

BRAD SUGARS



Instant Referral Strategies

Congratulations!!

Welcome to Instant Referrals, your do-it-yourself guide to generating referrals.

Once you've been through this guide, you'll know precisely what it takes to stimulate loads of referrals. 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 won't have to stab in the dark - you'll have clear direction. You'll start to get one extra customer for every one you already have..

I personally guarantee it.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 4 Steps To Getting More Referrals'..

Each step covers an important aspect of referral strategies - these are things that you must give careful consideration to ... before deciding how to go about getting more referrals.

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

Later sections offer a more in-depth explanation of how to come up with good offers - you'll even find some great examples to get you started.

You'll then find examples of powerful referral strategies, some of which may directly apply to your business.

The last section brings it all together, with templates of successful referral strategies. That means you can combine your new knowledge into a format you can be confident will bring results.

Now, it's time to get started - your customers are just waiting to tell their friends to deal with you. You just need the right referral strategy ...

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.

The Nature Of Referral Strategies

What is a Referral Strategy?

A referral strategy is a way of introducing new customers to your business, for a low acquisition cost. Basically it's a way of getting your existing customers to promote your business for you. A way of getting them to introduce their family, friends and colleagues to your product or service.

What makes a successful referral strategy?

There are a number of elements which combined, go to making up a successful referral strategy. From finding the right type of customer, to the strategy that best suits your type of business. There are 2 things you need to understand above all else ...

Service ... Your service must be extraordinary. Having good or even great service just won't do. If you want people to refer their friends then make sure your service is first rate.

Your offer ... If you don't give people a good reason, a 'What's in it for me?', your strategy will fail. Some of the strategies that you'll discover in the next section will rely on your offer more heavily than others, but regardless of which one you choose always ask yourself - "Would I refer someone for that reason".

In the following pages you'll learn how to put a referral strategy into place in your business. Which type suits which business, and the types of customers that you want to refer you, and those you'd rather didn't.

Who (do you want referred to your business)

Before you even embark on a referral strategy you need to decide the type of customers you want to do business with. The last thing you want is to get referrals that don't turn into business, that is, referrals that only buy off you once and never do business with you again or even worse, referrals that create more headaches than they do sales, and never give you the business you're after.

If you don't set the rules, your new customers will set them for you. So you must decide who is your ideal customer. Some customers are more trouble than they're worth and will actually cost you money. The 80:20 rule, sometimes called the Pareto Principle, states that 20 % of your business comes from 80% of your customers. The other side of this is that 80% of your headaches will generally come from 20% of your customers.

So, before you try to go and get more new customers, decide on the type of people you want as new customers. You also need to grade your existing customers in one of 4 categories ... either A, B, C or D. An example of an A grade customer would be someone who pays their bills on time, are pleasant to deal with, are happy to pay your marked prices, send their friends to you, and spend a reasonable amount with you each year.

Don't put up with customers who won't pay their bills, don't treat you well and constantly hassle you on price. These

customers will generally refer similar types of people, and that's the last thing you want to happen. To get rid of your D grade customers, (those you don't want to do business with), simply send them a letter that asks them to deal with someone else. You can't afford to deal with them any more.

Your C's will meet just 1 or 2 of your criteria and need to be sent a fairly strong letter that informs them of the new rules of doing business with you. Some will come on board with the new rules, others will want to go somewhere else. Either way, now you've moved all of your 'C' and 'D' customers out ...

Your next step is to train your 'B' grade customers how to be in the 'A' grade with a simple letter. Every client is now aware of the type of customers you want to deal with ... The most important message you need to get through as you send out these letters is that you're doing it to be able to provide the best service possible for your target market.

The 5 Steps to creating a Killer Referral Strategy

1. Why (Use a Referral Strategy)?

Before deciding on the type of referral strategy (there are a number to choose from), you need to work out whether this is the right overall strategy for you.

Obviously, you have a suspicion that it is (or you wouldn't have invested in this package), but you need to compare its potential returns against other available ways to market yourself. Whilst a referral strategy has a low hard dollar cost, some can be quite time consuming.

A referral strategy is ideal when you have a higher priced product or service. Whilst almost any type of business can benefit from having a referral strategy (or a number of them for that matter), there are some businesses that it doesn't suit as well.

For example, a referral strategy is probably inappropriate for a fast food outlet - the average fast food outlet has too many customers at any one time, to go through a script to gain more names for their database. Having said that though, a strategy where your customers could take a card, or flyer and pass it on to their friends, could work quite well. You could also have an offer for groups of 4 or more.

Of course, a referral strategy is an ideal backup for your existing marketing. If you've invested money to get a new client to come in, why not get them to bring their friends. It can of course work well as a stand alone strategy.

2. Who (Are Your Target Market)?

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3. What (are you offering)

You need to teach your customers why it's good for them to give referrals. People will generally only do something for you if you give them a reason to. Your customers want to know why they should do things for you, they want to know how they'll be affected when they take action and most of all, what will they get in return ...

When you're being pro-active about getting referrals you need to take all this into account, even if all they get in return is the knowledge that they've helped a friend find what they need ...

You'll have to educate them about how referring people to you can, and will help them. We'll get into the rewards you can give later but for now, just tell them the simple logic I've used so many times for success before.

Your customers will benefit in several ways by referring people to you. Let me list them for you ...

1. By referring you new clients they're helping you save marketing dollars and that allows you to pass on greater savings to them, greater rewards, or better service ...
2. They're making sure you have a strong and healthy business, so you're around in the future when they might need you again ...
3. They're helping you work with only the best level of clients so you can always come up with new ways of serving them better ... and so on ...

Every time you educate one customer about referring new people to you, you've got an advocate for life ... with one condition. That you always give them the level of service you've promised, it doesn't have to be 5 star, just what you've promised.

Another quick tip about educating people how to refer, be sure to let them know that you're after quality people, just like them. You'll give them a compliment and set a standard for who they refer to you straight away ...



4. How (Are You Going To Encourage Referrals)?

Once you know who you want to deal with, and what you're prepared to offer to get them in the door, the next step is working out your strategy.

Referral strategies can be the trickiest of them all - you are asking people to risk something that is dearly important to them ... the respect of their friends.

That may sound a little over the top, but consider this example - let's say you convince a friend to buy a car that turns out to be a dud. How is that friend going to feel about you? Or what if your friends' appearance was completely destroyed by a hairdresser you recommended.

The negative effects can vary in intensity, but there is always a risk. If you tell someone to do something and it turns into a nightmare, you can expect some of the fallout.

Of course, the reverse is true. If you introduce a friend to a business that solves a problem for them, or gives them exactly the service they've been looking for, it can reflect on you very positively.

People tend to highly value what other people think of them. That means, they won't refer someone to you unless they're absolutely sure they won't be embarrassed, or be blamed for anything going wrong.

The upshot of this: if your service or products aren't up to scratch, you can forget about referrals. Get that part right, and you'll get more referrals than ever.

Once you feel comfortable that people are happy with your service and products, you can start work on some specific referral-generating strategies.

The following is a list of different strategies you can use to get more referrals. You'll find examples of many of these in Section 4, and templates in Section 5. Make a mark next to any you feel would suit your business.

And remember, there's no reason you have to choose just one - why not do 3 or 4? Your customers may think it's a little strange, but they're unlikely to mind (especially if you have awesome service).

Importantly, you must test and measure - don't be afraid to kill something that isn't working. Have another look through the list and try something else. Keep doing this until you find the strategy that works best for your business.

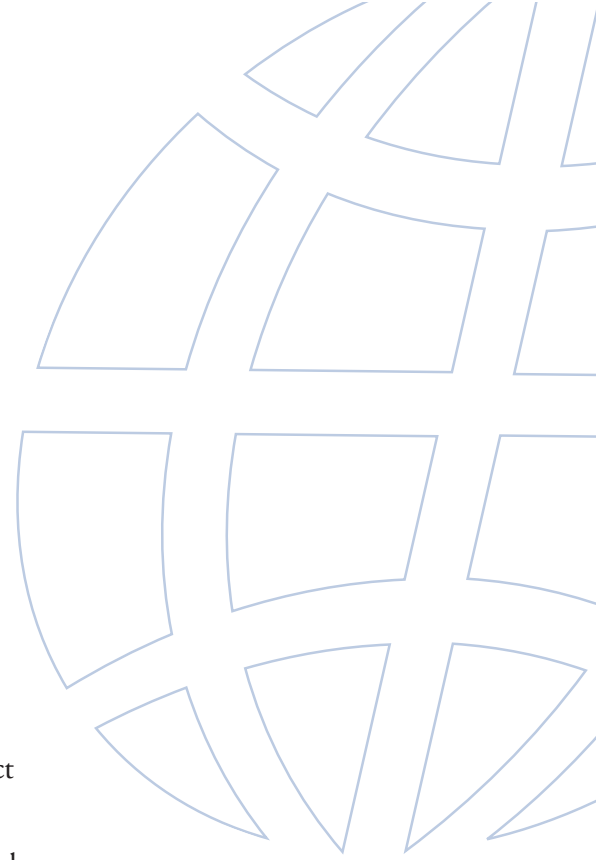
Now, onto that list ...

Call and ask to mail your customers' friends a special offer ... this is a strategy that almost always produces results, especially for businesses where purchases are few and far between.

First, write your past customers a letter, which says something along the lines of 'Hi there, just wanted to let you know about a special offer we're making right now. Obviously, you won't be that interested - you just bought a couple of months ago. But what about your friends? I'd like to mail your 2 closest buddies £50 to spend with us. I'll give you a call in the next few days to get their details' etc.

Three days later, you phone and say 'Hi, just following up on that letter we sent you last week. Do you remember receiving it? Did you understand it? Who was the first person that sprung to mind when you read it? And what's their address?' and so on.

Next, you write the friend a letter. A great headline is something like 'Here's why George Matthews suggested I write and tell you about our winter special'. Of course, you just substitute the name of the referee



and the title of the special (introductory, spring madness, summer, New Year etc).

You'll find the person will DEFINITELY read every word. More than that, they'll immediately phone their friend. The friend will then sell your business for you - 'yeah, they're really good to deal with - and that's a great special ... that's cheaper than I got mine for'.

Next, you call the referred friend and book them in for an appointment time to see your showroom or quote - whichever is applicable.

Use a 'Referral Price' - this is a brilliant way to stimulate immediate referrals with every sale.

At the point when the person is about to pay for your product or service, ask them this question 'Thanks for choosing us [name], and by the way, would you like the referral or non-referral price?'.

Naturally, the buyer will ask you something like 'what's the difference?'.

To answer, use a standard script such as this ... 'Well [name], we're aware that a lot of our business comes from people telling other people. For that reason, we reward those who recommend that their friends deal with us. If you know 2 people who might be interested in buying a [product], and you give us their contact details, we give you the referral price - that's about 10% less'.

People will usually jump at the chance, unless they don't know anyone. And the referrals will generally be good ones. Only D class clients will attempt to give you dodgy leads. The majority of people will give it some real thought, and may even call their friends to put in a good word.

The referral price idea works best when it is applied as standard practice and used without fear. If people sense that you are uncomfortable with the idea, they will be too. If, however, you make it obvious that this is the way you do business, they'll go with the flow and give you the names.

Do regular mail-outs offering an incentive ... a simple idea which can be effective, if done correctly.

Here's what you do ...

Mail out to your customers, starting the letter something like this 'Hi there. Just wanted to write and say thanks - thanks for choosing [business name].' After the preamble, get to the point - 'we're aware that many of our customers come from referrals, that is, happy customers recommending that their friends visit us'.

Then ask for the referral directly ... 'If you know anyone who's currently in the market, I ask that you give them one of the referral cards I've included. Thanks [name], and I look forward to seeing you again soon'.

In your PS, offer a sweetener ... 'By the way, if one of your friends brings their card in and buys any time in the next 21 days, I'll post you a small gift - a voucher for a FREE massage'. If the incentive is exciting, you'll find that referrals will flow in.

Best of all, it's generally very easy to get the incentive for free. In the example above, it would be simple to call the local masseur, and ask for a

couple of hundred free vouchers. Any switched-on masseur would understand the lifetime value of a new client.

To make the strategy more effective again, it's a good idea to follow up the letters with a phone call. Use questions such as 'Who was the first person you thought of handing a card to?'.

Give top service ... If you treat your customers well, they'll refer their friends in massive quantities - that much is clear.

But what about really going the extra mile - doing things that your customers would never expect?

Here's a couple of examples ...

A sandwich bar that painted caricatures of their regular customers and hung them on the wall. The best part was, the customer had no idea until the picture was actually complete. You can imagine how that got them talking.

A photocopier salesman who mailed a free gift to his past customers every month. First was a massage, next a haircut, then a dinner for 2. He did this every month for 12 months. Needless to say, his number of referrals went up dramatically.

A car salesman who mailed one card every month to every person who'd ever bought from him - birthday, Christmas, Easter, Valentines and so on.

These are just 3 examples of 'awesome' service - extra special touches that really get customers talking to their friends. You can just imagine someone over dinner saying '... and this sandwich bar I always go to, they drew a picture of me and put it on the wall - and the food's really good too!!'.

What can you do to really excite your customers?

Hold a 'bring a friend' closed door sale ... closed door sales always work well. The promise of great bargains, combined with the feeling of being special, is particularly enticing.

But what about spicing up the idea with this strategy?

Make the price of entry a friend. That's right - if people want to get in, they have to bring one person that has never bought from your business before. And that applies to EVERY person who comes along.

Naturally, you have to make the sale exciting - offer some great limited deals and exclusive viewings of the latest product. Drinks, nibbles and entertainment will help make it more attractive again. And if you want to really get people in, offer an expensive give-away ... a TV, holiday or house-full of carpet.

Of course, make sure you get the name, address and phone number of every 'friend' who comes along. Mail to them shortly after, offering them an introductory special.

Ask the question ... ever heard the saying 'who dares wins'. In business it's exactly the same.

There's no reason why you can't ask your customers for referrals any time. You don't need a strategy or letter - just phone them and say 'I was just wondering whether you know anyone in the market for [product] right now we're running a special promotion and I thought I'd give your friends the chance to take it up first'.

Of course, you could do the same thing with people who drop into your store, or who have just bought.

Here's one of the more interesting applications of the idea ... ask people who go through the sales process yet don't buy. That is, those who think about buying from you, but eventually say no.

Here's an example -Mary is thinking about buying a patio, so she calls Jim's Home Improvements. After a quote and much discussion, she works out she can't afford it. Jim, following up the quote he sent out, asks the question 'What did you decide'. Mary says 'Jim, the patio looks lovely, but I just can't afford it now.'

She feels guilt at this point and is eager to make it up to Jim in some way. Jim knows this, so as quick as a flash he

says 'that's a shame Mary - I think the design we've come up with is really attractive, and would look great in your back yard.' Mary agrees. Then Jim says 'that's ok Mary - how many people do you know who are also thinking about building a patio now?'

Mary might say 'one or two', which leads perfectly into Jim's question 'who was the first person that sprung to mind? And what's their phone number?'

Mail out VIP cards to your customers, and include a couple of extras ...

VIP loyalty cards are brilliant for 2 reasons. Firstly, they give your customers good reason to buy from you more often.

Secondly, they 'tie them up' - in other words, protect them from being stolen by competitors. Every time the customer considers 'straying', they have to ask themselves 'why go to them when I get all this great stuff from my regular guys?'

The great stuff has to be great. Just offering a 10% discount is a bit weak, unless the product is super-expensive. Try every 6th purchase free, or free gift each time you buy.

To introduce the card to your customers, write them a letter that explains the benefits of being a VIP card member, and why they've been chosen

(something like 'I've only mailed this card to my top customers' usually works wonders).

To get referrals, add a PS that says 'You'll notice I've included a couple of extra VIP cards. Please give it some thought and hand these to 2 people you believe would appreciate them.'

Encourage your current customers to buy gift vouchers ... this is a brilliant way to make more sales AND get referrals.

Here's the great application of this idea ...

Write a letter to your customers and offer them a special deal - if they buy a gift voucher in the next 21 days, you'll add 20% value on top ... FREE!!! For example, if they buy a gift voucher for £100, you'll write it out to the value of £120.

The only condition is that the recipient must be someone new to the store, and their name and address must be on the gift voucher. Of course, you get to keep the details on file as well.

Hold a party to celebrate your customer buying from you - and invite their friends ... probably the best (and most fun) referral strategy there is. It works brilliantly with new homes, or home improvement products (pools, carpet etc).

Here's how it works ...

After the customer buys, write them a letter that says 'Thanks for buying from us - and we hope you're delighted with every aspect of your new [x]. To celebrate, we'd like to throw you a party ... and cover the costs!! I'll call you tomorrow and get the names of people you'd like to invite, and a date & time that suits'.

You call, get the names and addresses, then mail invitations. Of course, in the process you're gathering details of possible referrals.

You pay for drinks and nibbles, and organise the party. This, in itself, will create great feelings and generate referrals.

To take the idea to the next level, show up half way through with some extra drinks. While you're there, introduce yourself and network.

You'll be amazed by the results, and the number of people who say 'oh, you're the [x] seller - I've been thinking about buying an [x] for years'.

Let your customers know in advance you'll be asking for referrals ...

Before you've sold anything, you can let your customers know that you'll be expecting referrals.

"Well NAME ... before we get into what it is you need I'd just like to let you know how we work with our customers ... Would that be OK ... ?" Then follow it up with ...

"We get about 80% of our business from referrals and I like to work with people like yourself. So, what I'd like to ask is that if you believe you get value from working with me you'll refer at least 2 people to me just like yourself ... I'm not asking you for them now, but at some stage I'll ask you for them ... Would that be OK ... ?"

You may even find that by giving it to them and then taking it away they may want to give you some referrals up front ...

Another simple tool to use here is to leave a form with your new customers on which they can fill out their referrals. Then you tell them that you'll be back to pick up their referrals in a couple of weeks ...

Make giving referrals a condition of doing business with you ... If you really want to have a business that runs on just referrals then make it a rule.

You can introduce your 'referral rule' using a set of Commitment Statements. These set out what you'll do for your customers and then ask them to make certain commitments to you in return. One could be 'you agree to give us 3 referrals every year'.

You could even put an audio tape together that outlines how you work with your new clients, or you only accept clients who are referred to you by your current customers. They should already know the rules of doing business with you.

If you're going to do this, you need to make sure your business is genuinely giving AWESOME service from the moment a client contacts you. It's also important that your customers aren't in competition with each other.

Putting on a seminar for your past clients and asking them to invite their friends... The secret here is to either bring in an expert your customers will know and respect or, pick a topic that they've been trying to find information about.

Be sure to invite at least 5 or 10 times the number of people you want to attend, and book a room that looks full with the number of prospects you expect to get.

Go for quality at the seminar, a good venue, a good speaker and nice refreshments. Give people a chance to ask questions on the night, and make sure they have the option of buying. And absolutely make sure you get everyone's name and details.

When you do the speaking yourself, get either a local newspaper to cover the event, your industry magazine, or take photo's for your own customer newsletter ...

Structure the seminar so that it's about 80 or 90% information and about 10 or 20% selling. The idea is to position yourself as the expert, not the best sales people. People love to buy from experts as the trust level is much higher.

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

Use this section as a final checklist - once you're happy with the referral system you've chosen, 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 newly referred customers come in and find anything less than the level of service you've promised your strategy will fail.

Gifts: Have you organised any gifts or vouchers that you've offered as incentives for people who refer their friends? You must ensure that your existing customers receive the product you promised. Ensure that you have an ample supply of printed vouchers or gifts in stock, and that they're sent on time.

Check Stock and Staff Levels: It's unlikely your strategy 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 referred customers come in only to find you have no stock or are too busy to serve them. Plan for your strategy by making sure you cater for any increased demand.

Creating Powerful Offers

So you've decided on the type of customer you want to do business with, and the strategy you're going to use. But what are you going to offer to get people to refer their friends? If your offer is not strong enough, your strategy won't get the results you desire.

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 ...



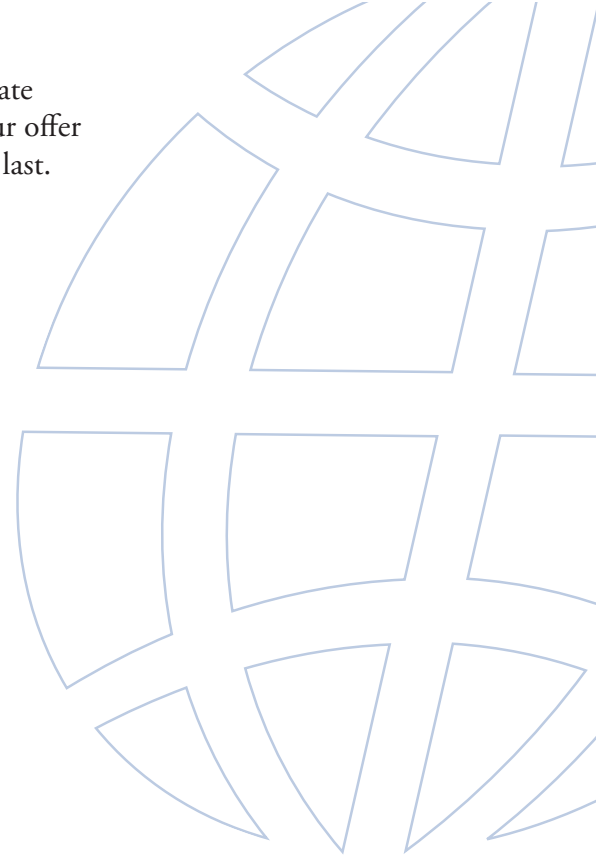
Place a time limit on your offer, it will dramatically increase the response rate because it gives people a reason to respond right now. Place urgency in your offer ... For a short time only ... Call before such and such ... Only while stocks last. These will all create a sense of urgency in your consumers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



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 Action Plan for the next 12 months.

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

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

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

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

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

5. Why at least 12 months?

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

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

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

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

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

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

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

7. Won't this just mean more work?

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

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

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



8. How will I find the time?

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

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

9. How much will I need to invest?

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

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

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

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

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

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

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

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

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

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

The sky's the limit, as they say.

11. Are there any guarantees?

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

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

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

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

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

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

12. What results have other business owners seen?

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

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

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

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

13. What areas will you coach me in?

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

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

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

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

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

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

14. Can you also train my people?

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

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

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



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

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

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

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

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

17. When is the best time to get started?

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

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

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

18. So how do we get started?

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

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

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

Paul and Rosemary Rose—Icontact Multimedia

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

S. Ford—Pride Kitchens

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

Gary and Leanne Paper—Galea Timber Products

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

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

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

Ty Pedersen—De Vries Marketing Sydney

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

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

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

Stuart Birch—Education Personnel Limited

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

Mark West—Wests Pumping and Irrigation

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

Michael Griffiths—Gym Owner

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

Cheryl Standring—In Harmony Landscapes

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

Jason and Chris Houston—Empradoor Finishing

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

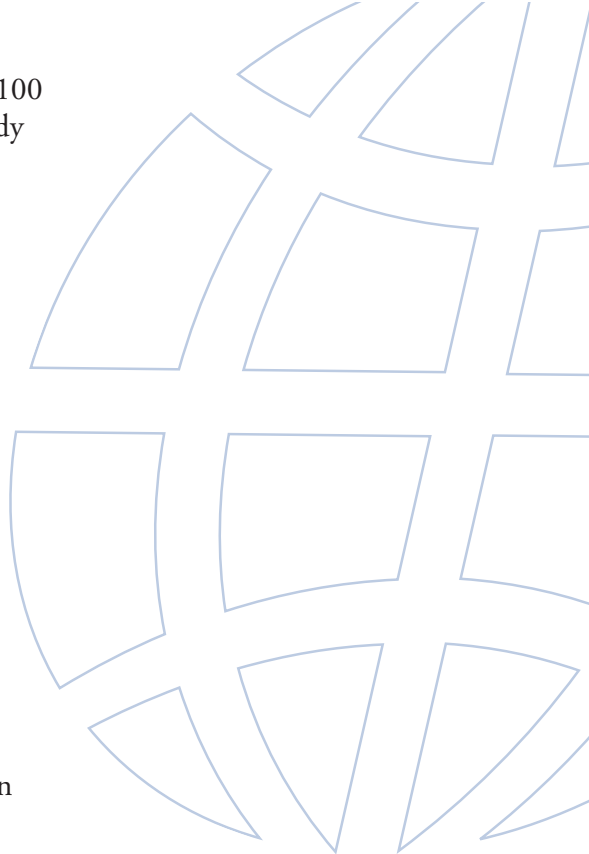
Michael Avery—Coomera Pet Motels

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

Garry Norris—North Tax & Accounting

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

Lisa Davis and Steve Groves—Mt. Eden Motorcycles



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

Christine Pryor—U-Name-It Embroidery

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

Joseph Saitta and Michelle Fisher—Banyule Electrics

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

Kevin and Alison Snook—Property Sales

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

Wayne Manson—Hospital Supplies

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



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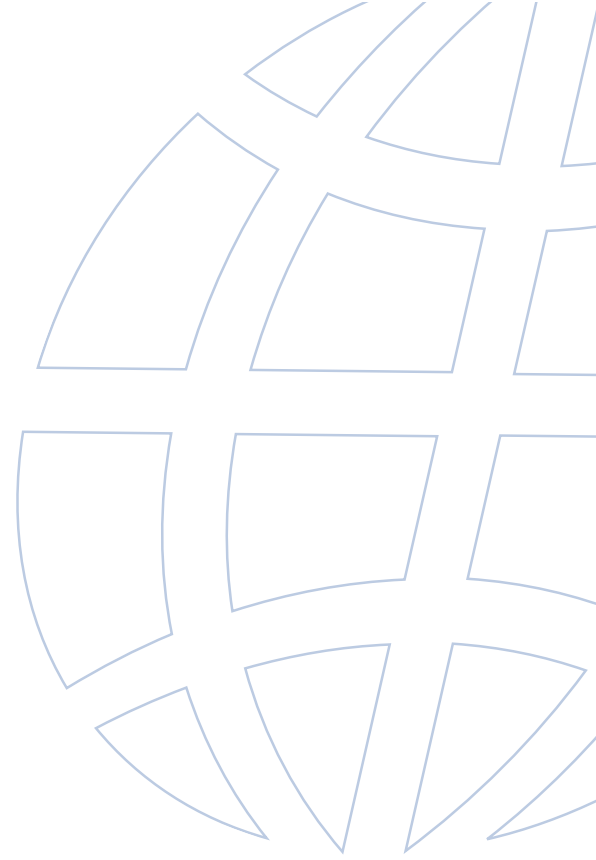
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Here's how you can profit from all of Brad's ideas with your local **ActionCOACH** Business Coach

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

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

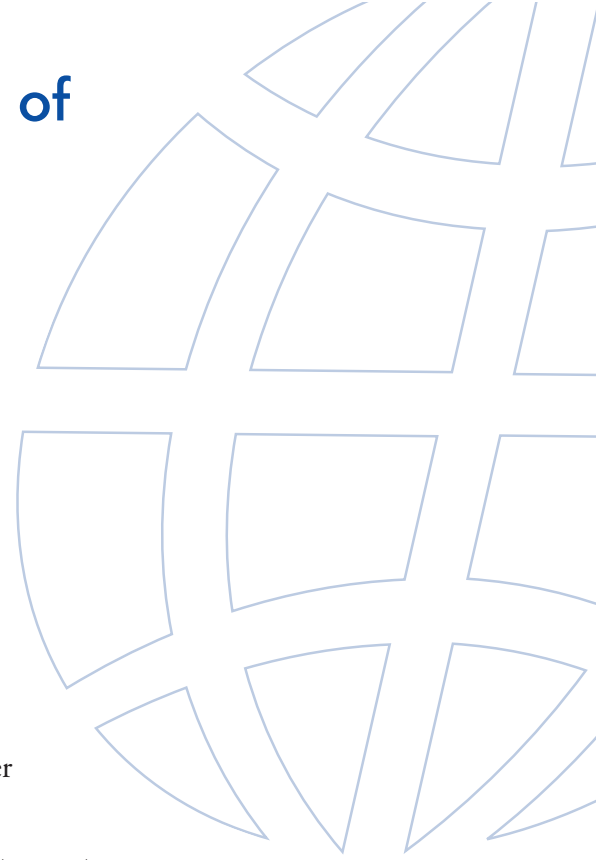
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you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

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

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

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

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



ATTENTION BUSINESS OWNERS

You can increase your profits now

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

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

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

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

ActionCOACH

The World's Number-1 Business Coaching Team

Name

Position

Company

Address

Country

Phone

Fax

Email

Referred by

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

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

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

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

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

1. You've got to love succeeding

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

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

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

3. You've got to love helping people

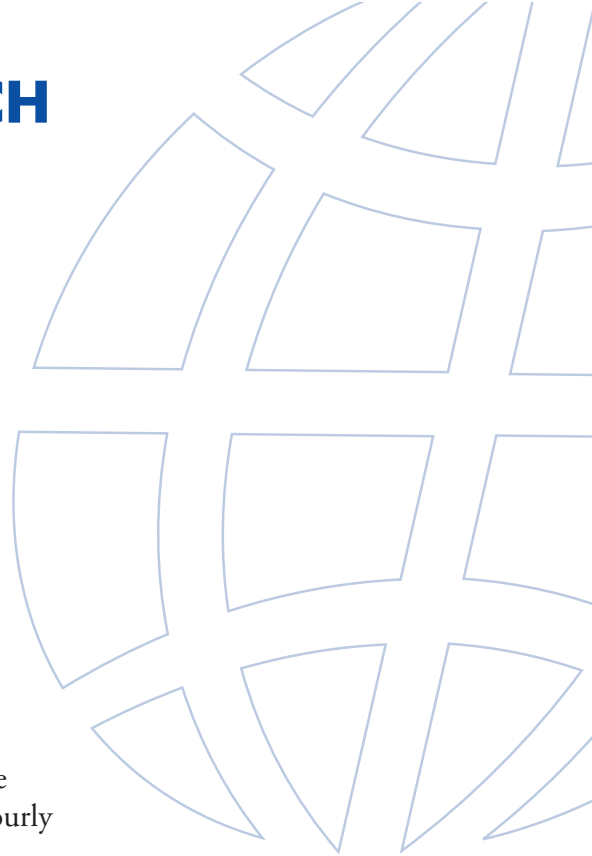
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

4. You've got to love a great lifestyle

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

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

Apply online now at www.actioncoach.com



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

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

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

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

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

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

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

Join your local Action Profit Club today.

Apply online now at www.actionprofitclub.com

LEVERAGE—The Game of Business

Your Business Success is just a Few Games Away

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

The rewards start flowing the moment you start playing!

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

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

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

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

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

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

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



Who is ActionCOACH?

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

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

Entrepreneur's TWENTY-SEVENTH ANNUAL
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.



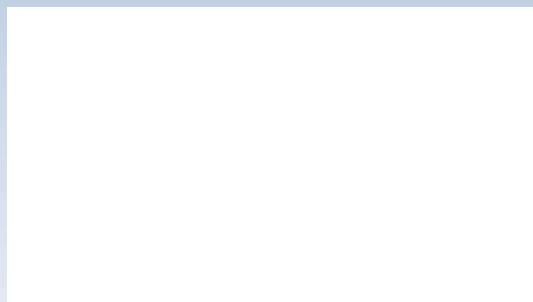
In 2006, **ActionCOACH** was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to **ActionCOACH** after a panel of journalists and managers from the magazine judged it to have excelled across a wide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

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