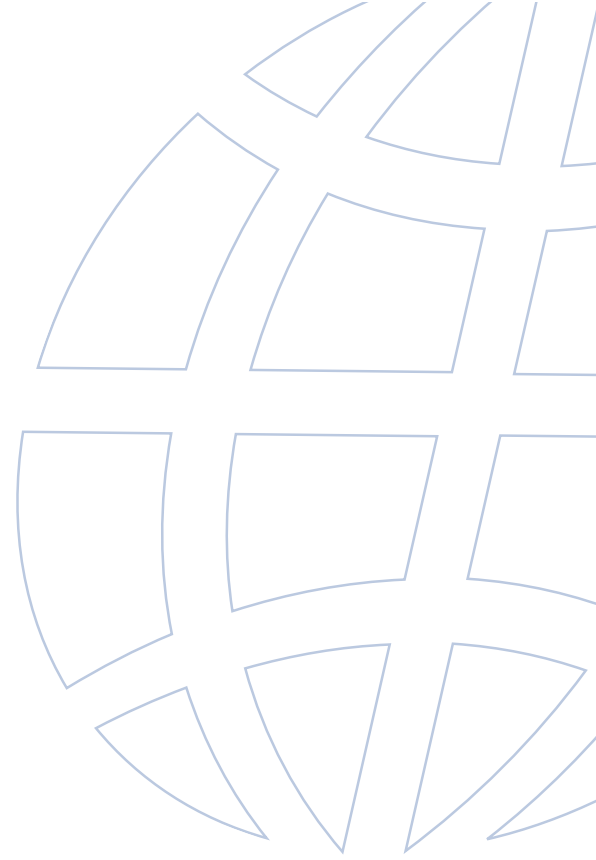


BRAD SUGARS



Instant Business & Letter

Congratulations!!

Welcome to Instant Business Cards & Letterheads, your do-it-yourself guide to creating business cards that bring you more business, and letterheads that actually make you more sales.

Once you've been through this guide, you should know exactly how to put together a set of business stationery that looks good, but more importantly, does some good for your bottom line. On top of that, you'll have the drafts of your new business cards and letterheads complete, ready to take to the printers.

This guide will take you step by step through the process of designing your new stationery, from deciding on colours and typefaces, right through to how to get the best deals on printing and duplication.

Once you get into it, you'll be surprised by how much you can do with your business stationery. When you throw off the conventional ideas of the 'way it should be done', there is a whole world of opportunity that most business owners never capitalise on.

Remember, it's your business and you can run it the way you want. Just

because none of your competitors take a particular approach, there's no reason why you shouldn't be the maverick who does it first. In fact, there's probably every reason why you should.

It's important to approach this guide with an open mind, and be ready to try new things. Forget everything you know and start afresh. Everything in here has already been proven to work with other businesses, and these ideas will work for you too.

This is the next step in your marketing success story. From this point on, you'll have the skills to create a set of business stationery that makes a big difference to your business.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 4 Steps To Creating Your New Business Cards & Letterheads'.

Each step covers an important aspect of business cards and letterheads these are things that you must give careful consideration to. Each step represents the cornerstone of powerful business stationery.

You might be surprised by how much this exercise reveals about your business. It may get you thinking about important issues that have never crossed your mind. If some of this information is new to you, don't be concerned - there's never been a better time to start seeing some real results from your business cards and letterheads, and your business for that matter!

Make sure you make notes in the spaces provided. When you come to create your first few designs, you'll need to refer back to these scribblings.

This guide will lead you step by step through designing your own powerful business cards and letterheads. You'll be pleased to know that you don't have to be a great writer, or a graphic designer - it's all laid out in an easy to read format, and with lots of simple examples to keep you up to speed.

Best of all, you'll find 'templates' of business cards and letterheads. These are 'fill in the blanks' examples of how to design your new business stationery.

These examples have already worked for plenty of businesses, and they'll certainly work for you. All you need to



do is insert the relevant information (your business name, contact number, e-mail address etc), and you have INSTANT business cards and letterheads.

This is truly the best part of Instant Business Cards & Letterheads - even if the main content leaves you confused, you'll still be able to use the templates. These are designed for business dummies who want someone else to do all the thinking!

Of course, it's in your best interests to do a little of your own thinking too. Remember, the more thought you give it, the more sales you'll see back at the end of the day.

And ultimately, that's the great part about being in business for yourself - if you work smarter, you see more money!! When you're in a job, working smarter often isn't even noticed.

Although it may be tempting to just flick over to the templates, fill in the blanks and carry on with life, it's highly recommended that you take the time and read the guide word for word.

Not only will you find stacks of important information on creating your new stationery, you'll be quite surprised by how much you learn about your business. This guide will make you think about your business in a whole new way, and will probably challenge you to take a new approach.

Ok, let's get started!! Open your mind, and get ready to work. This is just the beginning ...

Testing & Measuring

Testing and measuring is the most important of any marketing you do for your business. Whether it's a newspaper ad, a flier or your business cards, it's important that you track how much you're spending and how much you're seeing back.

Remember, it's always better to hand out 20 business cards that don't work, than 20,000. Even if you love your new stationery, and everyone who sees it goes crazy, it's important to keep your head, and avoid going too far too soon.

Take it slow at first, check the response then gradually increase the numbers. If you hand out 100 business cards, and find that 10 come back, it should follow that 10,000 business cards should turn into 1000 new customers.

Of course, nothing is ever that certain in marketing or business, and you really have to wait and see. Having said that, it's important to realise that if you hand out 100 business cards and see none back, then you'd be a little insane to expect 10,000 to do much better.

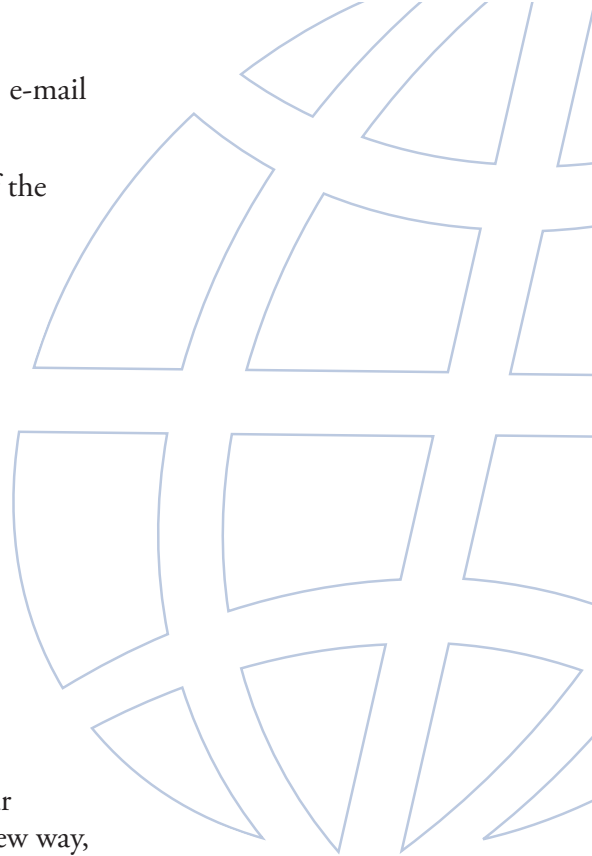
You have the option of creating a number of versions of your business cards

and letterheads, and trying each version at the same time. Ask each person where they heard about you, and which business card they have.

Over time, you may notice that one version seems to do much better than the other. This is the one you keep.

The problem is, creating business cards and letterheads can be expensive there are the set-up costs, then the printing costs. If you were to create multiple versions of both, you'd end up spending quite a deal more than if you just decided on one and stuck to it.

Ultimately, it depends on how important business cards and letterheads are to your business. If they represent one of your most critical sources of new business and repeat sales, then it may be in your best long-term interests to pay for two different sets of stationery.



When doing this, it's best to keep some continuity between the two versions. Obviously, retain the same basic look (logo and in general, the colours too). There's no real benefit in completely confusing people with two entirely different visual images.

The other option is to create a small number (about 20) of each of the versions you're thinking about using. Show these to as many people as you can - customers, friends, family.

When they give you feedback, LISTEN to what they have to say. Don't block out their criticism of your favourite design, or minimise their praise of the one you didn't like.

It pays to not be precious about it - this isn't fine art we're talking about. Your stationery is a business tool that is designed to make you money. Take note of what people say, and act accordingly.

What is success?

This isn't a section that will answer any great philosophical question. It's all about knowing when you have designed a set of business stationery that really works, and when you haven't.

If you aren't sure what you're aiming for, it's difficult to achieve it.

Before you even getting started, it's a good idea to consider what's possible, and have an understanding of what isn't. Once you do, you then have a framework to work with 'ok, we'd like one in every 10 people we give business cards, to become regular customers'.

Let's deal with the two elements of your new business stationery separately...

Business Cards

How many business cards have you accumulated in your life? 20? 100? 300?

For most people (especially business owners), the answer would range into the hundreds, if not more. The tendency for salespeople to give out business cards to basically anyone is rife.

In fact, handing out a business card is often a substitute for making a sale.

They think 'I couldn't be bothered closing this sale, so I'll just hand out a business card and wait for them to call me - at least I've done something'.

This kind of thinking is precisely the same as letting a customer walk out when they say 'I want to think about it - I'll be back'. Come on! How many of these customers ever come back. I'd be amazed if the ratio was any higher than one in twenty.

Business cards are abused by most business owners and their staff. They're treated as a kind of 'goodbye' device, and they rarely achieve anything.

By the same token, they're also very valuable tools. A business card is, theoretically, a mobile advertisement for your business that works continuously. Every time the customer opens their wallet, you're right there, offering a reminder that you exist.

There are two important things to consider ...



First, is there anything about your business card that gives the customer a reason to hang on to it. Is it anything more than just a statement of business name and your contact details. If the customer wants to contact you again, they'll hang onto it. If they're not sure, they'll probably throw it away.

Second, does it encourage the customer to ring you. Does it actually SELL for you. Perhaps you're thinking 'a business card can't sell'. Wrong!! A business card can sell like nothing else.

The important thing to remember is that a business card is nothing more than a mini-flier, a little advertisement that can fit in someone's wallet or purse.

It's like giving someone one of your flyers and saying, 'here, hang onto this'.

So how do you know when your business card is working?

Critically, you have to ask people where they heard about you. If you keep hearing 'I have one of your business cards', you're getting a fair indication that your cards are being retained and read.

The other way to know is this - put a special offer on your business card that you don't advertise anywhere else. For example, you could have a line on your card that says 'the first time you visit, present this card for a 25% discount'.

If you use the offer approach, make an offer that people will want to come in for. Just saying '5% discount' or something similarly minuscule is usually not enough to get people excited (unless you sell a really big ticket item, like new homes).

The main aim is to have people keep your business card and refer back to it next time they need whatever it is you sell.

A brilliant way to improve your chances of this - put a table of important information on the back of the card. For example, if you sell houses, why not include a 'mortgage rate reckoner' on the back. There are plenty of ways you could go with this idea.

If people are just taking your card, then filing it away in a huge business card folder, you're probably not seeing much return. The card should be USED!!

In the following sections, we'll discover how to make your card appealing enough to be held onto, and how to make sure it gets used every time the customer needs to buy what you sell.

On a purely financial level, it's worth considering how much you're spending on your cards, and how much you expect to see back in actual sales.

Business cards are no different to any other marketing. You have only so much to spend on marketing and you have to decide where to spend it - if business cards are less cost effective than newspaper advertising, you may be smarter diverting the funds to the newspaper, rather than the printer.

It pays to remember the idea of lifetime value when considering the cost-effectiveness of your business cards.

Lifetime value is the amount a customer is worth to you, over the course of their lifetime. If they come back and visit 4 times a year, and spend £300 each time, their lifetime value will be £1200 multiplied by how many years they keep coming back.

If you have to hand out £1200 worth of business cards to attract this one customer, then it will take you a year before you see a positive return on investment (assuming very high profit margins).

If the customer turns out to be a very loyal one who returns year after year,



and refers lots of friends, it's probably been a good business decision to hand those 10,000 business cards.

Of course, if your business cards only attract one customer for every 10,000 cards you hand out, you'd probably want to seriously consider re-doing them!

Letterheads

Most business owners never even consider using their letterhead as a selling tool. They think that their letterhead should be nothing more than their business name and contact details.

As with business cards, the opposite is true - your letterhead should tell people why they should buy from you. You have their attention, so why not take the opportunity and hit them with your 4 best selling points (for example) there and then.

It's important to remember that you are not obligated to do things a certain way - you are making the rules, so you decide how it will be. If you want to put pictures of 20 staff members on your letterhead, then you are welcome to do it.

You need to think about what you want your letterhead to achieve. It pays to keep in mind that customers have no expectations of your letterhead - they don't have any predetermined notion of what they expect to see there.

So how do you know when you're making the very best use of your letterhead?

Unlike business cards, it's trickier to measure the success of a letterhead design. In general, it won't offer you any direct results to test and measure.

You have to be a little more shrewd in determining its effectiveness. By that, I mean you have to be more sensitive to the reactions of your customers and potential new clients.

One option is to use your letterhead as an opportunity to list all your services. You might even go as far as listing prices. If customers start calling up for other services, in addition to those they normally get, you could probably draw the conclusion that your letterhead is having an effect.

The same could be said if you change your letterhead and start seeing a dramatic improvement in the response to your direct mail letters.

Let's say you're getting a 3% response to a particular letter. If you change your letterhead, yet keep the letter exactly the same, and then start getting a 5% response, you could reasonably conclude that the letterhead is having an impact.

See, the letterhead can be used to add credibility to your main selling message.

For example, if you're send out lots of quotes, it can be a great idea to list the 4 reasons to buy from you in your letterhead (for this approach, you'd probably put the letterhead down the right hand side). This way, people get the price info, plus a strong selling message.

The best part about this approach is that every time you write to them, you'll be hammering home your strongest selling points. If you write to someone 4 times in a year, they'll ultimately be very familiar with the reasons they should deal with you.



The 4 Steps To Creating Your New Business Cards & Letterheads

1. What (Do You Want To Say)?

The first thing to work out is the text that will appear on your business cards and letterheads.

And before you work that out, you need to decide on the most important aspects of your business - the key benefits and selling points that people will be interested in.

There are really 3 ways to go ...

5 reasons - this is where you print the 5 reasons to deal with you on the back of your business card and down the side of your letterhead.

You include a headline (“5 reasons you should deal with us every time you need x”) and then simply list the main benefits of dealing with your business.

For example, number 1 might be “Lowest prices guaranteed - if you can find an item cheaper anywhere else in Sydney, we’ll knock a further 10% off that price”.

Number 2 could be “The best service anywhere - we don’t employ anyone unless they’ve worked in the industry for at least 6 years. That means every staff member knows a LOT, and can answer any question you have. We don’t have special experts - we’re all experts”.

This approach works particularly well because it’s easy to write and very easy to read. It’s not difficult to come up with the 5 things that set you apart.

USP - This stands for Unique Selling Proposition. Your USP is the one thing that is truly different about you, or at least, the one thing that you can promote as being different.

A successful USP should be ...

1. Truly unique
2. Exciting to your target market
3. Something that will get people talking
4. Something that can’t be easily copied, or if it can be copied, it will be an obvious rip-off on the part of the offending business

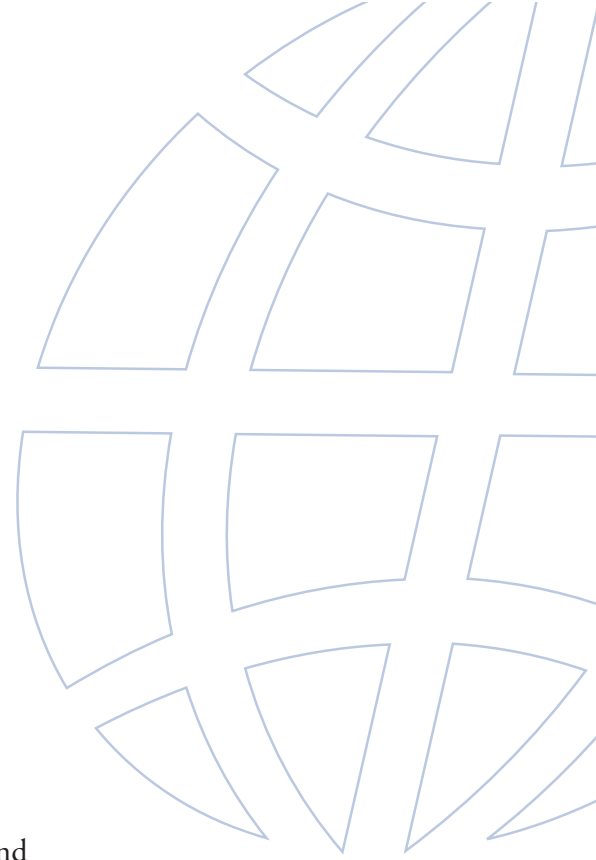
A lot of business owners wonder why they need a uniqueness at all shouldn’t there be room for dozens of ‘me-too’ businesses. The fact is, there isn’t, and the ‘me-too’ businesses will ultimately go to the wall.

To illustrate, think about this example - Harry and Barry open up a hardware store. There’s 6 other hardware stores in the immediate area, but the boys aren’t worried. According to Harry and Barry, there’s heaps of people who need hardware, so they shouldn’t have a problem.

They open a store a block down from the big competitor, write a couple of ads with the headline ‘Opening Sale’ and they’re off and running.

For two weeks, things seem to go well - they may be selling the products extra cheap, but they’re selling lots. The cash register keeps ringing and things are pumping along.

Soon after though, things slow down. In fact, they almost come to a dead stop - just a few customers a day, buying a hammer here and there.



The boys wonder why.

Whilst they got a few things right - the ads were ok, the customer service was good, the store was laid out well and the products were well chosen, they missed the most important point of all ... whether the business was viable at all.

If they'd done a little research, they would have discovered the following every year, 1.1 million dollars is spent on hardware in their area. If each of the 7 local hardware stores had an equal share of the sales, each one would have a turnover of around £150,000.

Of course, the stores had wildly different figures. The largest, a nationwide chain had the lion's share at £475,000 - almost half. The next biggest, a smaller, older store with a loyal client base, had £260,000.

The 5 other stores made up the rest. Naturally, 4 of them were on the verge of going under. The fifth was Harry and Barry's.

Looking at it from this perspective, the boys' dream of opening a hardware store and becoming wealthy seem a little unrealistic. They'll be lucky if they last the next 6 months.

Think about your situation. How much business is out there, and how much can you actually claim?

If there's only a millions dollars worth of sales, and you manage to grab 10%, that's only £100,000 turnover. Take out basic expenses (not including your own wage), and you'd be lucky to pull £30,000 profit out of it.

You may as well go and work for someone else - that way, you'll earn more money and have less responsibility. If the business goes down, it's not your house, car and credit rating on the line.

Remember, if you don't have a good reason for people to come to you, then you'll get lost in the crowd.

It's always amazing to see another small strip shopping centre open up, especially when there are already 5 or 6 other within 10 minutes of each other, and there are two major shopping centres nearby.

The strip centre as a whole has no uniqueness, and therefore it has no reason for existence. The best it could probably do is 'we're small and new'. That's not really good enough. 'Small' usually means more expensive and 'new' means nothing.

What about your business? When you started, did you begin with a uniqueness - a real point of difference, or did you just start as a 'me too' competitor.

Here's an interesting thought, and something that most new business owners never consider. When a new grocery store opens up, it has to share sales with all other grocery stores in the area. If there's already 3 stores, and two of them are already struggling, what makes you think you have a better chance? All you've done is split the sales further. Now, instead of the total area grocery sales being split between 3, they have to be split between 4.

If you start the business as a 'me too', you can forget it. The days of competing on price and service are starting to end. These days, people have so many options, they can almost always get it somewhere cheaper, from someone who'll do it better.

The major point is clear - you must **STAND OUT**. If you have no uniqueness, you have no reason for existence. Remember that - as new competitors come into the market, you'll continue to sink.

If there's no reason to continue coming to you, and not them, you'll keep losing customers. It's a gloomy forecast, but a realistic one.



So list down everything you do that could be considered even a little bit unique. These points don't have to be earth shattering - just different enough to matter.

To get your mind started, here is a list of some possible USP's you could adopt ...

- You sell a higher quality product or service, and you can specifically show how it benefits the customer in a meaningful way ...
- You provide more / better customer service and you can easily explain and promote why you're better ...
- You offer a better / longer guarantee and you have it written down ...
- You offer more choice / selection / options and this is something that people want and always look for ...
- You offer a trade-in program and no-one else does ...
- You serve a specific (yet sizable) demographic group that is overlooked by most competitors ...
- You offer a better / more generous bonus points or loyalty club system and your product or service is at least as good...
- You offer better value for money overall ...
- You have the best after sales service and this is something that you can explain to people easily when they buy ...
- Your product or service has unique features that people care about ...
- You have super cheap products and services that cater for people who want the most basic thing available ...
- You have ultra expensive products and services that cater for those who only want the best and will pay anything to have it ...
- You only deal with a set number of customers, and only those of a particular type ...
- You offer attractive products or services that no-one else does ...
- You have a 'special ingredient' ...
- You install and deliver for free ...
- You bring the goods to the customer and let them choose in their own home ...
- You send a video catalogue, take the order over the phone and deliver within a set time period ...
- You have a 'one-price' approach - everything in your store is one price, regardless of what it is ...
- You run an ongoing competition, such as every 13th customer wins £50 ...
- The atmosphere of your store is completely unlike anything else, either in terms of its tranquility or activity ...
- Your staff are all of a certain type, age group, background or experience level ...
- You are the fastest and guarantee to finish the job much quicker than anyone else ...

Surely, amongst all of the above, you can find something that you are currently doing that is unique, or more likely, something that you SHOULD be doing that would make you unique.

Basically, your uniqueness comes from one of 7 areas - quality, price, service, delivery, speed, convenience, experience. In case you're wondering, 'experience' means the actual experience of buying from you. Imagine a video store that has a four 11 foot screens that constantly play the latest releases, and live entertainment all day and night.

That would be a real experience.

Once you've decided on your uniqueness, it's time to write it down. This is important - because your USP will soon be communicated to your team and your customers.

It needs to be summed up by a one or two line statement. Think 'Always Coca Cola' or 'Toyota: Oh, What a feeling'. Of course, your USP doesn't have to be something that sounds like it came straight from the brain of a pony-tailed advertising person - it'll probably work twice as well if it doesn't.

There's nothing wrong with this USP - 'Jim's Video - the only video store in Wollongong with four 11 foot screens playing the latest releases and all day live entertainment'.

Just state your uniqueness plainly and simply. How about 'Marie's hairdressing - where colours, streaks and perms are half the price and twice the quality of prestige salons', or 'Sally's industrial safety equipment - 456 different items always in stock, and delivery is free'.

It's great to be specific - if you can put a number in your USP, that's ideal. Think about the '11 herbs and spices', or the '32 flavours'. These are USP's that stick in your mind. A beautician could say 'Beauty Shoppe: 4 qualified and friendly beauticians with more than 23 years experience each'.

Here are a couple of longer examples. It may be an idea to write your USP in a long form first, then pick out the best stuff and turn it into one short and punchy sentence ...

Broad Selection ...

- You'll always find 142 different Widgets in no less than 12 sizes and 10 exciting colours in prices ranging from £6 to £600
- You'll enjoy 5 times the selection, 4 times the colour choice, 3 times the number of convenient locations, twice the warranty and half the mark-up of any other dealer
- Most service companies work from 9 to 5, you'll be excited to hear we work 24 hours per day to serve you when you need it

Discount Price ...

- £15,000 swimming pools cost £9,850 at ABC Pool Co.
- We sell the same brands of Widgets as Company X or Company Y - at 25% - 75% less

Service Oriented ...

- When you buy a book from us, you have a 90-day 100% money back guarantee, just in case it's not what the critics made it out to be.

- When you invest in a computer system with us you get an on-site placement and FREE consultation, and the security of 24 hour a day software and hardware support.
- If you're looking for a plumber who is guaranteed to arrive on time and cleans up after himself, then call Joe.

Snob Appeal ...

- Only 1,200 Widgets are produced each year, we have one put aside for you.
- Mass market gyms have up to 10,000 members, all jostling between 6am and 9pm for time on the Nautilus Machines, all trying to squeeze onto the aerobics floor and all queuing for the squash courts - At Club XYZ we have a strictly limited membership of 525 families.

Now, it's time to write yours - don't worry too much about the wording, just get the point across. If you show it to people and they don't seem to understand, you may want to rethink it. If they seem to get the idea immediately, you're on the right track.

Once you've determined your USP, the next step is easy - you print it on everything, especially your business cards and letterheads.

The back of your business card might simply be a statement of your USP and a mini explanation. For example 'Harry's Hardware - where every member of staff used to be a tradesman. Our team of hardware experts know hardware inside and out. That's because they've used it every day of their working lives. Whether you're a carpenter, plumber, electrician, builder or a home handyman, you'll find someone to relate to at Harry's Hardware'.

Actually, there's nothing wrong with printing the very same thing on your letterheads, word for word. Remember, people don't care what you put there -they'll accept anything as normal.

You have the choice of whether to leave the space blank, or whether to put a message there that will increase the chances of people buying from you.

If you are going to take the USP approach, it needs to be strong. You can't just say 'Harry's Hardware - where the service is good'. People won't have any reaction to that, and anyone can claim it.

Not everyone can claim that their entire team of employees used to be tradespeople. The important thing is, customers of a hardware store would probably care about this type of thing, and the USP would give them a reason to shop at Harry's and NOT somewhere else.

Remember, if you are a hardware store offering 'good service' as your USP, and there is another hardware store offering 'good service' as theirs, customers have no reason to shop at either place in preference to the other.

Make your USP something worth reading, then print it boldly on your business cards and letterheads.

Guarantee & Photo - the third approach you can take with your business card and letterhead text is the guarantee and photo idea.

Basically, you simply put a photo of yourself and your name (assuming you

are the business owner/managing director) and then print a caption that says "I personally guarantee ...".



After the dots, you write down your business guarantee. A successful and powerful guarantee should be ...

1. Specific
2. Something that addresses the main frustrations and fear of the customer when dealing with your industry
3. Be complete - it should say 'either this happens or we'll do this'
4. Impressive

People have been burned before - they've used products they were told were fantastic, only to be bitterly disappointed.

You must take that risk away for them.

To understand how and why, you need to understand this - when customers buy, they are not buying your product or service ... they are buying the benefit of owning or experiencing whatever you sell.

For example, people don't buy lawn mowers, they are buying a lawn that is properly mowed and the feeling of being house-proud that comes with it. Another example - customers don't buy food, they buy satisfaction, survival and the pleasure of eating. In the case of a restaurant, they are also buying an experience and a social occasion.

If you guarantee to give people the benefit that they are after in the first place, there is a high chance that they'll want to deal with you.

Imagine a hairdresser that had a special guarantee for every single person who got their haircut on Saturday morning. The guarantee read like this - if you don't look the best you ever have on Saturday night and get three times as much interest from the opposite sex, we will pay for you to see another hairdresser!

Remember, people aren't buying a haircut - they are buying a look and the feeling of looking their best. You could go really deep with the psychology of that one - people want to look their best because they want acceptance. They want acceptance because they want to feel good about themselves. They want to feel good about themselves because they want to feel as though they are a worthwhile person, which is one of the most basic human needs.

Phew!! I bet you thought you were just cutting their hair. It's important to keep in mind that you are selling more than just the product.

If people are unsure that they will get the main benefit from dealing with you, they may hesitate when it comes to actually buying, or they may buy from someone else who makes them feel more secure.

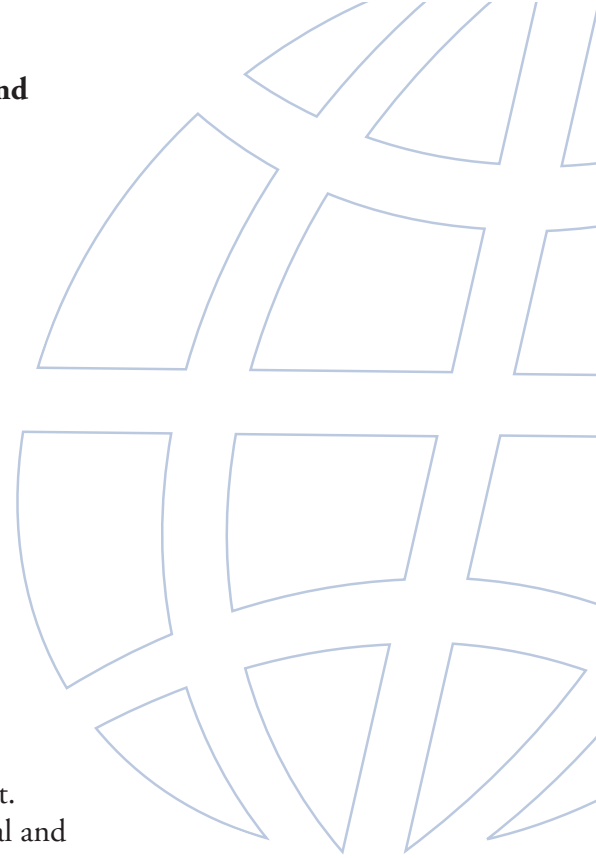
It's all about understanding what makes the customer tick then absolutely guaranteeing to give them that. If they don't feel they have received what you promised, they get compensation.

When people feel as though they have 'nothing to lose', they are more likely to buy and take action. Most action is delayed forever, simply because people are afraid of what will happen if they make a mistake.

Imagine if every customer who came to you thought - "well, I can't lose with these guys, I'll buy it now and see how it works out".

A guarantee can get you around a lot of the sale process too - if people already feel certain that they will get what they set out to get, they will be less worried about spending time obsessing over every detail.

If there's ever a problem, they know they can come back and see you and get their money back. Of course, you need to make sure that the product you are recommending to people is the right one for their needs. And naturally, if your product or service isn't up to scratch, a guarantee may kill your business.



However, if 98% of your customers are happy, and you are satisfied with your product or service, then guarantee away. If people always seem to be happy, why not guarantee that they will be?

A Myth About Guarantees ... Many business owners are frightened of guarantees - they honestly think that customers will rip them off.

The truth is this - most guarantees are never taken advantage of, even when the customer is genuinely dissatisfied. There are two reasons why - first, people are lazy, and couldn't be bothered. Second, it takes a lot of confidence to stand up and say 'hey, I'm not happy, give me my money back'. The fact is, most people lack that confidence.

That's not to say there aren't people out there who will rip you off - you'll get the occasional pathetic person who buys an item, uses it a couple of times, then returns it, for no other reason than it's already served its purpose.

These people know they are doing the wrong thing, and have a sense of guilt. If you prick that guilt, they'll usually go away. When they phone to tell you they want to return something, ask some very direct questions - 'so what is it that you don't like about the item', 'how many times have you used it', 'so what are you going to buy instead'.

Make sure that the person is returning the item so they can buy something else - your guarantee should not cater for people who buy things they don't need and can't afford.

If you ask these questions, many of these sleazy people will back off. There's nothing wrong with making them work for their refund either - why not get them to fill out a 3 page feedback form, explaining what the problems were, along with all their personal details. Encourage them to take it away, and fill it out at home.

The people with genuine problems with the item will come back with the form, the rest will see it as too hard.

Of course, these customers are the last thing to worry about - your new powerful guarantee will bring you more customers overall, so it's worth taking that small chance.

So what should you guarantee, and how should you write it?

The best way is to completely forget about what you can do - let's think about what your customers want. Once you know what they want, let's work out how you can promise to give it to them.

Ok, to begin with, let's work out the biggest frustration customers have when dealing with you.

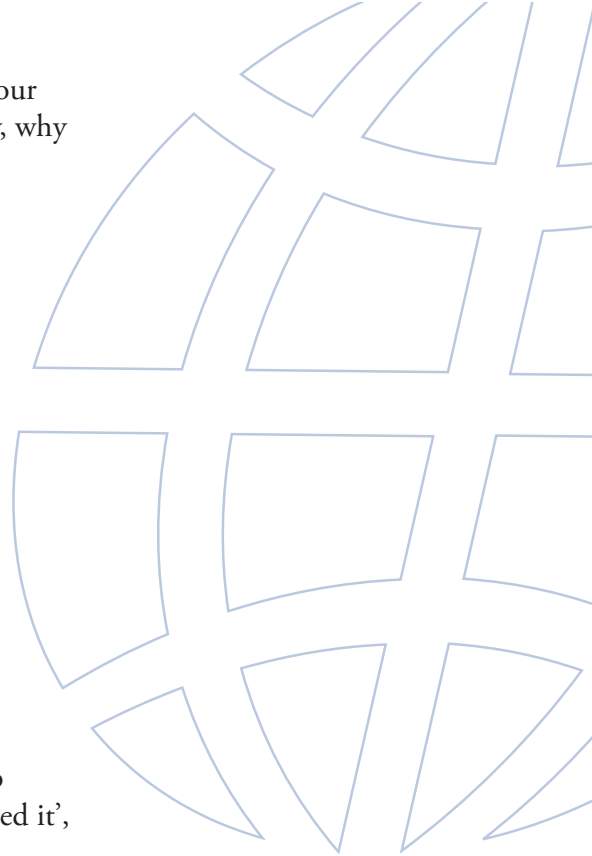
If it's builders dealing with sub-contractors, it's almost always people not turning up. If it's people getting their haircut, it's usually the hairdresser taking too much off and making them look silly. If it's a gym, it's often that they feel uncomfortable letting their blubber fly in front of a bunch of tanned, well toned Greek gods and gym bunnies.

Think about it - what really bugs your customers. Get into their shoes, then consider them saying this 'if I could just find a [business type] that did [x], I'd deal with them every time and recommend all my friends too'.

Ok, now fill in the blank - what is that one thing? Got it? Now how can you guarantee to do that for them. Don't immediately rule out the possibility there are dentists out there that guarantee no pain, no waiting and no surprises, there are pest control companies that guarantee you won't SEE a bug for 6 months, there are hairdressers that guarantee to fit a hair extension free if they chop off too much, there are video stores that let you watch another video free if you don't like the movie. The impossible can be achieved.

Of course, that one thing may not be achievable - you have to ask yourself whether it's economically viable.

Ok, if you can't do the first one, let's move on to the next biggest frustration. Think about it - what else bugs your customers?



Now let's develop a guarantee based on that. Can't be done? Move onto the next one, but make sure you're giving each one a fair chance of success. If you're just avoiding a killer guarantee for fear of doing more work or having to re-arrange the business, you're cheating yourself.

Once you know what you want to guarantee, it's time to write it down. This will be promoted on all of your business cards and your letterhead, so it pays to take the time with it.

Then basic format for a powerful guarantee is simple - 'If this doesn't happen, then we'll do that'. For example 'If your friends don't start commenting on your immaculately clear skin within 4 weeks, you get every dollar back and a voucher for a free consultation with a dermatologist (value £80)'. How much business is that guarantee going to get a beautician?

Ok, let's write yours. First, write the first part of your guarantee - this is where you promise that something will happen. It's good idea to phrase it as 'if you're not blah blah blah' or 'You will blah blah blah' with the next words being 'if not, we'll blah blah blah'. Make the actual promise as specific as you can - put a time frame on it and make it really stand out. Explain what will happen - the real benefit of buying the product or service.

Second, you write the 'this will happen' bit - don't be afraid of money back, or a 'we'll keep working with you until you get the results' guarantee. Another option is 'we'll pay for you to see our most hated competitor' or 'we'll write you a cheque for the amount you invested plus £1000 to go to your favourite charity'. Now that's powerful!! Of course, it depends on the industry.

Let's take a look at a few examples ...

Restaurant: You walk in, choose your meal and it arrives in 11 minutes or less. If it comes late, or it's not the tastiest meal you've had in ages, you get your next visit free.

Florist: The guarantee could be: if our flowers don't put a smile on their face, we'll refund your money.

Stationery: Imagine a stationery supplier who guaranteed the lowest prices and the fastest delivery. The guarantee could read 'if you can find anyone who beats our prices, we'll give you that item free. If you don't get your delivery within 40 minutes of your phone call, we'll buy you lunch anywhere in the CBD'.

Builder: What about a builder who guarantees to have your home finished two days before the deadline. If not, the builder will pay double your rent for every day the construction is late. Furthermore, the builder guarantees to have everything completely finished - there will be no loose ends, no unpainted sections, and everything will be exactly as you expected it to be.

Training Company: Imagine a corporate training company that guaranteed to get your staff so fired up, you'd want to give them all a pay rise. It could read like this 'Our training will transform your team. In fact, we bet you'll feel like giving them all a pay rise. If you don't, we'll cut the price in half and train your team again'.

All you need to do now is fill in the blanks - under your photo and name, you write 'I personally guarantee you will [promise]. If not, we will [what will happen]'.

The beauty of the photo is that it makes you seem a lot more credible. People subconsciously think, 'well, if they're willing to put their photo and name to it, it must be the real deal'.

The photo should be a head and shoulders shot of you smiling, and dressed the way you'd normally be dressed if you were at work (if you're a stripper, you may want to reconsider this). Look straight ahead and smile.

Once you've decided on your approach, the rest is very simple.

Most important is understanding your customers. If you understand the needs, wants and position of your customer, it's very easy to write text that will appeal.

If you nail the 'appeal' and the message, you'll win.

The other thing to bear in mind when writing the text for your business card and letterhead set is the amount of information you should include. If you feel you need an A4 sized business card just to get the message across, perhaps you should look at another approach.

Usually, you only have the back of the business card to make your point, although you might consider doing a 'double' folded business card, giving

you 3 full panels to work with (1 for the logo and details, the rest for selling).

It's never a good idea to squash hundreds of words in small type on the back of your cards. They won't get read. You're better off using bigger type and saying a lot less.

The same goes for letterheads - whether you decide to put your letterhead at the top, the bottom or down the side, it's important that there's plenty of white space. The letterhead needs to be distinct from the rest of the information of the page, and white space is the best way to achieve this.

Remember, your business cards and letterheads should just give the main reasons to deal with you. It may be one very good reason (a USP or guarantee) or a list of things that will appeal (the 5- reasons approach).

Because you only have a limited number of words, you need to make the most of every one. That doesn't mean that you need to be a great writer who knows how to craft every sentence to perfection. It just means that you should say things in the shortest way possible.

Once you've written your text, go back through it and knock out any words that don't need to be there. If you're not certain that a sentence is necessary, take it out altogether, then say see if everything still makes sense.

Your customers aren't that interested in reading a novel down the side of your letterhead, or turning over your business card to read beautifully constructed prose that could be published as poetry. They just want the facts -the key reasons why they should call you.

It's a good idea to keep in mind that people don't really care about you or your business. That might sound harsh, but it's true. People care about themselves, their friends and their happiness. Where they get their hair cut, or which video store they choose doesn't really make that much difference.

Your business cards and letterheads just need to get the point across quickly and succinctly, so the customer thinks 'okay, these guys seem alright'.

It's really as simple as that.

2. How (Do You Want Your Stationery To Look)?

There are people out there who get paid hundreds of thousands of dollars every year to design 'visual images' for companies and businesses.

These are people who talk about logos and corporate colours like it's some kind of art form, and that their designs express something really profound and deep.

The truth is, if the logos of the big corporations really are saying something important about the 'heart and soul' of

the company, it goes right over the head of 99.9999% of the population. People just don't care about things like that, and why should they?"

When it comes to designing your stationery, forget about art and all this abstract nonsense. Just put it right out of your mind, because it will only lead you up the garden path.

I remember dealing with one client, who decided to make a horse the focus of her logo and business cards. Her business was corporate sales training. When I asked her why she chose a horse as her main image, she said 'Horses have always been a big part of my life, and I wanted a logo that got that across'.

I found it hard to keep a straight face.

Obviously, the only person that cares about her interest in horses is her - the corporations considering contracting for sales training don't give a damn. The cutesy horse logo was more confusing than anything else, and did nothing to add to the appeal of her business.

She had plenty of justification for the logo - she believed that horses were swift and noble, exactly the qualities she could teach salespeople. It all sounded like rubbish to me, and just a convenient explanation of her choice to put a horse on her business cards. If she'd just said, 'I like horses' and left it at that, I'd probably have more respect for the idea. It's her business, after all.

I think Australians and New Zealanders have a real inbuilt BS detector, and we find it difficult to swallow all of this artsy nonsense. If it sells, it sells. If it looks good, it looks good. There really isn't anything else to it.

Having said that, it's important to note that different colours, images and fonts give people different impressions. Subconsciously, we associate different looks with different ideas.

For example, if you used an old Gothic typeface, people would think of you as classic, steeped in tradition and maybe British in heritage. If you used a computer-style typeface, people might see you as modern and up to date. If you used a handwritten, or comic typeface, people would be more inclined to view you as informal and fun.

The thing is, you don't need any special education to work this stuff out - you

already know it. If an image suggests something to you, it's very likely it will suggest the same thing to most other people too.

That doesn't include things like horses, which mean very different things to different people. Then again, there are various images which almost always suggest the same thing across the board.

For example, think about lions. If you had a stylised logo on all of your business cards and letterhead, it would suggest a kind of regal, established feeling. If you used a dolphin, it would suggest intelligence and maybe a new age connotation.

Of course, you're not just limited to animals - perhaps you could use a musical note, a big tree or a lightning bolt. All of these things, when tied in with the right word give a very definite feeling.

For most businesses though, there's no real need to include anything aside from a basic typed logo. Unless there is an extra visual image that you feel really represents you, and will very positively add to the impression customers get, it's best to leave the idea alone.

Think about the classic logos - McDonalds, Coca-Cola, Levis etc. In most cases, these logos mean nothing in particular. The way they're written, the colours, the type-face - it's all subjective.

Of course, there are some people who'd tell you that the Coke logo suggests fun, yet retains a sense of being classic.

I'm not really sure, and I'd leave that kind of interpretation up to the artists of the world. From a businessman's



point of view, one thing is clear - these logos have succeeded because they have been consistent. The three brands mentioned before have kept the same basic look since the start, and only made very slight changes very gradually.

Think about McDonalds. They have claimed a very particular red and yellow combination as their own. I remember a billboard campaign they ran some years ago. The billboards were painted red and yellow, and just said 400m ahead. As I recall, the ads didn't even contain the distinctive 'M' logo. It didn't matter a bit - everyone knew what the ads were for.

When it comes to your logo and look, it's a good idea to stay 'down to earth'. Don't get carried away with image, and art and all that stuff. Just create a logo and look that represents you accurately.

For example, a business that specialises in hand-crafting exquisite wrought iron fencing would use an old style font, and very tasteful colours, probably black and red.

If they broke the mould, and used a really modern looking typeface, a picture of skyscraper and bright yellow and green, people would get a completely different impression of the business.

In fact, it would probably be different to talk about 'traditional methods and classic styling' if they used this approach. The whole picture wouldn't be coherent.

Let's deal with each aspect of your look, one at a time ...

Type faces ...

The 2 basic types are Sans Serif and Serif fonts.

Sans Serif fonts don't have the little "feet" at the bottom of each letter. Studies have shown that people find these fonts more difficult to read than serif fonts. This is not really a concern when crafting a logo - it has more impact when writing a long block of text.

Serif type has the little "feet" or "hooks" at the bottom of each letter. These "feet" appear to form a line under the words that your eye can follow.

The most common type of serif font is Times New Roman. The most common sans serif font is called Arial. Times gives a more classic feel, whilst Arial seems more modern.

Computers offer a huge range of fonts, and it's cheap and easy to lay your hands on some more. You may end up with too much choice, which will ultimately slow you down.

I'd suggest you get on a computer, type your business name, then experiment with different fonts. Once you've been through 20 or so, pick the 3 you like best and show it around to different people for opinions.

Pictures & Drawings ...

As mentioned before, it's best to avoid drawing and pictures if you're not entirely sure what impact the visual will have on your image.

In general, a drawing works better than a picture. A picture just seems too real, or not artistic enough. Unless you're a great artist, it's best to cough up the dough and get a professional in to draw it for you.

Colour ...

It could be argued that because people see in colour, your business cards and letterhead



should be printed in colour. Whilst this would seem a worthwhile argument, it pays to remember that most newspapers are printed in black and white, and they're always read (no pun intended).

Printing your material in colour will cost quite a bit more than standard black text on white writing. More often than not though, it will be worth the money - colour definitely adds a professionalism that you can't get with black and white.

If you're going to use any colour at all, you'd be well advised to print in full process colour. Research has shown that the difference between 2 colour and black and white advertising material is minimal and doesn't justify the extra expenditure.

Printing your letterhead on coloured paper is an inexpensive way to brighten it up. But be careful which colour paper you choose as it can make your info difficult to read.

If you're going to use colours, it's worth noting the impact of colour psychology ...

Forest Green -appeals to wealthy but may cause rejection in other economic groups Burgundy -same as forest green Bluish Red -appeals to women

Yellowish Red -appeals to men Orange -makes people think the business is informal and open to everyone

Yellow -gets attention, but can indicate cheapness White -good colour for décor, reminds people of dairy products and cleanliness

Ultimately, I recommend that you trust your own instincts before worrying about the rules. Your opinion is just as valid as anybody else's - we've all grown up in the same society, and all have basically the same understanding of what colours mean.

For example, light blue will always be associated with clear skies. Red always means stop, green generally means go, or nature.

Start paying attention to other business stationery, and see if you can work out why they've chosen the colours they have. Also, note the impact that the colours have on your opinion of the business.

Layout ...

You'll find a number of effective layouts in the examples and templates section.

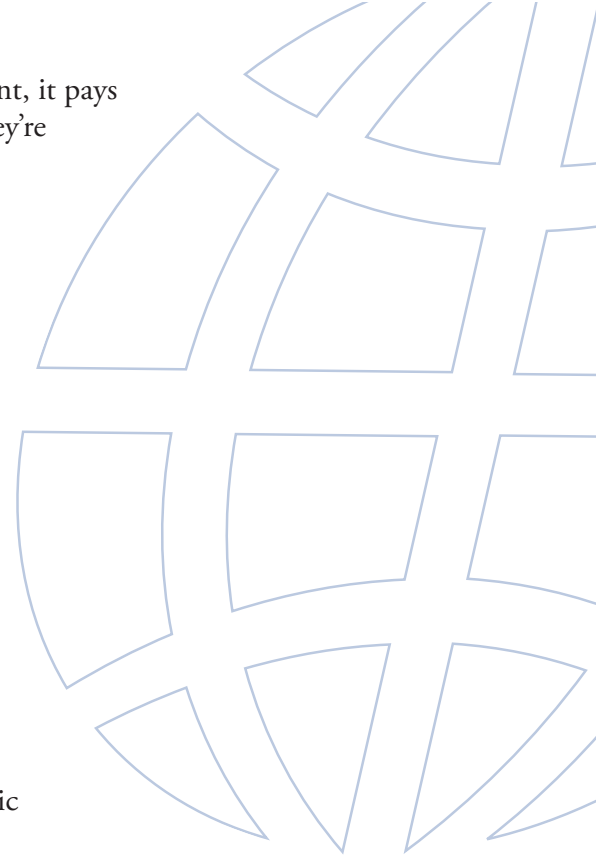
Many people fall into the trap of trying to jazz up their stationery by throwing in lots of different shapes and elements. Unless you have a good deal of artistic ability, you're best off sticking with a more simple layout.

If you want to try something out of the ordinary, you should pay a graphic designer to do it for you. Professional designers can be quite expensive. If you want to save some money, contact a college or university that runs a graphic design course. This way you may be able to find a 2nd or 3rd year student who will do it for a reasonable price.

When it comes to business cards, it's generally a good idea to put your details (and a photo of the person named on the card) on the front, and your selling message on the back. The photo is often a good idea, as it gives the card more personalization, and makes it stand out.

With letterheads, I'd recommend running the information down the side. This allows you to include more information, and also keeps the letterhead very clearly separated from the rest of the text.

Size ...



Importantly for business cards (letterheads are always A4, and don't need to be discussed), your card must fit neatly into a wallet or business card folder.

I've discarded plenty of business cards because they were cut too big for my wallet. I couldn't store them with ease so I threw them away. Regardless of how well they were printed, there was no way I could hang on to them.

When creating your cards with a printer, make sure you ask for a sample, then test it. If it's too big, don't even consider going ahead until you've adjusted the size. I can't stress this strongly enough.

You may want to consider a double business card which folds over. These can work exceptionally well, especially when the second card contains a tear off offer. For example, the second card could be presented for a 20% discount, or something free.

You may wish to try odd size or shape card. This can certainly make your card stand out but again, unless you have great artistic flair, you're best advised to consult a professional designer, printer, or a member of the **ActionCOACH** creative team.

Stock ...

Stock is the term used for the type of paper or card that you print your cards and letterheads on. There are numerous types for you to choose from. Should you use glossy paper or plain paper? Plain card or a textured card? These are just some of the questions to be answered when choosing your stock.

Just as there are a variety of materials, there are also a variety of prices, going from the very expensive to the down right cheap. Before deciding on the type to use for your stationery, you need to consider the type of product you're about to promote.

If you're selling expensive, good quality products it's better to use good quality stock. For a cheap, consumable product or service, cheaper stock is fine. People generally aren't that concerned, but they may find it strange if your high quality business promotes itself using the cheapest and thinnest card available.

3. Where (Should You Get Them Printed)?

Once you've designed your stationery, and decided on the stock, you then have to decide where and how to get it all printed. This will depend largely on your budget. You basically have 3 choices ...

Professional printer: This is more expensive but ensures that your stationery will look first rate. Always have your stationery professionally printed if your budget allows. Also, you should shop around for a printer who offers a very cheap letterhead and business card package. Most printers are willing to make a loss the first time, because they know you'll come back for reprints.

Personal printer: If you own, or have access to, a good quality computer printer you may be able to save on your printing cost. However you need to keep in mind the quality of the stock you use, and the price of your product. If you're printing a large number of letterheads, it would probably work out more cost effective in the long run to have them done professionally.

Photocopies: This is the bargain basement of printing. If you decide to go with this option, make sure that the quality of reproduction is high. Having black lines all over your stationery will make you, and your product look cheap and nasty. Only use this option as a last resort, and only for B&W. Colour photocopying will always work out to be expensive.

4. How (Should You Use Them)?

Once you've got your stationery together, it's time to get them out there.

Aside from all the usual methods of using business cards (giving them out to customers, giving out extras for friends, attaching them to your mailouts), you might also like to consider networking. This is especially relevant if most of your customers are other businesses ...

The idea of networking strikes fear into the hearts of most business people. Regardless of how old you are, or how good you are at your job, there's a natural tendency to feel a little shy.

Networking implies 'schmoozing' and pretending to be something you're not. The fact is, it doesn't have anything to do with either. Networking is purely about introducing yourself to other business owners in a relaxed social setting. It should be (gasp) fun!!

I once worked with a financial planner who based his whole business on networking. Every 2 weeks, he'd invite 2 clients to dinner, and asked that they invite 3 business friends each. Now, believe me, this financial planner was no 'life of the party'. In fact, I'd have to be honest and say he was a little boring and eccentric - completely off in his own world of investments and insurance.

Anyway, the nights went especially well - the financial planner covered the whole night. It worked out to about £300 per dinner, around the cost of the ads he used to run.

The structure of the night was always the same. Introductions and name badges, a brief talk by each of the guests (what they did, who they were etc), a light entree, a 30 minute presentation by the financial planner on a topic, then dinner and conversation. He gave everyone business cards, and got business cards in return.

After the night, he would follow each person up on the phone. He didn't lie and pretend that he now wanted to become best friends (that would have turned people off straight away) - he'd simply say 'would you like to meet and work out how we can set something up for you'.

Essentially, this became the only marketing or promotion he did. It cost him £300 every 2 weeks, but he saw 2 new clients out of it almost every time. Over the lifetime of the client, he saw the acquisition cost (£150) back many, many times over.

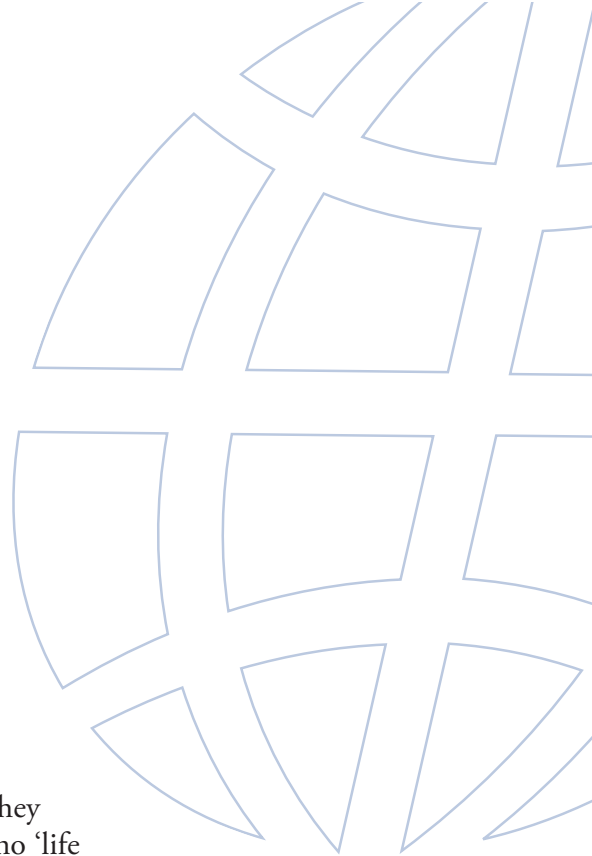
His business cards were better than the average too - they offered '5 reasons why I'm the best financial planner you'll ever meet'. People thought that was a little cocky, but he had the experience to back up his claims.

Between the dinner and the time he called, they'd had time to look at his business card, and read through the info. It was like a mini-flier.

And he made lots of new friends to boot. Even some of the people who didn't come on board started inviting him out to their parties and networking nights. He was introduced to lots of new people, and thus, made even more contacts that turned into sales.

Of course, he didn't need to pay for the dinner. He could have invited people along and ask them to pay £20 for 4 drinks and a meal. He could have even struck up a great deal with the restaurant, and got commission for introducing these 8 people as new customers. If he went to the same restaurant every time, he'd eventually be able to get an amazing deal, and maybe even make a profit out of the dinner alone. It's amazing what can happen when you start thinking this way.

Now I want you to keep in mind, this guy was certainly not Mr. Personality, and if the truth be known, he was often very nervous before the dinners. He worked around that, by putting the focus on the guests, letting everyone



have a few drinks, talking about something he really knew about, and saving the main conversation until everyone had eaten and loosened up a little. The pressure was never really on.

The dinner with clients and their friends is one way to network. Let's look at a few others ...

The Sporting Club

This is by far my favourite. When you get involved with a golf club, you'll almost always find you run into plenty of people who own their own business.

You don't have to go into it with the express purpose of making contacts, just aim to have a good time, improve your swing and meet some people. Whenever you have a beer with someone at the club house, or play a round with a business owner, slip them a card.

Even if they thought you were quirky, they'll still trust you beyond any other

supplier of your type. Personal contact means everything. If they've shared one beer and had a laugh with you, they'll prefer you to almost anyone. It's easy, fun and it really does work.

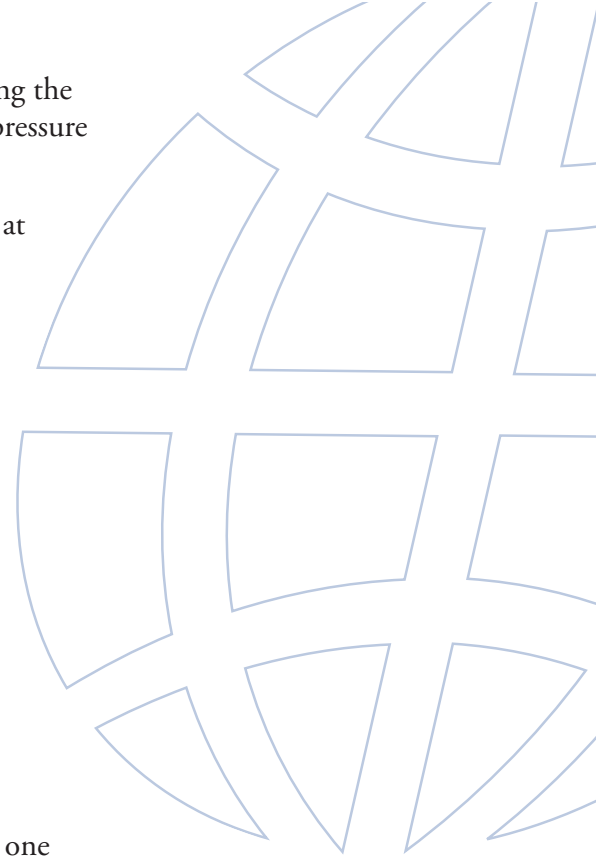
Business After Hours

If you go scouting around, you'll find that someone in your area organises regular networking nights. It's like a whole other world, but not hard to break into at all.

People go there to meet other people (like a singles bar). They expect to talk to you, and to find out what you do. Obviously, they are there to make contacts themselves, but they'll happily listen to you talk about why you're so different and good. If they believe you, they may even become a client.

Watch out though. You may see a few of your colleagues there doing the same thing. These Business After Hours nights are prime hunting grounds for business owners who deal with other businesses.

Importantly, you should use your letterhead at every opportunity. Even if you're just mailing out an invoice, why not print it on your letterhead?



ABOUT THE AUTHOR

Bradley J. Sugars

Brad Sugars is a world-renowned Australian entrepreneur, author, and business coach who has helped more than a million clients around the world find business and personal success.

He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned and operated more than two dozen companies, from pizza to ladies fashion, from real estate to insurance and many more.

His main company, **ActionCOACH**, started from humble beginnings in the back bedroom of a suburban home in 1993 when Brad started teaching business owners how to grow their sales and marketing results. Now Action has nearly 1000 franchises in 19 countries and is ranked in the top 100 franchises in the world.

Brad Sugars has spoken on stage with the likes of Tom Hopkins, Brian Tracy, John Maxwell, Robert Kiyosaki, and Allen Pease, written books with people like Anthony Robbins, Jim Rohn, and Mark Victor Hansen, appeared on countless TV and radio programs and in literally hundreds of print articles around the globe. He's been voted as one of the Most Admired Entrepreneurs by the readers of E-Spy Magazine—next to the likes of Rupert Murdoch, Henry Ford, Richard Branson, and Anita Roddick.

Today, **ActionCOACH** has coaches across the globe and is ranked as one of the Top 25 Fastest Growing Franchises on the planet as well as the #1 Business Consulting Franchise. The success of **ActionCOACH** is simply attributed to the fact that they apply the strategies their coaches use with business owners.

Brad is a proud father and husband, the Chairman of a major childrens' charity and in his own words, "a very average golfer."

Check out Brad's Web site www.bradsugars.com and read the literally hundreds of testimonials from those who've gone before you.



RECOMMENDED READING LIST

ACTIONCOACH BOOK LIST

“The only difference between you now and you in 5 years’ time will be the people you meet and the books you read.” Charlie Tremendous Jones

“And, the only difference between your income now and your income in 5 years’ time will be the people you meet, the books you read, the tapes you listen to, and then how you apply it all.” Brad Sugars

- The E-Myth Revisited by Michael E. Gerber
- My Life in Advertising & Scientific Advertising by Claude Hopkins
- Tested Advertising Methods by John Caples
- Building the Happiness Centered Business by Dr. Paddi Lund
- Write Language by Paul Dunn & Alan Pease
- 7 Habits of Highly Effective People by Steven Covey
- First Things First by Steven Covey
- Awaken the Giant Within by Anthony Robbins
- Unlimited Power by Anthony Robbins
- 22 Immutable Laws of Marketing by Al Ries & Jack Trout
- 21 Ways to Build a Referral Based Business by Brad Sugars
- 21 Ways to Increase Your Advertising Response by Mark Tier
- The One Minute Salesperson by Spencer Johnson & Larry Wilson
- The One Minute Manager by Spencer Johnson & Kenneth Blanchard
- The Great Sales Book by Jack Collis
- Way of the Peaceful Warrior by Dan Millman
- How to Build a Championship Team—Six Audio tapes by Blair Singer
- Brad Sugars “Introduction to Sales & Marketing” 3-hour Video
- Leverage—Board Game by Brad Sugars
- 17 Ways to Increase Your Business Profits booklet & tape by Brad Sugars. FREE OF CHARGE to Business Owners

***To order Brad Sugars’ products from the recommended reading list call your nearest ActionCOACH office today.**

The 18 Most Asked Questions about Working with an **ActionCOACH** Business Coach

And 18 great reasons why you'll jump at the chance to get your business flying and make your dreams come true

1. So who is ActionCOACH?

ActionCOACH is a business Coaching and Consulting company started in 1993 by entrepreneur and author Brad Sugars. With offices around the globe and business coaches from Singapore to Sydney to San Francisco, **ActionCOACH** has been set up with you, the business owner, in mind.

Unlike traditional consulting firms, Action is designed to give you both short-term assistance and long-term training through its affordable Mentoring approach. After 8 years teaching business owners how to succeed, Action's more than 10,000 clients and 1,000,000 seminar attendees will attest to the power of the programs.

Based on the sales, marketing, and business management systems created by Brad Sugars, your Action Coach is trained to not only show you how to increase your business revenues and profits, but also how to develop the business so that you as the owner work less and relax more.

ActionCOACH is a franchised company, so your local Action Coach is a fellow business owner who's invested her own time, money, and energy to make her business succeed. At Action, your success truly does determine our success.

2. And, why do I need a Business Coach?

Every great sports star, business person, and superstar is surrounded by coaches and advisors.

And, as the world of business moves faster and gets more competitive, it's difficult to keep up with both the changes in your industry and the innovations in sales, marketing, and management strategies. Having a business coach is no longer a luxury; it's become a necessity.

On top of all that, it's impossible to get an objective answer from yourself. Don't get me wrong. You can survive in business without the help of a Coach, but it's almost impossible to thrive.

A Coach can see the forest for the trees. A Coach will make you focus on the game. A Coach will make you run more laps than you feel like. A Coach will tell it like it is. A Coach will give you small pointers. A Coach will listen. A Coach will be your marketing manager, your sales director, your training coordinator, your partner, your confidant, your mentor, your best friend, and an Action Business Coach will help you make your dreams come true.

3. Then, what's an Alignment Consultation?

Great question. It's where an Action Coach starts with every business owner. You'll invest a minimum of £1295, and during the initial 2 to 3 hours your Coach invests with you, he'll learn as much as he can about your business, your goals, your challenges, your sales, your marketing, your finances, and so much more.

All with three goals in mind: To know exactly where your business is now. To clarify your goals both in the business and personally. And thirdly, to get the crucial pieces of information he needs to create your business's Action Plan for the next 12 months.

Not a traditional business or marketing plan mind you, but a step-by-step plan of Action that you'll work through as you continue with the Mentor Program.

4. So, what, then, is the Mentor Program?

Simply put, it's where your Action Coach will work with you for a full 12 months to make your goals a reality. From weekly coaching calls and goal-setting sessions, to creating marketing pieces together, you will develop new sales strategies and business systems so you can work less and learn all that you need to know about how to make your dreams come true.

You'll invest between £995 and £10,000 a month and your Coach will dedicate a minimum of 5 hours a month to working with you on your sales, marketing, team building, business development, and every step of the Action Plan you created from your Alignment Consultation.

Unlike most consultants, your Action Coach will do more than just show you what to do. She'll be with you when you need her most, as each idea takes shape, as each campaign is put into place, as you need the little pointers on making it happen, when you need someone to talk to, when you're faced with challenges and, most importantly, when you're just not sure what to do next. Your Coach will be there every step of the way.

5. Why at least 12 months?

If you've been in business for more than a few weeks, you've seen at least one or two so called "quick fixes."

Most Consultants seem to think they can solve all your problems in a few hours or a few days. At Action we believe that long-term success means not just scraping the surface and doing it for you. It means doing it with you, showing you how to do it, working alongside you, and creating the success together.

Over the 12 months, you'll work on different areas of your business, and month by month you'll not only see your goals become a reality, you'll gain both the confidence and the knowledge to make it happen again and again, even when your first 12 months of Coaching is over.

6. How can you be sure this will work in my industry and in my business?

Very simple. You see at Action, we're experts in the areas of sales, marketing, business development, business management, and team building just to name a few. With 328 different profit-building strategies, you'll soon see just how powerful these systems are.

You, on the other hand, are the expert in your business and together we can apply the Action systems to make your business fly.

Add to this the fact that within the Action Team at least one of our Coaches has either worked with, managed, worked in, or even owned a business that's the same or very similar to yours. Your Action Coach has the full resources of the entire Action team to call upon for every challenge you have. Imagine hundreds of experts ready to help you.

7. Won't this just mean more work?

Of course when you set the plan with your Action Coach, it'll all seem like a massive amount of work, but no one ever said attaining your goals would be easy.

In the first few months, it'll take some work to adjust, some work to get over the hump so to speak. The further you are into the program, the less and less work you'll have to do.

You will, however, be literally amazed at how focused you'll be and how much you'll get done. With focus, an Action Coach, and most importantly the Action Systems, you'll be achieving a whole lot more with the same or even less work.



8. How will I find the time?

Once again the first few months will be the toughest, not because of an extra amount of work, but because of the different work. In fact, your Action Coach will show you how to, on a day-to-day basis, get more work done with less effort.

In other words, after the first few months you'll find that you're not working more, just working differently. Then, depending on your goals from about month six onwards, you'll start to see the results of all your work, and if you choose to, you can start working less than ever before. Just remember, it's about changing what you do with your time, not putting in more time.

9. How much will I need to invest?

Nothing, if you look at it from the same perspective as we do. That's the difference between a cost and an investment. Everything you do with your Action Coach is a true investment in your future.

Not only will you create great results in your business, but you'll end up with both an entrepreneurial education second to none, and the knowledge that you can repeat your successes over and over again.

As mentioned, you'll need to invest at least £1295 up to £5000 for the Alignment Consultation and Training Day, and then between £995 and £10,000 a month for the next 12 months of coaching.

Your Coach may also suggest several books, tapes, and videos to assist in your training, and yes, they'll add to your investment as you go. Why? Because having an Action Coach is just like having a marketing manager, a sales team leader, a trainer, a recruitment specialist, and corporate consultant all for half the price of a secretary.

10. Will it cost me extra to implement the strategies?

Once again, give your Action Coach just half an hour and he'll show you how to turn your marketing into an investment that yields sales and profits rather than just running up your expenses.

In most cases we'll actually save you money when we find the areas that aren't working for you. But yes, I'm sure you'll need to spend some money to make some money.

Yet, when you follow our simple testing and measuring systems, you'll never risk more than a few dollars on each campaign, and when we find the ones that work, we make sure you keep profiting from them time and again.

Remember, when you go the accounting way of saving costs, you can only ever add a few percent to the bottom line.

Following Brad Sugars' formula, your Action Coach will show you that through sales, marketing, and income growth, your possible returns are exponential.

The sky's the limit, as they say.

11. Are there any guarantees?

To put it bluntly, no. Your Action Coach will never promise any specific results, nor will she guarantee that any of your goals will become a reality.

You see, we're your coach. You're still the player, and it's up to you to take the field. Your Coach will push you, cajole you, help you, be there for you, and even do some things with you, but you've still got to do the work.

Only you can ever be truly accountable for your own success and at Action we know this to be a fact. We guarantee to give you the best service we can, to answer your questions promptly, and with the best available information. And, last but not least your Action Coach is committed to making you successful whether you like it or not.

That's right, once we've set the goals and made the plan, we'll do whatever it takes to make

sure you reach for that goal and strive with all your might to achieve all that you desire.

Of course we'll be sure to keep you as balanced in your life as we can. We'll make sure you never compromise either the long-term health and success of your company or yourself, and more importantly your personal set of values and what's important to you.

12. What results have other business owners seen?

Anything from previously working 60 hours a week down to working just 10—right through to increases in revenues of 100s and even 1000s of percent. Results speak for themselves. Be sure to keep reading for specific examples of real people, with real businesses, getting real results.

There are three reasons why this will work for you in your business. Firstly, your Action Coach will help you get 100 percent focused on your goals and the step-by-step processes to get you there. This focus alone is amazing in its effect on you and your business results.

Secondly, your coach will hold you accountable to get things done, not just for the day-to-day running of the business, but for the dynamic growth of the business. You're investing in your success and we're going to get you there.

Thirdly, your Coach is going to teach you one-on-one as many of Action's 328 profit-building strategies as you need. So whether your goal is to be making more money, or working fewer hours or both inside the next 12 months your goals can become a reality. Just ask any of the thousands of existing Action clients, or more specifically, check out the results of 19 of our most recent clients shown later in this section.

13. What areas will you coach me in?

There are five main areas your Action Coach will work on with you. Of course, how much of each depends on you, your business, and your goals.

Sales. The backbone of creating a superprofitable business, and one area we'll help you get spectacular results in.

Marketing and Advertising. If you want to get a sale, you've got to get a prospect. Over the next 12 months your Action Coach will teach you Brad Sugars' amazingly simple streetwise marketing—marketing that makes profits.

Team Building and Recruitment. You'll never wish for the right people again. You'll have motivated and passionate team members when your Coach shows you how.

Systems and Business Development. Stop the business from running you and start running your business. Your Coach will show you the secrets to having the business work, even when you're not there.

Customer Service. How to deliver consistently, make it easy to buy, and leave your customers feeling delighted with your service. Both referrals and repeat business are centered in the strategies your Coach will teach you.

14. Can you also train my people?

Yes. We believe that training your people is almost as important as coaching you.

Your investment starts at £1500 for your entire team, and you can decide between five very powerful in-house training programs. From "Sales Made Simple" for your face-to-face sales team to "Phone Power" for your entire team's telephone etiquette and sales ability. Then you can run the "Raving Fans" customer service training or the "Total Team" training. And finally, if you're too busy earning a living to make any real money, then you've just got to attend our "Business Academy 101." It will make a huge impact on your finances, business, career, family, and lifestyle. You'll be amazed at how much involvement and excitement comes out of your team with each training program.

15. Can you write ads, letters, and marketing pieces for me?



Yes. Your Action Coach can do it for you, he can train you to do it yourself, or we can simply critique the marketing pieces you're using right now.

If you want us to do it for you, our one-time fees start at just £1195. You'll not only get one piece; we'll design several pieces for you to take to the market and see which one performs the best. Then, if it's a critique you're after, just £349 means we'll work through your entire piece and give you feedback on what to change, how to change it, and what else you should do. Last but not least, for between £15 and £795 we can recommend a variety of books, tapes, and most importantly, Brad Sugars' Instant Success series books that'll take you step-by-step through the how tos of creating your marketing pieces.

16. Why do you also recommend books, tapes, and videos?

Basically, to save you time and money. Take Brad Sugars' Sales Rich DVD or Video Series, for instance. In about 16 hours you'll learn more about business than you have in the last 12 years. It'll also mean your Action Coach works with you on the high-level implementation rather than the very basic teaching.

It's a very powerful way for you to speed up the coaching process and get phenomenal rather than just great results.

17. When is the best time to get started?

Yesterday. OK, seriously, right now, today, this minute, before you take another step, waste another dollar, lose another sale, work too many more hours, miss another family event, forget another special occasion.

Far too many business people wait and see. They think working harder will make it all better. Remember, what you know got you to where you are. To get to where you want to go, you've got to make some changes and most probably learn something new.

There's no time like the present to get started on your dreams and goals.

18. So how do we get started?

Well, you'd better get back in touch with your Action Coach. There's some very simple paperwork to sign, and then you're on your way.

You'll have to invest a few hours showing them everything about your business. Together you'll get a plan created and then the work starts. Remember, it may seem like a big job at the start, but with a Coach, you're sharing the load and together you'll achieve great things.

Here's what others say about what happened after working with an Action business coach

Paul and Rosemary Rose—Iconact Multimedia

"Our Action coach showed us several ways to help market our product. We went on to triple our client base and simultaneously tripled our profits in just seven months. It was unbelievable! Last year was our best Christmas ever. We were really able to spoil ourselves!"

S. Ford—Pride Kitchens

"In 6 months, I've gone from working more than 60 hours per week in my business to less than 20, and my conversion rate's up from 19 percent to 62 percent. I've now got some life back!"

Gary and Leanne Paper—Galea Timber Products

“We achieved our goal for the 12 months within a 6-month period with a 100 percent increase in turnover and a good increase in margins. We have already recommended and will continue to recommend this program to others.”

Russell, Kevin, John, and Karen—Northern Lights Power and Distribution

“Our profit margin has increased from 8 percent to 21 percent in the last 8 months. Action coaching focussed us on what are our most profitable markets.”

Ty Pedersen—De Vries Marketing Sydney

“After just three months of coaching, my sales team’s conversion rate has grown from an average of less than 12 percent to more than 23 percent and our profits have climbed by more than 30 percent.”

Hank Meerkerk and Hemi McGarvey—B.O.P. School of Welding

“Last year we started off with a profit forecast, but as soon as we got Action involved we decided to double our forecast. We’re already well over that forecast again by two-and-a-half times on turnover, and profits are even higher. Now we run a really profitable business.”

Stuart Birch—Education Personnel Limited

“One direct mail letter added £40,000 to my bottom line, and working with Action has given me quality time to work on my business and spend time with my family.”

Mark West—Wests Pumping and Irrigation

“In four months two simple strategies have increased our business more than 20 percent. We’re so busy, we’ve had to delay expanding the business while we catch up!”

Michael Griffiths—Gym Owner

“I went from working 70 hours per week in the business to just 25 hours, with the rest of the time spent working on the business.”

Cheryl Standring—In Harmony Landscapes

“We tried our own direct mail and only got a 1 percent response. With Action our response rate increased to 20 percent. It’s definitely worth every dollar we’ve invested.”

Jason and Chris Houston—Empradoor Finishing

“After 11 months of working with Action, we have increased our sales by 497 percent, and the team is working without our having to be there.”

Michael Avery—Coomera Pet Motels

“I was skeptical at first, but I knew we needed major changes in our business. In 2 months, our extra profits were easily covering our investment and our predictions for the next 10 months are amazing.”

Garry Norris—North Tax & Accounting

“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service. Action fits all three of these criteria, and I recommend Action to my business clients who want to grow and develop their businesses further.”

Lisa Davis and Steve Groves—Mt. Eden Motorcycles



“With Action we increased our database from 800 to 1200 in 3 months. We consistently get about 20 new qualified people on our database each week for less than £10 per week.”

Christine Pryor—U-Name-It Embroidery

“Sales for August this year have increased 352 percent. We’re now targeting a different market and we’re a lot more confident about what we’re doing.”

Joseph Saitta and Michelle Fisher—Banyule Electrics

“Working with Action, our inquiry rate has doubled. In four months our business has changed so much our customers love us. It’s a better place for people to work and our margins are widening.”

Kevin and Alison Snook—Property Sales

“In the 12 months previous to working with Action, we had sold one home in our subdivision. In the first eight months of working with Action, we sold six homes. The results speak for themselves.”

Wayne Manson—Hospital Supplies

“When I first looked at the Mentoring Program it looked expensive, but from the inside looking out, its been the best money I have ever spent. Sales are up more than £3000 per month since I started, and the things I have learned and expect to learn will ensure that I will enjoy strong sustainable growth in the future.”



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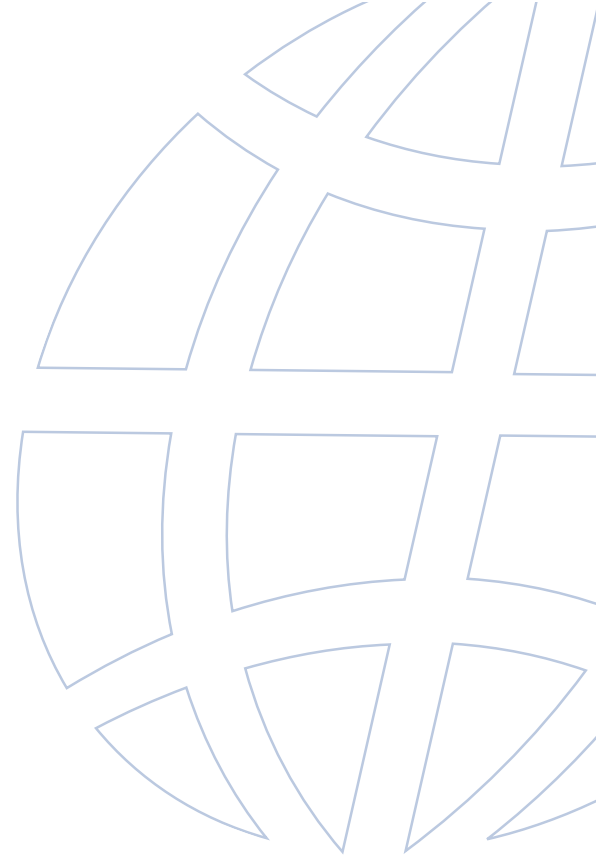
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Here's how you can profit from all of Brad's ideas with your local **ActionCOACH** Business Coach

Just like a sporting coach pushes an athlete to achieve optimum performance, provides them with support when they are exhausted, and teaches the athlete to execute plays that the competition does not anticipate.

A business coach will make you run more laps than you feel like. A business coach will show it like it is. And a business coach will listen.

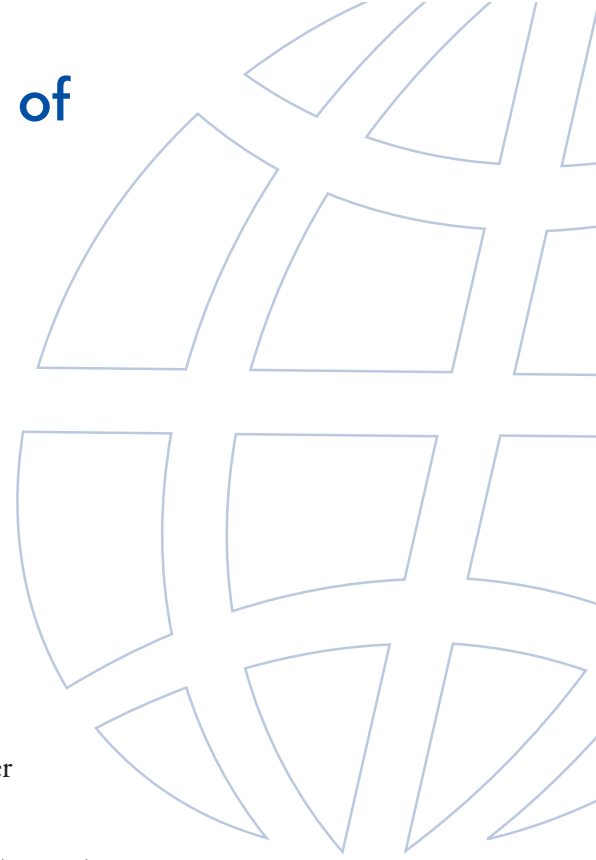
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you and your business perform at levels you never thought possible.

Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **Action** Coach.

As the owner of a business it's hard enough to keep pace with all the changes and innovations going on in your industry, let alone to find the time to devote to sales, marketing, systems, planning and team management, and then to run your business as well.

As the world of business moves faster and becomes more competitive, having a Business Coach is no longer a luxury; it has become a necessity. Based on the sales, marketing, and business management systems created by Brad Sugars, your **Action** Coach is trained to not only show you how to increase your business revenues and profits but also how to develop your business so that you, as the owner, can take back control. All with the aim of your working less and relaxing more. Making money is one thing; having the time to enjoy it is another.

Your **Action** Business Coach will become your marketing manager, your sales director, your training coordinator, your confidant, your mentor. In short, your **Action** Coach will help you make your business dreams come true.



ATTENTION BUSINESS OWNERS

You can increase your profits now

Here's how you can have one of Brad's **ActionCOACH** Business Coaches guide you to success.

Like every successful sporting icon or team, a business needs a coach to help it achieve its full potential. In order to guarantee your business success, you can have one of Brad's team as your business coach. You will learn about how you can get amazing results with the help of the team at **ActionCOACH**.

The business coaches are ready to take you and your business on a journey that will reward you for the rest of your life. You see, we believe **Action** speaks louder than words.

Complete and post this card to your local **Action** office to discover how our team can help you increase your income today!

ActionCOACH

The World's Number-1 Business Coaching Team

Name

Position

Company

Address

Country

Phone

Fax

Email

Referred by

How do I become an **ActionCOACH** Business Coach?

If you choose to invest your time and money in a great business and you're looking for a white-collar franchise opportunity to build yourself a lifestyle, an income, a way to take control of your life and, a way to get great personal satisfaction ...

Then you've just found the world's best team!

Now, it's about finding out if you've got what it takes to really enjoy and thrive in this amazing business opportunity.

Here are the 4 things we look for in every *Action Coach*:

1. You've got to love succeeding

We're looking for people who love success, who love getting out there and making things happen. People who enjoy mixing with other people, people who thrive on learning and growing, and people who want to charge an hourly rate most professionals only dream of.

2. You've got to love being in charge of your own life

When you're ready to take control, the key is to be in business for yourself, but not by yourself. Action's support, our training, our world leading systems, and the backup of a global team are all waiting to give you the best chance of being an amazing business success.

3. You've got to love helping people

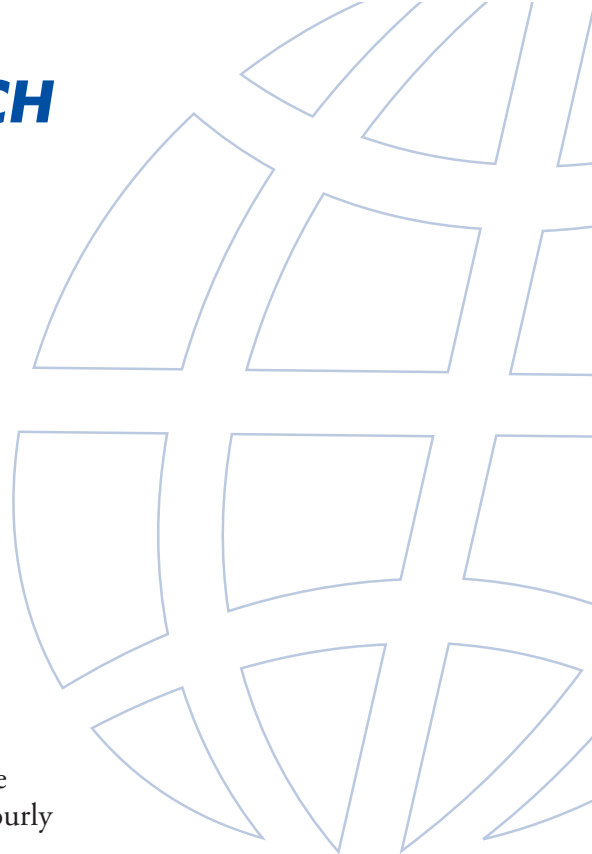
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

4. You've got to love a great lifestyle

Working from home, setting your own timetable, spending time with family and friends, knowing that the hard work you do is for your own company and, not having to climb a so-called corporate ladder. This is what lifestyle is all about. Remember, business is supposed to give you a life, not take it away.

Our business is booming and we're seriously looking for people ready to find out more about how becoming a member of the *ActionCOACH* Business Coaching team is going to be the best decision you've ever made.

Apply online now at www.actioncoach.com



Here's how you can network, get new leads, build yourself an instant sales team, learn, grow and build a great team of supportive business owners around you by checking into your local **Action Profit Club**

Joining your local Action Profit Club is about more than just networking, it's also the learning and exchanging of profitable ideas.

Embark on a journey to a more profitable enterprise by meeting with fellow, like-minded business owners.

An **Action** Profit Club is an excellent way to network with business people and business owners. You will meet every two weeks for breakfast to network and learn profitable strategies to grow your business.

Here are three reasons why **ActionCOACH's** Profit Clubs work where other networking groups don't:

1. You know networking is a great idea. The challenge is finding the time and maintaining the motivation to keep it up and make it a part of your business. If you're not really having fun and getting the benefits, you'll find it gets easier to find excuses that stop you going. So, we guarantee you will always have fun and learn a lot from your bi-weekly group meetings.
2. The real problem is that so few people do any work 'on' their business. Instead they generally work "in" it, until it's too late. By being a member of an **Action** Profit Club, you get to attend FREE business-building workshops run by Business Coaches that teach you how to work "on" your business and avoid this common pitfall and help you to grow your business.
3. Unlike other groups, we have marketing systems to assist in your groups' growth rather than just relying on you to bring in new members. This way you can concentrate on YOUR business rather than on ours.

Latest statistics show that the average person knows at least 200 other contacts. By being a member of your local **Action** Profit Club, you have an instant network of around 3,000 people

Join your local Action Profit Club today.

Apply online now at www.actionprofitclub.com

LEVERAGE—The Game of Business

Your Business Success is just a Few Games Away

Leverage—The Game of Business is a fun way to learn how to succeed in business fast.

The rewards start flowing the moment you start playing!

Leverage is three hours of fun, learning, and discovering how you can be an amazingly successful business person.

It's a breakthrough in education that will have you racking up the profits in no time. The principles you take away from playing this game will set you up for a life of business success. It will open your mind to what's truly possible. Apply what you learn and sit back and watch your profits soar.

By playing this fun and interactive business game, you will learn:

- How to quickly raise your business income
- How business people can become rich and successful in a short space of time
- How to create a business that works without you

Isn't it time you had the edge over your competition?

Leverage has been played by all age groups from 12-85 and has been a huge learning experience for all. The most common comment we hear is: 'I thought I knew a lot, and just by playing a simple board game I have realized I have a long way to go. The knowledge I've gained from playing Leverage will make me thousands! Thanks for the lesson.'

To order your copy online today, please visit www.bradsugars.com



Who is ActionCOACH?

ActionCOACH is the world's number 1 business coaching franchise that traces its beginning back to a small room in a suburb of Brisbane, Australia, where Brad Sugars began developing a series of seminars and workshops to help small business owners grow their businesses. That was in 1993 and since then the business has burgeoned into one of the fastest growing franchises in the world, with more than 1,000 business coaches operating in 26 countries.

Here's why we're **The World's Number 1 Business Coaching Firm**

 **ActionCOACH** is currently ranked and has been so for the past three years the #1 Business Consulting Franchise in the World, by Entrepreneur Magazine. In 2007 Entrepreneur Magazine also ranked **ActionCOACH** #96 in the Franchise 500, #55 Fastest Growing Franchise in 2006, #25 Top 101 Homebased Franchise and #43 America's Top Global Franchise.



ActionCOACH was named a Stevie Winner in the prestigious 2006 International Business Awards, Best Overall Company category. The Stevie awards are the World's Premier Business Awards and recognizes the accomplishments and positive contributions of companies.



In 2006, we made the Top 50 Franchises in the 2006 Franchisee Satisfaction Awards conducted by the Franchise Business Review. Out of the nearly 250 companies entered, and representing over 45,000 franchisees around the globe **ActionCOACH** was ranked 34.



ActionCOACH was the winner of the prestigious 2005 Franchise of the Year Award in Ireland. The award is presented to the company that has demonstrated outstanding growth and development in the service sector of the franchise industry. Winning the Franchise of the Year Award is a major achievement for a company that was introduced to Ireland just three years prior.



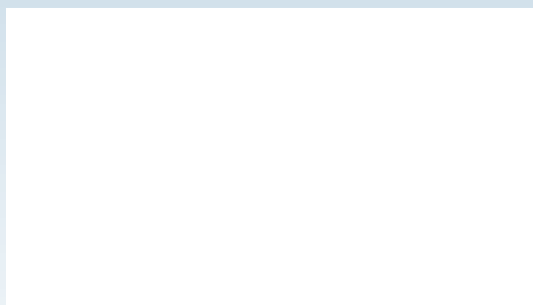
In 2006, **ActionCOACH** was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to **ActionCOACH** after a panel of journalists and managers from the magazine judged it to have excelled across a wide range of criteria including reputation, franchise return on investment, profit growth potential, and quality of franchisee support.



ActionCOACH won the prestigious Australian Business Award for Enterprise. The Australian Business Awards is an independent program recognizing success, innovation and ethics across all industry sectors embracing businesses of all sizes. The program is supported by forward-thinking organizations that are committed to business excellence and innovative business processes.

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ActionCOACH

business coach

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