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Sent:

To:

Subject: The sneaky way to instantly increase profits

I got a question for you Jack: How would you like to increase profits... FAST!?

It's possible, but you DO have to be a bit sneaky about it.

Here's the secret... ready?...

**RAISE
YOUR
PRICES**

I know, you're thinking "DOH!?"

But it's absolutely not as silly as it sounds. Most business owners of ALL stripes wait far too long to raise their prices and fees. It's because - as "marketers" - they fail to test the price elasticity limits of their products/services.

Conventional wisdom pushes back claiming that "higher prices will reduce volume."

But without testing, how do you really know?

Simple logic confirms that any price increase - even a single dollar - that doesn't decrease volume will improve profitability.

And if you ponder this further, you'll see that even with a decrease in volume you can still wind up with HIGHER profits.

So why not at least consider a test – raise prices on just ONE product/service and see what happens. You could well be VERY pleased with the results.

We'll be discussing a variety of profitable price strategies at our [GKIC Marketing Power Lunch](#) taking place later this month on Nov. 17 at Acme Billiards and Events in Tukwila.

If that's a subject that interests you (and I can't imagine why it wouldn't!?), then why don't you [click the link right now to save your seat](#). It's just \$47 for you to join us again this month as a guest.

To Your Success,
Travis Lee
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