



There Are Two Reasons Why Your Business Will Fail in the Current Economy

You May Be Facing One or Both of Them

Dear Business Owner,

Did you know that business failures stem from two critical factors? While there are many reasons why entrepreneurial dreams fail to materialize, there are really only two that will lead to the massive stroke that will take you out of the game.

There Are Warning Signs

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| <input type="checkbox"/> Sales are declining | <input type="checkbox"/> Don't like and/or understand the 'numbers.' |
| <input type="checkbox"/> Not enough strategic skill sets | <input type="checkbox"/> No time to do it all |
| <input type="checkbox"/> Costs are too high | <input type="checkbox"/> Key positions are missing in corporate infrastructure |
| <input type="checkbox"/> Profit margins are too thin | <input type="checkbox"/> Feeling overwhelmed |
| <input type="checkbox"/> Need to raise money | <input type="checkbox"/> Having to lay off staff |
| <input type="checkbox"/> Financial controls are inadequate | <input type="checkbox"/> Busy putting out fires |
| <input type="checkbox"/> No financial management | |

How many categories did you check off? Are any of these keeping you awake at night? Are you wondering how you're going to fix them, where to turn, or who to ask? What will become of your company if things don't turn around? Maybe you identify only one or two of the warning signs, and you're assured that it's only temporary; the next big order is right around the corner.

But, First Let Me Tell You What I Know About You.

You got into business with a good idea, one that would make money, provide jobs, and would be your legacy to future generations.

.... and, I also know this much about you with absolute certainty. You didn't go into business to see it fail, decline, or wobble due to unforeseen circumstances. You knew you could find someone you could trust to help you fix whatever came your way.

Well, I'm In The Financial Transformation Business

I provide a one-of-a-kind service to business owners who want to ensure their financial success. In my 14 years' experience helping small businesses, we've transformed many futures. We created a new success blueprint that optimized their performance and resolved their threats.

Revenue Issues? Or Cost Issues?

These are the two threats that will bring your business to its knees if they aren't addressed. Does your business struggle with one or both of these threats? Identifying the problem is sometimes the biggest challenge; that's what I do for you! If you suspect that there is a problem, now is the time to take action. Don't linger and let this fester, as the solution is easy.

One-on-One Intensive Bootcamp

We meet with your executive team for two days; put your business and financial models under the microscope to create a new formula for success. Our focus is to overcome today's business and economic threats and to find solutions that can't be achieved with your current plans.

We build on your strengths and uncover blind spots to ensure your success in the current economy. We will position you for a capital infusion if that is an option you're seeking.

The Results

Together we'll develop your new **Financial Management Tool**, the blueprint for your financial direction. This is your secret weapon; while your competition will be lying awake at night trying to figure out how to keep the doors open.

I am sometimes asked by clients to stay on as the part-time CFO to assist and manage the financial strategy that we've developed together.

Only a specific individual will respond to this letter: the person who acknowledges that he or she has business problems, who is committed to resolving them, and who wants to ensure that he or she has a strong business legacy to leave behind.

Sadly, many will ignore the warning signs, becoming frustrated and angry when it's too late to turn the ship around. Because of our comprehensive step-by-step two-day program, you'll have a business that is back on track. You should find that you'll sleep better at night; you'll enjoy vacations, and smile more often.

What's Next?

I offer a 30-minute confidential discovery telephone call, where we identify if there is even a need for us to work together. I'm passionate about helping the small business owner. I urge you to contact me right now before you're distracted by the next fire that needs your attention.

If you've ever looked for someone like me for help, you've found it hard to find or very expensive. While my peers are looking for bigger businesses, my focus is on building up small businesses just like yours.

Since I only have the capacity to help a limited number of clients at a time, I urge you not to wait. Please contact me by email with two potential times and dates for our talk, I'll check my calendar, and I promise to get right back to you. David@DavidStaceyInternational.com

Yours truly,

David Stacey

David A. Stacey

Chief Executive Officer

David Stacey International LLC

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PS #1 – Email me today to schedule your 30-minute discovery telephone call, to find out if you have holes in your financial bucket that need repair. David@DavidStaceyInternational.com

PS #2 – You will be surprised to find that I have an accent. I also have 26 years' experience in International Banking in England and around the world. But, no worries - I understand business on both sides of the pond. ***Se Habla Español***

PS #3 – I've done over 50 of these One-on-One Bootcamps over the past 8 years and have honed them into a very tight and powerful program. *Nobody does it like I do.*

PS #4 – References are available upon request.