

*BRAD SUGARS*



# Instant Radio Campaigns

# Section 1 - Introduction

## Congratulations!!

Welcome to Instant Radio Campaign, your do-it-yourself guide to writing radio commercials that generate a response, and make you money.

Once you've been through this guide, you should know exactly how to put together a powerful radio commercial that gets noticed, and acted upon. More importantly, you'll have an understanding of radio campaigns, and the industry, 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 radio 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 Writing Great Radio Commercials'.

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

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 radio campaigns, 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.

Section 3 offers a more in-depth explanation of how to come up with good offers - you'll even find a number of examples to get you started.

Section 4 contains examples of powerful radio commercials, some of which may directly apply to your business.

Lastly, Section 5 brings it all together, with templates of successful Radio Campaigns. This will give you the chance to 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 radio.

## Important: A Note About Testing & Measuring

The greatest business people and marketers are not necessarily the smartest or most innovative. Most simply understand the concept of testing and measuring.

When you are testing and measuring, there is no failure (except the failure to record your results and analyse them). Every step brings you one step closer to the right formula, and the right approach.

If you approach your marketing expecting everything to work first time, you'll be bitter and twisted when you discover it doesn't. You may give up before you should.

Remember this: marketing has certain rules, but it's still largely trial and error. You give it your best guess, then find out for sure.

It's essential that you meticulously record every result. It's extra work, but you'll be glad when you have a marketing strategy which you know will produce results. That confidence only comes from testing and measuring.

## **Section 2 - The Nature Of Radio Advertising**

### **What is a successful Radio campaign?**

Many business owners believe that radio should be used to build brand or company awareness. This is a myth created by radio sales people to encourage the unsuspecting customer, to spend more money. It's also a good way to avoid being accountable for the success of your campaign. But not all stations are run that way. Some actually sell on the basis of measurable results. These are the stations to look for.

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

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1. Work out your costs. There are 2 basic costs you'll incur when advertising on radio. Obviously you have to pay for the time your commercials are actually on air (airtime). You'll also need to pay to have the commercials produced (production costs).

Prices vary between metropolitan and regional stations, but as a general rule of thumb you can expect to pay between £50 - £100 to have your commercials produced by the station. However having them produced by an advertising agency can cost substantially more. Whilst you can make substantial savings by dealing directly with the station, it's important to remember that an expensive commercial that works, is better than a cheap one that gets little or no response.

Unlike other forms of advertising you need to spend a minimum amount before you begin to see any worthwhile results. You can expect to spend approximately £2000 per week in a regional market, and around £3000 with a metropolitan station. To spend any less on your campaign is a waste of money. You simply won't be able to get the repetition required to get you a result. Repetition is important in radio advertising, so you need to make sure that your commercials are played on a regular basis.

You also need to look at things like the extra staff needed when doing specific promotions.

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 how many new customers you need, 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 radio campaign which covers its cost initially, will turn out to be profitable in the long term. You'll find out how to do this in the Break Even Calculation section included with this manual.

# What makes a successful Radio campaign?

Understanding that our aim is to at least cover the cost of 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 Demographic ...** You don't want to advertise on a station where the listening audience is of an age, or sex that would not be interested in your product or service.

**Sound Effects ...** This is an important part of your radio commercial. If it doesn't grab your readers interest immediately, your campaign will probably fail.

**Copy ...** Once your sound effects have got the listener in, you need to convey the benefits of buying your product or services in a clear, believable and easy to understand fashion.

**Music ...** Your music should appeal to the target you're aiming at. It should also compliment the product or service you're trying to sell. For example, a funeral home wouldn't use dance music.

In the following pages you'll learn how to find which station has a higher market share of your potential customers. You will be shown in easy to follow steps how to write effective commercials, how to structure your copy for maximum impact and the type of sound effects and music you should use in your commercial.

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 deal with radio stations. And lastly we'll provide you with a number of templates for you to use to create your own successful radio campaign.

## Section 3 - The 7 Steps To Writing Great Radio Commercials

### 1. Why (Use Radio)?

Before doing anything, you need to work out whether radio is for you.

Obviously, you have a suspicion that it is (or you wouldn't have invested in this package), but you need to compare it's potential returns against other available ways to market yourself.

For example, if your market is small and your offer would appeal to only a select group of people, why not use the direct mail instead - it's easier and probably a cheaper way to go. Or what about a host beneficiary strategy?

Radio is ideal when you wish to reach a broad market. For example, a hardware store which sells everything from power tools to crockery, would benefit from radios ability to reach the mass market. Basically any company that has a product, or service, that appeals to the mass market, can benefit from using radio.

On the other hand, radio is probably inappropriate for a management consultant - their target market is so small, that they'd be better off doing a direct mail campaign straight to the businesses they want to deal with.

Whilst radio is a stand alone medium in its own right, it is often beneficial to

back it up with a print campaign. This is not a hard and fast rule. Your promotion can be very effective using radio alone. But for a complete coverage, radio backed up with some advertisements in your local

paper, can produce excellent results.

So now that we understand why we're using radio, let's have a look at exactly who we're after.

## 2. Who (Are Your Target Market)?

Before you look at investing money in an advertising campaign you need to identify exactly who it is you're trying to reach. Precisely who is your target market?

A failure to answer this question will cost you hundreds in wasted dollars and lead to a poor conversion rate. For example, imagine a company who sells electric wheel chairs, advertising on a radio station which has a listening audience, between the ages of 20-35. To avoid costly mistakes, you need to know who your potential customers are before you even speak to a radio salesperson.

Knowing your target market will also enable you to choose the station who reaches more of your potential clients. It also helps you write your commercial in a way that your prospect will relate to. Using terms and phrases that are commonly used by your prospects will greatly increase the effectiveness of your campaign.

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 mental picture 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 does business with you currently.

**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 find a suitable radio station)?

Now you've identified the 'who' you need to find a way of reaching them. Although there are probably many stations for you to choose from, not all will suit your needs. There is basically only 1 thing to consider when choosing a station ...

### Which station reaches more of my potential customers?

This is a point often forgotten when people decide to advertise on radio. Don't advertise on a particular station just because you like the music. If you're 25 years old and your customers are generally over the age of 40, chances are the station which plays the music you like, won't attract any listeners in your customers demographic.

To find out which stations attract more of your target market, you need to ask each station 2 questions ...

### 1. Which demographic is your programming aimed at?

Every radio station has a clearly defined demographic that their programming is aimed at. What you need to understand, is that whilst a station may have a target demographic of females aged 20 - 35, their programming will also appeal to other demographics, with similar tastes in music. For example a station with a demographic such as the one we just mentioned, may also attract males of a similar age, as well as people aged outside that range.

It's probably worthwhile explaining what we mean by programming. Basically this is a combination of the type of music they play, the regular 'spots' they have each day (such as a breakfast show, mid-mornings etc), and the types of competitions they run. In total it means the overall sound of the station.

## 1. Ask to see their most recent survey figures

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These figures need to have been gathered by an independent research company, such as AGB McNair. Most radio stations will interpret these figures in a way which best suits their needs. To ensure that the information you're receiving is accurate, you need to see the figures for yourself, and ask to have them explained to you. From there you can make your own decision.

Of course another useful way to decide is to simply ask your existing customers. You can do this either verbally, or via a questionnaire. If you decide to have them fill out a questionnaire, it's probably wise to link it to some sort of competition. Get them to fill it out, and then drop it into a box, for the chance to win a prize. The more worthwhile the prize, the better the response you'll receive.

Finding out which station your customers prefer, will assist you in deciding which station to have playing in your store. Whilst you may not like the music they play, the customer is the person we're trying to satisfy.

## 4. What (Do You Want To Say To Your Prospects)?

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

For example, if your commercial says 'Hi, my name's John. I mow lawns, I've been doing it for 12 years', it's unlikely people will call. Your commercial needs to give people a good reason to listen, then a great reason to take action, and either call you, or come into your store.

Your commercial needs to have a clear purpose, and take people from point A to point B. Point A is your opening, which should identify a benefit, need or dissatisfaction they're currently experiencing in their lives. The second part of the commercial 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.

For example - having a commercial which said, 'Attention all men who suffer impotence. Here's how you can be cured with just one simple phone call' would probably bring an excellent response. Or a commercial aimed at teenagers which said 'Forget the fake ID ... here's how you can get access to Sydney's best nightclubs before your 18th'.

These commercials reach out and speak to the audience. If you don't understand the people you're aiming your commercial at, you'll inevitably fail to get a response to your advertising. Imagine running a commercial aimed at housewives which said 'Here's how you can put more fun into your ironing ...'. The listeners would be downright

confused, and probably furious - the last thing they want to think about is doing the ironing.

Before writing your commercial, you need to decide exactly what message you want to communicate. Then you need to decide what you want the audience to do, what action you want them to take.

Here's a great example. John, the lawn mowing professional, mentioned above, decides to write a new commercial. Considering the abysmal result of his past 'Hi, my name's John' commercials, he resolves to get more specific. This time, he has a clear message (John has a new automatic re-booking system that makes life easier and saves you 20%), and specific objective (encourage customers to use the new system, and book in for a haircut within the next 2 weeks). Now the campaign has a good chance of working.

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're selling products or services with a high margin. Often, that's not possible - try getting 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 section 4.

## 5. How (To Write a Commercial That Works)?

It's a common misconception that you have to be a great writer, or some wizard with words to write a commercial that works.

That's rubbish - many of the most successful commercials are written by people who simply know the people they're targeting, and know how to come up with a good offer. Their writing skills are irrelevant.

Simply running a commercial aimed at new home owners saying 'Here's how you can cut 8 years off your mortgage ... guaranteed. We're currently offering a FREE introductory session to the first 14 callers. This session is normally valued at £145' is enough. It doesn't matter what language you use, or even if your commercial is poorly produced.

### **It's the message that's important**

At the end of the day, people won't buy from you just because you can write witty commercials that a standup comic

would be proud of. By the same token, people probably won't avoid buying from you because your commercial sounds as if it was produced on Aunt Laura's £25 petrol driven tape recorder.

As long as your message is clear, quick and targeted well, your commercial will work. It's really like serving food - if you are serving a delicious meal, it'll taste just as good delivered on paper plates as on your best silver. People may prefer it on the silver, but if you're serving to people hungry for what you've cooked, they'll eat anyway.

There is only one sin you don't want to commit - getting off the point, or rambling too long. If every word and every sentence says something important to the sale, fine. If your commercial is full of guff, people will lose interest very quickly. The same applies if you stray from your initial intention and message.

## Here are some guidelines for creating a commercial that works ...

Number of words per commercial ... As a rule 65 - 85 words is the limit for a 30 second commercial. This can vary however depending on the style of commercial, and how many sound effects you use. One of the most common mistakes that people make when writing their own commercial, is putting too many words in, and then trying to make them fit.

To check that you haven't got too much in your ad, read it out aloud and then time it as you read. When reading a commercial you need to speak only marginally faster than normal speed. Whilst it's possible to read 100 words in 30 seconds by talking very fast, you're better off cutting down on the words and making it easier to understand.

It's important you realise that radio is a background medium. Most people will listen to the radio whilst doing something else, such as driving or working in the garden. Understanding this it's important not to put too much information into your ads.

You should only focus on one theme, the one "big idea" that you want to get across. Trying to explain something that's complex, or detailed, is a recipe for disaster when advertising on radio. Whilst listing benefits is important in any form of advertising, it's best to just focus on the one that consumers will find most appealing.

**Opening lines ...** As we've just mentioned, radio is a background medium. Because of this, you need to get your prospects attention, immediately. A simple way of doing this, is by simply telling them who it is you're talking to. For example, if your commercial is aimed at business people, you could do worse than having an opening line that said 'Attention Business People'.

Using the key benefit of your product or service, is another great way of getting your targets attention. When looking for the benefit, you quite often need to identify a problem that people would like a solution to. Once you've discovered the consumers dissatisfaction, your opening lines virtually write themselves.

To demonstrate this, let's look at an earlier example... Remember how we looked at the problems involved with a commercial which said 'Here's how you can put more fun into your ironing ...'. Imagine the same commercial with an opening line that said 'Here's how you can cut your ironing time in half ...'. Do you think this would generate more interest?

The other way to approach your opening line is to invoke curiosity. This is harder to do effectively, but better if your product doesn't contain a striking benefit. Here's a good example ... 'Here's why 3 out of 4 Auckland children will lose their hair before they reach 17' or '4 reasons to call George's Gym before July 15 and say "I'm a willee-wrinkle-wowiee'. Most importantly, your opening line needs to stop the listener dead in their tracks.

Another trick is to start your commercial off as if it were an important announcement. For example - 'We interrupt

our regular programming for this important news flash ...'. This is a great way to attract your prospects attention. This can be even more powerful, if the start of your commercial is the opening few bars of a popular song, and you then interrupt it.

**Finding the right voice for your commercial ...** This can be more important than you realise. The wrong voice can severely hamper the results your commercial achieves. By taking some time to make this decision, your commercial will have a much greater chance of success.

You may be tempted to voice the commercial yourself. However unless you have a good voice for radio you're better off getting someone else to do this for you. This can cause problems for some people. Especially those who only chose this form of advertising so they could hear their own voice on the radio.

Understand that the reason you're using radio, is to get results, not to massage your own ego. There is however an exception to this rule. By using the 'we're local' appeal in your commercial, you may be able to get the edge over your 'new to town' opposition. And yes I know that I said the quality of production isn't as important as what you say, but why not have the best of both worlds?

You need to keep in mind who you're trying to reach and the type of person they'll find believable. You'll benefit greatly by finding a voice that your target market can relate to. To demonstrate how important this is, imagine using a male voice to talk about period pain. Or having a lady voicing a commercial for impotence. Using the wrong voice can detract from the credibility of your commercial.

You can always request that a local announcer voice your commercial. This will normally be done free of charge if you're running the commercials on their station. This can be beneficial if the announcer has a strong following and good credibility among your target market.

If you decide to use a local announcer, keep in mind that they probably won't be able to use terms such as 'us' and 'we'. If you want the reader to sound like a representative of your company, you may need to source outside 'talent'.

**Using Music ...** Should you choose to have music in your commercial, there are a number of things to consider. Firstly, what type of music do your potential clients enjoy? If you're aiming at an older age group you'll need to use the type of music that they grew up with. It would be detrimental to the effectiveness of a campaign aimed at 50 years olds, to have 'rap' style music in your ad. Of course this would be ideal if you're targeting people aged 20 or under.

You also need to consider the type of music that is played by the station you're using. Of course the type of music that the station plays will generally be the type of music your target market prefers to listen too. If they didn't like the music the station played, they'd probably change stations.

Because the majority of people who listen to radio do so for the music, It's a good idea to include it in your commercials. If you're aiming at a younger age group, the more modern the music, the more effective the ad. By making the start of your commercial sound like a popular song, you increase the chances of people paying attention to it.

You need to be careful about which music you use. Some songs and instrumentals, particularly those that haven't been around for long, will be covered by copyright laws. To ensure that you're not in breach of any of these laws, you should check with your radio station representative. You may still be able to use the music even if it is protected, providing you pay a royalty fee. These fees can be quite expensive however, so generally you're better off choosing a different song.

**Using Sound Effects ...** To get your commercial noticed amongst the host of other things that your prospect may be doing at the time, you need to use impact. One of the most effective ways to do this, is by using sound effects. There are literally thousands of options in this area, but there are a few fundamental points you

need to consider in choosing the right ones.

When considering the type of sound effect to use, ask yourself this question... If you had the radio on whilst driving or doing some other task, what sort of noise or effect, would make you stop and take notice? When considering the answer to this question, it's a good idea to get a clear mental image, of the types of sounds you would normally hear on that station.

People are attracted to loud or unusual sounds. If the sound effect you choose is the type not normally heard on that station, there's a good chance your commercial will make people sit up and take notice.

The effect you use also needs to suit the mood you're trying to create, or the product you're trying to sell. For example, if you're trying to promote a nightclub, you'd probably use the sound of people laughing and having a good time in the background. If however you were trying to promote the fact that your retail store was busy, you'd still use the sound of a lot of people in the background, but instead of laughter, they'd sound busy and purposeful. Understand that for the nightclub you want to promote a fun and relaxed atmosphere. For the retail store however, you want to create a sense of urgency, a feeling of 'I'd better hurry or the stock will be gone before I get there.'

The right effect can also assist you in creating the right 'mood' for your commercial. You would probably use loud exaggerated noises if you wanted to create humour in your ad. On the other hand, if you were doing a commercial for violence against women, you'd use more subtle, disturbing sound effects. Try to identify the mood you want, before choosing the effect to go with your commercial.

Where to place the sound effects and how loud to have them are two more things you need to think long and hard about. There is no hard and fast rule about placement. It's entirely up to you whether you use them just at the start, in the middle, at the end, or all the way through your commercial. Something to consider when you're looking at where to place them, is their ability to add disturbing impact to your ad. For example, imagine a commercial for a brake company which started with a woman screaming and the sound of a car crash, followed by a moment of silence... Careful placement of your sound effects can create a powerful impression.

As to how loud your sound effects should be, once again it's pretty much up to you. There are some things you need to keep in mind. A particularly loud and annoying noise, which goes on for long period of time, may result in people turning the radio off. Whilst it's a good idea to use a loud noise at the start of a commercial, it shouldn't interfere with the prospect's ability to understand what you're saying. You need to make sure that your selling message is not drowned out by the sound effects. Try making the initial noise loud, but then fading it out as the presenter starts to speak.

As I mentioned earlier, there are literally thousands of effects to choose from. Most major radio stations will have a library of effects which should contain the effect you're after. If they don't have exactly what you need, they can either source it from another station, or possibly even create it for you. Once again your local radio sales person can assist you with this.

**Include a strong, specific call to action ...** if you don't tell people what to do, they probably won't do anything.

Give them precise instructions on what to do - who to call, which number to use, when to do it and what to ask for. Here's a good example - 'Call Gordon Harris now on 3345 6756 and ask for your 45 page personal astrological analysis chart'.

By putting a time limit on your offer or sale, you can create a sense of urgency. If people have to act fast to take advantage of a particular offer, guess what? They will. Make it very clear what it is you want them to do. You also need to understand that because radio is a background medium, people probably won't have time to remember your phone number.

Try giving them your address or perhaps a nearby landmark that people are familiar with. If

you have to use a phone number, repeat it at least 3 times in your commercial to give your prospects a chance of remembering it. Mention it early on in your ad, then again in the middle and at the end of your ad. By doing this, you're alerting people to the fact they need to be ready to either memorise the number, or write it down.

You might like to make your phone number the central theme of your commercial. By using your number as a rhyme, or part of a challenge (e.g. If you can recite this number you'll get a free XYZ), you can increase the likelihood of your prospects remembering it. Another technique you can use if you need people to call rather than come in to your store, is to tell them to look your number up in the phone book.

Include concise and convincing copy ... the copy is the actual words between the intro and the call to action.

You don't need to be a great writer to do this part well - it's more important that you get the point across clearly, in as few words as possible, and in logical order.

After you write your first draft, go through and edit viciously - that is, cut out any sentence or word that doesn't need to be there. Remember you can only use between 65 and 85 words in total including your introduction and call to action. Next, read it aloud and make sure it flows. Time it as you read to make sure that it will comfortably fit into 30 seconds.

Lastly, have a couple of people check through, and ask them to tell you what they got out of it. Ask them to explain it back to you, just to make sure you're getting the point across. Ask which parts were boring, and don't be afraid of the criticism. You didn't set out to be the world's greatest writer anyway, so any comments should be helpful, rather than hurtful.

Avoid anything that's hard to understand ... write your commercial in a way that's easy for the consumer to understand. If your offer is long and complex people won't be able to understand it, and therefore won't respond to it.

Remember, people aren't interested in playing games by trying to decipher what it is you're trying to say - they just want to know if they should bother listening, and if they like what they hear, what they should do.

Don't make things confusing - it'll only obscure your message. Avoid being an artist - be a business person.

## 6. When (To Run Your Campaign)

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

If you're trying to attract business clients, it's usually a good idea to run your ads on Tuesday or Wednesday. People are usually feeling too busy on Monday, and pretty uninterested in thinking about anything new on Friday.

If your business is seasonal, you need to approach your radio campaign differently. For example, a swimming pool builder would find it fruitless running their campaign in winter. The business owner would need to adapt the appeal to suit the time of year. For example they may be able to advertise hot spas or some other product.

You also need to consider the placement of your commercials in other words, the times that you want them to go to air. There are 2 basic types of schedules that you can choose from.

The first is 'run of station'. This simply means that the station will decide when your commercials go to air, in other words the specific time of the day that each commercial will be played. Whilst this is the cheapest option, it's certainly not the best. If your commercials are placed 'run of station' they will basically

be used as fillers in unsold air time. That is, the time slots that nobody else wanted. Under this system your commercials could be played early in the morning when nobody is listening, or other quiet times such as mid-afternoon. You can occasionally get lucky using this system, but you'll waste a lot of money if you don't.

The second type is 'target placed'. Using 'target placed' commercials gives you the opportunity to decide when each commercial is played. This method is more expensive, but you also get to decide when your commercials will be played. This greatly improves the chances of your commercials being heard by the right people.

Your local station will have survey figures that indicate the most popular listening times for your potential customers. You need to find out which are the highest 1/4 hour listening shares for your target demographic and then pay for your commercials to be played during those times. As I've already mentioned, this can be more expensive, but there's no point having your ads played at a time when your target market is not listening. Your station sales representative can tell you which times will suit you best.

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

Use this section as a final checklist - once you're happy with your commercials, 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 radio campaign will fail.

**Check Stock and Staff Levels:** It's unlikely your Radio 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 Radio campaign by making sure you can cater for any increased demand.

Having considered all of the above, you need to be mindful of certain myths that radio sales people would have you believe.

One of my favourites is that of 'image advertising'. This is a tactic used to get you to spend vast sums of money without being able to gauge the effectiveness of your commercials. Your advertising dollars should only be spent on specific promotions, services or products. This allows you to test and measure the results.

Package deals and 'special promotions' are another method of milking money out of the unsuspecting business owner. This typically occurs late in the month when the station is behind on budget. These can sometimes be worthwhile providing your commercials are aired at a time that suits you and not simply placed 'run of station'.

## Section 4 - 11 'Killer' Commercials

So you understand the number of words you can use in a 30 second commercial. You also know how to effectively use music and sound effects to add impact to your ads. So let's now take a look at 11 different 'types' of radio

commercials any one of which, may suit your product or service.

## 1. Picture this ...

Using words and sound effects, you create a mental picture in the mind of the listener. This type of commercial clearly demonstrates a common problem and the way that your product or service can provide a solution to that problem.

For e.g.: A commercial for a car breakdown service.

The commercial starts off with the sound of a car that won't start. A man and a woman get into an argument about the fact that they'll be late for a party. A voice then explains that if they were a member of Joe Blogs breakdown service, they'd still have made the party on time. The commercial then cuts back to the couple still arguing.

## 2. Build a character ...

This style of commercial develops a character that then becomes synonymous with your company. This is particularly effective if you're running an ongoing campaign, highlighting different areas of your business.

For e.g.: A character to promote an air-conditioning company.

With the sounds of cattle and chickens in the background, an old farmer starts talking about problems on the land. He complains (as farmers tend to do) about the dry weather, the stock looking thin and generally being miserable. He then goes on to say that about the only good thing to happen around his way is XYZ air-conditioning services. He then mentions the price, and the fact that now he's cool, he doesn't care when it rains.

This character could then also do the opposite in winter, when promoting reverse cycle air-conditioning. Other suitable characters could be people with Scottish, American or Pakistani accents.

## 3. Use an exaggeration ...

Whilst this style is quite humorous, it can be very effective in communicating the key benefit of your product or service. This has the advantage of having consumers associate your product with that benefit.

For e.g.: Promoting a new hairdryer.

A lady explains that she has trouble drying her hair with her old worn out hairdryer. That it's simply not powerful enough. She then starts talking about the new hairdryer she brought from YYY retail store. The listener then hears hurricane sound effects as she switches it on.

You could use this type of exaggeration to emphasise the speed of a new computer that types letters before people think of what to write. Or a mechanic that has your beat up old Kingswood sounding like a Rolls Royce. This type of commercial has unlimited applications.

## 4. Use a familiar theme or character ...

Another way to make your commercial stand out is to use the theme music to popular TV shows or movies. You can also use the characters from these shows.

For e.g.: A new range of homes.

Using music from an old Western movie, a voice that sounds like John Wayne starts lecturing his house mates. He

explains that the home they're in at the moment isn't 'big enough for the both of 'em'. He then explains that by building a new home with Joe Blogs builders, they can both live comfortably.

You can adapt this style of commercial to most businesses. How about the theme music and characters from Mission Impossible, or Star Wars. With a little thought and effort, you could soon identify a theme from your companies radio campaign.

## 5. Be a bit suggestive ...

This is one of the more interesting ways to get your commercial noticed. Make it sound as if there's something naughty going on, using suggestive words, music and/or sound effects. Make sure you don't get carried away and miss the point. You need to still get across the key benefit, and it has to relate to the commercial itself.

For e.g.: Promoting a new bedding store.

The commercial starts with a man and women grunting and groaning, in the bedroom. He asks her to slide it in gently while he holds her end. The moaning then gets louder and louder until finally she says ... 'I give up, we're never going to get this sheet to fit.' An announcer then comes on and explains that if you need new sheets, you should go and see ZXY Bedding.

## 6. Use humour ...

Fun ads tend to be the most popular style. But care should be taken when using a humorous approach. The idea of running the campaign is to sell goods or services, not to make people laugh. This style of commercial is more suited to inexpensive items, as most expensive purchases, are not considered a laughing matter. It can however be very effective for tradesmen.

For e.g.: Advertising a plumbing service.

As the commercial begins we can hear a man grunting as he goes to the toilet, at a party. You then hear the sound of toilet paper being used, just as someone knocks on the door to tell him to hurry up because everyone's waiting to go. He tells them he's almost finished and you hear him try to flush the toilet. He then realises to his horror that the toilet won't flush. An announcer then comes on promoting Joe Blogs Plumbing Services. The end line could be something like ... 'So call Joe today. He'll make those nasty little problems go away.'

## 7. Make it sound like an emergency phone call ...

Most people are familiar with the sound of an emergency phone call. This style can be either serious, or tongue in cheek. The key is to make the person who's making the call sound flustered, just as they would in real life.

For e.g.: A commercial promoting a First Aid course.

The commercial begins with a frantic voice asking the emergency operator how to resuscitate their friend. The operator then tries to talk them through it calmly. The caller then begins to cry saying that they can't do it, that they don't know what to do. You continue to hear the saga being played out as a voice comes over explaining that if the caller had done the XYZ First Aid Course, they would have been able to save their friends life. The commercial finishes with the caller frantically sobbing because their friend won't start breathing.

## 8. Telephone talk back ...

Here you make your commercial sound like a radio talk back program. The announcer introduces the next caller and asks them to speak about today's topic. The caller then goes off on a tangent explaining the benefits of a particular product or service. This is a very common strategy, but one that can work well for the right sort of business.

For e.g.: A new clothing store.

The announcer starts off by saying 'And our next caller is Sally from Mitchem. Sally do you think that the Prime Minister has an image problem?' A female voice then starts to say that she does think he has an image problem and that he should address it by getting his clothes from XYZ Clothing Boutique. The announcer tries to get her back on track, but she goes on to list the benefits of dealing with this particular store.

## 9. People being interviewed in the street ...

Once again this can be used as a serious, or humourous type of commercial. Perhaps the most effective way of using it, is by actually interviewing people and getting them to give you testimonials. Organise with your local radio station to get somebody to come to your store when it's busy. Then ask them to go around and interview your customers. This works well because most people like the idea of being on the radio, and will give your store a huge plug. Then simply pick the best of these and use them as your commercial.

For e.g.: A new food store.

The announcer explains that ... 'We're here at XYZ Cafe Restaurant, to find out what it is that makes people come here ...'. He then goes on to interview a lot of people who comment on the great quality and range of food, the atmosphere and the service. The announcer then explains where the store is and its trading hours.

## 10. Radio serials ...

You might like to try making your commercial sound like an old time, radio serial. Using phrases and terms that were common from that era as well as the type of voices and characters that were around then, can make an outstanding commercial. The production department of the radio station can generally make your commercial sound a bit scratchy as well, just to add authenticity.

For e.g. A new fast food, home delivery service.

An old army major is talking to his friend about what he'd like for dinner. He mentions that he'd like some bacon. His friend replies ... 'Yes Sir, I'll just go and get that for you.' A door closes in the background and immediately opens again with his friend, who's out of breath saying that he's got the bacon. The Major then says that he'd like some tomato paste. The other gentleman replies .. 'Yes Sir, I'll just go and get that for you.' And so it goes on until the major says ... 'For goodness sakes man you could've just called XYZ Pizza Delivery. He then explains that they have inexpensive home deliveries with your choice of toppings.

As you can see from this example, having a line which is repeated over and over, makes the commercial, more effective. This was a common theme amongst earlier radio serials.

## 11. People talking on telephones or CB radios ...

The reason for the success of this style of commercial, is that people are used to hearing people on the phone,

without seeing them. This is the same with radio advertising, you can hear people, but you can't see them. Two ladies talking on the phone about a new shop that's opened, or two policemen talking about a new car that just went past, are some examples of how this can be used effectively.

For e.g.: A new gymnasium.

One lady comments to her friend about the amount of weight Michele Smith has lost. The other lady comments that she must be starving herself. As the two of them make catty remarks about her, an announcer comes over to explain that you can now lose all the weight you want, at XYZ Gymnasium.

These are just 11 examples of the types of radio commercials you can choose from. You may have noticed that up until this stage I haven't mentioned jingles. That is because unless you have an enormous budget, jingles are a waste of money. Large companies like Coke Cola and McDonalds, who pour millions of dollars each year into their advertising, use jingles to good effect. But for the average business, your money is better spent on specific promotions.

## Section 5 - Creating Powerful Offers

So you've written a great opening line, you're using sensational music and outstanding sound effects. 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 letters 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 15% is stretching it. If you need that high a response, you might need to have another think about it.

The very best direct mail shots to cold, new lists get around 15%. The best direct mail campaign to existing clients can be around 60%. These are rare results - if you need higher than that to break even, re-assess whether direct mail



is the best way to go.

# Break Even Analysis

## Radio Campaign

### 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** £ .....

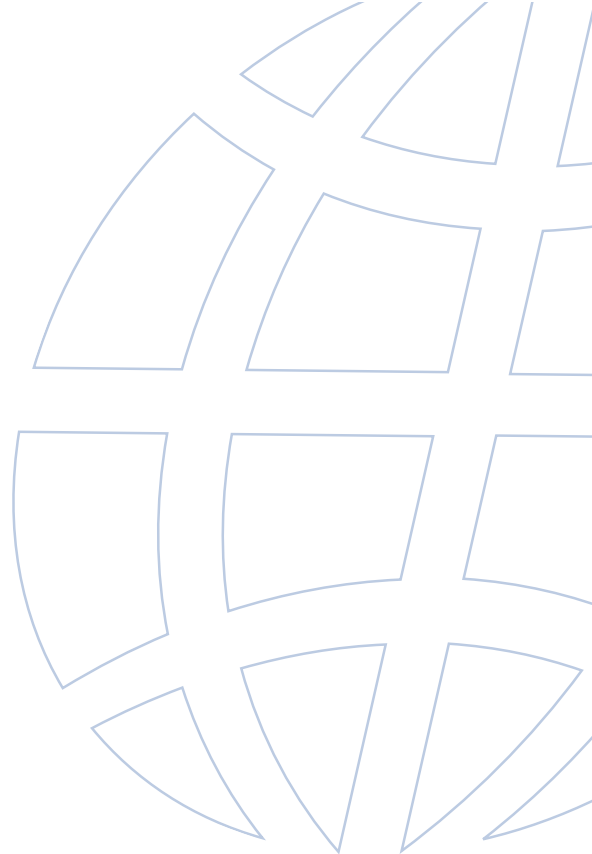
### Delivery Costs

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](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 Action Plan for the next 12 months.

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

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

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

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

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

#### 5. Why at least 12 months?

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

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

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

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

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

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

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

#### 7. Won't this just mean more work?

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

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

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



## 8. How will I find the time?

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

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

## 9. How much will I need to invest?

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

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

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

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

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

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

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

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

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

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

The sky's the limit, as they say.

## 11. Are there any guarantees?

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

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

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

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

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

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

## **12. What results have other business owners seen?**

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

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

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

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

## **13. What areas will you coach me in?**

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

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

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

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

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

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

## **14. Can you also train my people?**

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

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

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



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

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

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

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

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

### **17. When is the best time to get started?**

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

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

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

### **18. So how do we get started?**

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

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

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

### **Paul and Rosemary Rose—Iconact Multimedia**

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

### **S. Ford—Pride Kitchens**

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

### **Gary and Leanne Paper—Galea Timber Products**

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

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

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

**Ty Pedersen—De Vries Marketing Sydney**

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

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

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

**Stuart Birch—Education Personnel Limited**

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

**Mark West—Wests Pumping and Irrigation**

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

**Michael Griffiths—Gym Owner**

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

**Cheryl Standring—In Harmony Landscapes**

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

**Jason and Chris Houston—Empradoor Finishing**

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

**Michael Avery—Coomera Pet Motels**

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

**Garry Norris—North Tax & Accounting**

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

**Lisa Davis and Steve Groves—Mt. Eden Motorcycles**



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

**Christine Pryor—U-Name-It Embroidery**

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

**Joseph Saitta and Michelle Fisher—Banyule Electrics**

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

**Kevin and Alison Snook—Property Sales**

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

**Wayne Manson—Hospital Supplies**

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



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# 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.

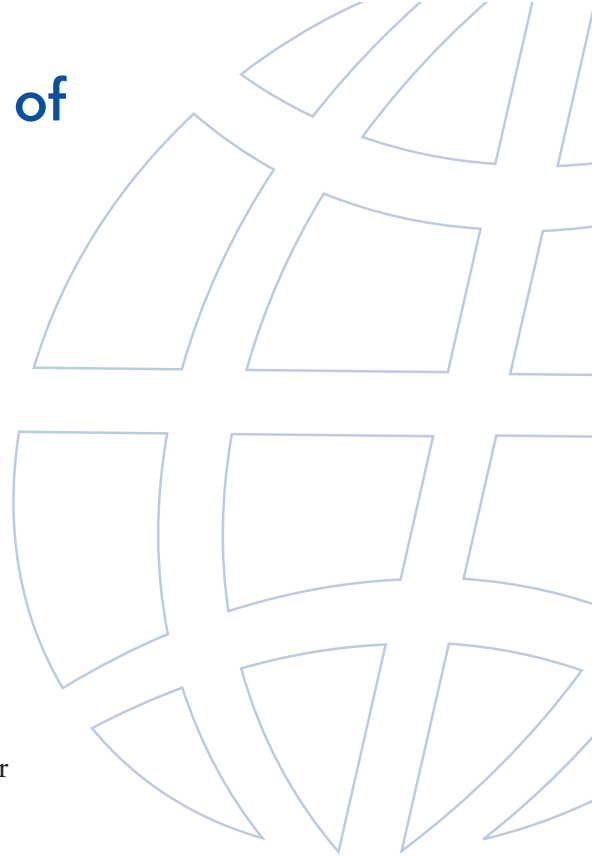
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you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

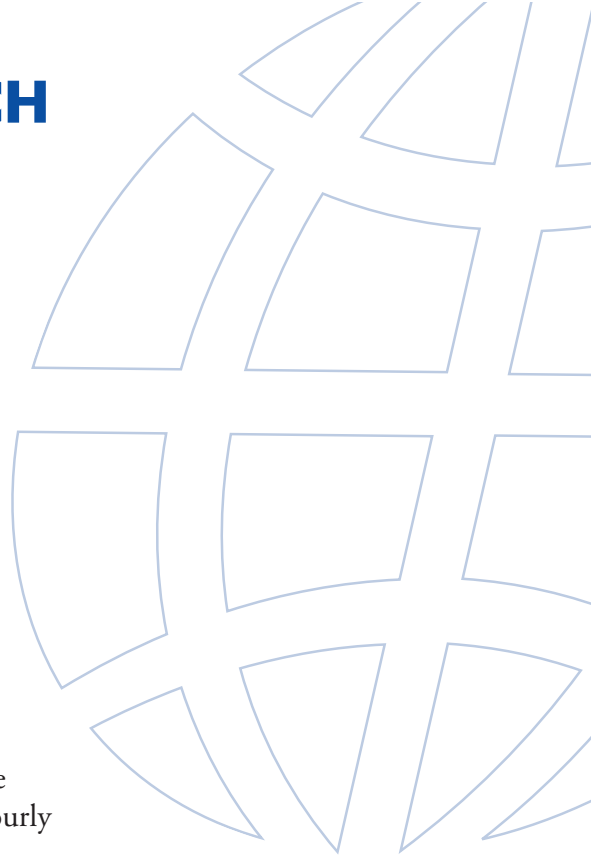
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

### **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

 **FRANCHISE 500** **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.



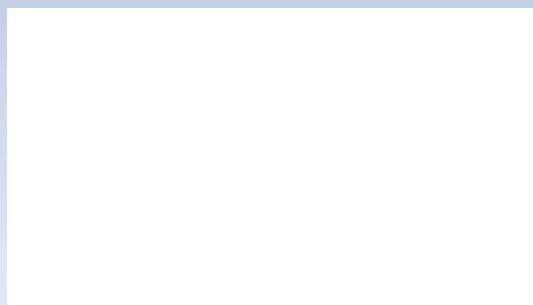
In 2006, **ActionCOACH** was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to **ActionCOACH** after a panel of journalists and managers from the magazine judged it to have excelled across a wide 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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Africa | Spain | Taiwan | USA | Wales