

Lessons learned at...

John's Pizzeria

By Craig Garber

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Background:

Located on the corner of Bleecker and Jones Street, John's Pizzeria has been around since 1929, and is still in its original location. It's one of the oldest pizzerias in the city. One mistake you'll notice in the video is I say they serve "brick face" pizza. Obviously, I messed up and what I meant to say was "brick oven" pizza. Brick oven pizza is also very uncommon in New York City.

One other unique thing about John's is that they don't sell individual slices -- they sell full pies only. Which isn't a problem, because their pizza is delicious and everyone can always find room for another slice.

My favorite pizzeria is just a little further west over on Bleecker Street, across 6th Avenue -- called Pizza Box.

My history with this location:

Again, here in the heart of the West Village I feel totally at home. I love this place because of the incredible people watching and mellow, laid back vibe.

Marketing Lessons Learned From This Video:

- **It is FAR easier to make Maximum Money when you're charging premium prices for your goods and services!** Let's face it -- all things being equal -- the more money you charge for your goods and services, the more money you'll earn.
 1. **How do you know how much to charge?** I typically look around at my competition or perceived competition and see how much money the top performers are charging. Then, I simply price my goods and services higher. See, I know I'll bring superior marketing and better content to the table, so collecting higher prices won't be a problem at all. Remember, people only mind spending money in the absence of value. They will pay all day long, however, for top-quality.
 2. **Here are some strategies that let you consistently charge and collect top-dollar:**

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- a. **Positioning.** Everyone wants to work with the best, so make sure you're not claiming or delivering results like anything but the best. Many people find positioning difficult, so here are a few things that will help you:
- i. **Claim the top slot as your own.** In business, and in life, no one's going to offer you the throne. No one's going to hand you the keys to the kingdom and acknowledge your greatness. You have to take the bull by the horns and have the cojones to just take that slot on your own. You can't be the best unless you believe you're the best, anyway, so why not?
 - ii. **When people perceive you're the best, this in and of itself increases the demand for you even more.** Like I said -- everyone wants to work with the best, in every field out there.
 - iii. **Set boundaries and define the parameters of your customer / client relationships up front.** Know what you're willing and unwilling to do, and let people know this. Your better clients will appreciate and understand and respect you for this.
 - iv. **Make yourself scarce!** Set limits on the time, frequency, and type of media (phone, e-mail, social media, fax, etc.) your customers are allowed to use, to speak with you. And STICK to them! (Don't forget you run the show, not your customers.)
 - v. **Make sure your scarcity is congruent with the rest of your positioning - - most people make this very serious mistake, very often.** When you do this, any kind of positioning you're trying to create is completely invalidated and nullified.
 - vi. **When you do these things, it allows you tremendous freedoms.** It lets you work with who you want, and it gives you the freedom to get rid of those folks you don't want to work with, and this is VERY liberating!
 - vii. **If a client feels you need them more than they need you, then you are done.** And frankly, if what you're doing is more important to you than it is to a prospect, then that's not a relationship worth pursuing. It simply won't work out in your best interests.
 - viii. **Let your marketing be open about the fact you charge more than your competition.** In and of itself, this gives you even greater positioning because in business, as in life, you really do get what you pay for.

Positioning is simply manipulating the perceived laws of supply and demand. The good news is, when you do this and combine it with smart marketing, within no time at all, you'll be as busy as you want to be with the exact kind of customers and clients you want.

3. How do you increase prices with your existing clients?

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- a. **For starters, this is easier than you think.** This is a math question as much as anything else. Look at it this way: if you doubled your prices overnight, you'd have to lose over 50% of your customers before you started feeling anything, right?

And for most people, if you doubled your prices and lost 50% of your customers, you'd be making the same amount of money and working less, as well. And that's a great deal! So you need to work the math on this to figure out your own breakpoints.

- b. There are specific reasons you can use to justify why you're increasing your prices (watch the video and see). Some of your clients will bail on you, but others -- the ones who will stay with you for a long, long time -- will respect what's going on and be thankful you're including them in the details.

Where you'll find detailed information about these marketing strategies in
"How To Make Maximum Money With Minimum Customers:
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- **Chapter 10**
- Chapter 21

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