



## Actionable marketing strategies and tactics to grow any business and prosper in any economy!

Nick Nichols has been cited on 300+ media outlets, including affiliates of:



Nick Nichols speaks to small and medium enterprise (SME) owners who want to attract more pre-qualified buyers who are ready to do business on their terms at the prices they want to charge.

"You've never had a consultant like Nick Nichols. He understands business and what the public wants. He knows how to put it together."

– Dr. George Bobbitt, CEO,  
GTGB Chiropractic Centers

"You're my hero! I would be nowhere fast without your skills! Nick is a great source for branding of your personal business or corporation."

– Debbie Murray, Vice President  
Allie Beth Allman & Associates Real Estate

"Nick helped us become leaders in the business networking community by showing us how to narrow our focus to establish ourselves in the market quickly so we would be known as experts."

– Ray DuGray & Maria Ngo  
"The Entrepreneur Doctors"

"I would highly recommend Nick Nichols to professional service providers who want to improve their image and reinforce their brand to become known as 'the one to call' in their field."

– Beverly Flaxington, CEO  
The Collaborative

"I wanted to add a new dimension to my business so I turned to Nick Nichols. I would highly recommend Nick and his team to business owners who want the latest marketing methods."

– Ben Edwards, CEO, Boston Tour Group

"Nick is able to look at a company's total marketing plan and come up with several strategies to reach new clients and new markets in an innovative way. He 'gets it.'"

– Joan Nye, Principal, JPN Financial

## Uncover Your Hidden Profits™

### Summary:

This is a high-energy, high-content, interactive program designed to clarify and crystalize the selling process to convert more prospects into long-term customers or clients who will buy more, more often. After this program, attendees will be empowered to:

- Build and sustain a long-term profitable business.
- Generate massive profit increases by shifting focus slightly.
- Optimize their selling process by measuring and tracking the 7 marketing elements necessary to cost-effectively grow a business.
- Deliver maximum value to their customer/client base to generate the most possible cash in return.
- Increase purchase frequency and boost transaction size using low-cost, no-cost incentives and bundles.
- Create monster "back ends" that could exceed front-end revenue.
- Add significant profits with minimal effort via little-known and highly effective reactivation strategies.

### Audiences:

Small and medium enterprise owners and professionals who want to increase sales and profits; consultants, coaches and trainers who want to sell more products and services. Conference/tradeshow keynotes/breakouts; association meetings; larger chamber of commerce events.

### Customization Options:

#### Alternate titles:

- "Breakthrough Marketing Strategies You Can Start Using Today"
- "Squeezing Every Ounce of Revenue from Your Marketing Process"

### Program Length:

This program can be customized from 90 minutes to a half-day strategic work session or combined with Nick's Marketing Message Magic™ and Maximize Your Margins™ programs for a one to two-day intensive.

**To book Nick now:**

Call 214-458-2290 or

Email [booknick@nicknichols.com](mailto:booknick@nicknichols.com)