

MAKING A Prosperous LIFESTYLE

EARN MORE, LIVE MORE AND BE MORE.

Optimal Business Model for Prosperous Lifestyle

by *Barry* January 10, 2018



Building an optimal business model that can lead to a prosperous lifestyle starts with one major marketing strategy and business principle...

“Gaining Repeat Business and Customers!”

Once you find something that works and is duplicable, you can really start building a sustained business and optimal income stature. The same is so when you get customers - you need to find the best way to get them to keep coming back.

For example, look at successful businesses like Walmart, McDonald's, Apple and what was once Sears. All of these businesses have (and in the case of Sears) - found ways to get their customers to keep coming back over and over again.

MAKING A Prosperous LIFESTYLE

EARN MORE, LIVE MORE AND BE MORE.

These customers came back even with such businesses not spending a ton of money on advertising.

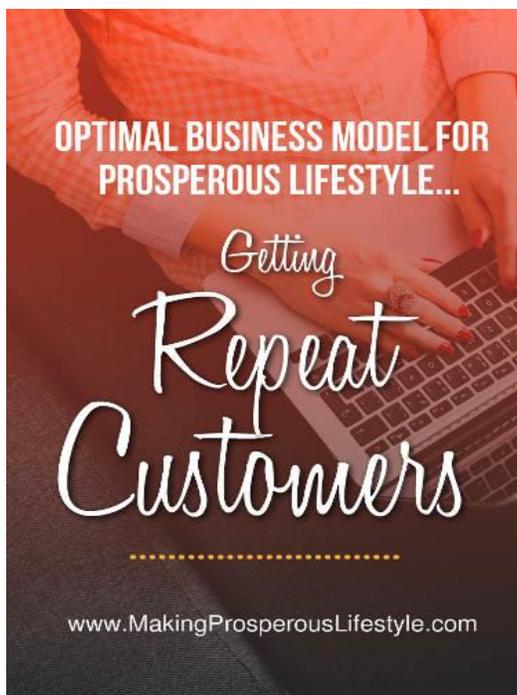
The reason for such sustained success is based on repeat business and repeat customers.

Here's the main focus - these businesses actually rely on repeat customers for most of their profitable results.

This same principle applies to anyone desiring to create the most optimal strategy for a prosperous lifestyle - getting repeat business without spending a ton on advertising.

Here's a fact...

It is much easier and less expensive to build your business through current and repeat customers.



You need to build a positive relationship with your customers which gives them a reason to come back.

These important customers, according to Wikipedia, are also known as your [Customer Base](#).

They are the main part of your business and should always be a major target and focus of all your marketing strategies.

MAKING A Prosperous LIFESTYLE

EARN MORE, LIVE MORE AND BE MORE.

Think about this, don't you think it is easier to sell to customers already on your list - than it is to market to people that know nothing about you?

The most viable strategy you can do to build your business, in addition to sustaining profitability - is to *sell to your regular and repeat customers over and over again.*

But, here's the thing...there is absolutely nothing wrong with marketing for new customers. But, it is imperative that you continue "feeding" your bread winning customers with reasons to keep coming back and buying more.

Your regular and repeat customers are really where your optimal business model can build that prosperous lifestyle. Again, it is so much easier to get sales from customers and people that already know you, what your business is about - **and they trust you.**

And, having these repeat customers on some type of a mailing or subscriber's list is the way to your success. Each customer on your list is almost a guaranteed sale or profit each month - if marketed to correctly.

You can't just market offers each month neither. You have to provide value to your repeat customers all the time. This value is not always in promoted offers, discounts and more.

The value we are referring to includes just good and viable information, tips, and training. You should never just promote offers over and over.

Customers don't like to be sold to. They want to feel in charge of any buying decision.

MAKING A Prosperous LIFESTYLE

EARN MORE, LIVE MORE AND BE MORE.

Make sure you check out our other [blog posts](#) as well as other valuable information on this site about building the optimal business model.

Also, check out our [Recommendations Page](#) for awesome materials and training geared towards building a prosperous lifestyle.

Check out all our other Blog Posts on our site at [Making A Prosperous Lifestyle](#).



About barry

Barry McCoy is a Successful Entrepreneur and Professional Business and Marketing Consultant. His mission is to help small business owners and entrepreneurs have a shot at competing online – with the large and deep pocketed companies and organizations. From his days as an Operations Director to Pizza Franchisee, he has provided tools and resources to help the small guys get an edge in the world of advertising.