

# Who is Jim Oliver?

Jim Oliver is a business optimization strategist. He helps his clients develop solutions to today's most pressing business issues. This includes helping his clients:

- increase their short-term cashflow by finding new customers.
- create long-term wealth by keeping and growing existing customers.

Jim Oliver is an author, consultant, coach and successful businessman.

Over the past 12 years he has skinned his knees and bloodied his nose many times to learn the time-tested marketing strategies he teaches his clients.

Jim's clients include sole entrepreneurs, independent professionals, small business owners, and huge corporations.

Jim Oliver has a passion for studying people, the human condition, and consumer psychology. As he puts it, "I've been stupid, smart, lucky, unlucky, well-off, flat-broke, bankrupt, mocked, loved, hated, and ignored. All of this has helped me understand how to relate to and sell to a wide variety of customers."

Jim has a passion for showing his clients what's new, what's next, what's important, what's possible, and what works.

Jim provides clients in a variety of industries unusual direct-response advertising and direct marketing advice, strategies, copywriting and marketing materials, teleseminar production, and profit improvement systems.

Over the years Jim Oliver has sold and/or written sales copy for a variety of products and services, such as: tax reduction programs, stock market investment newsletters, sports nutrition products, nutraceuticals, snore relief products, solar water heaters, skin-care products, gourmet coffees, and information products in a wide variety of niches.

Business owners have been conditioned to focus on merchandising, staffing, and newspaper or radio advertising. While these things are important, they are no longer enough.

Independent and small-chain retailers in all product categories face many challenges.

- They have David vs. Goliath battles with "big box" superstores and discounters, which means they cannot compete on price. They are also woefully behind the times in the use of smart marketing strategies, technology, and alternative media.
- They have to deal with public resistance to traditional advertising.
- They need to connect with customers that are increasingly overwhelmed by advertising clutter. We live in an over-communicated society. Everywhere you look there's a different message, a provocative new pitch, and an alluring presentation trying to get your attention. Studies indicate that most people are exposed to an average of 3,000 different marketing messages every day.

Jim creates marketing systems that help his clients connect with those overwhelmed consumers and get them to take action. To help businesses connect with consumers he places more emphasis on marketing to their own list of past and present customers than on mass advertising.

Marketing your business vs. operating your business requires a distinctly different way of thinking. Jim coaches clients on new ways of thinking about the nature of their role in their business, their relationship with their customers, their competitive positioning, as well as the nuts-and-bolts of more effective advertising and profitable direct-mail.

Jim's system calls for a focus on continuous, proactive marketing. This sometimes requires his clients to reorient their mindset. But the results can be phenomenal.

To help his clients achieve greater success, Jim sometimes makes them feel uncomfortable, forces them to think, and gets them outside their comfort zone.

Jim is results oriented and is focused on delivering measurable marketing solutions that really work in today's marketplace. The secret behind these marketing solutions is not the newest whiz-bang technology. The secret involves time-tested marketing tools that worked 50 years ago, work today just as effectively, and will work 50 years from now.

As a business optimization coach, Jim teaches his clients how to use real-world, street-smart, time-tested, results-oriented, continuous, proactive, measurable marketing strategies. A few of the business optimization strategies he teaches include:

- How to read the minds of your prospects
- How to find out what your customers want the most
- How to find, keep, and grow more customers
- How to deliver the right message to the right market using the right media
- How to stimulate repeat business
- How to recycle and monetize Web site exit traffic
- How to produce winning info products out of thin air
- How to avoid the 27 most costly marketing mistakes that are killing your leads, sales, and profits

Jim's advice to his clients is:

- Stop competing on price.
- Stop prospecting.
- Stop duplicating your competition.
- Forget all about "normal" advertising.
- Change the rules.

Jim teaches his clients how to create pre-sold customers who come begging to do business with them regardless of what prices they charge.

Jim Oliver is not easy to do business with. He maintains a grueling schedule of speaking, consulting, writing, managing his own business, and producing teleseminars. You cannot reach Jim by phone. He's rarely in his office and almost never takes incoming calls. New client-candidates are

usually asked to submit information by FAX before getting a telephone appointment with him. He's militantly resistant to having his time wasted and has "fired clients" on occasion for doing so. He is blunt, straightforward, and almost totally lacking in diplomacy.

Jim is also expensive. His fees have caused uninitiated clients to choke and gasp. Most new client relationships begin with a one-day consultation (by phone) starting at \$5,200.00. Consulting by the hour is usually \$650.00. If a relationship progresses beyond that, he not only gets fees, he gets royalties tied to the client's revenues linked to his contributions, for as long as the materials or systems he provides are used.

## **WHAT'S NEXT?**

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To see if you qualify for Jim Oliver's Business Optimization Coaching Club to help you make more money in your business, visit [www.BusinessOptimizationSecrets.com/coaching](http://www.BusinessOptimizationSecrets.com/coaching)