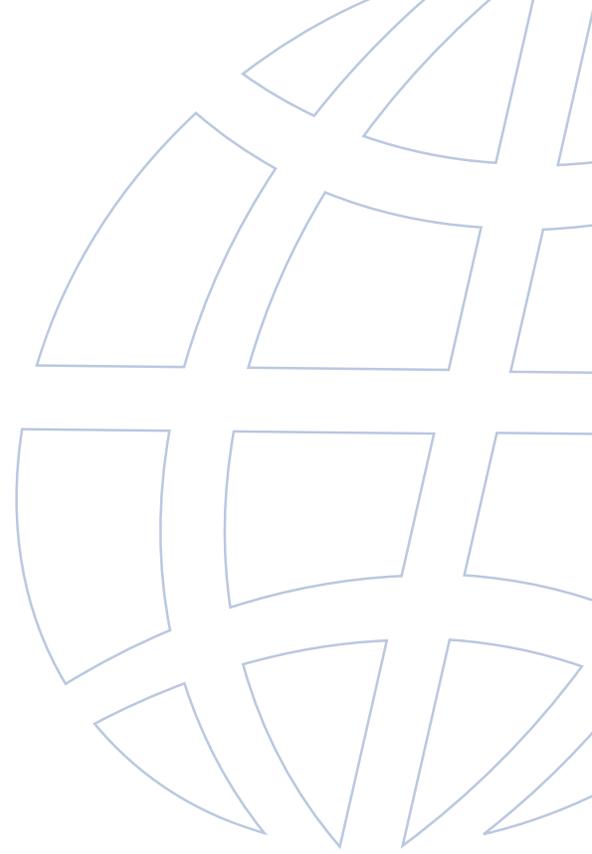


*BRAD SUGARS*



# Instant Loyalty Strategies

# Congratulations!!

Welcome to Instant Loyalty Strategies, your do-it-yourself guide to creating strategies that will encourage your customers to come back.

Once you've been through this guide, you should know exactly how to put together strategies that work, yet don't cut heavily into your profit margin. More importantly, you'll have a selection of developed strategies to choose from.

This is the next step in your marketing success story. From this point on, you'll have the skills to keep your customers coming back for more.

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 A Successful Loyalty Strategy'.

Each step covers an important aspect of loyalty campaigns - these are things that you must give careful consideration to. Each step represents the 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. If some of this information is new to you, don't be concerned - there's never been a better time to making them most of your current customers.

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 more in-depth explanations of how to come up with good offers.

Section 4 contains examples of loyalty campaign letters and cards, some of which may directly apply to your business.

Lastly, Section 5 brings it all together, with templates of successful loyalty 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.

## 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 analyze 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 Loyalty Strategies

## What is a successful Loyalty Strategy?

The expectations of novice business owners tends to be unrealistic - they expect 80% of people will adopt their loyalty system and go bananas over it. The truth is, most loyalty strategies will never get anywhere near that number.

## Does this make them unsuccessful?

No. If you are getting people to come back more often than they were planning to, and the extra profits more than cover the total cost of promoting and running the campaign, you have a success.

In more simple language, if it's making you money, it works.

Example: Let's say it costs you \$250 to mail a loyalty card to every one of your customers. The deal is, every sixth purchase is free. Now let's imagine that you get 50 customers (out of 150) who start using their card regularly.

It's a bit complex, but if you sit down and spend some time, you can work out whether the strategy is increasing your profits. Remember, if your loyalty card is only being used by people who would have come back regularly without an incentive, you're really just giving away free stuff.

That's something you need to watch out for - you may notice that your best customers go mad with the loyalty card, acclaiming it as your best idea ever. Remember, they would be dealing with you anyway.

A successful strategy will bring back people who like you, but aren't dealing with you regularly, or the people who float from business to business.

## What makes a successful Loyalty Strategy?

Remember, you want your strategy to be strong enough to pull in the 'swinging voters' - the people who don't really care where they buy from, or feel equally loyal to two or more outlets.

There are a number of factors that determine the success or failure of any loyalty strategy ...

**Offer:** Success is reliant on how strong your offer is. For example, every 6th meal free, or every 6th haircut free will probably be strong enough to keep people coming back. On the other hand, 10% off your 10th purchase is probably not. It needs to be appealing enough for people to say 'wow, that's a good deal, I'll remember that'.

**Satisfaction:** People need to be happy with your service to begin with. If they were not satisfied with their first interaction with you, it's unlikely they'll come back anyway. It sounds obvious, but it's a reminder to get the little things right before worrying about a loyalty campaign.

**Convenience:** If people find it easy to keep the loyalty card handy, there is a better chance they will use it. If, for example, it's too big to fit in their wallet, they'll probably throw it away.

**Promotion & Exposure:** If you treat your loyalty card like it's nothing special, your customers will too. Ask them every time they buy, 'do you have your loyalty card handy?'. Make sure that every person who comes in knows that it's available, and is offered one.

These issues and more are covered in depth in the next section.

# The 6 Steps To Creating A Successful Loyalty Strategy

## 1. Why (Use A Loyalty System)?

Before doing anything, you need to work out whether a loyalty strategy is the right thing for your business.

Obviously, you have a suspicion that it is (or you wouldn't have invested in this package), but you need to compare its potential returns against promotional methods you could invest your time and money in.

Let's look at your business in a little more depth. For a loyalty card to work, you should ideally meet the following criteria ...

**Frequently Purchased Product:** Hairdressers, restaurants and groceries are all excellent examples. On the other hand, real estate agents and car dealers are examples of businesses that will struggle with a loyalty campaign. It's so long 'between drinks' - people will forget who you are. There are things you can do to remind them, but a loyalty card will be all but meaningless - you can't expect people to hold onto it for 25 years.

**Floating Customers:** If all of your customers are already loyal, there's no real point in offering them anything else. You may want to send them a gift, or a thank you card occasionally, but a 'every xth purchase is free' deal is unnecessary. A loyalty card system is good if you see customers come in once, then never see them again, or if they seem to drop back every year, when you know they would have to buy your product or service at least 6 times in between.

**Margins To Play With:** If you went by the above criteria alone, it would seem that petrol stations are ideal for a loyalty system - they have a frequently purchased product and floating customer base. The fact is, there is no margin in petrol, and thus, no chance of offering anything worthwhile. They could offer \$1 off every 10th purchase of fuel, but who's gonna care? You need healthy margins so that you can offer something attractive.

**A Good Product Or Service:** If your product or service has flaws in it, you'll do more to damage your reputation than enhance it. Added to that, people will not make use of your loyalty system. They'll try you once then leave you for someone who can deliver what they promise. Get your quality up, then worry about getting your customers back.

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

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

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

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

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

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

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

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

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

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

### 3. What (Can you Offer Them)?

If you really want your loyalty system to work, you need to do two things ...

1) Do everything you can to improve your product or service. Give the best quality you can for the price you are selling for, and take the time to improve your service build rapport and be genuinely interested in what the customer wants. This is the best way to ever build loyalty.

2) Work out what you can offer the customer for their loyalty. This will give them the feeling of being part of something special, and let them know that they are valued. It also gives them the idea that they are 'spoken for'. For example, imagine a florist that offers a free carnation, sent to anyone in the local area, every time a VIP member orders. When another florist comes along making offers, the customer will block them out - they already 'belong' to a florist.

Ok, so how do you work out what you can offer your customers? It has to be appealing, generous yet not heavily cut into your profit margin.

For some businesses, that's gonna be tough. There is just so little margin in some product or service types that it's almost impossible to find some leeway.

**Here are a list of options ...**

**a) A free service or product ...** work out the hard cost on

your product or service. How many times would the customer have to buy, before you could warrant giving them the service free.

**b) Free delivery ...** how much would it cost you to deliver the product free? Work out the cost against your profit margin and the lifetime value of your customer.

**c) Something extra with every sale ...** Find a small item (like a chocolate, or consumable accessory) and throw it in with every sale. Again, you need to work out the cost against your margins. This can be a good way to introduce customers to other items in your product range.

**d) A free service with another non-competitive business ...** in many cases, you'll get this free. The other business could offer a free service in order to tap into your customer list.

**e) Use a lucky dip system ...** To determine the value of the lucky dip items, do the following - work out how much profit you'll make from 100 sales. Now decide how much of that profit you can afford to put back into your loyalty system. Divide that figure by 100 - you now have the approximate value of each lucky dip item.

**f) Give your customers the VIP treatment** -perhaps they'll receive a complimentary muffin and cup of coffee while they wait, plus any magazine of their choice.

It's important that you know your margins and how much you're willing to sacrifice in order to get your loyalty club up and running. Once you know how much you can spend on each customer for each sale, you can start making some realistic decisions.

Here's an example. Let's say you service cars. The average price of a service is \$95, \$38 of which is profit. Now, every time a customer chooses to have their car serviced with you, they are giving you \$38 (for the sake of simplicity, we won't worry about other costs for now).

Now the question is, how much are you willing to pay for their loyalty. To answer, you need to work out how much of a problem it really is.

Be honest - do most customers come and see you once then never return, or do they always return? If they come in once then take off, you have to ask yourself - what are you doing to drive them away?

It may be that you are doing everything right - it's just that customers see nothing special about you. They see no reason to come back to you in preference to anyone else.

### **This is where a loyalty club comes into play ...**

Remember, a good customer for life is worth more than just the total amount they spend. During the course of one year, how many friends will they recommend? The average business sees about 2 referrals every year from each customer.

For each \$38 they give you, why not give them \$7 back. You can do a lot with that \$7. You could give them a free tire clean with every service, plus a piece of cake and a coffee while they wait. You could also fill their car with a scent of their choice and give their car a quick vacuum.

And that's on top of all the great stuff you do already - free pick up and delivery, a complete written report with a 'plain English' explanation and a 3 month guarantee. Plus, you're friendly, clean and a little more sophisticated than the average grease monkey.

Now if you had a mechanic who did all that for you, would you become loyal? You bet - you'd tell your friends too 'every time I go to my mechanic, they give me the most delicious chocolate cake and cappucino. And they ask me how I want me car to smell - they've got this special aromatherapy stuff that makes it smell like a pine forest. Oh yeah, they're good mechanics'.

Think about the actual cost of going the extra mile in this way. You could bake two cakes at the start of the day (you may even con your sweet old mother into baking them for you) and buy a cappucino machine. You've just created something special you can do for your customers, not to mention a real point of uniqueness.

Of course, many mechanics have a 'Cafe Bar', where you make your own coffee in a plastic cup, but how many serve you a piece of delicious cake and a cappucino in a proper cup.

This is a perfect example of a small and cheap way to make your customers feel like they are part of a club.

Now what can you do - how much of your profit are willing to give back in exchange for the customer's eternal loyalty. Once you know that, you are ready for the next question - what do you spend that money on?

## **4. How (Do You Create A System That Works)?**

Having been this far through the guide, you will have worked out one thing loyalty is worth paying for.

A good customer will not only bring you income, but also stacks of referrals. Once a customer 'commits' to a business, they have no problem sending their friends.

You will have also worked out that loyalty systems are not right for every business. If your customers are already loyal, you'd be better off just sending them a small gift or thank you card every now and again.

If your customer almost always come to you once and then are never seen again, you have to give some real thought to the quality of your service and product.

People are 'once bitten, twice shy'. If you burn them once, all the loyalty cards and incentives in the world will probably not bring them back.

The best opportunity for a loyalty system is when you have customers who are happy with your service, but feel pretty indifferent about it. They were satisfied with their experience with you, but don't feel there's any reason to choose you over any of your competitors.

They don't know it, but these floating customers are waiting for someone to 'claim them'. If a business actually put their hand out and said 'we'll take you', they'd probably win the customer's business for life.

A loyalty card system is a perfect way to claim customers. It's also a good way to say to the customer 'we like having you as a customer - we'd like to see you back'.

People are often surprised when you tell them about your loyalty system.

They expected to just float in, get what they need, then float out again.

Suddenly, you're saying to them 'hey you, we want you as a customer - that means commitment, a monogamous relationship'.

People are usually a little taken aback - 'I didn't think you even noticed me here' they're thinking. That's unfortunately how it is - most customers feel unnoticed. They're just another number. A loyalty card has the benefit of making the customer feel special.

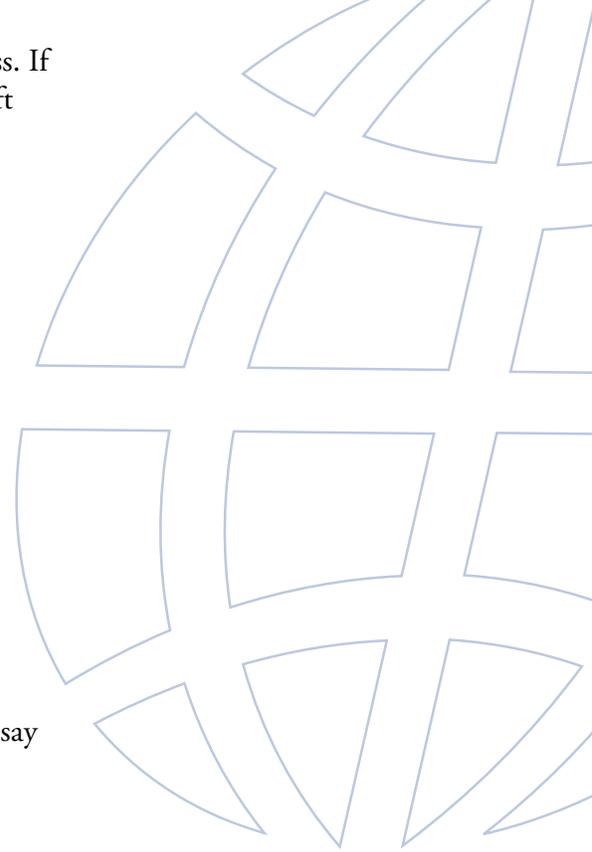
Now, before we go on to examine the elements of a powerful loyalty club system, let's cover the main reasons that loyalty systems fail ...

**1) They get no promotion from the staff ...** you've seen it before. Business owners stick a sign up on the wall that says 'ask about our loyalty club'. Surprisingly, nobody ever does. There's no reason to. The staff do not have to put themselves out at all - if anyone wants to join the loyalty club, they'll ask, right? Wrong! The staff have to get behind the idea, and mention it to every customer. You have to go on a 'drive' for members for your loyalty card system.

**2) The offer is not generous enough ...** the critical point is when you hand the customer their VIP card and tell them the benefits. If they see the benefit, they'll put it in their wallet and make a mental note to use it next time. If they don't, they'll look for the nearest bin and wonder if you have mental problems. As described before, you need to work out how much you're willing to spend to win the customer's loyalty. If you can't offer something appealing, you may be better off leaving the idea alone altogether.

**3) There is no follow up ...** if you simply give a customer a loyalty card and never mention it again, they'll forget about it. You have to ask every customer 'are you a member of our VIP club'. If they say no, you tell them why they should be. If they say yes, you say 'great, let me stamp your card', then offer a reminder of the benefits. Remember, people are just animals. They need to be trained - you need to give positive reinforcement every time they do what you want them to. If they bring in their card, say 'great, you're almost up to your free service' or 'hey, you've only got 3 more meals and you get that special ice cream cake'.

Now you know what doesn't, let's look at what does.



Most importantly, people have to see the benefit in presenting their card.

They have to feel like they're working towards something, or alternately getting special privileges that everyone else is missing out on. That makes them feel smart, and like they've got one up on everybody else.

That leads to the two basic types of loyalty systems ... 1) Customers get a benefit after spending \$x, or visiting x times or 2) Customers get a benefit every time.

**Here are a variety of different ways to work your loyalty system ...**

**A) Every 6th service free ...** this is ideal for mechanics, hairdressers, restaurants, any business where customers have to come back regularly. The way it works is simple you give the customer a card. They get it stamped each time they visit. On their 6th visit, the meal, service or product is free. The effectiveness of this depends on how frequently they visit, and the value of the free item. People will only get involved if the offer seems generous. Offering every 10th purchase free is usually stretching it. The goal is too far out for people to really imagine. If you have a high profit margin, why not go all out and offer every 4th service free. You'll be unbeatable.

**B) Credit dollar system ...** people are given a card. When they present their card, they receive credit dollars for their purchase. You could do it like this - every \$10 the customer spends earns them \$1 credit dollar, which they can spend any time in the future. Of course, you don't give them cash - you give them a specially printed dollar. They'll keep it in their purse or wallet and use it next time. It will also serve as a reminder of your business every time they open their wallet.

**C) Points System ...** Every time the customer spends, they accumulate points. For example, \$10 may equal 100 points. When the customer reaches a certain number of points, they can spend them on something. They may conserve their points, and use them towards something better. You could have a range of 'prizes'. Look at the 'Fly Buys' system. Unquestionably, the rewards are so minuscule you'd have to spend a zillion dollars to even get on a plane, but people love the idea. They feel as though they are working towards something.

**D) Extra service perks ...** take the example of the mechanic before. Each time the customer came in, they got extra stuff - cake, cappuccino, special smelling oils for their car, a free magazine to read. Work out what special extras you could provide for your customers. This can also help stimulate referrals and get people talking. Do things that really get people excited. A good example for a hairdresser - while a customer is waiting for their hair to change color, why not offer to go and do some shopping for them. If they need a paper and some milk, offer to go and get it! Or why not ask them to fill out a sheet which asks about their favorite music or movies. You could have it playing when they arrive, and you could have a VCR playing their favorite movie. Depending on your profit margin, these ideas are certainly possible.

**E) Send gifts and thank you cards ...** this is a good one if your profit margin is low, your customers are already loyal or you only see your customers every couple of years or so. Why not send them newsletters, thank you cards and the occasional gift. Books are fantastic gifts - you can go to the publisher and say you'd like to buy 1000, so you want a special rate. You can even find out of print books and arrange the rights so that you can print them yourself. A book shows real thought and helps build rapport - you can write a letter than says 'I read this book, I thought it was great and I'm sure you'll enjoy it too'.

So once you've decided upon the loyalty system that you believe will work best for you, you now have to decide how to promote it to your customers.

**Here are the different ways ...**

**A letter ...** writing your customers a letter is a great way to tell them anything. It lets them know that you have their name and address, which in some ways makes them feel special.

Also, you get to write down the benefits of being in the loyalty club and promote it in identically the same way to all your customers.

When you are speaking to each customer and telling them about the loyalty club individually, you'll find yourself getting bored with telling people about it. You may also forget, or occasionally not have the time to explain it properly.

A letter solves these problems - you do it all at once, and in exactly the same way with every customer. Of course, it does mean that you need an up to date customer list.

You'll find some examples of letters for loyalty card letters in the final sections of this guide.

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.

If your loyalty club is simple and appealing, it doesn't matter how you get the message across.

### **Here are some basic guidelines ...**

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

**Be Brief:** You don't have to be great writer to write a good letter, but there is 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.

**Your headline:** Tell people exactly what they will get out of reading the letter ... with your loyalty club letter, it should be simple. You could just say 'now you're a member of our VIP club, you'll get all of this ...' then list the benefits. Or alternately, something like 'Good news!'. These headlines have already been proven to work well. Try coming up with your own. Just make it simple, and ensure that it expresses a benefit.

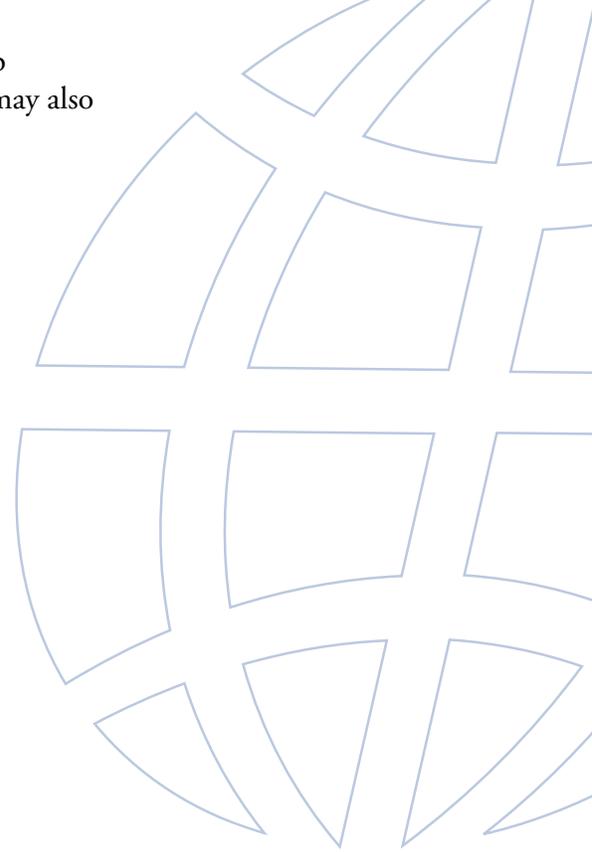
**Create a strong introduction ...** the first couple of sentences are important. They tell people whether they should read on in depth or start skimming. Get straight into the details of your loyalty club. Let people know straight away that this is a letter that is GIVING them something.

**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 - for example, 'put this card in your wallet now, and make sure you present it next time you come to dine with us'. It may be an idea to put a time limit on it too - 'this card needs to be used in the next 28 days'. Be careful though - a time limit may be perceived as too pushy in some cases. You be the judge.

**Include concise 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.

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

**Make the layout 'fun' ...** when writing your letter, forget everything you learned in school about writing a 'business letter'



(for some people, that shouldn't be too hard). Indent paragraphs, splash bold throughout, use bullet points and give everything lots of space. If you look at your letter and think 'my god, that's a lot', you need to take another look at your layout. Perhaps it needs to be spread out. Or maybe you need to take a paragraph and put the main points next to bullets.

**Watch out for letters that are too long or too short ...** The number of pages is less important than the actual layout. If spacing it out spills the letter over onto 3 pages, rather than 1, that's ok. Just as long as it looks 'fun' to read. There's a common perception that a 1 page letter will always be read. There's some truth to that, but there's also a lot of mistruth mixed in there too. If the letter is packed solid with text, just so it'll fit on one page, people will be more turned off than if it were 4 pages and spaced.

**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.

**Follow up with a phone call ...** If you mail your customers a letter, then call soon after, you'll be surprised by the leap in response. People have the chance to ask you questions, and you'll help further forge your relationship.

**Face-To Face ...** Telling people about your loyalty club can work well. It gives the customer a feeling that they've been chosen.

There's no better time than after you've been speaking for a while, and you seem to have developed a little rapport. It's almost like if you were speaking to a member of the opposite sex and they said, 'by the way, do you have my phone number', or 'have you heard about my party?'. You feel as though you've been so charming and witty that you've just been accepted into a club.

Of course, the opportunities to create such moments are rare. Usually, it's a little less magical, but that shouldn't stop you introducing people to your loyalty club.

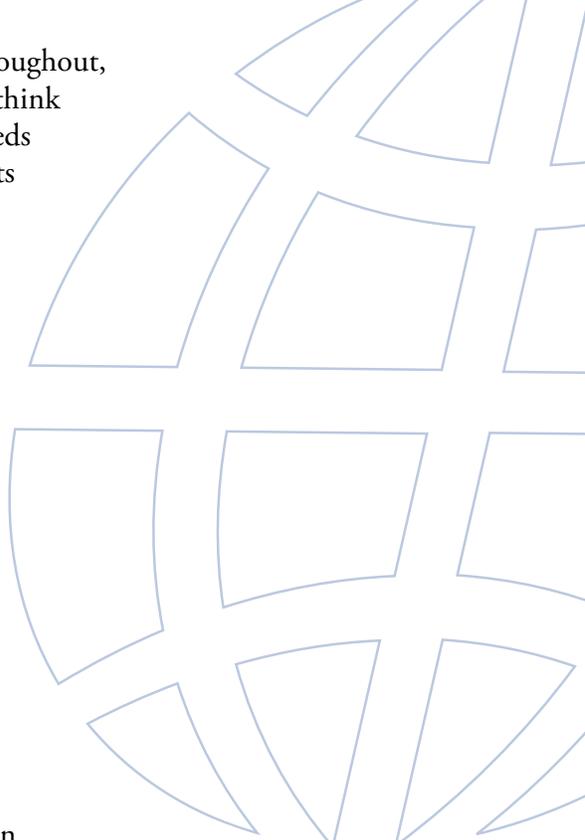
Just ask them 'are you a member of our loyalty club', or even better, 'I've seen you in here heaps of times - you're a member of our loyalty club aren't you?'. They'll then say 'no' and look confused.

You could then lead on with (using a restaurant as an example) 'but you know that every 6th meal is free, and you get priority seating, plus a 15 minute guarantee on every meal, don't you?'. They'll again say 'no' and feel like they've been left out.

You can then say 'well, let's fix that right now - let me get your details and give you your VIP card immediately'. When they tell you their name, there's nothing wrong with saying something like 'Robert, I thought it was, but I couldn't quite remember'. That gives the customer the impression you've been noticing them, which again, will make them feel special.

Once you get their details and give them the card, run them through the benefits of being a member. Every time they come in, make sure you ask them 'do you have your card there?' - you need to help train them. Soon it will become habit.

**In-Store Flier ...** If you have plenty of customers or are usually too busy to sit down and introduce every customer to the club personally, a flier can do the job.

Just create a small flier that explains the benefits of being part of the VIP club. When the customer has finished buying whatever they are buying, just say 'you're a member of our VIP club, aren't you?'.

They'll say 'no, what on earth are you talking about'. Hand them the flier and say 'just read this - I think you'll like it'.

**Phone ...** Instead of mailing your customers a letter, why not phone them directly and explain the loyalty card.

This method will work best when you only have a small number of customers and you have good relationships with them.

If you have 2000 customers who barely know you, you'll find it pretty hard going calling them all cold. Best for service business that work one-on-one with each customer.

## 5. When (To Introduce People To The Loyalty Strategy)

Once you've worked out what you're prepared to give your customers in exchange for their loyalty, you need to work out when the ideal time is to introduce them to the loyalty system.

In some cases, you need to do it on their first visit. This needs to be done delicately. You can't really say 'I know this is the first time I've seen you, but I think of you as one of our most important customers'. People will see right through that.

If you're going to hit people with the idea straight away, it has to be more a 'regular customer card' or 'frequent buyers rewards program'.

If you have a suspicion that many of your customers come to you once, find out that you don't do anything special and then leave you for someone else, you need to get them straight away.

If you get people coming back pretty regularly anyway, it may be worth delaying the card until later. Then it can be called a VIP Card or a Special Customer Card. It will have the impact of encouraging them to come back more often.

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

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

**Check Stock and Staff Levels:** It's unlikely your loyalty campaign will bring in hundreds of extra sales (very few actually do), but you need to be prepared for a sizeable response. There would be nothing worse than having a rush of extra sales only to find you have no stock or are too busy to take advantage.

# Creating Powerful Offers

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

# So what is a great offer?

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

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

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

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

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

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

- 10% Off - This is not a big enough discount to generate interest. Of course, it will depend on the size of the purchase.
- Call now for your free 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 give-away that people won't value or appreciate.

## Time Limited Offers ...

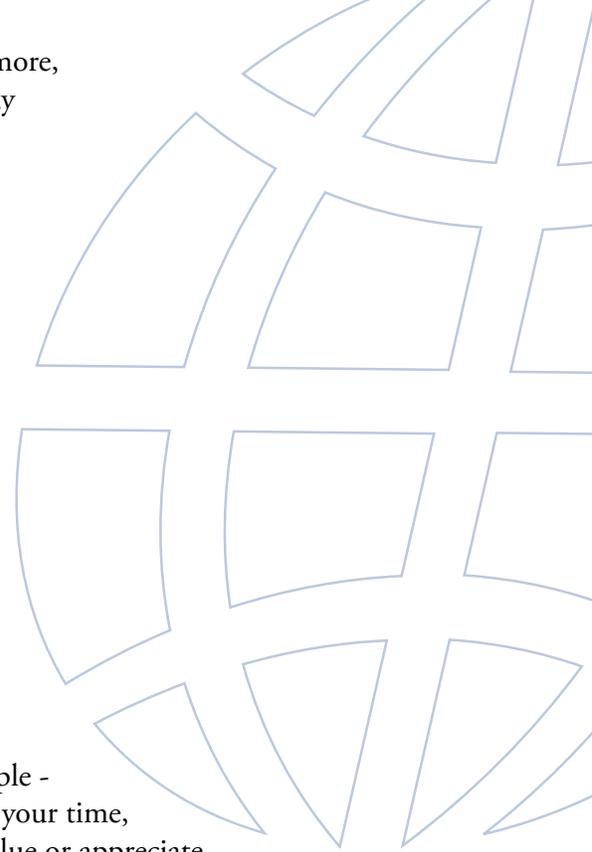
Place a time limit on your offer, it will dramatically increase the response rate because it gives people a reason to respond right now. Place urgency in your offer ... For a short time only ... Call before such and such ... Only while stocks last. These will all create a sense of urgency in your consumers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

## Guarantee Offers ...

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

## FREE Offers ...

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



# Example 1

Here's what you get when you're a Lyons Organic Soils VIP Card holder ...

- A special gift on every purchase ... potting mix, plants or a dinner for 2 ...
- A surprise on your 10th purchase ...
- The best service and advice ...
- Below cost delivery service ...

Good morning NAME ...

Thanks for your purchase with Lyons Organic Soils.

Your decision to come to us tells me you value quality - and that your number 1 concern is how well the product works. That's what we are concerned about too ... and why we confidently give our personal seal of approval on everything we sell.

As a small token of my appreciation, I've sent you a special Lyons VIP card. As mentioned above, it entitles you to bonuses, just for dealing with Lyons. You'll notice I've also included 2 extra cards - these are for your friends ... please pass them on.

Thanks NAME, and we look forward to speaking with you soon,

Keith & Enza Lyons

Lyons Organic Soils

PS To become a member of the VIP club, you just need to call up and claim a gift I've arranged for you - a FREE bag of potting mix (you don't even need to make a purchase!!). Likewise, your friends are entitled to the same gift - once they collect it, their cards will be validated. Do this today - please call first.

# Example 2

Here's some fantastic news from Eaton's Florist ...

How to save on your florist fees ...

Good morning NAME ...

Before I let you in on the good news, let me just say thanks.

It's been a pleasure supplying [business name] with flowers, and I hope our association blossoms (if you'll pardon the pun) into a long one.

But here's why I'm writing to you ...

From this point onwards, every purchase you make with Eaton's Florist earns you 10% credit dollars. For example, if you spend \$100, you'll receive \$10 worth of Flower Dollars.

At your current level of spending, you'll earn around \$x per month in Flower Dollars. You can use this credit towards anything from Eaton's Florist, and there's no time limit.

And here's the truly exciting part ...

You'll notice I've included an envelope with this letter - it contains [number]

staff VIP cards ... just give each of your employees one of these cards - I think they'll really appreciate it. Here's the 3 reasons why ...

1. They'll be entitled to special VIP delivery ... either the flowers get there within 4 hours of their call, or they're FREE ...
2. They get FREE wrapping ... on any purchase, no matter how small ...
3. Every time they spend over \$20 on flowers, they'll receive a FREE box of Roses chocolates ... the classic combination ...

And here's how these staff cards will help YOU ...

Every time one of your employees buys flowers through Eaton's, you'll receive 10% of their purchase as credit dollars.

Let me illustrate with an example ... if someone from your organization buys a bouquet for \$45 and flashes their card (or mentions it over the phone), \$4.50 is credited to your account.

And this happens every time the person flashes the card (even if they've ceased working with [business name]).

So here's what you need to do ...

Simply distribute the cards amongst your workers - you might want to send a short memo around, explaining what the card is for. If you don't have time, just hand them out - everything's explained on the back of the card.

And remember, every time you, or one of your employees makes a purchase, you'll receive 10% back in credit dollars. You'll receive an update of your credit dollars every month.

I'll give you a call later today, just to make sure everything's crystal clear ... look forward to speaking with you then,

Peter Eaton

Eaton's Florist

PS Here's some more good news - I've included your last two purchases in the new system ... that means you already have \$z credit dollars. I'd appreciate if you could return the favour and hand the cards to your staff. All the best ...

## Example 3

Here's 6 reasons why life smells sweeter when you're a West Harbour Flowers VIP card member ...

(It's easy, instant and FREE)

1. Every 10th order FREE (plus an extra gift) ...
2. Guaranteed delivery in 2 hours ...
3. Access to a members only 0800 order line ...
4. Telephone reminders of special occasions ...
5. Regular exclusive offers ...
6. A free rose for one person of your choice ...

Good morning NAME ...

You read correctly - all of the above is yours when you choose to become a West Harbour Flowers VIP card holder.

Faster than you can ask 'what's the catch', I'll tell you up-front - there isn't one. See, we'd like you to call us every time you need flowers or gifts, and for that reason, we're making you a very special offer.

When we call you tomorrow, simply give us your details and you'll automatically become a member of our VIP club.

You'll see the benefits almost immediately - starting next week, when we send a person of your choice a FREE rose. After that, you'll get the most incredible service on flowers anywhere in NZ - guaranteed delivery in less than 2 hours, a members-only freecall orders number, regular updates on our latest specials and more.

And that's not even the best part ...

	Level 1	Level 2	Level 3	Level 4	Level 5
Same Day Delivery					
Bi-Monthly Newsletter					
First Offer On Specials					
Q-Dollars Every Time You Purchase					
Access To Q-Data Website					
90 Minute Express					
Metro Delivery					
Cross Promotion To Q-Data Clients					
Bi-Yearly Cocktail Parties					

The card included with this letter entitles you to every 10th order free (anything to the value of the average price of your previous 9 purchases).

And when you've completed your card, you mail it in for a special gift and entry into our regular mystery weekend competitions (drawn fortnightly) you could end up anywhere in NZ, Australia or the South Pacific.

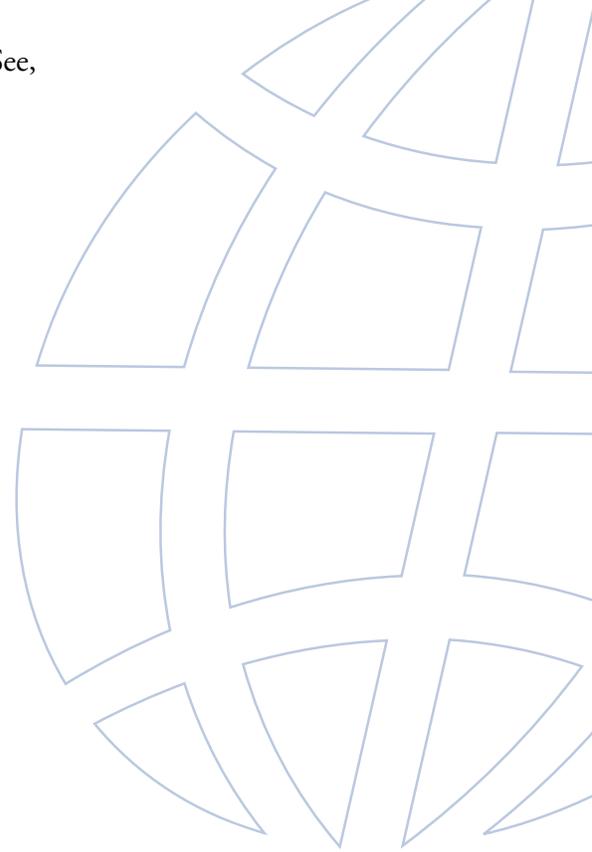
And even better than that ...

West Harbour VIP club members never forget their anniversaries, their best friends' birthdays or Mothers Day. Why?!! Because we call and remind you every time. If you'd like us to automatically send out their favorite flowers, just dictate a message, and we'll get them out.

And remember - we don't just sell flowers ... choose from a range of balloons, baskets, teddy bears and gifts. Of course, all of this counts towards your FREE order.

A member of my team will call you tomorrow, run through a couple of questions and add you to our VIP members list.

Thanks once again, and I look forward to a long and happy association, Ann-Maree DeVos West Harbour Flowers PS We keep track of your purchases on computer, meaning you can order over the phone. The card is for your reference - just mark



off a square each time you make a purchase.

PPS Remember, to celebrate your membership, West Harbour Flowers will send a person of your choice a free rose.

## Example 4

New from Q-Data ... the Q-Club Card ...

Good morning NAME ...

Thanks for your business. In appreciation, we'd like to make you a Q-Club member - I've sent your card with this letter.

Here's how the system works ...

There's 5 'star' levels. Each time you move up a level, you'll qualify for just that little bit more. Here's what I mean ...

There are particular criteria for each star level. I won't go into that now - I'll leave that for when I phone you later this week.

I've also included a few stickers with your Q-Data number - stick these on your printers, computers and scanners ... just as a reminder to use your card.

I'll give you a call in the next few days, just to check that you've received and understood this letter. I'll also let you know what star level you are now, and what you can do to reach the next one.

Look forward to speaking with you soon ...

Michael McKergow

Q-Data

PS When we speak, I'll also be asking for the names of a couple of people you think would also like to be Q-Club members. I'm not offering this to new customers - only loyal current customers and their associates.

## Example 5

Here's how to get one of these 5 classic books FREE ...

Hi there ...

Before I say any more, let me simply say thanks for your purchase with Zen Gallery.

Your decision to visit our store tells me that you're interested in making positive change in your life - and I'm willing to bet that you've got at least 2 friends with a similar passion.

For that reason, I've included 2 Club Zen cards - each already stamped with a \$20 purchase. Give the cards to 2 people you know would appreciate them. They'll be well on their way to becoming Gold Card members.

Of course, you'll also be introducing them to Brisbane's premier personal growth store, a favour I'm certain they'll thank you for.

And that's not all. When your 2 friends bring their cards in and make any purchase over \$5, I'll happily send you a small gift - a book of your choice from the selection above. This is simply a token of my appreciation, and in keeping with one of my favorite sayings "The man who shares knowledge freely will always be rewarded in the most favorable way."

Thanks once again, and I look forward to seeing you in-store soon,  
Garry Heiner  
Managing Director - Zen Gallery  
PS Owing to changing stock, I can only make this offer for the next 28 days.

Keep these cards in your wallet/purse and pass them on next time you see  
your friends.

## Template 1

YES ... we've made you a  
[business name] Preferred Customer Card holder ...

I [benefit 1]

I [benefit 2]

I [benefit 3]

Good morning NAME ...

Thanks for your purchases with [business name].

Your decision to come to us tells me you appreciate good service, and [something  
else that sets your business apart].

Please accept this VIP card as a token of my appreciation. You get something extra every time  
you come and a surprise on your [number] purchase. I won't give it away - you'll find out when you get there.

Thanks NAME, and I look forward to speaking with you soon,

[Your name]

[Business name]

PS This card needs to be used some time in the [time period], and is then valid for [x] years.

## Template 2

[Big 6 reasons type headline] (It's easy, instant and FREE)

1. Benefit ...

2. Benefit ...

3. Benefit ...

4. Benefit ...

5. Benefit ...

6. Benefit ...

Good morning NAME ...

You read correctly - all of the above is yours when you choose to become a [business name] VIP card holder. Faster than you  
can ask 'what's the catch', I'll tell you up-front - there isn't one. See, we'd like you to call us every time you need [product  
type], and for that reason, we're making you a very special offer.

When we call you tomorrow, simply give us your details and you'll automatically become a member of our VIP club.

You'll see the benefits almost immediately - starting next week, when we [do something special for you]. After that, you'll  
get the most incredible service on [product] anywhere - benefit 1, benefit 2, benefit 3.

And that's not even the best part ...

The card included with this letter entitles you to every 10th order free (anything to the value of the average price of your previous 9 purchases). And when you've completed your card, you mail it in for a special gift and entry into our regular [competition] (drawn fortnightly).

And even better than that ...

[more service benefits of being a member]

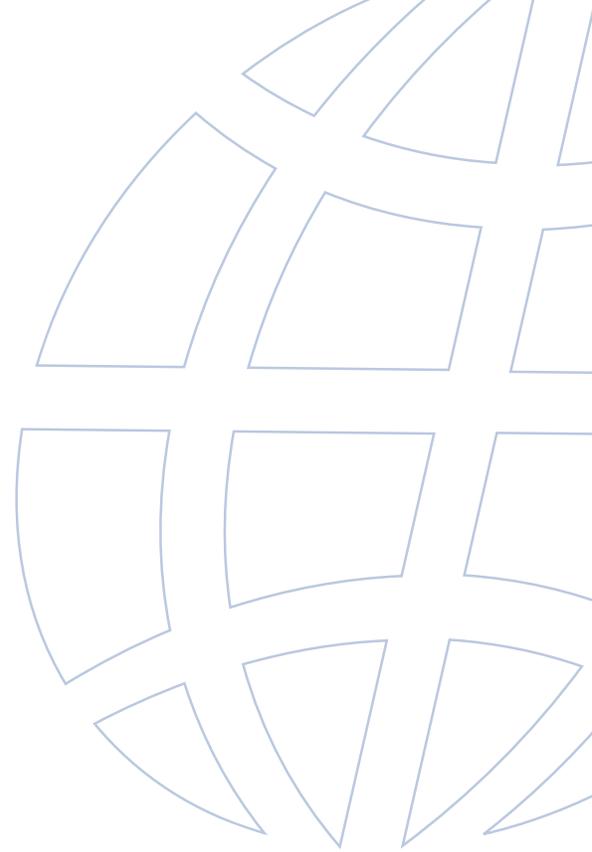
A member of my team will call you tomorrow, run through a couple of questions and add you to our VIP members list.

Thanks once again, and I look forward to a long and happy association,

[Your name]

[Business name]

PS We keep track of your purchases on computer, meaning you can order over the phone. The card is for your reference - just mark off a square each time you make a purchase.



# ABOUT THE AUTHOR

## Bradley J. Sugars

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

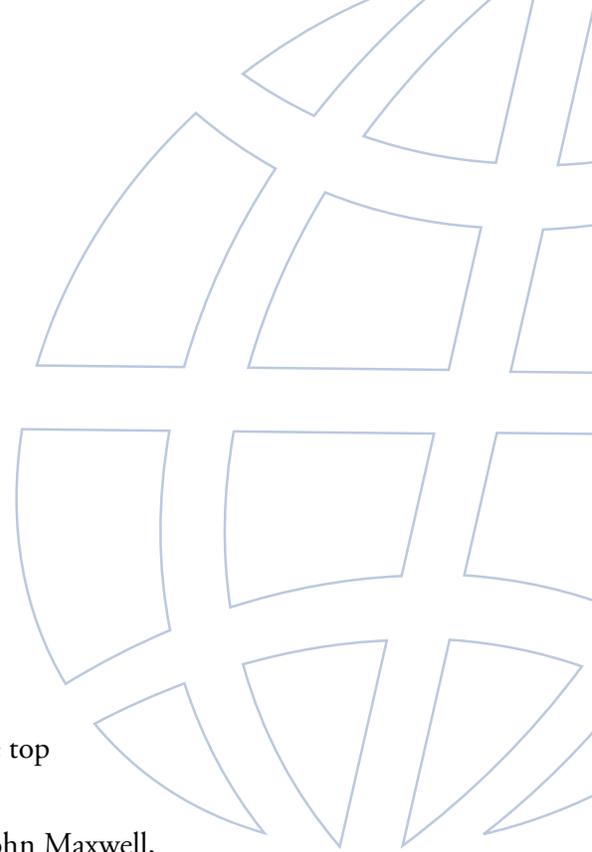
He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned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

His main company, **ActionCOACH**, started from humble beginnings in the back bedroom of a suburban home in 1993 when Brad started teaching business owners how to grow their sales and marketing results. Now **ActionCOACH** has nearly 1000 franchises in 34 countries and is ranked in the top 100 franchises in the world.

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

Today, **ActionCOACH** has coaches across the globe and is ranked as #1 Business Coaching Firm. The success of **ActionCOACH** is simply attributed to the fact that they apply the strategies their coaches use with business owners.

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



# RECOMMENDED READING LIST

## ActionCOACH BOOK LIST

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

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

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

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

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

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

## 1. So who is ActionCOACH?

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

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

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

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

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

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

Your success truly does determine our success.

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

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

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

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

Why?

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

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

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

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

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

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

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

Great question. It's where an **ActionCOACH** starts with every business owner. You'll invest a minimum of 2 to 3 hours and your **ActionCOACH** will learn as much as he can about your business, your goals, your challenges, your sales, your marketing, your finances, and so much more.

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

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

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

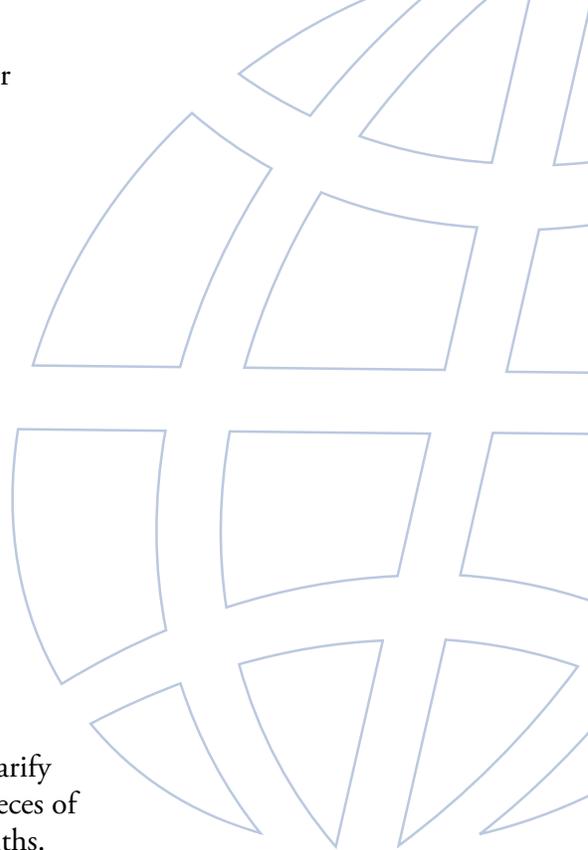
Simply put, it's one of our most popular programs, and it's the only program in which your **ActionCOACH** will work with you one-on-one for a full 12-months to make all of your goals a reality.

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

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

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

Your **ActionCOACH** will be there every step of the way.



## 5. Why at least 12 months?

If you've been in business for more than a few weeks, you've seen at least one or two so-called "quick fixes" ... Most consultants seem to think they can solve all your problems in a few hours or a few days.

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

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

Each month, you'll not only see your goals become a reality, you'll gain both the confidence and the knowledge to make it happen again and again – even when your first 12-months of coaching is over.

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

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

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

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

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

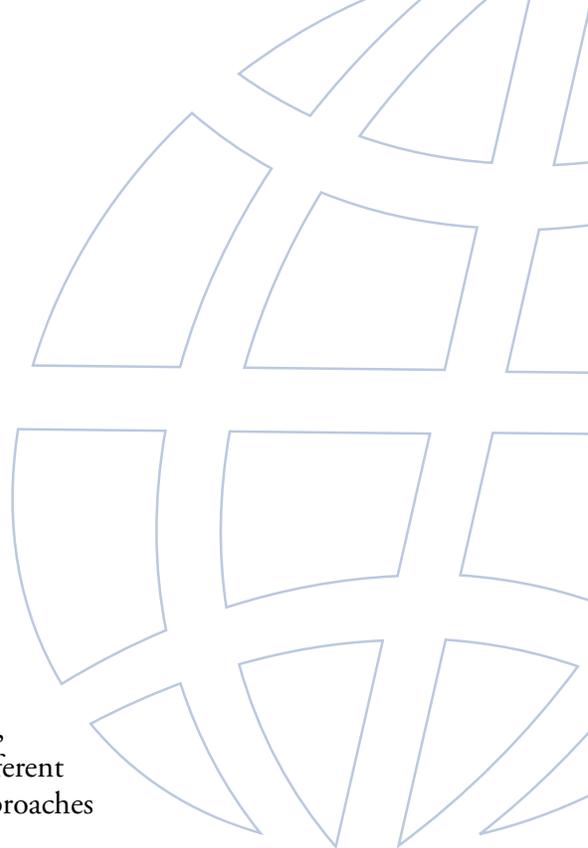
## 7. Won't this just mean more work?

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

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

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

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



## 8. How will I find the time?

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

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

## 9. How much will this cost?

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

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

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

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

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

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

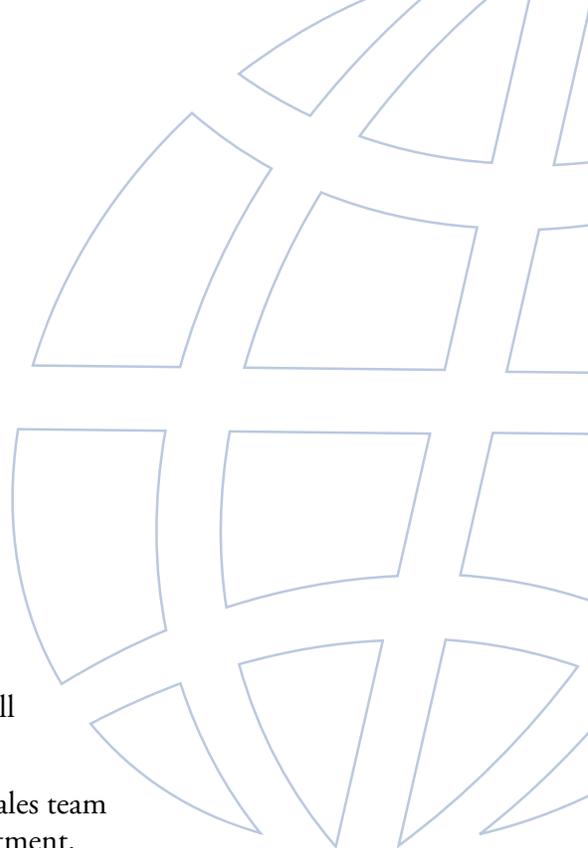
In most cases, an **ActionCOACH** will actually save you money when that coach discovers areas that aren't working for you or your business. For some marketing programs, you will need to spend some money to make some money.

Yet, when you follow our simple testing and measuring systems, you'll never risk more than a few dollars on each campaign.

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

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

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



## 11. Are there any guarantees?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

These key areas are:

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

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

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

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

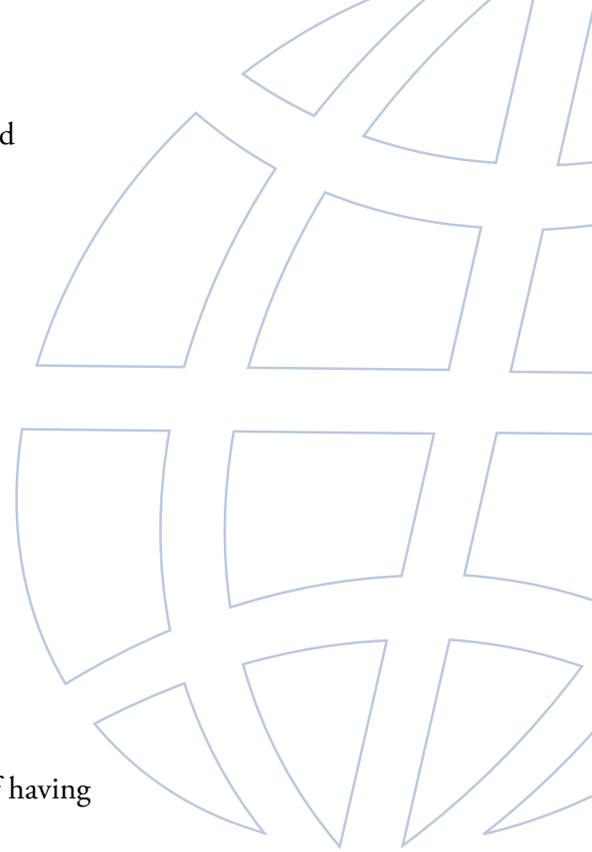
Yes ... in fact, we believe that training your people is almost as important as coaching you.

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

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

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

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



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

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

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

## 17. When is the best time to get started?

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

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

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

## 18. So, how do we get started?

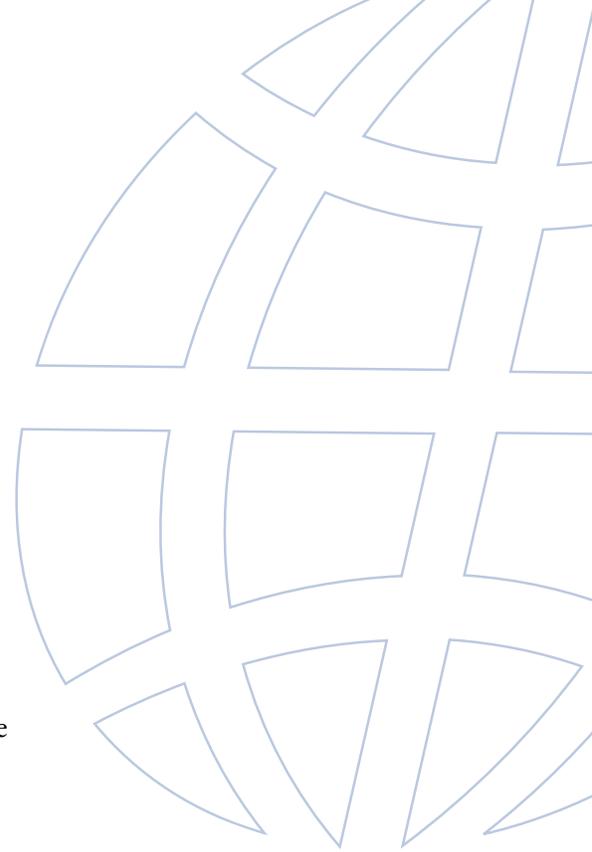
First ... you need to get back in touch with your **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way ...

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

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

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

Together, we'll achieve great things!



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

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

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

## **S. Ford—Pride Kitchens**

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

## **Gary and Leanne Paper—Galea Timber Products**

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

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

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

## **Ty Pedersen—De Vries Marketing Sydney**

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

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

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

## **Stuart Birch—Education Personnel Limited**

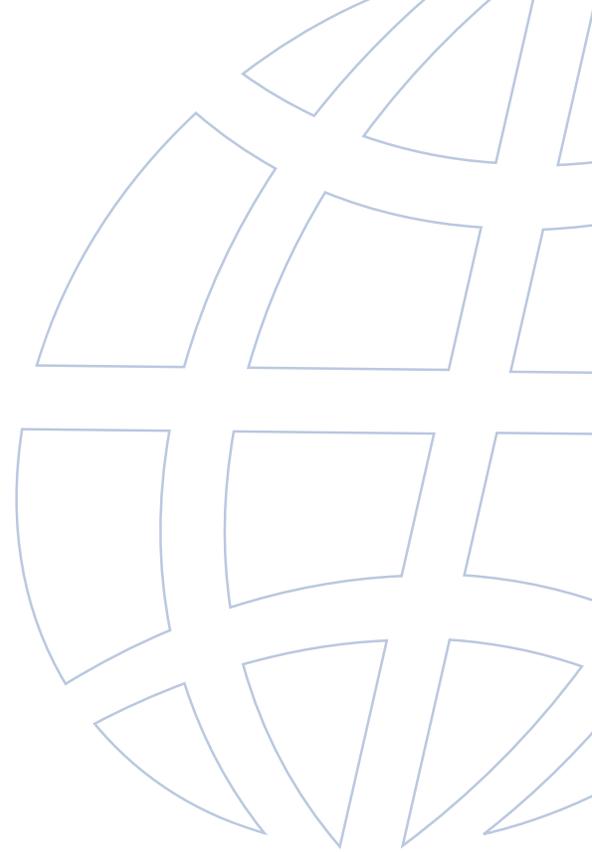
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

## **Mark West—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**

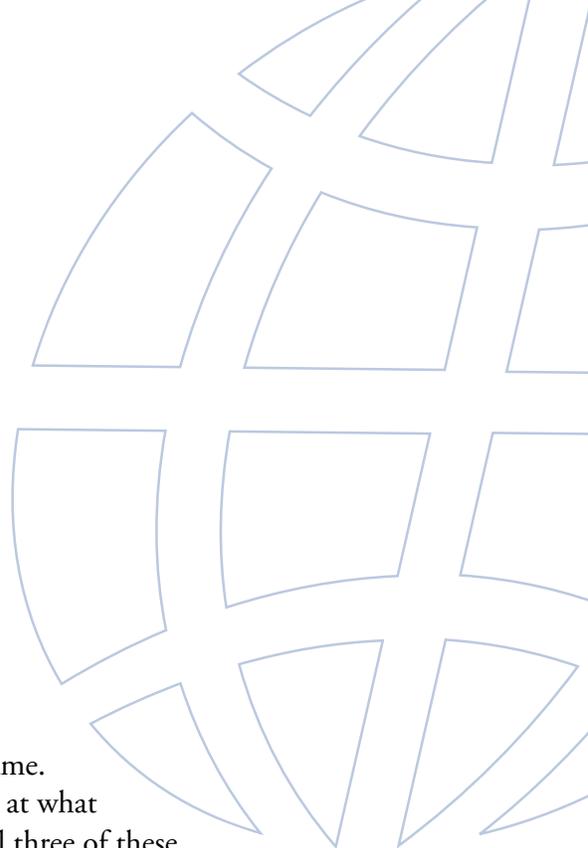
“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service.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

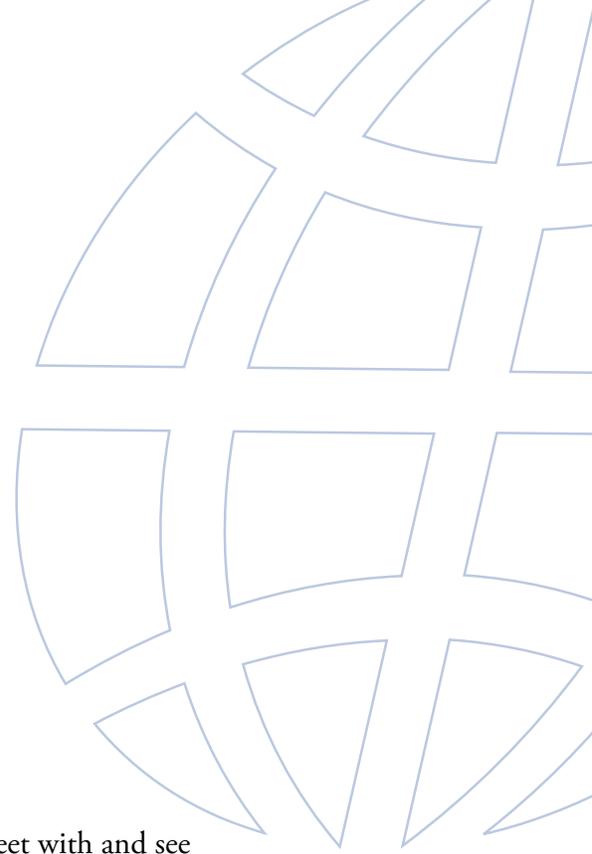
Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **ActionCOACH**.

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 .....

.....

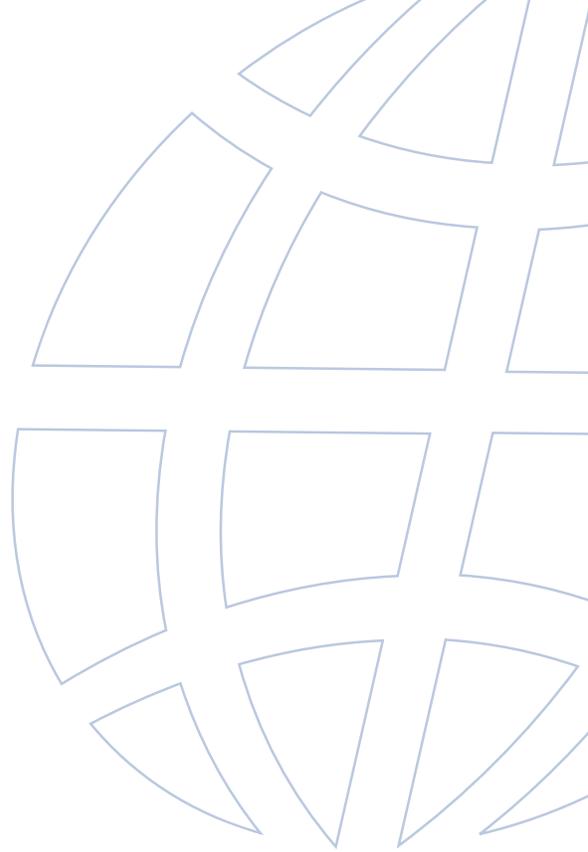
Country .....

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](http://www.actioncoachfranchise.com)**



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

**Joining your local ActionCOACH ProfitCLUB is about more than just networking, it's also the learning and exchanging of profitable ideas.**

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

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

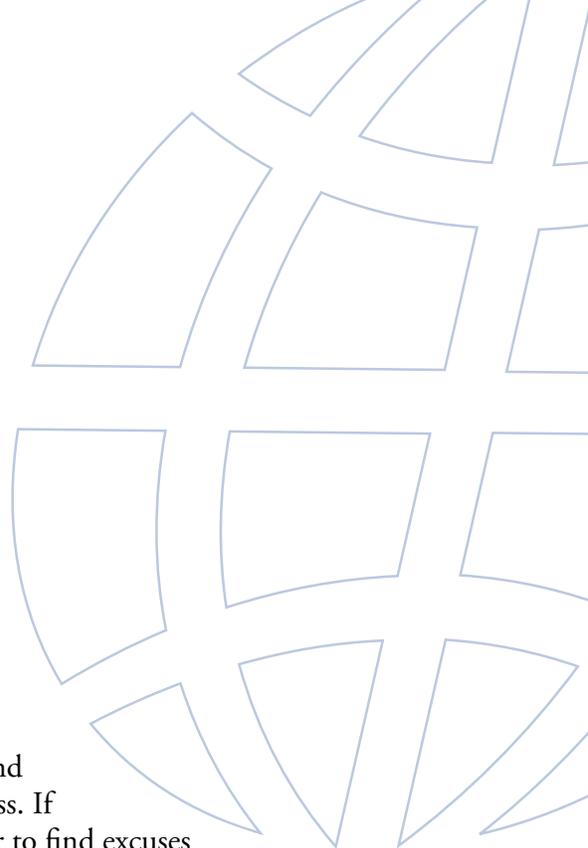
Here are three reasons why **ActionCOACH ProfitCLUBs** work where other networking groups don't:

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

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

**Join your local ActionCOACH ProfitCLUB today.**

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



# LEVERAGE—The Game of Business

## Your Business Success is just a Few Games Away

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

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

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

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

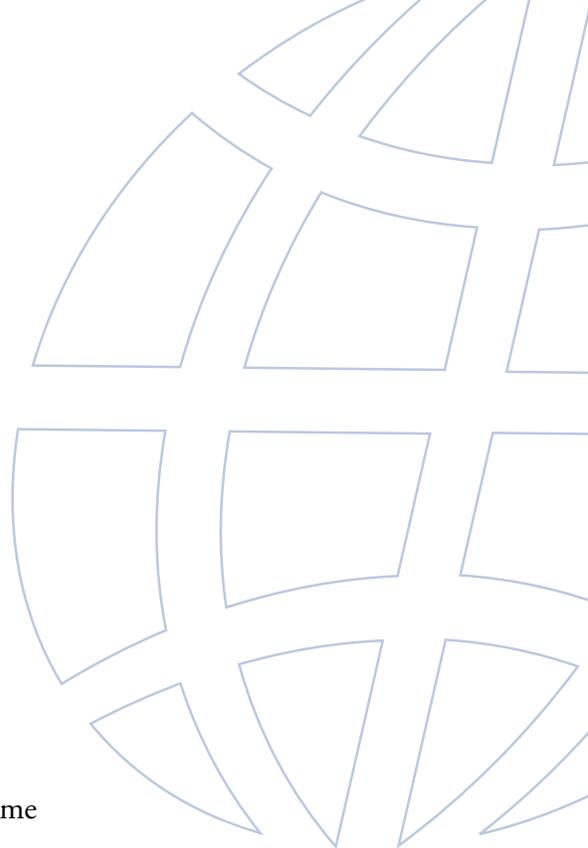
By playing this fun and interactive business game, you will learn:

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

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

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

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



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

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



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

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

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

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

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

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

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

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

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

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

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

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

**ActionCOACH**  
business coaching

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

**AMERICAS**

5781 S. Fort Apache Rd  
Las Vegas, Nevada 89148, USA  
Ph: +1 702 795 3188  
usa@actioncoach.com

**ASIA PACIFIC**

1/44 Borthwick Avenue  
Murrarie QLD 4172  
Ph: +61 7 3900 5500  
australia@actioncoach.com

**LATIN AMERICA**

Ricardo Margain 201-19  
Plaza Santa Engracia  
Colonia Santa Engracia Garza Garcia  
Nuevo Leon 66267 Mexico  
Ph: +52 818 335 8194  
mex@actioncoach.com

[actioncoach.com](http://actioncoach.com)

Australia • Barbados • Belgium • Brazil • Canada • Chile • China • Columbia • Costa Rica • Curacao • Dominica • Dominican Republic • Ecuador • England • France  
Germany • Hungary • India • Indonesia • Ireland • Jamaica • Kenya • Malaysia • Martinique • Mexico • Namibia • New Zealand • Nicaragua • Nigeria • Northern  
Ireland • Portugal • Scotland • Singapore • South Africa • Spain • Suriname • USA • Venezuela • Wales