
7 SECRETS TO SLOW TIME SUCCESS: HOW TO USE THE RECESSION AS AN OPPORTUNITY FOR GROWTH & PROSPERITY

Once upon a time, there was a good man, who had worked hard all his life. He disliked his work. It was not rewarding. His boss was never happy. But he worked hard. Until, one day, this man decided he had had enough, and he quit. He just walked out.

He went home and told his wife. She cried. “How are we going to send our boy to college”, she asked? The man thought for a minute and then said, “I will think of something.”

After a while, he decided to do something he has always wanted to do. He would sell hot dogs on the street corner from a little hot dog cart on wheels. He took his savings and bought a hot dog cart. His friends were not too sure about this. But the hot dog man started selling hot dogs on the street corner, in his hometown.

They were good hot dogs. Best quality. Not cheap, but he charged enough to pay for them. Things went pretty well right from the beginning. People liked his hot dogs. He always made sure to have plenty of fresh ketchup and mustard and onions. Every customer got a smile with their hot dog. He did very well, and soon more people wanted his hot dogs. More than he could serve. So he bought another hot dog cart.



His son pushed the new cart. He made good hot dogs too. And every one of the Son's customers got a smile and a thank you to go with their hot dog. The hot dog man made sure to teach his son about this. The two did well, and saved the money they made, until it was time for the boy to go to college.

There was enough money to send him to school even if the hot dog man paid another young man to push the second cart. "Give them a smile with every hot dog," he told his first employee. It worked fine. This gave him an idea. He bought a third cart and hired a second employee. Every year the city grew and every year he added a few more carts.

The hot dog man's company did very well. Buns and dogs were coming in bigger trucks these days. He was glad the son decided to study business in college. Their hot dog company was hiring more and more people and getting bigger and bigger. It would be great when the son returned home with all that college education to help him manage it.

The big day finally arrived. The son came home from college. Dad was excited. Mom too. There was a BIG Party. Everybody came. Then it was time to get to work. But the son was not interested in working in the hot dog company. He wanted to do something more grand. The hot dog man was sad.

But then he asked, "Can you just look over our books and give me some advice?"

"Sure", said the son, while looking at his watch.

"Things are going pretty good", said the hot dog man. He got the books and paperwork out to proudly show the son what they had become while he was gone. The son looked things over and thought for a minute.

Then he said, "Gee, Dad, you have an awful lot of hot dog carts. And Expenses." Then he asked, "Don't you know a Recession is coming?"



The hot dog man did not know what a Recession was, so he asked. The son explained what he had learned in college about Recessions. The hot dog man shook his head in amazement. He thought things were OK, but his son was just out of college. The hot dog man had worked a lot of hours to pay for that college education. He thought surely the college people knew more about business than he did, so he listened.

The son said, “Maybe you should mothball a few carts this season.” So that is what the hot dog man did. After a month or so, sales were down. The son and the hot dog man looked things over again. The son said they should cut advertising expenses a little. The hot dog man was sure the son must know about these things, so that is what they did.

Sure enough, sales went down. A few months later the books were worse. The Son said profits were being squeezed by the Recession. He said they should buy a cheaper hot dog. Save a little money. So they did. Sure enough, Sales went down.

After a while the son looked again at the books. Again. He said, “Gee Dad, you’re not making much money. Maybe you should cut payroll a little. So they laid off a few employees. The ones who stayed on were not too sure what would happen next. They stopped giving a smile with every hot dog. And sales went down even more.

Eventually, the recession had taken its toll, and the hot dog man was just another one of its victims. He sold his last remaining cart for just enough money to pay off his debts, then called his old boss and begged for his old job back.¹

We can’t help but think that this little parable, which we did not invent...it’s been around for at least 30 years...is really representative of the way many business people act during a recession. They get nervous, and they begin taking advice from naysayers, advice which leads them to start cutting back, cutbacks which cause business to slow, which decreases profits, which causes more cutbacks. It’s a vicious cycle.

¹ Entire story adapted from <http://www.networkforgrowth.com/Hot%20Dog.htm>



The hot dog man didn't go out of business because of the recession. He went out of business because of bad advice about how to deal with the recession. There's a big difference.

Think about this story for a moment. How will an economic slowdown affect you? Do you view a slowdown as a big problem for your business? Or as an opportunity? Will you let it force you to cut back and to stop growing? Or are you the kind of entrepreneur who is going to fight for growth, even during tough times? Are you seeking out the right kind of advice about how to operate and continue to grow even during a slowing or stagnant economy?

We've identified 7 Secrets To Slow Time Success that can help you use the recession as an opportunity for prosperity and growth.

SLOW TIME SUCCESS SECRET #1: NOT EVERYONE IS BROKE!

Even if you haven't yet started to feel the effects of a so-called recession, you've certainly heard the buzz in the media about it. Depending on what you read or watch, you may believe that we're already in the second great depression.

Most level headed experts don't believe this is even close to true. But what's important here is not what is true...but what is perceived to be true. If your customers think we're in a recession, they're likely to begin acting like we're in a recession.

The technical definition of recession doesn't matter. Perception is reality. Consumer spending is being affected and the economy is slowing down. And that will affect you whether or not we actually wind up in a recession, or whether or not the experts ever agree that we are or aren't in a recession.



But it's important to remember that a recession doesn't mean everyone is "broke." In fact, the unemployment rate actually decreased from 4.9 percent to 4.8 percent in February 2008. In March 2008 the unemployment rate rose to 5.1 percent which is actually lower than it was from 1974 all the way through 1997, when it dipped below 5 percent. Then again from 2002 through 2006 it was higher than it is now, then it once again dipped below 5 percent. In April 2008, the rate decreased to 5.0 percent.²

5.0 percent to 5.1 percent is actually very, very low historically speaking. And unemployment of college educated individuals is just 2 percent currently. Even though some politicians and folks in the media want you to believe otherwise (and that's what is altering perception) the vast majority of the people in this country are employed and will stay employed and will continue earning money which they will spend.

Of course the big problem in the mortgage industry isn't helping matters. But again, most people haven't lost their homes. Not to mention: people who have been or are about to be foreclosed on their home are still spending money. They haven't stopped being human. In fact, it very well may be their spending on other products and services that's causing them to be foreclosed on.

Another big talking point is health insurance. But again, the facts are that most people do have health insurance. Taking these facts into consideration, it's clear that most of the people in this country are just fine. **Most consumers aren't broke or destitute...they're just worried.**

Worried is a lot different than broke, but it's still a big problem. But it's a different problem. Broke people can't buy anything. Worried people can buy, but are looking for some very specific elements before they spend their money. We'll talk

² <http://www.bls.gov>



about that in a moment. But the big thing to remember is that rejecting media and political hype and dealing with reality instead is a key to slow time success.

SLOW TIME SUCCESS SECRET #2: NON-ESSENTIAL SPENDING GETS CUT FIRST

You may immediately say, “Yikes! I don’t sell something essential.” But hang on. What is essential anyways? People will still buy what they want, not necessarily what they need. In fact, quite specifically, **people will begrudgingly buy what they need, but gladly buy what they want.**

For many people, their wants are more essential than their needs.

On a recent visit to Opryland, we had to cut our stay short because they were booked to capacity and couldn’t accommodate us. This hotel has 3,000 rooms and is one of the priciest hotels in Nashville. Booked solid. On a recent visit to Epcot at Walt Disney World, on a weekday, we found the park to be bursting at the seams. Anyone who flies frequently has certainly noticed that airline flights are running near capacity.

People are still finding reasons and means to pay for what they want.

But the commodity transactions will suffer. Products and services that are indistinguishable will fail to be “wanted” by consumers and will risk being categorized as “non-essential.”

SLOW TIME SUCCESS SECRET #3: CAREFUL SPENDING DOESN’T NECESSARILY MEAN LESS SPENDING

The worry we talked about earlier manifests itself as more careful spending, not necessarily less spending. People who are spending more carefully are looking for two things before they spend: **confidence and value.**

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By Jimmy Vee & Travis Miller

<http://www.GravitationalMarketing.com>



Your job as a business owner and marketer is to **increase confidence** and **deliver more value**.

How do you do this? You can increase confidence by positioning yourself as an expert, creating a clearly defined buying preference for your product or service so the decision to choose you is easy, creating expert information to help smooth the buying process, building better relationships with your customers before and after the sale and differentiating yourself from competition.

With an increase in confidence comes an increase in value. Value can further be increased by educating your customer in addition to selling your customer, by improving and enhancing your experience and by engaging in better follow up.

Finding new ways to increase confidence and value is a key to slow time success.

SLOW TIME SUCCESS SECRET #4: CAPITALIZE ON CUTBACKS

Many companies are already starting to cut back because of the slowdown. We're seeing cutbacks in staff, benefits, r & d, and worst...marketing. Cutting back actually sends the wrong message to your customers. If you aren't confident in your business, why should they be?

Other companies are cutting price in an effort to combat the recession. But this is an absolute mistake! Cutting your price actually reduces the value perception, conveys a lack of confidence, and puts your product or service closer to the commodity class.

You should view the cut backs or price reductions of your competitors as an opportunity rather than as something that will harm your business. Bigger companies will be the most likely to cut back. This is a tremendous opportunity to capture their customers, hire their best talent, and gain additional market share while they're in survival mode.



SLOW TIME SUCCESS SECRET #5: THE MYTH ABOUT CONSUMER SPENDING DURING A RECESSION

Since 1854, there have been 28 recessions, on average one every four or five years.³ The longest lasting sixteen months and the shortest only seven. Each recession has lasted on average eleven months.

In every case, consumer spending actually is higher after a recession than before a recession. Recessionary periods are not periods of loss, but periods of aggregate gain.

The general trend of consumer spending has been upward for centuries. If you plan to be in business longer than sixteen more months, you'll actually benefit from an increase in spending that occurs by the end of the recession, if history is any guide.

SLOW TIME SUCCESS SECRET #6: THE HISTORICALLY PROVEN WAY TO PROFIT DURING A RECESSION

In 1923 a study was conducted that examined 200 companies to compare the sales figures of companies that advertised during a recession and those that cut advertising. The results, printed in the April 1927 issue of the Harvard Business Review, revealed that the companies with the biggest sales increases were the ones that pumped the most money into their advertising and marketing efforts.

Another study done post World War II by Buchen Advertising provides even more insight into the power of recession marketing. This study set out to measure the advertising expenditure, sales revenues and net profit numbers of a large number

³ <http://en.wikipedia.org/wiki/Recession>



of client companies through the course of several successive recessions.

In 1947 they started charting the ad expenditures of each company and cross-referenced those figures with the sales and profit numbers before, during and after the recessions of 1949, 1954, 1958, and 1961. The results were shocking. The sales and profits numbers plummeted for the companies that slashed their advertising and marketing. And it had longer term ramifications as well. Those companies that cut back continued to lose ground compared to those that maintained their marketing and advertising spending.

A similar study done by ABP/Meldrum & Fewsmith in 1979 covering the recessions of 1970 and 1974-75 concluded almost identical findings. A quote from the study says, “Companies which did not cut advertising expenditures during the recession years (1974-1975), experienced higher sales and net income during those two years and the two years following than companies which cut ad budgets in either or both recession years.”

Fast forward ten years and a study of 600 business-to-business firms’ done by McGraw-Hill Research tracked net sales and advertising expenditures from 1981 to 1985 through the ’81-’82 recession and found that companies that did not cut their marketing budget and those that stepped up their marketing efforts experienced a hefty sales spike during and after the two year recession period.

To put the icing on the cake, the companies that maintained and increased marketing efforts saw an average sales growth of 275 percent over the preceding five years, while those that had decreased their advertising had to settle for an average sales increase of only 19 percent.

What does that mean? It means that cutting marketing during a recession not only guarantees you lose business, profit, market share and customers but that you’ll continue to get less and shoulder more of the burden of the recession far longer



than those smart entrepreneurs that use the recession as an opportunity to ramp up.

Other research uncovered some very interesting lessons. A MarketSense study of ad spending of some major brands like McDonald's, Taco Bell, Coors Light, Bud Light and Pizza Hut during the 1989-'91 recession showed that, "The best strategy for coping with a recession is balanced exploitation of ad spending for long-term consumer motivation, plus promotion for short term sales boosts."

SLOW TIME SUCCESS SECRET #7:
A RECESSION IS THE ULTIMATE OPPORTUNITY
FOR INTELLIGENT ENTREPRENEURS

A recession is really just a normal, periodic time of change. It's like musical chairs for the economy. The general trend of the economy continues in the same direction. Most people come out OK. But a lot of people shift positions.

During any period of change, comes opportunity. Recessions are actually phenomenal opportunities for smaller companies, underdogs, to capture a greater share of the market. Smaller businesses are nimble, can make quicker, more intelligent decisions. Larger businesses are run by committee and conventional wisdom. Conventional, obvious thinking suggests "cut back." But the figures show that companies that cut back actually lose market share, while companies that increase marketing gain market share.

Some of the specific opportunities that exist for smaller businesses during a recession:

- Marketing clutter decreases, so you have a better chance of capturing attention
- Cost of media decreases, so more media opportunities arise
- Competitors cut back, resulting in less innovation, fewer new products, declining market share, declining resources



Probably the biggest advantage of all that you can capture during a period of economic slowdown is based on the fact that consumers are more demanding, which makes the Gravitational Marketer, who educates their customers, creates extraordinary value for their customer, boosts the confidence of their customer, more potent, more able to cause dramatic growth during a period of recession than during normal periods.

A SPECIAL OPPORTUNITY UPCOMING

We're frequently asked, almost every day by somebody, how we can personally help them build their business. Over the past few years we've kept ourselves quite busy with different projects, working with specific industries, working with private clients, and the like.

And the answer to that question has usually been "Not much" unless you meet some very specific criteria and have a good amount of money to invest.

Of course, we've always kept the free information flowing at gravitationalmarketing.com, basically as a labor of love. But the last time we worked directly with a group of business owners outside of the industry specific programs we have was back in 2005.

A lot has changed in the world of marketing and business growth since then. But the popularity of Gravitational Marketing has been gaining steam over the past few years. We were asked to write the book... now that book is on the shelf.

Gravitational marketing has reached a sort of tipping point. And that's really catalyzed some changes for us, and in our business. We've added some extra staff and resources and have decided to do something.

We've decided to re-open the opportunity for business owners, executives and sales people in any industry to get involved with us, in a mastermind and coaching group environment that focuses on implementing Gravitational Marketing and achieving business growth. There will be two groups, one called the Newton Network Professional group and the other called the Newton Network Mastermind group.



All the details will be revealed to you on Monday, May 12. And we're not going to begin accepting members into the programs until then. There is going to be a cap on the number of people we take initially. And for a good reason which we'll explain now.

On Friday's call we went over the Slow Time Success Action Plan. Well, we're going to spend the first approximately 24 weeks of the program working with the group to implement that action plan. That's going to involve some very intensive hands-on work on your part and on our part. And in order to give the proper attention to everyone who participates, we have to impose a limit.

If you don't make it into that initial group, you'll still be able to get involved with the program, but you won't be able to participate in the 24 week action plan implementation course, which by the way, we're calling START which stands for start today, achieve results tomorrow.

So that's it for now. More details will be on the way. If this sounds like something you'd be interested in, pay close attention to our messages over the coming days as we flesh out the details.

ABOUT THE AUTHORS



Jimmy Vee and Travis Miller are the nation's leading experts on attracting customers and specialize in helping small business owners, entrepreneurs and sales professionals double their customer base and become a recognized leader in their industry in 12 months or less.

*They believe that every business should be ESP—Enjoyable, Simple and Prosperous. Vee and Miller are the co-authors of *Gravitational Marketing: The Science of Attracting Customers* (Wiley). Get their FREE Customer Attraction Starter Pack and start learning how to attract more customers today:*

<http://www.GravitationalMarketing.com/free>





I've already made an extra \$120,000.00 in my pocket because of the coaching I got from Jimmy Vee & Travis. But that's not all. The money's important but also important is that I have leads pouring in.

- John Ehlinger, Butler, WI



Jimmy Vee and Travis have enabled me to surpass all my goals for my year to date. All last year I did 4 million in sales. The first quarter alone I've already done 6.5 million and I'm on pace to have a record year this year - 25 to 30 million.

- Jeff Cook, Hollywood, CA



Jimmy Vee and Travis have taught me how to expand my business and find my purpose. And put tens of thousands of dollars in my pocket. My personal income was around 300,000.00 for the past 5 years and should be in the 7 figures in the next 6 months.

- Darren Novoth, Smyrna, GA

Robert Hopkins said...

"Using Gravitational Marketing, we saw a DRAMATIC increase in our online reservations!"

*Here's Robert and the Rivership Romance Crew with Morning Show host Christine Van Blockland on the day they were featured on her show!**



"Before Jimmy and Travis our business was doing fine - but we wanted more. Jimmy & Travis showed us how to make all of our advertising more efficient and more effective. Our lead calls and sales increased exponentially in a matter of days. This year will be a record year - which means more sales and more bottom line profit."

~ Robert Hopkins

Owner, Rivership Romance



From: Doug Brown[dhdhouse@XXXXX.com]
Sent: Thursday, December 15, 2006 5:15 PM
To: 'Jimmy Vee'
Subject: Some Feedback From Your Gold Members

You two guys are the most refreshing way to revitalize a persons sales. All I can say to potential Gold Members is Get Involved with these guys.

Listen and take advantage of there suggestions. Buy some of their recommended readings and watch the web site for new and great things they research.

Jimmy and Travis are a complete marketing department and their desire to be in the fore front of the marketing world is an asset only to those who get involved.

Thanks Guys from a guy who was getting burned out. You have brought the excitement back to my sales.

Doug Brown
Denver, CO

From: Russell Lafave[rlafave@XXXXX.com]
Sent: Tuesday, March 27, 2007 12:56 PM
To: 'Jimmy Vee'
Subject: Best Of The Best...

Michigan new car dealers are really hurting. Our 1st time with using Jim & Travis' marketing ideas our new vehicle sales more than doubled in the 1st 30 DAYS!

Competition that normally outsells us...we are now outselling them.

We totally changed our advertising message, media buy and budget all of which dramatically and instantly increased business!

Russell Lafave
Schafer Chevrolet-Pontiac
Pinconning, MI



Pete Wincup said...

**"My client list
grew 10 fold!"**

~My Biz Purchasing Group

"I struggled for 2 years trying to find a way to attract new customers. After 3 short moths of working with Jim and Travis, I accomplished more than I did in the pervious 2 years. Thanks, Jim & Travis for showing me how to automatically generate leads and get new customers."

~ Pete Wincup



ALL OF THESE PEOPLE AGREE THAT JIM & TRAVIS CAN HELP YOU GET MORE LEADS, CLOSE MORE SALES, AND PUT MORE MONEY IN YOUR POCKET SO YOU CAN START LIVING THE LIFE YOU WANT TO LIVE IMMEDIATELY!

Plain and simple, Travis & Jimmy put the results back into advertising. I highly recommend them to everyone in my network because I know most people can't afford to waste a single dollar on advertising that doesn't work. ~Adam Dudley, International Entrepreneur

You two are a really big help to me as I get this new company off the ground. Thank you again for your inspirational coaching! Any resource I have is at your disposal. ~Rob Biccum, Liability Management Group

Thank you for the great information about getting more bang from a business web site. ~Carrie Williams, The Alliance

Thank you for all of your inspiration and the many tips on how to stand apart. We're orange! ~BACC, UCF College of Business

Thank you for your much needed guidance and assistance in the creation and implementation of the Step Up, Florida! Program. Your involvement was paramount to the success of this initiative. ~Katie Catterfield, Seminole County Health Department.

My name is Don. I'm from Overland Park, Kansas, and what I have learned at the Extreme Makeover is blowing my mind. Travis and Jimmy have just absolutely blown my mind with so much information, and I have learned the secret to tripling my business in the next 12 months.

Your message is inspiring and motivating and your delivery is creative and a lot of fun. With the daily grind of our business routines, It is so refreshing to hear about how to effectively think outside the box and the principles needed to stand out from the crowd. ~Brian Boughner, RBC Centura Bank

I love your stuff! You are the greatest! ~Cheryl Mellin, Winter Park Blue

You guys rock! I love your message, I love how you market, I love your consistency, and I love how you think and act. I love Orange. I'm a big fan of Jim & Travis. ~Michael York, Author, Becoming Uncommon

Jimmy and Travis are really incredibly bright people who brought great ideas to our organization. ~Scott Thomas, The Financial Farmer

