

# Double Your Income With This Best Kept Business Secret

By Leigh Butler

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What is the one element that your business can't survive without? Here's a clue. Without effective implementation of this one element, your business is sure to fail.

Is it a great business plan? Is it dynamite web copy that sells? Is it super products and services for your niche market? Or is it ...?

And the million dollar answer is ...

Drum roll please. Promotion! Your business can not survive without promotion.

But, not just a little promoting here and there. I mean consistent promotion. You should spend at least 80% of your work time promoting your business.

I'm sure you are asking yourself what I mean by promoting your business. Advertising and marketing your product or service. Branding your business name. These are forms of promotion.

Now I'm sure you are asking yourself why you should spend 80% of your time promoting. Well, how do you expect customers to find your product or service if you don't promote?

Just because you have a great product or service and killer web copy doesn't mean customers are going to come running to your website to buy.

Oh! And did you realize that a customer sometimes has to see your promotion up to seven times before they buy? That's why it is important that you get your message out over and over again.

Remember this:

More Promoting = More Customers

More Customers = More Sales

More Sales = More Profit

Finding enough time to effectively promote a business can be difficult, especially for online business owners who have to balance business management with promoting.

Business management usually includes such tasks as:

\*Replying to customer emails

\*Answering telephone calls

\*Publishing ezines/newsletters

\*Reading emails, ezines, articles, and web copy

\*Website maintenance

\*Finding fresh content, new promotion methods, and new places to promote

\*etc...

From this incomplete list you can see how business management can easily take up the majority of your time. But the bottom line is that you need to spend more time promoting and less managing.

If your business is not doing as well as you would like it to be doing, you probably need to spend more time promoting.

I know what you are thinking. How can I spend more time promoting and less time managing?

Simple. Learn this best kept business secret - Speed Reading.

Speed Reading is a technique widely used by the offline business community. Large companies pay thousands of dollars each year to have their employees trained in Speed Reading techniques.

Why would large companies invest so much money in Speed Reading training for their employees? Productivity of course.

You see, learning Speed Reading techniques allows you to double or triple your reading speed. That means you accomplish more in less time.

Business owners know that they and their employees will be more productive so they don't mind spending the money since ultimately the increased productivity will lead to greater profits.

For some reason the online community has failed to embrace this technique. But if any business owner ever needs to learn Speed Reading, the online business owner does.

With the constant flow of emails, ezines, and articles along with the web copy that online business owners must read each day just to keep up, Speed Reading is a necessary skill in order to be productive.

If mastered, Speed Reading techniques can essentially increase the productivity of the online business owner. Increased productivity simply means spending less time managing and more time promoting. The increase in time spent promoting leads to greater profits.

Have you been spending more time managing your business rather than promoting your business? If so, now is the time to make the change. Start spending 80% of your time promoting your business and watch your profits soar.

Speed Reading is a valuable business tool. Master it. Then use it to your advantage!

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Want to learn Speed Reading techniques? Leigh can help.

Click here to find out how:

<http://hyperTracker.com/go/educationaids/SRAR04/>

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