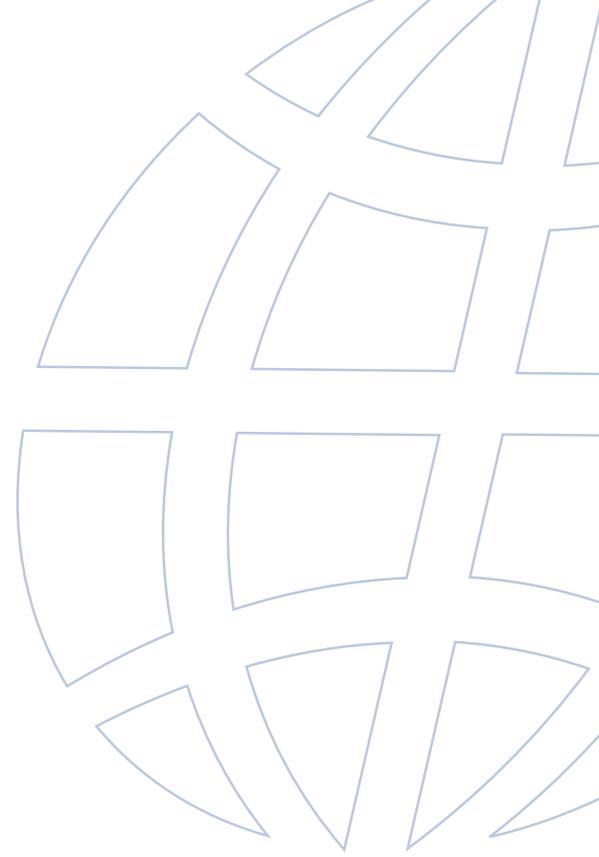


*BRAD SUGARS*



# Instant Closed Door Sales

# Congratulations!!

Welcome to Closed Door Sales, your do-it-yourself guide to running special after-hours sales that generate cashflow ... fast!

Once you've been through this guide, you should know exactly how to put together powerful invitation letters, how to plan the evening and how to make more sales than you thought possible. More importantly, you'll have a selection of marketing pieces to get you started.

The aim of this guide is to give you a COMPLETE strategy, from start to finish. You'll learn everything you need to know in order to run a super successful closed door sale.

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

I personally guarantee it.

## How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 5 Steps To Running a Profitable Closed Door Sale'.

These 6 sections cover every aspect of making your closed door sale a roaring success.

Best of all, you'll find actual templates and examples of successful invitation letters. It really is as easy as filling in the blanks (your name, address and the time of the sale) and sending one of these letters out to your customers.

These sample letters have already worked exceptionally well for a wide variety of businesses, and they'll work for you too. It definitely makes it easy.

Although it may be tempting to just flick straight through to the templates, I urge you to take the time and read the whole guide first. We've kept it short and to the point, meaning you get all the information in just a few hours.

We've also made sure it's really easy to understand. There's nothing in here that is technical or hard to do - it's all common sense, and anyone can do it.

You'll find that you'll get much more out of this guide than information about closed door sales - we've designed so that you really have to take a look at your business and think about it in a whole new way.

You might be surprised by how much this exercise reveals about your business (and yourself). 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.

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

Now, it's time to get moving. The world loves a sale and yours is going to be the one not to miss!!

## Important: A Note About Testing & Measuring

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

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

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

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

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

When it comes to closed door sales, it can be difficult to test. There are two reasons.

Firstly, you don't know how well your sale is going to go until you actually run it 'for real'. There isn't really a way to run it on a small scale, see how many responses you get then do it bigger.

Secondly, if you run a closed door sale, invite everyone and it bombs, it's not always the best idea to run another one soon after. People may get the impression that your 'special' sale isn't really that special. This can take the power out of the strategy and put a strain on your credibility.

## So what's the answer?

You need to find other ways to test. For example, you can write your invitation letter, plan the sale then share the concept with a few trusted customers. Ask whether they'd really come, and find out whether they'd tell other people about it.

A great question to ask is 'so assuming you had something important on the night of the sale, what would I have to say in this letter to encourage you to cancel your plans and come'. That always generates an interested response.

It's important to bear in mind that people are fickle, forgetful and generally scatter-brained. They may fully intend to come to your sale, but forget or be distracted at the last minute. You have to find out what kind of appeal will really make an IMPACT with your customers.

The best way to discover that is simply to ask them before going ahead with the closed door sale.

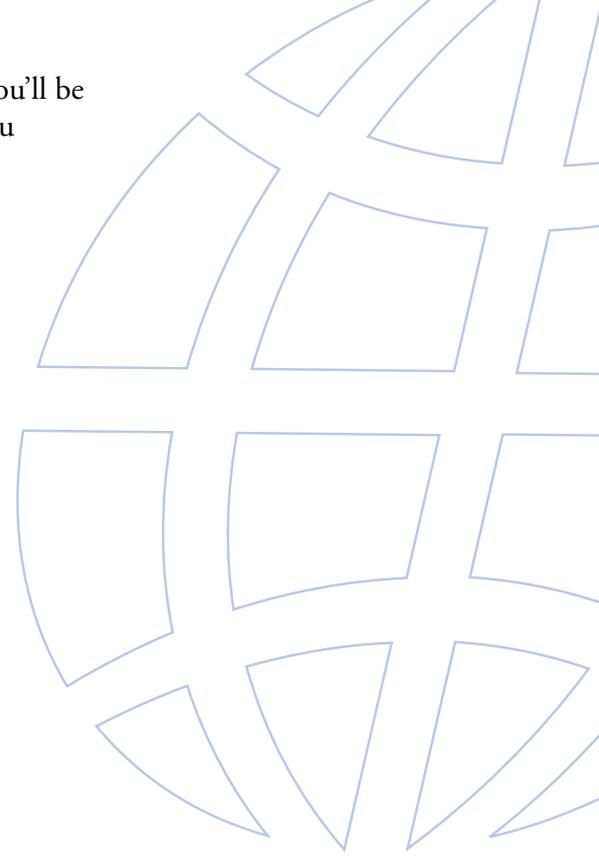
## **The Nature Of Closed Door Sales**

### **What is a successful Closed Door Sale?**

Before getting started, it's important to understand what we're aiming for. Without knowing what success is, it's hard to achieve it.

Most business people tend to have unrealistic expectations - they think that 90% of their customers will come to their closed door sale, and that all will spend big dollars.

The reality is, most closed door sales only achieve a fraction of that result on average, one in five people will attend a closed door sale, and about half won't buy anything of any significance.



# So does that make the exercise a failure?

Not necessarily. Basically any closed door sale that makes you money should be considered successful. That means, if you take in more money than you shell out, the closed door sale has been worth the trouble.

Before planning your sale, there are a few things you need to do ...

1. Work out your costs. This includes the cost of printing, envelopes, the price of any give-aways, staff costs and so on.
2. Know your margins. You need to know the net profit you make from each item. By understanding how much you actually make from each sale, you'll be able to work out the number of sales required to make your sale profitable.

After your sale is over, you will have a much better idea of whether it was successful. You add up the total amount of profit, then balance that against the amount you had to spend to make the sale worthwhile.

Of course, sometimes the aim of a closed door sale is purely to clear out old stock that's really just taking up space. In this case, it's no big deal if you don't make a profit - you'll be achieving something if you turn that old unwanted stock into cash.

Sometimes, old stock is better off being sold for half price. You've already paid for it, and it's tying up your funds. If you sell it quickly and bring in cashflow, you can divert your resources to a more profitable line.

## What makes a successful Closed Door Sale?

Now we understand what a successful closed door sale is, it's a good idea to take a broad overview, and consider the key elements of a sale that really produces results.

**Invitation Letter ...** Your invitation letter should create real excitement and make people want to cancel whatever plans they had and come to your sale.

**Offers ...** If you're not offering people a real incentive to come, it's unlikely they will. Your offers (or specials) need to be truly enticing. It's common to have a number of 'loss leaders' to get people in the door - these are items you sell for well below cost.

**Customer Service ...** If your staff just stand around at the sale, looking disappointed that they're missing Melrose Place, people will be unlikely to really spend. You need to greet people warmly, help them find what they're looking for, then really make an effort to sell them something.

**Social Occasion ...** The best closed door sales are the ones that turn into a mini-party. People come with friends, stay around to eat your nibblies and walk out with an armful of purchases. Of course, not every business will have the opportunity to create this vibe, but it's something to aim for. Just think of it like this - you're inviting hundreds of friends over. How are you going to show them a good time and make sure they stay?

In the following pages you'll learn much more about every aspect of closed door sales.

You'll discover how to write invitation letters that stop people in their tracks, how to run amazing specials without going broke and how to make the absolute most out of every customer who turns up to your sale. And that's really only the beginning.

You'll find out that running a successful closed door sale is as easy as following a well-established formula.

The system you'll learn has been used by hundreds of businesses with great success, and it's almost certain that it will work for you as well. Let's get started ...

# **The 6 Steps To Running a Profitable Closed Door Sale**

## **1. Why (Run A Closed Door Sale)?**

It may seem strange to start with the question 'why run a closed door sale?', especially considering that you've already bought this manual, and are pretty convinced this strategy is for you.

Even so, it's a good idea to identify the precise reason you are running this sale. Once we know that, it's simple to work out how you can go about achieving your ultimate goal. As we discussed before, you can't succeed without first knowing what success is.

Let's take a look at the different reasons businesses run closed door sales for their customers ...

**Quick Cashflow ...** Sometimes a closed door sale is an excellent way to boost the month's sales, and quickly. I know of one business that runs regular closed door sales, and tends to turnover more in one night than they do in an average month.

If this is your aim, you're going to need to concentrate on profit margins. There's not really much point in selling stock below cost so you can partly pay your supplier bills.

Whilst the aim is to get cash in the door, you will only be harming your business if you sell things too cheap. Remember, the only money you make is the PROFIT.

**A Treat For Your Customers ...** Some businesses run closed door sales purely as a special bonus for their customers. It's kind of a reward for all their loyalty.

These type of closed door sales always work. Whether people come to your sale or not, they'll feel special that you invited them. You can really play on this fact in your invitation letter.

All closed door sales achieve these objectives to some degree, but if it's your stated main aim, you can really get the feeling across.

**Referrals ...** This is truly one of the cleverest reasons to run a closed door sale. You invite all your customers and make the price of entry to the sale 'one friend who has never bought from our business before'.

That's right - if people want to come along and check out the awesome specials and bargains, they have to invite a friend along.

Not only will the friend probably buy something at the closed door sale, boosting your takings for the night, there's a good chance they'll become a regular customer, especially if they enjoy themselves and like the stock that you offer.

Often, you'll hear the friends of your customers say 'I normally go to [one of your competitors], but they never have anything like this'. That's precisely the kind of response you want to elicit. The friend starts to believe that they've been missing out.

**Clear Old Stock ...** Sometimes, running a closed door sale is a great way to get rid of all that stock you've had

forever, yet can't seem to sell.

There's something about a special sale that puts people in a buying mood. Even if you've advertised an item for below cost and had it on display with a big red sign that says 'half price', you still have a better chance of selling at a closed door sale.

I remember one music store I worked with. They'd had this one particular guitar in stock for more than 2 years. It was an expensive and high quality model, yet it was really quite good value for the price.

Anyway, the store had tried virtually everything to sell it, with no success. Ultimately, the staff started believing that the guitar had some kind of weird curse on it. They'd actually tried to sell it for about 70% of the COST price, and still had no takers.

Then they ran a closed door sale. They went for a more moderate discount 25% off the retail price. Within the first 30 minutes of the sale, it was gone.

Although they didn't really make any money from the sale of the guitar, they turned the instrument into cash, which could then be used to pay the bills and buy new stock.

## 2. When (Should You Run Your Sale?)

Most business owners never really give this question enough thought, mistakenly thinking that if they set the time, people will find a way to get there.

Whilst that's sometimes true, it's more often correct to suggest that people will come to your sale if it's CONVENIENT. That means, if they can stop by on their way home from work, or drop in just after dinner, they'll come.

If they have to put other things aside and go to a lot of trouble to make it to your sale, your chances of success diminish.

To work out which day/night and what time, you first have to consider who your customers are ...

- Do they work during the day?
- Do they have to prepare a meal for the family?
- Can they drive, or will somebody be driving them?
- Are they nightowls, or in bed early?
- Are they likely to be busy on any particular night?

Of course, it's going to vary from customer to customer, but you should be able to develop a profile that fits most of the people who regularly do business with you.

As a general guideline, it's best to have your sale on a weeknight. Most people don't make plans for their weeknights, preferring just to bum around and watch TV. Although they may be unhappy about missing their favourite show to come to your sale, they can always put a tape in the VCR and watch it when they come home.

Sales planned for Thursday, Friday, Saturday or Sunday nights are usually not a good idea. People do particular things on these nights and are unlikely to want to change their plans.

Monday nights are not recommended either. For some reason, people almost always want to keep Monday night free, as if they need extra time and space to recover after the first day of the week.

That leaves Tuesday and Wednesday. The choice is yours, although I have a definite preference towards Wednesday. When it gets to Wednesday night, people tend to get happier - they feel that the week is

drawing to a close, and they feel a little more free.

By the way, I don't buy into all of this nonsense - if you live 5 days of the week waiting for the other two, you're wasting 5/7 of your life. Having said that, it's undeniable that many people live this way, and probably will forever.

When deciding on a time for your sale, you have three choices - early and short, early and long or late and short.

The safest option is early and long - that means your sale starts early (say around 5:30pm) and goes for a long time (four or five hours).

Sometimes, it's better to run the sale late, so that people have a chance to get home, eat dinner, get changed and then come out. This will often work better, because people feel relaxed - they don't have anywhere to go or anything to do. This is especially true when it comes to mothers.

The only time you should run an early and short sale is when you are dealing with people on their way home from work.

For example, if your business is in the CBD and the majority of your customers are city workers who live out in the suburbs, you should definitely run an early sale. It's extremely unlikely they will go all the way home, then come all the way back. Regardless of how good your specials are, people just can't be bothered going to that much effort.

Aside from the weeknight option, here are some other times you might like to consider ...

**Saturday Morning ..** if you're not normally open on Saturday morning, running your sale at this time can work incredibly well. People are probably out doing their shopping anyway, so stopping in at your sale is no drama. They'll plan it into their schedule. The same goes for Thursday night, although this tends to be less successful.

**Sunday Morning ...** this can work well also, but you'll find that your customers will be in a different frame of mind. People tend to completely lose all sense of focus on Sundays and they're generally not in the mood for running around looking for a great deal. Of course, there are plenty of exceptions to that rule.

**Weekday Lunchtime ...** If your business is centrally located and most of your customers are workers who don't live in the area, a lunchtime sale can work well. Problematically, many people don't have complete control over when they take their lunch break, meaning they may miss most of your sale. If you're going to do this, run the sale from 11:45am until 2pm.

### 3. What (Should You Offer)?

If your sale is really going to succeed, you're going to need great specials and offers.

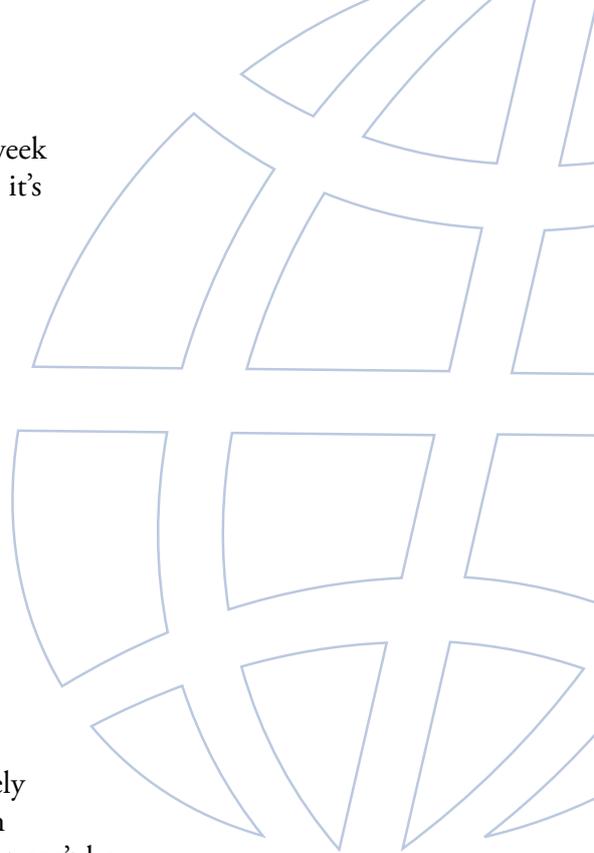
People may come because they feel special, but they won't buy unless you've got something on offer that they perceive is a real, once-in-a-lifetime bargain.

#### **So how do you get these great bargains and still make money?**

If you own a retail store, you'd already have plenty of ideas. You've probably run dozens of sales in your time as a business owner and a closed door sale is no different.

First stop is your suppliers - ask them what they're willing to do for you in exchange for a little extra exposure. Not only will you be introducing plenty of new customers to their product through the sale, you'll also be helping your supplier to get their figures up.

After that, do a stock take and work out all the things that have been hanging around too



long. Sacrifice these items at cost or below, then resolve to never buy those lines again.

Then, look at your everyday items and think about the kind of deals you could offer.

Remember that people aren't stupid. If you offer great deals on a line that is totally unpopular, yet no incentive on the products people really want, your customers will quickly judge the sale to be a waste of time - they either won't come, or they'll leave quickly.

You don't have to simply reduce the price - there are more creative ways to come up with a great deal ...

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

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

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

## The Package Offer ...

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

## 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' deal. Or, try a 'buy one of these and get one of these FREE'.

## FREE Offers ...

Giving away something absolutely free (no catches whatsoever) is often a brilliant way to get people to your sale. Offer a "bribe" to get them in the door initially, then great service and other good deals to encourage them to buy more.

## Spend Over £X ...

This is where you offer people something free if they spend more than a certain amount at your sale. For example, you could get a bunch of items from a supplier at a great price. Offer your customers the pick of any of these items if they spend more than £100. It's usually a good idea to use this as an additional offer, rather than your entire hook.

## Host Beneficiary ...

This is an excellent way to give added value without losing profits. You approach another business, for example a

hairdresser. Say to the hairdresser ‘I like the way you do business. I’d like to refer all my customers to you. If I could give them a free voucher for a haircut, I’m sure they’d definitely come, and I’m certain they’d become regular clients. You’d have to do a few free cuts, but you’d get heaps of new customers out of it’. You then do this with 2 or 3 other businesses, and give out these vouchers as bonuses with any purchase.

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

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

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

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

## 4. How (Will You Write An Invitation Letter That Works)?

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

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

Simply going to your database and saying ‘We’re having a special sale, customers only. Everything will be half price’ is enough. It doesn’t matter what words you use, or even if you make spelling mistakes.

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

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

As long as your message is clear, quick and targeted well, your letter will work. It’s really like serving food - if you are serving a delicious meal, it’ll

taste just as good delivered on paper plates as on your best silver. People may prefer it on the silver, but if you’re serving to people hungry for what you’ve cooked, they’ll eat anyway.

There is only one sin you don’t want to commit - getting off the point, or rambling too long. If every word and every sentence says something important about the sale and why the prospect should buy, fine.

If your letter is full of guff, people will lose interest very quickly. The same applies if you stray from your initial intention and message.

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

Your headline: Tell people exactly what they will get out of reading the letter... the headline lets prospects know whether they should bother reading on. It needs to promise immediate benefits.

You should say something like 'You're invited to our special sale - you'll save up to 90% on everything in store, and have access to the very latest products'. It's a good idea to combine the appeal of being special with some details about the bargains.

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

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

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

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

Give them precise instructions on what to do - who to call, which number to use, when to do it and what to ask for. Here's a good example - 'Call Gordon Harris now on 3345 6756 and let us know that you'll be at the sale'.

Then give very precise details on when the sale is, where and how to get there. Remember that some people on your database may not have shopped with you for ages, so a 'where to find us' map is appropriate.

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

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

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

**Use a PS ...** One of the most important aspects of the copy is the PS. In fact, the PS is often the most read part of the letter. It pays to include a major point right at the end - for example, details of the special lucky door prize you'll be giving away at the sale.

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

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

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

Watch out for letters that are too long or too short ... The number of pages is less important than the actual layout. If spacing it out spills the letter over onto 3 pages, rather than 1, that's ok.

Just as long as it looks 'fun' to read.

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

Likewise, if it doesn't have enough meat (reasons to act), people won't do anything. You need to say enough to get

them inspired to do something, but not so much that they run out of time, or get bored.

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

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

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

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

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

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

You'll find templates and examples of invitation letters in the next section.

These will help you get started straight away.

**One important point** - don't be afraid to deviate from the templates and write your own letter. If you follow the guidelines above, there's no reason why you can't write a letter that works just as well (or much better) than the template letters.

## 5. How (Do You Get The Most Out Of The Sale)?

It's one thing to attract hundreds of people to your closed door sale, but quite another to actually get them to buy.

I remember one closed door sale that attracted more people than I've ever seen at one sale. There were probably 500 people lined up at the door of this tiny retail store.

Actually, 'lined up' is a misnomer - these people were struggling for position. At one point, I was certain that something was going to break. I was actually working as a counter assistant at the time, so I was more than a little concerned.

Anyway, the boss had this crazy idea. He decided to leave the price-tags off all of the stock, and give each of the staff members a price list. The idea was simple - people would have to ask what the price was, giving the staff a chance to sell the customer.

That was a nice idea in theory, but I think the boss expected about 50 people, not 500 hyped up bargain hunters. There was no way the 3 staff members could answer 500 'how much is this?' questions all at once.

The sale was a disaster - people came in expecting to see the prices, then got totally sick of waiting to ask someone. Most people looked around, tried in vain to get the attention of a staff member then went home. Very few people really even got the chance to buy.

This illustrates why you need to plan ahead. Give real thought to the sale, and leave nothing to chance. You have shot, and if you don't make the best of it, the customers will go home without even opening their wallets.

Here are some considerations ...

**Staff:** Make sure your staff fully understand the strategy you've implemented. It's important that they understand the vital role they are to play in this strategy. And also, try to give them a rest before the sale starts. There's no point working them all day, so that they're too tired to give their best when the sale starts.

**Nibblies:** Provide drinks and a couple of nibblies for your customers. This will encourage them to stay longer. A sausage sizzle is always a good idea, as are lollies for the kids.

**Security:** Most sales don't attract hundreds of people at fever pitch, but some do. In this case, you might need a burly bloke to help keep control (and also to watch for shoplifters).

Here's your invitation to the Harvey Phillips Retravisation closed door super sale ...

- Everything slashed
- Bargain package deals
- Giveaways (including a 51cm Panasonic TV)
- Drinks and nibblies
- Past customers ONLY

Good morning NAME ...

Harvey Phillips is having its first ever closed door sale - this is your opportunity to pick up some real bargains.

Here's a few examples ...

- TV's from £199, save £100
- VCR's from £265, save £64
- Washing Machines from £430, save £99
- Russell Hobbs Cordless Kettle from £79, save £40
- Sanyo 1000W Vacuum Cleaner £89, save £40

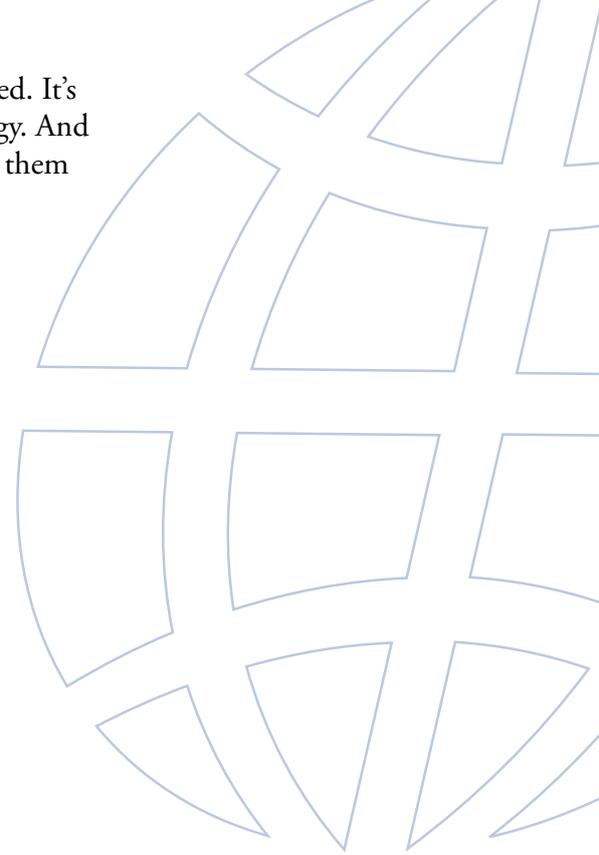
On top of the bargains, there's a couple of other reasons to attend.

First, we're giving away a TV - a 51 cm Panasonic (value £699). You simply drop your name into our barrel and you could win. We'll notify the lucky customer by mail.

Second, you'll be able to pick up your VIP card on the night - every time you make a purchase, you get a stamp. Once you get five stamps, Harvey Phillips pays for you and your partner to have a night on the town. You'll dine in a great restaurant and have a couple of drinks as well.

And on top of that, we'll then upgrade you to a Gold Card member. That means you get all this ...

- Free delivery and installation on any purchase over £300...
- First option on specials and new products ...
- Regular vouchers and discounts from local businesses ...
- A dinner for 2 after you've used your card 5 times ...
- Coffee and tea every time you come into the store ...
- Gold Member Prices ...



Or put simply - the very best service on electrical appliances. But first, you need to come in and pick up your VIP card.

To collect it, just come along to the closed door sale and drop the entry form into the barrel (this also automatically enters you into the draw for the TV).

You'll notice I've included 3 forms - one for yourself and 2 for your friends (they must live at a different address).

Someone will call in the next few days to check if you can make it. If not, why not phone ahead and ask to see the bargains before the sale.

But remember, this sale is only open to yourself and 2 of your friends. If you'd like to bring more than 2 people, please call to make a special arrangement.

I look forward to seeing you there,

Mark Houston

Harvey Phillips

PS Remember, the dinner for 2 voucher is yours after you get 5 stamps on your VIP card. Bring this letter and you'll get the first stamp on your card automatically. Make a purchase on the night and you'll immediately get another one. That's 2 stamps towards becoming a Gold Club Member.

**Announcing ...** a very special diamond promotion open only to very special customers

Dear [name],

For the first time ever, Jolissas Jewellers is holding a closed door sale - a once-off, not to be repeated opportunity on October 22nd. This is strictly for preferred customers and NOT open to the public. The sale begins at 7pm and ends when the last customer leaves.

Through fortunate purchase agreements with the diamond merchants, I have secured a range of diamonds for previously unimaginable prices. I am able to offer these to you for far less than retail - approximately 65% less in many cases.

I am unable to publish these prices, as my competitors would be seriously distressed.

In addition, every item in the store will be open to negotiation, and all reasonable offers will be accepted. This is your only opportunity to buy jewellery at prices my competitors would gag at.

I look forward to seeing you there. Please RSVP by the 15th of October.

Brian Davis

Jolissa Jewellers

PS You are entitled to bring one friend who is not a regular Jolissa Jewellers customer. But only one.

### **Your invitation to the**

Mt Eden Motorcycles closed door sale

- Up to 75% off all stock ...
- Great deals on a complete range of never-been-seen before stock - jackets, helmets, gloves ...
- Food & drinks ...
- New & classic bikes on show ...
- Lucky door prize - a £495 HJC helmet ...

Dear [name],

I wanted to write and tell you about our closed door sale - a once-off, not-to-be-repeated event exclusively for valued Mt Eden Motorcycles customers.

Here are the reasons to make sure you're there ...

Stock reduced to clear, completely new stock at prices that will NOT be available to the public, food & drinks, 7 super-hot bikes on display and an awesome lucky door prize.

And that's just the start - it's also your chance to mix with Auckland's other 200 bike enthusiasts.

So whether you're a dirt rampager, or a road demon, make your way to Mt Eden Motorcycles and score a great deal. I suggest you bring your credit card, cheque book and a loan from your mother - it's going to be a great night.

Here are the details ...

What: The Mt Eden Motorcycles Closed Door Sale

Who: YOU and 200 of Auckland's most enthusiastic bike riders

When: 7-11pm, 21st October Where: Mt Eden Motorcycles Why: Re-read page 1!!!

I look forward to seeing you there ...

Lisa Davies

Mt Eden Motorcycles

PS You may bring one other person, but only ONE - absolutely no exceptions... this sale is exclusively for loyal customers of Mt Eden Motorcycles.

### **You're Invited!!**

The first Longboard Revolution

Surfing Day

Dear [name],

Before I go any further, I'd like to say thanks - thanks for supporting Longboard Revolution. Whether you surf 'just for the fun of it' or competitively, we'd like to think that our store caters for YOU.

With gratitude in mind, I've organised something special of my top 200 customers - a surfing day. Here's what we have planned ...

- An all you can eat breakfast on the beach ... For just £5 a head, you can fill up on bacon, eggs, cereal, toast and juice.
- A 45 minute talk 'How to catch a great wave and stay on it, every time' ... I've spoken to so many surfers in my 12 years out on a board, and they always ask how I do what I do. I've condensed the best tips into one short lesson. This is free, and will happen right after breakfast.
- A showing of the latest boards and accessories ... I'll be showing my new boards, and we'll be getting reps along from Billabong, Rusty, Rip Curl & more.

• Great deals on everything in store ... Straight after the product demos, we'll all go back to the store. There will be special 'guest-only' prices on everything. If you're after a new wetsuit, or new board, this will be the day to buy it.

• Tides check & recommendation ... I've been surfing the coast for 12 years, and I have a knack for picking where the good surf will be. If you're up for the bigger waves, you can come with me. If you're more of a beginner, I'll be recommending good spots for you.

• A day of surfing ... And not just a normal day. You'll be armed with a bunch of new skills, and you'll be surfing with ME. You'll make some new friends, and have a great time.

• After-surf relaxation ... Naturally, all that surfing can make you thirsty, so we'll be heading back to my favourite watering hole for a beer. The perfect end to the perfect day.

• The chance to become one of the first members of the Longboard Club ... We're starting up a special club, designed for people who love to surf. Whether you're a weekend surfer or a religious once a day beach bum, you'll want to become a member. I'll explain more on the day.

The best part is this - it's all FREE!! All you have to pay for is your breakfast (only £5 for all you can eat), plus any food.

So make sure you're there. The details are [details]. You must RSVP on [number] before [date].

I look forward to seeing you there,

Nigel Beckham

Longboard Revolution

PS There is one catch. To come, you need to bring a friend. And this friend must be a person who has never been to Longboard Revolution before. If you have a friend who has been to our store, and is also planning to come, you must BOTH bring someone new. See, we'd like to introduce our store to as many surfers as we can. Inviting your friends is a great way to do just that.

## Break Even Analysis

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

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

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

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

# Break Even Analysis

## Closed Door Sale

### Hard Costs

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

**1. Total Fixed Costs** £ .....

**2. Average £££ Sale** £ .....

### Variable Costs

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

**3. Total Variables** £ .....

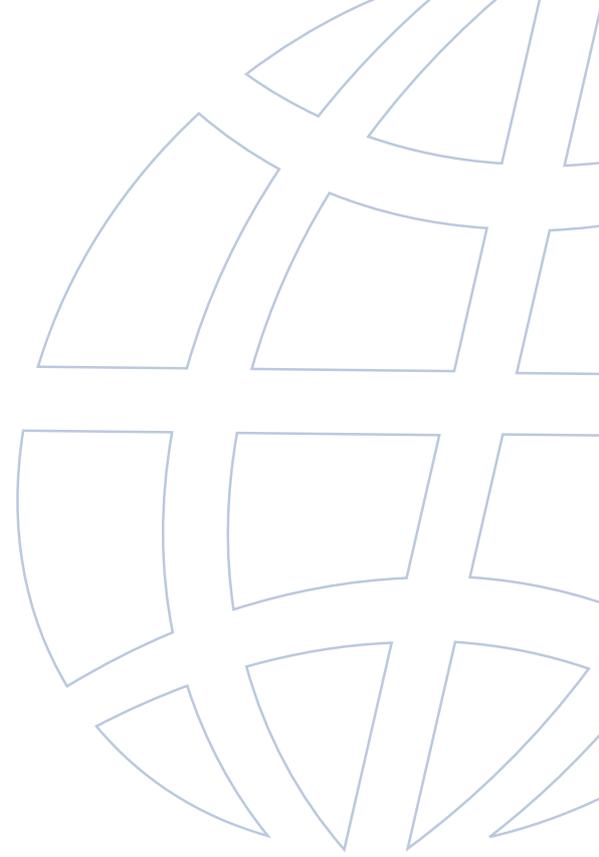
### Delivery Costs

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

**4. Total Delivery** £ .....

**5. Net Profit [2/(3+4)]** £ .....

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



# ABOUT THE AUTHOR

## Bradley J. Sugars

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

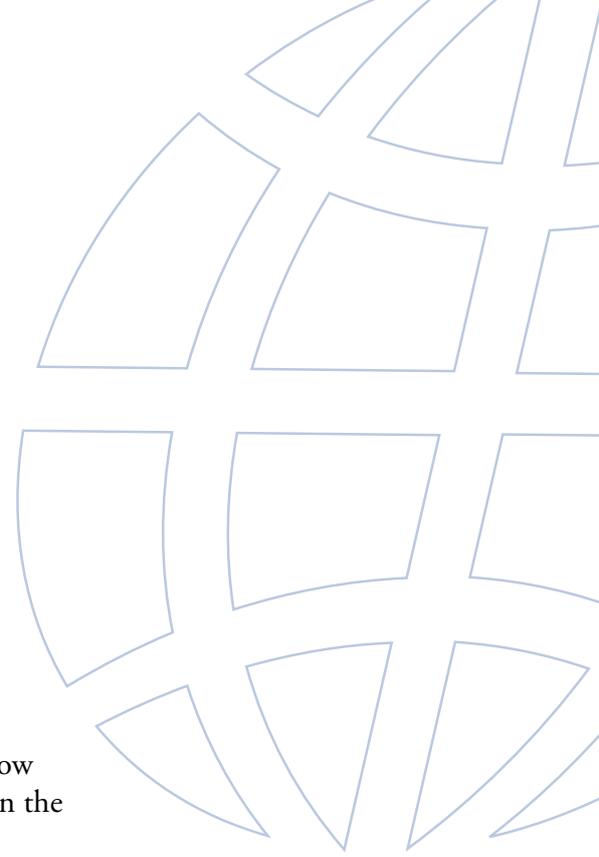
He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned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

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

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

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

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



# RECOMMENDED READING LIST

## ActionCOACH BOOK LIST

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

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

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

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

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

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

## 1. So who is ActionCOACH?

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

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

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

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

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

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

Your success truly does determine our success.

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

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

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

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

Why?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



## 5. Why at least 12 months?

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

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

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

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

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

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

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

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

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

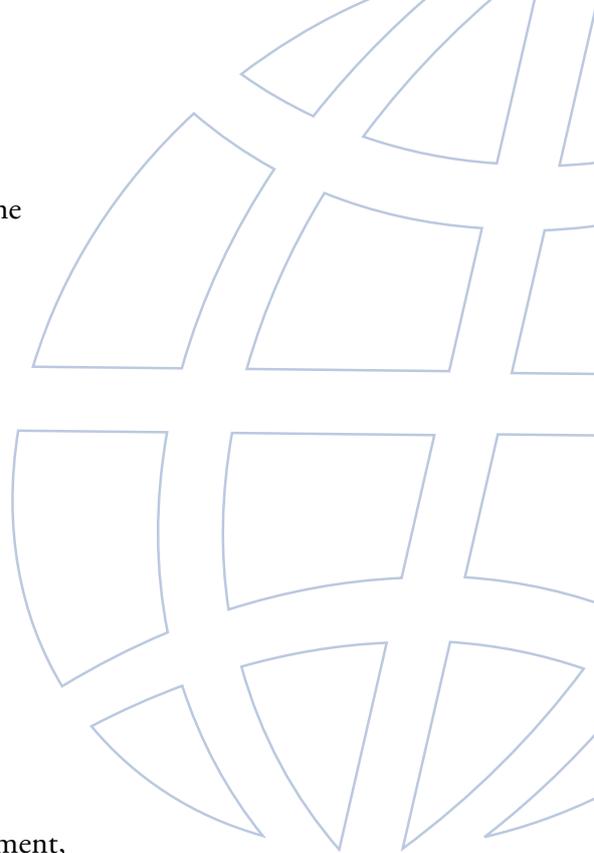
## 7. Won't this just mean more work?

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

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

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

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



## 8. How will I find the time?

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

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

## 9. How much will this cost?

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

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

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

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

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

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

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

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

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

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

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

## 11. Are there any guarantees?

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

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

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

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

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

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

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

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

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

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

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

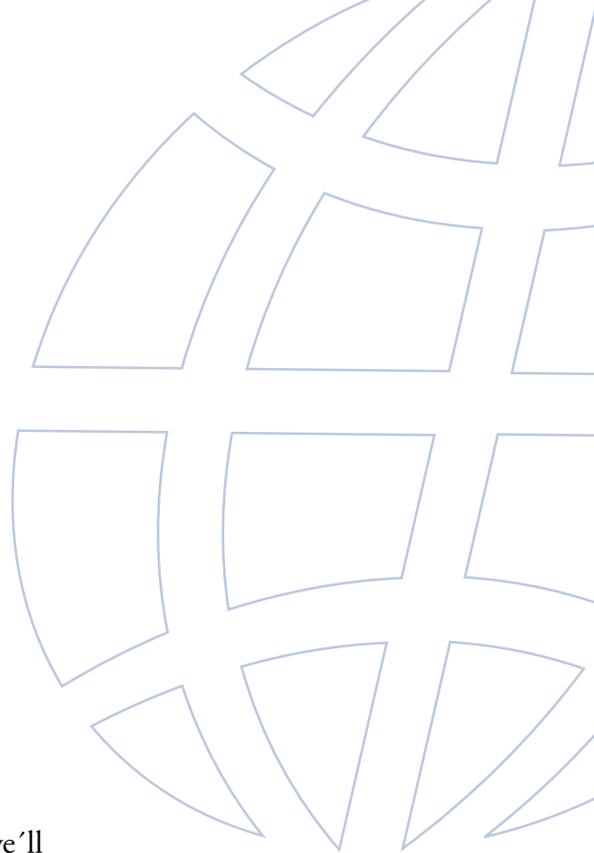
Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there.

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

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

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

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



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

These key areas are:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

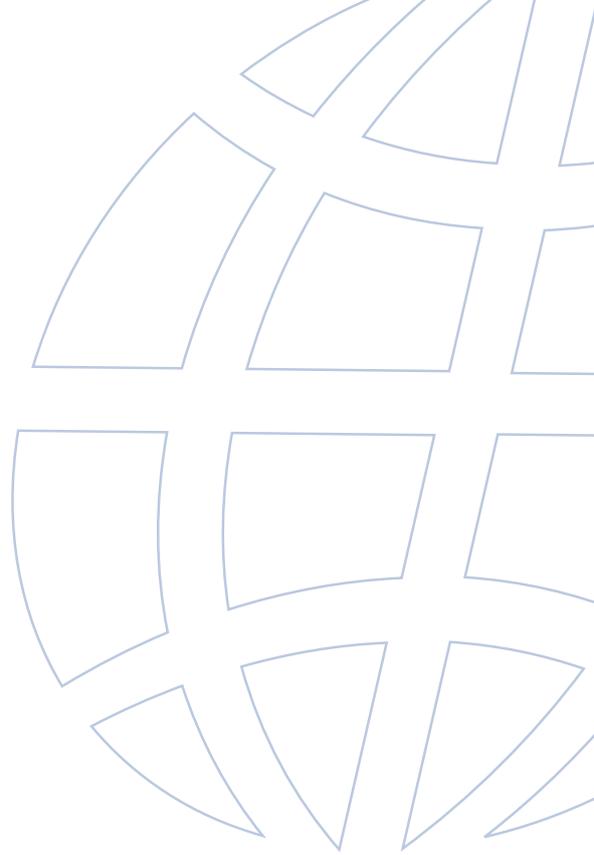
First ... you need to get back in touch with your **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way ...

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

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

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

Together, we'll achieve great things!



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

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

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

## **S. Ford—Pride Kitchens**

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

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

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

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

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

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

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

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

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

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

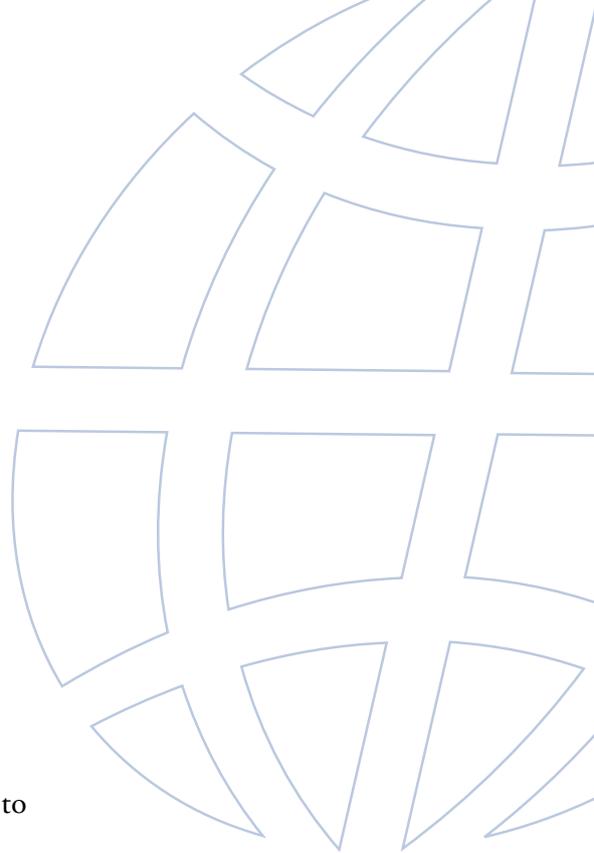
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

## **Mark West—West's Pumping and Irrigation**

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

## **Michael Griffiths—Gym Owner**

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



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

“We tried our own direct mail and only got a 1 percent response. With **ActionCOACH** our response rate increased to 20 percent. It’s definitely worth every dollar we’ve invested.”

### **Jason and Chris Houston—Empradoor Finishing**

“After 11 months of working with **ActionCOACH**, we have increased our sales by 497 percent, and the team is working without our having to be there.”

### **Michael Avery—Coomera Pet Motels**

“I was skeptical at first, but I knew we needed major changes in our business. In 2 months, our extra profits were easily covering our investment and our predictions for the next 10 months are amazing.”

### **Garry Norris—North Tax & Accounting**

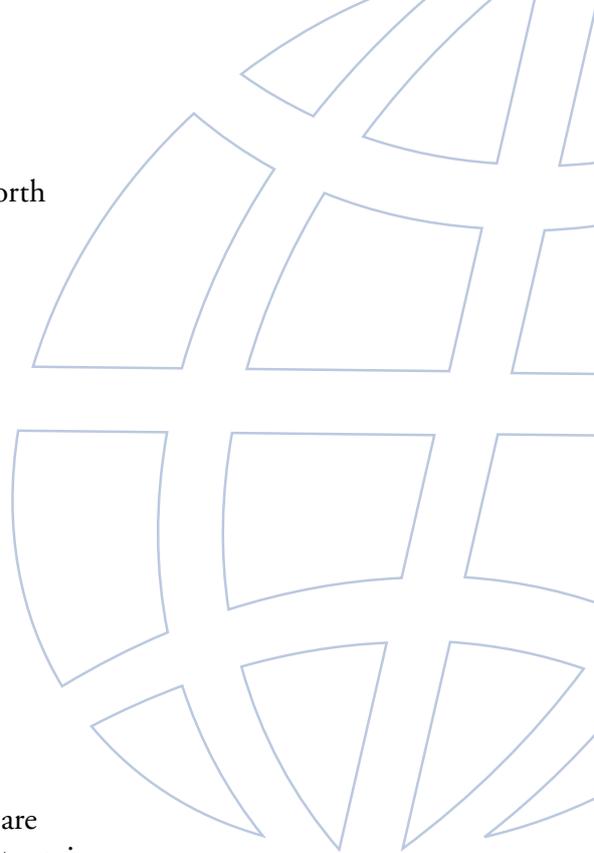
“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service.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

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

“With **ActionCOACH** we increased our database from 800 to 1200 in 3 months. We consistently get about 20 new qualified people on our database each week for less than \$10 per week.”

### **Christine Pryor—U-Name-It Embroidery**

“Sales for August this year have increased 352 percent. We’re now targeting a different market and we’re a lot more confident about what we’re doing.”



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

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

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

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

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

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

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

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

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

# ATTENTION BUSINESS OWNERS

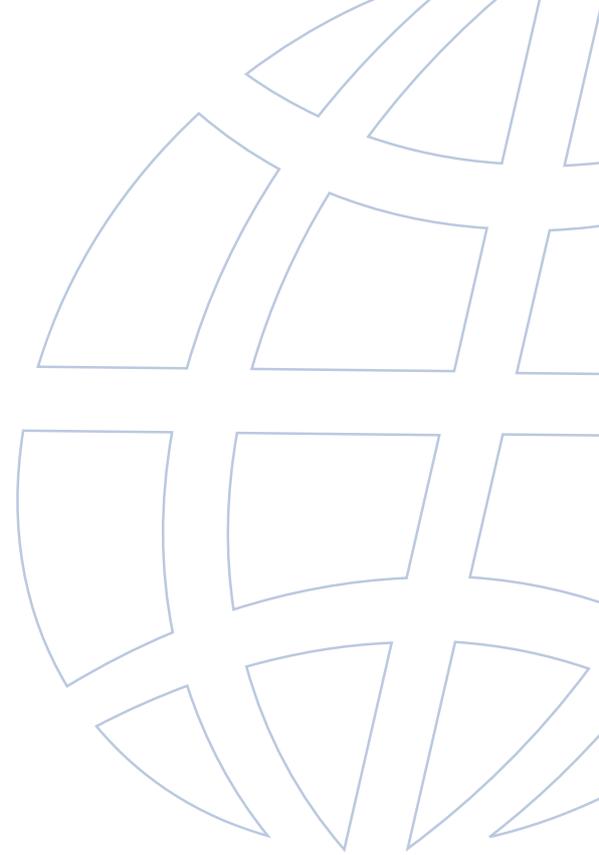
## You can increase your profits now

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

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

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

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



**ActionCOACH**

**The World's Number-1 Business Coaching Team**

Name .....

Position .....

Company .....

Address .....

.....

Country .....

Phone .....

Fax .....

Email .....

Referred by .....

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

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

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

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

## **Here are the 4 things we look for in every ActionCOACH:**

### **1. You've got to love succeeding**

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

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

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

### **3. You've got to love helping people**

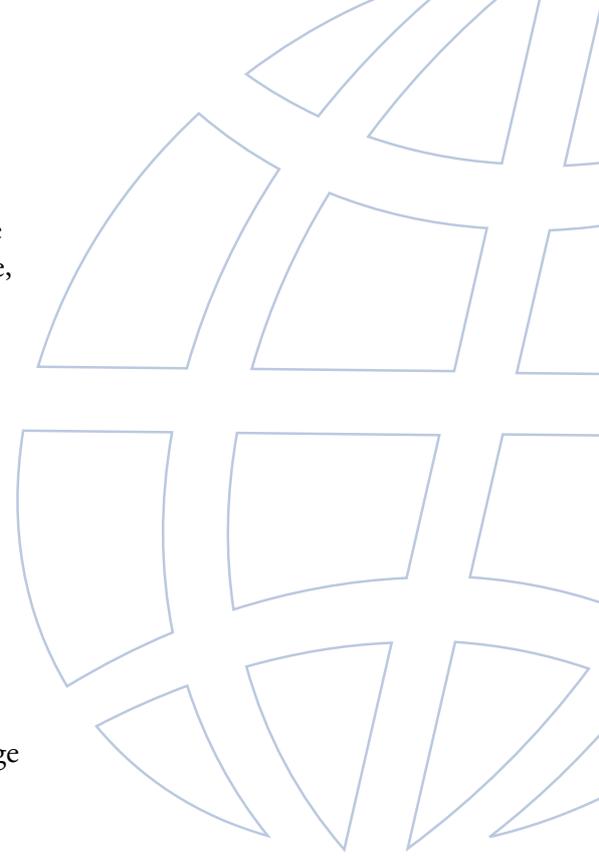
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an **ActionCOACH** Business Coach really is.

### **4. You've got to love a great lifestyle**

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

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

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



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

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

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

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

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

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

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

**Join your local ActionCOACH ProfitCLUB today.**

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

# LEVERAGE—The Game of Business

## Your Business Success is just a Few Games Away

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

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

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

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

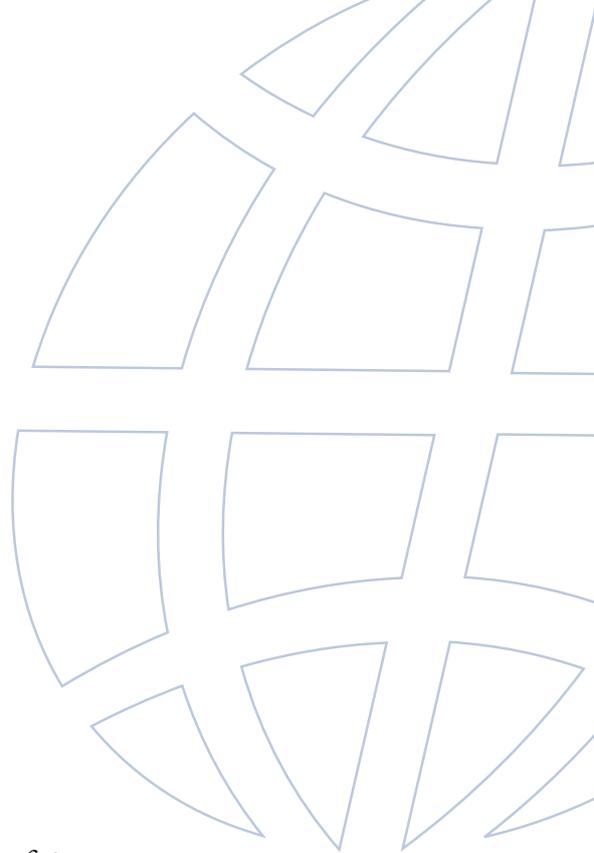
By playing this fun and interactive business game, you will learn:

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

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

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

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



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

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



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

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

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

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

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

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

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

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

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

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

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

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

**ActionCOACH**  
business coaching

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

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