



## How to Double Your Profits in 6 Months or Less

By Brian Kaskavalciyan



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Within every business -including yours- are tens of thousands, even hundreds of thousands of dollars per year in hidden profits lying dormant and neglected... just waiting to be discovered and unleashed. If you are a small business owner and feel you are working too hard in your business for too little, the author of this book says it doesn't have to be that way! In this, his latest book, marketing strategist and business development expert Brian Kaskavalciyan shares eight of his most powerful profit multiplying strategies to help you quickly increase your business sales, profits and value... guaranteed! This book outlines an easy-to-follow, easy-to-implement, step-by-step system that enables any business owner to uncover untapped sales, profits and equity value. Complete with worksheets, exercises and real world examples (including \$576.00 in money-making resources available at the books companion website) the marketing strategies presented in the book are simple to understand and easy to implement without any overt risk. Each one is based on solid, fundamental principles that are often ignored in the day-to-day operations of a business. And the best part is Brian lays each concept and strategy out in a way that allows for perfect real-life implementation in your business.

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### **Editorial Review**

#### **Review**

In his book **DOUBLE YOUR PROFITS**, Brian has done a praiseworthy job of taking high value marketing concepts and strategies - including some of my own origination - to the tactical level, for practical and instant, paint by numbers implementation. It's a book to be used, not merely read, by a guy who is in the trenches with clients in service businesses, bringing in customers and multiplying customers by referrals. --Dan. S. Kennedy

In today's highly competitive marketplace, every customer is important and every dollar is critical. In this must-read book, Brian lays out an easy-to-follow, easy-to-implement, step-by-step system that enables any business to uncover untapped sales and profits that flow directly to the bottom line. --Martin Howey

I can't think of even one business owner who won't benefit from the strategies laid out in this book. That's why I'm going to recommend it to everyone I know. --Melanie Benson

#### **About the Author**

Brian Kaskavalciyan is an entrepreneur, marketing strategist & consultant, an author and speaker. He is a recognized expert on relationship marketing. As an entrepreneur Brian has owned 8 companies, 5 in the home improvement industry. One of those companies he built from scratch into a multi-million dollar national franchise with locations throughout the U.S. and Canada. As an author Brian has written a number of books & business building reports including this very popular book. As a marketing strategist Brian has worked with entrepreneurs in nearly two dozen industries from startups to \$50 million enterprises. Along the way Brian and/or his companies have been recognized locally and nationally. One of Brian's home improvement companies was on the Qualified Remodelers Top 500 list for 3 straight years. His franchise company was designated as a Fast55 Company (fastest growing franchises) by Franchise Times magazine. Brian and/or his companies have also been seen in Inc. Magazine, Entrepreneur Magazine and on HGTV, Discovery Channel, ABC News and even The Oprah Winfrey Show. Brian is the founder and lead marketing strategist for g|Four Marketing Group Inc. a strategic marketing firm that specializes in working with entrepreneurs to grow, sales, profits and equity value. And the creator of the award winning 1Into5 ProgramTM the ONLY completely Done For You marketing system designed to help successful companies develop Customers For Life so they'll get more referrals and repeat business.

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##### **Edward Salazar:**

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**Gretchen Meehan:**

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**Zachary Connors:**

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**Cynthia Tso:**

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