



Success Tactics

Business Plan? Marketing Plan?

Part 4

You know at this level of business investment, most of us will not go to a bank for capital. We may have sought out a lease company, though. But the lease companies usually work with the laser machine OEM's and there is no need to present them with a detailed business plan. Although I believe you should do some due diligence before making the leap into the laser business (actually any business), I will try to convince you about the merits of this business. I think the difficult part for you will be deciding which laser you should buy and how much power to get. I have confidence this business has the ability to make your investment back. Read on and see if you agree!

When the only person to convince about entering this new venture is you and your spouse, let me make this an uncomplicated decision. Getting into the laser business will cost less than buying almost any decent new car. Your car will get you from point A to B but it will never pay for itself or buy you a second vehicle. The laser investment might even buy you that new car you wanted, boat, seadoo, lavish trips (to trade shows), maybe a nice vacation, or even better, more lasers to grow your business! That car will never do that unless it says "Taxi" on the side! So, before you decide to trade in that nice used car, I think you need to go to the nearest trade show and see what the future can hold for you!

"Yea, Buzz, try selling that to my spouse who wants the new car now!" You're right. I can never convince everyone of the value of investing in themselves. I know I am over-selling you on going to a trade show, but knowledge does save and it can make you lots of money! These trade shows have many different venues that could open your mind to business ownership, even if you start part-time. They have many seminars to teach you the value of self-investment or the reason to add a new machine to your existing business. Travel to a seminar is a minimal cost to attain that "due diligence" needed to invest in your own business and to teach you about the machine you already own.

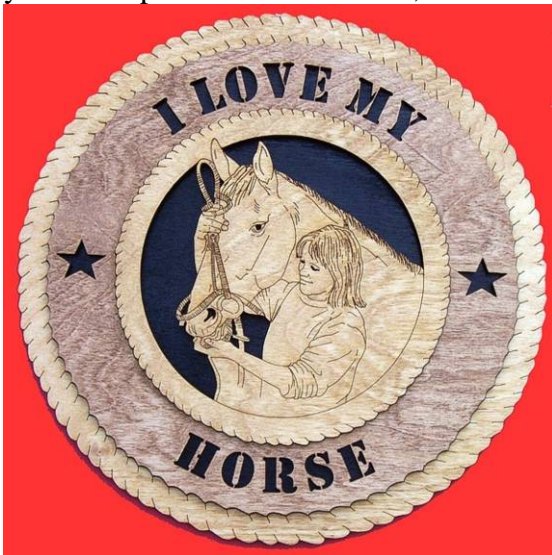
With the seminar my goal is to open your eyes to how intertwined your business and marketing plans are to your success. I plan to give no less than 1000 ideas for products you can make. These products can be sold local, nationwide, and maybe even internationally. Let me make something clear here. A supplier's success is determined by your success. If you are not successful or choose not to start your laser business, you will not become a customer of ours (or any industry supplier), so your success is the only way we will become successful! I want you to make money, grow, and prosper! So we

will try our best to give you many ideas on products and how to become creative in marketing and getting sales. This can be the most difficult task for us all.

In the second part of this series I gave an example for a product line. This idea was for pets. We only selected one segment of pets (we chose dogs). We were able to show a product line that included over 100 breeds. We discussed product designs that covered everything from cradle to grave and at different price points. Basically, over 1000 product ideas were generated along with a marketing plan for those products.

“WOW! You mean I could already have a full product line for my laser that easily? What else could I make? I am still confused at the possibility for success with this new laser business. Also, I am not into pet products!”

Ok. I understand that some don't want to make certain types of products, but I want you to remember what I have said many times before. I personally believe women buy 95% of everything that is sold, especially if it is a product that has emotion built into it. Emotion causes impulsiveness. Impulsiveness usually means immediate sales. So go out and create emotional products. Let's look at an example. We'll pick a different pet. Take the picture of the horse and the girl in this Newsletter. A woman might say, “My daughter would love that.” If you tell her you can add her daughter's name to the product, for a small fee, she probably wouldn't care what the cost was. Even if it is a product the husband likes, I have heard the wife say “If you like that dear, I'll buy it for you.” The point is emotion sells, women buy!



How many other product ideas can we come with? Let's start with broad topics and then break them down (we may only have room in this Newsletter to breakdown one idea.). Here we go: military, sports, hobbies, organizations, professions, tourist locations, historical buildings, landmarks, accomplishments, and places of interest. I could come up with more, but we'll stop at ten subjects. If I could make 1000 product ideas for each subject, and I believe that would be easy, I could increase your product line by 10,000. Now add in dogs and we have over 11,000 products that can be made with

your laser. Do some of you doubt we can come up with these many products for a laser!?! Read on!

Now remember when we start breaking down a topic we could also make those products at different price points. Nothing is worse than having a buyer who is emotionally engaged in your product but cannot purchase the item because it is out of their pocketbook range. You want them to buy something, so you need to make the product at different price points. Of course that makes it even easier to come up with 1000 different product ideas. But the point I want you to see is how easy it is to create a massive product line using your laser. I want you emotional and excited about your future in this industry! Of course thinking I'm a genius can help my emotional state of mind! ☺ Speaking about emotions again, something else that causes emotion (impulsive buying) is the wording you place on the product. Personalization can cause the biggest emotion, but if you plan to produce a product in volume for wholesaling you need to come up with generic but emotional verbiage. Once again you can take one product and add 6 different sayings that make it a separate product idea with different emotional attachments to different individuals. I will give an example of this later in this Newsletter.

We need to get started with breaking down a topic. So let's pick the first one - **Military**. How many different branches are there? How many ranks? How many divisions? How many units? How many present or past wars? How many medals? How many retirements? How many sayings could be used? I believe I have already exceeded 10,000 ideas for just the military. I need to break this down even further. A Military product line could easily exceed 100,000 different products. Let's challenge ourselves and see if we can come up with 10,000 new product ideas with just one Military branch. I joke here, but this isn't even a challenge. I think we could come up with over 100,000 product ideas just for the Army. I am not trying to show off (maybe a little) but I do want you excited on how easy it is to create an infinite number of products using your laser.

Besides the generic Army emblem, you have all the different ranks in the Army, Units, Medals, Retirements, and so on. The more specialized the field, the higher the pride and the greater likelihood of a purchase. Just take the Army symbol. You could make a product like a dog tag, Wall Tribute, smaller desktop product, a picture frame, ornaments, something with a clock in it, or even a design using LED's (will show samples at the trade show).

Remember when I said different wording creates more products? Here are some examples: I served in Iraq, Afghanistan, Vietnam, Korea, WWII, etc. Use any of these wars and add "Veteran" after it. The wording could also be the military bases of where they were stationed or even the base they went to boot camp! Proudful moments and bragging moments equal product ideas!

In the Army you also had aviation so different helicopter or plane designs would work with various wording. Think of all the different divisions, units, and so on. Special

Forces, Airborne, Green Beret, Rangers, Engineers, Infantry, Cavalry, Armored Divisions, Paratroopers, Signal Corps, Quartermasters, Artillery, Transportation, Recruiters, Jag Corps, Medical Corps, and Military Police are just a few that come to mind. Many of these can be broken down even more. Under the Army falls some of our part-time soldiers, like the National Guard. The list goes on, and where do we stop? We haven't scratched the surface of possible Military designs- just Army.

My father is a former Marine. The Marine logo or the Bulldog emblem will draw his attention, immediately. Picture this; a seasoned military veteran who served many years with a firm hand, hard nose personality, and looked like he could chew nails and swallow them in pieces. I have seen such a man tear up and cry when he was presented with an award (a laser product) that gave him recognition for his service and accomplishments to his country. Can you see a grandson buying such a product for his grandfather or a son for his father? By my former statements we already know daughters and women will buy such a product.

I gave a Marine clock item (made with our laser) to my Dad. I added the dates he served and the war he served in and I am proud to say I made him cry. I felt good I was able to touch a person so deeply with a gift, (for so little money). OK, the money part I'm kidding about!

Now do you see where there might be plenty of uses for a laser? Do I need to make a 5th Newsletter on more product ideas? How many products do you think we can make from sports? How many schools have sports programs? How many schools need new fundraising products? Should we get into more marketing ideas?

Tom "BUZZ" Bernard
LaserBuzz