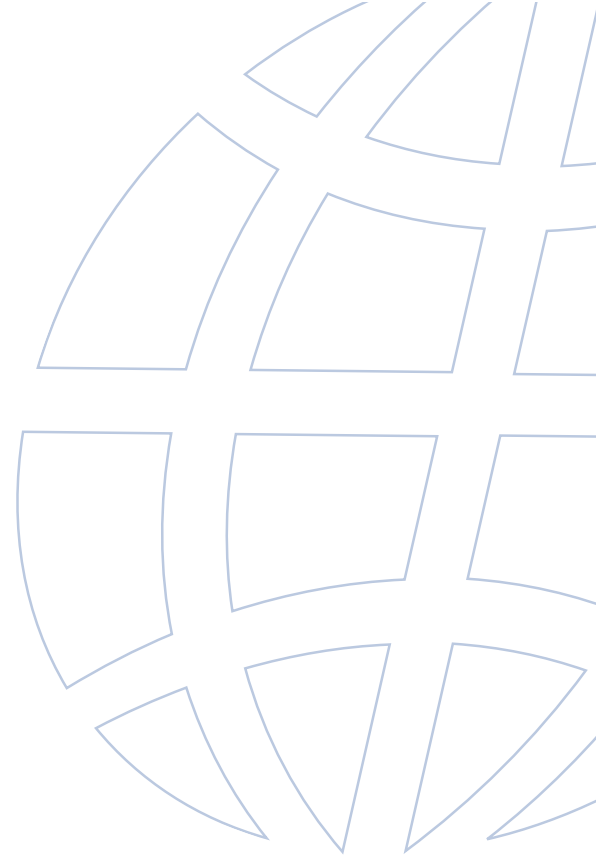


*BRAD SUGARS*



# Instant Classified Advertising

# Congratulations!!

Welcome to Instant Classified Advertising, your do-it-yourself guide to creating effective classified advertisements.

Once you've been through this guide, you'll know how to put together effective classified advertisements that get noticed, and acted upon. More importantly, you'll have an understanding of classified advertising, and the laws relating to it, to get you started.

This is the next step in your marketing success story. From this point on, you'll have the skills to make classified advertising work for you.

I personally guarantee it.

## How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 7 Steps To Classified Advertising Success'.

Each step covers an important aspect of classified advertising - these are things that you must give careful consideration to ... before spending hundreds of dollars on advertising.

You might be surprised 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 getting some real results from your classified ads.

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

Later sections offer more in-depth explanations of how to write effective classified advertisements, and how to come up with good headlines and offers. You'll even find a number of headlines starters and examples of good offers.

Lastly, we'll bring it all together, with templates of successful classified ads. That means you can combine your new knowledge into a format you can be confident will bring results.

Now, it's time to get started - there's customers out there just waiting to come and deal with you. You just need the right classified ad ...



## Section 2 - The Nature Of Classified Advertising

### What is a successful classified advertisement?

Classified advertising is one of the most cost effective promotional tools any business can use. It commands greater confidence than almost any other form of advertising. The true beauty of the classified sections in most newspapers, is that the people who are looking in them are doing so because they want to buy a product or service.

Unlike normal print advertising where you're trying to convince people that they need what you're selling, the people reading the classifieds have already made the decision to buy. They're qualified customers looking for a deal, all you have to do is get them to deal with you. So what makes a successful classified advertisement?

Basically any classified advertisement that pays for itself can be considered successful. That's not to say that our objective is to spend £100 and get £100 worth of sales as a result of it. What you need to understand is the lifetime value of each customer who responds to your ad.

Your acquisition cost is determined how much your classified advertisement cost, divided by how many customers it brings into your store. Once you've calculated this figure you can then work out how many times each customer needs to purchase from you before they become profitable. In the average business this will mean selling to them 2.5 times before you begin to make a profit.

With this in mind you need to focus on bringing the customer back on a regular basis. Therefore any classified advertisement which covers its cost initially will turn out to be profitable in the long term.

### What makes a successful classified ad?

There are a number of key elements which combined, go to making up a successful classified advertisement. The most important of these is the headline. You'll find out how to write effective headlines in section 3. Another important consideration is the offer you're making. No matter how well written your classified advertisement is, without a great offer it will not work.

In the following pages you'll learn how to write headlines that work, how to position your advertisement for maximum exposure and which type faces have the best recognition. You'll discover which category your classified advertisement should appear under, what size to use and which benefits, angles and appeals work best.

## Section 3 - The 7 Steps To Classified Advertising Success

### Who (Are Your Target Market)?

If you don't know who your target market are, it's almost impossible to attract them. Imagine trying to get a date without knowing which gender you're interested in. You'd have to take the 'let's see' approach.

Unfortunately, the 'let's see' method of advertising tends to fail every time. You won't see anything, especially in the way of new customers.

You need to know exactly who you're dealing with, what they're interested in and what's going to make them buy your product. If you don't know, you're really just taking your chances.

So let's get specific - who are the people most likely to be interested in your product or service. Here are some guidelines ...

**Age:** How old are they? Don't just say 'all ages' or 'a variety'. We want to create a picture in mind of your average customer. Think of an age that symbolises most of your customers.

**Sex:** Are they male or female? 'Half and half' is too broad. Practically every business is split one way or the other. Give it some real thought - which gender spends more with you and visits more often.

**Income:** How much do they make? Do they earn a great living, meaning that quality is the big issue, or are they scraping for every dollar, always looking for a deal. It's essential that you find this out.

**Where do they live:** Are they local, or do they come from miles around to deal with you? This will dictate how you communicate with them.

## Where (To run your classified advertisement)?

Now you've identified the 'who' you need to find a publication that reaches them. There may be a number of seemingly suitable publications. To find out which of them works best for you, try them all and then test and measure the results.

Newspapers are among the most common classified advertising mediums for the small to medium sized business, although some trade publications may also have a section for classifieds. Newspaper advertising can be quite expensive particularly in metropolitan markets. Basically there are 2 types of newspapers for you to choose from although there may only be one in some regional centres.

### Daily Newspapers ...

The first of these are Daily newspapers. These are papers that are printed 6 or 7 days a week. Circulation can vary greatly from day to day. For example a papers circulation (number of papers sold each day), may be 45,000 on a Saturday and only 23,500 on a Monday.

### Weekly Newspapers ...

The second type are Weekly newspapers. These are only printed once a week and are quite often delivered free of charge to the home. Because Weekly newspapers are delivered to specific areas they can be a great advertising tool for businesses such as tradesmen, accountants, hairdressers etc.

Daily newspapers tend to have a larger circulation because their articles are more up to date. They will also tend to attract wealthier demographics than weekly papers. If you're selling more expensive items, luxury services or have a sale that only lasts a few days, then daily newspapers are definitely more effective than weekly publications.

If you're selling less expensive items, or clearing out old stock, then weekly papers can bring a good response. It's also worth keeping in mind that many people, actually refer to their weekly paper when looking for certain services, rather than the Yellow Pages. This is because it's easier to find tradesmen or service people in

a specific suburb by looking through a local paper, than it is by wading through all the entries listed in the Yellow Pages.

## Magazines ...

Because most magazines are national publications they will generally be very expensive, and the majority of them won't have a classified section. The major benefit of classified advertising in magazines is that they target people with specific interests. Magazines are great if you sell your product nationally or have a high price, target specific product or service.

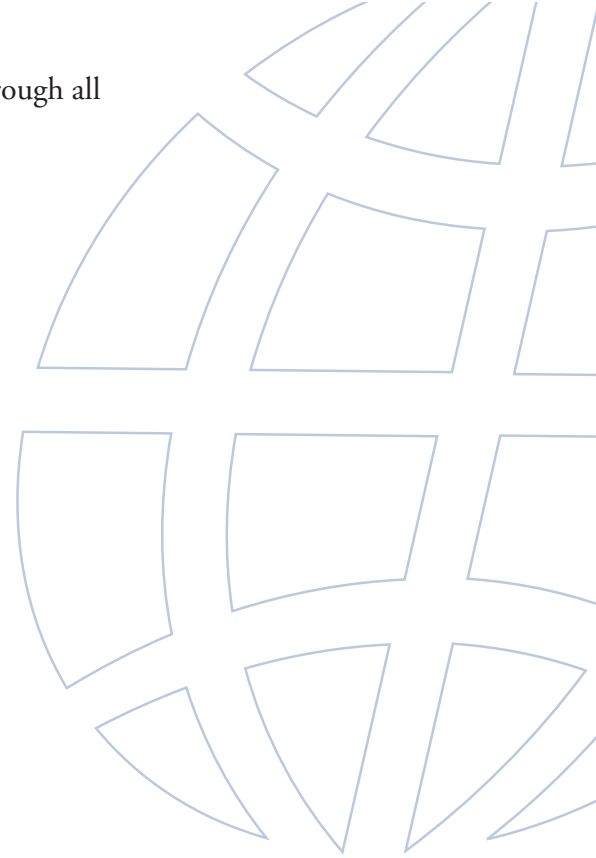
For example a company who manufactures bullbars could advertise in the classified of a 4WD magazine, or a hose manufacturer could advertise in the classified section of a gardening magazine. Magazine advertising can also be very effective for companies who sell by mail order.

## Trade Journals ...

Trade journals are one of the least expensive forms of print advertising. Companies advertising in these publications have the advantage of being able to reach a very specific market. Whilst this is a benefit it can also be a limitation as they generally won't have a very high readership. To use trade journals effectively you need to have a great offer. Keep in mind that not all trade journals will have a classified section.

In addition to the number of publications you have to choose from, you'll also have a number of classifications to decide between. An example of the sections that you'd find in a typical daily newspaper would be:

- Accessories for Motor Vehicles
- Accommodation
- Amusements
- Anniversaries
- Announcements
- Antiques
- Auctions
- Birthdays
- Births
- Business For Sale
- Business Opportunities
- Caravans and Trailers
- Church Notices
- Christmas Greetings
- Commercial and Industrial Properties
- Computers



- Congratulations
- Commission Only Vacancies
- Deaths
- Domestic Work Wanted
- Employment Services
- Engagements
- Funeral Directors
- Fathers Day Greetings
- Finance For Hire
- Farm Goods and Services
- Florists
- Funerals
- For Rent
- For Sale
- Garage Sale
- Garden Supplies
- Getting Married
- Horses and Gear
- Hire Cars
- Holiday Resorts
- Home Improvements
- Home and Office Supplies
- In Memoriam
- Lost and Found
- Licensed Tradesmen Available
- Legal Notices
- Marine
- Memorial Services
- Motorcycles
- Motor Vehicles
- Motor Vehicle Maintenance
- Music
- Mothers Day Greetings
- Open Weekends



- Pets and Supplies
- Personal
- Photographers
- Poultry
- Professional Notices
- Public Notices
- Positions Vacant
- Positions Wanted
- Real Estate
- Sport and Gear
- Stock
- St.Valentine's Day Greetings
- Sub-Contracting Vacancies
- Tradesmen
- Training and Tuition
- Twenty First Birthdays
- Trucks and Machinery
- Thank You Notices
- Tenders
- Wanted To Buy
- Wanted To Rent
- Wedding
- Work Wanted



These are just some of the many categories you may have to chose from. You need to make sure that you place your ad in the section where people will be looking for that product or service. If no suitable category exists, then place you advertisement in another section that might be read by your target market.

## What (Do You Want To Say)?

There's no such thing as 'image advertising'. This is the term newspapers and marketing people give to advertising that doesn't do a thing or make you a cent.

This kind of 'Hi, our name is this, we sell this type of product, our phone number is this' classified advertising is a waste of time.

You need to say something to your potential readers - that is, there must be a strong message, that you're to get across to people. This may be in the form of a strong offer you want to make, an important point of difference, a list of the benefits of dealing with you or something unusual about your product.

It's essential that WHAT you say is appealing to WHO you are trying to say it to. For example, giving away a

skateboard with each walking frame sold, probably won't work. Giving away an arthritis ointment however, would probably get great results.

## Let's deal with each type of message, one by one ...

**Strong Offer:** This is the most commonly used, and the one that tends to work the best. Remember that people are generally looking for the product or service that offers the best value for money, therefore an ad with an offer that stops them in their tracks can get outstanding results. See section 4 for more detail.

**Point Of Difference:** Can work well when there is a large market for your product, and many competitors. For example, if you are advertising a 'steak and seafood' restaurant, you'd be hard pressed to stand out. But what if your steakhouse had live entertainment, free drinks from 7pm and the best view in town? That would be worth promoting.

**Listing The Benefits:** If you don't have a strong offer or point of difference, listing the benefits of dealing with you may do the trick. For example, a plumber could list the 4 ways they give better service, or a beauty salon could emphasise the 6 ways a prospect's skin will improve after one visit. Most importantly, you must relate the benefits to the customer - remember, always write your classified ad about their favourite subject - THEM.

## How (to write your classified advertisement)

Now that we've covered the basics, it's time to get into the nuts and bolts of how to write your classified advertisement.

There are 3 basic types of classified advertisements. Number one is a display classified advertisement, which is very similar to a standard print advertisement. The second type is called a semi-display advertisement, which is basically a line ad with a border around it. And lastly, there's the straight forward line ad, that are commonly used for private sales.

### Headline ...

The most important part of your advertisement is the headline. David Ogilvy, one of the all time great direct response copywriters, once said that 10 times as many people will read the headline as will read the rest of the ad. So if you get the headline wrong you can kiss 90% of your advertising dollars goodbye.

You will find out more about writing headlines in section 3. One of the things you need to keep in mind when running a display classified advertisement, is that the headline needs to take up at least 25% of the total size of your advertisement. If however you're running a simple line ad, your headline, or first word, should immediately tell the consumer what it is you're trying to sell.

### Type faces ...

The type face or font that you use in your advertisement, can make a big difference to the results you achieve. 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 far more difficult to read than serif fonts. 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. If you want people to read your classified advertisement, then use a serif type face.

The most common type of serif font is Times New Roman. Find out the font used by the publication your ad's running in and then have your ad set in the that font.

## Point Size ...

The size of the font you use is referred to as point size. Studies have shown that readership does not drop off between 14 to 7 1/2 point size. As a general rule 10 - 9 points are ideal. However, if you're running a line ad, you may wish to use an impact headline which would be a much larger point size. You'll learn more about this in section 3.

## Highlighting text ...

Use bold type to highlight key points in your copy, headlines and sub-headlines. Italics can also be used to highlight key areas of text, although it can be hard to read and should only be used sparingly. Never use all capitals. The only time you can use all capitals is in a short, or impact headline, or for extra emphasis of a key word.

If you're running a display advertisement, you may wish to break your copy into paragraphs as this will make it easier to read. Indenting your paragraphs, rather than leaving a line between them, can cut down on wasted space. Also consider using a drop cap first letter, this is a great way to attract the eye of your customer.

## Sub-headlines ...

### Sub-headlines have 3 major benefits ...

1. They break up large blocks of text making them easier to read. If your display classified advertisement looks like one big 'chunk' of text it can put people off reading it. By using sub-headlines you can break your copy up and give it some 'space'.
2. They allow someone skimming over your classified ad to only read the points that interest them.
3. They spark the readers interest. If your headline doesn't get them in completely you can get a second chance with your sub-headlines.

It is important that your sub-headlines tell a story. Your sub-headlines need to be able to convey your message to those people who are just browsing over your ad. Obviously you would only use sub-headlines in display classified advertisements, as line ads are normally not long enough to warrant them.

## Body Copy ...

You only get one chance with a potential customer, so your first few words are crucial. You must get your reader interested immediately, with the very first paragraph. If they're not excited after the first 50 words they won't read the rest of your ad.

Use the bare minimum of copy to get your message across, don't waffle on. But make sure that you include enough information to get your reader interested enough to call you. You should never tell the whole

story in your ad. Tell them as much as you need, to get them to call. By holding back some information you make it necessary for them to call you to find out more.

Your ad should tell your prospects exactly what it is that you're trying to sell them. When you finish writing your ad, get someone to look over it and critique it for you. Only make one offer in your ad but make it exciting.

## Abbreviations ...

Using abbreviations in line and semi-display classified ads, is an effective way to cut down on your costs. You also must be careful though, not to abbreviate the words in your ad to the extent where the reader will become confused. Only use abbreviations that are common, and people are familiar with. For example ...

access -accessories  
excel cond - excellent condition  
vgc - very good condition  
rrp - recommended retail price  
BH - business hours  
AH - after hours  
alum - aluminium  
4 WD - four wheel drive  
good cond - good condition  
p-steer - power steering  
ac - air conditioning  
cc - cruise control  
kms - kilometres  
auto - automatic  
SWB - short wheel base  
LWB - long wheel base  
2-m-o - two months old  
1-y-o - one year old  
t-bred - thoroughbred  
ono - or nearest offer  
obo - or best offer  
hh - hands high  
reg - registered  
Lic No - license number

You may not be able to abbreviate some words by law. If you're uncertain you should check with your local paper.

## Coupons ...

Coupons are a great way to measure the success of your campaign. If you're not getting coupons back then your classified ad's not working. Because many people will only briefly look over your display classified ad you need to repeat your offer in the coupon.

People will normally read the headline first, the sub-headlines next and then finally the coupon or PS. You can often get people to go back and read the copy by making a strong, clear offer in your coupon.

## Borders ...

Most newspapers will have a wide variety of borders for you to choose from. Whilst an unusual border can help your ad stand out, one that is too elaborate, can get in the way of your selling message. A particularly successful, classified border is simply a dotted line around the ad. The reason it works so well is that people are used to cutting around dotted lines, so there's a greater chance that they'll cut out your ad and use it.

## Pictures ...

Studies have shown that ads containing a picture that takes up between 25 - 75% of the total advertisement, have greater readership than those without one. You will need to put a fair amount of text in your ad so 25% is probably the ideal size. Don't use line drawings or clipart. Photographs get a much higher response than illustrations.

Consider putting a photo of yourself in the ad. People buy from people not companies, so let them see the person behind the company name. Place your photo so that it looks straight out of the page or towards your body copy. If your picture is looking into your ad, your potential customers will also be drawn into it.

Always put a caption under your photo. Everybody reads the captions so make sure you take advantage of this opportunity to get them into your ad. Once again this only applies to display classified advertisements.

If you're using a photograph of a similar make or model to the product you're selling, but not a photo of the actual product itself, you need to put - \* Pictures for comparison only - at the bottom of your ad. This is particularly important when advertising motor vehicles. For example if you run a photo of a 1994 Ford Falcon with a roof rack, and the actual car you're selling doesn't have a roof rack, then it's important you indicate that the picture is only for a comparison.

## Finding out what works ...

When you've finished your ad it's time to test and measure. Test your headline and offer by running small ads and measuring the response. Test the response you get to each headline and each offer and then combine the best ones and run your classified ad at full size.

Most companies will get tired of their ad before the consumer does. As long as your ad's working, don't change it. There is a constant turnover of readers for each publication, so stick to a successful formula for as long as you can. To get an idea of ads that are working, look for the ones that run day after day, week after week. If an ad's been running for a long time, chances are that it works.

## How Big (Should Your Classified Ad Be)?

There's a lot more to working out a size than most people think. Usually, it's a case of 'How much can we afford?'

The question really should be 'How much do we want to make?'. If the ad is good enough, it should make you money - not drain your funds.

Basically when you're looking to run a classified advertisement, you have the choice between doing line ads, semi-display ads or display classified ads. Semi-display ads are basically just line ads with a border. So let's look at the size for each ...

## Display Classified Advertisements ...

If you don't have an ad that you know works, you need to guess. You need to think about how many responses you need to 'break-even'. That means, how many sales do you need to pay back the advertising cost.

## Here's how you work it out ...

First, you need to work out your average profit. To do this, measure the amount of profit in each sale, every day for 3 days. Then, find the average. If you want to skip the hard work, estimate this figure.

Next, choose a standard ad size. If it's a newspaper, find out the price on a 15 x 2 (15cm deep and 2 columns wide). If you're dealing with a magazine, get the price on a quarter page ad.

Now, divide the ad cost by your average profit. This will give you the number of sales you need to pay for the ad.

Here's an example ...

Let's say a hairdresser makes about £15 profit from each haircut. They take out an ad that costs £270. That means they need 18 new customers from the ad. Anything less and the ad is losing them money.

Of course, it's not a hard and fast rule that you must break even on every ad. In the case of the hairdresser, they'd probably be happy with 9 new loyal customers. After each customer has been in twice, they then become profitable.

This is called lifetime value -the amount a customer spends with you over the course of their lifetime. In the case of a business with a high level of repeat business (hairdresser, restaurant, mechanic), it might be worth losing money the first time, just to gain a new customer. This customer may ultimately be worth thousands.

If you get out of 'break-even' thinking and into 'lifetime value' mode, a whole new world of possibilities open up. If you're confident you'll get these new customers back again, you can afford to offer something incredible and make a dead loss the first time they come in.

Once you've established whether you have to break-even, or you can afford to rely on the lifetime value of the customer, you are then in a position to make a decision about size.

Let's look at a break-even situation first.

To decide how big your classified ad should be, you have to guess how many replies you're likely to get. This can be tricky, especially if you haven't had a lot of experience with advertising. In fact, even if you've advertised many times, it can still be tricky.

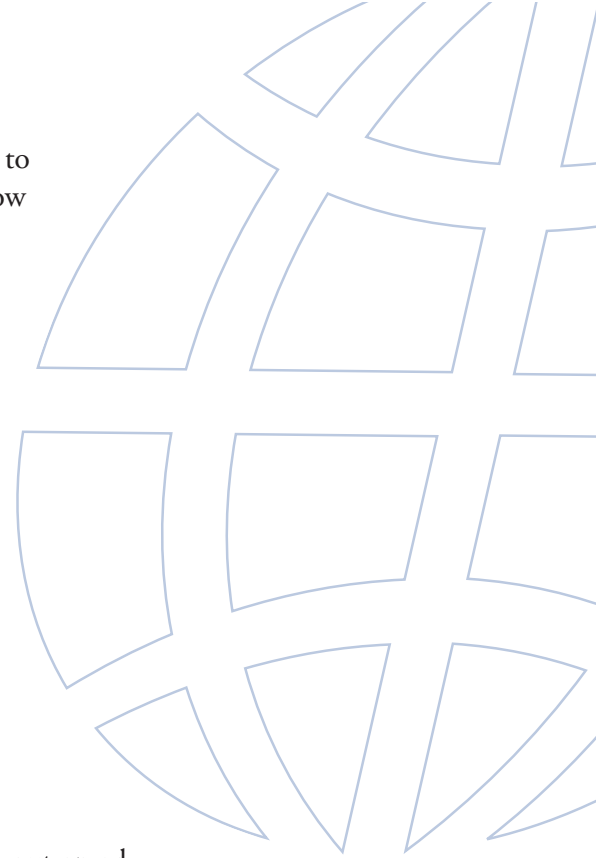
You can only really rely on what you've done before, what your competitors seem to get and your instinct.

In the end, it comes down to probability. Let's say you sell pizzas with a profit margin of £1.20. Taking out an ad that costs £120 means you need 100 new customers to pay for it. You need to judge whether that's likely to happen. If you ran an ad last year and got 5 replies, it's looking pretty improbable.

In some cases, you may realise that breaking even is near impossible, in which case you have to think about lifetime value, or advertising somewhere else.

The other thing to consider is this - papers and magazines with high rates usually have high readership. It's not as if you're paying more for nothing. If you go with a cheaper paper, you're likely to get a lower response rate.

Once you've weighed all that up, then consider how much space you actually need. How much text is in your ad?



How big are the other ads on the page? Will you be seen if you go small? Do your pictures need to be a certain size?

If you need more space than you can reasonably afford, you may need to look at a different approach - that is, another creative approach. Perhaps you could take the picture out and trim some of the text.

Lastly, it's important to start small and work your way up. Do your ad big enough so it has a good chance of working, but not so big that you'll go bankrupt if it bombs. Take all that into account and decide upon a size for your first ad.

## Semi-display and line ads ...

The same principle of lifetime value vs. the cost of the advertisement applies to these ads, as it does with display classified ads. The main consideration with these forms of ads, is the minimum number of words you need to get your message across.

Line ads are normally charged at £(x) / per line. For example if your advertisement was 7 lines long, and the line rate of that paper was £4.65 per line, then the total cost of your advertisement would be £32.55. The number of words you can fit on any one line, varies from paper to paper. Obviously the length of the words you choose will also make a difference.

To give you an example of how this works, let's look at a publication with a column width of 38cm. Using their average point size, you'll get 25 characters to one line. A character counts as anything from one letter to a full stop or space. So let's look at running an ad which said:

Television set, 51cm, colour complete with stand, £150 o.n.o. Phone Tim on (00) 0000 0000.

This advertisement has 90 characters in it. Understanding that we can fit 25 characters to a line, this ad would therefore take up 3.6 lines. You can't have .6 of a line so it's rounded off to 4. If the line rate for that particular newspaper was £4.65 per line, this advertisement would cost you a total of £18.60. It's worth noting that using bold in the first one or two words will not normally cost any extra.

Line ads and semi-display ads, are an inexpensive form of advertising. They can also be a great way for you to test a publication before you start to run a full size, display classified advertisement.

## When (To Run Your Ad)

If your product is perennial (that is, not seasonal), you don't have to be too concerned about when you run your ad. It's more a question of which day, rather than which time of year.

You'll probably pay different rates for different days. You need to take into consideration the circulation of the different papers, and how many more readers you're getting for your money.

Also, major newspapers usually have different lift-out sections each day of the week, some of which may have a classified section. You may want to place your ad in one of these special sections. This can yield good results, although many of your competitors might be right next to you.

If your business is seasonal, you need to approach advertising differently. For example, a swimming pool builder would find it fruitless running a 'summer ad' in winter. The business owner would need to adapt the appeal to suit the time of year.

The other consideration is major events - for instance, advertising sports merchandise the day before the grand

final would work well. The number of times you run your advertisement in a week also needs to be considered, if you're advertising in a daily paper. Some days will normally have higher circulation than others, but repetition can also be useful. For example, a plumber who only advertised on a Wednesday, may miss out on some business if 3 people had plumbing problems on the Monday.

Most daily newspapers will offer special rates for customers who run the same advertisement a number of times in the same week. For example if you ran an ad that cost £20.00 for one day, if you ran the same ad the next day, it may only cost you £13.40. You may have to book in all your ads in advance to get that special rate, rather than booking them in one day at a time.

## What Else (Do You Need To Think About)?

Use this section as a final checklist - once you're happy with your classified ad, run through and make sure you're ready to get started. Here are a few things you may not have thought of ...

**Production:** For example, you may need to take some new photos. Don't compromise here - people interpret a lot from photos, and a bad one can really put them off. If the publication wants finished artwork, you may need to send them a 'bromide' - a high quality print of the ad. Phone a printer and ask for some advice here. Also, make sure you check everything before it goes to print. Ask for a 'proof' (finished copy) from the publication and check it thoroughly - don't let anything go out with spelling mistakes or (and yes, it does happen), the wrong phone number. You probably won't be able to get a proof on line or semi-display ads.

**Phone Scripts:** There's hundreds of cases where a classified ad made the phone ring off the hook, but the business owner saw very few sales at the end of the day. It's all to do with 'conversion' - that is, how many inquiries you turn into sales. You need a script - a version of what you say to encourage people to buy. Just think about the best sales lines you've ever used, and compile them into one typed up script. Make sure you ask lots of 'open-ended questions' - that is, questions that start with who, what, where, why etc. Give a copy to every member of your team and make sure they USE it. And of course, make sure your team know that an advertisement has been placed and to EXPECT calls.

**Check Stock and Staff Levels:** It's unlikely your classified ad will bring in hundreds of people (very few actually do), but you need to be prepared for a sizable response. There would be nothing worse than running a successful ad then running out of stock, or being too busy to service these new inquiries. Plan for the ad - and make sure you can cater for any increased demand.

**Legal Requirements:** One thing that you need to be mindful of when advertising in the classified section of a newspaper, is your legal obligations. The laws surrounding classified advertising are quite strict. For example, car dealers who advertise in the Motor Vehicle section of the classifieds, are required by law to state their business name, license number and address or phone number. Licensed clubs must have the words "For the information of members and their guests", in their classified ads.

If you're uncertain about the wording of your advertisement, or your legal obligations, ask your local newspaper and they'll be able to tell you.

# Section 4 - Writing 'Killer' Headlines

If you're running a line or semi-display advertisement, then you'll probably only be able to use one or two words in your headline. But choosing the right one or two words, is crucially important to your campaign. We'll look at those two forms of classified ads later. Firstly, let's look at effective headlines for full display classifieds ...

## Display Classifieds ...

The best headlines do 3 things - identify the right target market, provide benefits and generate enough interest to get them to start reading.

## Let's look at each one in more depth ...

**Identify The Right Target Market:** You need to make sure that your target market see and read your ad. Your headline needs to immediately speak to them. There's nothing wrong with starting your headline with 'MOTHERS' or even 'ATTENTION Ladies 37-40 with no children'. Of course, there are other more subtle ways, such as 'Here's how to make your Ford go faster' or 'Help the kids succeed at school this year'.

**Provide Benefits:** You need to give your readers reasons to investigate further. Think about it - what is really going to make them want to read. A headline such as 'MEN: How you can have twice as much sex as you're having now ... guaranteed' speaks for itself. What can you say about your product or service - what is the main benefit? Once you've thought of that, try coming up with some more specific and interesting ways of phrasing it. For example 'How you can make an extra £4500 this year and pay off those credit card debts' is more interesting than 'How you can make more money'.

**Generate Interest:** There's nothing more powerful than curiosity. Compare these two headlines - 'AMWAY: a new future for you' and 'How you make £1100 extra per week, by meeting 3 new people a month'. Both are for the same company, but one holds more interest value and is more likely to get you reading. Try getting the main benefit across without telling the whole story, and getting a bit of mystery in there. Of course, too much mystery can kill your whole ad. Who'd read an ad with a headline such as 'Pure grunt', 'Big cheese' or 'Stilted'? No-one, as so many advertisers have discovered.

## Headline Starters

This is where you get to write potential headlines for your ad. You'll get a sharper focus of what you want to really say to potential customers, as well as learning what makes a headline work ...

### 7 reasons ...

Firstly, write two headlines beginning with "7 reasons" ... Here are some examples ...

7 reasons YOU should call George's Widgets today ...

7 reasons to get your Widget from George's ...

Now it's your turn ...

7 reasons .....  
.....

7 reasons .....  
.....

### Here's why ...

Now, try two headlines beginning with "Here's why" ... Here are some examples ...

Here's why George's is offering YOU a FREE box of Widgets ...

Here's why YOU need to call George's Widgets now ...

Now it's your turn ...

Here's why .....

Here's why .....

### Here's how ...

Next, try two headlines beginning with "Here's how" ... here are some good examples ...

Here's how George's Widgets helps you live forever ...

Here's how to get the perfect Widget ... guaranteed

Now it's your turn ...

Here's how .....

Here's how .....

### Announcing ...

Next, try two headlines beginning with "Announcing" ... here are some examples ...

Announcing ... a Widget dealer that guarantees your delight ...

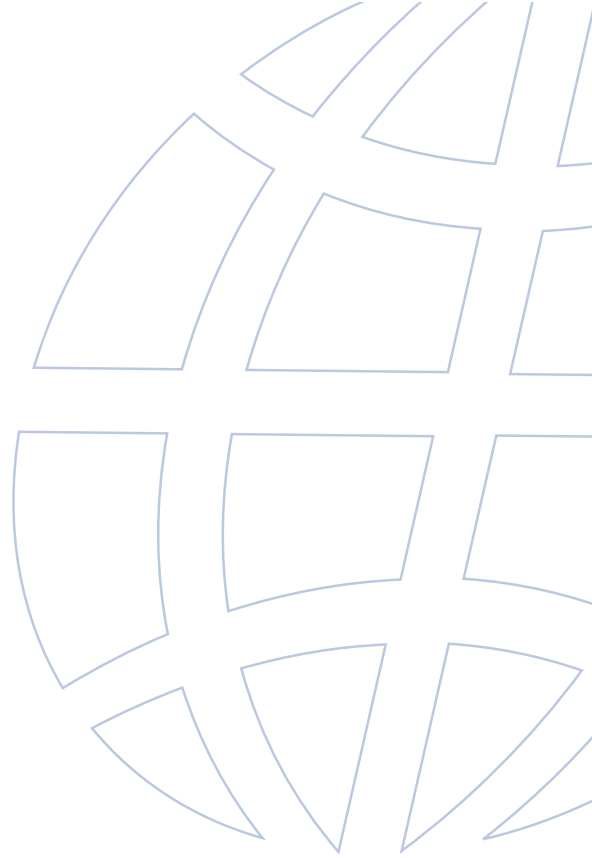
Announcing ... a guaranteed way to lose weight using Widgets ...

Now it's your turn ...

Announcing .....

Announcing .....

### DON'T ...



Next, try two headlines beginning with “DON’T” ... here are some great examples ...

DON’T take another breath until you read this ...

DON’T call anyone about Widgets until YOU speak to George’s

Now it’s your turn ...

DON’T .....

.....

DON’T .....

.....

## New ...

Next, try two headlines beginning with “New” ... here are some examples ...

New ... widgets that actually repair themselves

New cheaper way to buy widgets

Now it’s your turn ...

New .....

New .....

## Now ...

Last, try two headlines beginning with “Now” ... here are some examples ...

Now available ... home hairdressing kits that your teenage daughter will like

Now in pre-production ... a movie based on the life of Elvis Presley

Now it’s your turn ...

Now .....

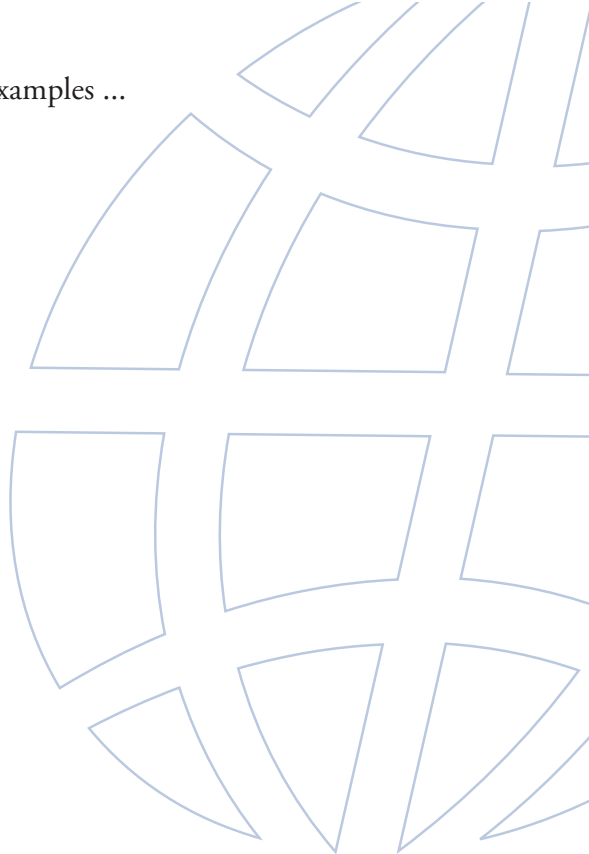
Now .....

## Line and semi-display classifieds ...

Unlike display classifieds, line and semi-display classifieds are as a rule not big enough to allow headlines any larger than one or two words. However these words must be chosen carefully if your advertisement is to bring the desired results.

One of the easiest ways to write an effective headline for a line ad or semi-display classified, is to simply use the name of the product you’re selling. For example if you’re a gardening store selling hoses, you’d simply use the word ‘Hoses’ as your headline. If you’re a car yard advertising a number of vehicles, use the brand name of your best car, for example ‘Ford Falcon EB’.

The reason why this approach works so well, is simply that people who are looking in the classified section of their local paper will normally have a particular product in mind. So don’t try to be too clever with your one or two word headlines, as this is a surefire way to miss the sale.



To demonstrate this let's look at our gardening store who are trying to sell hoses. If they were to run a headline that said 'Outstanding Quality' their product would be listed under 'O' in the For Sale section. But people looking to buy a hose, would look under 'H' for hoses. Understand that you need to keep it simple if you want it to work.

There are 2 types of headlines which most newspapers offer supposedly to assist you in making your product stand out. These are normally referred to as Impact and Attention Grabbing headlines. Let's look at each one individually ...

**Impact ...** These are one or two word headlines that are set in a larger point size than the rest of your ad. The increase in point size can be as much as double that of your body copy. These headlines are usually more expensive and are sold as being a great way to make your headline stand out.

You're probably thinking that this sounds like a good idea, particularly as we've already stated that the headline of a display ad should be much larger than the copy. But one of the downfalls of an impact headline is the fact that they're almost always set in all capitals. **SETTING YOUR HEADLINE IN ALL CAPITALS CAN MAKE IT VERY DIFFICULT TO READ.** A more effective, and cheaper way to make your headline, or first word, stand out is to use bold.

**Attention Grabbers ...** These headlines are also more expensive, costing more again, than an impact headline. Attention grabbers are large, and use unusual fonts and graphics to supposedly make them stand out. The problem is that these fonts are usually San Serif fonts that are more difficult to read.

One of the other concerns when looking at these types of headlines, is the fact that there can be dozens of them on the same page. This of course dramatically decreases their effectiveness. They are also, as a rule, a standard set of words and pictures such as ...

or

... which means that you can't have your product listed, in the alphabetical order that you want it in.

In the end anyone who's in the market for your type of product, will look for it in the most obvious alphabetical place. In other words, if they're looking for a Ford Falcon EB, they'll probably go straight to the 'F' section of the car listings. The trick is to make sure your Falcon is there when they're looking.

## **Section 5 - Creating Powerful Offers**

So you've written a great headline, an exciting first paragraph and sub-headlines that tell a story. But what are you going to do to get your target market to respond? Great copy alone will not work, you need to have a strong offer, an offer that you would respond to.

### **So what is a great offer?**

When thinking of what to offer your customers ask yourself - 'If I read this ad, would the offer be good enough to make me respond?' If the answer is no, then go back to the drawing board. Without a great offer, you cannot achieve great results.

Another thing to consider when coming up with your offer, is the lifetime value of the people who respond to your

ad. Taking a smaller profit in the short term will generally work out better in the long run.

## Here's some examples of powerful offers ...

- Free haircut - For a hairdressing salon looking to increase its database.
- 2 Steak Dinners and 2 Glasses of Wine for £10 Restaurant recruiting members for its VIP Club.
- 1 New Release Video and a Large Pizza for £6 - Video store promotion to recruit new members.

All of these offers are worthwhile and sure to get a great response. Weak offers will cause your ad to fail. Understand that your offer is the part of your ad that gets your customers to act now, and to buy from you rather than your opposition.

## Here's some examples of weak offers ...

- 10% Off - This is not a big enough discount to generate interest.
- Call now for your free colour brochure - So what?
- Buy 9 and get the 10th for 1/2 price - No one would respond to this offer.

## Types of offers ...

Here are some possible offers that would be worth considering ...

### The Added Value with Soft Dollar Cost ...

Soft Dollar Cost refers to products, services or added extras that you can combine with your standard product to make it more attractive and increase its perceived value, but don't add much if anything to your costs.

For this strategy to be effective the added extra must have a high perceived value, in other words your customers must see the added benefit as being great value.

### The Package Offer ...

By packaging products and services together you create a more marketable combination. There is a higher perceived value when products or services are packaged. Your customers will want to buy more, simply because of the extra products they get when buying a product they already want.

One of the best examples of a great package is computer equipment. Buy the hardware and receive the software for free. This style of offer is very attractive to potential customers.

### Discounts vs. Bonus Offers ...

More often than not discounting will cost you profits. A far better way of clearing stock and generating extra trade is to have a 2 for the price of 1 sale. Or, try a buy one of these and get one of these FREE. The other way of putting this offer is every 10th purchase free, or when you spend £100, we'll give you £20 off your next purchase.

## Valued at Offer ...

If you are including a free item in your ad, make sure you value them. For example - RING now for your FREE consultation, normally valued at £75. This positions your time, product, or service much more than a simple free give-away that people won't value or appreciate.

## Time Limited Offers ...

Place a time limit on your offer, it will dramatically increase the response rate because it gives people a reason to respond right now. Place urgency in your offer ... For a short time only ... Call before such and such ... Only while stocks last. These will all create a sense of urgency in your consumers mind.

## Guarantee Offers ...

Using a guarantee offer is a great way to boost the response to your ad. People will be far more willing to part with their money if you take the risk out of the buying decision. The better the guarantee you make the higher your response will be.

## FREE Offers ...

Giving away something absolutely free (no catches whatsoever ) is often a brilliant way to build a loyal customer base. Offer a "bribe" to get them in the door initially, then great service and products to encourage them to come back. This type of offer can reduce your "cost per lead" dramatically.

# 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](http://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—Icontact 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.”



# Action Contact Details

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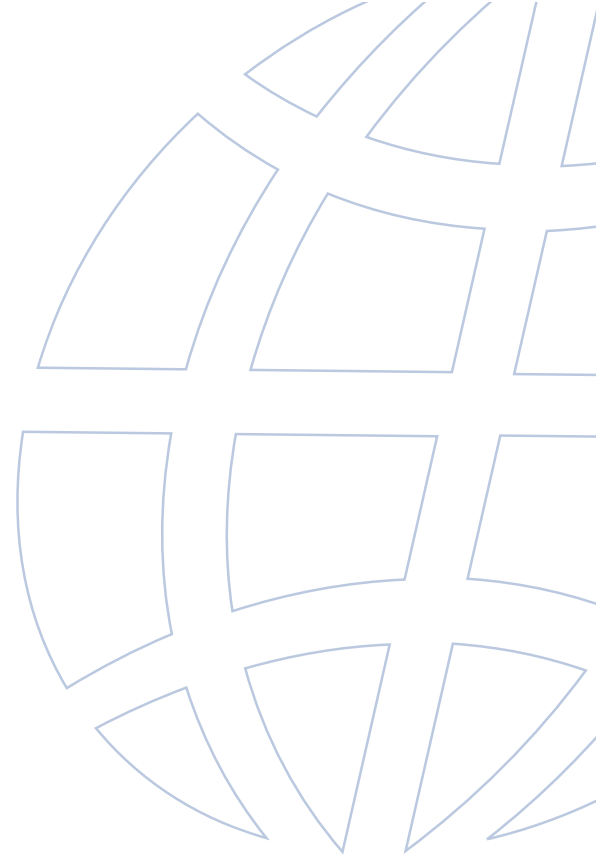
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## **Action Offices around the globe:**

Australia | Canada | China | England | France | Germany | Hong Kong | India | Indonesia | Ireland | Malaysia | Mexico | New Zealand | Phillippines | Scotland | Spain | Singapore | USA | Wales



# 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.

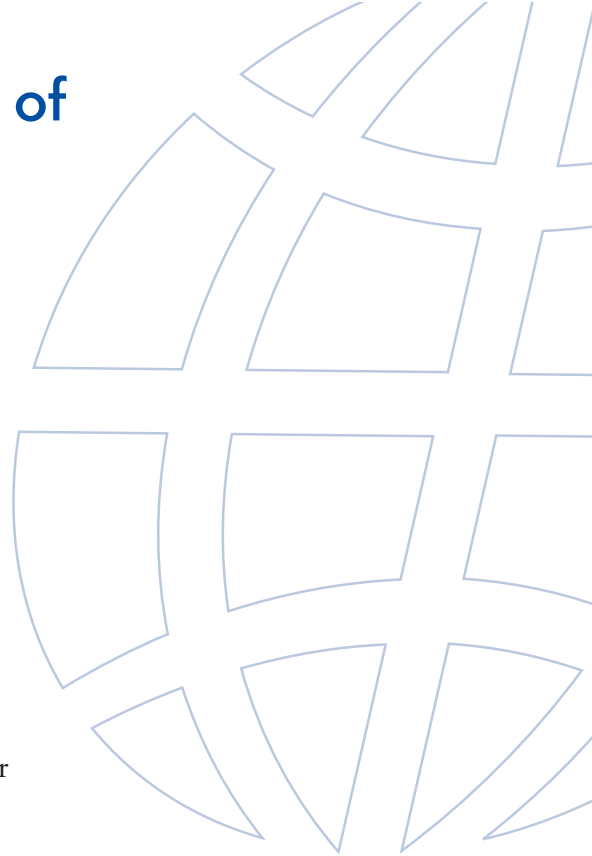
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you 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 .....

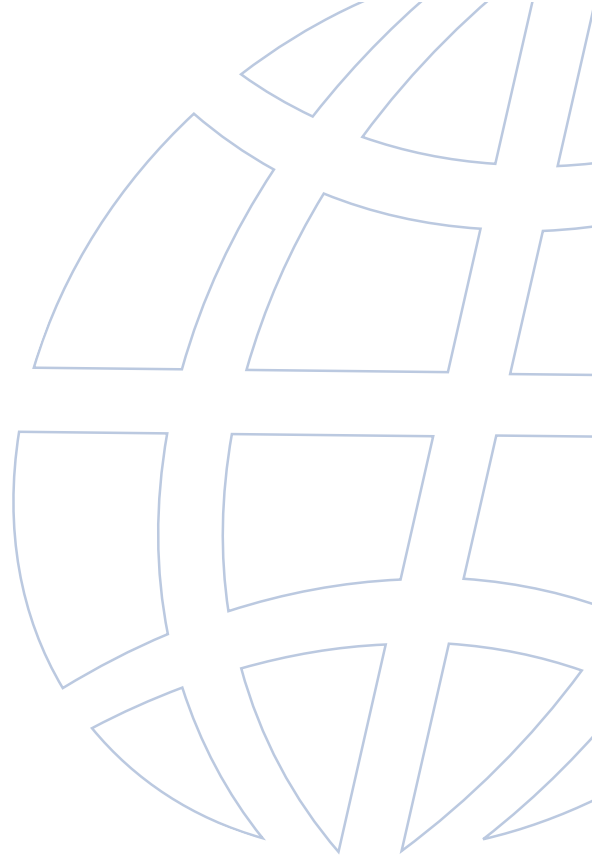
Country .....

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**

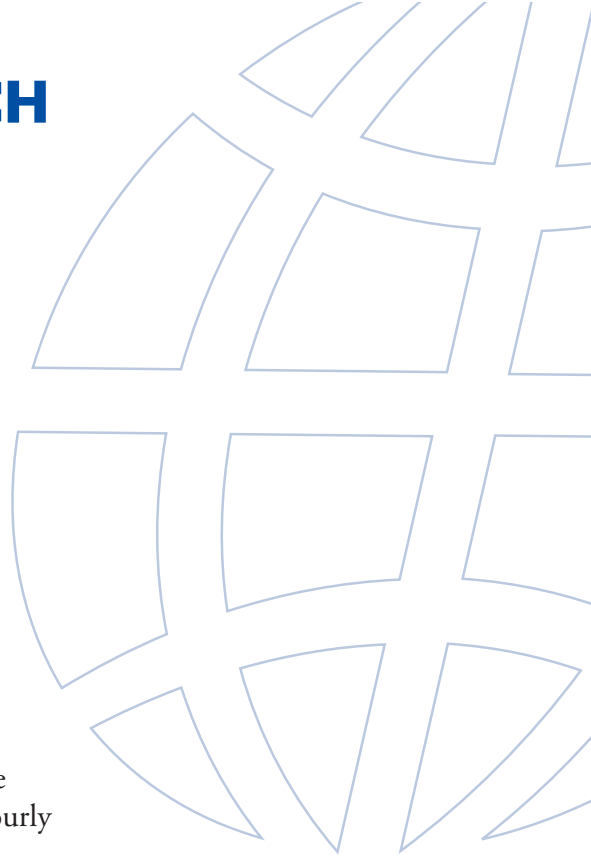
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

### **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](http://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](http://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](http://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.

## GLOBAL HEAD OFFICE

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# ActionCOACH

business coach

Australia | Brazil | Canada | China | Columbia | Dominican Republic | England  
France | Hong Kong | India | Indonesia | Ireland | Malaysia | Mexico | New Zealand  
North Ireland | Puerto Rico | Philippines | Portugal | Scotland | Singapore South  
Africa | Spain | Taiwan | USA | Wales