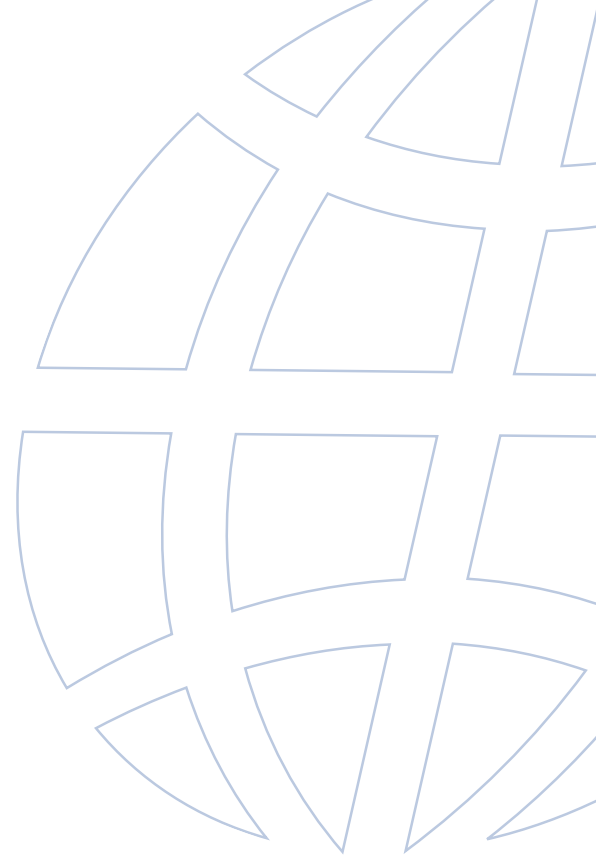


BRAD SUGARS



Instant Brochures

Congratulations!!

Welcome to Instant Brochures, your do-it-yourself guide to creating brochures that get read, and then get the phone ringing.

Once you've been through this guide, you should know exactly how to put together powerful brochures that make your prospect want to take ACTION. More importantly, you'll have a selection of new brochures to start testing.

You'll discover that putting together a great brochure doesn't take great writing skills, nor does it require any knowledge of graphic design. With a little bit of common sense and the info you'll find in this guide, you'll be able to create a killer brochure in no time, and it will WORK.

This guide isn't about making brochures that look pretty and artistic - the type of brochures you'll create as a result of this guide will SELL for you.

In my seminars, I've often advised people to burn their brochures altogether. I have actually demanded that one of the clients I was consulting directly with get rid of all of his brochures.

There was a good reason - most business owners and salespeople use brochures as a way NOT to sell. Instead of doing the hard work and trying to close the sale on the spot, they just say 'here, take one of our brochures' and expect that the customer will come back.

As you'd know yourself, most customers never come back. They keep shopping around until someone gets motivated enough to actually sell them something. Often, this motivation comes from knowing that the face-to-face sale is the final contact - there are no brochures to fall back on. If the customer walks out, they're gone for good.

Handing out a brochure is really a way of saying 'I'm not sure how to win your business, but if I give you this, I can feel like I've tried my best, and that there is still a chance you'll buy'.

In these circumstances, brochures SHOULD be burned.

Having said that, a brochure can work as a powerful sales tool, when it's used the right way. The trick is knowing how to construct your brochures so they actually encourage someone to BUY.

This is what Instant Brochures is all about.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 4 Steps To Creating A Great Brochure'.

Each step covers an important aspect of brochures - these are things that you must give careful consideration to. Each step represents the cornerstone of a brochure that stands out and demands to be read.

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

Make sure you make notes in the spaces provided. When you come to write your first brochure using the new techniques you'll learn in Instant Brochures, you'll need to refer back to these scribbles.

Best of all, you'll find actual templates and examples of brochures that have already proven to be successful. That

means you can combine your new knowledge into a format you can be confident will bring results. You just fill in the gaps.

This is definitely the best part of Instant Brochures, and this section alone will save you a huge amount of time.

Whether you fully understand everything in the following pages or not, you'll be able to write a brochure that works - we've already done the hard work for you. You just add your details and little bit of text and hey presto you have yourself a new brochure that will get results.

Although it may be tempting to leap ahead and just start using the templates now, it's much better if you read the information first. Not only will you understand why the templates and examples work so well, you'll be able to create your own unique designs from scratch - it really is much easier than it sounds.

You'll find heaps of information on how to work out what makes your business special, and how to write down those special points in a way that's easy to read, and appealing to your customers.

You'll discover what you need to do to make your brochure appealing to the eye. You'll find out how and where to get your brochure printed without paying the earth.

And there's much, much more. Everything my team and I have discovered about writing a successful brochure is here, and you get it all, straight to the point and simple to understand.

Let's get started ...

Testing & Measuring

Before you get started, it's critical that you understand the principal of testing and measuring.

Just the same way you'd try different ads in the paper to see which one worked the best, or different front counter displays to discover which one sold the most, you need to be prepared to change your brochure around, and find out which approach works the best.

Remember, it's always better to hand out 20 brochures that don't work, than 20,000. Even if you love your new brochure, and everyone who sees it goes crazy, it's important to keep your head, and avoid going too far too soon.

Take it slow at first, check the response then gradually increase the numbers. If you hand out 100 brochures, and find that 10 come back, it should follow that 10,000 brochures should turn into 1000 new customers.

Of course, nothing is ever that certain in marketing or business, and you really have to wait and see. Having said that, it's important to realise that if you hand out 100 brochures and see none back, then you'd be a little insane to expect 10,000 to do much better.

You have the option of creating a number of versions of your brochure, and trying all versions at the same time. Ask each person where they heard about you, and which brochure they have.

Over time, you may notice that one version seems to do much better than the other. This is the one you keep.

The problem is, creating brochures can be expensive - there are the set-up costs, then the printing costs. If you were to create multiple versions, you'd end up spending quite a deal more than if you just decided on one and stuck to it.

Ultimately, it depends on how important brochures are to your business. If they represent one of your most critical sources of new business and repeat sales, then it may be in your best long-term interests to pay for two different brochures.

The other option is to create a small number (about 20) of each of the versions you're thinking about using. Show these to as many people as you can - customers, friends, family.

When they give you feedback, LISTEN to what they have to say. Don't block out their criticism of your favourite design, or minimise their praise of the one you didn't like.

It pays to not be precious about it - this isn't fine art we're talking about. Your brochure is a business tool that is designed to make you money. Take note of what people say, and act accordingly.

When creating different versions, you should only really alter the most important parts of the brochure.

Changing the size of your phone number from 12 points to 16 points is unlikely to have much difference, but a new headline, a different offer, and a

change in the amount of text will make a big difference.

If you're going to test two versions against each other, make sure that they are significantly different. There's no point spending all that money only to put out two brochures that look virtually the same, save a couple of truly unimportant differences.

You'll find that changing the headline on the front panel, and the sub-headlines in the main content will completely change the amount of response.

Just as your brochure is an advertisement for your business, the headlines are the ads for the brochure text.

Compare these two headlines ...

“How to make more money ...” OR “How 37,600 Australian women under 27 are making £2300 per week, every week without fail”

Which one would you read? The second headline definitely stimulates a hell of a lot more curiosity. Having said that, you can never be entirely sure which one will work the best. This is why testing and measuring is so important.

If you can understand that two headlines would bring in such a different response, you can understand why it's worth printing up a couple of versions and seeing which one takes off for you.

It's also important that you really take proper note of which one is working the best. Create a tally sheet and make sure you fill it in every time somebody comes in off a brochure.

After a month or so, add up the tally and see which one is working the best.

What is success?

This isn't a section that will answer any great philosophical questions. It's all about knowing when you have designed a brochure that really works, and when you haven't.

If you aren't sure what you're aiming for, it's difficult to achieve it.

Before even getting started, it's a good idea to consider what's possible, and have an understanding of what isn't. Once you do, you then have a framework to work with - 'ok, we'd like one in every 10 people we give brochures, to become regular customers'.

Ok, let's examine the question ...

First, answer this - how many brochures have you been given in your life? 20? 100? 300?

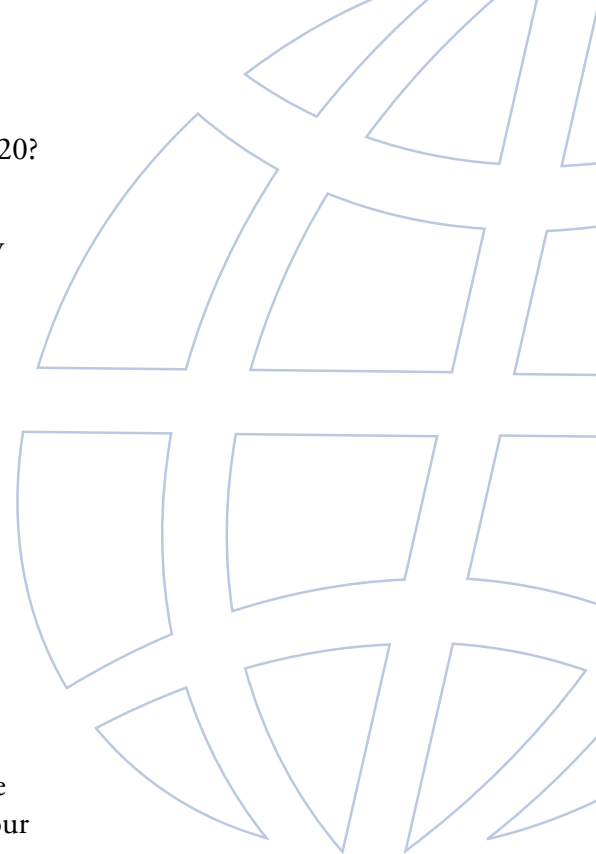
For most people, the answer would range into the hundreds. The tendency for salespeople to give out brochures to basically anyone who seems even mildly interested is very common.

As I mentioned before, handing out a brochure is often a substitute for making a sale. They think 'I couldn't be bothered closing this sale, so I'll just

hand out a brochure card, so I can rest easy - at least I've done something'.

This kind of thinking is precisely the same as letting a customer walk out when they say 'I want to think about it - I'll be back'. Come on! How many of these customers ever come back. I'd be amazed if the ratio was any higher than one in twenty.

By the same token, brochures are also very valuable tools. A good brochure will be retained, and will continue to work as a mobile, colourful ad for your business for maybe even months to come.



There are two important things to consider ...

First, is there anything about your brochure that gives the customer a reason to hang on to it. Is it anything more than just a picture of your product, some technical specs and your contact details.

If this is all your brochure is, you may as well just hand them a business card and a picture. In this case, if the customer wants to contact you again, they'll hang onto it. If they're not sure, they'll probably throw it away.

A brochure should achieve much more than this!

Second, does your brochure actually encourage the customer to ring you and buy. Does it actually SELL for you. Perhaps you're thinking 'a brochure is what the customer looks at first, then I sell'. Wrong!! A brochure can do the whole job, so the customer simply calls you up and says 'yes, I'd like to order'.

Your brochure has to be really good, and well worth hanging onto. I mean, you're asking someone to carry around and keep an ad for your business. Considering how uninterested most people are in advertising, that's a pretty tall order!

So how do you know when your business card is working?

Critically, you have to ask people where they heard about you. If you keep hearing 'I have one of your brochures', you're getting a fair indication that your brochures are being retained and read.

The other way to know is this - put a special offer on your brochure that you don't advertise anywhere else. For example, you could have a line on your brochure that says 'the first time you visit, present this brochure for a 25% discount'.

If you use the offer approach, make an offer that people will want to come in for. Just saying '5% discount' or something similarly miniscule is usually not enough to get people excited (unless you sell a really big ticket item,

like new homes).

In the following sections, you'll discover how to make your brochure appealing enough to be held onto, and how to make sure it gets referred to every time the customer needs to buy what you sell.

On a purely financial level, it's worth considering how much you're spending on your brochures, and how much you expect to see back in actual sales.

Brochures are no different to any other marketing. You have only so much to spend on marketing and you have to decide where to spend it - if brochures are less cost effective than newspaper advertising, you may be smarter diverting the funds to the newspaper, rather than the printer.

See, if you're given the choice between an investment that gives you a 30% return on your money, and one that regularly makes a loss of 15%, you'd be mental to keep going with the loss-maker. It would be common sense to divert all your funds towards the 30% profit generator, and to keep doing that forever more.

Having said that, it also pays to remember the idea of lifetime value when considering the cost-effectiveness of your brochures.

Lifetime value is the amount a customer is worth to you, over the course of their lifetime. If they come back and visit 4 times a year, and spend £300 each time, their lifetime value will be £1200 multiplied by how many times they keep coming back.

If you have to hand out £1200 worth of brochures to attract this one customer, then it will take you a year before you see a positive return on investment (assuming very high profit margins).

If the customer turns out to be a very loyal one who returns year after year, and refers lots of friends, it's probably been a good business decision to hand those 10,000 brochures.

Of course, if your brochures only attract one customer for every 10,000 brochures you hand out, you'd probably want to seriously consider re-doing them!

The only real way to judge the success of your brochure is by working out the actual figures - how much are you spending and how much are you seeing back.

It's not always easy to judge with brochures though. Sometimes a customer will get one of your brochures and not buy immediately. You may follow them up on the phone a few weeks later, encourage them into the store, then get the business.

Did the brochure work? It's hard to say. It didn't directly make the sale, but it certainly contributed. Perhaps the customer wouldn't have bought if it were not for reading the brochure.

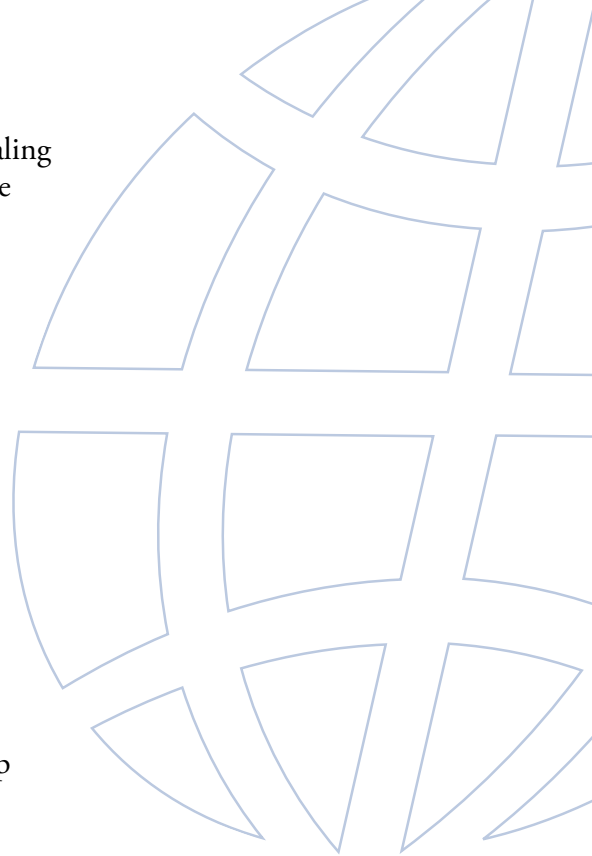
In the end, you have to take all factors into account and make an educated decision. You should be able to accurately judge whether people are reading your brochures, and whether they are buying as a result.

The 4 Steps To Creating A Great Brochure

1. What (do you want to say)?

The first thing to work on is what you want to use your brochure for, and what you want to promote on it.

A brochure is different to a newspaper ad, in that you can include much more information, and a lot more specific



detail. You can give people almost the whole story, and take them right through the sales process.

Firstly, you have to decide whether you are going to use your brochure to promote everything you do, or just one thing. This really depends on whether customers usually use more than one service, or if you offer a variety of things, yet customers generally only come for one.

If it's a case of the latter, where people usually only buy one of your services, you're probably best off designing a brochure for each separate thing you do.

There's really no point in confusing people with lots of info about other things they're not that interested in anyway. You should give them a brochure wholly dedicated to the product or service they're considering buying at that time.

If your business is a little more wide ranging (such as a photocopy & print

shop), it's usually best to design a brochure that promotes all your services.

Not only do you get to advertise your other services to people, you'll have more than enough content to fill a whole brochure. If you were to just advertise one service (for example, photocopying), you'd be flat out filling one page!

Of course, producing one brochure as opposed to a multitude is much cheaper and quicker. But that shouldn't be your main reason - if your business is diverse and specialises in a number of quite different areas, you really should take the time and produce a brochure for each.

The beauty is, you can create a template using this guide, then use it as the starting point for all your brochures. That way, you get a consistent look across them all. This is an advantage, as multiple brochures that all look completely different can be confusing.

Next, you need to decide on your main selling point - the content of the brochure. What is that you want to tell people about your business or product range?

For many business owners, they won't really know where to start. As a general rule, it pays to work out your strongest selling point, then go from there.

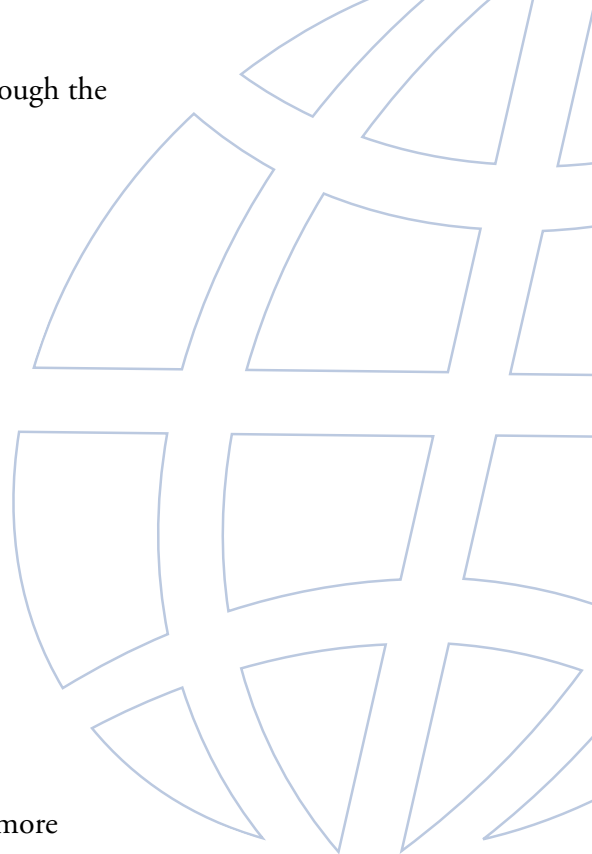
Almost always, your strongest selling point will be your USP.

This stands for Unique Selling Proposition. Your USP is the one thing that is truly different about you, or at least, the one thing that you can promote as being different.

A successful USP should be ...

1. Truly unique
2. Exciting to your target market
3. Something that will get people talking
4. Something that can't be easily copied, or if it can be copied, it will be an obvious rip-off on the part of the offending business

A lot of business owners wonder why they need a uniqueness at all shouldn't there be room for dozens of 'me-too' businesses. The fact is, there isn't, and the 'me-too' businesses will ultimately go to the wall.



What about your business? When you started, did you begin with a uniqueness - a real point of difference, or did you just start as a 'me too' competitor.

Here's an interesting example and illustration of why a uniqueness is so important. When a new grocery store opens up, it has to share sales with all other grocery stores in the area. If there's already 3 stores, and two of them are already struggling, what makes you think you have a better chance? All you've done is split the sales further. Now, instead of the total area grocery sales being split between 3, they have to be split between 4.

If you start the business as a 'me too', you can forget it. The days of competing on price and service are starting to end. These days, people have so many options, they can almost always get it somewhere cheaper, from someone who'll do it better.

The major point is clear - you must STAND OUT. If you have no uniqueness, you have no reason for existence. Remember that - as new competitors come into the market, you'll continue to sink.

If there's no reason to continue coming to you, and not them, you'll keep losing customers. It's a gloomy forecast, but a realistic one.

You must work out your uniqueness, and you must do it NOW.

So how do you go about it? And what do you do if you don't really have ANYTHING that makes you unique at all? By the way, it's pretty common to find businesses that are exactly the same as a dozen others within close range (for a prime example, think about almost any Chinese restaurant you've ever been to).

For a start, list down everything you do that could be considered even a little bit unique. These points don't have to be earth shattering - just different enough to matter.

To get your mind started, here is a list of some possible USP's you could adopt ...

- You sell a higher quality product or service, and you can specifically show how it benefits the customer in a meaningful way ...
- You provide more / better customer service and you can easily explain and promote why you're better ...
- You offer a better / longer guarantee and you have it written down ...
- You offer more choice / selection / options and this is something that people want and always look for ...
- You offer a trade-in program and no-one else does ...
- You serve a specific (yet sizable) demographic group that is overlooked by most competitors ...
- You offer a better / more generous bonus points or loyalty club system and your product or service is at least as good...
- You offer better value for money overall ...
- You have the best after sales service and this is something that you can explain to people easily when they buy ...
- Your product or service has unique features that people care about ...
- You have super cheap products and services that cater for people who want the most basic thing available ...
- You have ultra expensive products and services that cater for those who only want the best and will pay anything to have it ...
- You only deal with a set number of customers, and only those of a particular type ...

- You offer attractive products or services that no-one else does ...! You have a 'special ingredient' ...
- You install and deliver for free ...! You bring the goods to the customer and let them choose in their own home ...
- You send a video catalogue, take the order over the phone and deliver within a set time period ...
- You have a 'one-price' approach - everything in your store is one price, regardless of what it is ...
- You run an ongoing competition, such as every 13th customer wins £50 ...
- The atmosphere of your store is completely unlike anything else, either in terms of its tranquillity or activity ...
- Your staff are all of a certain type, age group, background or experience level ...
- You are the fastest and guarantee to finish the job much quicker than anyone else ...



Surely, amongst all of the above, you can find something that you are currently doing that is unique, or more likely, something that you SHOULD be doing that would make you unique.

Basically, your uniqueness comes from one of 7 areas - quality, price, service, delivery, speed, convenience, experience.

In case you're wondering, 'experience' means the actual experience of buying from you. Imagine a video store that has four 11 foot screens that constantly play the latest releases, and live entertainment all day and night. That would be a real experience.

Once you've decided on your uniqueness, it's time to write it down. This is important - because your USP will soon be communicated to your team and your customers.

It needs to be summed up by a one or two line statement. Think 'Always Coca Cola' or 'Toyota: Oh, What a feeling'. Of course, your USP doesn't have to be something that sounds like it came straight from the brain of a pony-tailed advertising person - it'll probably work twice as well if it doesn't.

There's nothing wrong with this USP - 'Jim's Video - the only video store in Wollongong with four 11 foot screens playing the latest releases and all day live entertainment'.

Just state your uniqueness plainly and simply. How about 'Marie's hairdressing - where colours, streaks and perms are half the price and twice the quality of prestige salons', or 'Sally's industrial safety equipment - 456 different items always in stock, and delivery is free'.

It's great to be specific - if you can put a number in your USP, that's ideal. Think about the '11 herbs and spices', or the '32 flavours'. These are USP's that stick in your mind. A beautician could say 'Beauty Shoppe: 4 qualified and friendly beauticians with more than 23 years experience each'.

Now, it's time to write yours - don't worry too much about the wording, just get the point across. If you show it to people and they don't seem to understand, you may want to rethink it. If they seem to get the idea immediately, you're on the right track.

Once you've determined your USP, it's not a bad idea to make this the focus of your brochure. This is the MAIN reason that people should deal with you and not somebody else.

Remember, your USP needs to be strong. You can't just say 'Harry's Hardware - where the service is good'. People won't have any reaction to that, and anyone can claim it.

On the other hand, NOT everyone can claim that their entire team of employees used to be trades people. The important thing is, customers of a hardware store would probably care about this type of thing, and the USP would give them a reason to shop at Harry's and NOT somewhere else.

Remember, if you are a hardware store offering 'good service' as your USP, and there is another hardware store offering 'good service' as theirs, customers have no reason to shop at either place in preference to the other.

Once you've determined your USP, then it's a good idea to create the supporting points. Apart from your USP, what else do you do well?

To get your mind rolling, try filling in the blanks here ...

7 reasons why customers should deal with me and not someone else ...

1.

2.

3.

4.

5.

6.

7.

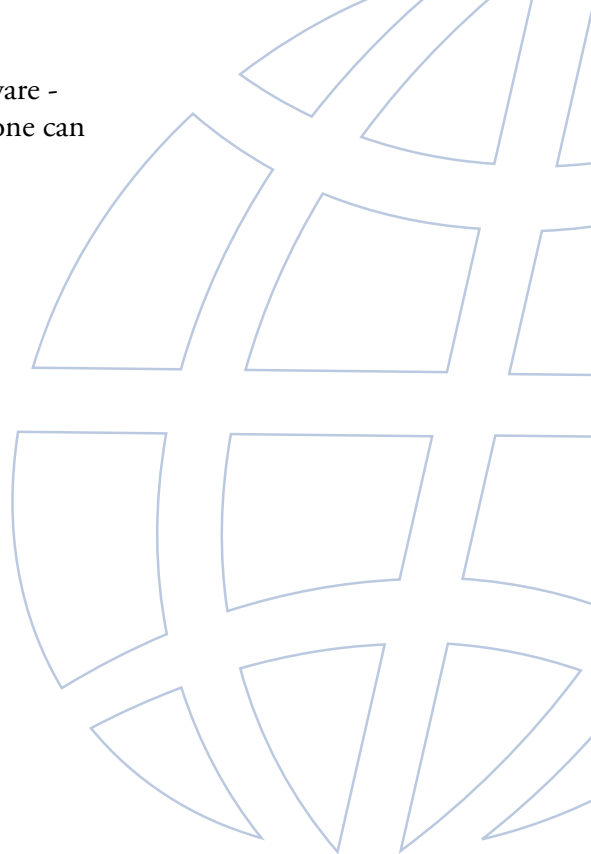
How'd you go? Did you come up with 7 good reasons? If not, think harder this exercise will reveal more about your business than anything you've done for a long time.

The fact is, if you can't think of 7 reasons why people should come to you and not to your competitors, you should go back and re-read the section on USP's.

Of course, sometimes the question isn't really about your competitors perhaps you're doing a brochure for a product that is truly unique to begin with, and the question is 'will people buy it?'

Instead of choosing between you and your opposition, they are deciding between whether to buy or not buy. They don't NEED what you are selling, but if you convince them, they'll purchase.

If that's the case for you, you need to work out the '7 reasons people should buy this product



or service’.

Once you have your 7 reasons, it’s time to put them in order. What are the most important selling points. You don’t have unlimited space so you may need to omit some of the points altogether.

Next it’s time to write your text ...

The main thing to remember about writing a brochure is that you’re not writing one continuous stream of prose. Whereas you might have a start and end with a newspaper ad, a brochure is usually broken up into 3 or 4 different sections.

For example, a brochure about a car might have one section headlined ‘Performance to burn (up the road)’, another section entitled ‘Stylish within and without’, and a final section called ‘And your servicing is booked for the first two years ...’.

You can imagine the writers of that brochure going through the 7 reasons approach. They probably decided that the 3 most important points worth considering were the performance, the style and the scheduled servicing.

Once they’d come up with the subjects, they then wrote a little piece on each, probably of about 50-100 words each.

You can imagine how they put the rest together. After writing the text, they came up with headlines for each mini-section. Then, they made a front cover (which would probably be the picture of the car and a headline like ‘the most luxurious car ever released for under £28,000’). Lastly, they’d add in the contact details of the dealer, and supporting pictures.

That’s all fine and dandy, and a good start, but the aim should be to approach things a little differently.

So how do you go about that?

First, you should make every sub-headline strong. Instead of ‘performance to burn’, the writers of the above brochure could have written something like ‘4 ways you’ll know that this car performs better than any you’ve ever driven’. From there, it really writes itself.

The ‘stylish inside and out’ could have been ‘we’ve put in all the usual things, plus 11 mod cons you won’t find on any other car’. The last section could have been titled ‘Amazing ... £780 worth of servicing free’. These headlines are much more specific and grabbing.

On top of the improved sub-headlines, the front cover could have had the headline ‘If you’re planning to buy a new car, here are 3 reasons why you’ll soon be driving a Maxima’. Alternately, they could have gone with something like ‘So you’re buying a new car’, or ‘Stop!! Don’t buy a new car before reading this’.

At this point, you may be thinking, ‘that’s great, but I don’t know how to write headlines like that’. Problem solved - here’s a quick tutorial.

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

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

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

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

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

To make it easy, we've included a number of proven headline starters. These are words that will almost always lead to a solid headline. The great headlines only come once in a while, or after years of experience. The aim here is come up with something better than what you've been doing, not to win advertising awards.

7 reasons ...

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

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

7 reasons to get your Widget from George's ... Now it's your turn ...

7 reasons

7 reasons

Here's why ...

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

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

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

Now it's your turn ...

Here's why

Here's why

Here's how ...

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

Here's how George's Widgets helps you live forever ... Here's how to get the perfect Widget ... guaranteed Now it's your turn ...

Here's how

Here's how

Announcing ...

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

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

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

Now it's your turn ...

Announcing

Announcing

DON'T ...

Try two headlines beginning with "DON'T" ... here are some great examples...

DON'T take another breath until you read this ... DON'T call anyone about Widgets until YOU speak to George's Now it's your turn ...

DON'T

DON'T

New ...

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

New ... widgets that actually repair themselves New cheaper way to buy widgets

Now it's your turn ...

New

..... New



Now ...

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

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

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

Now it's your turn ...

Now

Now

Using these headline starters, you should be able to come up with quite good sub-headlines and a decent main headline.

Remember, you'll need to write a little section for each main point you want to cover. Pick out the main selling message of each section then write a headline to suit.

So what else can you do to make your brochure stand out?

To answer the question, let's give some more thought to the car brochure. As you'd know, every car maker has a brochure for every car, and they're all glossy and super-well produced. The photography is always immaculate and the text is always quite well written.

Aside from the lack of strong headlines, these brochures usually lack something else - an offer!!

The writers of the previously mentioned car brochure could have included a coupon for a FREE CD of their choice. That's right - anyone who takes a test drive of the car, gets a free CD. They fill out their details on the coupon and bring it along to the dealer.

There's two benefits - first, a test drive means the dealer gets a real opportunity to nail the prospect down and win the sale. If they don't close them on the day, they have all their details there, and the opportunity to follow them up on the phone and have another go.

There's no limit to what you can offer on your brochure.

So what is a great offer?

When thinking of what to offer your customers ask yourself - 'If I read this brochure, 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 brochure. Taking a smaller profit in the short term is ok, as long as you're confident the customer will turn into a long term customer.

Here are 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 £6 - Video store promotion to recruit new members.

All of these offers are worthwhile and sure to get a great response. Weak offers will cause your campaign to fail. Your offer is the part of your brochure that will really encourage your customers to act now, and to buy from you rather than your opposition.

Here are some examples of weak offers ...

- 10% Off - This is not a big enough discount to generate interest.
- Come for a free tour of the gym - isn't that what you'd expect?
- Buy 9 and get the 10th for 1/2 price - No one would respond to this offer.

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. If 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 off 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.

Remember that you need to pull out every ‘gun’ you have in your arsenal on your brochure. Firstly, hit them with USP up front, then break it up into 3 or 4 main points, each with powerful subheads, then close the deal with a strong offer to get them to act.

Don't stop re-writing the text of your brochure until you're thinking ‘yeah, we are the best, and we're offering the best deal that anyone will find in this town’. If you believe it, it's likely your customers will.

It pays to keep in mind that your customers aren't that different to you (I can hear some business owners choking when they read that!). They're people, and they won't get motivated unless you really motivate them.

You always have to ask yourself when writing a brochure or a headline ‘so what?’. If you write down ‘we've been in business for 3 years’, ask yourself ‘so what’, then think of a another way to put it. What about ‘unlike so many of our competitors, we've been here for 3 years, meaning we'll be here if there's ever a problem - that means after sales service’.

You could ask yourself ‘so what’ again, then approach it from a different angle again - ‘our after sales service means you'll never be without your [product] for more than 24 hours -we've been in business 3 years and will be here to help with anything long after our ‘backyard boy’ competitors have gone bust’.

Keep re-writing until you're absolutely convinced by your own words.

See, many people think they can't write. The problem is, they expect to get it right first time. Even the best writers have to re-write things over and over again.

Since this is the only time you'll have to write this brochure, why not take the time and make it the very best it can be. You may amaze yourself - when you keep improving on your original effort, your text will get better and better.

Keep in mind that people reading your brochure will be indifferent - they don't care about you or what you're offering. You have to win them over. Tell them everything they want to hear, then tell it to them again.

The last thing you should consider is including a guarantee. A successful and powerful guarantee should be ...

1. Specific
2. Something that addresses the main frustrations and fear of the customer when dealing with your industry
3. Be complete - it should say ‘either this happens or we'll do this’
4. Impressive

People have been burned before - they've used products they were told were fantastic, only to be bitterly disappointed.

You must take that risk away for them.

To understand how and why, you need to understand this - when customers buy, they are not buying your product or service ... they are buying the benefit of owning or experiencing whatever you sell.

For example, people don't buy lawn mowers, they are buying a lawn that is properly mowed and the feeling of being house-proud that comes with it. Another example customers don't buy food, they buy satisfaction, survival and the pleasure of eating. In the case of a restaurant, they are also buying an experience and a social occasion.

If you guarantee to give people the benefits that they are after in the first place, there is a high chance that they'll want to deal with you.

Imagine a hairdresser that had a special guarantee for every single person who got their haircut on Saturday morning. The guarantee read like this - if you don't look the best you ever have on Saturday night and get three times as much interest from the opposite sex, we will pay for you to see another hairdresser!

Remember, people aren't buying a haircut - they are buying a look and the feeling of looking their best. You could go really deep with the psychology of that one - people want to look their best because they want acceptance. They want acceptance because they want to feel good about themselves. They want to feel good about themselves because they want to feel as though they are a worthwhile person, which is one of the most basic human needs.

Phew!! I bet you thought you were just cutting their hair. It's important to keep in mind that you are selling more than just the product.

If people are unsure that they will get the main benefit from dealing with you, they may hesitate when it comes to actually buying, or they may buy from someone else who makes them feel more secure.

It's all about understanding what makes the customer tick then absolutely guaranteeing to give them that. If they don't feel they have received what you promised, they get compensation.

When people feel as though they have 'nothing to lose', they are more likely to buy and take action. Most action is delayed forever, simply because people are afraid of what will happen if they make a mistake.

Imagine if every customer who came to you thought - "well, I can't lose with these guys, I'll buy it now and see how it works out".

A guarantee can get you around a lot of the sale process too - if people already feel certain that they will get what they set out to get, they will be less worried about spending time obsessing over every detail.

If there's ever a problem, they know they can come back and see you and get their money back. Of course, you need to make sure that the product you are recommending to people is the right one for their needs. And naturally, if your product or service isn't up to scratch, a guarantee may kill your business.

However, if 98% of your customers are happy, and you are satisfied with your product or service, then guarantee away. If people always seem to be happy, why not guarantee that they will be?

Many business owners are frightened of guarantees - they honestly think that customers will rip them off.

The truth is this -most guarantees are never taken advantage of, even when the customer is genuinely dissatisfied. There are two reasons why - first, people are lazy, and couldn't be bothered. Second, it takes a lot of confidence to stand up and say 'hey, I'm not happy, give me my money back'. The fact is, most people lack that confidence.



That's not to say there aren't people out there who will rip you off - you'll get the occasional pathetic person who buys an item, uses it a couple of times, then returns it, for no other reason than it's already served its purpose.

These people know they are doing the wrong thing, and have a sense of guilt. If you prick that guilt, they'll usually go away. When they phone to tell you they want to return something, ask some very direct questions - 'so what is it that you don't like about the item', 'how many times have you used it', 'so what are you going to buy instead'.

Make sure that the person is returning the item so they can buy something else - your guarantee should not cater for people who buy things they don't need and can't afford.

If you ask these questions, many of these sleazy people will back off. There's nothing wrong with making them work for their refund either - why not get them to fill out a 3 page feedback form, explaining what the problems were, along with all their personal details. Encourage them to take it away, and fill it out at home.

The people with genuine problems with the item will come back with the form, the rest will see it as too hard.

Of course, these customers are the last thing to worry about - your new powerful guarantee will bring you more customers overall, so it's worth taking that small chance.

So what should you guarantee, and how should you write it?

The best way is to completely forget about what you can do - let's think about what your customers want. Once you know what they want, let's work out how you can promise to give it to them.

Ok, to begin with, let's work out the biggest frustration customers have when dealing with you.

If it's builders dealing with sub-contractors, it's almost always people not turning up. If it's people getting their haircut, it's usually the hairdresser taking too much off and making them look silly. If it's a gym, it's often that they feel uncomfortable letting their blubber fly in front of a bunch of tanned, well toned Greek gods and gym bunnies.

Think about it - what really bugs your customers. Get into their shoes, then consider them saying this 'if I could just find a [business type] that did [x], I'd deal with them every time and recommend all my friends too'.

Ok, now fill in the blank - what is that one thing? Got it? Now how can you guarantee to do that for them. Don't immediately rule out the possibility there are dentists out there that guarantee no pain, no waiting and no surprises, there are pest control companies that guarantee you won't SEE a bug for 6 months, there are hairdressers that guarantee to fit a hair extension free if they chop off too much, there are video stores that let you watch another video free if you don't like the movie. The impossible can be achieved.

Of course, that one thing may not be achievable - you have to ask yourself whether it's economically viable.

Ok, if you can't do the first one, let's move on to the next biggest frustration. Think about it - what else bugs your customers?

Now let's develop a guarantee based on that. Can't be done? Move onto the next one, but make sure you're giving each one a fair chance of success. If you're just avoiding a killer guarantee for fear of doing more work or having to re-arrange the business, you're cheating yourself.

Once you know what you want to guarantee, it's time to write it down. This will be promoted on all of your business cards and your letterhead, so it pays to take the time with it.

The basic format for a powerful guarantee is simple - 'If this doesn't happen, then we'll do that'. For example 'If your friends don't start commenting on your immaculately clear skin within 4 weeks, you get every dollar back and a voucher for a free consultation with a dermatologist (value £80)'. How much business is that guarantee going to get a beautician?

Ok, let's write yours. First, write the first part of your guarantee - this is where you promise that something will happen. It's good idea to phrase it as 'if you're not blah blah blah' or 'You will blah blah blah' with the next words being 'if not, we'll blah blah blah'. Make the actual promise as specific as you can - put a time frame on it and make it really stand out. Explain what will happen - the real benefit of buying the product or service.

Second, you write the 'this will happen' bit - don't be afraid of money back, or a 'we'll keep working with you until you get the results' guarantee. Another option is 'we'll pay for you to see our most hated competitor' or 'we'll write you a cheque for the amount you invested plus £1000 to go to your favourite charity'. Now that's powerful!! Of course, it depends on the industry.

All you need to do now is fill in the blanks - write 'I personally guarantee you will [promise]. If not, we will [what will happen]'.

Ok, let's summarise what you need to write ...

First, it's important to come up with a USP. This is the main thing that sets you apart from your competitors, and the most important reason people should deal with you. This should be the main thrust of your brochure and be the basis of your main headline.

Next, you need to work the 3 or 4 most important selling benefits. Write a little section for each, and come up with a sub-headline strong enough to get people reading each section. Use the headline starters in this section to get the ball rolling.

Then, come up with an offer that will encourage people to act, and soon. This offer should give you the edge over the competition.

From here, it's a good idea to print your business guarantee somewhere on the brochure, usually near the end. The reasoning is simple - you get people a fair way down the sales path then hit them with the guarantee. You want them to think 'wow, they do x, y, and z, they're giving away a, b and c and they have this guarantee too - I can't lose!'.

Lastly, you'll need a section with your contact details. This should be easy enough. One recommendation worth noting - include a 'where to find us map' next to your details. People prefer these to just an address. The other thing - make your phone number big. For some reason, a bigger phone number seems to encourage people to call.

2. How (Do You Want Your Brochure To Look)?

When it comes to designing your brochure, forget about art and abstract nonsense. Just put it right out of your mind, because it will only lead you up the garden path.

I remember dealing with one client, who decided to make a horse the focus of her logo and brochure - she had a picture of a horse on the front cover.

Her business was corporate sales training. When I asked her why she chose a horse as her main image, she said 'Horses have always been a big part of my life, and I wanted a logo that got that across'.

I found it hard to keep a straight face.

Obviously, the only person that cares about her interest in horses is her - the corporations considering contracting for sales training don't give a damn. The cutesy horse picture was more confusing than anything else, and did nothing to add to the appeal of her business.

She had plenty of justification for the logo - she believed that horses were swift and noble, exactly the qualities she could teach salespeople. It all sounded like rubbish to me, and just a convenient explanation of her choice to put

a horse on her business cards. If she'd just said, 'I like horses' and left it at that, I'd probably have more respect for the idea. It's her business, after all.

I think Australians and New Zealanders have a real inbuilt BS detector, and we find it difficult to swallow all of this artsy nonsense. If it sells, it sells. If it looks good, it looks good. There really isn't anything else to it.

Having said that, it's important to note that different colours, images and fonts give people different impressions. Subconsciously, we associate different looks with different ideas.

For example, if you used an old Gothic typeface, people would think of you as classic, steeped in tradition and maybe British in heritage. If you used a computer-style typeface, people might see you as modern and up to date. If you used a handwritten, or comic typeface, people would be more inclined to view you as informal and fun.

The thing is, you don't need any special education to work this stuff out - you already know it. If an image suggests something to you, it's very likely it will suggest the same thing to most other people too.

That doesn't include things like horses, which mean very different things to different people.

When designing your brochure, the key is to think about every aspect in terms of SALES.

Whenever you're deciding whether to include a picture, diagram or design, you should be asking yourself 'will it add to the chances of someone buying my product or service'.

Often, business owners just throw in whatever pictures they have, and whatever drawings have been supplied to them by wholesalers. They use these things to fill up space.

Ultimately, this approach is virtually useless. Why go to the trouble and expense of producing a new brochure if you're not going to go the whole way?

Everything should have a reason for being there, and that means every word and every picture. If you need to go out and get some more pictures done, then go and do it - don't skimp!! A brochure is usually a one-off affair, so it's best to get it right from the outset.

Besides, once you've got your text written, it should be pretty obvious what you need to do - the size, the pictures, the typeface and so on.

Let's deal with each aspect of your look, one at a time ...

Type faces ...

The 2 basic types are Sans Serif and Serif fonts.

Sans Serif fonts don't have the little "feet" at the bottom of each letter. Studies have shown that people find these fonts more difficult to read than serif fonts. This isn't anything to worry about when choosing a font for a headline, but it certainly matters when you have a long block of text.

Serif type has the little "feet" or "hooks" at the bottom of each letter. These "feet" appear to form a line under the words that your eye can follow.

The most common type of serif font is Times New Roman. The most common sans serif font is called Arial. Times gives a more classic feel, whilst Arial seems more modern.

Computers offer a huge range of fonts, and it's cheap and easy to lay your hands on some more. You may end up with too much choice, which will ultimately slow you down.

It's best to choose a basic font that looks good, and suits your image. Try and use a serif font for the main body text. Your printer or graphic designer will almost certainly recommend Arial or Helvetica (both are sans serif fonts). To their artistic eyes, Times New Roman just looks plain.

Don't worry about that - the fonts you use in your headlines will give your brochure the character. The font you use for your main text just needs to be easy to read.

Pictures & Drawings ...

Brochures are one medium where pictures are just as important as the words. People like to 'look through' brochures, not necessarily read them.

Your brochure needs to have enough visual content to be satisfying to the prospect, before they read the text. By that, I mean that the pictures have to tell a large part of the story themselves.

Think about car brochures - many people never even read the text, they just look at the pictures.

See, many of us don't make decisions in a particularly logical way. We may pretend that we do, by making up reasons and justifications, but in the end, we are generally lead by our emotions. Pictures can stir up an emotion much easier than text can. It's the difference between hearing about something and being there. People don't want to be told about their new car - they want to see it!

In general, a picture will work much better than a drawing. In the case of a diagram, the opposite is true - line art works well.

There are also other visual elements you should consider - tables of facts

work particularly well, comparison charts are always looked at (where you compare the specs of your product against those of your competitors) and a picture of yourself (the business owner) with a personal statement underneath is often a great credibility builder.

Of course, much of this depends on how much space you have. I'd recommend trimming the text if you have a really good picture that needs more room. Remember, everything you put in must sell. If your words sell more than the picture you're thinking about, keep the text. If the pictures tells more of the story, cut the words.

Avoid squashing the text into really small type though - anything under 9 point type is getting hard to read.

Colour ...

It could be argued that because people see in colour, your brochure should be printed in colour. Whilst this would seem a worthwhile argument, it pays to remember that most newspapers are printed in black and white, and they're always read (no pun intended).

Printing your material in colour will cost quite a bit more than standard black text on white writing. More often than not though, it will be worth the money - colour definitely adds a professionalism that you can't get with black and white.

If you're going to use any colour at all, you'd be well advised to print in full process colour. Research has shown that

the difference between 2 colour and black and white advertising material is minimal and doesn't justify the extra expenditure.

The other thing is, full colour photos of the product will always work better than black & white, unless you're going for a real stylish black and white effect. Your photos should show the product in 'real life', and colour is the only way to achieve this.

If you're going to use colours, it's worth noting the impact of colour psychology ...

- Forest Green - appeals to wealthy but may cause rejection in other economic groups
- Burgundy - same as forest green
- Bluish Red - appeals to women
- Yellowish Red - appeals to men
- Orange - makes people think the business is informal and open to everyone
- Yellow - gets attention, but can indicate cheapness
- White - good colour for décor, reminds people of dairy products and cleanliness

Ultimately, I recommend that you trust your own instincts before worrying about the rules. Your opinion is just as valid as anybody else's - we've all grown up in the same society, and all have basically the same understanding of what colours mean.

For example, light blue will always be associated with clear skies. Red always means stop, green generally means go, or nature.

Start paying attention to other brochures, and see if you can work out why they've chosen the colours they have. Also, note the impact that the colours have on your opinion of the business.

One strong recommendation -keep it simple! Putting too many colours in will only make your brochure look like a technicolour nightmare. The fewer colours, the better. Limit yourself to about three (not including the photos, which will be full colour), then tastefully apply them to your brochure.

Layout ...

You'll find a number of effective layouts in the examples and templates section.

Many people fall into the trap of trying to jazz up their brochures by throwing in lots of different shapes and elements. Unless you have a good deal of artistic ability, you're best off sticking with a more simple layout.

Basically, you should aim to have one picture on each panel, and one block of text. Often, you will have one panel that is completely devoted to a picture of the product. It all depends on how many elements you have to squeeze in and what size your brochure is (covered in the next section).

The thing to remember is this - it's all very straightforward. You don't need anything more than common sense to put together a brochure. If it looks too cluttered, take some things out. If it looks too barren, add more in. If it looks like there's too much text, add some more pictures.

The easiest way to get your layout right is to use the templates included, or to copy another brochure that you like.

If you want to try something out of the ordinary, you should pay a graphic designer to do it for you. Professional designers can be quite expensive. If you want to save some money, contact a college or university that runs a graphic design course. This way you may be able to find a 2nd or 3rd year student who will do it for a reasonable price.



Size ...

Most brochures are either DL size (that's A4 folded into 3), or A4 (the size of a normal piece of paper).

DL (also called 3-fold) is generally the best option. Not only is it the most widely used and accepted, it will be the easiest and cheapest to produce. It will also fit into brochure holders which you can buy from stores that sell shopfittings.

Really, you should only consider another format if you have a large amount of information that **MUST** be included, or if the product/service you're selling is a really big ticket item.

For example, I'd expect more than a DL brochure if I was considering buying a new Porsche - I'd want a full colour, 20 page extravaganza. The same goes for new homes.

You may wish to try an odd sized or shaped card. This can certainly makes your card stand out but again, unless you have great artistic flair, you're best advised to consult a professional designer, printer, or a member of the **ActionCOACH** creative team.

Stock ...

Stock is the term used for the type of paper or card that you print your brochure on. There are numerous types for you to choose from. Should you use glossy paper or plain paper? Plain card or a textured card? These are just some of the questions to be answered when choosing your stock.

Just as there are a variety of materials, there are also a variety of prices, going from the very expensive to the down right cheap. Before deciding on the type to use for your stationery, you need to consider the type of product you're about to promote.

If you're selling expensive, good quality products it's better to use good quality stock. For a cheap, consumable product or service, cheaper stock is fine. People generally aren't that concerned, but they may find it strange if your high quality business promotes itself using the cheapest and thinnest card available.

3. Where (Should You Get Them Printed)?

Once you've designed your brochure, and decided on the stock, you then have to decide where and how to get it all printed. This will depend largely on your budget. You basically have 3 choices ...

Professional printer: This is more expensive but ensures that your brochure will look first rate. Always have your brochure professionally printed if your budget allows.

Personal printer: If you own, or have access to, a good quality computer printer you may be able to save on your printing cost. However you need to keep in mind the quality of the stock you use. If you're printing a large number of brochures, it would probably work out more cost effective in the long run to have them done professionally. Printing 1000 colour brochures on your own printer will probably be impractical anyway.

Photocopies: This is the bargain basement of printing. If you decide to go with this option, make sure that the quality of reproduction is high. Having black 'photocopier lines' all over your brochure will make you, and your product look cheap and nasty. Only use this option as a last resort, and only for B&W. Colour photocopying will always work out to be too expensive to really consider.

4. How (Should You Use Them)?

Once you've got your brochures together, it's time to get them out there.

Let's look at the different ways to use them ...

As A Sales Generator -If your brochure is self-contained (tell the whole story), you can use it as a flier. This works best when you have a list of qualified prospects, and you can send it direct to them, addressed with their name. The other option is a PO Box drop.

As A Sales Tool -The best way to incorporate brochures into your sales process is to take the customer through it yourself. Sit down with them, and explain the different aspects of your product or service, using your brochure as a common reference point. You can point out information and pictures using the brochure. If you don't close the sale there and then, the customer can take the brochure away.

As A Pre-Sales Tool -Often, people just want information. They are planning to buy, but they want to sit down and have a look at some brochures first. This is when it's fine to just send a brochure out, although I'd recommend you get the customers' details and follow them up on the phone after they've had the info for a few days.

As A Referral Tool -If your brochure is interesting and appealing enough, you can give multiple copies to various customers, so they can hand them on to friends.

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.

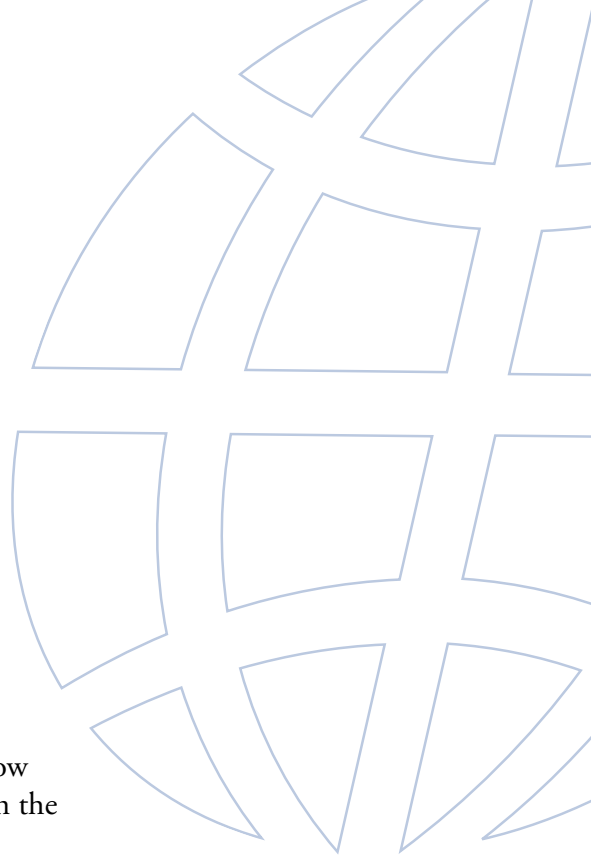
He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned 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.

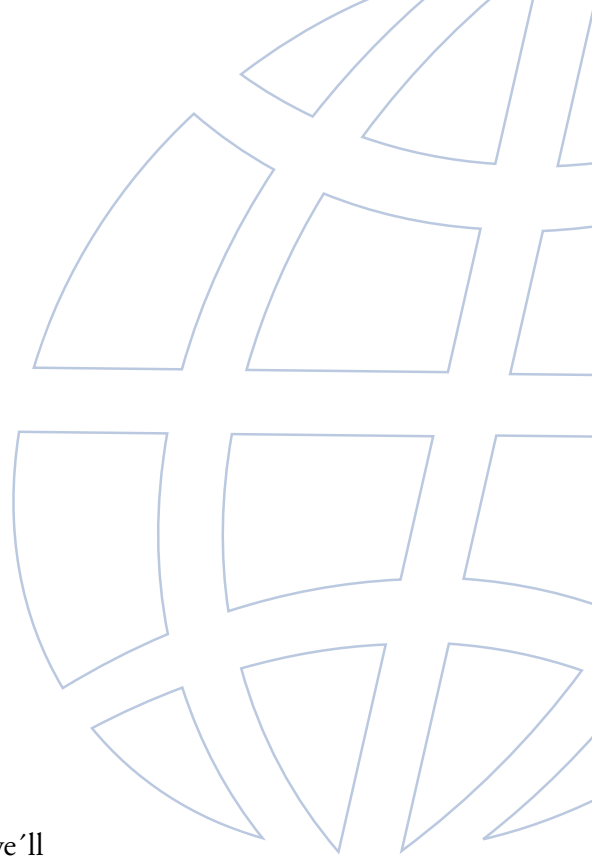
Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there.

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?

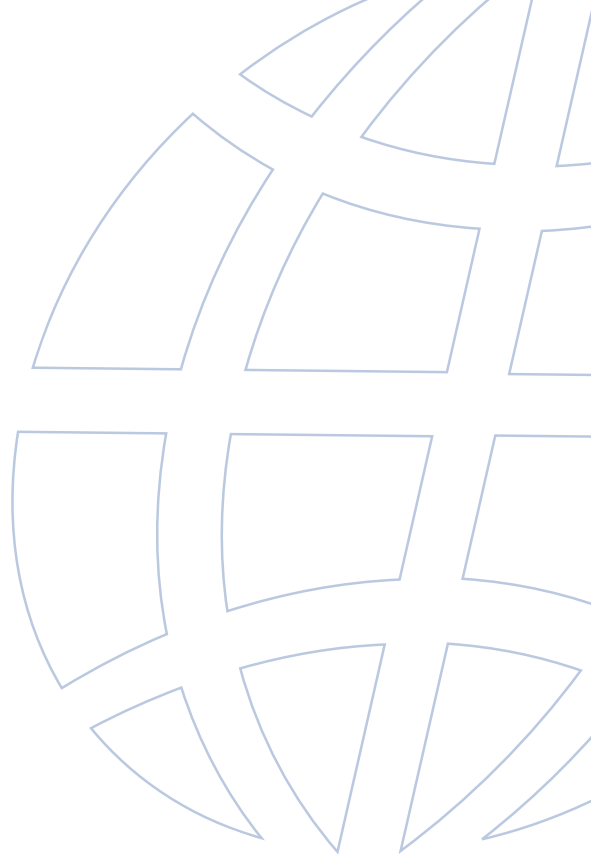
First ... you need to get back in touch with your **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way ...

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

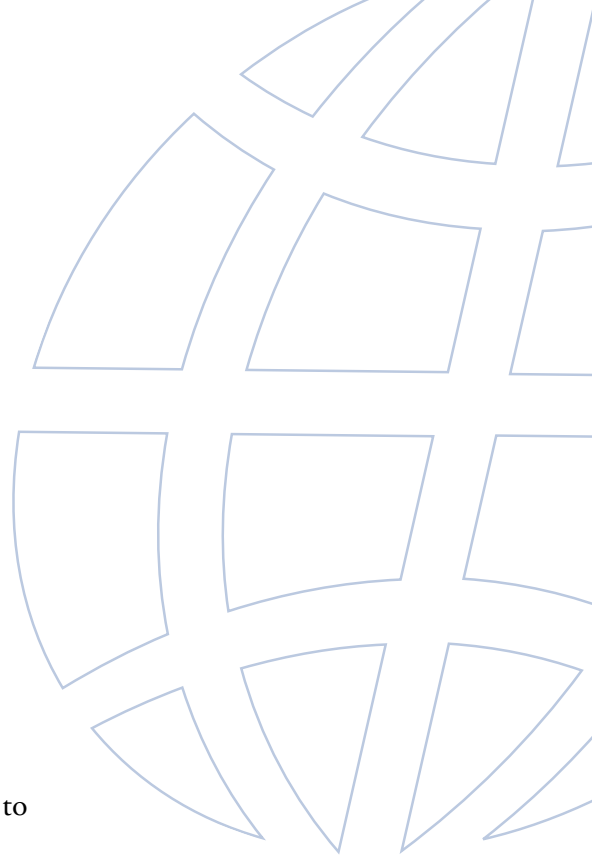
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

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

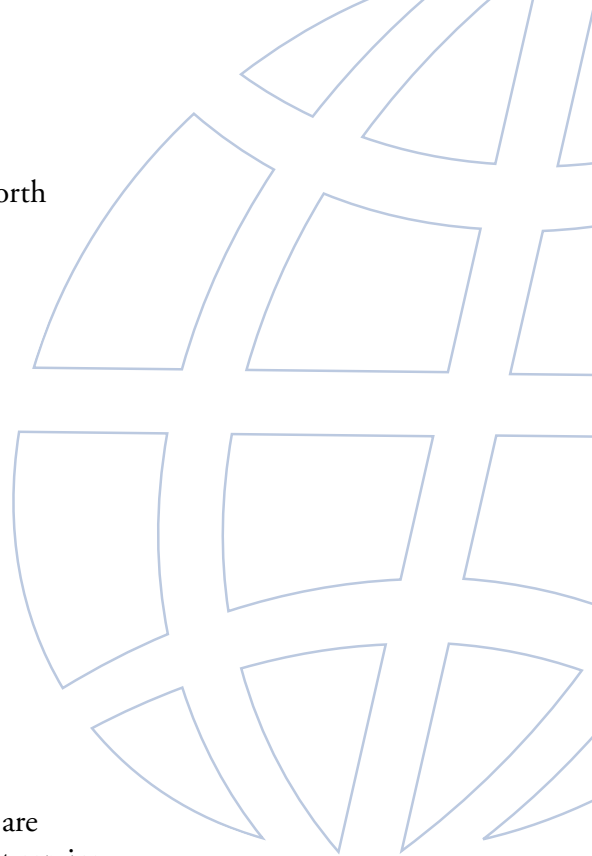
“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service.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

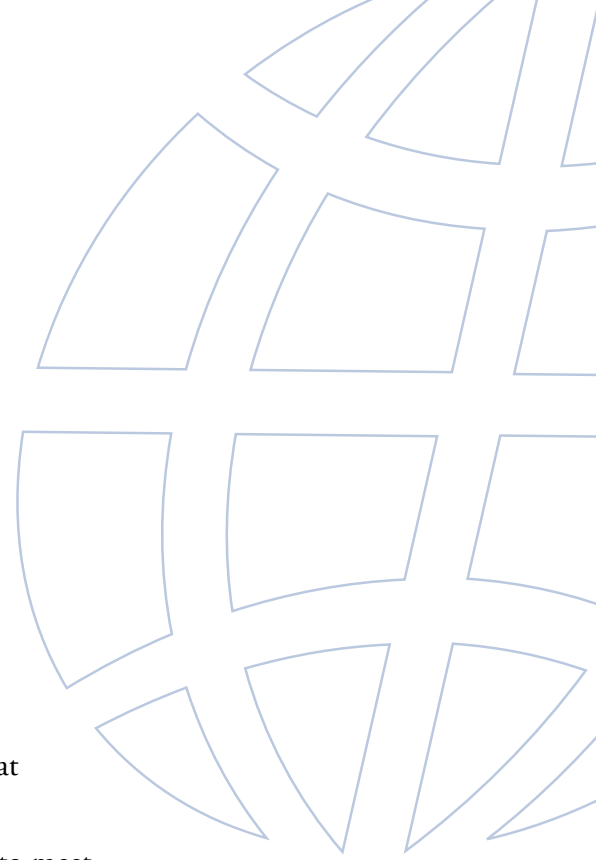
Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **ActionCOACH**.

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.

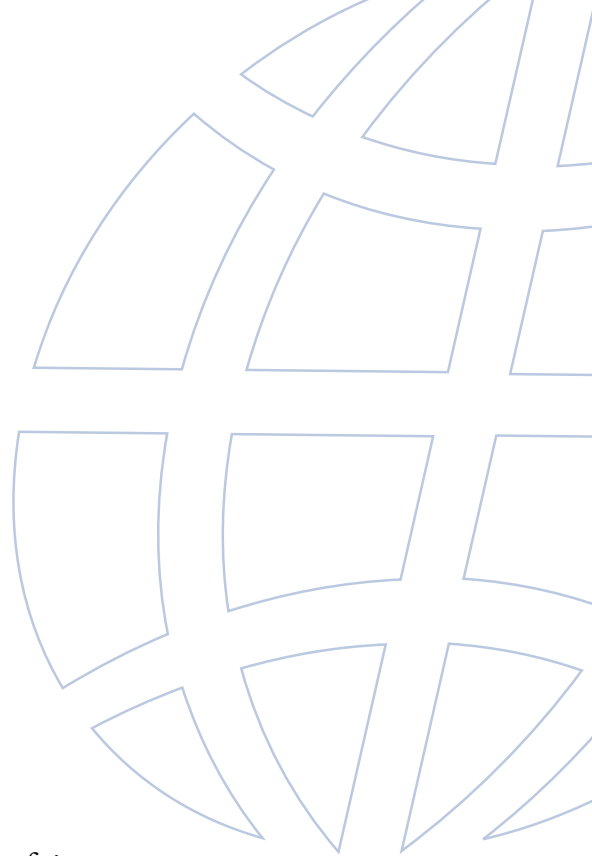
By playing this fun and interactive business game, you will learn:

- 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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