

BRAD SUGARS



Instant Yellow Pages

Congratulations!!

Welcome to Instant Yellow Pages, your do-it-yourself guide to creating effective Yellow Pages ads.

Once you've been through this guide, you'll know precisely what it takes to make an ad in Yellow Pages stand out and work. More importantly, you'll have a variety of powerful ads to choose from.

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 see some real results for your YP advertising dollar.

I personally guarantee it.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 5 Steps To Yellow Pages Success'.

Each step covers an important aspect of Yellow Pages - these are things that you must give careful consideration to, before spending thousands.

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

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

Sections 3 and 4 are more in-depth explanations of how to come up with good headlines and offers. You'll even find 10 headlines starters and 10 examples of good offers.

Section 5 contains examples of successful Yellow Pages ads, and a short explanation of why they worked.

Lastly, Section 6 brings it all together, with templates of successful ads. That means you can combine your new knowledge into a format you can be confident will bring results.

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

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.

Of course, Yellow Pages is a dicey prospect from the start - your ad will be there for a whole year, whether it works or not. There's no real way to test, aside from placing ads in smaller cheaper directories, or running your ad in the paper. Both of these methods are fairly unreliable though - they are not parallel situations. Even so, if you find an appeal that works exceptionally well in either of these mediums, it's a safe bet it will work well in Yellow Pages too.

The Nature Of Yellow Pages

What is a successful advertisement?

Basically any advertisement that pays for itself can be considered successful. That's not to say that our objective is to spend £1000 and get £1000 worth of sales as a result of it. There is such a thing as lifetime value - that is, how much the customer will spend with you over the course of their lifetime.

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

What makes a successful ad?

There are a number of key elements which combined, go to making up a successful advertisement.

Position is number one - and unfortunately there's only so much you can do to influence this. You'll find a more in-depth explanation later.

The second most important of these is the headline. You'll find out how to write effective headlines in section 3. Another important consideration is whether to make an offer and the offer you're making. No matter how well written your advertisement is, a great offer can send it over the top.

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

The 5 Steps To Yellow Pages Success

Who (Are Your Target Market)?

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

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

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

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

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

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

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

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

Are they ready to buy?: Remember, people looking in the Yellow Pages are ready to buy - they just need to know who to buy from. If you win their attention, you'll probably win their business.

What (Do You Want To Say)?

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

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

You need to say something to your potential readers - that is, there must be a strong message you are conveying. This may be in the form of an offer you want to make, an important point of difference or a list of the benefits of dealing with you.

It's essential that WHAT you say is appealing to WHO you are trying to say it to. For example, throwing in a bungee jump with enrolment at a retirement village probably won't work. A free celebration dinner with the elderly person's children and grandchildren might.

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

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

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

Biggest & Best: This is where you simply go for the biggest ad, have the biggest words and answer every common question - your text could be as simple as 'we're cheap, fast, experienced and always open'.

Strong Offer: Remember that people are ready to buy when they read the Yellow Pages - a small incentive on top can really take it over the top. Be realistic though - if it's not a strong offer, it's probably not worth the trouble nobody will ever mention it. An ad with an offer that stops them in their tracks can really work. See section 4 for more detail.

Have another read through these options - choose the one you think best suits your business. For example, if you have something that you can offer with a high perceived value yet a low cost to you, the offer approach could be for you. If there's something different about you, you should emphasise it.

How (To Write Your Advertisement)

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

Headline

Using a strong a headline on your ad can easily double your response.

To understand why, think about this situation. You're shopping for air conditioning in the Yellow Pages. The first ad you look at has 'George's Cool World' in big letters up the top. The second says 'Air-conditioning City'. The third has a headline that says '7 reasons to call Harry's Air-conditioning'. Which one are you more likely to read?

Generally, adding a headline is like creating a breath of fresh air in your section. Whilst everybody else is so intent on putting their business name in ultra-large type, you'll actually be providing people looking with a reason to read your ad.

Here's some great examples of Yellow Pages headlines that will help your ad stand out ...

- "7 reasons to call Jim's Widgets first"
- "DON'T call anyone for Widget's until you read this"
- "6 reasons why I'm the best Widget supplier on this page"
- "4 things that are different about Jim's Widgets"
- "Advice for those looking for Widgets"
- "Warning ... don't buy Widgets until you've read this"

Each of these headlines can be applied to any business in any section. And each one has been proven to blow the other ads off the page.

It's also important to remember that people are looking to buy - so treat them that way. You don't have to convince them that buying your type of product or service is a good idea - you need to persuade them to buy from YOU.

Include a headline that reflects that idea.

One other thing - the headline needs to take up at least 25% of your advertisement.

Sub-headlines

Sub-headlines have 3 major benefits ...

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

It is important that your sub-headlines tell a story. Your sub-headlines need to be able to convey your message to those people who are just browsing over your ad.

Body Copy

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

Use the bare minimum of copy to get your message across, don't waffle on. But make sure that you include enough information to get your reader interested enough to call you. You should never tell the whole story in your ad. Tell them as much as you need, to get them to call. By holding back some information you make it necessary for them to call you to find out more.

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

Keywords

One of the most important things to know about Yellow Pages is that people are looking for keywords.

Here's an example ...

Let's say you're after someone to re-tile your bathroom. You're looking for two words - "tiling" and "bathroom". If you see an ad with those two words somewhere in it, you'll call the number.

On the other hand, if the ad simply says 'all tiling jobs', you may not call - people need to be completely sure they're dialling someone who can provide what they want. If the ad doesn't specifically mention what you're looking for, there's a chance you'll pass it by.

Think about the words your market are looking for. If you rent appliances, it pays to mention everything you rent in the ad, not just 'all appliances'. In large type, write 'fridges, TV's, videos, washing machines' and so on. Include everything.

Remember, the objective is not necessarily to be the best ad on the page - it's just to get them to call. Including key words is a way to ensure that happens.

Use pictures ...

Pictures are absolutely essential in every Yellow Pages ad. People see pictures before words, and tend to translate them into thoughts immediately.

For example, a picture of a Lamborghini in a car sales ad tells you that this is a quality car yard. If you're after a quality car, you'll be instantly attracted to this ad. If you're after something a little cheaper, you might look at the ad with the picture of the 1972 Datsun 200B.

Put a meaningful picture in your ad and you'll see your response skyrocket. For example, placing a picture of someone kicking a punching bag in a Kung Fu lessons ad will boost the number of calls massively. Or what about a person being massaged in a massage ad.

Don't try and be clever - just put a picture of whatever it is that you're selling. If it's dogs, include a big picture of a dog. If it's security doors, show the designs you have.

Another important point to remember is that people like to look at people. If you're including a picture of your product, make sure there's a person in the ad.

The reasoning is simple - the first thing your eyes look for is other eyes. Open up any page of the Yellow Pages and you'll discover this to be true. The first thing you'll see are the people.

It's also a good idea to put a picture of yourself in the ad - aside from the fact that it attracts the eye, it adds credibility. The logic is clear - people tend to think "if they're willing to put their photo in the ad, they must be above board". And it's important to keep in mind that people don't buy from companies, they buy from people.

People spend all their time interpreting pictures (that is, what they see) and only a small portion reading. Ensure that you make your ad visually appealing also.

Studies have shown that ads containing a picture that takes up between 25-75% of the total advertisement, have greater readership than those without one. Don't use line drawings or clipart. Photographs get a much higher response than illustrations.

Always put a caption under your photo. Everybody reads the captions so make sure you take advantage of this opportunity to get them into your ad.

Add a definite call to action

Don't be wishy-washy with your ad - TELL people what you want them to do. There's nothing wrong with saying, in big bold letters "Call George right now and organise a free consultation today".

Actually, it's 100% recommended that you put in something like that.

There's 3 things that make a call to action work. First, you need to tell them when to act. As a general rule, NOW is the best time. Other options are 'today', 'immediately', or in rare cases 'next time you ...'.

Second, you need to tell them precisely how to communicate with you either 'drop in', 'call' or 'fax'. In Yellow Pages, the aim is to get them to phone you, then drop in.

Third, you need to tell them what they are contacting you for - an appointment, a quote, more info, a free consultation or a tour of the showroom.

Combined, your call to action might run like this - "Call now and ask to be sent a complimentary information package".

You might also like to include an offer as part of your call to action. For example, a free design consultation or a free voucher for a second dog wash when they have their first one (new customers only).

If they zig, you zag

If all of the ads look the same in your section, you're very lucky - it's especially easy to stand out.

If all of the ads are full of text, adding a few pictures will work wonders. If they're all in colour, stick with plain black. If no-one is including any detail, add a little more text.

Anything that says "Hey, I'm different to the other 12 ads on this page" is generally good. Of course, if there's something that everyone is doing that undoubtedly works, do it too, but do it better.

For example, if every ad has a guarantee in their ads, make yours longer, better and more powerful.

Whatever you do, ensure that your ad stands out from the crowd.

Type faces

The type face or font that you use in your advertisement, can make a big difference to the results you achieve. The 2 basic types are Sans Serif and Serif fonts.

Sans Serif fonts don't have the little "feet" at the bottom of each letter. Studies have shown that people find these fonts far more difficult to read than serif fonts. Serif type has the little "feet" or "hooks" at the bottom of each letter. These "feet" appear to form a line under the words that your eye can follow. If you want people to read your advertisement, use a serif type face.

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

The size of the font you use is referred to as point size. Studies have shown that readership will not change if you keep between 14 to 7 1/2 point size. As a general rule 10-12 points are ideal.

Highlighting text

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

To make your advertisement easier to read break it up into paragraphs. Indenting your paragraphs, rather than leaving a line between them, can cut down on wasted space. Also consider using a drop cap first letter, this is a great way to attract the eye of your customer.

Location Guides

People are always looking for somewhere close. For that reason, including yourself in a Location Guide (if your section has one) can boost sales in a major way. It can also work against you - if people discount you on the basis of your location, you'll never even get a chance to convince them that you're worth the trouble. People will never look at your ad to begin with.

4. How Big (Should Your Ad Be)?

Dependent on the sort of business you're in, going with a larger ad can make a lot of difference. Doubling the size of your ad will more than double your response. In fact, it's been proven that if you get 100 calls with a 1 unit display, you'll get 400 using a 2 unit. Going up to a 4 unit will boost response up to 1100 calls.

Not only is it more likely that your ad will be seen, you'll get better position. The bigger ads get closer to the start of the section, and tend to have a much higher readership.

To understand why that is, you just need to think about how people read the Yellow Pages. They generally open up to the first page in the section, scan the first few ads, then call one.

Usually, they won't buy from the first one they call - it's human nature to 'shop around' a little before making a decision. In all likelihood, they'll call another 2 before deciding to make an appointment or

come down to the store.

The thing is, most people will simply call a selection of the first dozen large ads. If people are still looking after that, they generally fall into one of 4 categories - 1) they're after something highly specialised 2) they're detail orientated people who like to do everything thoroughly 3) they're extreme price shoppers who'll call a dozen places just to save a couple of bucks or 4) they just like dealing with the smaller guys.

There's nothing wrong with these shoppers, but they're the minority and sometimes harder to service. Unless you do something truly unique, it pays to go larger and deal with the masses.

Of course, the impact tends to be lost if everyone has a large ad. In that case, you need to do something else to stand out.

Ultimately, big is generally better, and more likely to bring you good response.

Despite that, you need to also keep in mind the cost vs the likely outcome. For example, if your ad is £15,000 and your average profit on a sale is £10, you need to make 1500 sales, or approximately 30 a day from Yellow Pages ... just to break even.

If that's realistic, go for it. If it's not, re-consider - maybe your money is better spent elsewhere.

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

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

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

5. What Else (Do You Need To Think About)?

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

Production: For example, you may need to take some new photos. Don't compromise here - people interpret a lot from photos, and a bad one can really put them off. If you want to ensure your ad appears exactly as you've intended it, you may need to send Yellow Pages a 'bromide' - a high quality print of the ad. Phone a printer and ask for some advice here. Also, make sure you check everything before it goes to print. Check your 'proof' thoroughly - don't let it go to print with spelling mistakes or (and yes, it does happen), the wrong phone number.

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

It doesn't matter how many calls you get - if you're blowing all the leads, you'll get nowhere.

Generally, most Yellow Pages enquiries run like this ...

“Hello, Jim’s Dog Washing”

“Hi, just calling about the price of a dog wash”

“Yep, that’s £10 for little dogs, £15 for big ones”

“Ok, I’ll call you back”

“Ok, bye”

Do they ever call back? Rarely, and only if you’re the cheapest. If it turns out there’s someone else who’s doing it for a few dollars less (and there always is), you’ll lose out every time.

Instead of giving them the price, try throwing this line at them -
“Thanks for your call. Just so I can help you best, would it be ok if I asked you a few questions?”

Nobody, and I mean NOBODY will say “No, just give me the price”. In every case, people say “Yeah, that’s fine”.

From there, you are free to ask whatever you wish, leading them towards the sale. Taking the dog washing example, here’s how the conversation could have gone ...

“Hello, Jim’s Dog Washing”

“Hi, just calling about the price on a dog wash”

“Thanks for your call. Just so I can help you best, would it be ok if I asked you a few questions”

“Yeah, ok”

“Firstly, what sort of dog do you have”

“German Shepherd”

“And your dog’s name is?”

“Sweetie”

“Is Sweetie a fully grown dog, or just a pup”

“He’s pretty big”

“Ok, have you had him washed before?”

“Only once, and that was about a year ago”

“Were you happy with the wash?”

“Not really, he ended up with fleas a couple of weeks afterwards, and the washers made a mess on my driveway”

“That’s interesting - have you heard about our free flea and tick rinse with every wash?”

“No”

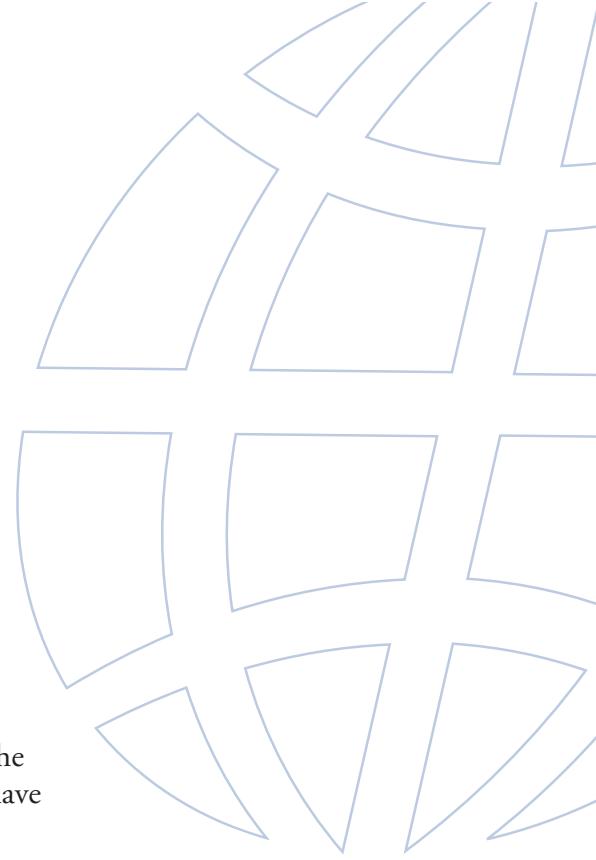
“We also have a guarantee to leave everything clean and tidy, did you know about that?”

“Yeah, I saw something about it in your ad”

“When did you need your dog washed?”

“I don’t know, some time this weekend”

“Ok, I’ve got an appointment time free Saturday afternoon at 3pm, and one on Sunday



at 11am - which of those suit you best?"

"Umm, Sunday I guess"

"Ok, I'll be there at 10:55am - by the way, what's your address?" Bit of a difference? And it's so simple - all you need to do is use the line and ask questions ... you'll be amazed by how many more enquiries you convert to sales.

Check Stock and Staff Levels: You need to be prepared for a sizable response. There would be nothing worse than running a successful ad then running out of stock, or being too busy to service these new enquiries. Plan for the ad - and make sure you can cater for any increased demand.

Writing 'Killer' Headlines

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

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

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

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

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

Headline Starters

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

7 reasons ...

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

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

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

Now it's your turn ...

7 reasons

7 reasons

Here's why ...

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

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

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

Now it's your turn ...

Here's why

Here's why

Here's how ...

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

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

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

Now it's your turn ...

Here's how

Here's how

Announcing ...

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

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

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

Now it's your turn ...

Announcing

Announcing

DON'T ...

Next, try two headlines beginning with "DON'T" ... here are some great examples ...

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

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

Now it's your turn ...

DON'T

DON'T



New ...

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

New ... widgets that actually repair themselves

New cheaper way to buy widgets

Now it's your turn ...

New

New

Now ...

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

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

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

Now it's your turn ...

Now

Now

Offers (What works and what doesn't)

In the Yellow Pages, a great offer can put your ad over the top. Of course, it can be a challenge - if you put an offer in your ad, you'll have to stick with it for a whole year.

So what is a great offer?

A great offer in the Yellow Pages is something that just gives you the edge it doesn't have to be a massive discount, or buy one, get one free. Remember, people are ready to buy - if you give just a little bit more than the other guy, you'll win the business.

This is especially true if your ad concentrates on benefits and points of difference, not just the normal 'name, rank and serial number' ads that business owners seem so fond of.

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. Of course, it depends on your business.

Here's some examples of powerful offers ...

- Free information booklet -for people looking to contract a computer consultant. You could call the booklet 'The 7 main differences between computer consultants ... and what it means to you'.
- 2 Steak Dinners and 2 Glasses of Wine for £10 -for a restaurant. Obviously the condition is that the customer is a new one, but there's no doubt, you'd clobber the opposition. Remember, people already know they want to eat they just need to know where.

- FREE lesson -for a Kung Fu school. Why not? People are usually interested in trying before making any commitment. A free lesson could really put you over the top.

All of these offers are worthwhile and sure to get a great response.

Weak offers will cause your ad to fail. Understand that your offer is the part of your ad that gets your customers to act now, and to buy from you rather than your opposition.

Here's some examples of weak offers ...

- 10% Off - This is not a big enough discount to generate interest. Of course, it will depend on the size of the purchase.
- Call now for your free colour brochure - So what? Everyone hands out brochures. Unless the product is something incredible, people won't respond.
- Buy 9 and get the 10th for 1/2 price - No one would respond to this offer. It's too small.

Types of offers ...

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

The Added Value with Soft Dollar Cost ...

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

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

The Package Offer ...

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

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

Discounts vs. Bonus Offers ...

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

Valued at Offer ...

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

Time Limited Offers ...

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

Guarantee Offers ...

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

FREE Offers ...

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

Break Even Analysis

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

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

Divide this number by the total number of letters you are planning to send out. This will give you a percentage response rate. As a very rough guide (every case is different), anything over 15% is stretching it. If you need that high a response, you might need to have another think about it.

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

Break Even Analysis

Yellow Pages Advertising

Hard Costs

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

1. Total Fixed Costs £

2. Average £££ Sale £

Variable Costs

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

3. Total Variables £

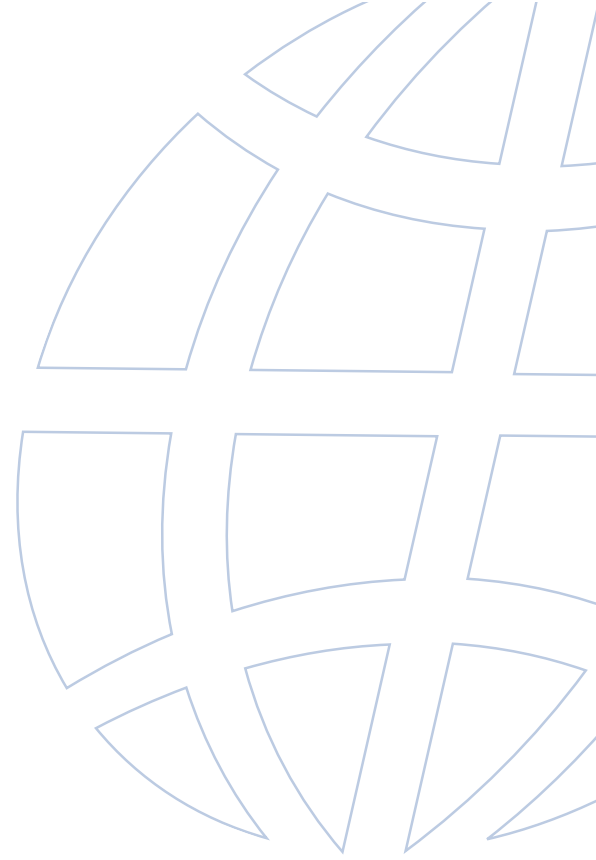
Delivery Costs

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

4. Total Delivery £

5. Net Profit [2/(3+4)] £

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



ABOUT THE AUTHOR

Bradley J. Sugars

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

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

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

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

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

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

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



RECOMMENDED READING LIST

ActionCOACH BOOK LIST

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

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

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

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

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

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

1. So who is ActionCOACH?

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

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

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

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

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

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

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

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

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

3. Then, what's an Alignment Consultation?

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

All with three goals in mind: To know exactly where your business is now. To clarify your goals both in the business and personally. And thirdly, to get the crucial pieces of information he needs to create your business 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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Mexico | New Zealand | Phillippines | Scotland | Spain | Singapore | USA | Wales



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

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

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

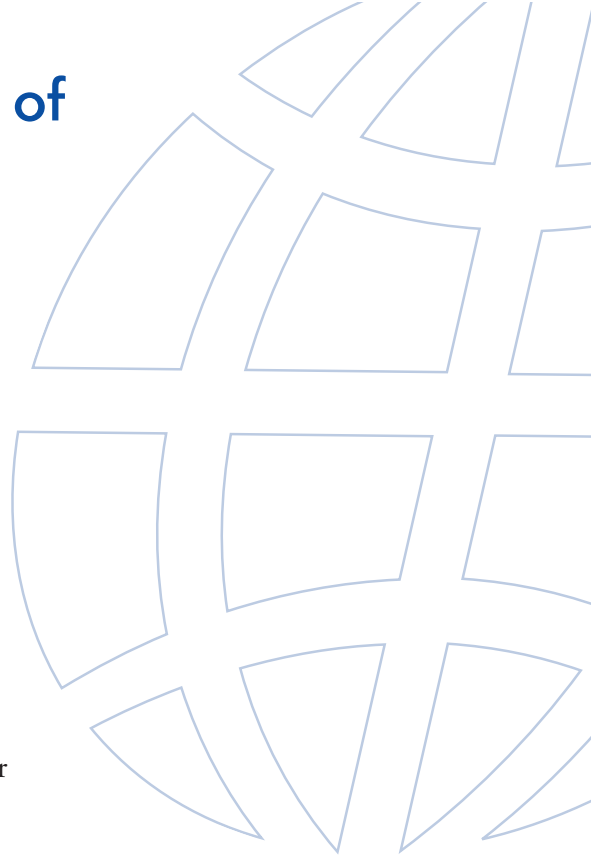
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you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

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

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

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

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



ATTENTION BUSINESS OWNERS

You can increase your profits now

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

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

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

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

ActionCOACH

The World's Number-1 Business Coaching Team

Name

Position

Company

Address

Country

Phone

Fax

Email

Referred by

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

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

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

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

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

1. You've got to love succeeding

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

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

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

3. You've got to love helping people

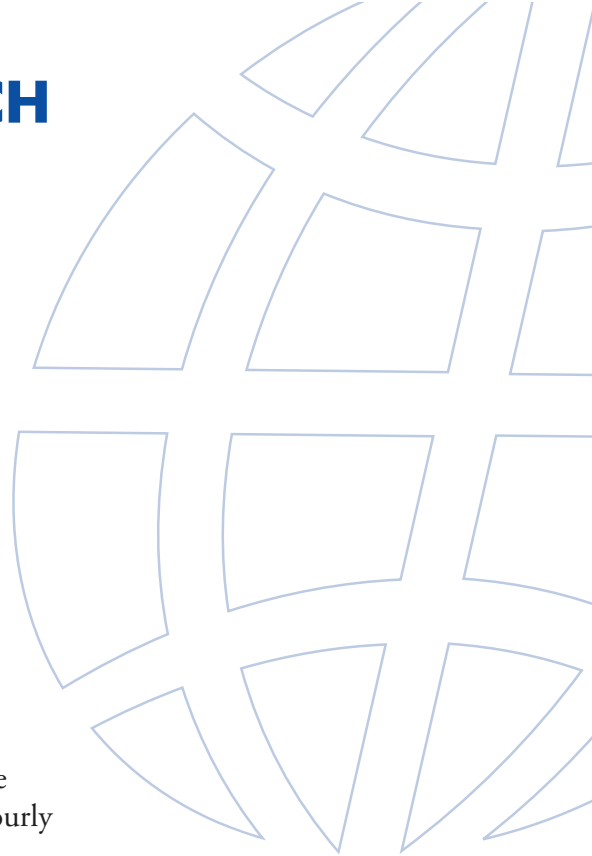
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

4. You've got to love a great lifestyle

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

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

Apply online now at www.actioncoach.com



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.



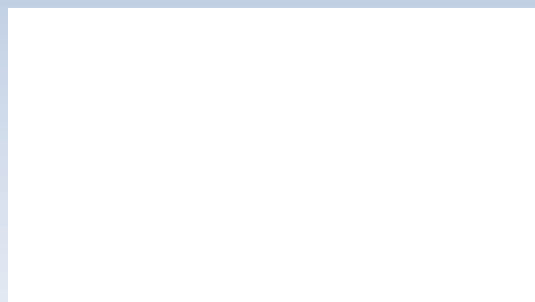
In 2006, ActionCOACH was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to ActionCOACH after a panel of journalists and managers from the magazine judged it to have excelled across a wide range of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