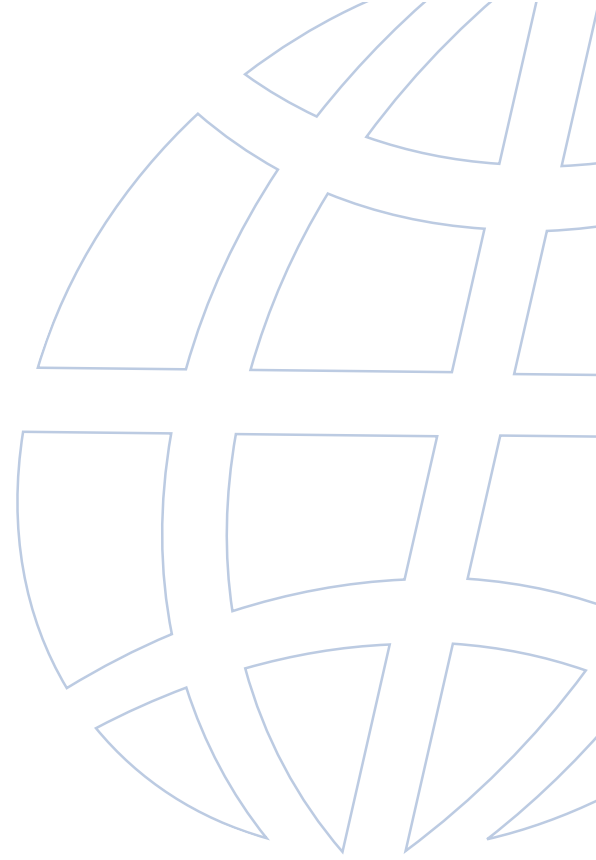


BRAD SUGARS



Instant Testing and Measuring

Why Test & Measure?

If you don't know where your customers come from, you're really stabbing around in the dark.

You have no real idea which marketing campaigns are working, how well your salespeople are doing or even how much each sale is 'costing you'.

Once you know these things, you have the power to make decisions, and good ones. You know which marketing campaigns to kill, or improve, and which to spend more money on.

You'll also know where your 'key leverage point is' - that is, the thing that you most need to improve. Perhaps your conversion rate is high but your leads are few - maybe it's the other way around. Maybe you're doing well in both lead generation and conversion, but you're not selling enough high priced items.

Once you know which area needs work, you can start to make some new, well-informed marketing decisions.

How To Use This Guide

Pick out the testing and measuring sheet which best suits your business. You'll find that one should fit in precisely with your situation. If your business is highly specialised, you are free to make changes.

You'll find a specific explanation of how to use each one. If you're ever in doubt, you are free to phone **ActionCOACH** for a further explanation.

The 3 Most Important Things About Testing & Measuring

1. Testing and measuring is nothing new. You've probably been doing it all your business life. Remember the newspaper advertising you tried that 'didn't work', and the radio spots that 'did OK'. That's all testing is. It's about finding out what produces results and what doesn't, then making decisions based on that.
2. You **MUST** start asking people where they found out about you. If you don't, you'll be in the dark forever. You may keep running an ad that never brings a sale, and accidentally kills a good one. Customers usually come from so many sources, it's impossible to judge how an ad is working on sales alone. Perhaps you got more referrals that week, or there was a festival in town. Every time someone buys, ask them this question - 'By the way, can I just ask where you heard about my business'. No-one, and I mean no-one will have any problem telling you.
3. Be vigilant and disciplined. You can't test & measure half the time - you must do it every hour of every day. It's not difficult - just remember to mark down a record after every customer interaction. And make sure any employees do the same - stress the importance of it and absolutely **DEMAND** that they do. Also, tell them it's essential that they are honest.

What To Do With Your Results

The first thing to do is see what's not working. If an ad is getting a very low response (which means the profit margin from the sales is not at least paying for the ad), kill it.

Of course, you need consider the lifetime value of the customer as well. If, after taking all factors taken into account, you're not getting results, bite the bullet and stop running it. Every time you run this sort of ad, you're literally giving away money.

Now you have two options - channel your marketing funds elsewhere (like back into your pocket) or improve the ad.

If you choose option two, there's a couple of things you can do to make the task simpler. First, go back over your past ads and think about how well each one worked. Pull out the best couple and see if you can pick what gave them their edge. Next, read a couple of books on marketing, or at least flick through them. Last, look at what your competitors are doing. Do they have an ad which they run every week? Unless they're stupid, this ad must be doing ok. What ideas can you steal from it?

After all of this, write a new ad. Don't do anything with it yet - we'll get to that in a minute.

Go through this process with each marketing piece that doesn't seem to be working (letters, Yellow Pages, referral systems, flyers and so on). Kill, examine, modify. Kill, examine, modify. Once you have a collection of these revised pieces, just sit on them - there's something more important we need to deal with first - the strategies that are working.

Run through each of the working strategies in depth, examining why they are producing results and the others aren't. See if you can pick the one important attractive point about each. This in itself will teach you a massive amount about your business.

Next, think of a way to do each strategy on a larger scale. If it's flyers, the answer is simple - drop twice as many flyers. That should bring twice the sales. If it's an ad, run it in more papers, or increase its size. If it's Yellow Pages, book a bigger space next time.

But whatever you do, don't meddle - just do the same thing on a larger scale.

After that, test and measure for another 2 weeks - notice if the number of enquiries remains the same or goes down. Also compare this with how much you're spending on marketing.

You'll probably find you barely miss those dud strategies and the 'larger scale' working strategies are paying off nicely indeed. If it's not, return to the original size.

Conversion is the number of enquiries that become sales. You may find you get one in ten, 99 out of a hundred or anything in between.

Leave it for a month or so, just working on converting the supply of leads you have. A better conversion technique, plus more leads from bigger scale successful marketing strategies should give your business a boost.

The lack of dead money being poured into ads that don't work should also give you a helping hand.

After running through this process, it's time to pull your revised 'dud' strategies' out of the drawer, and give them a run.

Do one at a time, and track the result meticulously. Note down exactly how many leads it brings you, and how many of those turn into sales. Compare that with the marketing cost, and judge whether it has been a good strategy.

If so, add it to your list of ongoing strategies. If not, don't give up hope. Try it again - testing a different headline, medium, offer, look etc. Change a meaningful part of it and measure the results.

If it doesn't work again, give it one more try. If you get the feeling NOTHING is going to work, abandon the idea (it's probably the wrong



approach altogether) and concentrate your efforts somewhere else.

Very soon, you'll develop a collection of marketing strategies that work, and weed out all the costly ones. Now that's a business success formula, and the real benefit of testing and measuring.

How To Use the 'Retail Daily T&M' Sheet

Ideal for all types of retail stores, especially those with mid to high priced items. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or Female '50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a product they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the product or service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Sale Made): Tick this if a sale is made.

Sales Conversion (Sale Value): Write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not buy and is to be followed up later. Alternately, tick this if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Service Daily T&M' Sheet

Ideal for all types of service businesses, especially those which don't quote. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been

working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or 'Female 50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a service they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Appt/Sale Made): Tick this if an appointment or sale is made.

Sales Conversion (Sale Value): Write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not make an appointment and is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Wholesale' Sheet

Ideal for all types of wholesale businesses, especially those which don't quote. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect: The name of the customer/business. You need to ask them for it.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a service they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Order Taken): Tick this if an order is taken.

Sales Conversion (Order Value): Write in the value of the order.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not make an order and is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Service Daily T&M' Sheet

Ideal for all types of service businesses, especially those with a long sales process and a quoting system. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or 'Female 50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a service they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Quote Requested): Tick this if a quote is asked for.

Sales Conversion (Sale Made? Value?): If you make a sale, write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not ask for a quote or buy and is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate. Do not include the customers who have asked for a quote in your 'number of customers'

How To Use the 'Busy Retail Daily T&M' Sheet

Ideal for busy retail stores and fast food outlets, especially those with low priced high turnover items. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Walk-In Tally: Simply make a mark in this column each time a customer walks in. You may want to note down their sex and a rough idea of their age. This will help you work out your target market.

Repeat Customer: Tick this column if the customer has bought from you before.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'

Sales Conversion (Sale Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Restaurant Daily T&M' Sheet

Ideal for restaurants, and other similar businesses. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: Find out the name of the prospect and write it here.

Repeat Customer: Tick this column if the customer has bought from you before.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Booking Taken): Tick if a booking is taken.

Sales Conversion (Sale Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Direct Mail Daily T&M' Sheet

Ideal for direct mail campaigns, regardless of the business. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: Find out the name of the prospect and write it here.

Marketing Strategy/Piece/Offer: Write down the code of the direct mail piece you are sending to the person. This is very useful if you are testing numerous direct mail letters.

Phoned (Contacted): Tick this column if you actually make contact with the person when phoning.

Phone (Unavailable:Need To Phone Back): Tick this column if you are unable to get in contact with the person.

Received Letter: Tick this column if the prospect says they received the letter.

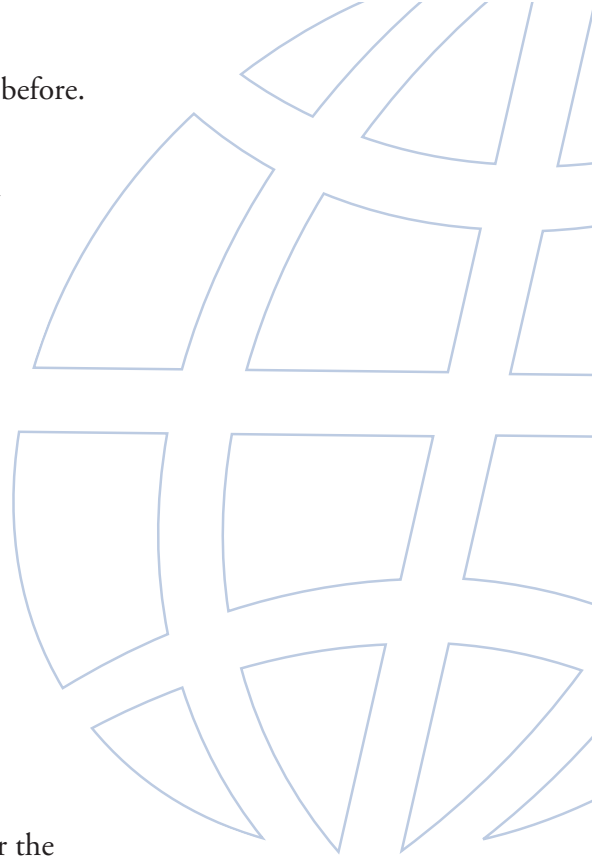
Sales Conversion (Appt/Sale Made): Tick this column if a sale is made or an appointment time is booked..

Sales Conversion (Sale Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Call Back): Tick this column if you need to follow th customer up again, or they claim they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.



How To Use the 'Networking Daily T&M' Sheet

Ideal for network marketers, and other similar businesses . Each testing and measuring sheet is for an individual. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: Find out the name of the prospect and write it here.

Follow Up Prospect: Tick this column if you have presented to the customer before.

New Customers (They Initiated Contact): Fill this out if the customer is entirely new. Tick it if the prospect initiated contact with you.

New Customers (You Initiated Contact): Fill this out if the customer is entirely new. Tick it if you initiated contact with the prospect.

Comments On Presentation: Write any meaningful comments on your presentation. 'Went well', 'not interested', 'with another company' or something else.

Sales Conversion (Sale/Recruitment Made): Tick if a the person buys something, or decides to become a part of your downline.

Sales Conversion (Follow Up/Call Back): Tick this column if you need to follow the customer up again.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Telemarketing Daily T&M' Sheet

Ideal for all types of telemarketing based businesses. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You should have it on your list.

New Prospect (List): Write down which list the name appears on. It may be your past customer list, a bought list or another one entirely.

New Prospect (Offer Script): Write down which offer or script you are using. You may want use codes to identify each one.

Follow Up Prospect: Tick this column if you have phoned the prospect before.

Sales Conversion (Sale Made): Tick this if a sale is made.

Sales Conversion (Sale Value): Write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Ave ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Professional Daily T&M' Sheet

Ideal for all types of professional business (doctors, solicitors etc). Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or 'Female 50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new service. That is, one they haven't previously talked to you about. It may be a service they've bought before - just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific service they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Sales Conversion (Appt Made): Tick here if an appointment is made.

Sales Conversion (Appt ££ Value): The value of the appointment or the sale.

Sales Conversion (Details Captured): Tick this column if you get the full details of the customer.

Sales Conversion (Booked Again): Tick this column if the customer books in their next appointment now.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Party Plan Daily T&M' Sheet

Ideal for businesses that sell products via party plan, and other similar businesses. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been

working.

Attendees Name: Find out the name of the prospect and write it here.

New Attendee (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they've never been to one of your presentations before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Attendee (Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Repeat Attendee: Tick this column if the customer has bought from you before.

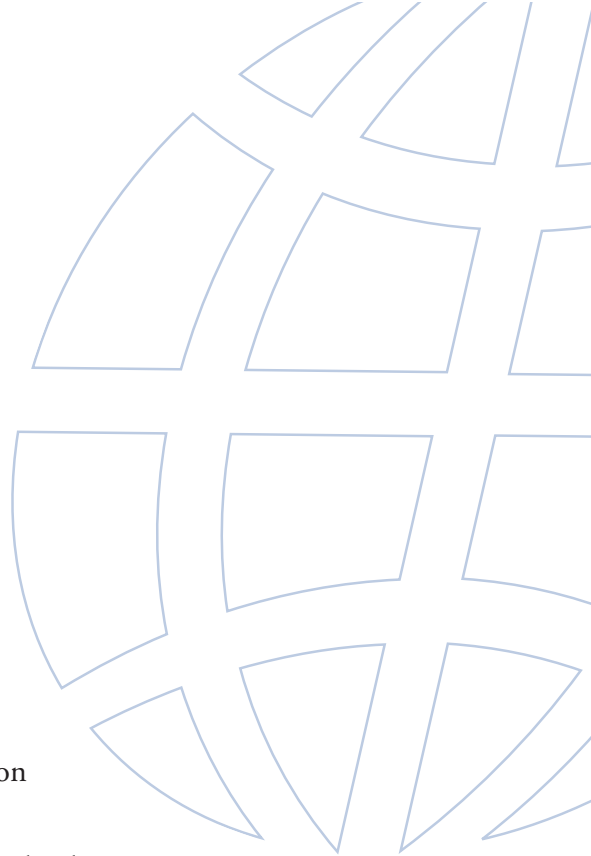
Sales Conversion (Sale Made): Tick if a sale is made.

Sales Conversion (Sale ££ Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Invite Again): Tick this column if the person is to be invited to another party, or followed up.

Avg ££ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.



ABOUT THE AUTHOR

Bradley J. Sugars

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

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

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

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

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

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

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



RECOMMENDED READING LIST

ActionCOACH BOOK LIST

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

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

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

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

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

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

1. So who is ActionCOACH?

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

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

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

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

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

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

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

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

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

3. Then, what's an Alignment Consultation?

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

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

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

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

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

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

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

5. Why at least 12 months?

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

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

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

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

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

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

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

7. Won't this just mean more work?

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

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

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



8. How will I find the time?

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

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

9. How much will I need to invest?

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

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

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

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

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

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

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

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

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

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

The sky's the limit, as they say.

11. Are there any guarantees?

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

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

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

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

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

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

12. What results have other business owners seen?

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

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

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

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

13. What areas will you coach me in?

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

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

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

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

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

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

14. Can you also train my people?

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

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

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



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

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

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

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

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

17. When is the best time to get started?

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

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

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

18. So how do we get started?

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

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

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

Paul and Rosemary Rose—Iconact Multimedia

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

S. Ford—Pride Kitchens

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

Gary and Leanne Paper—Galea Timber Products

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

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

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

Ty Pedersen—De Vries Marketing Sydney

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

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

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

Stuart Birch—Education Personnel Limited

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

Mark West—West’s Pumping and Irrigation

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

Michael Griffiths—Gym Owner

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

Cheryl Standring—In Harmony Landscapes

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

Jason and Chris Houston—Empradoor Finishing

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

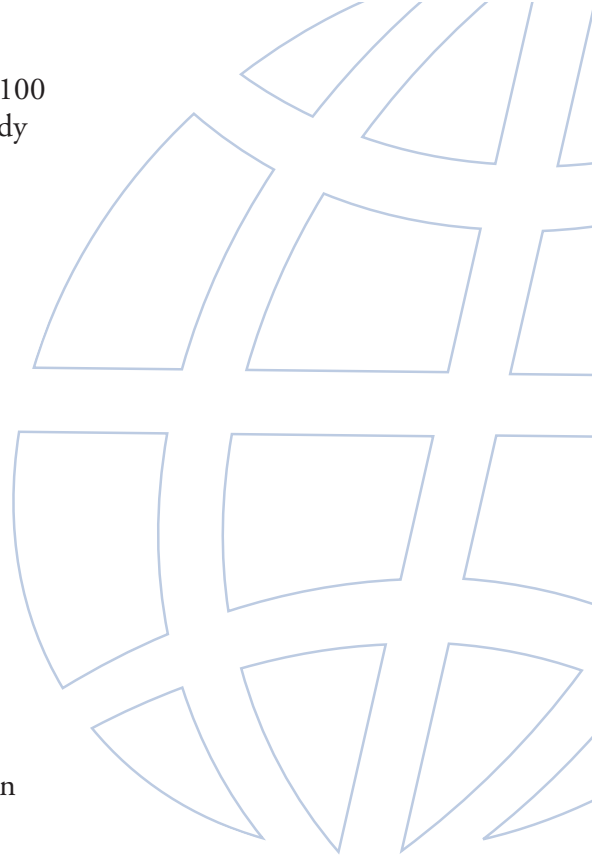
Michael Avery—Coomera Pet Motels

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

Garry Norris—North Tax & Accounting

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

Lisa Davis and Steve Groves—Mt. Eden Motorcycles



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

Christine Pryor—U-Name-It Embroidery

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

Joseph Saitta and Michelle Fisher—Banyule Electrics

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

Kevin and Alison Snook—Property Sales

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

Wayne Manson—Hospital Supplies

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



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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.

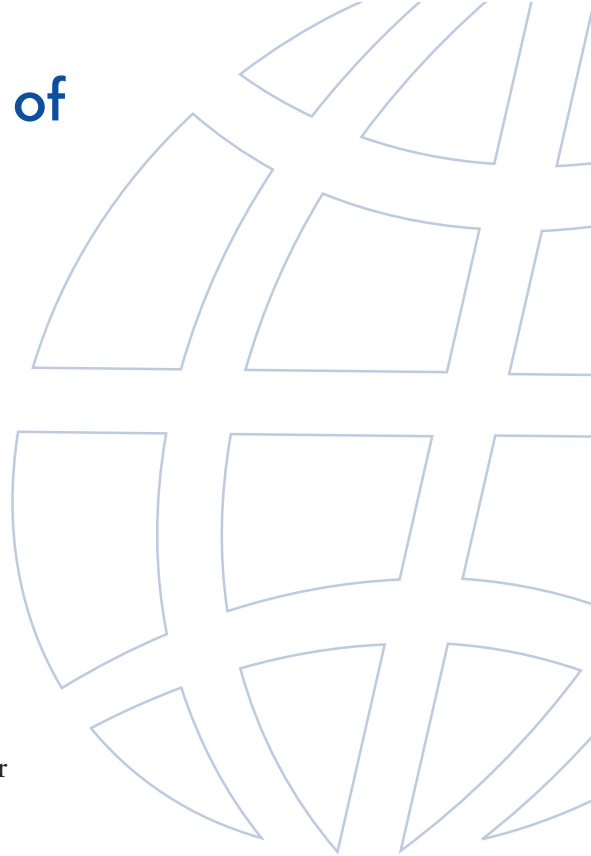
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you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

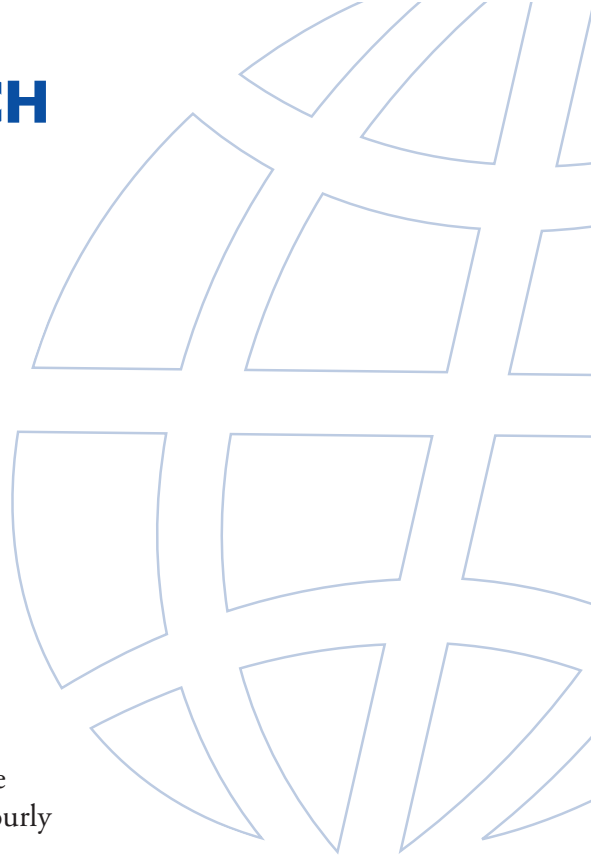
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

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**

 **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.



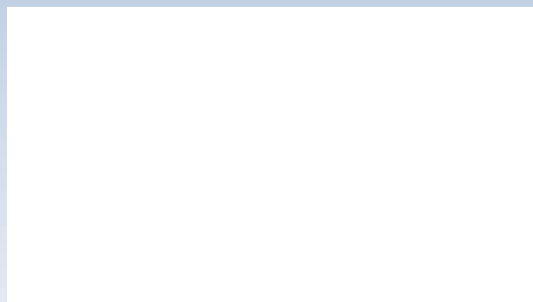
In 2006, ActionCOACH was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to ActionCOACH after a panel of journalists and managers from the magazine judged it to have excelled across a wide range of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

business coaching

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North Ireland | Puerto Rico | Philippines | Portugal | Scotland | Singapore South
Africa | Spain | Taiwan | USA | Wales