**Mindful Merchants**

**B2B Copy: Version 2 10.16.17**

**We Create Long-Term, Win-Win Relationships Between You and Your Customers**

Mindful Merchants is the remedy for the old “you pay to lose money” model of the daily deal sites and coupon mailers. We empower you to attract and keep loyal, profitable, happy customers – because that’s what makes you happy. When you collaborate with Mindful Merchants to create new customer incentives and loyal customer rewards, you realize all of these benefits:

* Customize & control the deals you offer customers – both old and new
* Create as many – or as few – offers as you want
* You keep all proceeds from your sales; MindfulMerchants.com takes nothing
* You never cheapen your brand or discount your pricing
* You can use your Mindful Merchant spot to introduce new products or advertise
* Create loyal, return customers with Loyalty Dollars
* Create irresistible combination deals by teaming up with other merchants
* Mindful Merchants analytics to help you optimize your campaigns

**Best of all, you get all this for one affordable subscription, scaled to fit your business size.**

**Reliable, Long-Term Growth for You – Not Loss-Leader Sales Spikes**

You manage every aspect of your business. So why would you let someone else manage your special offers? And yet, that’s exactly what daily deal sites do. By charging you for the deal, they’re incentivized to create low-ball offers that *their* *customers* buy in droves, while they often leave you broke. You get a sales spike of fickle bargain hunters, lose money, cheapen your brand, and alienate your regulars. It gives a whole new meaning to “loss-leader”: the daily deal site leads you on, keeps its profits, and goes merrily on its way. You keep the loss.

**The One Huge Benefit that Makes Mindful Marketing Your Business Ally**

Mindful Merchants makes money the old-fashioned way. We work with you to attract and keep long-term customers, helping you grow your business reliably and profitably. We charge an affordable, scaled subscription rate for our service – and that’s all. So, unlike the daily deal sites, we have zero incentive to pressure you into offering unprofitable deals just so we can make a quick buck. And we have every reason to help you succeed now and in the long term. Because, just like you, we thrive when we have loyal, happy customers.

**Call Mindful Merchants today to learn how we can help your business thrive: 602.354.8444 or Email us at Info@MindfulMerchants.com**

Or – whatever action you want them to take at this point. Fill out form, etcetera…