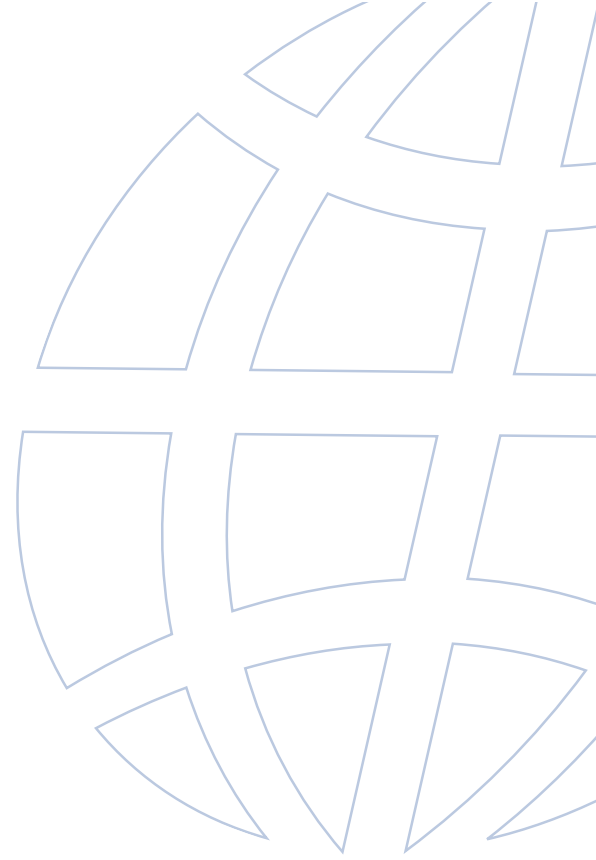


BRAD SUGARS



Instant Flyers

Congratulations!!

Welcome to Instant Flyers, your do-it-yourself guide to creating flyers that generate a response, and make you money.

Once you've been through this guide, you should know exactly how to put together effective flyers that get read, and acted upon. More importantly, you'll have a selection of strategies 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 flyers 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 Creating Great Flyers'..

Each step covers an important aspect of creating flyers - these are things that you must give careful consideration to. Each step represents the a cornerstone of a great flyer.

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 flyers, and your business.

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

You'll find a section containing ideas on writing killer headlines for your flyers - teasing copy that gets people interested in reading what you have to say.

The next section offers a more in-depth explanation of how to come up with good offers - you'll even find some examples to get you started.

Then move on to examples of effective flyers, some of which may directly apply to your business.

The last section brings it all together, with templates of successful flyers. That means you can combine your new knowledge into a format you can be confident will bring results. You just fill in the gaps.

Now, it's time to get moving - there's never been a better time to start using flyers.

Important: A Note About Testing & Measuring

It's critical that you test and measure when it comes to flyers. There's plenty of cases where businesses have dropped tens of thousands of flyers only to see a couple back.

If you don't test, and you find this happens to you, there's no-one else to blame. Testing is the safeguard against a massive exercise in wastage. It's better to drop 2000 flyers that don't work than 20,000. In fact, 10 times better.

Create different versions of your flyers (different headlines, offers and layouts) and test them against each other. Drop each one to about 5% of your total area, and make sure you measure the response.

Ask each person where they heard about you, and which offer they are responding to.

Once you know which approach works the best, send it to the entirety of your area.

The Nature Of Flyer Advertising

What is a successful Flyer campaign?

Go to the letter box of any household on a Saturday morning and it will generally be overflowing with flyers and catalogues. Whilst the average person will read them, very few will ever be acted upon. There have been many examples of companies who send out 40,000 flyers and only get 4 back.

A successful flyer campaign will of course perform much better than this. But even an effective campaign will not generate a 100% response rate. A realistic target would be between 15 and 25% for the average campaign.

Basically any campaign that pays for itself can be considered successful. Before embarking on a flyer campaign there are a few things you need to understand ...

1. Work out your costs. This includes the cost of printing, envelopes (if you use them), any implements that you put in the envelope and obviously the cost of having them delivered.
2. Know your margins. You need to know the net profit you make from anyone who buys your product or service. By understanding how much you actually make from each sale, you'll be able to work out the % response required to make your campaign profitable.
3. Life Time Value. Don't view each new customer that your campaign brings in as a once-off-sale. You will normally lose money on the first sale to a new client. The average business will need to sell to a client 2.5 times before it begins to make a profit from them.

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

What makes a successful Flyer campaign?

Understanding that our aim is to achieve between 15 and 25% response to our campaign, we need to look at the individual components of that campaign. We'll deal with these components, one by one, in a moment, but first we need to identify them individually.

Targeted Area ... You don't want to deliver your flyers in an area, where nobody would be interested in your product or service.

Headline ... This is the most important part of your flyer. If it doesn't grab your readers interest immediately, your campaign will fail.

Body Copy ... Once your headline has got the reader in, you need to convey the benefits of buying your product or services in a clear, believable and easy to read fashion.

Envelope ... If you decide to use one then this is the first thing your prospect will see. If you don't put some thought and effort into designing an effective envelope, chances are your flyer won't even get opened.

In the following pages you'll learn how to layout an effective flyer. You will be shown in easy to follow steps how to write effective headlines, how to structure your body copy for maximum impact and how to position photographs to increase your response rate.

In the later section on offers you'll discover the types of offers that get the phone running hot and those that don't. We'll give you practical tips on how to 'dress your flyers up' to make sure they avoid the bin. And lastly we'll provide you with a number of templates for you to use to create your own successful flyer campaign.

The 7 Steps To Creating Powerful Flyers

1. Why (Use Flyers)?

Before writing anything, you need to work out whether flyers are the best approach (or at least, one of the best approaches).

Obviously, you have a suspicion that flyers are a good option, or else you wouldn't have bought this package.

But let's think about it a little deeper ...

You need to think about your product or service - is it instantly appealing and easy to explain? If not, you'll have a hard time getting the message across in a flyer.

Most flyers only get a moment's notice before being firmly chucked in the bin. People don't like junk mail, and they feel no guilt turfing the lot with only a cursory glance.

If your flyer is going to work, you need to make sure your product or service can be explained in a few words. More importantly, you need something that grabs people's attention - a great offer, a powerful point of difference or something new.

And you need to be realistic - 10% off the price of Fish & Chips is barely going to encourage anybody to act. On the other hand, a package deal with 2 pieces plus 2 serves of chips for £4.95 might. Even if this is more than people would normally pay, you'll probably still get calls. The reason is simple - the offer and package is easy to understand, and attractive.

If you need more explanation and more time to get the message across, maybe flyers aren't the ideal way to go.

Flyers work best when you can say everything in about 7 words or less. For example 'Free chocolate Èclair' says enough, so does 'Now available ... in-home men's haircuts for £5'.

Also, it pays to remember that flyers can cheapen your image. Here's an illustration - imagine if you got a brochure in the mail from IBM, or QANTAS. You'd probably think it was a little unusual. Not only that, you might think that these businesses were getting a little desperate.

On the other hand, there's nothing at all strange about getting a flyer from your local Chinese shop, or a local stationery supplier.

2. Who (Are Your Target Market)?

So you've decided to do a flyer promotion. But who are you going to send them to? Your target market is important consideration when sending out your flyers. Letter box drops can be very costly if you don't get your flyers to the right people.

Products that are low cost and high turnover will tend to have a broad market. However you should consider the typical income of residents in the area you're going to target. For example, commission homes and new estates

would be good areas for a video store to target. The residents in these areas will generally not have a very high disposable income meaning they are looking for inexpensive home entertainment.

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.

3. Where (Do You Want To Drop Your Flyers)?

Depending on the product or service, it pays to give a little thought to where you're going to distribute your flyers.

In most cases, it's ok to just drop them to every home or business in the local area. You should give some thought to how far afield you want to drop your flyers.

Be realistic - just because you have one customer who travels 45km to deal with you doesn't mean anyone else will be that devoted. Also, think about how far away you're willing to service. This especially applies if you go to your customer, rather than the other way around.

You also have to think about the level of market demand. There may not be enough potential customers in the local area to make the exercise worthwhile.

If your product or service has a specific target market, you need to find a way to get to them directly. Just dropping your flyers anywhere is a waste of money.

For example, there's no point in randomly putting out 1000 flyers for a retirement village. Most people who read will have no interest at all. Why not distribute in a suburb where you know many older people live?

The same applies when sending your flyers to businesses. If you're selling large photocopiers, try dropping your flyers to businesses that are larger than average.

This also raises the questions of how to deliver the flyers. You can do it two ways - letterbox and in person. The personal approach has the advantage of being different - people will be forced to pay you at least some attention. It can also be twice as annoying. If you're going to do it this way, make sure you try and target your prospects.

4. What (Do You Want To Say)?

There's often heated debate about which type of flyers work best, but there's never a disagreement about which type don't - those with no obvious purpose.

For example, if you write a flyer that says 'Hi, my name's Harry. I cut hair, I've been doing it for 12 years', it's unlikely people will call. Your flyer needs to give them a good reason to read, then a great reason to do something towards dealing with you.

Your flyer needs to have a clear purpose, and take people from point A to point B. Point A is your headline, which should identify where they are now. The body of the letter leads them to Point B, which is where you tell them why they should act right now, and how to do it.

Most important is understanding your customers. If you understand the needs, wants and position of your customer, you can sell almost anything to them.

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

Your flyer must do one of two things - provide a solution to a problem the prospect is having right now, or introduce them to something new that appeals. If it doesn't do one of these two things, and do it in a very specific and direct way, you need to ask 'what is this flyer designed to do?'

You must decide on who you want to target, what you want to say to them and what you want them to do as a result of reading your flier.

For instance, if you want 40 year old mothers to call you and order a pizza within the next 3 days, think about what you need to say to encourage them to do that.

What about 'Tired of cooking? Here's how to feed the family for £14.90 tonight'. This headline identifies the situation and offers the deal upfront. It takes the prospect from Point A (Sick of cooking? Here's an alternative) to Point B (The alternative is affordable and limited).

It pays to remember that simply asking people to act now (or for that matter, telling them to act now) is rarely enough. You need to give them a good reason why NOW is the time to do something.

See, most purchases can be delayed forever. It's one thing to create desire, but it's another to actually get people to part with their cash. Every month, customers have to decide what to spend their money on. It could very realistically be a decision between buying your lovely oriental statuette, or buying the kids school shoes.

Every buyer has priorities. Of course, there are ways to re-arrange these priorities.

If you offer a special deal on the statuette, the customer may think "well, the kids can wear those tatty sneakers a little longer - but I won't get this deal on this statuette again".

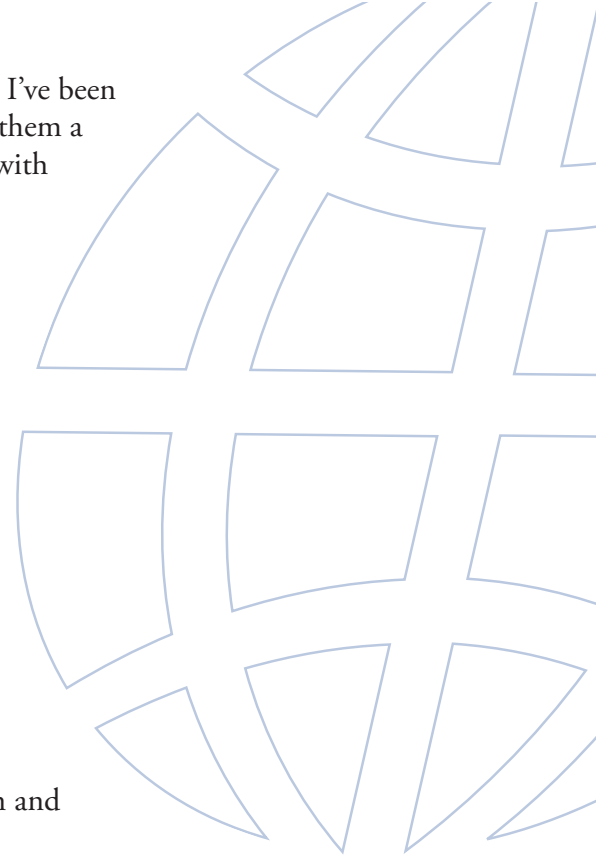
The question is, how do you offer a great deal without slicing your profit margin drastically. There's a couple of ways. First, make sure you are selling products or services with a high margin. Often, that's not possible you simply can't get a high margin on petrol. If you have the option of gearing your business towards higher margin items, do so - it's much easier to come up with great deals.

If you can't do that, you need to find items or services that are highly valued by the customer, yet have a low cost. Extra service is an old standby, information booklets are another one. Even better are services you can get for free from other businesses. For example, a hairdresser could offer to introduce their clients to a beauty salon, if the beauty salon agrees to give every customer a free facial.

You'll find more details and examples on offers in the 'offers' section.

The other thing to bear in mind when writing flyers is the amount of information you should include. If you have to explain too much, perhaps you should look at another method.

Of course, it depends on the quality of your information and offer. If your headline is 'I have videotapes of what you did behind your husband's back' and your offer is 'call me within the next 3 days and you can have them back', you



could fill a whole page front and back - the prospect would read every word.

Generally though, it's best to keep it short and punchy. The general format is 'Hey you, here's a great deal, here's why you should take it up, here's how to do it'. If you have to say too much more than that, you should give some thought to whether flyers are the right way to go.

5. How (to write your flyer)

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

Headline ...

You need to take some time writing an effective headline. Your headline must instantly identify who you're after, and what it is you're offering. Your flyer may be competing for the attention of your prospect with many others, the key to its success is in the headline. If you want potential clients to read your flyer you must gain their interest quickly with a great headline and a strong offer.

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 any advertisement. 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 chapter 3. One of the things you need to keep in mind, is that the headline needs to take up at least 25% of your flyer.

Type faces ...

The type face or font that you use in your flyer, 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 flyer, use a serif type face.

The most common type of serif font is Times New Roman. Whilst you may like to use different fonts for your headline and body copy, you must be careful not to over do it. As a general rule you shouldn't use more than 2 different type faces on the one flyer.

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.

Body Copy ...

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

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, or bring your flyer in. By holding back some information you make it necessary for them to call you to find out more. If your copy looks too long, try putting the key ideas from one paragraph into bulleted points

Your body copy should tell a story and be easy to read. When you finish writing your copy, get someone to look over it and critique it for you. Only make one offer on your flyer, but make it exciting.

Highlighting text ...

Use bold type to highlight key points in your body copy, headlines and sub-headlines. Italics can also be used to highlight key areas of your copy, 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 headline, or for extra emphasis.

To make your copy easier to read break it up into paragraphs. By indenting your paragraphs, rather than leaving a line between them, you 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.

Try putting your text in columns rather than stretched across the page. This breaks your copy down into bite sized chunks, and makes it easier for the eye to follow.

Sub-headlines ...

Sub-headlines have 3 major benefits ...

1. They break up large blocks of text making them easier to read. If your copy 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 flyer 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 flyer.

Coupons ...

Coupons are a great way to measure the success of your campaign. If you're not getting coupons back then your flyers are not working. Because many people will only briefly look over your flyer 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.

Pictures ...

People will find your flyer far more interesting if you include a few photographs. But just throwing a few pictures in there won't work, you need to put some thought into the type of pictures and their positions.



Don't use line drawings or clipart if you can help it. Photographs get a much higher response than illustrations. The only time you may consider using line art is in the form of technical diagrams, or a map to indicate your location.

So what type of photographs are suitable?

Photographs of your premises (crowded restaurants or clubs), or your product are suitable for use on flyers. The pictures need to back up your story. For example, a photograph of people having a great time in your club would help convince people, that your establishment is a fun place to be.

You can also use photographs of people using your product or service. These can be used to educate people on what it is that you do. This can also be a great way to teach people how easy it is to use your product.

Consider putting a photo of yourself on your flyer. 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 off 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.

Colour ...

It could be argued that because people see in colour, your flyer 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.

Printing your flyers in colour will cost quite a bit more than standard black text on white writing. The aim of your flyer is to bring customers in to your business. The less you spend on attracting them the better. If your headline promises a benefit, your copy conveys your message, and your offer is worthwhile, it could be argued that you have no need for colour.

But as we mentioned earlier, your flyer could be competing with many others. Because of this, you need to ask yourself if your flyer is going to stand out well enough to be read, or will it go straight into the bin? This is something that you should test and measure. Print some flyers in black and white and then see what sort of response they get. If they don't perform well, try the same flyers printed in colour.

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 on coloured paper is an inexpensive way to brighten up your flyer. But be careful which colour paper you choose as it can make your flyer difficult to read. Keep this in mind if you decide to print your text in colour. As a general rule you're far better off printing your text in black as this will increase readability.



Layouts ...

You'll find a number of effective layouts in the examples and templates section. Some of the things to keep in mind when you're doing your layout, is how easy it is to read and understand your flyer.

Many people fall into the trap of trying to jazz their flyers up by adding different shapes and elements. Unless you have a good deal of artistic ability, you're best off sticking with a more simple layout. Putting your headline at the top, your coupon in the bottom right corner, and your pictures in the middle, may not sound exciting, but it will generally bring better results.

Try to do your layout in blocks. By this I mean placing the headline, copy, pictures and coupon in a blocked, or balanced layout on the page. Keep your layout tight and don't leave too much empty space on the page. You're paying for these flyers so use every bit of them.

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.

Size ...

The size of your flyers will depend on how much information you need to include in your flyer. I would normally recommend that your flyers be able to fit on A5 size paper. There are 2 reasons for choosing this size ...

You probably wouldn't place an ad in the newspaper that was larger than A5. So you shouldn't have any problems fitting all you need to say into this space.

You can fit 2 A5 flyers on 1 A4 sheet of paper. This will save you quite a bit on printing costs as you'll only need half as much paper as you would if you were printing on A4.

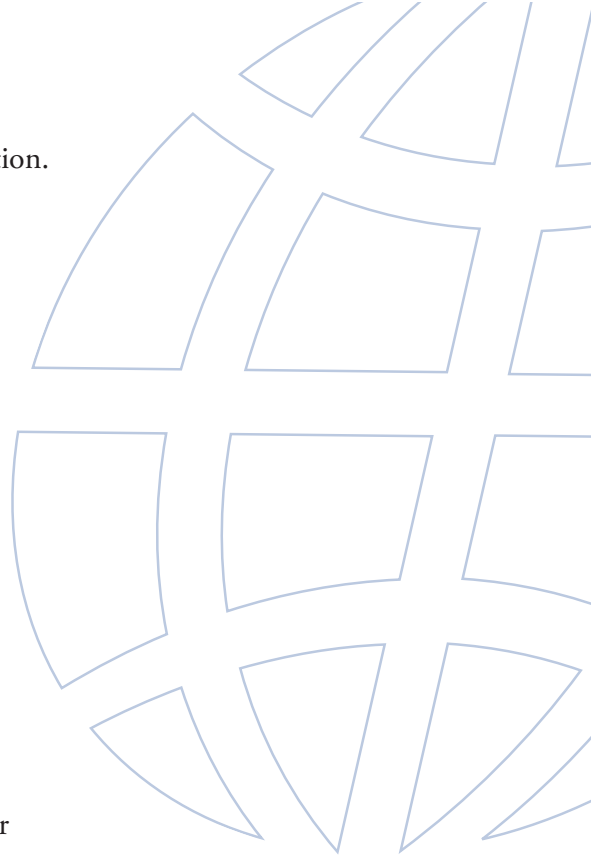
You may wish to try odd size paper or card. This can certainly make your flyer stand out but again, unless you have great artistic flair, you're best advised to consult a professional designer, printer, or a member of the **ActionCOACH** creative team. Having your flyer cut out in unusual shapes can also help attract attention to it.

Stock ...

Stock is the term used for the type of paper or card that you print your flyers 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 particular flyer you need to consider the type of product you're about to promote.

If you're selling expensive, good quality products you'll need to use better quality stock than you would for a cheaper product. You need to understand that by using high quality stock, your prospects will believe that yours is a high quality product.



Printing ...

The final consideration in the creation of your flyer is how to have it printed. This will depend largely on your budget, and the type of product you're trying to sell. You basically have 3 choices ...

Professional printer: This is more expensive but ensures that your flyers will look first rate. Always have your flyers professionally printed if your budget allows. This is a must for those higher priced products.

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 flyers, 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 flyer will make you, and your product look cheap and nasty. Only use this option as a last resort.

One of the ways you may be able to offset the cost of printing is through supplier subsidy. If you're promoting a particular product, you should contact the manufacturer and ask them to assist you with the cost of the promotion. Explain to them what you're trying to achieve, and what this will in turn do for their business.

6. When (Should You Drop Your Flyers)

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

Most businesses drop flyers in the middle of the week, so it may be a good idea to avoid those times. Having said that, people are usually less willing to look at advertising material on Fridays - they just want to clean up and get the weekend under way.

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

7. What else (do you need to think about)?

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

Staff Training: Do your staff fully understand the strategy you've implemented? It's important that they understand the vital role they are to play in this strategy. If your new customers come in and find anything less than the highest level of service your flyer campaign will fail.

Check Stock and Staff Levels: It's unlikely your flyer campaign will bring in hundreds of people all at once (very few actually do), but you need to be prepared for a sizeable response. There would be nothing worse than having a rush of new customers come in only to find you have no stock or are too busy to serve them. Plan for your flyer campaign by making sure you can cater for any increased demand.

Writing 'Killer' Headlines

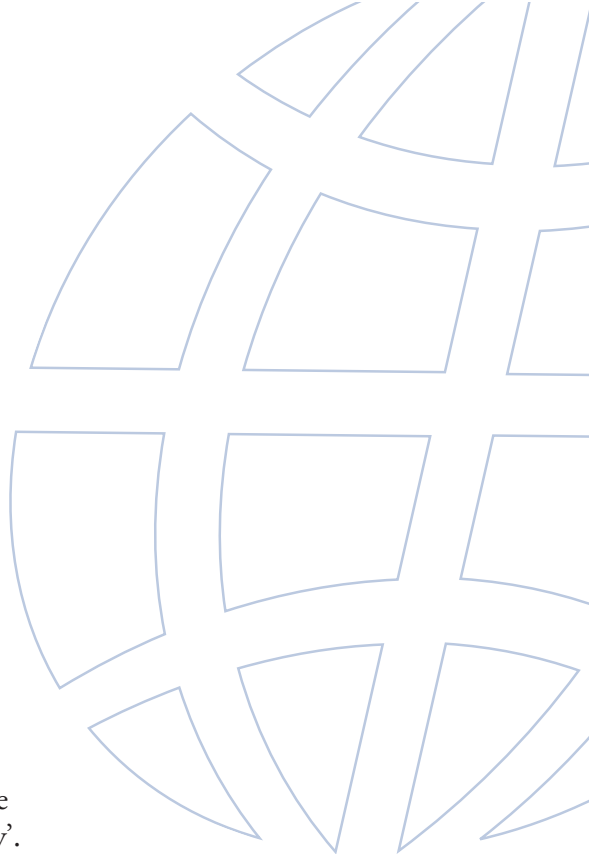
The best headlines do 3 things - identify the right target market, provide benefits and generate enough interest to get them to start reading.

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 flyer. 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 can 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 flyer. Who'd read a flyer 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 flyer. 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

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 £3 - Video store promotion to recruit new members.

All of these offers have a 'too good to be true' ring about them and are 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. Of course, it will depend on the size of the purchase.
- Call now for your free colour brochure - So what? Everyone hands out brochures. Unless the product is something incredible, people won't respond.
- Buy 9 and get the 10th for 1/2 price - No one would respond to this offer. It's too small.

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.

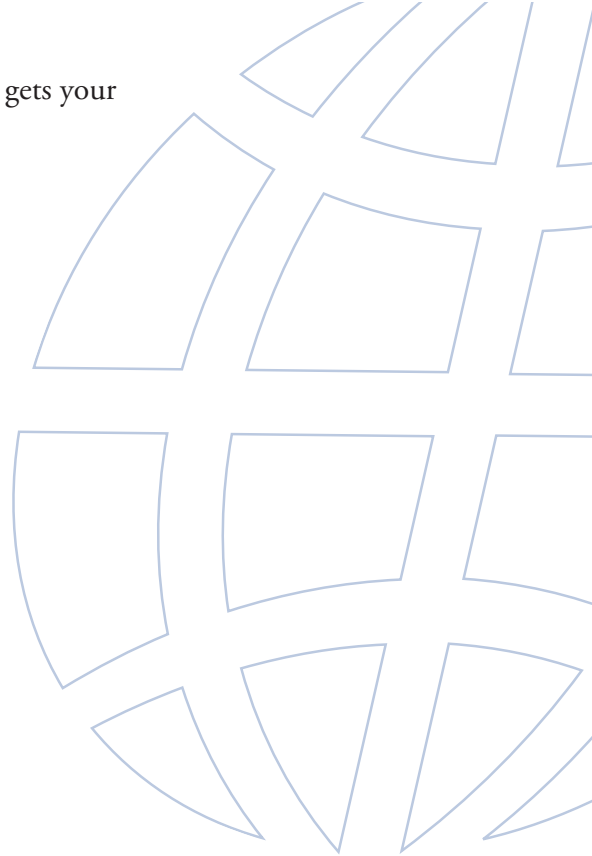
One of the best examples of a great package is computer equipment. Buy the hardware and receive the software for free. This style of offer is very attractive to potential customers.

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 of 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 ...

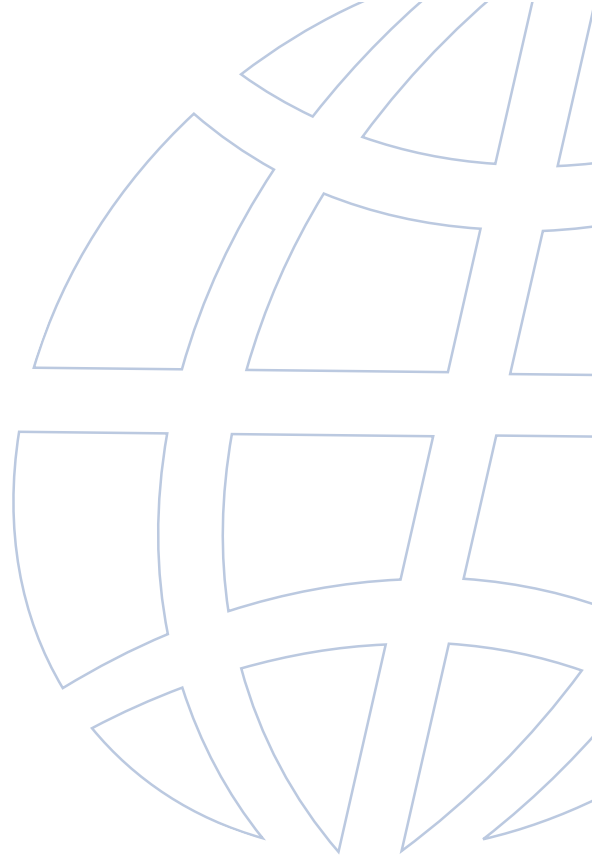
Giving away something absolutely free (no catches whatsoever) is often a brilliant way to build a loyal customer base. Offer a "bribe" to get them in the door initially, then great service and products to encourage them to come back. This type of offer can reduce your "cost per lead" dramatically.

Break Even Analysis

It's essential that you work out your costs up front. Otherwise, you'll have no idea what you need to achieve in order for the campaign to be worthwhile. You may find out after doing the analysis that the campaign has so little chance of success, you need to go back to the drawing board altogether.

This analysis is for the whole campaign. After you've worked out your total fixed costs (for the campaign), you then work out your profit (your average dollar sale minus your variable costs), which gives you enough info to work out how many responses you need in order to break even.

Divide this number by the total number of flyers you are planning to send out. This will give you a percentage response rate. As a very rough guide (every case is different), anything over 5% is stretching it. If you need that high a response, you might need to have another think about it.



The very best flyers to untargeted lists get around 10%. These are rare results if you need higher than that to break even, re-assess whether flyers are the best way to go.

Break Even Analysis

Flyers

Hard Costs

Advertising	£
Envelopes	£
Paper	£
Printing	£
Postage	£
Other	£

1. Total Fixed Costs £

2. Average £££ Sale £

Variable Costs

Telephone	£
Wages	£
Electricity	£
Rent	£
Brochures	£
Other Postage	£
Other	£

3. Total Variables £

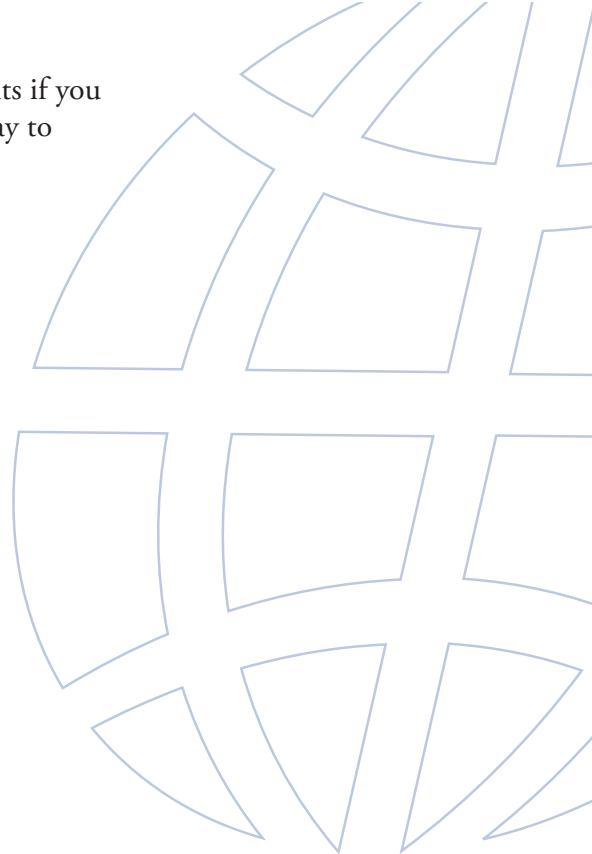
Delivery Costs

Cost Of Goods Sold	£
Taxes	£
Transportation	£
Packaging	£
Other	£

4. Total Delivery £

5. Net Profit [2/(3+4)] £

6. Response Needed To Break Even (1/5) £



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—West’s 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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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.

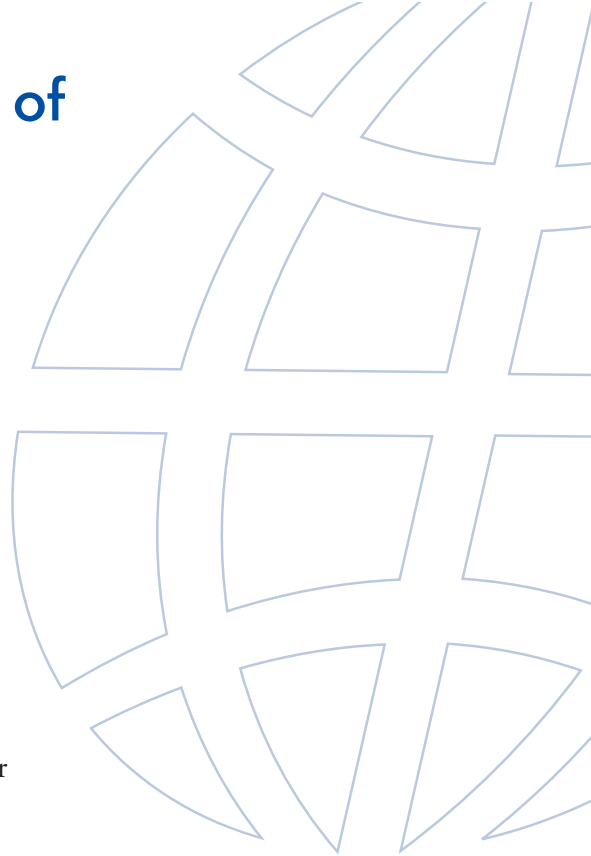
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you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

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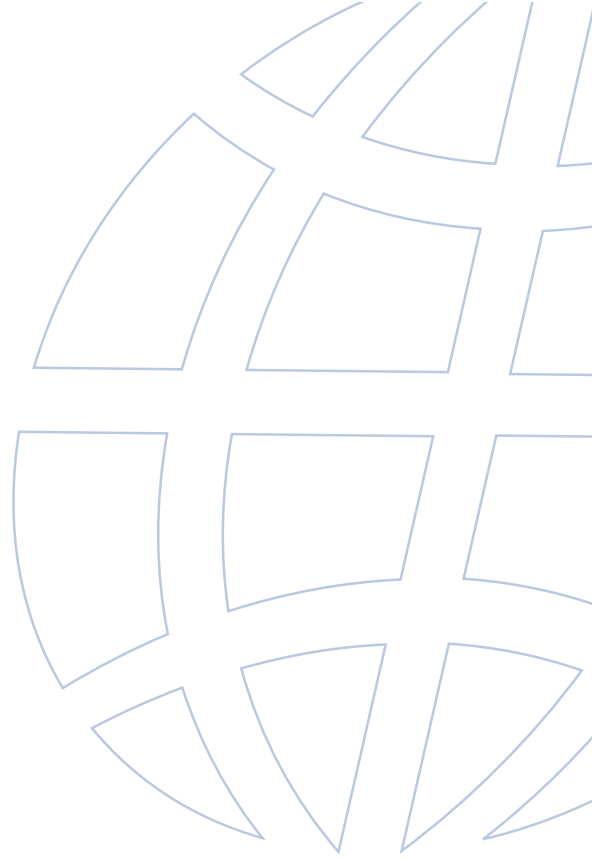
Country

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

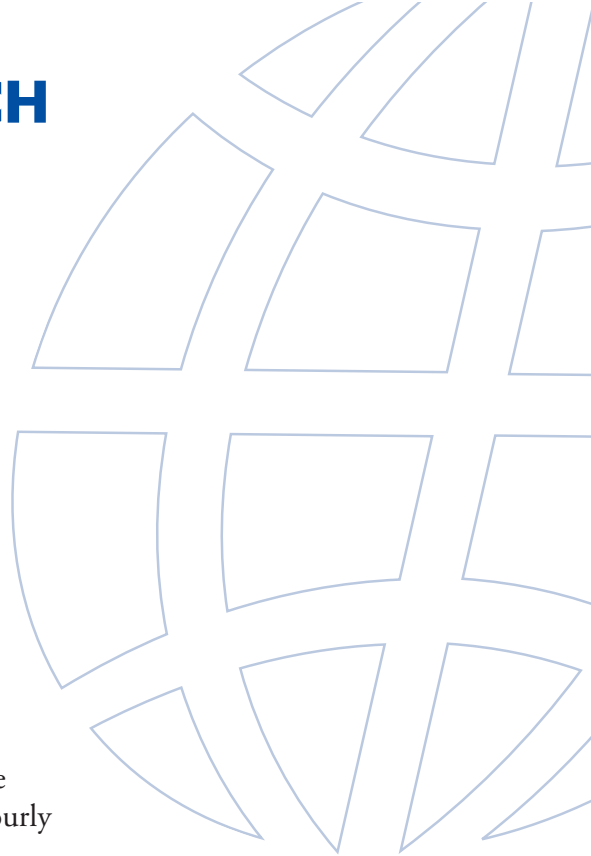
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

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.



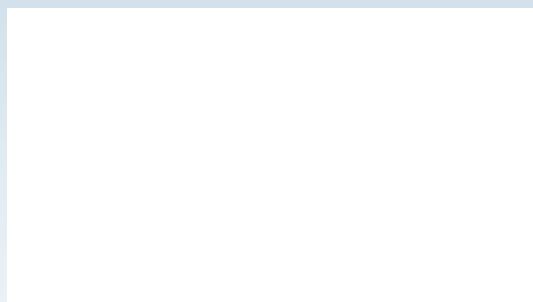
In 2006, ActionCOACH was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to ActionCOACH after a panel of journalists and managers from the magazine judged it to have excelled across a wide range of 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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France | Hong Kong | India | Indonesia | Ireland | Malaysia | Mexico | New Zealand
North Ireland | Puerto Rico | Philippines | Portugal | Scotland | Singapore South
Africa | Spain | Taiwan | USA | Wales