

# **What Every Business Owner Ought To Know About Growing Their Company – With Roy Furr**

This article is about Roy Furr, a renowned copywriter and direct marketing consultant, sharing his insights on maximizing business profits through effective use of assets and understanding the concept of back-end offers.

The importance roots in the practical application of these strategies to significantly improve business growth.

The benefits from doing these exercises are improving your understanding of business assets, the value of pipelines, and the mechanics of back-end offers which could dramatically increase your business profits.

## **Quote to remember from the Interview**

"The biggest asset in any business is the customer relationship because once they trust you, they'll buy more."

## **What You'll Learn From the Activity**

The questions and activities will help the audience to practically implement the strategies and insights shared by Roy Furr. This includes understanding the customer relationship value, optimization of pre-existing assets, and how back-end offers work to maximize the revenue.

**Activity**

What are 'back-end offers' as described in the article?

Give an example of a 'back-end offer' in your own business, or a business you are familiar with.

How can back-end offers be used as profit maximizers?

In your words, describe the value of customer relationship to a business.

Try to think of an area in your business where there is potential for the introduction of a subscription model.

According to the article, what does a 'pipeline' in business mean?

Reflect on how a pipeline could be incorporated into your business structure.

How could the efficient application of a pipeline diversify your profit sources?

Describe a scenario where your business could refer out the next step in the customer's journey for a cut of the proceeds.

How does Roy Furr link the concept of a pipeline to the referral to other businesses?

True or False: Maximizing business assets can only mean investing more into the business.

Delve into what other services or products you could refer out to other businesses.

What according to you is the most valuable thing in a business?

Can a pipeline form a chain of services or products catering to customers' needs? Give an example from your own business.

List down three learning points from Jay Abraham's 'Three Ways to Grow a Business.'

Reflect on how Cialdini's Influence can be applied in marketing for profits.

What is the significant application of customer relationships in the development of back-end offers?

How can existing business assets be exploited for generating better profits?

Enumerate three strategies from Furr's "Breakthrough Marketing Secrets" that can be applied to your business.

What are the potential implications of not having a strong back-end offer system in a business?

In your perspective, how does trust factor in establishing robust back-end offers?

Multiple Choice: What is the best description of a pipeline in business as per the article? a) A source of income b) A range of products or services c) A marketing strategy d) An administrative structure

Reflect on the concept of “climbing the ladder of spending” in relation to your business and its customers.

Fill in the blanks: “Roy believes that the most valuable thing in any business is \_\_\_\_\_.”

True or False: The application of back-end offers is only relevant to certain types of businesses.

How can you use the principles shared in the article to increase profits in your own business?

Which part of the article resonated with you the most and why?

What are some obstacles that might prevent the application of these principles in your business, and how can they be overcome?

List three actions you will take in the next month to start applying these principles.

Reflect on the potential future impact on your business of regular application of these principles.

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