or create a special edition of your product.

You can also partner with a company that complements your product, buy their product/service at a discounted rate (bulk rate) and then **upsell your clients** into that product/service during the sale.

Ever heard the phrase: *"Would you like some fries with that?"* :)

McDonald's didn't always have their employees say that. Once they implement that one simple sentence, **their revenues blew up!**

## **Sky's the limit!**

### **BUSINESS GROWTH STRATEGY #3**

**Focus on Increasing** the Frequency of Purchase.

This strategy is really easy to implement as well. However, I can hear you saying right now...

*How would we go about increasing the frequency of the purchase, especially if my client needs to buy my product or service only once a year?*

*But my product or service is seasonal. People only buy it during a certain time of the year. How can I sell to them more often? It's impossible!*

I'm here to prove you wrong and tell you that it's totally doable. So, how would you increase the frequency of the purchase from once a year to 2-3 times a year?

Here's how you can do it...

Let's say that the product you are selling is seasonal and people only buy it right before Christmas. What if you had a "Christmas in July" sale? What if your clients got a discount or an unadvertised bonus from you when they buy that product in July as oppose to November or December?

What if that product is some kind of a Christmas pastry, food or delicacy that will go bad if bought in July and people simply won't buy in July because it has a Christmas theme? How would you go about selling them that in July? Well, here's what you can do.

What you do is run a sale where the client will get a 10% or 20% discount if they order right now and you won't mail the product to them right now but they'll be the first priority when December comes and they'll get an "expedited shipping" for free. You can also send them a surprise July pastry as a 'thank you' for their early order. Not only do you get extra orders

but you'll get raving fans in the process. Did someone say "free sales force?"

Now, what about that personal trainer example we've been talking about in the manifesto?

He can do a holiday sale like we discussed above or a sale associated with a big event that's related to personal training such as season finale of "The Biggest Loser."

Or, he can do what's called a "Tax Sale." Here's how the tax sale works.

We all know that every year, around April 15th, we have to file our taxes and pay Uncle Sam. The personal trainer can do a "tax sale" where he can show and/or tell people that because of his successful year in helping people lose weight and gain muscle (showing testimonials of his client's success), he has to write a big check to Uncle Sam.

So, in order to raise the money for taxes, he's discounting his personal training sessions or his course by 50%. Not only does he gain new clientele but he can upsell them into his one-on-one training right after they make a purchase.

Remember that he's not devaluing his course because right after the sale ends which needs to be timed and have a deadline, the price of his course or service goes back up to the normal price.

As you can see, there are no excuses or reasons not to be able to double, triple or even quadruple your revenue in your business.

However, as you know, a manifesto will not change your business and make you more money, change your focus and create a business that will allow you to work less time and be able to retire without worrying about the future. Not unless you create a powerful plan and take massive action to implement that plan.

## **Would You Like Me To Personally Double, Triple, or Even Quadruple Your Business...For Free?**

I hope this manifesto has been extremely beneficial for you and has given you an **AHA moment**, or multiple AHA moments, that you can apply to your business and your personal life.

I can tell you with certainty that when I made the shift, when I changed the focus and started working on my business in a more positive and controlled way, my business and my life started getting better by leaps and bounds!

With that said, I would like to help you make that same shift in your business and your own life. I know that I need to prove myself to you and show you that I am able and will help you transform your business and help you double, triple or even quadruple your revenue.

In order to do, I have created a way for me to prove to you that no other consultant out there will do and that is **create a plan for your specific business for FREE!**

That's right, 100% FREE. I'll personally sit down and work on your business, create a plan for you to implement, all for free. I'm sure it sounds too good to be true but it's not.

Now, this manifesto is already longer than I intended it to be and for me to explain to you here how I can help you create a plan for free would make it even longer.

Instead, I have created a simple to understand, easy way for you to tell me about your business. Even better, I'll show you how I'm able to create a plan that you can use in your business to double, triple or even quadruple your revenue for free. It's pretty ingenious if I can say so myself. The best part is that **it benefits you in a HUGE way.**

So, don't hesitate and [head over there right now](#) and find out how I can help you with your business.

<http://preeminentbusiness.com/createsprofits/letter-for-you/>

Last but not least, I sincerely thank you for taking the time to read this manifesto. I know that your time is extremely important and the fact that you gave some of that time to me is amazing and I am grateful for that. It also shows that you're serious about improving your business.

I wish you many more successes in both your business and your personal life. I hope that I was able to make an impact on your life and will be able to in the future. At the same time, I hope that you will share this manifesto with someone you know that will benefit from it

*“Hey this is Wendy Patton and Peter Kolat just came to my boot camp and did a 3-hour seminar. It was **suppose to be an hour but everyone loved him so much that he continued to speak!***

*We had him on 3 days in a row an hour each day. He just did an awesome job explaining how to find buyers and sellers on the internet. Thanks Peter.”*

because of their current situation.

And if you ever see me at an event, on Facebook, Twitter, or you are watching, reading and digesting one of my content pieces on my website or around the internet, feel free to say hi to me and tell me more about yourself. I would love to meet you.

Finally, I am very fortunate and grateful for the gifts I received from God to be able to do the things I am able to do and I feel it's my duty and life's mission to help other people better their life and their business. Thank you for allowing me into your life.

In Success,

A handwritten signature in blue ink, appearing to be 'KAC', with a large, stylized flourish extending downwards.