

“I love my shop, but how come I’m not making more money?”

If you are struggling to figure out the answer to this question, then you are not alone! As I consult with consignment shops across the country, at least 90% of them hire me for that very reason. As consignment and resale shop owners, we have the tangible benefit of not having to invest nearly as much in inventory as regular retail does, **so why are we having such cash flow issues?**

“After just one day with us at our store, Tracy found \$60,000 to add to our bottom line. That was the best investment return I’ve ever had!”

Betty Anderson, Owner - Fun Finds & Designs Furniture Consignment, Canton, Georgia



Imagine owning an Apple computer store and instead of calling a tech guy in India for help, Steve Jobs came to your business. You would have solid results, fast. This is what you get in having Tracy True Dismukes, MBA, come to your business. **Learn how to make more money** from Tracy, a cutting edge leader in the consignment industry, former SouthTrust Bank Corporation management consultant, Past NARTS President, Consignment Chic Television Host and ConsignmentChic.com Online Consignment Community/Ecommerce Store Founder. Tracy will **custom tailor real profit producing solutions for your business** and if you apply these principles, **you should recoup your investment within a few months with RESULTS that continue on through the life of your business.**

Whether you hire Tracy one-on-one or you prefer to participate in a 9 month group coaching program or a monthly teleseminar series, you can expect to learn more about the following topics:

- How to Extract More Income Out of Your CURRENT Level of Sales
- What You Should Do in a Down Economy to INCREASE Sales
- 20 Things to Know BEFORE You Spend One More Dollar on Advertising
- How To Attract the MEDIA to Do Stories on Your Store (for FREE)
- How You REALLY Should Use Social Media to Pull More Business
- Learn the 7 Mistakes Shop Owners Make – Before YOU Make Them
- Why You MUST Care About Your Web Site’s Search Engine Ranking
- What Million Dollar Shop Owners are Doing That You Aren’t
- How to Know When You Should Open Another Store
- How to Pool Resources With Your COMPETITORS to Get More Business
- Where, When and How to Use Wholesale, Liquidation and Overstock Vendors
- Why You Need a Video Camera With You At All Times
- How to Navigate Television, Radio, & Print in a Social Media World....and much, much more!



“For every dollar you increase sales, roughly 15% drops to the bottom line. But for every dollar you do not SPEND, 100% drops to your bottom line. Focus on fixing the engine first, then add the high octane fuel for maximum profit performance.” - Tracy True Dismukes

You won’t find a program like this anywhere else that is **specific to MAKING MORE MONEY** in the consignment/resale industry and is led by a 15 year resale industry expert whose specialty is **squeezing more profit out of your existing sales!**

Turn this form over to learn how you can START MAKING MORE MONEY right away! It’s guaranteed!

WWW.CONSIGNMENTCHIC.COM

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Yes! I want to **make more money** in my business without the 15 year learning curve! I want results **NOW!**



TOTAL PROFIT MAKEOVER PACKAGE \$4997

Option 1

Tracy comes to your store for a full day of interviewing, fact-finding and mining of your data for profit-mobilizing solutions customized for your business. The TPM Package includes your personalized Action Plan and two 30 minute follow up consultations by phone. (TPM Package includes 2 FREE BONUSES worth \$840)

TPM Package Bonuses

Bonus #1: Your own **ONLINE STORE** on ConsignmentChic.com FREE for one year and all you pay is 5% on items that sell. You pay NOTHING to list an unlimited number of items. (Annual value: \$720)

Bonus #2: A **FREE LINK** to your web site from the Store Finder on ConsignmentChic.com, the highest online traffic generating consignment/resale store directory on the internet (reference Compete.com). This bonus requires a link to ConsignmentChic.com on your web site to activate your FREE link. (Annual value: \$120)

MONEY, MARKETING & MEDIA (M³) COACHING PROGRAM \$1997

Option 2

Learn how to make more money, market effectively and attract media attention alongside fellow resalers for this NEW 9 month program that combines the M³ Teleseminar Series with monthly mastermind coaching calls where you can get your business questions answered. (M³ Coaching Program includes 2 FREE BONUSES worth \$630)

M³ Coaching Program Bonuses

Bonus #1: Your own **ONLINE STORE** on ConsignmentChic.com FREE for 9 months and all you pay is 5% on items that sell. You pay NOTHING to list an unlimited number of items. (Value: \$540)

Bonus #2: A **FREE LINK** to your web site for 9 months from the Store Finder on ConsignmentChic.com, the highest online traffic generating consignment/resale store directory on the internet (reference Compete.com). This bonus requires a link to ConsignmentChic.com on your web site to activate your FREE link. (Value: \$90)

MONEY, MARKETING & MEDIA (M³) TELESEMINAR SERIES \$47/mo

Option 3

Save travel expenses and time away from your store with this monthly training series for you and your staff! Get access to inside information each month on how to be more profitable, make better advertising decisions and garner more publicity than you receive today. Minimum subscription is 4 months paid up front and converts to a monthly subscription until you cancel. (M³ Teleseminar Series includes a FREE BONUS worth up to \$120/year)

M³ Teleseminar Series Bonus

Bonus: A **FREE link** to your web site from the Store Finder on ConsignmentChic.com for each month that you subscribe to the series. This bonus requires a link to ConsignmentChic.com on your web site to activate your FREE link. (Annual value: \$40 – \$120)

HURRY and make your selection quickly, because your PROGRAM BONUSES expire July 31, 2010.

SIGN ME UP! I would like Option # _____

Option 1 & 2 Payment Choices:

Single payment Multi-payment

Option 1: One (1) Single Payment of \$4997
or Three (3) Payments of \$1750
(Charged July 1, Aug 1, Sept 1)

Option 2: One (1) Single Payment of \$1997
or Two (2) Payments of \$1050
(Charged July 1, Aug 1, Sept 1)

Your Name: _____

Store Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Name on Card: _____

Credit Card # _____

Sec Code: _____ Card Exp Date: _____



MONEY BACK GUARANTEE – If you truly put these principles into practice and haven't made your investment back through increased sales and/or reduced expenses within 12 months, write me and explain what you did and **I will give you your money back!** I feel so confident in these methods and principles you'll learn and apply, that I am willing to **guarantee** our performance. **You risk nothing!**