

BRAD SUGARS



Instant Strategic Alliances

Congratulations!!

Welcome to Strategic Alliances, your do-it-yourself guide to using other businesses to boost your profits.

A strategic alliance is when you and another business go into a loose partnership, and help each other make extra profits.

For example, a tree lopper may refer work to a lawn mower, and vice versa. They may give each other 10% of the price tag of any referred work. Suddenly, each has a 'scout' working for them. The number of suppliers the tree lopper may do this with is unlimited, although it's probably wise to work with only one of each type of business.

Once you've been through this guide, you'll learn how to set up this type of strategic alliance for your business. Of course, there are many other types of SA's that may apply to you. We'll cover those as well. By the end of this guide, you'll have a selection of strategic alliance ideas to get you started.

This is the next step in your marketing success story. From this point on, you'll know how to work with other businesses to beef up your bottom line.

I personally guarantee it.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 6 Steps To Creating Strategic Alliances'.

Each step covers an important aspect of strategic alliances - these are things that you must give careful consideration to. Each step represents a cornerstone of a great strategy.

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.

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

Section 3 offers a more in-depth explanation of how to come up with good offers - you'll even find 10 examples to get you started. When it comes to strategic alliances, it's essential that your offer really motivates other businesses, and their customers, to try your business.

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

Lastly, Section 5 brings it all together, with templates of successful host beneficiary 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. That's how easy it is.

Now, it's time to get moving - there's never been a better time to start using Strategic Alliances's to your advantage.

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 Strategic Alliances

What is a successful Strategic Alliance?

The answer to this question is simple - if you make more money from the strategic alliance than it cost you, it's been a success. Of course, you need to put a value on your time also - if it costs you no money but takes 3 days a week, that needs to be taken into account also.

Ultimately any strategic campaign that pays for itself can be considered successful. Before getting started, there are a few things you need to think about in depth ...

- 1. Work out your costs.** This includes the cost of printing, envelopes, phone calls, schmoozing with the other business owners and more.
- 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. Factor in everything, right down to the pencils you use to write out quotes. At the end of the day, many businesses fail because they don't count on the little things. What looks like a great profit margin is whittled down to nothing by petrol, stationery, business lunches etc. The more accurate you can be, the better the decisions you'll make.
- 3. Lifetime 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 all this in mind you need to focus on bringing customers back on a regular basis. Therefore any strategic alliance campaign which covers its cost initially will turn out to be very profitable in the long term. If you simply cover your costs in the short term, you have a successful strategy on your hands.

In many cases, you consider the strategic alliance an exercise in 'buying' customers - that means you are giving away money in exchange for a new customer. Remember, a new and loyal customer will make you a healthy income over the course of your lifetime.

What makes a successful Strategic Alliance?

This is just a broad overview of what makes a strategic alliance successful you'll find very specific detail in the next section. For a start, let's just get things straight, so we know what we're aiming for. Here are the main elements of a successful campaign ...

The Right Attitude ... One thing you'll discover from reading this guide is that you are doing the other business a favour as well. You need to understand that they're getting as much benefit as you are. When you approach them, do so from a position of power. Your attitude should be 'I'm going to help you out. This is a great opportunity, and I'm going to be selective'. Of course, if your offer to the other businesses is not strong, you'll be fighting an uphill battle from the outset.

Targeted Lists ... You don't want to deal with businesses and customers that are unrelated to your line of work. You need to choose businesses that deal with almost identical customers to you. For example 'people who own expensive cars', 'people who are absolute music fanatics', 'ladies over 30 with acne problems'. Your customers need to be definable in terms of age, sex, interests or income.

Offer ... A strong offer will make all the difference without one, you can forget about response. With a powerful offer, you may need to hire extra staff just to cope with the response. This relates to the offer you are making the other businesses, and the offer you are making their customers to come and deal with you.

Support From The Other Business ... If your ally business gets right behind the idea, you'll have a far better chance of success. If they go into it with an 'alright then - I don't like the idea but I'm willing to give it a try', you're fighting an uphill battle. You need to get them on board from the start, and make sure they approach the project with a 'this is gonna be great' attitude.

Follow Up ... Once you've set up the alliance, you need to maintain it. Keep regular contact with the ally business, and keep giving them reasons to help you out. Obviously, if you're working hard for them, they'll work hard for you. Don't expect it to be all your own way - there has to be give and take. Of course, this is a small price to pay for a strong alliance - you are gaining a new source of customers, which will undoubtedly cost you less than advertising, direct mail, flyers or Yellow Pages. Better yet, the customers come 'referred', which means they come with a good attitude. They will look for the good things about your service, and be less suspicious. They are also unlikely to go shopping for better deals. They've heard 'good things' about you, and that means they want to give you every opportunity to please them. As you'd be aware, these customers are pretty rare. It's worth working hard to develop an alliance that provides you with a steady stream of them.

The 6 Steps To Creating Strategic Alliances

1. Why (Use A Strategic Alliance)?

Before doing anything, you need to work out whether a strategic alliance 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 of marketing 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?

These methods will give you immediate access to a large market, and you don't have to worry about setting up a middle man. Of course, this will only work if your business has broad appeal, and a point of uniqueness (a great deal, exclusive products, amazing service etc).

A strategic alliance is ideal when you have a specific group of people you want to advertise to, and there are other non-competitive businesses already dealing with them.

Here's a perfect example - corporate training organizations. They know who their target market is (businesses that need help with customer service and sales), and the businesses that deal with them (stationery suppliers, computer shops etc). A strategic alliance could work - they could get the stationery supplier to send the business owner a gift (a free 1 hour needs analysis with a qualified trainer), and the training company could give vouchers to its customers.

On the other hand, a strategic alliance 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 hardly worth going through the trouble and expense of setting up a strategic alliance (unless it's very basic, such as just leaving flyers on their front counter - rarely works!). You may as well just put an ad in the paper - there's no specific business that would make a good ally.

Remember, strategic alliances work best because the potential customer thinks the other business is doing them a favour and giving them a tip - 'deal with these guys and they'll really take care of you'. The customer believes the business has gone out of its way to make a recommendation which will help them. Because of that, they feel some obligation to take action.

You need to find businesses who are willing to get behind the idea 100%, or else forget it altogether. That brings us to the other consideration - are there any businesses out there who are willing to open their minds enough to run with the idea?

Of course, it depends how you bring it up with them. If you say 'listen, I want to use you and steal your customers', you'll have a bit of a battle closing the 'sale' from there. On the other hand, you could try an approach like 'hi there, I've got a way we can help each other - I'll get some new customers, and you'll get some new customers. We'll also start making an extra couple of hundreds bucks a week, pure profit' - it's certain you'll get a better response from this method.

2. Who (Are Your Target Market)?

Before you even start making a list of strategic allies, 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 lead to failure FOREVER. For example, imagine a company who sells in-ground swimming pools doing a mailing campaign to a block of high-rise rental apartments. You'd be a fool to bet on anything other than a dismal and costly blowout.

To avoid mistakes, you need to know exactly who your potential customers are before you start arranging alliances with anyone.

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 symbolizes most of your customers. Just consider the people who deal with you now - what age represents the majority.

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 more often. The reality is, your business probably appeals more to the male psyche, or the female psyche.

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. Once you know, this information should guide every marketing decision you make from here on in. If your customers are quality driven, it may be time to re-assess those 'Half Price' ads. If you discover they want the cheapest thing they can find, you better start looking at the offers you're making.

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, and which businesses you choose as allies. If your customers are local, and it's unlikely they'd travel more than 10km to deal with you, you should search for a strategic ally that is based close to where you are. For example, a hairdresser would be well advised to only create alliances with businesses in the same rough area. People generally do not drive all the way across town to get their hair cut, at least not on a regular basis.

3. Which (Business Will Make A Good Host)?

Now you've identified the 'who' you need to find the right business to help you reach them.

There are a number of criteria for selecting an ally business. If you can think of one that matches all of these points, you can feel secure in selecting them as an ally. If you can find a few that meet most of the criteria, it will probably still worth running a strategy. Here's your checklist ...

Non-Competitive ... That means they don't sell what you sell, or anything that could be considered a replacement for what you sell. For example, an acupuncturist and a masseuse may be considered competitive - both deal in natural therapy and relaxation. If the customer starts coming to massage, they may stop seeing their acupuncturist.

There is such a thing as wallet share - customers have only so much to spend each month. If the masseuse becomes their choice for relaxation, the acupuncturist will miss out.

The same might go for a CD store and a video store - if people spend all their disposable income on CD's, they may have none left over for videos. It sounds crazy, but it's a genuine fact - people set aside a rough amount each month for a particular type of activity ... if another business is dealing in products or services that can replace yours, or may be chosen instead of yours, you need to work out whether they are really non-competitive.

An ideal example of non-competitive business: a carpet dealer and a lighting store. The major market for both is people moving into new homes. The fact is, people can't choose to buy lighting OR floor coverings - they must buy both. Therefore, the businesses are in an excellent position to help each other.

The carpet dealer could agree to give out gift vouchers on behalf of the lighting store. The lighting store could do the same for the carpet dealer. Immediately, both would get new business. Each would tap into the customers the other business is attracting. These customers should be almost identical.

Of course, if you manage to get a semi-competitive business to promote you, then more power to you. It's their loss, not yours.

Usually, there's a lot of grey area - all businesses are competitive in one way or another. Everybody wants the same type of customer ... one with money to spend. Some business owners are too paranoid to bother with - they think that you're

going to steal their customers - there's not much you can do about these people. Just go for the ones with a good attitude.

Positioning: Of course, you do need to give consideration to the 'positioning' of the ally businesses. Here's what that means: the businesses creating the strategic alliance need to be at the same end of the quality and price spectrums.

For example, if you deal only with sophisticated and wealthy customers, and your prices would send most middle income earners into panic, there's no point in creating an alliance with 'Crazy Bill's World of Discount Heart Transplants' or 'Cheap & A Little Bit Nasty'. Choose a business that shares a similar sort of ethic to you.

Same Target Market ... This is the most important consideration. The ally business must have the same or a very similar target market to you.

For example, a high class beauty salon and an exclusive hairdresser are very compatible, a Ford dealership and an auto-electrician specializing in Fords click well, as do a Hi-Fi shop and a CD store.

From your answer to 'Who are your target market', you should have a clear idea of the people you want to target. You should know how old they are, how much they make, what they're interested in and more.

Now think about it - who else deals with these people. You can approach it from the other way ... what other businesses do these people deal with. For example, members of a gym might also go to a health food store, or people who buy luxury cars might also like expensive paintings.

Think about what business YOU deal with yourself. Chances are, your customers have similar interests to you. Best of all, if you are already a loyal customer with one business, it should be easy to set up an alliance. For example, if you are a beautician and you've been going to the same hairdresser for years, it shouldn't be too difficult to say 'why don't we help each other out?'

They Have A Database ... Of course, it's not entirely essential - you can ask the ally business to simply hand vouchers out, or make a verbal recommendation to their customers.

If they have a database, it means you can introduce yourself by letter. Better yet, get the owner of the business to write a letter recommending you.

If their customer records are on paper, you could sweeten the offer to them by suggesting that you will organise for their records to be transcribed onto computer - if you're going to do it properly, you'll need to do this anyway, so why not throw it in.

Right Attitude ... There's a heck of a lot of jaded business owners out there. They think the whole world is against them, the 'big boys' are discounting their prices to force them out of business and the economy's 'stuffed'.

These people are unlikely to go for anything any more complicated than 'flyers' to the letterboxes, which they'll tell you 'don't work anyway'.

If they are negative from the outset, you probably don't want to get too involved with them - they'll only kill your promotion.

It's better to find someone who's willing to give you the support that you need - someone who's smart enough to know a good business idea when they hear one. There are people out there like that, and they'll love to get involved.

Their Customers Like Them & They Like Their Customers ... There are two things you don't want. The first is an ally business with customers that hate them. If the business owner has already burned all of its customers, they'll be completely uninterested in dealing with another business he or she recommends.



The second thing you don't want is to get a whole bunch of new customers who the ally business owner hates ... essentially D grade customers - they haggle on price, they annoy the heck out of you and always complain about everything.

You need to check that the host business thinks highly of their customers - if they don't, you don't really want to adopt these customers as your own.

Large Number of Customers... If the ally business has only dealt with 23 customers in the past 5 years, it's barely going to be worth the trouble of creating an alliance (although it depends on your business).

If they have a huge number of customers, you may even want to offer exclusivity to the business in exchange for access to the whole customer base, including phone numbers. If they only have a small list, they can forget about exclusivity.

Of course, the more successful businesses will be harder to convince. They don't need the customer that you will send them, especially if you are smaller than they are.

You need to ask the question when considering an ally business - 'They've got so much to offer me. Do I have anything to offer THEM?'. If you don't, you may have to think again. It's probably worth a try, but you may have to be a little less ambitious.

A Willingness To Test ... It's important that you stress to the ally business that you just want to do everything on a small scale before a large one.

If the business owner says 'no, let's just send a letter to all 10,000 of my customers', it's a less than ideal situation. Thank the business owner for their eagerness and enthusiasm, but stress that it's best to test first.

You could say to the ally business owner 'I think we should do a hundred first, just to make sure that everything's ok. I mean, of course it will be, but you know, it's your customer base so let's respect it, and just make sure that everybody's happy with it'.

And of course, you want to keep reminding the business owner of the ultimate outcome. Make it clear that everything may not work perfectly at first, but it's worth spending the time refining the idea.

4. What (Can You Offer The Ally Business)?

Remember, this is business ... not something based on friendship. You need to work out precisely how much you can offer these businesses.

You need to work out what you'll sacrifice in order to make this arrangement work. Here are some ideas ...

Commission ... the old stand-by. This tends to work well in any situation. There are very few people who would turn down extra money in their pockets. If you are going to sell the idea on this basis, give the potential ally business owner an idea of how much they will be making a week.

If you say 'I'll give you 10% of every job you send me', people don't tend to get very excited. 10% doesn't sound like much. Why not phrase it like this ... 'you deal with about 50 customers a week, don't you? If you refer one in every ten, that's 5 customers a week. My average sale is \$500 per customer. That adds up to \$250 extra profit in your pocket a week. And all you have to do is give them this voucher and say a couple of good words about me'. Big difference?

Why not be a bit more generous when thinking about how much to offer. Consider the lifetime value of the customer. You'd be better off just covering your costs, and banking on the customer coming back to you.

Of course, it depends on your business. A hairdresser can rely on lifetime value - a car salesman can't. If you do expect to

see the customer back, why not give the ally business all the profit from the first sale - it'll certainly boost the number of customers they send you.

You Send Customers To Them ... If you are in a position to send them customers, offer it first.

Why give away any profit if you can get away with a quid pro quo arrangement instead. Although it will mean you'll need to change your sales process, it beats writing big cheques to the ally business.

There are a couple of challenges with doing it like this - the first is, how much are you doing for them, vs how much are they doing for you. You may find you keep sending them customers, but they never send you a thing.

The other challenge may result if you rarely send them a new customer. Your follow up will be awkward - how can you encourage them to do anything for you, if you haven't done anything for them? They'll tell you to get lost.

Only go down this path if you're certain that you can give the other business a good deal. If you are already sending your customers to this sort of business, chances are this system will work well for you.

Benefits Appeal ... This is the most risky, and the hardest way to set up your strategic alliance. Even so, it's the most satisfying.

Explained simply, this is where you give the ally business good reasons to send their customers to you. For example, you may have the best product for the best price, or something completely unique that sets you apart from your competitors.

The only thing you offer to the ally business is the security of knowing that they are sending their customers to the best business possible.

This system works well if the ally business HAS to refer their clients somewhere. For example, an optometrist has to give people an idea of where buy their glasses.

All you need to do is write potential ally businesses a letter explaining what makes you different. If all you have to offer is 'good service and competitive prices', forget it. You need a uniqueness that makes them sit up and take notice of you - something that gets them talking.

There's nothing wrong with wining and dining with them. People like to help people they know and like - if you develop a relationship with the ally, you're more likely to get the business.

5. How (Do Set Up Your Strategic Alliance)?

There are many ways to set up a strategic alliance, and many variations of the main types. Read through the following, and combine them to suit your situation.

Set Up A Referral System ... This is where you get together with one or two other businesses and offer them reasons to refer customers to you.

As covered in a previous section, the reasons can be commission, extra customers or just the knowledge that they'll be referring their customers to a quality business.

The most effective type of referral system is a combination of all 3. That is, you have a system where you give 10% of any referred job back to the referring business. You do the same for them. On top of that, you ensure you give them plenty of supporting reasons - your service, your prices, your quality.



Simply find a number of businesses who you feel would make good referees, and write them letters explaining the system. You'll find an example of this kind of letter in the fourth section.

Better yet, phone the businesses who have already been referring customers to you. Thank them directly for all their help and send them a gift. After that, say 'listen, if you're doing this anyway, it's only fair that I give some of the extra profits you're creating for me'.

Not only will they jump at the idea, you'll find you immediately get more referrals, especially when you offer to start repaying the favour.

It's important to keep the relationship going after the initial contact, and to build ongoing rapport. And remember, the more referrals you send to them, the more they are likely to send to you.

Choose your businesses well, as those with the wrong attitude and target market will only end up wasting your time. See the previous sections for more specific guidelines on choosing businesses.

Introduce yourself to the database of another business ... This is the easiest way to join forces, and something almost any business can do.

It's probably best explained with an example. Let's imagine you run a small hairdressing business. You have a slew of regulars, but rarely see any new business, owing to a poor location and dull advertising.

No problem - for less than the cost of one ad, you can have 300 customers personally recommended to you.

Here's how it works. You arrange to meet with the owner of a noncompetitive, yet related business. For a hairdresser, a beauty salon would be ideal. Dependent on the target market of the hairdresser, a ladies gym might also be a winner.

Tell the business owner you are willing to give every one of their customers a free haircut, valued at \$18.95. The trick is, you're going to set it up so it looks as though the owner of the beauty salon has personally paid for this gift.

You write a letter, signed by the other business owner, that says ' Thanks for being a customer - I appreciate it immensely. Just to show that I truly am grateful, I've arranged a special gift for you ... a complimentary stylecut with Julia's Hairdressing. I recommend Julia and her team highly - and I'm certain you'll appreciate the difference too.'

You mail this letter to the beauty salon's entire database. To sweeten the deal, you might offer to pay for the postage and printing.

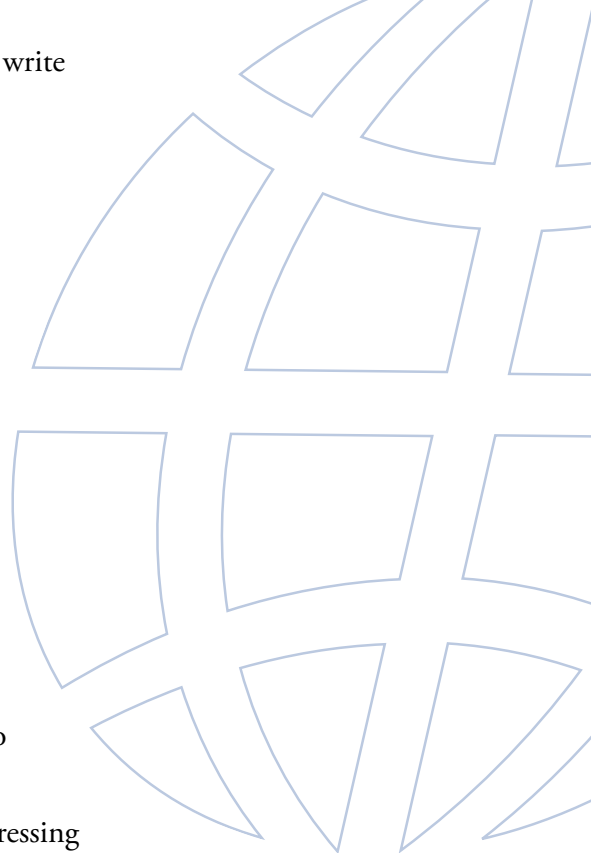
The benefit to the beauty salon is clear - they get to mail their customers an \$18 gift without paying a cent for it. They get all the good feelings, referrals and repeat business and they didn't have to do a thing.

But the real benefits are yours. Hundreds of qualified people will receive a personal recommendation to see you for a haircut. They'll also get an almost irresistible offer.

Compare this with a traditional ad. You spend \$400, get 10 calls, and maybe 5 sales. Cost per sale: \$80. That's pretty steep.

With the joining forces concept, the stats are a lot more appealing. A mailout to 200 people might cost you \$150 all up. Let's imagine you get 10% (a pretty conservative estimate) - that's 20 new qualified customers. Cost per sale: \$7.50. Mmmmm, now it's starting to make sense.

Join forces with 4 or 5 related businesses, and form a 'collective' - This idea especially applies to people in the service industry.



Here's a great example ...

Let's say you're an auto electrician. You're doing ok, but most of the work is going elsewhere. The main mechanics in town are referring the work to other guys, and you're getting killed in Yellow Pages.

What can you do? It's a tough one - although everyone who has a car may one day need your service, you never know when.

The answer is to join forces. Get on the phone to a mechanic, a car detailer, a tire retailer and car tinter. Tell them of your brilliant idea - 'let's join forces!!'.

Here's how it works. You'll advertise yourselves under the one name - let's say 'Guaranteed Car Services' (you'll probably need to be a bit more creative than that). You have one number (a Freecall number), one guarantee (either you're delighted or you get the job for half price) and one policy - everyone helps everyone else out.

If the mechanic, car tinter, car detailer or tire seller becomes aware of a car that needs an auto electrician, you get the name and details. If you see a mechanical problem, you pass on the customer to the mechanic. If the car detailer overhears the customer talking about tinting, they refer them to the car tinter.

At the end of every job, you run the customer through a checklist - 'Ok, that's your electrical problem sorted out. Now, when was the last time you had the car serviced? Right, I could arrange a service for you. Here's a \$25 voucher towards that - I know the mechanic, Paul, and he does a top notch job. Oh, by the way, summer's coming - have you thought about tinting? No, you should - I've got this card here from John's Auto Tinting. He said if

I gave it to any of my customers, he'd do two windows for free when you book your whole car in. And in case you didn't know, both of those guys are covered by Guaranteed Car Services. If you're not delighted you get your money back.'

You run through your checklist, until each business has been covered. Any 'hot' leads get passed on to the relevant business, and they return the favour for you.

It takes a bit of organization, but it's certainly worth it. Here are 3 more interesting combinations ...

- a) **Guaranteed Home Services** -a lawn mower, water blaster, painter, roof restorer and tree stump removalist.
- b) **Guaranteed Beauty** -a beauty salon, hairdresser, masseuse, psychic and gym.
- c) **Guaranteed Fashion** -a clothes store, shoe shop, hat store, tie store and image consultant.

Open your mind to the possibilities - who could YOU join forces with?

Arrange free gifts to give to your customers ... This is a reverse idea - where you introduce another business to your customers. It's a great one for businesses where there's a long interval between purchases.

Let's think about a car salesperson.

The hardest thing about selling cars is getting people to remember who you are next time. Because they go 2-3 years without buying a car, there's very little loyalty.

That problem is easily solved - just keep in regular contact. Mail your customers cards, letters and communication, just keep the relationship going.

But if you're going to mail them something, why not make it extra special. Drop down to the local clothes stores and say 'you know, most of my customers are young trendy women - they'd love to know more about your store. If you give me a \$20 gift voucher for every one of my customers, I'll write a personal recommendation that they come and visit you'.

Once you've got that out of the way, go onto the next target business - a massage therapist. Say 'most of my customers have the money to spend on a monthly massage, and if they were shown how good it really is, I'm certain they'd be more than willing to come back regularly. If you give me a voucher for every one my customers, I'll mail it direct to them, and recommend that they see you every 4 weeks'.

Ok, that should take care of your customers for a few months.

Imagine that - you buy a car from someone, then start getting all these great gifts in the mail. How would that make you feel?

You can arrange gifts from almost any other business - either in the form of a gift voucher, a free service, a trial product, a 2 for 1 coupon, a free consultation, an in-home design service. The possibilities are endless.

Best of all, you won't have to pay a cent for any of it. And because it's off your own back (and not the dealership), you take the list of names with you when you leave for another yard.

People buy off people, so if you've built the relationship, you get the sales.

Join forces with the suppliers of businesses you'd like to sell to ... this is an extension on the first idea.

Let's say you're a management consultant - you specialist in helping managers reach a state of peak performance. Simply introducing yourself directly could work - but it's really only you saying 'hey, I'm good'.

People expect you to toot your own horn. It's when someone else toots it for you that they get excited.

So how do you do that? Easy - hit the suppliers of the businesses you'd like to deal with. For example, their stationery supplier. You say to them 'I'd like to give you a gift which you can pass on to your top clients. It'll make them love you, and give them some genuine benefits. I'm a management consultant, and I charge \$456 an hour. For your clients, I'll do a full 1 hour appraisal and performance evaluation free of charge. This will be your gift to them.'

To understand why this idea will work, you first need to understand the plight of the poor old stationery supplier. They're aware that almost anyone with better prices can come along and knock them off their perch. There's so little differentiation between service, price is often the only factor.

Doing something out of the ordinary for their customers will give them the edge. They've introduced emotion into a very bland, price driven business.

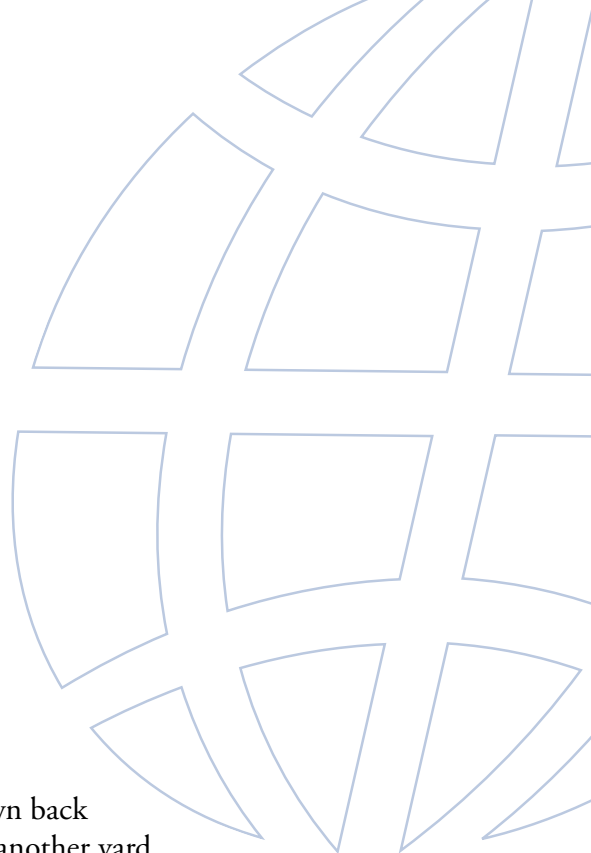
The benefit to you is also massive - you get a personal recommendation from someone the prospect already knows and trusts. For something as intangible as management consultancy and personal performance coaching, that's essential.

Sell someone else's product ... probably the most straight

forward joining forces concept of them all. The trick is to be constantly scanning for hot products related to your business.

Getting back to our hairdresser example, there are plenty of opportunities - a new quick -setting hairspray that you spray just once, a hair dryer that runs on solar power yet generates more hot air than any on the market, a new hair color that changes with the weather.

You simply write your customers a letter that explains the benefits of the new product and ends with 'Of course, I've arranged a special price for you. To order, simply call me now with your credit card details.'



I'll arrange postage within 2 days. And your purchase is guaranteed - if you're not delighted, simply phone me and I'll drop by and pick it up.'

Suppliers generally won't mind, even if they're dealing direct with retail stores - it's another opportunity to sell the product after all.

You can also do this with service businesses - simply take a commission of their first sale to the customer. For instance, a gym might sell a massage therapist in a mail-out to their customers. They do this, on the condition they get half of the first sale. If the massage therapist is smart, they'll understand the lifetime value of the customer, and jump at the chance.

So, once you've decided which way to go about your strategic alliance, you'll need to get out there and convince your potential ally businesses to get on board.

The best way is to approach businesses who you already know, especially those who seem to be already referring customers to you. Failing that, the best way is to write them a letter explaining the idea as clearly as you can, then follow them up on the phone.

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.

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.

These guidelines apply for any letters you write to the host business to arrange the relationship, or letters that you write to their customers.

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'.

Generally, with a host ben letter, the intro should refer to the relationship between the host and the customer. For example, 'I wanted to write and say thanks', or even 'it's so rare that anyone says 'thank you'.

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. Naturally, it depends if the host business is willing to give you phone numbers - this tends to be pretty rare.

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.

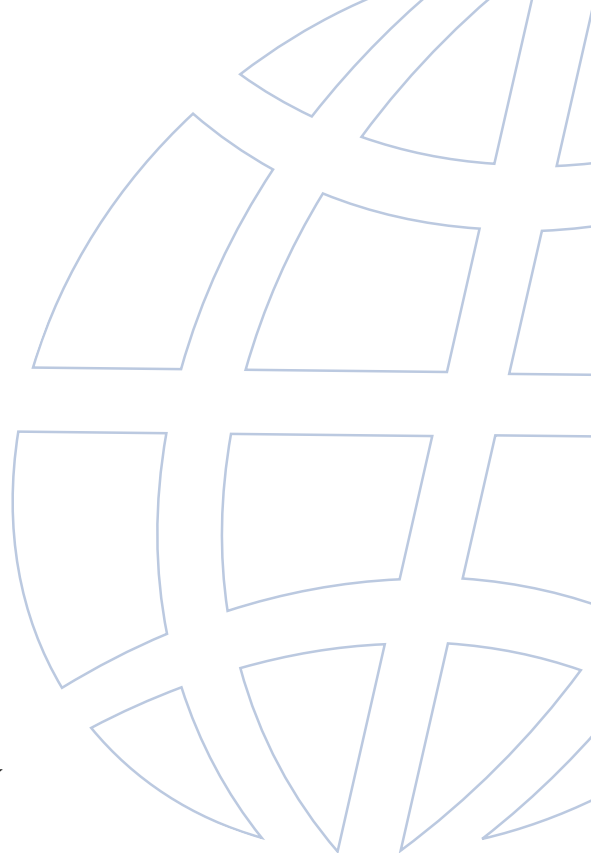
Sub-Headlines ... If your letter is a long one (anything over 2 pages), it's important to break up your text with sub-headlines.

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 to 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.

For a host ben letter, it's unlikely that you'll need anything more than 2 pages - if you do, it's either a special case, or you're waffling. The personal recommendation from the business owner should be enough of a selling point to get you over most objections.

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 tons 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'.

Whether you can do this will heavily depend on the business owner and how crazy they're willing to get.

Try and follow up with a phone call ... most people won't call straight off your 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.

A Special Note About Approaching Ally Businesses

The main thing to bear in mind is that you are doing the host business a favour - if they truly understand what you're proposing, they should jump at the chance.

Here's the simplest explanation - you're giving them the chance to boost their own profits, get more customers and receive the thanks of their customers (for referring them to a quality business).

If you'd like to get paid for the referrals you give, remember that when you approach the ally businesses.

There are certain concessions you may need to make to ensure that the deal happens. Here are a list of things that you can offer the ally business if there's any doubt ...

1) You pay for the postage ... if they don't ask you to pay for the postage of any letters to send to their customers, they're pretty thick. It's your idea, so you should pay for it. The best you're likely to get is half and half. The ally may offer to drop it in with a mailing they're already doing, but you'd be better off paying for a separate mailing.

2) You pack the envelopes ... there's no reason why you should ask the business owner to do anything aside from provide the names. They may want to stick labels on so that you don't get to keep the names.

3) You certify you will only use the names once ... if they give you their list, you should probably guarantee that once this promotion's over, you won't touch the names again.

4) You will do the same thing for them later down the track ... this offer can be made. If you're not willing to do the same for them, why should they do it for you.

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

Use this section as a final checklist - once you're happy with your strategy 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 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 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.

Section 3 - Creating Powerful Offers

So you've come up with a good way to run your strategic alliance, now you need to work out what you can offer the ally business, and what you can offer their customers to come and deal with you.

So what is a great offer?

When thinking of what to offer your customers ask yourself - '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 strategy. 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 color 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 giveaway that people won't value or appreciate.

Time Limited Offers ...

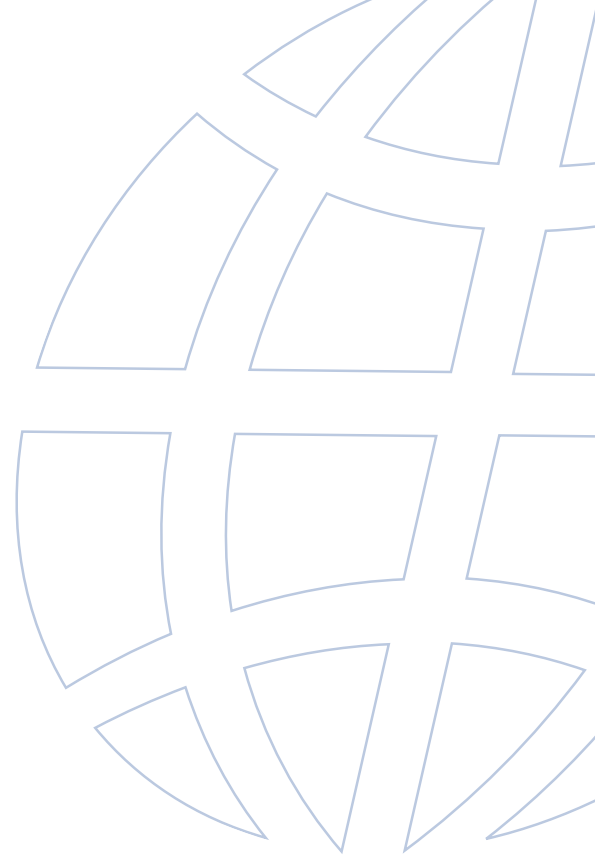
Place a time limit on your offer, it will dramatically increase the response rate because it gives people a reason to respond right now. Place urgency in your offer ... For a short time only ... Call before such and such ... Only while stocks last. These will all create a sense of urgency in your consumers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



Example 1

Do you have any expensive jewelry you no longer wear?

Here's how to make every piece fashionable again ...

Dear [name],

I've recently come across an excellent idea.

I'm not sure about you, but I've got lots of jewelry that I no longer wear. Either it doesn't fit my finger, or it's gone out of style. I mean, these rings still have immense sentimental value - they just aren't fashionable any more.

That's why re-making is such a great idea.

Here's how it works - you take your existing jewelry, extract the raw materials (gold, silver, gems) and create something completely new. Instead of purchasing a brand new piece, you modernise what you already have.

The results can be truly startling, as the 'before and after' shots I've included illustrate.

Of course, you may be happy with the style - it could be the fit that's a problem. With re-sizing, it's easily taken care of. For less than you'd think, your ring can be re-shaped to fit your finger perfectly.

And best of all ...

I've arranged a free assessment for you. This is a 15 minute analysis with one of Auckland's finest jewellers - Brian Davis of Jolissa's Jewellers. Mention you're a customer of Lejose and Brian will clean and polish your ring free. Then, after careful examination, he will explain the possibilities.

You'll be amazed - the most archaic looking piece can be turned into something sophisticated and dazzling. This assessment comes with no obligation. It's simply an opportunity to see how easily your old, unused jewelry can be transformed.

Phone Brian now on 478 3112, or simply drop in.

Julie McNamara

Lejose

PS If you have your ring remade in the next 28 days, you'll receive a special bonus - a \$50 voucher to spend at Lejose.

Example 2

COMPANY ATT: NAME ADDRESS ADDRESS Good morning NAME ... Here's a \$195.00 gift you can give every one of your customers ... FREE I've come up with a great idea. A way that we, as business people who both deal with home owners, can help each other.

It won't cost you anything, it'll fit in with your current promotional efforts and it's guaranteed to make your current customers feel special. More importantly, it'll give them another good reason to come back and buy from you again (or recommend that their friends do).

Here's the idea ...

I manage a company called The Mortgage Professionals - we help people slash their mortgage. And when I say slash, I mean that literally - one guy I recently dealt with saved 12 years and \$37,000. Whilst that's

exceptional, it's not rare ... this happens all the time. We are NOT a bank, or financial institution - just intermediaries.

More on that later. First, I want to explain how this applies to you ...

People usually pay \$195 for us to go over their numbers and work out a plan.

This is a 30 minute session, and the first step in the process.

I've recently had 500 x \$195 vouchers printed - these cover the cost of this initial consultation. Of course, there's no obligation to go ahead with anything, but it will give the person an idea of what's possible. Here's where you come in ... I'm happy for you to distribute these vouchers to your customers. They're genuinely valued at \$195.00 each - it'd make an excellent gift for your customers.

I've also written a letter which I'd like you to send out with the vouchers.

Even better than that, I'm willing to pay for the postage, printing and envelopes - all you need to do is stick on the address labels. I won't see the list, and won't have the opportunity to contact your customers unless they contact me.

It's a fantastic way to do something special for your customers without really doing very much at all. All you need to do is say "yes" when I call and I'll organise for everything to go ahead.

And remember - this promotion won't cost you anything, and is a brilliant, meaningful way to treat your past customers.

I'll call you in the next few days, just to answer any questions you have, and organise the fine details ...

Look forward to speaking with you then,

Shane Holzheimer

The Mortgage Professionals

PS If you're looking for an explanation of how this works, you'll find it in the small booklet I've included with this letter. I'll answer any extra questions you have when I call.

PPS For each person who goes ahead with a mortgage plan, we'll post you a 5% 'spotters fee' - that's around \$130.

PPPS This idea comes with the full backing of Citibank.

Example 3

Here's a couple of cold ones ... and a way to make more doing less ...

Hi there ...

I know what it's like sweating it out, working out in the sun - that's why I've sent you a couple of cold ones.

See, I run a tree stump removal business - Woodies (you might have heard of us ... we've been around for the last 6 years).

Anyway, I've come up with an idea - a way that we can both help each other, get more customers and make extra money to boot.

Before explaining anything, let me say this ... I'm writing to YOU because I've heard good things about your work. People tell me you do a professional job and leave customers smiling - exactly the type of business person I want to deal with.

The idea works like this - every time I'm out on the job and I see that the customer could use some tree lopping, I'll give them your name. I've also got the same arrangement with a lawn mower, water blaster and gutter cleaner.

And each of these blokes is willing to refer any tree lopping customers to you.

All we ask is that you return the favour - every time you meet a customer who needs lawn mowing, water blasting, gutter cleaning or (most importantly), stump removal, pass them on.

Whoever spots the job gets 15% of it - which means you can make a couple of extra hundred dollars a week, just by recommending Woodies or one of the 4 other businesses.

Of course, the same applies if we send a customer to you.

And just so you know, I had about 3 customers last week who needed a tree lopper. I told them to look in the Yellow Pages - but I could have just as easily sent them to you.

Ultimately, I want to do some joint-promotions ... you know - get some fridge magnets and flyers out to the local area.

Imagine - 5 house & garden businesses, each helping other out and sending each other customers. That's more clout than you can poke a stick at - we'll be the 'big boys'.

I'm going to phone you this afternoon to explain the idea in more depth. Expect my call about 4pm. If you're busy, I'll set up a time for us to speak on Monday.

Look forward to speaking to you soon,

Blair Murray

Woodies Stump Removal

PS You'll notice I've included a couple of movie tickets - why not take the wife out this weekend (and give some thought to the idea while you're watching the ads at the start).

PPS Actually, this isn't really my idea - I've seen a mechanic do it. He got together with a car detailer, tire fellow and auto electrician

Example 4

A personal letter from the manager of Pest Busters Pest Control ...

Here's why I want to tell every one of my customers about [business name]...

A way you can quadruple your customer base ... without spending a cent ...

Good afternoon NAME ...

Alright ... that headline sounds a little too good to be true ...

Some guy writes to you and says he wants to tell all his customers about your business, then promises to tell you how to increase your customer base four times ... all without spending a single cent ... I mean, you've gotta ask yourself - what's the catch?

NAME, that's the magnificent part - there isn't one ... except that I want you to do the same for me - now bear with me, this is a little tricky to explain ...

See, I own a business called Pest Busters - we kill bugs ... but that's only a sideline to my main activity - making money ...

I'm one of these guys who's always looking for ways to make more cash and if you're a similar type of person, I've come up with this amazing idea that I'm certain you'll be interested in (actually I stole it from some Australian marketing whiz - but that's beside the point) ...

I'm about to zip through the idea in high speed - it's so big I could spend literally ten pages telling you about it ... but I won't - I'll let you fill in the gaps ... here's what I propose to do ...

I've written this letter to carpet cleaners, lawn mowing services, window cleaning businesses and a house cleaner - I want to form an alliance with one of each ... and then ...

I want to make a card - not just any card ... I'm going to call it the "Home Care Card" - it will contain special offers from each of the businesses I mentioned before (as well as Pest Busters of course) ... for example, the lawn mower might offer a free treatment with every lawn mowed, the carpet cleaner might offer a free room with every four cleaned - I think you get the point ... but the really interesting part is what we can do with it ...

And here's where it gets exciting ...

We can mail this card to our existing customers - they already know and trust us, and will be open to the idea of dealing with anybody we recommend ...

So let me just spell it out for you ...

You get to mail a special offer to the database of four other businesses - each of whom will be recommending your service directly to their clients ...

And all you have to do is ...

Do the same for us - simply mail a standard letter to your customers with the discounts card ... and of course, it contains your offer as well ...

And let me tell you the best part NAME - you don't have to pay a cent for the production or organization ... I'm designing, producing and printing the card (of course, you'll have full control over what goes in your section) ... all you have to is mail it out ...

Just imagine it, every customer who's ever dealt with those four other businesses will be told about your business ... and more, then they'll be directly asked to deal with you - let me give you an example of how the Pest Busters letter will look ...

Dear So and So,

I just wanted to write and tell you about some great experiences I've had lately ... see, it's rare to find a business that offers incredible service - and recently, I've found four ...

First, let me tell you about [business name] - I met the manager [NAME] [SURNAME] last year and let me tell you, he/she taught me a thing or two about customer service - [business name] offer amazing service, and I have no hesitation in recommending them as the best [type of business] I've ever dealt with - if you're in the market for this type of service, call them on [phone no] ... you'll find I've included a special introductory offer on your Home Care Card ...

And so on and so on - we can say anything we want ... in fact, I'll even let you write "my" recommendation ...

So let me just recap - we're going to make a card containing offers from five businesses - Pest Busters, a carpet cleaner, window washer, lawn mower and house cleaner ... we're each going to mail this card to our existing customers, recommending the other guy's service ...

In effect, it's like getting four people to recommend your business to thousands of their "friends" - but a word of warning ...

This isn't some "first in, best dressed" type of deal - you have to qualify ... and let me fill you in on the criteria ...

- 1) You have to have a large database (1000 people or more)
- 2) You have to be one of the best in your business (if I'm recommending you to my customers, you better come through for me)
- 3) You have to be willing to go with an unconditional guarantee - if customers aren't completely delighted with your service, they get their money back (Pest Busters actually refund twice over - that's right, double their money back)
- 4) You have to be willing to approach this with a positive attitude and an open mind - if you want to do things "the old fashioned way" for the rest of your business life, this scheme isn't for you ...

So here's what I plan to do ...

I'll call you in a couple of days to discuss the idea further - we'll talk about the fine details (dates, offers etc) and work out if this really is for you ...

But let's not forget why we're doing this in the first place - to attract more business and make more money - I wouldn't bother going to all this trouble unless I was certain that this idea would give me a massive increase in turnover ... and the great part is, you get the same advantages as well ...

Trust me NAME, this plan is absolute GOLD - you just have to choose whether you get involved and expand your business ... or just sit and watch while one of your competitors reaps the rewards ...

Anyway, enough scare tactics - I'll speak to you soon ...

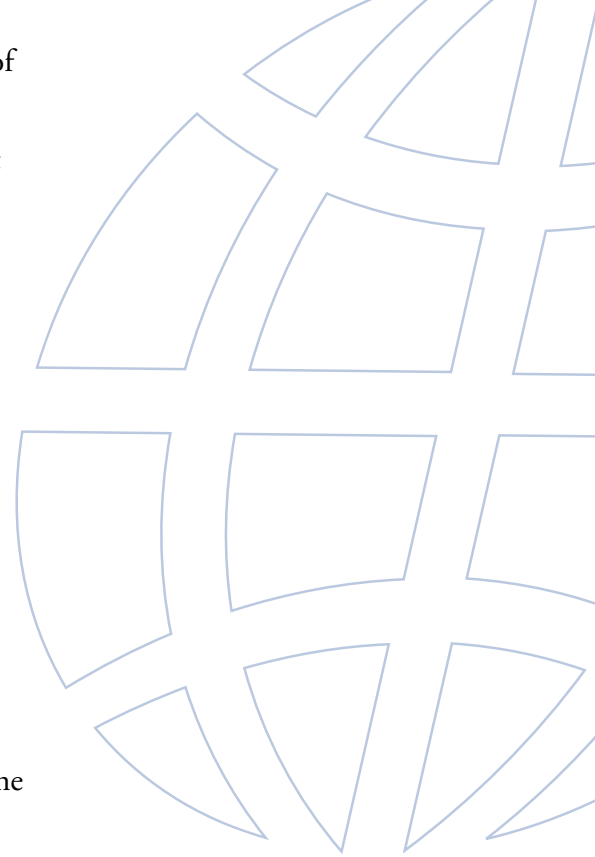
Until then, all the best ...

Brooke Rhodes

Manager - Pest Busters PS Alright, let's be totally realistic - let's say between the five of us we have 8000 customers ... each of those people (including those on your mailing list) will be asked to deal with you and given a special incentive to do so - now let's say that just 1% decide to (and that's being pretty conservative) ... you'll get 80 new customers that you wouldn't of otherwise had - how much would you have to spend on advertising to get that much business? And that's if you get 1% ... imagine if you get 3% - I'm sure you get the picture ...

PPS As I said, I'm only dealing with one of each type of business - if you want to be sure that you get a strong look in, you might want to call me now ... my direct line is 817 3711 ...

PPPS Oh, one other thing - Pest Busters will take the lion's share of the space on the card ... hey, you would to if you were forking out the cash to get the thing designed and printed - I've even contracted a professional marketing company to help me with it ... so rest assured, it will look magnificent ...



Example 5

Here's why I'm writing to tell you about Precision Tinting's Winter Special...

Announcing ... a way to reduce heat in summer, block out glare and keep the burglars out ...

Hi there,

Before explaining anything, let me first say thanks - thanks for dealing with Abetta Carpets.

As a token of my appreciation, I've sent you a Precision Tinting voucher valued at \$113.00. I'll explain how to use it later.

First, let me talk about home tinting.

People usually think home tinting is a strange idea - they understand the concept of getting the car done, but not the house.

Here's 3 reasons why it's a great investment ...

1. It reduces glare ... do you have the problem of the sun blasting through your windows at sunrise and sunset, making everything uncomfortably bright? Tinting is an excellent solution.
2. It keeps you cooler in summer ... exactly the same way auto tinting keeps cars cool.
3. It helps keep the burglars out ... many burglars simply smash a window to get in. Precision Tinting's tinted security film is virtually impenetrable - meaning burglars can't easily break their way in. As you know, people usually think about this sort of thing in summer, when it's hot and the sun is particularly bright. But I'd say now is the best time to do it -I've arranged for Precision Tinting to offer my valued customers a special Winter deal ...

One window free when you have 3 tinted - that's \$113.00 value.

All you need to do is call Steve and the team at Precision Tinting within the next 14 days for a no-obligation, free quote.

Simply mention that I recommended you and that you have the special voucher, and you'll qualify for the Winter Price.

I hope you appreciate my gift, and I look forward to seeing you again soon,

[name]

[business name]

PS If you've just got one window in your home that you'd like done, give

Steve a call anyway - I'm certain he'll work out a special price for you.

PPS Before you put this letter aside, give some real thought to each window and room in your home - I bet you can think of a couple that could really use tinting. PPPS This is a great and attractive alternative if you're thinking about security screens.

Example 6

Good morning NAME ...

Just a quick letter to check on your photocopier.

Hope it's still running well, and providing you with continuous, hassle-free

operation. As you know, Blue Star Office Automation stand by our copiers and offer round-the-clock support.

But here's the real reason I'm writing to you ...

I recently acquired a number of vouchers for a free massage. These come direct from my favorite masseuse, Louise Thurlow.

I see her once a fortnight, and recommend the experience highly. Regardless of how stressed and tense you are when you walk in, Louise never fails to send you out floating.

Anyway, I thought you'd appreciate the gift, and might be the sort of person who'd enjoy a massage from one of New Zealand's top natural therapists. Simply give her a call on XXX XXXX and make an appointment. She told me any time in the next 14 days is fine.

Hope you enjoy the gift, and I look forward to speaking with you again soon, Richard Petrie Blue Star Office Automation

PS If you're in the market for a new or extra copier, call me. Sharp have just released the K-9000 range ... updated models that do much more, yet cost around the same. I'd love to make a time to show you the range.

Example 7

Here's a \$25 gift you can give every person who stays with you (without spending a cent) ...

Hi there ...

You'll find a short letter attached to this page.

It recommends that your guests make an appointment with me, Sue Coombe. It also mentions that you've arranged for them to have a one hour therapeutic massage for \$25 off the regular price.

As you will have already guessed, this is a great way to add value without spending any more.

Better yet, every \$45 massage earns the Centra \$10. Whilst that's not a huge amount, it would go a long way to funding a staff incentive program, or a Christmas party.

Please read through the letter - I'll phone to discuss the idea in more depth tomorrow,

Sue Coombe

Massage Therapist

PS The way it works is simple - I'll print a few hundred letters on your letterhead. These will be packed in envelopes, with 'A gift from the Centra' printed on the front. I will regularly replenish your supply, meaning you won't have to do a thing.

PPS Naturally, I'd like to offer you a complimentary massage. And just to get things started on the right foot, I'd like to extend this offer to the three key staff members you believe will have most contact with me.

Template of Letter to Ally Business

Here's a [gimmick included with letter] ... and a way to make more doing less ...

Hi there ...

I know what it's like [dealing with customers you both deal with] - that's why I've sent [explain how the gimmick ties in

- for example, a couple of beers to cool you down after working in the hot sun].

See, I run a [business type] - [name] (you might have heard of us ... we've been around for the last x years).

Anyway, I've come up with an idea - a way that we can both help each other, get more customers and make extra money to boot.

Before explaining anything, let me say this ... I'm writing to YOU because I've heard good things about your work. People tell me you do a professional job and leave customers smiling - exactly the type of business person I want to deal with.

The idea works like this - every time I'm out on the job and I see that the customer could use [the service provided by the potential ally business], I'll give them your name. I've also got the same arrangement with [business 1], [business 2] and [business 3].

And each of these businesses is also willing to refer any [service provided by the potential ally business] customers to you.

All we ask is that you return the favour - every time you meet a customer who needs [service 1, 2 or 3] or (most importantly), [your service], pass them on.

Whoever spots the job gets [commission %] of it - which means you'll can make [estimate of potential money to be made per week], just by recommending [your business name] or one of the 3 other businesses.

Of course, the same applies if we send a customer to you.

And just so you know, I had about 3 customers last week who needed [the type of service provided by the potential ally business]. I told them to look in the Yellow Pages - but I could have just as easily sent them to you.

Ultimately, I want to do some joint-promotions ... you know - get some fridge magnets and flyers out to the local area.

Imagine - 5 businesses, each helping the other out and sending each other customers. That's more clout than you can poke a stick at - we'll be the 'big boys'.

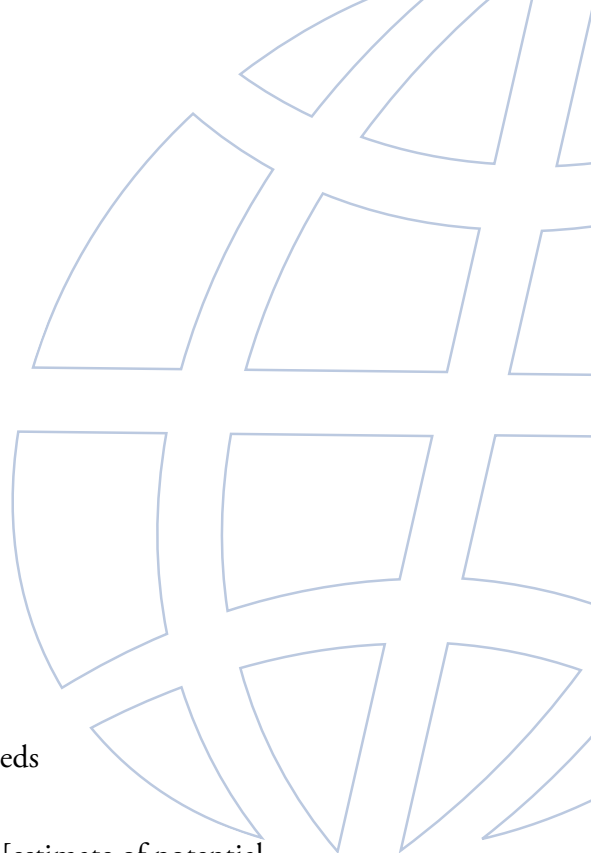
I'm going to phone you this afternoon to explain the idea in more depth. Expect my call about 4pm. If you're busy, I'll set up a time for us to speak on Monday.

Look forward to speaking to you soon,

[your name]

[your business name]

PS Actually, this isn't really my idea - I've seen a mechanic do it. He got together with a car detailer, tire fellow and auto electrician



Template of a Letter To Ally Businesses

COMPANY

VATT: NAME

ADDRESS

ADDRESS

Good morning NAME ...

Here's a \$x.00 gift you can give every one of your customers ... FREE

I've come up with a great idea.

A way that we, as business people who both deal with [target market], can help each other.

It won't cost you anything, it'll fit in with your current promotional efforts and it's guaranteed to make your current customers feel special. More importantly, it'll give them another good reason to come back and buy from you again (or recommend that their friends do).

Here's the idea ...

I manage a company called [business] - we [perform whatever service you perform]. [Back-up statement].

[Something that you believe is special or unique about you].

More on that later. First, I want to explain how this applies to you ...

People usually pay \$x for us [do something]. This is [explanation of service].

I've recently had 500 x \$x vouchers printed - these cover the cost of this [service]. Of course, there's no obligation to go ahead with anything, but it will give the person an idea of what's possible.

Here's where you come in ...

I'm happy for you to distribute these vouchers to your customers. They're genuinely valued at \$x each - it'd make an excellent gift for your customers.

I've also written a letter which I'd like you to send out with the vouchers.

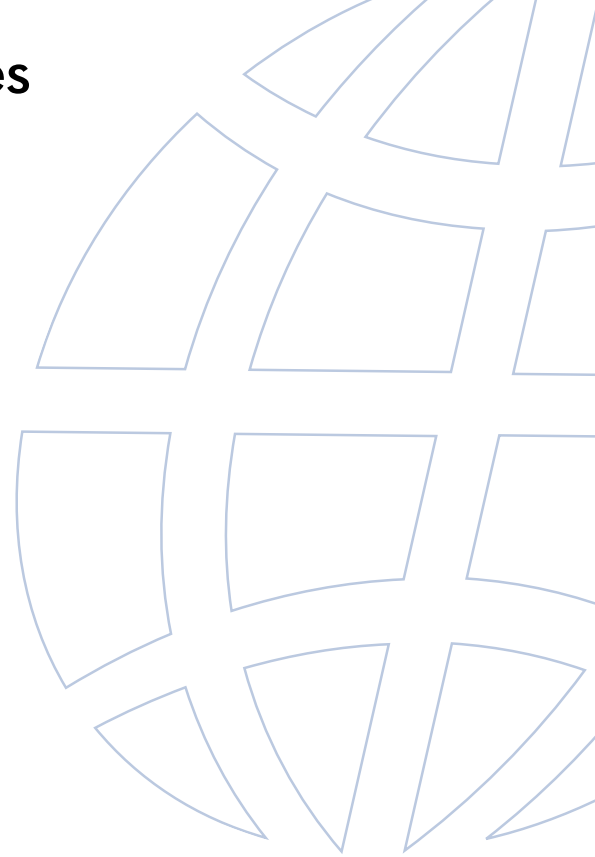
Even better than that, I'm willing to pay for the postage, printing and envelopes - all you need to do is stick the address labels. I won't see the list, and won't have the opportunity to contact your customers unless they contact me.

It's a fantastic way to do something special for your customers without really doing very much at all. All you need to do is say "yes" when I call and I'll organise for everything to go ahead.

And remember - this promotion won't cost you anything, and is a brilliant, meaningful way to treat your past customers.

I'll call you in the next few days, just to answer any questions you have, and organise the fine details ...

Look forward to speaking with you then,



[name]

[business name]

PS [commission incentive]

Template of a Letter To Ally Businesses

Here's a \$x gift you can give every person who does business with you (without spending a cent) ...

Hi there ...

You'll find a short letter attached to this page.

It recommends that your guests [do something]. It also mentions that you've arranged for them to have a [service for a special price].

As you will have already guessed, this is a great way to add value without spending any more.

Better yet, [commission incentive] Whilst that's not a huge amount, it would go a long way to funding a staff incentive program, or a Christmas party.

Please read through the letter - I'll phone to discuss the idea in more depth tomorrow,

Name

Business name

PS The way it works is simple - I'll print a few hundred letters on your letterhead. These will be packed in envelopes, with 'A gift from [the host business]' printed on the front. I will regularly replenish your supply, meaning you won't have to do a thing.

PPS Naturally, I'd like to offer you a complimentary [service]. And just to get things started on the right foot, I'd like to extend this offer to the three key staff members you believe will have most contact with me.

Template of a Letter To Ally Business' Customers

An important letter from the owner of [business name], [name]

Dear [name],

Firstly, I'd like to say thanks for being a customer of [business name].

It's good to have you as a client, and we look forward to working with you for many years to come.

As a token of my appreciation, I thought I'd do something extra special for you - consider it my way of saying thanks.

Before I explain anything else, let me tell you the story ...

I know a lady called [name]. She owns a business called [business name]. They [explanation of service]. Here are the 4 reasons why this is a great idea...

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

In my opinion, if you are interested in [doing whatever you're talking about], this is the best way to go.

I've organized a [special deal or voucher] for you (you'll find it with this letter). This means [explanation]. This is a great way to see if it's for you without spending any money.

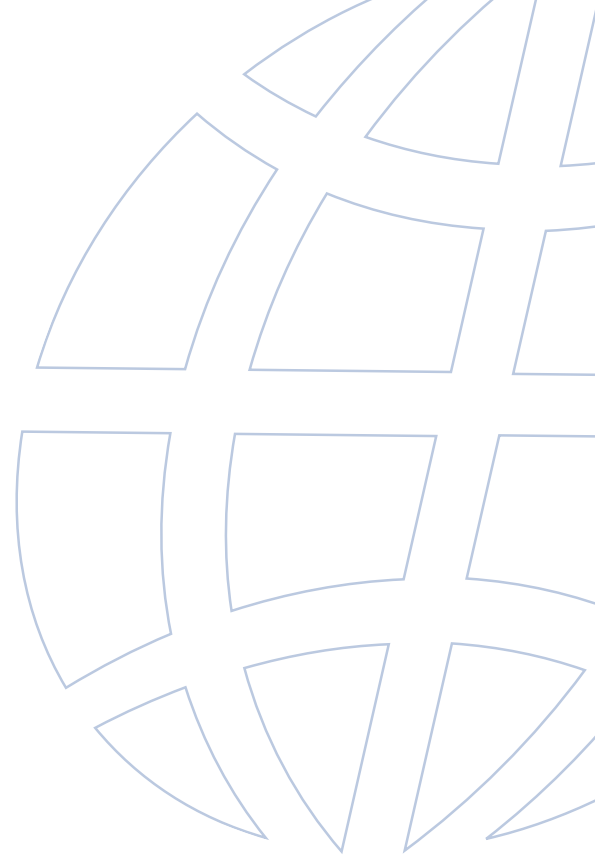
Simply phone [your business name and number] and mention this letter.

Hope you enjoy this gift,

Name

Business Name

PS You'll also find a 2nd voucher with this letter. You can give this to a friend



Template of a Standard DM Letter

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 Standard DM Letter

Short Headline

www.bradsugars.com

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 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].

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.

Break Even Analysis

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 \$

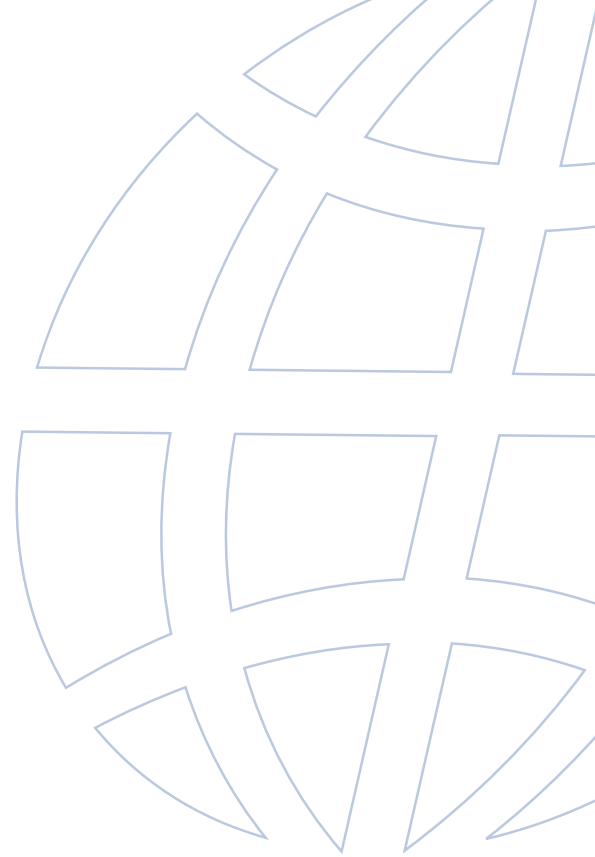
Packaging \$

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 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.

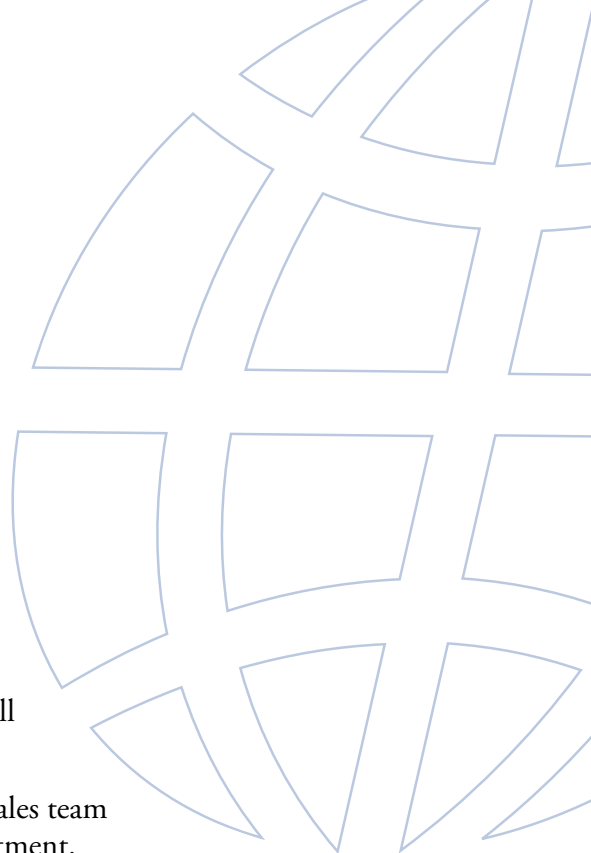
In most cases, an **ActionCOACH** will actually save you money when that coach discovers areas that aren't working for you or your business. For some marketing programs, you will need to spend some money to make some money.

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?

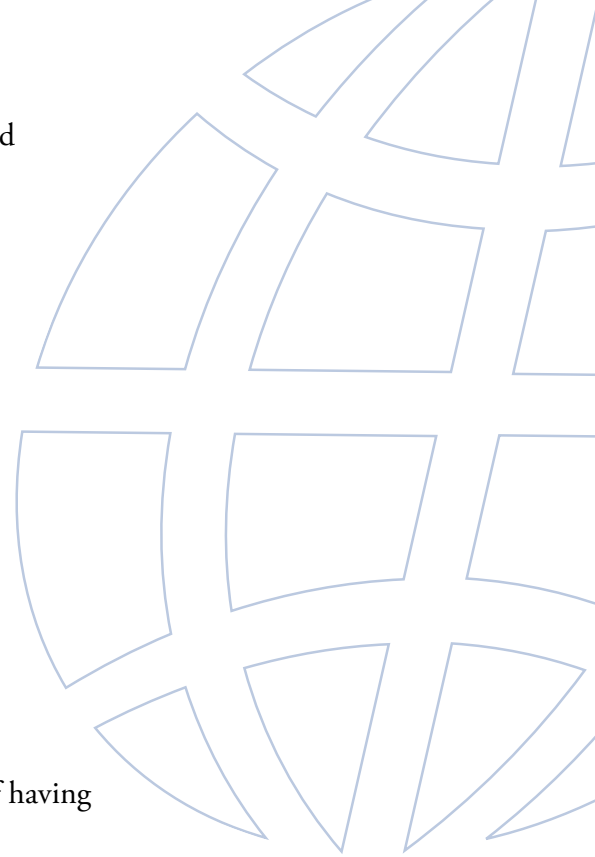
Yes ... in fact, we believe that training your people is almost as important as coaching you.

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

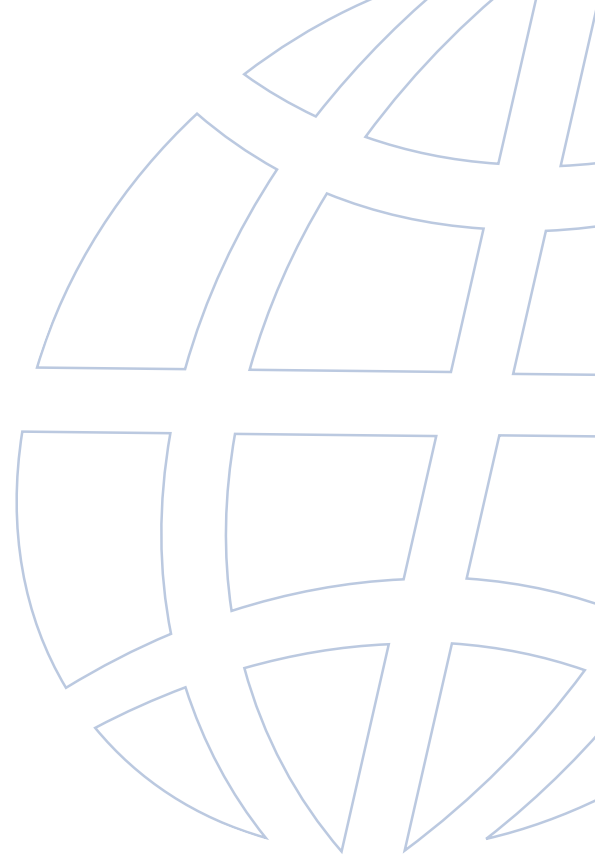
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

Mark West—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 **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

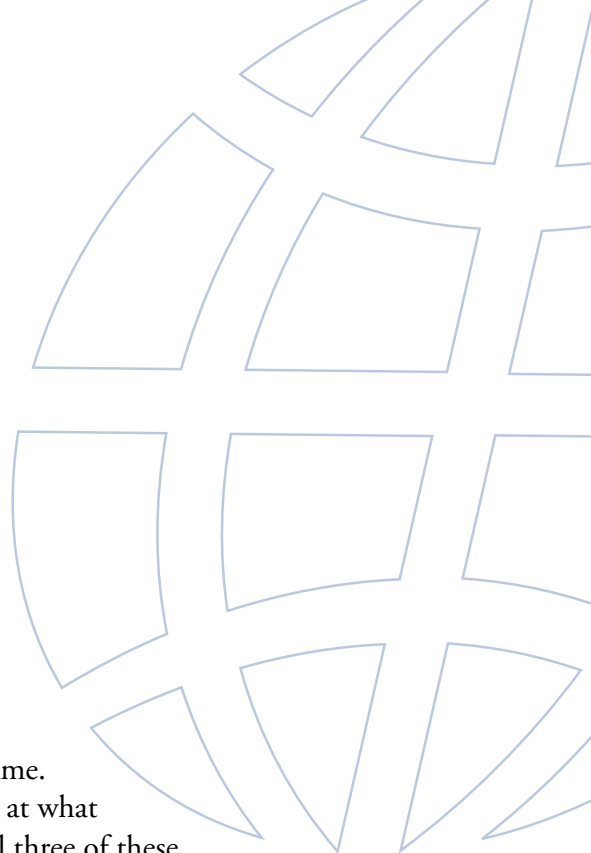
“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service. **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.

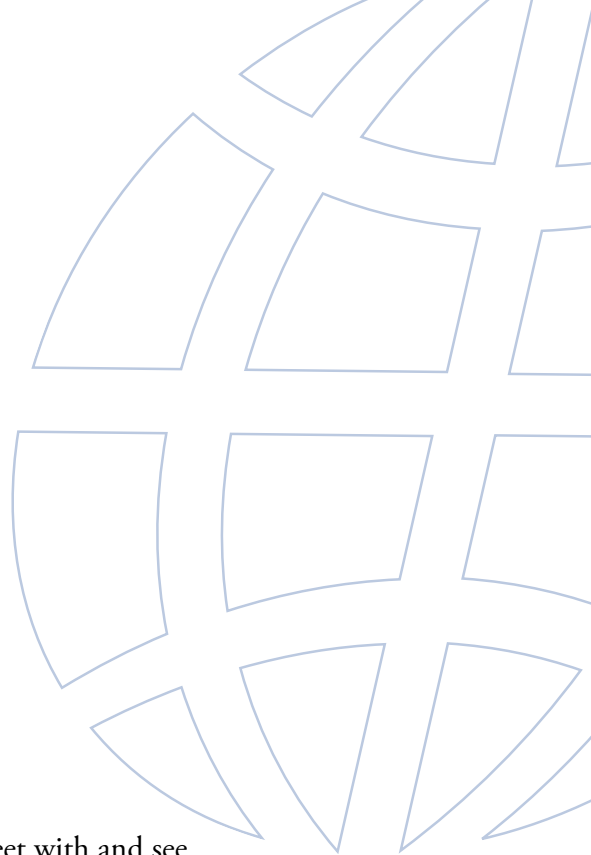
Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **ActionCOACH**.

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

.....

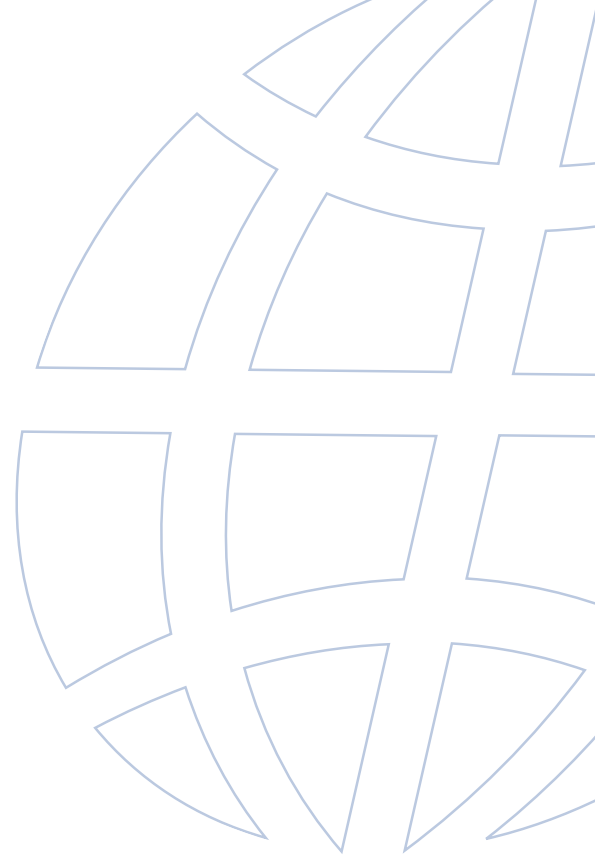
Country

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

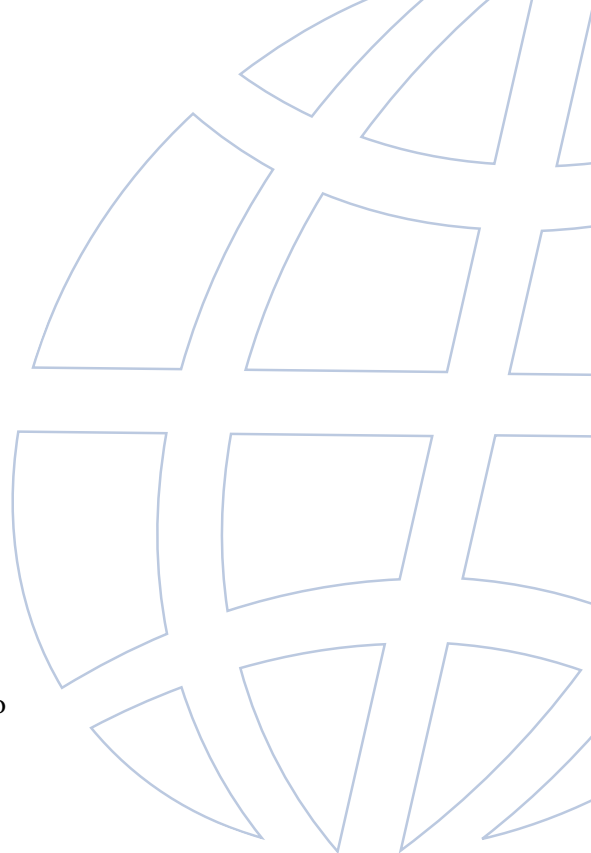
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an **ActionCOACH** Business Coach really is.

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



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.

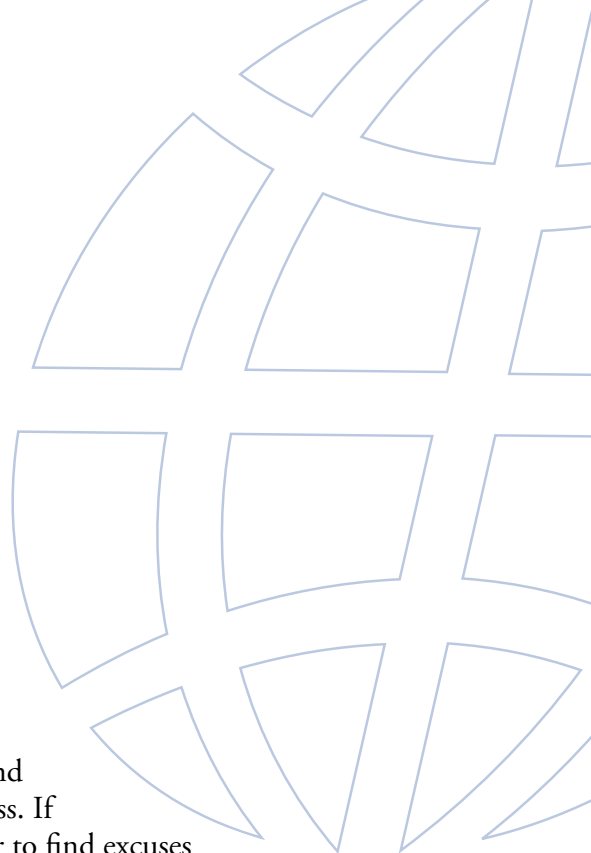
Here are three reasons why **ActionCOACH ProfitCLUBs** work where other networking groups don't:

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



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



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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