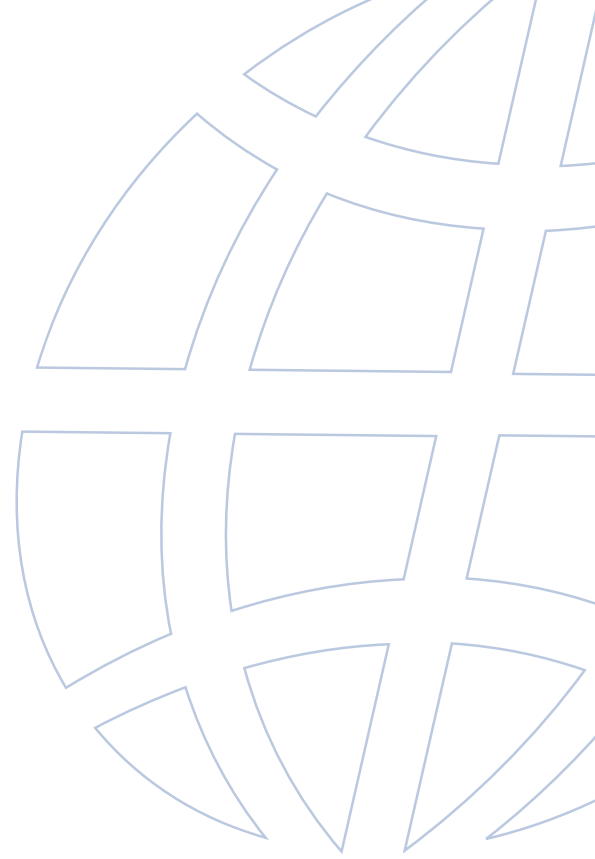


*BRAD SUGARS*



# Instant Direct Mail

# Congratulations!!

Welcome to Instant Direct Mail, your do-it-yourself guide to writing direct mail letters that generate a response, and make you money.

Once you've been through this guide, you should know exactly how to put together powerful sales letters that get read, and acted upon. More importantly, you'll have a selection of direct mail strategies to get you started.

This is the next step in your marketing success story. From this point on, you'll have the skills to make direct mail work for you.

I personally guarantee it.

## How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 7 Steps To Writing Great Direct Mail Letters'..

Each step covers an important aspect of direct mail letters - these are things that you must give careful consideration to. Each step represents the a cornerstone of a great DM letter.

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

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

Section 3 contains ideas on writing killer headlines for your direct mail letters - teasing copy that gets people interested in reading what you have to say.

Section 4 offers a more in-depth explanation of how to come up with good offers - you'll even find 10 examples to get you started.

Section 5 contains examples of powerful direct mail letters, some of which may directly apply to your business.

Lastly, Section 6 brings it all together, with templates of successful DM strategies. That means you can combine your new knowledge into a format you can be confident will bring results. You just fill in the gaps.

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

## Important: A Note About Testing & Measuring

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

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

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

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

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

## **The Nature Of Direct Mail Advertising**

### **What is a successful Direct Mail campaign?**

The expectations of some business people tends to be unrealistic in relation to the response that can be expected from the average Direct Mail campaign. Whilst some people expect a response rate of 75-80%, the reality is that most campaigns will only return a fraction of that amount.

### **Does this make them unsuccessful?**

No. Basically any Direct Mail campaign that pays for itself can be considered successful. Before embarking on any Direct Mail campaign there are a few things you need to understand ...

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

With this in mind you need to focus on bringing the customer back on a regular basis. Therefore any Direct Mail campaign which covers its cost initially will turn out to be profitable in the long term. A realistic response would be between 20-35%.

### **What makes a successful Direct Mail campaign?**

Understanding that our aim is to achieve between 20 and 35% response to our campaign, we need to look at the individual components of that campaign. We'll deal with these components, one by one, in a moment, but first we need to identify them individually.

**Targeted Lists ...** You don't want to mail to anyone who would not be interested in your product or service.

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

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

**Objects ...** Putting items in with your letter can greatly improve your response. Things like Minties, balloons, rubber bands and tissues can all be used to make your letter stand out and increase the chances of your letter being read.

**Envelope ...** This is the first thing your prospect will see. If you don't put some thought and effort into designing an effective envelope, chances are your letter won't even get opened.

**Phone Script ...** Unless you're selling directly off the page, you need to have an effective follow-up phone script. This can mean the difference between a 9% or a 25% response rate.

In the following pages you'll learn how to buy, or develop a targeted list. You will be shown in easy to follow steps how to write effective headlines, how to structure your body copy for maximum impact and the type of items you can include with your letter to increase its response rate.

In the later section on offers you'll discover the types of offers that get the phone running hot and those that don't. We'll give you practical tips on how to package your letter to make sure it avoids the bin. And lastly we'll provide you with a number of templates for you to use to create your own successful Direct Mail campaign.



## ***The 7 Steps To Writing Great Direct Mail Letters***

### **1. Why (Use Direct Mail)?**

Before writing anything, you need to work out whether direct mail is for you.

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

For example, if your market is broad and your offer is VERY appealing, why not use the newspaper instead - it's easier and probably a cheaper way to go. Or what about radio?

Direct mail is ideal when you have a specific group of people you want to advertise to, and there is a way to reach them. Here's a perfect example event management companies. They know who their target market is (businesses that hold regular functions and events), and they know how to reach them (look up their address and send them a letter). Direct mail is perfect.

On the other hand, direct mail is probably inappropriate for a fast food outlet - the market is probably too broad (anyone looking for a quick, cheap meal at lunchtime) and it's hard to reach them through the post (where would you find their addresses - you don't know their names?).

Of course, direct mail is always ideal for follow up strategies - that is, marketing to people you've already dealt with. Writing them a letter to say 'please come back', or 'here's our latest product', or 'it's time for a service', or even just 'thanks'.

Remember though, direct mail letters are very often thrown away. Simply sending a letter is no longer enough. If you're going to mail out letters, be prepared to follow up each one with a phone call.

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

Before you even buy the envelopes for your Direct Mail campaign you need to identify exactly who it is you're trying to reach. Precisely who is your target market?

A failure to answer this question will cost you hundreds in wasted dollars and lead to a poor conversion rate. For example, imagine a company who sells in-ground swimming pools doing a mailing campaign to a block of high-rise rental apartments. To avoid costly mistakes, you need to know who your potential customers are before you start mailing your letters out.

Knowing your target market will also enable you to write in a way that your prospect will relate to. Using terms and phrases that are commonly used by your prospects will greatly increase the effectiveness of your letters.

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

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

**Sex:** Are they male or female? 'Half and half' is too broad.

Practically every business is split one way or the other. Give it some real thought - which gender does business with you currently.

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

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

## 3. Where (Do you find a suitable list)?

Now you've identified the 'who' you need to find a way of reaching them.

Although there are many lists available to you, not all of these will be targeted.

There are basically 3 ways to acquire a Direct Mail list.

**Buy one from a broker ...** This is a quick, but expensive way to get a mailing list. Most brokers can provide you with lists that target particular geographic or demographic segments of the population. For example you can buy a list which will give you the names and addresses of women aged between 30-55, with an income of over \$40,000 per year who live in a 7 km radius of your store.

Whilst brokers can provide you with very specific lists, they tend to be far more expensive than general lists that they already have compiled. Cost will normally dictate how targeted you can be when buying a list from these companies than general lists that they already have compiled. You'll find these companies listed under 'List Brokers' or 'Mailing Lists' in the Yellow Pages.

**Mail to someone else's list ...** Find a non-competitive company with a similar target market to your own. Then simply ask them if you could mail to their list or include your letter with one of their upcoming mailouts. The success of this relies on you having a good relationship with the business in question. Although this method can be hit and miss, it can be a very inexpensive way of reaching potential customers.

**Create your own ...** This is one of the fastest and least effective ways to put together a list of people who are interested in your product or service. The quickest way to compile your own list is to run a competition. To enter, people simply need to write their name and address on the entry form provided and then drop it in a box. By offering one of your products or services as the prize you have a greater chance of reaching only those people who are genuinely interested in what you have to sell.

To set up this competition you need to have tickets printed and a venue to run it in. Approach a shopping centre, sporting club or retail outlet to see if they'll let you leave your tickets and entry box on their premises. Alternatively you can run it as a cut out the coupon competition in the local paper. If the prize you offer is of a high enough dollar value, the paper may run it for you free of charge. Contact their Promotions Manager and explain your idea. You'll need to stress the interest the competitions going to create and how it will increase the papers circulation.

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

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

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

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

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

For instance - mailing a letter to 47 year old women with a headline that says 'Concerned about menopause? Here's why you don't need to be ...' could yield excellent results. Or what about a letter to 17 year olds that says 'Forget the fake ID ... here's how you can get access to Sydney's best nightclubs before your 18th'. Or how about a letter to struggling musicians that says 'Tired of people passing your talent by? Here's how to take the bull by the horns and get famous ... within 14 months'.

These letters reach out and speak to the people reading. If you don't understand the people you are writing to, you'll inevitably get off on the wrong foot with them. Imagine sending a letter to new mothers that said 'Is your baby bored? Here's why you should take it to Dreamworld ...'. The readers would be downright confused - anyone who's ever had a child wishes for a moment of peace, not more excitement.

Before writing anything, you need to decide exactly what message you want to communicate. Then you need to decide what you want the recipients of your letter to do about it.

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

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

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

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

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

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

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

You'll find more details and examples on offers in section 4.

## 5. How (Will You Write A Letter That Works)?

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

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

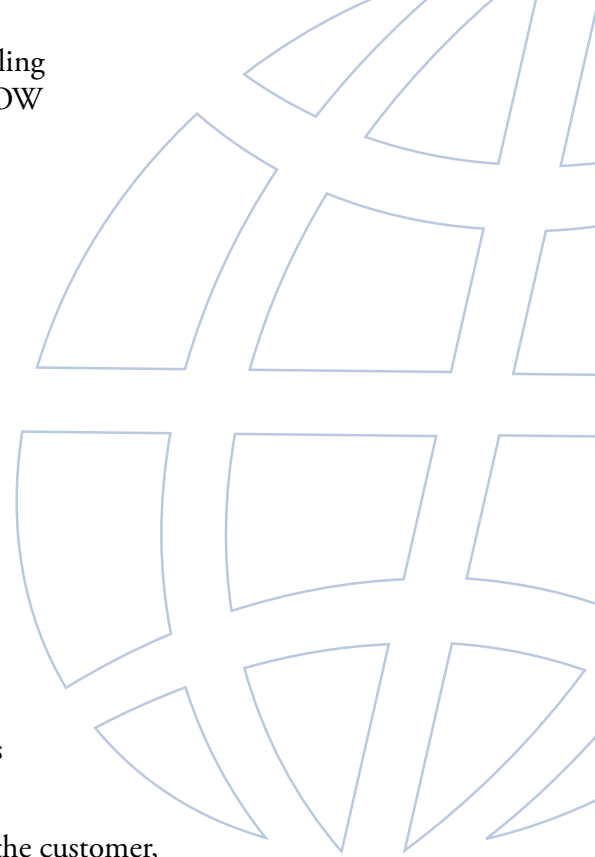
Simply going to a database of stressed out execs and saying '100% less stress in 10 minutes or it's free ... guaranteed. Normally \$15, we come to you, phone 4563 4525 for a FREE introductory session' is enough. It doesn't matter what language you use, or even if you make spelling mistakes.

It might sound funny, but most people won't even know.

At the end of the day, people won't buy from you just because you can write letters so good that a publishing company might offer to produce them as poetry. By the same token, people probably won't avoid buying from you because you can't spell quixotic, superfluous or rhetorical.

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

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



## Here are some other guidelines for getting your letter just right ...

Your headline: Tell people exactly what they will get out of reading the letter ... the headline lets prospects know whether they should bother reading on. It needs to promise immediate benefits. For example 'Here's how to make \$4500 extra income this month (just by sleeping in 2 hours later)' or 'Save 56% on your insurance bill'.

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

Another trick is to speak directly to them in your headline. For example, why not make your headline something like ... 'George, here's how you can make an extra \$19,000 this year and make Harriet happy'. If you have your customers first names, this is easy to do with computer software.

Create a strong introduction ... the first couple of sentences are incredibly important. They tell people whether they should read on in depth or start skimming.

9 out of 10 times they'll skim (or trash the letter entirely).

Here's a couple of powerful intros that help get higher readership ... 'Before you start skimming, just stop. Stop and think about where your life is heading' or 'You don't know it yet, but the next 5 paragraphs contain the secret of earning a fortune, without breaking your back'.

You need to immediately let people know that they're doing the right thing by reading. Here's another 'cut them off at the pass' style intro 'I know you're tempted to throw this letter away without reading it, but I have a warning for you'.

Of course, in most cases your first paragraph will just support your headline. For example, 'you're probably a little disbelieving. In fact, I'm certain that you think I'm pulling your leg, but let me show you why that headline is 100% true'.

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

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

Better still - tell them to act, then mention that you'll be phoning in the next couple of days to discuss the letter and offer further.

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

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

After you write your first draft, go through and edit viciously - that is, cut out any sentence or word that doesn't need to be there. Next, read it aloud and make sure it flows. Lastly, have a couple of people check through, and ask them to tell you what they got out of it. Ask them to explain it back to you, just to make sure you're getting the point across. Ask which parts were boring, and don't be afraid of the criticism. You didn't set out to be the world's greatest writer anyway, so any comments should be helpful, rather than hurtful.

**Sub-Headlines ...** If your letter is a long one (anything over 2 pages), it's important to break up your text with sub-headlines.



These are short mini-headlines that guide the reader through the letter and pique their interest. There's nothing wrong with making each one as attractive as your main headline.

**Use a PS ...** One of the most important aspects of the copy is the PS. In fact, the PS is often the most read part of the letter. It pays to include a major point right at the end - for example, an extra special bonus if they take up the offer in the next 3 days.

People tend to read the PS because it's unexpected - they are surprised that someone has forgotten to include something. Some professional copywriters use up 3 or 4 PS's and write up to half a page for each. It sounds crazy, but it seems to work.

**Make the layout 'fun' ...** when writing your letter, forget everything you learned in school about writing a 'business letter' (for some people, that shouldn't be too hard).

Indent paragraphs, splash bold throughout, use bullet points and give everything lots of space. If you look at your letter and think 'my god, that's a lot', you need to take another look at your layout.

Perhaps it needs to be spread out. Or maybe you need to take a paragraph and put the main points next to bullets.

**Watch out for letters that are too long or too short ...**

The number of pages is less important than the actual layout. If spacing it out spills the letter over onto 3 pages, rather than 1, that's ok. Just as long as it looks 'fun' to read.

There's a common perception that a 1 page letter will always be read. There's some truth to that, but there's also a lot of mistruth mixed in there too. If the letter is packed solid with text, just so it'll fit on one page, people will be more turned off than if it were 4 pages and spaced.

Likewise, if it's uninteresting and un-targeted, people won't read it out of politeness. And if it doesn't have enough meat and reasons to act, people won't do anything. You need to say enough to get them inspired to do something, but not so much that they run out of time, or get bored.

**Avoid anything that's hard to read ...** type your letter in a standard font: Times New Roman or Courier. Whilst another funny font may look 'nicer', it'll be hard to read.

Remember, people aren't interested in playing games by trying to decipher your bizarre typeface - they just want to know if they should bother reading, and if they like what they read, what they should do.

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

Include a gimmick ... the very best direct mail letters contain some sort of gimmick, something out of the ordinary that makes them memorable and interesting.

## Here's a few examples ...

A letter headed 'Here's why life is sweeter when you're with MGA Insurance' included a lollipop ...

A piece of salami was sent with a letter - the tie-in was that one rotten piece can bring down a whole company. At the time, the 'salami incident' (where a piece of salami allegedly poisoned and killed a young girl, subsequently destroying the company) was still fresh in the minds of the readers. The letter was for an employment agency, which helped you weed out the 'rotten apples'.

40 cents was taped to the top of a letter - the headline was 'I'm so eager to show you the new range of Grubic Motorcycles, I've already paid for you to phone me'.

A small bag of fertiliser was mailed with a letter to agricultural wholesalers the headline was 'Here's 30g of Australia's most advanced fertiliser. Here's why you'll soon need 30 tonnes of the stuff ...'.

A gimmick is a brilliant way to get attention, and stop people in their tracks. It's also great if you're following your letter with a phone call. Imagine calling after mailing the letter with the piece of salami. Instead of the usual 'oh, I don't know - I may have read it' reply, you'd get 'oh, that letter'.

**Envelope ...** there's mixed opinion on whether you should write anything on the envelope.

People will open anything in a plain white envelope with their name on it - it could be a bill, a notice from the government or a cheque. Who knows?

If you put a headline or message on the outside of the envelope, you run the risk of people dismissing the letter before even opening it. For example, if you received a letter that said 'Inside ... your chance to buy a new Falcon', you'd be able to instantly decide whether you needed to read the letter or not. And that's before you've seen the pictures or great deals.

Of course, there are good ways to go about it. What about a letter to business owners that says 'Here's how to get better accountancy advice and pay NO accountant fees' on the outside. You'd probably have a look.

Always follow up with a phone call ... people generally don't call straight off a letter - that's just the nature of the game.

However, if you mail them a letter, then call soon after, you'll be surprised by the leap in response. People have the chance to ask you questions, then order directly.

## 6. When (To Mail Your Letters)

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

With business clients, it's usually a good idea to mail them a letter on Tuesday or Wednesday. People are usually feeling too busy on Monday, and pretty uninterested in thinking about anything new on Friday.

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

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

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

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

**Objects:** Have you included an item with each letter? Check and make sure that all letters contain the object that you've mentioned in the opening paragraph. Your letter will not make much sense without it.

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

## Writing 'Killer' Headlines

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

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

**Identify The Right Target Market:** You need to make sure that your target market 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 ...

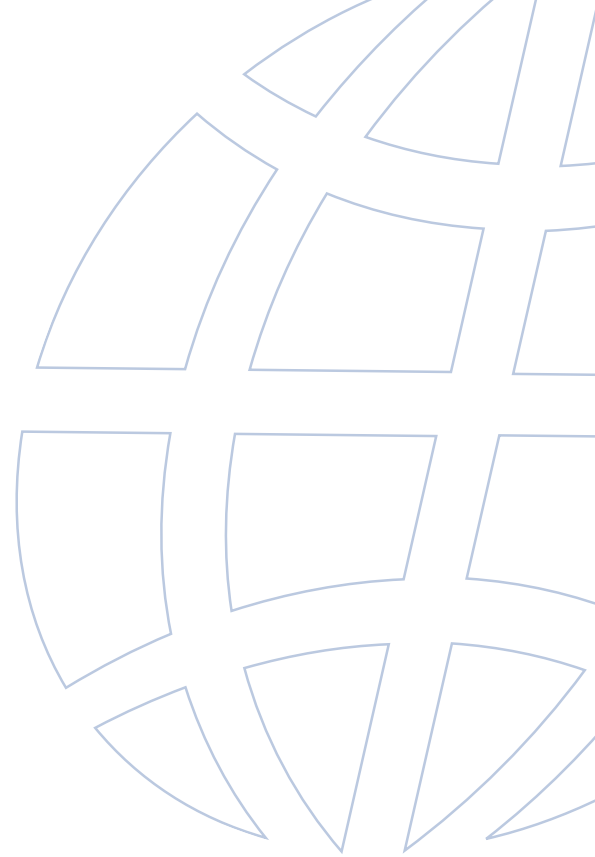
DON'T take another breath until you read this ...

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 .....

# Creating Powerful Offers

So you've written a great headline, an exciting first paragraph and sub-headlines that tell a story. But what are you going to do to get your target market to respond? Great copy alone will not work, you need to have a strong offer, an offer that you would respond to.

## So what is a great offer?

When thinking of what to offer your customers ask yourself - 'If I read this ad, would the offer be good enough to make me respond?' If the answer is no, then go back to the drawing board. Without a great offer, you cannot achieve great results.

Another thing to consider when coming up with your offer, is the lifetime value of the people who respond to your ad. Taking a smaller profit in the short term will generally work out better in the long run.

## Here's some examples of powerful offers ...

- Free haircut - For a hairdressing salon looking to increase its database.
- 2 Steak Dinners and 2 Glasses of Wine for \$10 Restaurant recruiting members for its VIP Club.
- 1 New Release Video and a Large Pizza for \$3 - Video store promotion to recruit new members.

All of these offers have a 'too good to be true' ring about them and are sure to get a great response. Weak offers will cause your ad to fail. Understand that your offer is the part of your ad that gets your customers to act now, and to buy from you rather than your opposition.

## Here's some examples of weak offers ...

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

## Types of offers ...

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

### The Added Value with Soft Dollar Cost ...

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

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

### The Package Offer ...

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

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

### Discounts vs. Bonus Offers ...

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

### Valued at Offer ...

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

## Time Limited Offers ...

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

## Guarantee Offers ...

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

## FREE Offers ...

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

# Template of a Successful Direct Mail Letter 1

Big Headline Expressing Main Benefit and Invoking Curiosity

Dear [name],

I've included a [implement] to make a point - [explanation of why you've included the implement].

Let me explain - [a little more explanation of what you mean, plus more body about the problem]. Here are the 4 main benefits of [doing whatever you're asking the reader to do] ...

- 1) Benefit 1 ... explanation
- 2) Benefit 2 ... explanation
- 3) Benefit 3 ... explanation
- 4) Benefit 4 ... offer

[Summing up statement, also tackling any immediate objections, such as 'and before you say 'I can't afford it, check this out'].

I'll phone you in the next couple of days to discuss the idea further. I look forward to speaking with you then,

Your name

Position - Your business name PS [Something to sweeten the deal, plus an indication of when the offer ends - make it soon, so they have to take action soon].

# Template of a Successful Direct Mail Letter 2

Big Headline Expressing Main Benefit and Invoking Curiosity

Dear [name],

I've included a [implement] to make a point - [explanation of why you've included the implement].

Let me explain - [a little more explanation of what you mean, plus more body about the problem]. In the past, you've had to 1) [problem 1] 2) [problem 2] and 3) [problem 3].

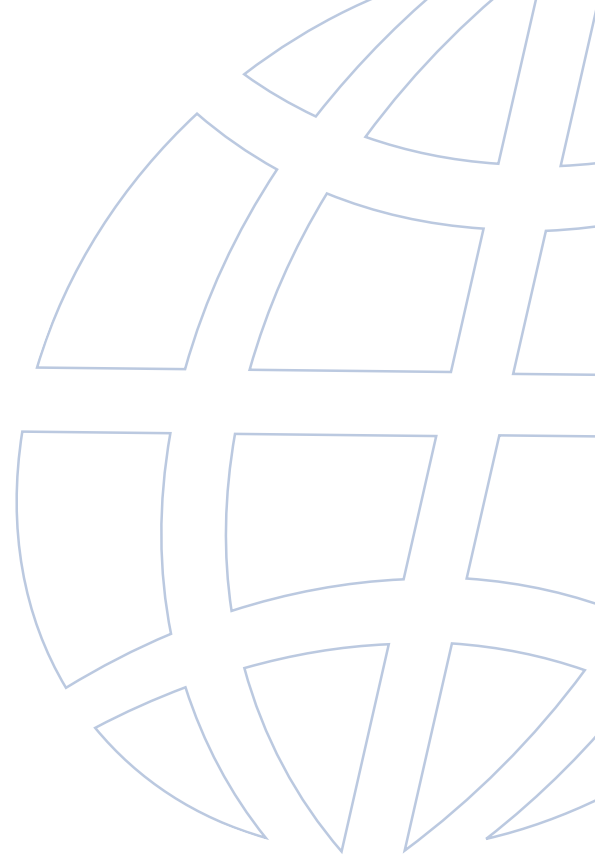
Now there's a better ways - imagine if you could [explanation of how you're different and how you make it easier].

[Summing up statement, also tackling any immediate objections, such as 'and before you say 'I can't afford it, check this out'].

I'll phone you in the next couple of days to discuss the idea further. I look forward to speaking with you then, Your name

Position - Your business name

PS And of course, we offer a guarantee - [outline your guarantee].



# Template of a Successful Direct Mail Letter 3

Short Headline

Sub-headline explaining big headline and getting the reader's interest and curiosity ...

Dear [name],

I've included a [implement] to make a point - [explanation of why you've included the implement].

You'll be glad you've received this letter, there's now a way to buy [product or service] without the usual hassles. With [your business name], it's ...

Easier ... [explanation of how it's easier]

Cheaper ... [explanation of how it's cheaper]

Faster ... [explanation of how it's faster]

Higher quality ... [explanation of how it's higher quality]

[Summing up statement, also tackling any immediate objections, such as 'and before you say 'I can't afford it, check this out'].

I'll phone you in the next couple of days to discuss the idea further. I look forward to speaking with you then,

Your name

Position - Your business name

PS [Your offer, plus an indication of when the offer ends - make it soon, so they have to take action soon].



# Template of a Successful Direct Mail Letter 4

Big Headline Expressing Main Benefit and Invoking Curiosity

Dear [name],

I've included a [implement] to make a point - [explanation of why you've included the implement].

Before I go any further, firstly let me say thanks - thanks for being a customer of [business name]. It's much appreciated.

Now back to [whatever you spoke about in the headline]. Let me fill in the gaps - [a little more explanation of what you mean, plus more body about the problem]. Here are the 4 things you may not know about [doing whatever you're asking the reader to do] ...

- 1) Benefit 1 ... explanation
- 2) Benefit 2 ... explanation
- 3) Benefit 3 ... explanation
- 4) Benefit 4 ... offer

[Summing up statement, also tackling any immediate objections, such as 'and before you say 'I can't afford it, check this out'].

I'll phone you in the next couple of days to discuss the idea further. I look forward to speaking with you then,

Your name

Position - Your business name

PS [Something to sweeten the deal, plus an indication of when the offer ends

-make it soon, so they have to take action soon]. One more thing - this deal is only for past customers of [business name]. If you have friends who would like to take advantage, please phone me first.



# 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 want 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

## Direct Mail

### 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.

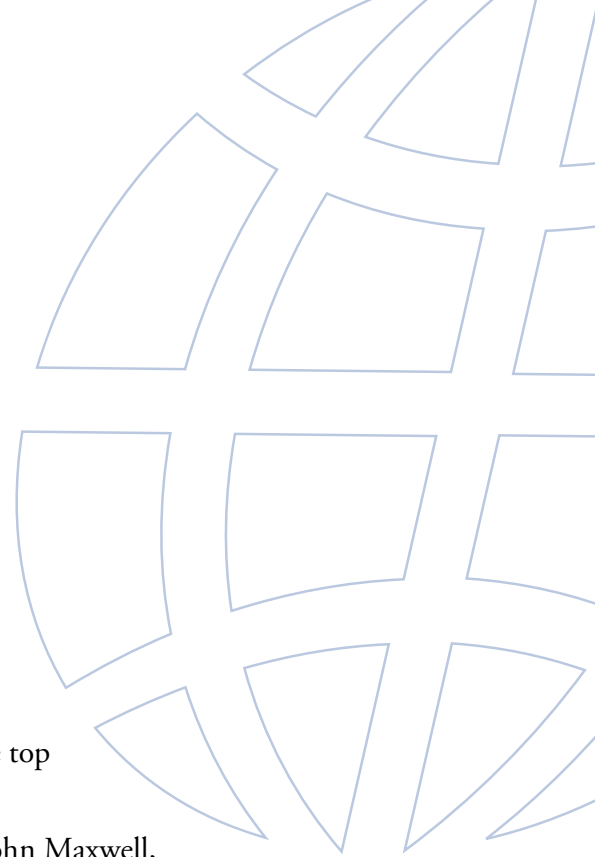
He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned 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 **ActionCOACH** has nearly 1000 franchises in 34 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 #1 Business Coaching Firm. The success of **ActionCOACH** is simply attributed to the fact that they apply the strategies their coaches use with business owners.

Check out Brad's Web site [www.bradsugars.com](http://www.bradsugars.com) and read the literally hundreds of testimonials from those who've gone before you.



# RECOMMENDED READING LIST

## ActionCOACH BOOK LIST

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

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

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

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

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

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

## 1. So who is ActionCOACH?

**ActionCOACH** is the world's #1 business coaching firm. Started in 1993 by founder and CEO Brad Sugars,

**ActionCOACH** is the fastest growing company of its kind in the world, with offices and Business Coaches from Singapore to Sydney to San Francisco. From the start, **ActionCOACH** has been set up with you ... the business owner, in mind ...

As an alternative to conventional and costly consulting firms, **ActionCOACH** is designed to give you both short-term assistance and long-term training through its affordable and effective mentoring approaches.

After years of workshops, group coaching sessions and one-on-one coaching programs focused on our exclusive business building strategies, **ActionCOACH** has attracted more than 10,000 clients and more than 500,000 seminar attendees who will attest to the power of our programs ...

Based on sales, marketing, and business management systems, **ActionCOACH** not only shows you how to increase your business revenues and profits (often quite dramatically), but also how to develop your business so that you, as the owner, can work less, relax more and enjoy business ownership.

Our Business Coaches have substantial business experience, and are fellow business owners who have invested their time, money and energy to make their own various business ventures successful.

Your success truly does determine our success.

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

Every great performer, whether it is an athlete, business owner or entertainer, is surrounded by coaches or advisors.

As the world of business moves faster and gets more competitive, it's difficult to keep up with all the changes in your industry, in addition to running your business every day.

Just like great athletes find success by following the lead of a coach with a winning game plan, more business owners than ever before are turning to Business Coaches to help develop a winning game plan for their businesses.

Why?

First of all, it's very difficult to be truly objective about yourself.

A Business Coach can be objective for you, and can see the "forest for the trees."

A sports coach will make you focus on the game and will make you run more laps than you feel like. A good coach

will also tell it like it is and will give you small pointers about the game and your competition. A great coach will listen and guide you to success.

Likewise, a Business Coach will make you focus on your business and hold you accountable to the things you should do and to where you want your business to be. A good Business Coach will also be your marketing manager, your sales director, your training coordinator, your partner, your confidant, your mentor and your best friend.

More importantly, your **ActionCOACH** will help you make your dreams come true.

### 3. What's an Alignment Consultation?

Great question. It's where an **ActionCOACH** starts with every business owner. You'll invest a minimum of 2 to 3 hours and your **ActionCOACH** will 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 businesses Action Plan for the next 12 months.

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

### 4. So, what is one-on-one coaching?

Simply put, it's one of our most popular programs, and it's the only program in which your **ActionCOACH** will work with you one-on-one for a full 12-months to make all of your goals a reality.

From weekly coaching calls and goal setting sessions to creating your new marketing pieces, you will develop new sales strategies and business systems so you can work less and learn all you need to know to make your dreams come true ...

Your monthly investment ensures your **ActionCOACH** will dedicate a minimum of 5 hours a month to work with you on your sales, marketing, team building, business development and every element of the ActionPLAN you created during your Alignment Consultation.

Unlike a consultant, your personal **ActionCOACH** will do more than just show you what to do; he or she will be with you when you need them most ... as each idea takes shape, as each campaign is put into place, as you need the little pointers to make things happen. Your **ActionCOACH** will also be there when you need someone to talk to, when you're faced with challenges, or most importantly, when you're just not sure what to do next.

Your **ActionCOACH** 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 **ActionCOACH**, we believe long-term success means not just doing it for you; it means doing it with you, showing you how to do it, working alongside you and creating success together.

Over the course of 12-months, you'll work on different areas of your business.

Each 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?

**ActionCOACH** is expert in the areas of sales, marketing, business development, business management, and team building ... and, with literally hundreds of different profit-building strategies, you'll soon see how truly powerful our systemized approaches are.

Because you are the expert in your business and industry, together we can apply our systems to make your business more effective.

Because of our network of more than 1,000 offices around the world, there is not a business, industry or category our Business Coaches haven't either worked with, managed, worked in or even owned that is the same or very similar to yours.

Our extensive network means when you hire an **ActionCOACH**, you hire the full resources of the entire **ActionCOACH** team to find a solution for any and every challenge you may have. Imagine hiring a company with the collective knowledge of hundreds of experts ready to help you ...

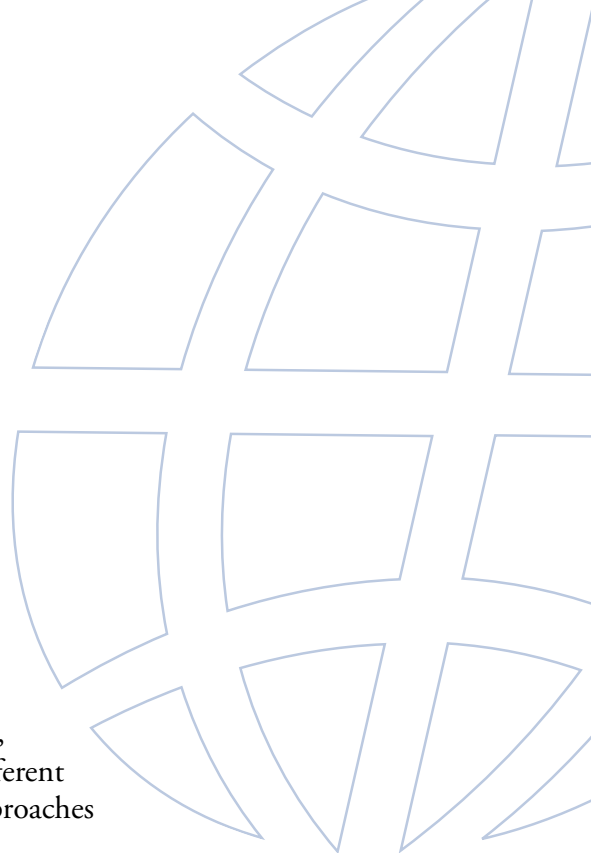
## 7. Won't this just mean more work?

Of course, when you set the plan with your **ActionCOACH**, it may seem a bit overwhelming, but no one ever said attaining your goals would be easy.

In the first few months, it will take some work to adjust to your new plans ... but the further you work into the program, the less work you'll actually have to do.

You will, however, be amazed at how focused you'll be and how much you'll get done.

With focus, an **ActionCOACH**, and most importantly the **ActionCOACH** systems, you'll be achieving a whole lot more with the same or even less work and effort.



## 8. How will I find the time?

Again, the first few months will be the toughest, not because of an extra amount of work, but because of how differently you'll work. In fact, your **ActionCOACH** will show you how, on a day-to-day basis, to get more work done with much 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, 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 this cost?

Your investment will depend on the size of your business and the scope of our undertaking together. Your **ActionCOACH** will work this out with you so it will be appropriate for your business and the goals you want to achieve.

You'll find having an **ActionCOACH** is just like having a marketing manager, sales team leader, trainer, recruitment specialist and consultant – all for one nominal investment.

Everything you do with your personal **ActionCOACH** is a true investment in your future. Not only will you begin to create great results in your business, but you'll end up with an entrepreneurial education that is second-to-none. With that knowledge, you'll be able to repeat your business success over and over again in other ventures.

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

Again, give your **ActionCOACH** just a half-hour and you'll be shown how to turn your marketing into an investment that yields sales and profits rather than just running up your expenses ...

We have a system that works. We know how to achieve our goals and can now leave our business and go on lengthy holidays.

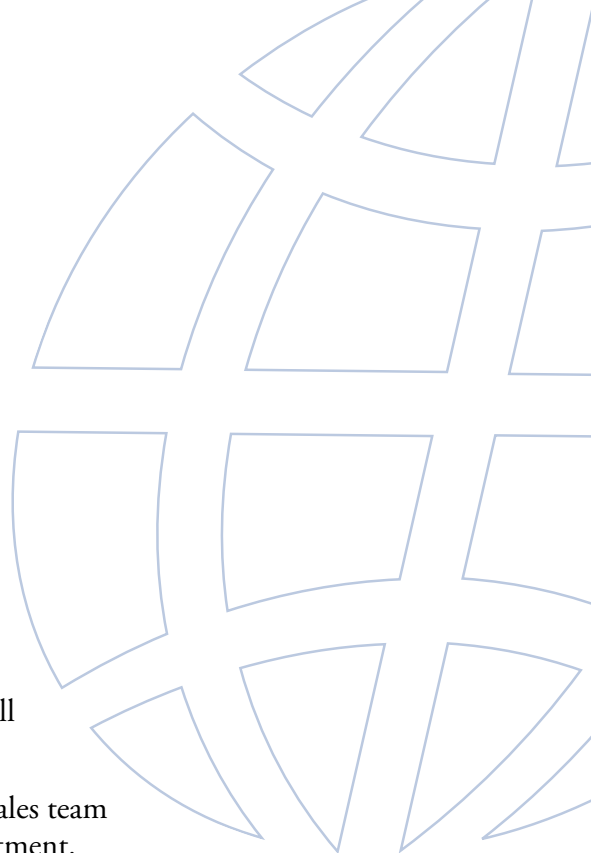
In most cases, an **ActionCOACH** will actually save you money when that coach discovers areas that aren't working for you or your business. For some marketing programs, you will need to spend some money to make some money.

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 campaigns that work, we make sure you keep profiting from them time and again.

Remember, when you default to the accounting way of saving costs, you can only add a few percentage points to your bottom line ...

Following the **ActionCOACH** formulas, your returns from your sales and marketing can be exponential.





## 11. Are there any guarantees?

Yes! As the leading coaching company in the world, we are also the only coaching company of any kind to guarantee our work ... and that you will get results!

Remember, though we are still your Business Coach ... and we can't do your work for you. You're still the player, and it will always be up to you to take the field.

We will push you, cajole you, help you, be there for you, and even do some things with you ... but in the end you've still got to do the work.

Ultimately, only YOU can ever be truly accountable and responsible for your own success.

We will guarantee to provide the best service and support available, to answer your questions and challenges promptly, and offer you the most current and appropriate processes and approaches.

Finally, we are fully committed to helping you become successful (whether you like it at the time) or not.

That's right. Once we've helped you set your goals and create your plan, we'll do whatever it takes to make sure that you achieve your goals ... at the same time promoting a balanced lifestyle as an overriding theme in all we do.

This is to ensure you never compromise either the long-term health and success of your or your company, or your personal values and what's most important to you.

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

Everything from owners previously working 60 hours a week down to working just 10 ... right through to revenue increases 100's and even 1,000's of percent. Our results speak for themselves, and are highlighted by specific examples featuring real people with real businesses ... getting really great results.

There are three main reasons why this will work for you and your business. First, your **ActionCOACH** will help you get 100% 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.

Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there.

Third, your **ActionCOACH** is going to teach you as many of our 328 profit building strategies as you may need.

So, whether your goal is to make more money, or work less hours ... or, both ... within a period of the next 12-months your goals can become a reality.

But don't take our word for it. Just ask any of the thousands of existing **ActionCOACH** clients, check out the results on our website or ask your **ActionCOACH** for a copy of our global testimonial DVD "Action Speaks Louder Than Words."



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

We will work with you in five key areas ... and the emphasis in each will depend on you, your business, and of course, your goals.

These key areas are:

- Sales – The backbone for creating a profitable business, and one of the areas we'll help you get spectacular results in.
- Marketing & Advertising – If you want to make a sale, you've first got to find a prospect.

Over the next 12 months your **ActionCOACH** will teach you amazingly simple, yet powerful, streetwise marketing techniques and approaches that will drive profits.

- Team Building & Recruitment – You'll never just wish to find the right people again. You'll have motivated, passionate, enthusiastic, and loyal team members for your business when your **ActionCOACH** shows you how.
- Systems & Business Development – End the hopeless cycle of “the business running you” and begin running your business. We will show you the secrets of having your business “work” ... even when you're not there.
- Customer Service – Discover how to deliver your product or service consistently, making it easy for your customers to buy and leaving them feeling delighted with your service. Learn new ways to motivate your current customers to give you referrals and to ensure their repeat business. These are just two of the many strategies we will teach you.

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

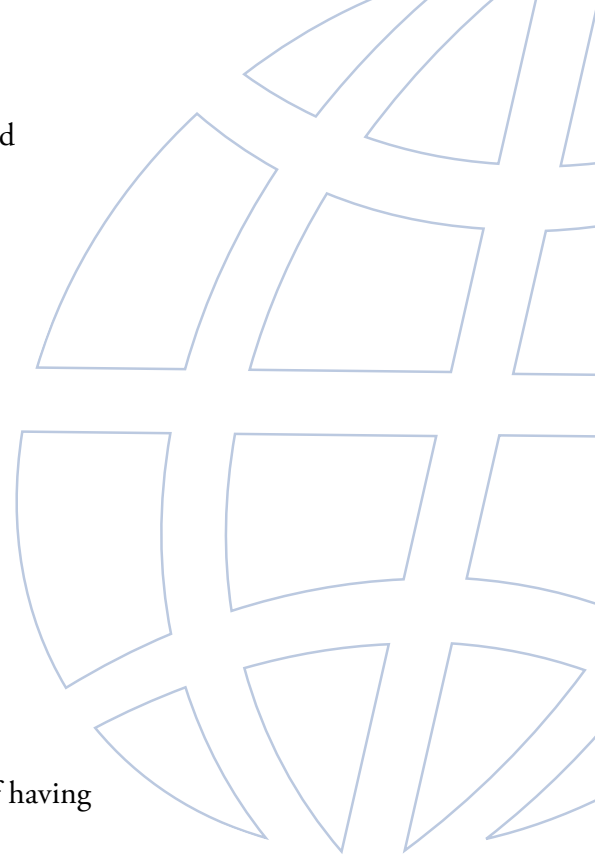
Yes ... in fact, we believe that training your people is almost as important as coaching you.

Your **ActionCOACH** can provide you and your business with many different training modules, including **TeamRICH**, **SalesRICH**, **PhoneRICH** and **ServiceRICH**. You'll be amazed at how much enthusiasm and commitment comes from your team as they experience each of our training programs.

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

Yes ... your **ActionCOACH** can do it for you. Your **ActionCOACH** can also train you to do it yourself, or simply critique the marketing pieces you're using right now ...

Should you want us to do it for you, you won't get just one piece. We'll design several for you to take to the market to test which one is the best performer. If it's just a critique you're after, we'll work through your piece and offer feedback in terms of what to change, how to change it and what else you should do to make it effective. Finally, we can recommend a variety of books or resource materials which provide a “home study” opportunity for you so you'll know how to do it yourself next time.



## 16. Why do you also recommend books and DVDs?

We do this to save you both time and money. You can learn the basics in your own time so when we get together we'll be working on higher level implementations rather than the basics ...

It's also 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?

Right now! Before you take another step, waste another dollar, lose another sale, work too many more hours, miss another family event, or forget another special occasion, you need to call **ActionCOACH** today.

Far too many business people wait and see ... mistaken in thinking that working harder will make everything better. Remember, what you know got you where you are today. To get where you want to go, you've got to make some changes and most likely, you'll have to 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?

First ... you need to get back in touch with your **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way ...

Next, you'll need to invest a few hours showing your coach everything about your business.

Together you'll get a plan created – and then the work really starts!

Remember, it may seem like a big job at the start, but with an **ActionCOACH**, you're sharing the load.

Together, we'll achieve great things!



# Here's what others say about what happened after working with an **ActionCOACH** Business Coach

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

“Our **ActionCOACH** 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. **ActionCOACH** 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 **ActionCOACH** 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**

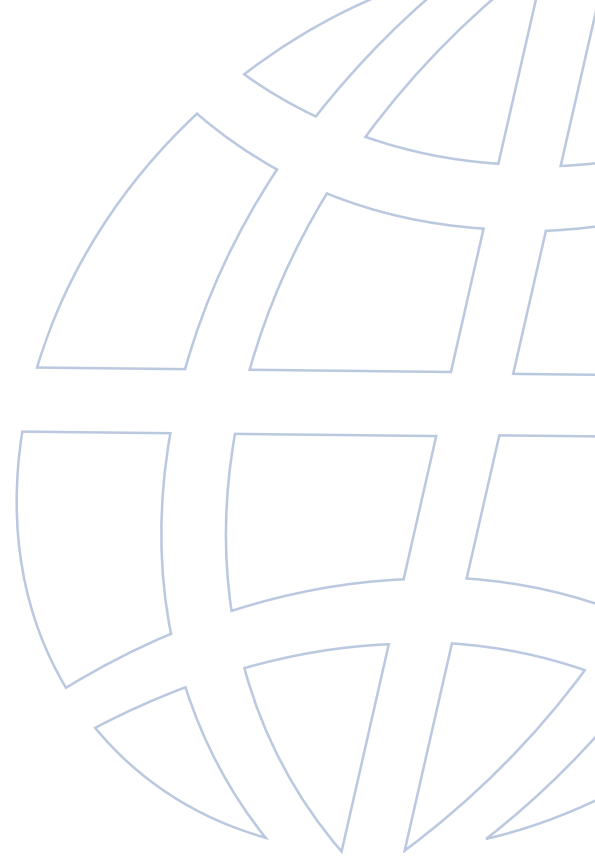
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

## **Mark West—Wests Pumping and Irrigation**

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

## **Michael Griffiths—Gym Owner**

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



### **Cheryl Standring—In Harmony Landscapes**

“We tried our own direct mail and only got a 1 percent response. With **ActionCOACH** 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 **ActionCOACH**, 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**

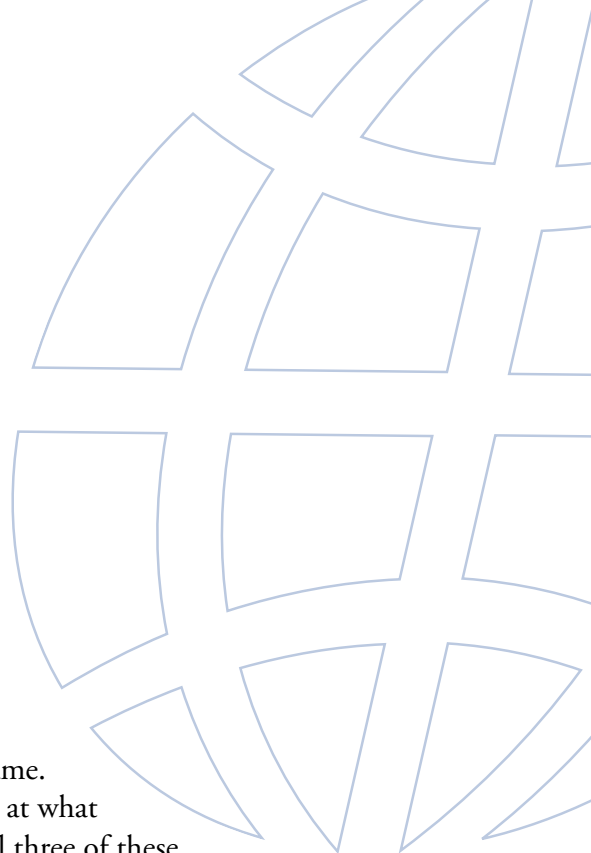
“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service.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

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

“With **ActionCOACH** 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.”



# 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 **ActionCOACH** 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 **ActionCOACH** Business Coach will help you and your business perform at levels you never thought possible.

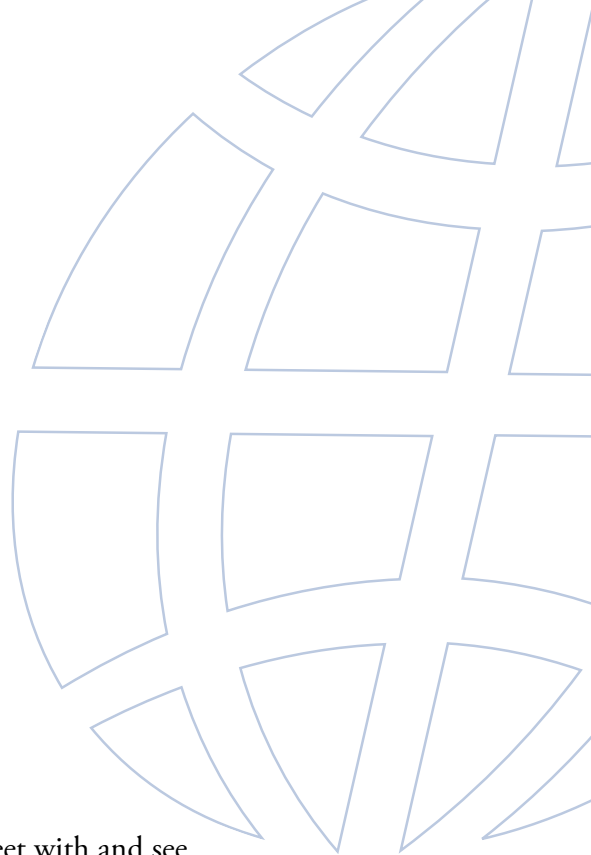
Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **ActionCOACH**.

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

So contact your local **ActionCOACH** office to discover how our team can help you increase your income today!



# 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 **ActionCOACH** 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 ActionCOACH:**

## **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 **ActionCOACH** 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.actioncoachfranchise.com](http://www.actioncoachfranchise.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 **ActionCOACH ProfitCLUB**

**Joining your local ActionCOACH ProfitCLUB 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 **ActionCOACH ProfitCLUB** 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 ProfitCLUBs** 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 **ActionCOACH ProfitCLUB**, 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 **ActionCOACH ProfitCLUB**, you have an instant network of around 3,000 people

**Join your local ActionCOACH ProfitCLUB today.**

**Apply online now at [www.actionprofitclub.com](http://www.actionprofitclub.com)**



# LEVERAGE—The Game of Business

## Your Business Success is just a Few Games Away

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

### **The rewards start flowing the moment you start playing!**

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

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

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

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

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

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

**To order your copy online today, please visit [www.bradsugars.com](http://www.bradsugars.com)**





**1. We Guarantee to get results, and that you'll be able to "Find our Fee" in your business within 17-weeks of ActionCOACH coaching your company ... or your coaching is FREE.**

Our coaching programs have been tested and proven all over the world, so when you hire an ActionCOACH, you WILL get results. Whether it is in terms of more time, a better team or more money ... if you are making a good-faith effort and doing the required work assigned to you; you attend all coaching sessions and agreed-upon events and workshops and you complete all of your committed decisions and homework assignments on agreed-upon dates ... and you are STILL not satisfied or seeing results by the 17th week, we will coach you FREE until you do ... no questions asked!

**2. We Guarantee to tell the truth about you and your business ... no matter how uncomfortable it may be, or how hard it is to share with you the realities of your business and the changes you need to make.**

When you hire an ActionCOACH, you will have the "unreasonable friend" and personal business mentor you and your business need to succeed. You will be held accountable for everything you say you will do, and your business will get the push it needs so you can get the results you really want in your business.

**3. We Guarantee you a "business re-education" about how your business really works and how to successfully grow your company ... as well as how to apply your new education and knowledge to any business situation.**

Your ActionCOACH will guide you with proven systems and strategies designed to give you a "business re-education" that will allow you to profit in terms of more time, better team and more money. Not only will you be able to unlock the true growth potential of your company, you'll be in the "driver's seat" of your own business, equipped with a "map" and a "license" to take it and drive it wherever you want to go, with ActionCOACH by your side.

**4. We Guarantee complete confidentiality ...**

Our working relationship will involve a level of trust and understanding about the proprietary nature of our coaching strategies and the proprietary aspects of the numbers and nature of your business. Because of this, we guarantee a confidential business relationship with you during the course of our work together.

**5. We Guarantee a personalized approach to your business ...**

You and your business are unique. Because you are relying on our experience in working with businesses of all kinds, you can be assured you will have a clear understanding of the nature of any program we recommend, and that your expectations will be properly managed as to anticipated outcomes and results.

**6. We Guarantee a proven system and methodology that is designed to multiply profits in your business, with complete access to our proprietary system of coaching strategies, systems, programs and services ...**

Not only will you be shown a number of systemized ways to successfully build your business, you will also have complete and exclusive access to more than 3,500 strategies and tactics that make up our entire proprietary business coaching system.

**7. We Guarantee to show you how ActionCOACH defines business success, and how to build a commercial, profitable enterprise that works without you.**

Even if you are an owner who loves business and who loves working "in" your business every day, ActionCOACH will show you how to build a company you can work "on" whether you show up every day or not. Regardless of your ultimate goals, you will learn the strategies, systems and advantages of the ActionCOACH definition of a successful business.

**ActionCOACH**  
business coaching

The World's  
**Number 1**  
Business Coaching Firm

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