

# **4 THINGS**

**EVERY  
BUSINESS  
OWNER  
SECRETLY  
WANTS  
TO SAY....**

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**BUT VERY FEW  
ACTUALLY CAN!**

# 4 THINGS EVERY BUSINESS OWNER SECRETLY WANTS TO SAY (BUT VERY FEW ACTUALLY CAN)



## CAN YOU CONFIDENTLY SAY YOUR BUSINESS IS EXACTLY AS YOU WOULD LIKE IT?

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**NO BUSINESS IS PERFECT,  
AND LIKELY NEVER WILL BE.**

But there are a few things every business owner wishes they could say about their company that would put them at the top of their game.

Can you claim any of the following statements to be true of your business?

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# STATEMENT #1

EVERY BUSINESS OWNER SECRETLY WANTS TO SAY

**WE HAVE MORE BUSINESS THAN WE  
KNOW WHAT TO DO WITH (AND IT'S  
ALL GOOD, PROFITABLE WORK).**

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# STATEMENT #2

EVERY BUSINESS OWNER SECRETLY WANTS TO SAY

**OUR MARKETING WORKS SO WELL,  
WE GET TO PICK AND CHOOSE WHO  
WE WORK WITH.**

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# STATEMENT #3

EVERY BUSINESS OWNER SECRETLY WANTS TO SAY

**WE CLOSE 90% OF THE SALES OPPORTUNITIES WE GET (AND THE 10% WE DON'T CLOSE IS BY CHOICE).**

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# STATEMENT #4

EVERY BUSINESS OWNER SECRETLY WANTS TO SAY

**OUR CUSTOMERS ARE SO HAPPY, WE  
WOULD HAVE TO CLOSE OUR DOORS  
BEFORE THEY LEAVE US.**

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**YOU CAN  
SAY THESE  
THINGS!**



**YOU JUST  
NEED THE  
RIGHT TOOLS!**



**You need the SUPERHERO Arsenal.** It's your customized collection of marketing and sales weapons that will help clarify your message and grow your business.

**SCHEDULE A  
DISCOVERY CALL**

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