

Business Success Secrets Exposed

Parts 1 and 2

“Interviews with John Simms”

These Interviews Between Cathy Davis and John Simms
Were Edited For Clarity and Length.

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Business Success Secrets Exposed

Part 1

Interview with John Simms

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Cathy Davis: Thank you for the interview.

John Simms: You're welcome.

Cathy Davis: Why are you doing it?

John Simms: Normally I don't do interviews and this is an opportunity for me to improve my business and help more people at the same time. I also wanted to expose some business secrets that could make them successful and save them time, money and effort to say the least.

Cathy Davis: Before we get started, tell me about yourself.

John Simms: I consider myself an open-minded realist and a polymath. Besides being a successful businessman, consultant and investor, I'm also a master life strategist, personal potential expert, psychotherapist, counselor, philosopher and holistic medicine practitioner among other things.

Cathy Davis: Out of curiosity, how do you get business, you hardly advertise?

John Simms: Mostly through connections, direct marketing, repeat clientele, referrals and speaking engagements. Other than that, I don't need a whole lot of publicity or paid advertisements.

Cathy Davis: Interesting. What about social media?

John Simms: Believe it or not, I don't have to rely on social media for business and I'm not really active or engaging on my twitter, facebook and youtube accounts. However, I do know some social media secrets and which ones to utilize for best results. In fact, I have clients and partners who only use one social media platform without saying too much.

Cathy Davis: Do you get business from your website?

John Simms: I do and I have two separate websites, one for business and the other one for my holistic medicine and personal services. And I tend use them as virtual brochures sort of speak.

Cathy Davis: Tell me about your speaking engagements.

John Simms: I get a lot of business with them and they're free of charge in the St. Louis region. And I usually contact the appropriate people and pitch them and I'll use a one sheet or direct them to my websites and videos.

Cathy Davis: Would you mind sharing some of your business success secrets we've talked about?

John Simms: Sure. For starters, large corporations hire people like me in order to solve their problems and make them millions of dollars. For example, General Mills back in the 1950's had a difficult time selling their Betty Crocker's Instant Cake Mix until they got psychologists involved. As a result, sales skyrocketed. And another business secret that could make anyone successful would be utilizing a secret business partner. Trust me, I know.

And over the years and up until now, I've secretly helped many businesses and individuals behind the scenes be able to compete and defeat their competition not to mention improve their sales, marketing, networking, branding, exposure, income, problem solving, day to day operations, etc.

Cathy Davis: What are your thoughts on sales?

John Simms: There are so many ways to improve sales and income potential. Besides the financial aspect, virtually all sales transactions tend to be psychological and subjective in nature. Same things could also apply to marketing as well.

Cathy Davis: What about networking?

John Simms: Too many businesses and individuals waste too much time and money with the wrong people, professionals, companies, organizations, etc. And common sense should tell anyone that if not making money or not benefiting in any way, may be you need to stop what you're doing, evaluate and change something if you want to improve. And yes I've helped my business clients and partners with effective networking.

Cathy Davis: What about network marketing?

John Simms: For promotional, marketing and advertising purposes, I support the concept. However, in my opinion, most of all network marketing opportunities out there tend to be scams and are rigged in the company's favor. In fact, there's up to 99% failure rate according to the various studies. Needless to say, people waste time and lose money and I do know the industry's secrets.

Cathy Davis: Have you ever been approached by network marketers?

John Simms: Who hasn't? Even recently someone contacted me about their network marketing business.

Cathy Davis: Have you worked with network marketers?

John Simms: Yes. And I've made them money and they're among the industry's 1%. But I won't go into details.

Cathy Davis: What are your thoughts on content marketing?

John Simms: It's true that content marketing can give you free promotional power, build a following, generate leads and help with branding, trust, credibility and rapport with your potential customers, but the fact is, if you're not closing sales and making money, it's useless. Same things could also be said about attraction marketing.

Cathy Davis: I assume you know the secrets?

John Simms: I do. And if anyone wants to save time and money, they can be one of my business clients or partners if they want to reap the benefits. I've even helped experienced copywriters improve their copywriting if that gives you any idea.

Cathy Davis: Your thoughts on public relations.

John Simms: I can tell you a lot of things about it both good and bad, but I'll make it brief. The use of public relations can help with branding, publicity, exposure and opportunities in free and low cost ways especially through the use of books, internet and real world applications. Unfortunately, public relations is often used for spin, lies and propaganda in order to control people. In all, public relations to me is all about image, status, perception and maintaining or improving the status quo.

Cathy Davis: With your capabilities, I'm surprised to find out that you would rather want to work with small businesses over large companies. For the purposes of this interview, would you repeat what you told me?

John Simms: When you're dealing with large companies, there's a lot of red tape, bureaucracy and politics involved whereas dealing with small businesses and the average person you don't have those issues for the most part.

Cathy Davis: Do you have anything else to say before we end this interview?

John Simms: If you're serious about wanting to improve your life, business, situation, success or potential, contact me. And I also offer a free initial consultation and try very hard to work with everyone's situations. I'm even open to new ideas, opportunities, partnerships and joint ventures within reason. And you can contact me now by going onto my website at www.johnsimmsbusiness.com. That's it.

Business Success Secrets Exposed

Parts 2

Interview with John Simms

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Cathy Davis: I want to ask you a few more questions that I didn't ask you previously. Would you tell me about your experiences with marketing companies?

John Simms: Most of the marketing companies and professionals that I worked with sucked at sales and a lot of them lacked marketing skills and resources believe it or not.

Cathy Davis: Wow. Do you have any advice if someone wanted to hire a publicist or pr firm?

John Simms: Be careful and do your research because they can be very expensive for small businesses and the average person. And on top of that, they don't guarantee positive results. Same things could also apply to marketing companies. Then again, I could help depending on the situation.

Cathy Davis: Do you have any success stories you want to share?

John Simms: I have many of them, but arguably my most successful business client was this one unknown person who became an in demand local celebrity. And with this particular client, I literally had to work from the ground up and there was a lot of promoting, branding, public relations and networking involved not to mention strategic marketing and selling. Now, in regards to my private practice concerning holistic medicine and personal services, my best positive outcomes case involved this one 50 year old man who suffered from depression most of his life. Needless to say, not only did he overcome his depression under my care, I helped him improve virtually all aspects of his life. And not to sound too conceited, what I did for this person in less than a year, many doctors, counselors and therapists couldn't do in 30 years according to the client slash patient.

Cathy Davis: Wow that's amazing. Speaking of your private practice, how could small businesses benefit from it?

John Simms: In many ways. Besides the fact that I have backgrounds in business, counseling, psychotherapy, life coaching and personal development, I'm an integrative holistic medicine practitioner. And for small business employers, I could provide them business and executive coaching and implement employee programs and services that benefits everyone.

Cathy Davis: How?

John Simms: With executive coaching, I could improve the employer's mindset, attitude, relationships, management, goals, etc. In regards to employee programs and services, I could help their employees physically, mentally and financially among other things. And as a result, could improve profitability and reduce business costs, expenses and workplace injuries not to mention improve employee morale, productivity, health, absenteeism and retention.

Cathy Davis: OK, lets talk about your videos. I really enjoyed watching them, they're very insightful and eye opening, but I want to talk about your law of attraction video. In my opinion, it's very important for success. Would you talk about it and divulge its secrets?

John Simms: A lot of people don't utilize the law of attraction to its fullest capabilities. And there's more to it than likes attract to likes, positive thinking, the use of affirmations and visualization that self help gurus and personal development experts don't publicly mentioned. Trust me, I know the secrets without saying too much out of respect for my people.

Cathy Davis: What are your thoughts on branding?

John Simms: It's all about self promotion and there are pluses and minuses. And without a doubt, branding can help you obtain authority status and make you stand out from the crowd, but it can be very restrictive especially for someone like me who has multipotentiality. As for marketing my services, I utilize separate websites and have more than one set of business cards.

Cathy Davis: I was going to ask you about business cards.

John Simms: I like using them for convenience, simplicity and low cost for promoting, marketing and advertising. In fact, they're among the only paid advertisements I've used for the past several years. Of course, modern day technology does limit their use because most people have cell phones and utilize email, social media and the internet.

Cathy Davis: Primarily, why do small businesses use your services?

John Simms: Besides partnerships and investments, I would say business consulting for sales and marketing.

Cathy Davis: How would you improve sales. Could you give me examples?

John Simms: I could improve sales in many ways and there are so many different variables to consider. Assuming you don't have any marketing or promotional issues, I would say some of the easiest ways to improve sales would be up selling, cross merchandising, quality, professionalism, competence, likability and so on. And if you're serious about improving your sales and income right now, lets talk.

Cathy Davis: Have you worked with non profit organizations?

John Simms: Yes large and small. And way back when I even participated in the Darryl Strawberry Foundation's logistics committee that involved event planning and fundraising. And I also dealt with local social clubs for your information.

Cathy Davis: I almost forgot, what about joining a business networking organization?

John Simms: It depends on the competition, the demand for your product or service and return on investment. And I would say that the vast majority of small businesses and professionals out there waste too much time and money on them. However, this isn't to say that you couldn't improve your business by taking advantage of these organizations knowing what I know.

Cathy Davis: Would you talk about your business investments and partnerships?

John Simms: Sure. Nowadays, I only invest, consult and manage small businesses and individuals. I also like doing joint ventures with others both online and in the real world.

Cathy Davis: Would you describe a joint venture?

John Simms: For the most part, a joint venture involves two businesses or individuals working together to make money. And both parties in a joint venture can operate separately from one another and share resources among other things. And with any business arrangement, it may be a good idea to have something in writing for legal and financial reasons. Other than that, you could always take advantage of an online affiliate program with another business or individual.

Cathy Davis: Is it OK for small businesses and individuals to contact you for joint ventures, partnerships or investments?

John Simms: Yes absolutely assuming they're serious.

Cathy Davis: Do you have anything else you want to add before we end this interview?

John Simms: If you're interested in me and my services, you could always go to my websites, watch my videos, contact me now and go from there. And like I said before, I offer a free initial consultation for serious inquiries only and I try very hard to work with everyone's situations. That's all I have to say.

For more information about John Simms and his services, please go to www.johnsimmsbusiness.com