



# Would You Like To Go Big?: How to increase initial customer value, without sacrificing life time value

*Ryan J Chapman*

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## **Would You Like To Go Big?: How to increase initial customer value, without sacrificing life time value** Ryan J Chapman

ONLY \$5 for a limited time... "The shortest path to increased profits and growth in any business lies in the business' ability to increase initial customer value." -Ryan J Chapman

Quit struggling to compete with your competition. Quit accepting that business has to be a struggle. In this book Ryan will teach you how to take a very simple concept and make some radical changes in your business that will multiply profits, allow you to trounce your competition, and build a business that will be the envy of friends, enemies and even your pesky relatives. Most failed businesses are not the result of a bad idea, but a poorly executed idea. The number one mistake is not generating enough revenue to sustain the business through the founder's learning phase. No one creates a business that is a smashing success from the beginning. Every successful business that has made it beyond the 5 year mark did it because the business was able to generate sufficient revenue to out last the improvement process. The business was able to grow quick enough that expenses and errors didn't eat it alive. There are literally thousands of ways to create the revenue and growth momentum that can build a business that lasts, but the shortest path is learning how to increase initial customer value without sacrificing life time value. This book really only covers the essential 80% of the topic that will start giving you the results that will allow you to learn the remaining 20%. It's focused on key concepts without extra anecdotes to thicken it. For bonus videos from the author check out <http://wouldyouliketogobig.com>

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