

# Helping You Find, Attract and Keep Your Customers.



## Improve Your Results!

Prime Concepts can help you develop and implement profit producing marketing strategies and websites using our unique PSP Method™. By positioning the right message to your target market, we can help you increase revenues, expand your customer base and improve customer relationships. Select from a customized on-site training presentation or hire us to help implement one of the following services.

### Professional Services

#### Direct Marketing/Copywriting Services

Increase your sales and profits by creating the type of marketing system that attracts qualified prospects! By crafting compelling marketing messages and implementing our direct response marketing process with your marketing efforts we can produce improved measureable results.

Whether you're an entrepreneur planning your first foray into copywriting & direct marketing, or need help in growing your existing business, we can help you clarify your objectives, choose your strategy and tactics, and help design a direct marketing plan that is right for your business.

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#### Internet Marketing, Website Development & E-commerce

Finally. . . you can get the results you expect from your online marketing efforts. If you're like most people you've been disillusioned or dissatisfied with your current web vendors. Whether you desire a complete website marketing-makeover, implementation of pay-per-click campaigns, or want to improve your search engine rankings — we can help.

We're professionals that don't just talk about the Internet and E-Commerce. . . we live it. Prime Concepts has designed, engineered and manages over 180 heavy-hitting E-commerce websites in multiple markets.

We can help you create or improve your online identity. We specialize in designing and developing E-Commerce enabled websites — that actually build your customer list and sell products and services!

Find out how we can increase your website traffic and improve your customer's experience.

Services Continued Next Page. . .



## Prime Concepts Can Help You:

- Get the Most Out of All Your Marketing Efforts
- Differentiate Yourself in a Competitive Market
- Find, Attract and Keep More Customers
- Increase Sales & Profits
- Create Innovative Marketing Campaigns that Get Results!

### Strategic Planning

Do you have a marketing plan? If you do, when was the last time you reviewed or updated it? Not having a written marketing plan is like driving a racecar with the pedal to the metal and the windshield painted black — you don't know where you're headed and you're sure to crash.

We can help you clarify, prepare & manage the future growth of your business with our profit producing strategic planning services. Contact us today to find out how we can help you make your vision a reality.

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### Product Development

Taking a product from the idea stage through development and into fruition involves multiple disciplines. Having the idea is only 20% of the process. The other 80% is made up of Research, Marketing, Sales, Operations and creating an action plan that produces profitable results.

Prime Concepts is not your typical consulting firm. We have successfully developed and marketed our own products and services in multiple industries that have generated millions in sales around the globe. Our years of experience have created proven processes and strategic partnerships that can save you time and money. We can help turn your ideas & expertise into profitable products and services.

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### Branding Services and Promotional Materials

Learning how to properly brand and position your products along with having effective materials to promote your business is paramount to your success. We specialize in creating attention-getting and action-oriented sales letters, flyers, brochures, magazines, catalogs, packaging, advertisements, websites and other promotional materials.

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### Profit-Producing Keynotes, Seminars & Workshops with Ford Saeks

Ford will give your audience specific techniques that will improve performance and increase sales! Whether they are members of associations, business owners, executives or part of a corporate team, they can use these powerful strategies to succeed in today's highly competitive, high-tech world. Customized presentations with a powerful impact make you, the meeting planner, the hero! Find out how Ford can help make your next meeting or event a huge success!

\*All Professional Service fees are determined on an individualized project basis.

# Get the Ideas & Action Steps You Need to Supercharge Your Bottom-line Results!

## Marketing, Sales and Business Consulting Services

### 10K Marketing Mentorship

Get three months of personalized help and guidance directly from Ford Saeks. The fee is \$10,000. There is also a payment plan option. Details of this exclusive program are outlined below.

### Tele-Consulting

Consulting via phone on a select basis. Initial Call \$500/hour. Once project details and outcomes are expressed, we'll quote the projects.

### In-Person Consulting

This includes project evaluation, facilitating strategic planning and identifying money-making concepts on-site or at our offices. \$9,700 per Daily Session.

### Professional Services

We can help you get better results from all of your marketing efforts.. Marketing projects and Professional Services fees are determined on an individualized basis.

### The 10K Marketing Mentorship Program

Membership in the 10K Marketing Mentorship Program gives you a chance to get the most personalized help and guidance from Ford Saeks.

Ideas, action steps and results! That's what you can expect when you join Ford's 10K Marketing Mentorship Program. This program was created to help improve your marketing results from direct and Internet marketing campaigns. It's designed to provide you with the tactics and tools you'll need to dramatically improve your sales and bottom-line profits.

It starts with an intensive review of your current situation, expectations, and goals. Next we'll discuss your marketing methods, messages and target markets to enhance your revenue model. Then continue with a massive action plan with considerations for your advertising and publicity efforts, including strategies for enhancing sales copy, improving sales conversions from your websites, print materials, pay-per-click & Google® Adwords advertising campaigns, and more.

You'll benefit from Ford's vast expertise in product development, direct and Internet marketing tactics. He will help you strategically learn how to develop

new products, find new distribution channels, attract more leads and improve your conversions. You'll discover the secrets of how to critique your sales copy, build your database, and implement effective selling systems.

You get:

- Three months of access to Ford for personalized consultations, typically conducted in a phone conference each week;
- Combinations of electronic Hot Seats or copy critiques via phone or email as schedule permits;
- The opportunity to participate at a special discount in the Marketing Mentorship Retreats held in destinations around the world—even after you graduate; and,
- Special 25% off rates on PCG professional services not covered under this program, like graphic design, website design, programming or copywriting projects;

All work is performed on a "non-disclosure" basis and is kept confidential. Participation is limited.

# We Can Help You Dramatically Improve Your Results.



## Just a few of our raving fans!

"Ford Saeks is an engaging presenter who makes learning fun, and he can distill complex concepts down into practical applications that you can readily grasp and apply immediately in your business. He is the brains behind my more than 400 URLs and over 75 websites. He is also the publisher of many of my information products."

- Randy Gage

President/CEO Gage Research & Development Institute

"...investing in your services has been the best investment I've made in years."

- Roxanne Emmerich

President/CEO The Emmerich Group, Inc.

"I like Ford because he speaks in easy to understand, non-technical terms, so I can get my arms around it and get it done. I am extremely pleased with the results I have seen from working with Ford Saeks and Prime Concepts Group. . . these guys are the best in the business at what they do."

- Steve Seibold

President/CEO, Gove-Siebold Group

"Making it today in business is tough, and in order to expand your position or dominate your market, you've got to have the right expertise. Ford Saeks helped me to not only restructure my business, but he tripled my income in a few short months. His creative drive, passion and mastery of details can do the same for your business. If you are looking for ways to optimize your efficiency, maximize your profits, and beat the competition, Ford Saeks can help you get that done!"

- LES BROWN, Les Brown Enterprises Inc.

Best-selling Author & Award Winning Celebrity Speaker

## Beyond Consulting & Training. . .

We can also help you create impressive marketing & promotional materials!

View more samples online at [www.PrimeConcepts.com](http://www.PrimeConcepts.com)

### Website Samples



[www.RandyGage.com](http://www.RandyGage.com)



[www.CenterworksPilates.com](http://www.CenterworksPilates.com)

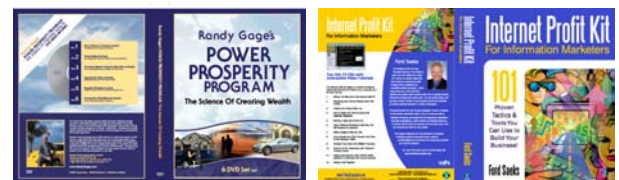


[www.LindaRichichi.com](http://www.LindaRichichi.com)



[www.PowerPresentations.com](http://www.PowerPresentations.com)

### Product Development Samples



### Corporate Branding Samples



Find out how we can help you get the most out of your marketing efforts.

1-800-946-7804 or (316) 942-1111

[www.PrimeConcepts.com](http://www.PrimeConcepts.com)

1807 S. Eisenhower St. Wichita, KS 67209-2810 USA