

2 + 2 = 5 ... the value addition formula

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

2 + 2 = 5 ... the value addition formula

By Ankesh Kothari

2 + 2 = 5 ... the value addition formula by Ankesh Kothari

A man and his wife were retiring at the same time. The man had been a barber for 40 straight years. His wife used to work as a beautician for almost the same amount of years too. Now they both thought it was time to retire and enjoy their old age.

But they hadn't counted on the boredom that set in after the first few months of retirement. They couldn't cope up with so much free time on their hands. So they decided to convert their spare bedroom into a home saloon. They decided that they would just work 3 evenings a week and take the rest of the week off.

And because both were specialist in different but complimentary activities, the customers won. The customers received attention from both of them. They could now access such services like massage, shave, sculptured hair-cut, shampoo, skin care and various other beauty remedies from under one roof itself!

Because of the convenience they could give to their customers by combining complimentary services, they could charge them 3 to 5 times more than those services would usually cost else-where! They made a killing conducting the same services they had done in the last 40 years. They started earning even more than they used to before their retirement! They earned more even though they worked less. They added 2 to a 2 and made it into a 5. All by adding value for their customers!

Action summary:

\* Don't bundle up. Add value.

\* Look out for peoples' convenience. And they will pay you more.

**Do You Know Your ABC'S?**

**By John Colanzi**

**Do You Know Your ABC'S? by John Colanzi**

If you've been in business for any period of time, I'm sure you've heard of the KISS Formula and the AIDA Formula. I'm not sure you've heard of the ABC formula.

I have a daily study plan and I don't remember it being mentioned in anything I've read online.

So what is the ABC Formula?

A. Always

B. Be

C. Closing

ABC is the reason for every move you make. If it's not, it should be.

The old saying is still true. Nothing happens until something is sold.

The internet is like one giant chess board. Every move you make, whether it's a lowly pawn or your powerful queen is designed to move you closer to checkmate.

What is checkmate?

Closing the sale.

Every newsletter you send out should show a profit.

Every email course you offer on your site should have the potential for making a sale.

Every free ebook should have a link you can profit from.

Every single move you make, must be geared towards making a sale.

Closing the sale should be as natural as breathing.

2 + 2 = 5 ... the value addition formula

It took me a long time to learn that.

If you're serious about your business, learn the ABC Formula.

Always Be Closing!

John publishes the "Street Smart Marketing" newsletter. To subscribe  
mailto:streetsmart@rapidreply.net Download your free copy of Secrets of Success.  
http://www.internet-profits4u.com/streetmart.exe



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**