

# The Profit Farming™ Manifesto

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“Most businesses operate in perpetual ‘harvesting’ mode. They don’t know how to cultivate acres of prospects and grow more of their best customers or clients.

Instead, they struggle to pluck at the same limited quantities of low-hanging fruit that everyone else in their industry or profession targets, when with a little effort they could have self-sustaining, never-ending fields of golden prospects and life-long clients.”

- Vince Kernaghan  
President, ProfitFarming.com

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Notes

## The Profit Farming Manifesto

Before you get confused with a concept that appears to be about growing 300 pound turnips or 6 foot tall ears of corn, let's get one thing straight. This ain't no joke.

In all seriousness, this is about your success and your business survival. Sure, it's relaxed and casual on the outside, when we're not really thinking about how effectively (or ineffectively) we're growing our businesses. But once inside and behind closed doors, when we have time to focus our thoughts and take an honest assessment of our company, it's all about making the foldin' green.

This Profit Farming philosophy is all about getting results. It's about positioning yourself to see what others can't in the opportunities available to us on a daily basis. It's about doing the things your competition won't do that differentiate you as being the best choice among all the choices your prospects have to choose from.

Profit Farming is not for people who can't or won't earn their success. Lazy people need not apply. Nevertheless, it *is* for the person who doesn't want to break their back while getting where they want to be. The Profit Farmer markets smartly to get the most from his efforts while spending the least to do it.

Profit Farming is deceptively simple, but infinitely workable because of its ability to expand far beyond the borders and limitations of what you might have originally intended for your business. And like the average person who might picture a farmer's life of growing crops as an easy job, growing a business is just as often mistaken for being easy to do as well.



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He knows that strategies determine tactics and not the other way around.

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He knows that all tactics should support the overall strategy(s) or they shouldn't get any of his money to begin with.

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He knows what any marketing concept must ultimately do for him (especially if it's going to cost him money) because he knows how to work out the expected profitability.

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If it won't produce close to those results and do it rather quickly, he doesn't let himself get taken by any snake oil salesman who stands to benefit from the transaction more than he will.

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When the Profit Farmer needs to hire on an extra hand or two, he already has the resources lined up. He knows who he can trust to walk amongst his valuable crops – his fields of fortune – and not disturb or upset the delicate eco-balance of future profits in the making.

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If he needs a specialist, he makes sure the fellow's not some fast-talkin' city slicker out to make a quick buck, but instead, someone who is truly working with his best interests in mind – and who has a similar 'profit farming' mentality.

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If he brings in an ad agency, ad sales rep, marketing group, or graphic designer to help him solve a problem and get more results from his farm, he's going to hold them accountable for producing *measurable* results.

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He won't listen to the double-talk about "building a brand", "creating an image", "getting exposure", or "putting his name out there" (wherever 'there' is) and how it will eventually pay off *some day*. He doesn't want to wait that long.

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He knows the difference between sales and marketing so his marketing people market to generate leads and prospects, and his sales people sell and close new and long-term customers. He doesn't have them diluting their efforts and energies by doing double duty and wearing each others hats.

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