

Finally Revealed The Tested and Proven Answers

To Running A Successful Sewing and/or Vacuum Store At This Sales and Profit Making Seminar. You Will Learn How to Remove All the Stress, Guesswork, Uncertainty & Frustration Out Of "Running Your Store" Once And For AllGUARANTEED!!

Don't miss this once-in-a-lifetime opportunity to have the lifestyle you have always wanted, make more profit in your business & have more time to enjoy it!

Dear Fellow Sewing and/or Vacuum Retailer,

Are you tired of spending time demonstrating a machine only to lose the sale to the internet sales just because of sales tax? Is your staff just letting sales walk out the door? Are you losing sales to the Big Box stores? Are you having a hard time getting a handle on your business?

My name is Howard Anderson and I opened my first 600 sq. foot retail vacuum store in 1986. For the first ten years I struggled like most vacuum stores.

Since opening my first store, I have been a student of retail. I studied everything I could put my hands on by such greats as Dale Carnegie, Tony Robbins, Norman Vincent Peale, Zig Zigler and many more. I have interviewed over 200 sewing and vacuum retailers just like you to see what their biggest challenges are and what solutions they have found that worked.



Three years ago I discovered something that **literally changed my life**. It started by reading Dan Kennedy's Magnetic Marketing System. Then I purchased Bill Glazer's Business Building Marketing System. Shortly afterwards, I began improving my own ads, sales letters and postcards experiencing *extraordinary* success.

As you can imagine, I was hooked. So hooked I became obsessed with discovering and creating systems that would bring more profit to my business. Now you can cash in on it at The Profit Explosion Boot Camp.

I could think of many reasons not to attend and so can you. But even if you have been in business for 50 years or just one, you can always learn something new that may redirect your business to become more profitable. When was the last time you just worked on your business?

I am going to make a BIG promise. If you master just 2 of the skills that will be shared , you will hold the key to open virtually any vault you like....and create the life you always dreamed of.

That is a big promise and perhaps you are not yet convinced. **Never before** has there been such a great team of **proven retail experts** gathered for the sew and vac industry. If you read the rest of this letter and take advantage of the opportunity presented to you...then you will experience a Profit Explosion in your business like never before.

Let me prove it to you!

You will leave The Ultimate Profit Explosion Boot Camp with proven tools, strategies and systems to implement the day you go home or your attendance is free.

You may ask why I have decided to share all the things that have allowed me to build a multi-million dollar business from nothing and brought together all these professional speakers for you. The truth is that I am really concerned about the sewing and vacuum industry as a whole. The declining number of successful vacuum and sewing dealers in the United States is very troubling. Every day it is becoming harder to do business. However, there are answers and many proven resources available that can help you make more money.

Fast forward to the present...

Today, I own and operate seven successful retail stores. We have since added sewing machines and air purifiers to our mix. I have been consulting, coaching and studying sewing machine and vacuum retailers for the last 10 years. I have taught seminars at trade shows and manufacturer's conventions and written numerous articles for trade magazines. I travel all over the country providing coaching and consulting to sewing, vacuum and fabric businesses who are determined to grow their businesses. The companies I have worked with have realized success greater than their wildest imagination and you can too.

There is ONE THING I attribute my success to, more than any other, the ability to create measurable systems that you too can follow!

I began by helping other dealers set up their POS systems, but quickly realized I could help them a lot more than just setting up their computer. I took the programs I developed for my business and shared it with them and they produced greater results in their businesses.

“Howard provided excellent guidance, moving us forward approximately 5 years beyond what I could have done on my own.

One month after implementing just one of Howard's programs, I experienced \$11,203 in additional bottom line profit in just one category.”

Charles Moore, House of Vacuums, Tulsa, Oklahoma

Learn the cutting edge techniques and secrets from world famous and time tested retail experts that have helped 100's of other retailers explode their businesses.

Don't miss this opportunity. You may not get another chance to radically change your business. I found myself going to meetings, seminars and trade conventions and going home with a few good ideas. I had a breakthrough when I started designing systems of implementation. I could put all my systems together in a box and give them to you, but you would probably never implement them.

You are losing money by not implementing!

We have all gone to conventions or manufacturers' meetings and heard good ideas time and time again and not used them in our business. Why is that? It is because we get home and start putting out fires and never give it another thought. You're too busy! **Don't let this happen to you again.**

At the Ultimate Profit Explosion Boot Camp you will not only hear great new awesome ideas and tools to make you money, you will leave with systems you can easily take back to your business and implement. You will also have the opportunity to become part of a mastermind to help you make sure you implement the systems you know are important. As Napoleon Hill said "You can accomplish more when two or more people are working towards a common and worthwhile goal in a mastermind". Before you leave the boot camp, you will select an accountability partner to support you in implementing your business blueprint.

"The smartest move I made when I opened my quilt shop was to hire Long View Retail Consulting and Howard Anderson. Howard gave me common sense advice that worked for me. He was patient and respectful and very professional.

Since I started, two fabric stores in this area have opened and closed and two are facing closing. Much of this could have been avoided if they had hired Howard."

*Mary Anne Henderson
Red Hen Fabrics, Marietta, Georgia*

Have too much money? The Ultimate Profit Explosion Boot Camp may not be for you.

This is a serious, intense hands-on event that you can't miss. In order to make more money in your business, you have to **invest in your business**. Never before have you had the opportunity to make a better return on your investment than at The Ultimate Profit Explosion Boot Camp. If you want to **grow your bottom line by at least 20%** in the next 2 years, you have to attend.

I am not interested in spending three days delivering information that never gets looked at again or worse yet NOT IMPLEMENTED. I am only interested in putting speakers in front of you who will deliver real information that will make a real impact in your business. In fact, I am even willing to GUARANTEE it (as you will see later in this letter).

So you see, this IS all about IMPLEMENTATION. Implementing just one thing will prove to you that you too can create more profit in your business NOW!

Once you finish The Ultimate Profit Explosion Boot Camp you will AUTOMATICALLY become a better implementer, better copywriter and a cutting edge business person. It will also turn you into a SALES-THINKER. A finder of breakthrough ideas. Equipped to make over your business to be more profitable and valuable than ever. Miss it and life will just go on.

There are some of the Topics You Will Learn At The Ultimate Profit Explosion Boot Camp You can't Afford to miss

At the Ultimate Profit Explosion Boot Camp you will realize profit making ideas to use in **your business**. By challenging you to put implemented systems in place in your business you will **make more money**. You will learn proven strategies and techniques that work when implemented properly. We will also provide you with relevant resources so you can **explode the profit in your business**.

- **The 5 things that sewing and vacuum retailers believe...** about “PRICE” that severely limits their income and keeps them working much harder and longer than necessary for their income. We all need to change how we do business to survive in the future.
- **The right employee will make you hundreds of thousands of dollars, the wrong employee will cost you much more!** The most asked question I have heard from business owners is “How do I get good employees?” You will learn how to attract professionals by writing a unique want ad. Then you will learn how to coach and grow your employees so you can have the freedom to do other things.
- **Learn how to use your location to your advantage.** Times change and so do shopping patterns. You will see how to identify the signs before it’s too late and how to respond.
- **Is your staff costing you money when they answer the phone?** The telephone is often your first contact with your customer. How should it sound? What should we be saying? Recently I spent 6 months writing down questions customers asked when calling our stores. Then I consolidated them and made up a one page script so anyone could properly answer

the phone. I will be sharing it with you at the Boot Camp.

- **Turn your store into a customer magnet.** You will learn how to create winning displays in your store. How, what, where and when to display items. What is the ideal layout and most important, what type of products should you have on the floor.
- **How the right store signs can generate great profit!** There is tons of “NOW” money in your business. Store signs are just one tool that you use to skyrocket your sales. We will discuss 10 more!
- **How do you position yourself as the expert in your town?** What is your image? Who are you? How can you make yourself the place to go for answers. Find ways to make customers and media seek you out.
- **Discover the secrets of maximizing the profit out of each and every customer.** Did you know you have from four to seven or more revenue streams in your business? Each one should feed the others. Most retail stores have one or two! You will learn additional ways to make a huge profits all of them. 3 easy ways to get bigger profits from your customers will be revealed.
- **Discover the secrets of working with manufacturers to produce a Win...Win situation.** You are both on the same team. You need to act like it. Your manufacturer is dying to help you move more of it’s products. Having the wrong manufacturer can be the death of your business. Working with the right one can really change your business. You will learn how to talk their language so that you are both happy.
- **How can you have more time to spend with your family?** This is the main focus of all. Are you tired of working 80 hours a week and still just squeaking out a living and not living the “American Dream”? You can change that in May.

Howard is always ahead of the curve with better ideas. One such idea he shared with me was his repair program. Change is scary but staying the same is suicide.

This program changed our business for the better. I recommend that you embrace the program from day one, overcome your personal feelings and adopt a method that will bring you into the 21st century. It's all positive!

*Andrew Gallagher
Bayside Holding Company, Inc
Stevensville, MD*

As you can see, each of these 10 bullet points above are extremely important to your business. **But here is the BIG point that I want to make.** It doesn't matter how important it is if you don't implement it. And this loops right back to the three main reasons that I am having the Ultimate Profit Explosion Boot Camp:

1. To help you run a better, more profitable business with less effort.
2. To show you how to easily implement programs that will make you more money.
3. To create **long lasting profit in your business** by making sure you THOROUGHLY UNDERSTAND each and every concept you learn.

You Will Discover The Business Busting, Money Making, BIG SECRETS of operating a Sew & Vac Store That Have Been Withheld From You Until Now!

I have searched far and wide to locate **industry relevant proven retail experts** to talk to you at this one-of-a-kind, Ultimate Profit Explosion Boot Camp designed for sewing and vacuum business owners. I know you are making a big investment in time and money in order to attend. I wanted to make sure this event was **more than worth your while!**

As a huge personal favor to me, **Bill Glazer** will be presenting! He is the #1 most celebrated marketing advisor to the retail industry, with hundreds of top stores nationwide utilizing his innovative direct response advertising and direct mail, lab tested with his own two exceptionally successful Baltimore stores. Bill's strategies for prospering against all odds have made him some what of a celebrity in his industry, and propelled him into a second business as a top marketing and business consultant to over 700 retail store owners nationwide.



Also presenting his latest discoveries will be Claude Whitacre, author of the book "The Unfair Advantage Small Business Advertising Manual". Claude has produced the "Unfair Advantage Advertising System For Vacuum Cleaner & Sewing Machine Dealers" and publishes "The Unfair Advantage Retail Newsletter". Claude will be showing two profit busting turn-key marketing programs that he uses right now in his retail store, The Sweeper Store in Wooster, Ohio.



He will also be showing advertising samples that regularly pay back up to \$20 for every dollar invested in advertising. If you just implement *one* of the ideas the event will pay for itself". Claude will also give a complete **advertising hot seat** for only 6 attendees. This will be a complete makeover of their advertising. They will walk out with a ready to use, profitable ad. You will also receive a **free manual with all the improved ads** to use in your business.

Here's some of what Claude will be sharing with you:

- How to save up to 80% of the advertising price quoted you.
- The single most profitable way to use the local internet.
- How to make your Yellow Pages ad twice as effective, *starting right now*.
- The single most costly mistake all vacuum cleaner & sewing machine advertisers make.
- My 3 most profitable ads, that are each paying me a 20 to 1 return, *right now*.

“I grossed \$1,600 in four days off a \$250 ad. I never did that much business off an ad. I figure I could make and extra \$35,000 this years using Claude’s system. Bottom line is that I think that I can make \$700-\$1,000 every time I run the ad you helped me with. Thanks Claude!” - Peter Thomas, Beverly Sew & Vac, Harwick MA

I spent \$506 on 2 ad total. I traced \$6,400 back to the ad you helped me with. Thanks Claude!” -Dennis Prine, Macs Vacs, Lewiston Idaho

**“Claude is the Greatest! Claude for president! On a serious note, I have spent tens of thousands of dollars on advertising in the last 16 years, but until I started putting into practice the elements of Claude’s Newsletter on advertising did I get the response I get now. I am finally making money on my ads. Long live Claude!”
-Jeff Potts, Action Vacuum, Westlake Ohio**

Elizabeth Anderson will be presenting a special BONUS SESSION for sewing retailers only, on Monday evening on **“How to Make Your Free Owner’s Classes Profitable”** Sewing retailers know they will sell more machines by offering classes. Elizabeth has perfected a system you can use to teach these classes and make more money doing it.

And I will be sharing at least 20 proven and tested business systems and practices that you will take with you and duplicate to increase the profit in your business.

There will be other well known relevant presenters who’s names I can’t presently disclose, who will help you grow the profit in your business. Emergencies come up so the actual presenters at the time of the event may change. The value to you will not!

You can have the best service and the best products and still go broke. You need this IMPLEMENTATION Boot Camp to win big!

In fact this is the ONLY sewing and vacuum Boot Camp that actually GUARANTEES that you will learn the most valuable skills, techniques and strategies you need to dramatically improve your earning power. I will back it up with my:

One Year 100% Money Back

GUARANTEE

You read it right. Come to the event and at the end of the first day, if you are not delighted with the content and results you think you can receive, simply let us know and I will cheerfully refund 100% of your investment PLUS \$200 toward expenses on the spot. And if you implement a minimum of 3 things we teach at the boot camp for one year and you do not make 10 times your investment, I will also refund 100% on your event fee.

Unlike other industries, we are not used to investing in our business. I know I am asking a lot of you to take the time and spend the money but aren't you worth investing in? I think so!

Of course, this isn't free. Nothing extremely valuable is!

Sometimes people are wholly unreasonable about judging whether something is "expensive" or not. At the Ultimate Profit Explosion Boot Camp, you will learn 17 ways to make more money in your business. After much thought, I arrived at least \$5,000. (But don't worry ... since you are getting in early, you're not going to invest \$5,000.)

Just based on the ten topics discussed on Page 4 and Page 5, plus the other speakers and the 100% Money-Back GUARANTEE, what would the information that we are sharing be worth to you?

You'll only invest about 53.9% of the \$5,000.00 ... **just three equal payments of \$897**. Or receive an additional \$194 savings with a **single pay \$2497 option**.

You're still not REALLY thinking the investment is too high, are you?

Well if you are ... you're just cheating yourself. If you do just one thing, like one of my consulting clients did, you could make back **five times your investment** in just one month! That's just one thing. Think 100 times over. Plan to discover multiple **major breakthroughs** that will recover at least 10 times your investment.

Are you still not convinced about the value?.

If anything stops you, if you are honest, it's a "I can't afford it" reaction. And you probably know what I am about to say about that before I say it. If you feel like you can't afford it... then **YOU** need this more than anyone else. Clients that I have worked with are the first to sign up! Some are the top retailers in our industry. Arguably, the folks who need to be there the least will be there.

"Howard provided excellent guidance, moving us forward approximately 5 years beyond what I could have done on my own. We will gross significantly more revenue from each portion of our business based upon Howard's recommendations and implementation. He took interest in our success and approached it as a business partner with a vested interest in seeing us succeed.

Howard is a trusted resource that has so many ideas that would help any store do better. Implementing his programs will provide you with an easy to follow method to make more money from the business you already have, while developing the tools that will help increase the business you strive to achieve

Howard provided an immediate impact to our business. In a year full of good choices, hiring Howard was by far the best decision I made. My only regret is that I didn't hire Howard earlier."

***Charles Moore
House of Vacuums Tulsa***

You are just one great system, ad, or sales letter away from the total transformation. Entire lives are transformed by acquiring one or two skills or systems and implementing them in their business.

If you are “cash tight” and tempted not to invest in the Ultimate Profit Explosion Boot Camp, think again. When was the last time you invested in your business where you could make a **huge impact**?

By now it should be obvious to you that I am more interested in your getting and implementing the information you will be learning at the Ultimate Profit Explosion Boot Camp than I am in anything else.

Why else would I go through all the trouble and expense of putting all of this together with a system that practically forces implementation?

Why else would I offer you a money back guarantee ... because I want the Boot Camp to work for you?

I want you to “implement” what you learn at the Ultimate Profit Explosion Boot Camp so you can make more money in the next 12 months than you did in the last 12 years! What would that be worth to you?

Never before, and possibly never again, has this much relevant information been available to people in the sewing and vacuum industries in one place. If you are presently making more money than you can possibly spend, the Ultimate Profit Explosion Boot Camp is not for you. If you would like to make more, sign up early so you can get the most benefit from the time you will be spending away from your business.

You can **invest ... just three equal payments of \$897**. Or receive an additional \$194.00 savings with a **single pay \$2497 option** and catapult your business forward.

You can even sign up one partner, spouse, manager or key employee for only 12% of the registration fee **for just \$597**.

But Wait ... There's More!

Sign up by December 31, 2007 and receive a Super Early Bird Discount of \$600. Stay at the event hotel and receive a \$200 discount. You must register early. We only have a limited number of rooms blocked and there is another event in town. Long View Coaching Group members may deduct an additional \$250. (These savings ONLY apply during the launch period!)

Heck...with all the discounts available you can look at your investment as only \$1,697 if you take advantage of the single pay option and stay at the Sheraton BWI Airport .

Why am I offering such a generous discount off the original arrived price of \$5,000? Because I truly believe the information revealed at this Book Camp will be the most valuable information any sewing or vacuum business owner needs to hear that I am bending over backwards to remove obstacles (excuses) for you not investing.

Now, complete the Registration Form and get it in!!! ***This event will sell out*** and we have no way to acquire more space for you at the hotel.

Act Now Before You are Shut Out

Again, I can't emphasize it enough. The **Ultimate Profit Explosion Boot Camp is not for everyone**. This is a serious, intense hands-on event that you can't miss. If you are a business owner or store manager in the sewing, vacuum or fabric business and are concerned with the shrinking of the independent sewing and vacuum industries and want to look optimistically into the future and **grow their bottom line** by at least 20% in the next 2 years you have to attend.

I am always looking for new ways I can change my business for the better and am always learning new things that I can implement from dealers just like you. When I think back on my 21 years in retail, I wish I hadn't learned it all the hard way. If only I had this type of venue to learn and rub elbows with the leaders in my industry, I could have saved myself a lot of anguish. Take advantage of this **once in a lifetime opportunity**. I personally guarantee you won't regret investing your time and money at the Ultimate Profit Explosion Boot Camp. The purpose is in the name, "PROFIT EXPLOSION".

I understand it is hard to spend your hard earned money on your business. I am just like you. I remember being upset with having to pay the \$5 fee for VDTA because I forgot to register early. I have come a long way since then and now invest thousands of dollars for one day with the right people to grow my business. This is your chance to get a great deal on tremendous information that will transform your business.

Fill out the enclosed form and fax it back to me today. If you act now you can save over 50% off the full price of the boot camp. Don't put your success off another day.

Whether you are just starting or a seasoned store owner, you will benefit by what you will learn and share with others. When was the last time you spent 3 days just working on your business? If you feel that you know a lot about this business that is great also. I have always found that by sharing what I know with others, I have become better at what I do.

Think it over. Did you make too much money in 2007 or do you want to explode the profit in your business in 2008. If you want to win, I will see you at the Ultimate Profit Explosion Boot Camp! Get your Application in today before we sell out. The only thing that you will regret is not attending and I guarantee it.

Howard J. Anderson

P.S. Reserve your front row seat by being one of the first 30 people who sign up and attend the private bonus session on the evening of May 20th. where you will learn 5 secrets on store design that will make your eyes pop out!

P.P.S. Double your impact on your business by bringing one partner, spouse, manager or key employee for a discounted price of only \$597

P.P.P.S. Stay at the beautiful Sheraton at Baltimore-Washington International Airport and receive an additional \$200 discount. Hotel information will be forwarded to you upon receipt of your application.

P.P.P.P.S. Opportunities are often disguised as obstacles. Overcome those obstacles and attend this life changing Ultimate Profit Explosion Boot Camp. You won't be disappointed.

Don't Suffer For Another Year!
Learn What You Can Do To Make A
Difference In Your Business.

**What you will learn will be so effective
it should be illegal!**

It's just like printing money in your business. It would be insane for you to miss out on the event. Whether you are very successful or just making ends meet, you may never get the chance again to experience the knowledge that will give you financial freedom. It is like no other sewing or vacuum event that you have ever attended. This is an IMPLEMENTATION Boot Camp for sewing and vacuum business owners that is specifically designed for you!

Are we really going to guarantee you make a profit from The Ultimate Profit Explosion Boot Camp?
YOU BET A HUGE profit!

I am putting my money where my mouth is. You will learn the most valuable skills you need to dramatically improve your earning power and make all the money want and you get my:

One Year 100% Money Back

GUARANTEE

You read it right. Come to the event and at the end of the first day, if you are not delighted with the content and results you think you can receive, simply let us know and I will cheerfully refund 100% of your investment PLUS \$200 toward expenses on the spot. And if you implement a minimum of 3 things we teach at the boot camp for one year and you do not make 10 times your investment, I will also refund 100% on your event fee.

The ideas you will learn at the boot camp will all work for you but first you have to be aware of them.

So sign up now and get all the discounts available!

APPLICATION FOR

The 2008 Ultimate Profit Explosion Boot Camp

Register Now for the 1/2 Price Offer Plus...

Save an Additional \$603 for Registering Early.

Increase the value with these additional Bonus Offers:

- Reserve your front row seat by being one of the first 30 people who sign up and be invited to attend the private bonus session on the evening of May 20th.
- Double your impact on your business by bringing your partner, one manager or key employee for a discounted price of only \$597.
- 100% refund on cancellations 30+days before boot camp

The 2008 Ultimate Profit Explosion Boot Camp: May 19-21, 2008

_____ **YES, I'm ready!** Sign me up. By acting now I will save \$3,103. One payment plan is \$1897.
Or 3 payments of \$697.

_____ **YES, I/we will be staying at the Sheraton at BWI Airport. *Sign me up for \$1697.***
Or 3 payments of \$629. (Hotel details will be forwarded to you upon receiving your registration form.)

_____ **YES,** Sign me up for the Bonus session on Tuesday evening. (Can only accommodate 30)

_____ **YES,** I am a sewing dealer and want to sign up for the **Free Bonus Session** Monday Evening

_____ **YES,** I want a free "hot seat" advertising makeover on the spot! (Can only accommodate 6)

Additional Persons Attending the Boot Camp. (2 - Maximum)

(Spouse/Significant Other, Partner, W-2 Employee or 1099 Associate One payment \$597, Three payments of \$229)

1. _____ Relationship _____ Amount \$ _____

2. _____ Relationship _____ Amount \$ _____

Payment Preference: Charge me in full \$ _____ now.

Charge me 3 payments \$ _____ for the next 3 months.

Name: _____ Business Name: _____

Address: _____ City/State/Zip _____

Phone: _____ Fax: _____ Email: _____

Credit Card: _____ Visa _____ Master Card Total Amount _____

Credit Card Number _____ Expiration Date _____

Signature: _____ Date: _____

Providing this information constitutes your permission for Long View Retail Consulting to contact you regarding related information via mail, Email, fax and phone. We reserve the right to refuse admission to anyone we feel is not conducive to a productive and learning environment.

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Or Mail to: 244 Route 31 N Hopewell, NJ 08525