

***Silver Platter Marketing
System #1 - Foundation (Why)
“Instant Profit System”***



by Christopher Brazy

About me

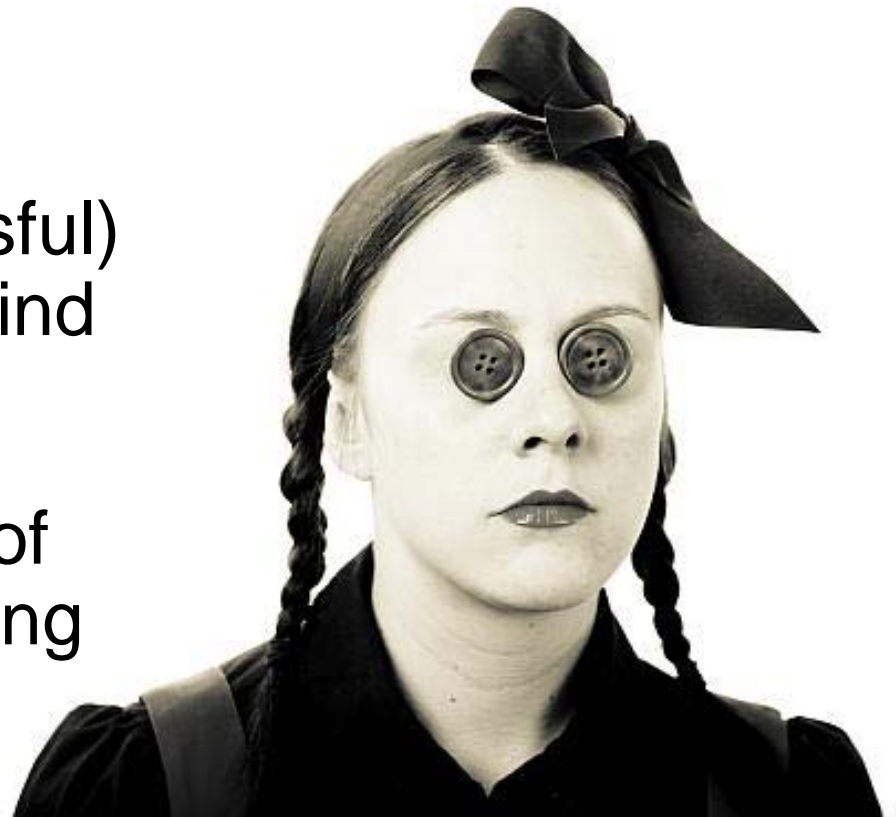


I'm a lifelong entrepreneur with my own small business that's turned into a marketing maverick due to being sick of throwing away money on ineffective advertising.

I've doubled (and sometimes tripled) my own businesses numbers quickly using my business and marketing systems.

To start with, we're "blind" ...

- We're business owners, not marketers.
- We trust the salesperson
- We copy other (unsuccessful) business owners... "the blind leading the blind."
- We commit "random acts of marketing" due to not having systems or a plan.



Does this sound familiar?

There are new rules now.



- We're OVER populated with businesses (and it's getting worse).
- Businesses have DILUTED their niche.
- Service (& sales skills) have CEASED to exist.
- Customers have ALL the Power and know it.
- Tolerances for anything COMMON are zero.
- People are CAUTIOUS with their spending.
- Business must be EARNED.

“In the land of the blind, the one-eyed-man is King”

The point? There are two.

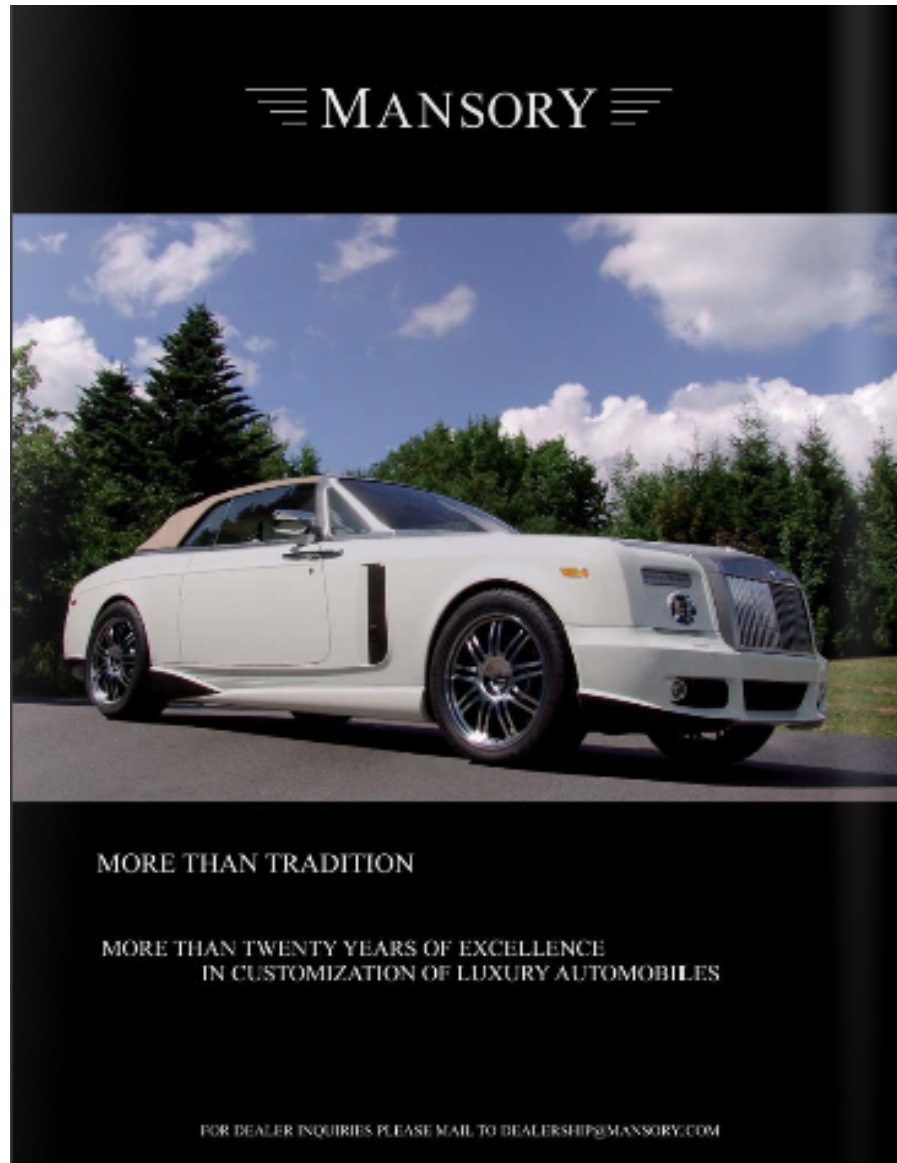
1. *The lazy business owner who neglects marketing **waiting** for better days will fail to survive. Better days aren't coming, this IS the new economy.*
2. *We all are in the business of marketing our business, this has always been true, but NOW it's is VITAL for our Survival.*

The most popular

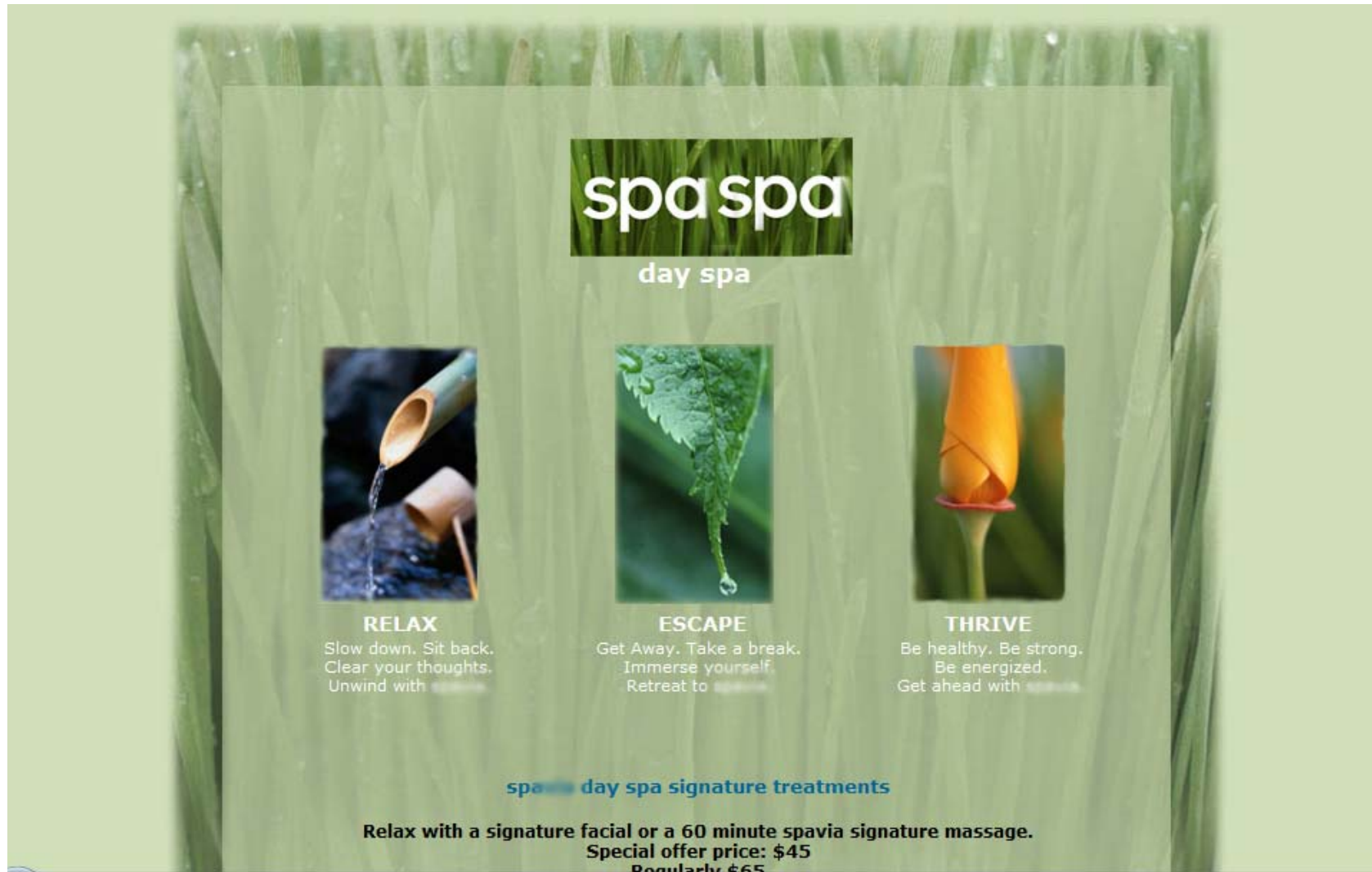
- Image, or “brand” advertising
- This takes decades to establish
- Returns are strong in the long run and almost non-existent in the short run



Branding Print Sample



Branding Internet Sample



The advertisement features a background of green bamboo leaves. At the top center, the logo "spa spa" is displayed in white lowercase letters on a dark green rectangular background, with "day spa" written in white lowercase letters below it. Below the logo are three vertical panels, each with a small image and a heading. The first panel shows water flowing from a bamboo pipe, with the heading "RELAX" and the text "Slow down. Sit back. Clear your thoughts. Unwind with spavia." The second panel shows a green leaf with a water droplet, with the heading "ESCAPE" and the text "Get Away. Take a break. Immerse yourself. Retreat to spavia." The third panel shows a yellow flower bud, with the heading "THRIVE" and the text "Be healthy. Be strong. Be energized. Get ahead with spavia." At the bottom, the text "spa spa day spa signature treatments" is written in blue, followed by "Relax with a signature facial or a 60 minute spavia signature massage. Special offer price: \$45 Regularly \$65" in black.

spa spa
day spa

RELAX
Slow down. Sit back.
Clear your thoughts.
Unwind with spavia.

ESCAPE
Get Away. Take a break.
Immerse yourself.
Retreat to spavia.

THRIVE
Be healthy. Be strong.
Be energized.
Get ahead with spavia.

spa spa day spa signature treatments

Relax with a signature facial or a 60 minute spavia signature massage.
Special offer price: \$45
Regularly \$65

Internet Sample

Save \$20 on our Signature Massage

"I've never felt so Relaxed!" -Joanna K, Your Town



RELAX



ESCAPE



THRIVE

Call 555-1212 NOW
& mention "20 online"
or print a coupon [here](#)



day spa

Results based advertising

- Direct response advertising
- Get leads
- Generate sales
- Quick ROI (return on investment)



Direct Response Sample

How Does This 69-Year-Old Doctor
Have The Body Of A 30-Year-Old?



Jeffrey Life, MD, pictured at age 67, after
Cenegenics as featured in GQ magazine.
This photo is not enhanced in any way.



Dr. Life, pictured at age 37, before Cenegenics.



GQ suggests it's the path to **reversing the signs and symptoms of aging**. It's also gotten the attention of *Today*, *60 Minutes*, *Nightline* and *The Associated Press*.

Find out more about the Cenegenics® program, a unique and balanced combination of nutrition, exercise and hormone optimization, when clinically indicated.

BENEFITS MAY INCLUDE:

Decreased Risk of Age-Related Disease

Improved Muscle Tone

Decreased Body Fat

Increased Energy

Increased Sex Drive

Sharper Thinking

At Cenegenics, patients are successful business people and professionals. In fact, more than 1,500 of their 15,000 patients worldwide are physicians and their families. **Call today to speak one-on-one with a Cenegenics medical doctor. Strictly confidential, no obligation. Register online to receive the *GQ* article and *The Complete Guide to Healthy Aging*.**

Call 866.451.8554
Register www.cenegenics-dr.com


No Insurance and No Medicare Accepted

Coupon Sample


<p>FIRST 12 Callers ONLY</p> <p>495-1049</p> <p>Save up to 41% OFF Your program</p>	<p>Get \$20 NOW Join our email list online</p> <p>"How to FEEL Better and Look YOUNGER" ...Affordably!</p>  <p>Zhenya - Owner Russian Day Spa</p>				
<p>Anti-Aging Intensive</p>	<p>"My wrinkles disappeared and skin looks great!" - Nicole Hammerschmidt</p> 				
<p>ACNE Intensive</p>	<p>"The massage was FAR Superior to what I experienced halfway across the world." - Seth Grotelueschen</p> 				
<p>Stress RELIEF Intensive</p>	<p>NEW! Intensive programs that GUARANTEE results.</p>				
<p>Body Tone Intensive</p>	<table border="1"><tr><td>Anti-Aging Intensive \$312 \$187</td><td>ACNE Intensive \$342 \$227</td><td>Stress Relief Intensive \$310 \$187</td><td>Body Tone Intensive \$350 \$227</td></tr></table>	Anti-Aging Intensive \$312 \$187	ACNE Intensive \$342 \$227	Stress Relief Intensive \$310 \$187	Body Tone Intensive \$350 \$227
Anti-Aging Intensive \$312 \$187	ACNE Intensive \$342 \$227	Stress Relief Intensive \$310 \$187	Body Tone Intensive \$350 \$227		
<p>Woodmen & Rangewood</p>	<p>www.RussianDaySpa.com 719-495-1049</p>				

RENEW – REFRESH

rejuvenate



Model



ADVANCED LASER CLINIC
OF MODESTO, A MEDICAL CORPORATION

Tropez
SALOON & SPA



Beautify Renew Relax

AVEDA

A C H I E V E

A HEALTHY BALANCE



Massage Envy.

Massage Envy.

Maintaining a healthy lifestyle isn't all work, especially when you can enjoy soothing massage therapy at Massage Envy. Regular massage can help lower your stress rate, regulate blood pressure, boost sleep quality and even strengthen your immune system. Our professional therapists will customize your massage sessions to meet your specific wellness goals. So enjoy a healthy lifestyle that fits into your schedule, at your nearby Massage Envy.

\$39*

Introductory 1-Hour Massage Session



Give the gift of relaxation with gift cards from Massage Envy.

MERIDIAN
1180 N. Fagle Road #105
Behind Goodwood BBQ, next to
Craft Warehouse
(208) 343-ENVY (3689)

NAMPA
16404 N. Marketplace Blvd.
Treasure Valley Marketplace, next
to Bed Bath & Beyond
(208) 468-ENVY (3689)

Franchises Available | MassageEnvy.com | Convenient Hours. Open 7 days. M-F 9am-10pm, Sat 9am-6pm, Sun 10am-6pm

*Valid for first one hour session which consists of a 50 minute massage and time for consultation and dressing. Prices subject to change. Rates and services may vary by location. Additional local taxes and fees may apply. © 2008 Massage Envy Limited, LLC.

© 2007 ENVT Holdings, All rights reserved. 02/07



*"WHERE FITNESS GETS DONE FAST AND FUN
WITH GUARANTEED RESULTS"*

-Shane Doll



FREE
PERSONAL TRAINING

SUCCESS
STORIES

SERVICE
& RATES

INFO
PRODUCTS

EXERCISE
VIDEOS

SHANE'S
BLOG

ABOUT &
CONTACT US

Discover The 7 Reasons You're NOT Losing Fat!

Sign Up To Uncover The
The TRUTH About Fat Loss

enter first name here

enter your email

WATCH NOW!

FREE
VIDEOS!



Attention: Residents In Mt. Pleasant, Charleston, Daniel Island And The Surrounding Lowcountry Areas...

"Who Else Wants A Flatter Stomach, Toned Arms, Firmer Legs And Buns In Only 12 Weeks Guaranteed Or Your Money Back?"

Yes, It's True! You Really Can Have That Lean, Toned, Fit, And More Attractive Body You Desire With My Unique Personal Fitness Program No Matter What You've Tried Unsuccessfully In The Past



smart eating 101

can juice really make you healthier?

You may have dismissed it as just another food fad, but experts are putting a whole new spin on the beverage. Read on, then start sipping.

BY MARGE PERRY

ON MOST DAYS, you do everything you can to work more fruits and vegetables into your diet: You add berries to your oatmeal, pile spinach on your pizza, and swap out your



Good Housekeeping
01.2009



Life & Style
09.2008



U.S. Weekly
08.2008



Star
08.2008

This Is My True Story...

"How I Started From Scratch, Stuck To My Guns, And Made Six Figures In Seven Days"

**REVEALED: A Zero Hype, Uncensored, Step By
Step Approach To Internet Publishing Success...
Get It Now For A Limited Time For **FREE!****

Monday, 2:53 p.m.
From: Jeff Walker

The odds are very good that you have never heard of me. That is because I have been sitting off in a little corner of the Internet since 1996, quietly running an internet publishing business. Most of my friends don't have a clue what I do for a living - but the ones that know what I am doing say that I have a **license to print money**.

And the fact is, that is awfully close to the truth.

The name of this site is "Six Figures In Seven Days". And yes, I have done that - **I have actually made more than \$106,000.00 in one seven day period.**

Ads by pulse360



Colorado Springs Mom Lost 47 lbs Following 1 rule!

I Cut Down 47 lbs of Stomach Fat In A Month By Obeying This 1 Old Rule

[Learn More...](#)



Colorado Springs Mom Cures Wrinkle Problems!

Mom from Colorado Springs combined two items and lost wrinkles in 7...

[Learn More...](#)

Remember...

- Your business should be a finely tuned machine **before** advertising
- Set your Goal and Schedule time to work on it
- Meet your DEADLINE
- Celebrate your progress!



Now on to the “how-to”