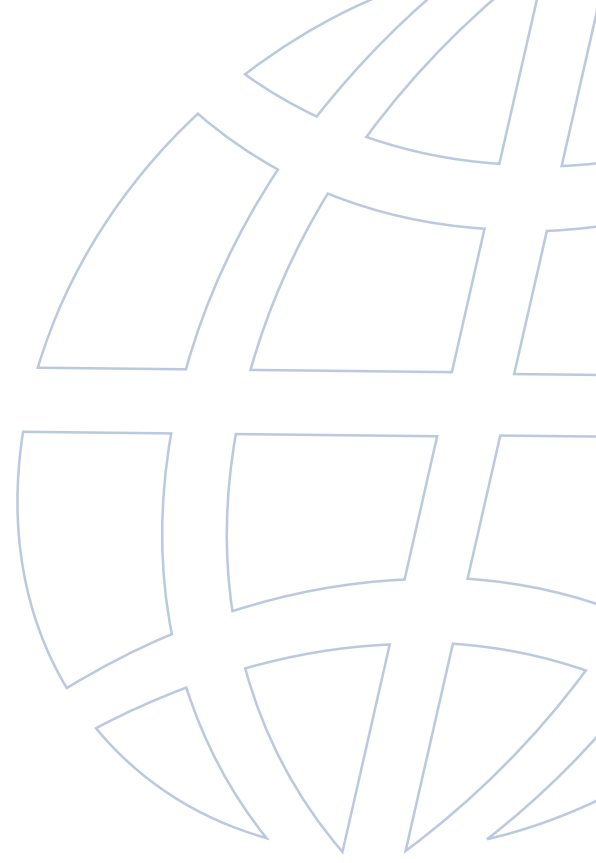


*BRAD SUGARS*



# Instant Flyers

# Congratulations!!

Welcome to Instant Flyers, your do-it-yourself guide to creating flyers that generate a response, and make you money.

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

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

I personally guarantee it.

## How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 7 Steps To Creating Great Flyers'..

Each step covers an important aspect of creating flyers - these are things that you must give careful consideration to. Each step represents the a cornerstone of a great flyer.

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 flyers, and your business.

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

You'll find a section containing ideas on writing killer headlines for your flyers - teasing copy that gets people interested in reading what you have to say.

The next section offers a more in-depth explanation of how to come up with good offers - you'll even find some examples to get you started.

Then move on to examples of effective flyers, some of which may directly apply to your business.

The last section brings it all together, with templates of successful flyers. That means you can combine your new knowledge into a format you can be confident will bring results. You just fill in the gaps.

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

## Important: A Note About Testing & Measuring

It's critical that you test and measure when it comes to flyers. There's plenty of cases where businesses have dropped tens of thousands of flyers only to see a couple back.

If you don't test, and you find this happens to you, there's no-one else to blame. Testing is the safeguard against a massive exercise in wastage. It's better to drop 2000 flyers that don't work than 20,000. In fact, 10 times better.

Create different versions of your flyers (different headlines, offers and layouts) and test them against each other. Drop each one to about 5% of your total area, and make sure you measure the response.

Ask each person where they heard about you, and which offer they are responding to.

Once you know which approach works the best, send it to the entirety of your area.

# The Nature Of Flyer Advertising

## What is a successful Flyer campaign?

Go to the letter box of any household on a Saturday morning and it will generally be overflowing with flyers and catalogues. Whilst the average person will read them, very few will ever be acted upon. There have been many examples of companies who send out 40,000 flyers and only get 4 back.

A successful flyer campaign will of course perform much better than this. But even an effective campaign will not generate a 100% response rate. A realistic target would be between 15 and 25% for the average campaign.

Basically any campaign that pays for itself can be considered successful. Before embarking on a flyer campaign there are a few things you need to understand ...

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

With this in mind you need to focus on bringing the customer back on a regular basis. Therefore any campaign which covers its cost initially will turn out to be profitable in the long term.

## What makes a successful Flyer campaign?

Understanding that our aim is to achieve between 15 and 25% response to our campaign, we need to look at the individual components of that campaign. We'll deal with these components, one by one, in a moment, but first we need to identify them individually.

**Targeted Area ...** You don't want to deliver your flyers in an area, where nobody would be interested in your product or service.

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

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

**Envelope ...** If you decide to use one then this is the first thing your prospect will see. If you don't put some thought and effort into designing an effective envelope, chances are your flyer won't even get opened.

In the following pages you'll learn how to layout an effective flyer. You will be shown in easy to follow steps how to write effective headlines, how to structure your body copy for maximum impact and how to position photographs to increase your response rate.

In the later section on offers you'll discover the types of offers that get the phone running hot and those that don't. We'll give you practical tips on how to 'dress your flyers up' to make sure they avoid the bin. And lastly we'll provide you with a number of templates for you to use to create your own successful flyer campaign.

# The 7 Steps To Creating Powerful Flyers

## 1. Why (Use Flyers)?

Before writing anything, you need to work out whether flyers are the best approach (or at least, one of the best approaches).

Obviously, you have a suspicion that flyers are a good option, or else you wouldn't have bought this package.

But let's think about it a little deeper ...

You need to think about your product or service - is it instantly appealing and easy to explain? If not, you'll have a hard time getting the message across in a flyer.

Most flyers only get a moment's notice before being firmly chucked in the bin. People don't like junk mail, and they feel no guilt turfing the lot with only a cursory glance.

If your flyer is going to work, you need to make sure your product or service can be explained in a few words. More importantly, you need something that grabs people's attention - a great offer, a powerful point of difference or something new.

And you need to be realistic - 10% off the price of Fish & Chips is barely going to encourage anybody to act. On the other hand, a package deal with 2 pieces plus 2 serves of chips for £4.95 might. Even if this is more than people would normally pay, you'll probably still get calls. The reason is simple - the offer and package is easy to understand, and attractive.

If you need more explanation and more time to get the message across, maybe flyers aren't the ideal way to go.

Flyers work best when you can say everything in about 7 words or less. For example 'Free chocolate Èclair' says enough, so does 'Now available ... in-home men's haircuts for £5'.

Also, it pays to remember that flyers can cheapen your image. Here's an illustration - imagine if you got a brochure in the mail from IBM, or QANTAS. You'd probably think it was a little unusual. Not only that, you might think that these businesses were getting a little desperate.

On the other hand, there's nothing at all strange about getting a flyer from your local Chinese shop, or a local stationery supplier.

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

So you've decided to do a flyer promotion. But who are you going to send them to? Your target market is important consideration when sending out your flyers. Letter box drops can be very costly if you don't get your flyers to the right people.

Products that are low cost and high turnover will tend to have a broad market. However you should consider the typical income of residents in the area you're going to target. For example, commission homes and new estates

would be good areas for a video store to target. The residents in these areas will generally not have a very high disposable income meaning they are looking for inexpensive home entertainment.

You need to know exactly who you're dealing with, what they're interested in and what's going to make them buy your product. If you don't know, you're really just taking your chances.

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

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

**Sex:** Are they male or female? 'Half and half' is too broad. Practically every business is split one way or the other. Give it some real thought - which gender spends more with you and visits more often.

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

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

### 3. Where (Do You Want To Drop Your Flyers)?

Depending on the product or service, it pays to give a little thought to where you're going to distribute your flyers.

In most cases, it's ok to just drop them to every home or business in the local area. You should give some thought to how far afield you want to drop your flyers.

Be realistic - just because you have one customer who travels 45km to deal with you doesn't mean anyone else will be that devoted. Also, think about how far away you're willing to service. This especially applies if you go to your customer, rather than the other way around.

You also have to think about the level of market demand. There may not be enough potential customers in the local area to make the exercise worthwhile.

If your product or service has a specific target market, you need to find a way to get to them directly. Just dropping your flyers anywhere is a waste of money.

For example, there's no point in randomly putting out 1000 flyers for a retirement village. Most people who read will have no interest at all. Why not distribute in a suburb where you know many older people live?

The same applies when sending your flyers to businesses. If you're selling large photocopiers, try dropping your flyers to businesses that are larger than average.

This also raises the questions of how to deliver the flyers. You can do it two ways - letterbox and in person. The personal approach has the advantage of being different - people will be forced to pay you at least some attention. It can also be twice as annoying. If you're going to do it this way, make sure you try and target your prospects.

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

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

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

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

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

If you nail the 'appeal' and the message, you'll win.

Your flyer must do one of two things - provide a solution to a problem the prospect is having right now, or introduce them to something new that appeals. If it doesn't do one of these two things, and do it in a very specific and direct way, you need to ask 'what is this flyer designed to do?'

You must decide on who you want to target, what you want to say to them and what you want them to do as a result of reading your flier.

For instance, if you want 40 year old mothers to call you and order a pizza within the next 3 days, think about what you need to say to encourage them to do that.

What about 'Tired of cooking? Here's how to feed the family for £14.90 tonight'. This headline identifies the situation and offers the deal upfront. It takes the prospect from Point A (Sick of cooking? Here's an alternative) to Point B (The alternative is affordable and limited).

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

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

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

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

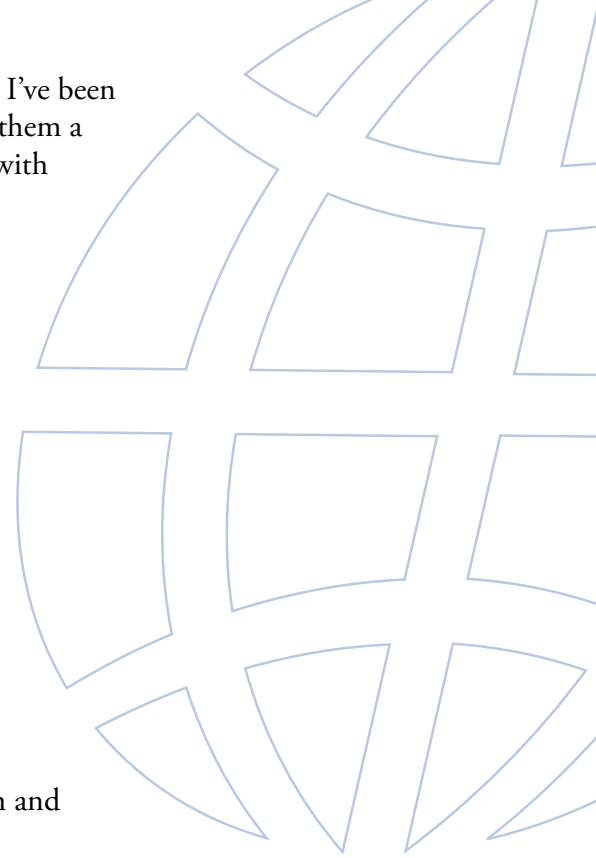
The question is, how do you offer a great deal without slicing your profit margin drastically. There's a couple of ways. First, make sure you are selling products or services with a high margin. Often, that's not possible you simply can't get a high margin on petrol. If you have the option of gearing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

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

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

The other thing to bear in mind when writing flyers is the amount of information you should include. If you have to explain too much, perhaps you should look at another method.

Of course, it depends on the quality of your information and offer. If your headline is 'I have videotapes of what you did behind your husband's back' and your offer is 'call me within the next 3 days and you can have them back', you



could fill a whole page front and back - the prospect would read every word.

Generally though, it's best to keep it short and punchy. The general format is 'Hey you, here's a great deal, here's why you should take it up, here's how to do it'. If you have to say too much more than that, you should give some thought to whether flyers are the right way to go.

## 5. How (to write your flyer)

Now that we've covered the basics, it's time to get into the nuts and bolts of how to create your flyer.

### Headline ...

You need to take some time writing an effective headline. Your headline must instantly identify who you're after, and what it is you're offering. Your flyer may be competing for the attention of your prospect with many others, the key to its success is in the headline. If you want potential clients to read your flyer you must gain their interest quickly with a great headline and a strong offer.

David Ogilvy, one of the all time great direct response copywriters, once said that 10 times as many people will read the headline as will read the rest of any advertisement. So if you get the headline wrong you can kiss 90% of your advertising dollars goodbye.

You will find out more about writing headlines in chapter 3. One of the things you need to keep in mind, is that the headline needs to take up at least 25% of your flyer.

### Type faces ...

The type face or font that you use in your flyer, can make a big difference to the results you achieve. 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 far more difficult to read than serif fonts. 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. If you want people to read your flyer, use a serif type face.

The most common type of serif font is Times New Roman. Whilst you may like to use different fonts for your headline and body copy, you must be careful not to over do it. As a general rule you shouldn't use more than 2 different type faces on the one flyer.

### Point Size ...

The size of the font you use is referred to as point size. Studies have shown that readership does not drop off between 14 to 7 1/2 point size. As a general rule 10 - 9 points are ideal.

### Body Copy ...

You only get one chance with a potential customer, so your first 50 words are crucial. You must arouse your readers curiosity immediately, with the very first paragraph. If they're not excited after the first 50 words they won't read the rest of your flyer.



Use the bare minimum of copy to get your message across, don't waffle on. But make sure that you include enough information to get your reader interested enough to call you, or bring your flyer in. By holding back some information you make it necessary for them to call you to find out more. If your copy looks too long, try putting the key ideas from one paragraph into bulleted points

Your body copy should tell a story and be easy to read. When you finish writing your copy, get someone to look over it and critique it for you. Only make one offer on your flyer, but make it exciting.

## Highlighting text ...

Use bold type to highlight key points in your body copy, headlines and sub-headlines. Italics can also be used to highlight key areas of your copy, although it can be hard to read and should only be used sparingly. Never use all capitals. The only time you can use all capitals is in a short headline, or for extra emphasis.

To make your copy easier to read break it up into paragraphs. By indenting your paragraphs, rather than leaving a line between them, you can cut down on wasted space. Also consider using a drop cap first letter, this is a great way to attract the eye of your customer.

Try putting your text in columns rather than stretched across the page. This breaks your copy down into bite sized chunks, and makes it easier for the eye to follow.

## Sub-headlines ...

Sub-headlines have 3 major benefits ...

1. They break up large blocks of text making them easier to read. If your copy looks like one big 'chunk' of text it can put people off reading it. By using sub-headlines you can break your copy up and give it some 'space'.
2. They allow someone skimming over your flyer to only read the points that interest them.
3. They spark the readers interest. If your headline doesn't get them in completely you can get a second chance with your sub-headlines.

It is important that your sub-headlines tell a story. Your sub-headlines need to be able to convey your message to those people who are just browsing over your flyer.

## Coupons ...

Coupons are a great way to measure the success of your campaign. If you're not getting coupons back then your flyers are not working. Because many people will only briefly look over your flyer you need to repeat your offer in the coupon.

People will normally read the headline first, the sub-headlines next and then finally the coupon or PS. You can often get people to go back and read the copy by making a strong, clear offer in your coupon.

## Pictures ...

People will find your flyer far more interesting if you include a few photographs. But just throwing a few pictures in there won't work, you need to put some thought into the type of pictures and their positions.





Don't use line drawings or clipart if you can help it. Photographs get a much higher response than illustrations. The only time you may consider using line art is in the form of technical diagrams, or a map to indicate your location.

## So what type of photographs are suitable?

Photographs of your premises (crowded restaurants or clubs), or your product are suitable for use on flyers. The pictures need to back up your story. For example, a photograph of people having a great time in your club would help convince people, that your establishment is a fun place to be.

You can also use photographs of people using your product or service. These can be used to educate people on what it is that you do. This can also be a great way to teach people how easy it is to use your product.

Consider putting a photo of yourself on your flyer. People buy from people not companies, so let them see the person behind the company name. Place your photo so that it looks straight out off the page or towards your body copy. If your picture is looking into your ad, your potential customers will also be drawn into it.

Always put a caption under your photo. Everybody reads the captions so make sure you take advantage of this opportunity to get them into your ad.

## Colour ...

It could be argued that because people see in colour, your flyer 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.

Printing your flyers in colour will cost quite a bit more than standard black text on white writing. The aim of your flyer is to bring customers in to your business. The less you spend on attracting them the better. If your headline promises a benefit, your copy conveys your message, and your offer is worthwhile, it could be argued that you have no need for colour.

But as we mentioned earlier, your flyer could be competing with many others. Because of this, you need to ask yourself if your flyer is going to stand out well enough to be read, or will it go straight into the bin? This is something that you should test and measure. Print some flyers in black and white and then see what sort of response they get. If they don't perform well, try the same flyers printed in colour.

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.

Printing on coloured paper is an inexpensive way to brighten up your flyer. But be careful which colour paper you choose as it can make your flyer difficult to read. Keep this in mind if you decide to print your text in colour. As a general rule you're far better off printing your text in black as this will increase readability.



## Layouts ...

You'll find a number of effective layouts in the examples and templates section. Some of the things to keep in mind when you're doing your layout, is how easy it is to read and understand your flyer.

Many people fall into the trap of trying to jazz their flyers up by adding different shapes and elements. Unless you have a good deal of artistic ability, you're best off sticking with a more simple layout. Putting your headline at the top, your coupon in the bottom right corner, and your pictures in the middle, may not sound exciting, but it will generally bring better results.

Try to do your layout in blocks. By this I mean placing the headline, copy, pictures and coupon in a blocked, or balanced layout on the page. Keep your layout tight and don't leave too much empty space on the page. You're paying for these flyers so use every bit of them.

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 ...

The size of your flyers will depend on how much information you need to include in your flyer. I would normally recommend that your flyers be able to fit on A5 size paper. There are 2 reasons for choosing this size ...

You probably wouldn't place an ad in the newspaper that was larger than A5. So you shouldn't have any problems fitting all you need to say into this space.

You can fit 2 A5 flyers on 1 A4 sheet of paper. This will save you quite a bit on printing costs as you'll only need half as much paper as you would if you were printing on A4.

You may wish to try odd size paper or card. This can certainly make your flyer 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. Having your flyer cut out in unusual shapes can also help attract attention to it.

## Stock ...

Stock is the term used for the type of paper or card that you print your flyers 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 particular flyer you need to consider the type of product you're about to promote.

If you're selling expensive, good quality products you'll need to use better quality stock than you would for a cheaper product. You need to understand that by using high quality stock, your prospects will believe that yours is a high quality product.



## Printing ...

The final consideration in the creation of your flyer is how to have it printed. This will depend largely on your budget, and the type of product you're trying to sell. You basically have 3 choices ...

**Professional printer:** This is more expensive but ensures that your flyers will look first rate. Always have your flyers professionally printed if your budget allows. This is a must for those higher priced products.

**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, and the price of your product. If you're printing a large number of flyers, it would probably work out more cost effective in the long run, to have them done professionally.

**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 lines all over your flyer will make you, and your product look cheap and nasty. Only use this option as a last resort.

One of the ways you may be able to offset the cost of printing is through supplier subsidy. If you're promoting a particular product, you should contact the manufacturer and ask them to assist you with the cost of the promotion. Explain to them what you're trying to achieve, and what this will in turn do for their business.

## 6. When (Should You Drop Your Flyers)

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

Most businesses drop flyers in the middle of the week, so it may be a good idea to avoid those times. Having said that, people are usually less willing to look at advertising material on Fridays - they just want to clean up and get the weekend under way.

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

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

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

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

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

# Writing 'Killer' Headlines

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

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

**Identify The Right Target Market:** You need to make sure that your target market see and read your flyer. 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 can 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 flyer. Who'd read a flyer with a headline such as 'Pure grunt', 'Big cheese' or 'Stilted'? No-one, as so many advertisers have discovered.



## Headline Starters

This is where you get to write potential headlines for your flyer. You'll get a sharper focus of what you want to really say to potential customers, as well as learning what makes a headline work ...

### 7 reasons ...

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

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

7 reasons to get your Widget from George's ...

Now it's your turn ...

7 reasons .....

7 reasons .....

## Here's why ...

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

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

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

Now it's your turn ...

Here's why .....

Here's why .....

## Here's how ...

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

Here's how George's Widgets helps you live forever ...

Here's how to get the perfect Widget ... guaranteed

Now it's your turn ...

Here's how .....

Here's how .....

## Announcing ...

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

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

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

Now it's your turn ...

Announcing .....

Announcing .....

## DON'T ...

Next, try two headlines beginning with "DON'T" ... here are some great examples ...

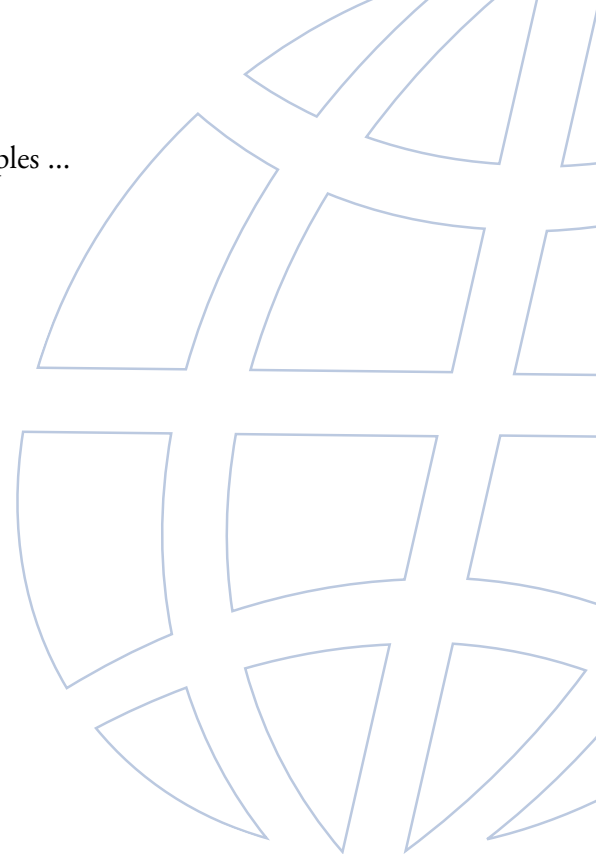
DON'T take another breath until you read this ...

DON'T call anyone about Widgets until YOU speak to George's

Now it's your turn ...

DON'T .....

DON'T .....



## New ...

Next, try two headlines beginning with “New” ... here are some examples ...

New ... widgets that actually repair themselves

New cheaper way to buy widgets

Now it's your turn ...

New .....

New .....

## Now ...

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

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

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

Now it's your turn ...

Now .....

Now .....

# Creating Powerful Offers

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

## So what is a great offer?

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

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

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

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

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

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

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

## Types of offers ...

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

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

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

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

### The Package Offer ...

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

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

### Discounts vs. Bonus Offers ...

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

### Valued at Offer ...

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



## Time Limited Offers ...

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

## Guarantee Offers ...

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

## FREE Offers ...

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

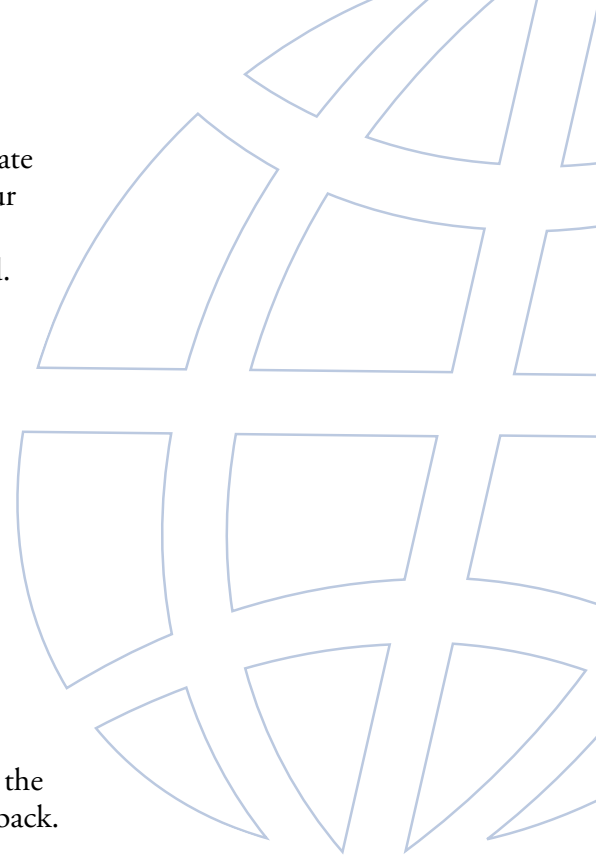
## Break Even Analysis

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 flyers 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 5% is stretching it. If you need that high a response, you might need to have another think about it.

The very best flyers to untargeted lists get around 10%. These are rare results if you need higher than that to break even, re-assess whether flyers are the best way to go.



# Break Even Analysis

## Flyers

### 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.

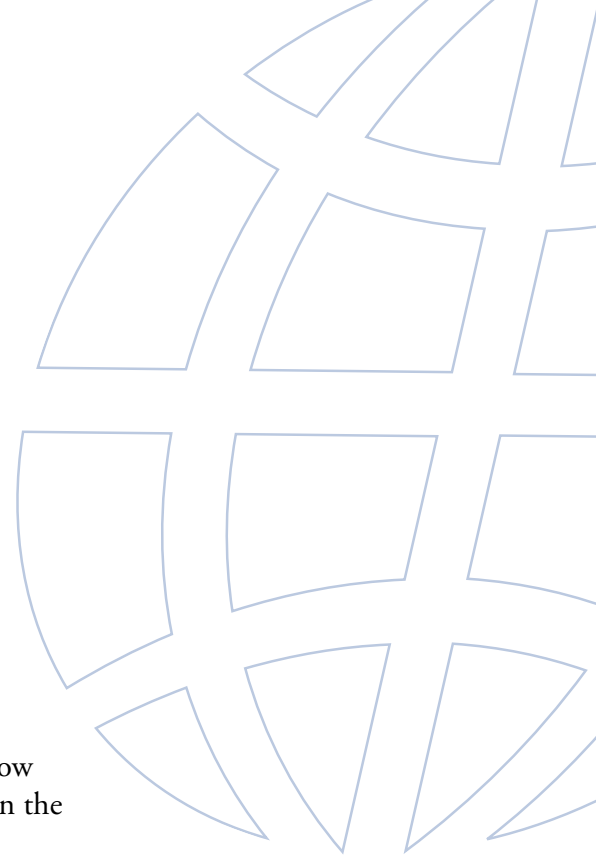
He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned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

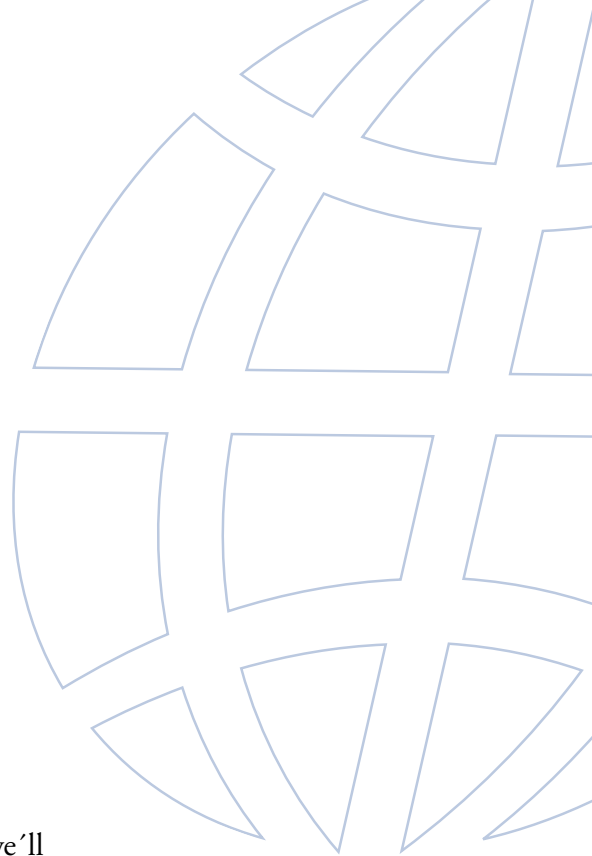
Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there.

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?

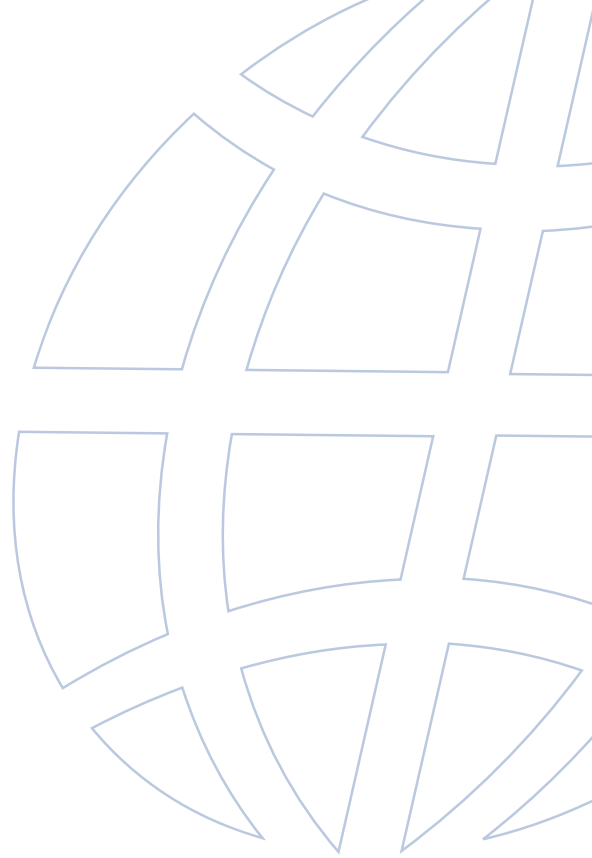
First ... you need to get back in touch with your **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way ...

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**

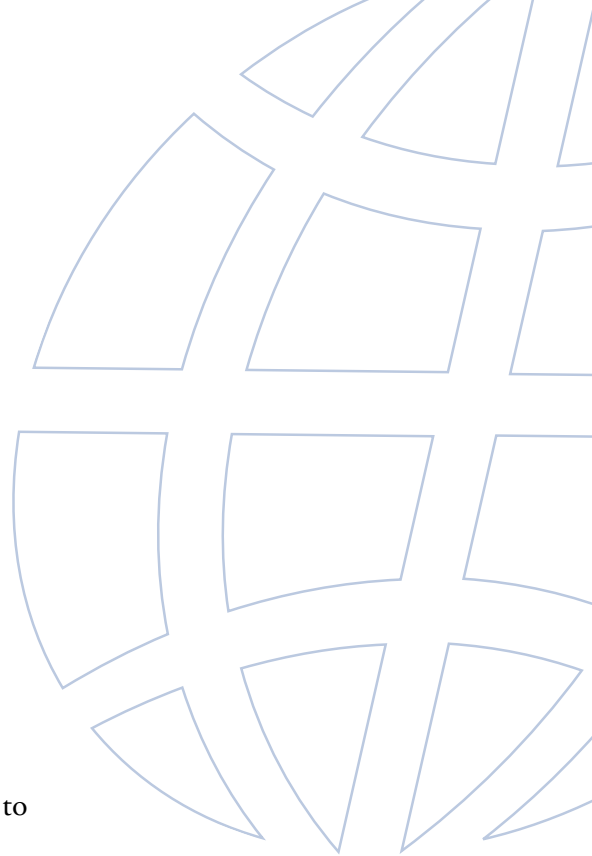
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

## **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**

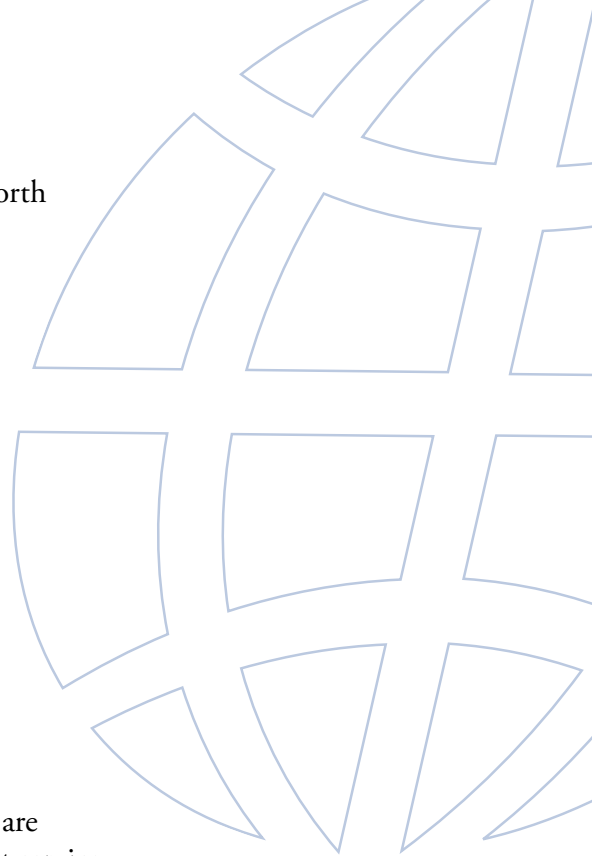
“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service.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

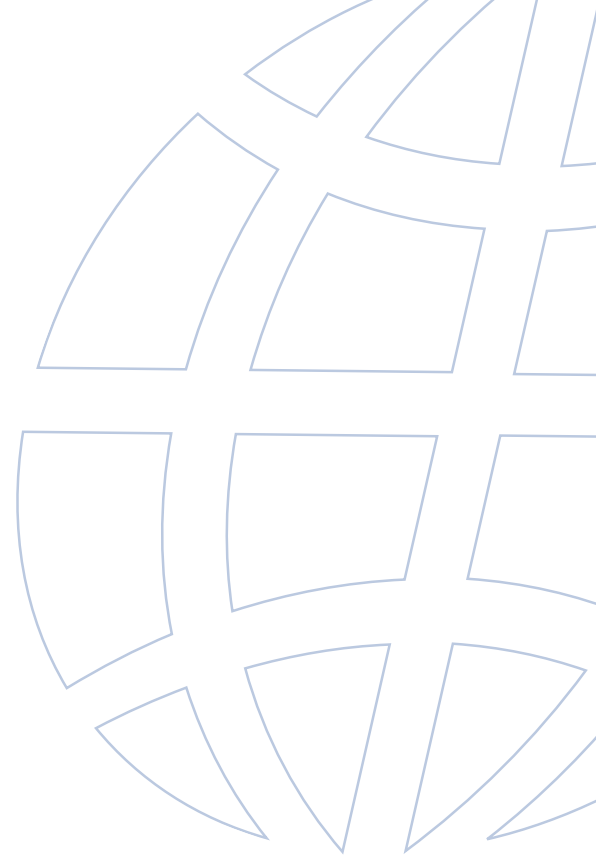
## You can increase your profits now

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.

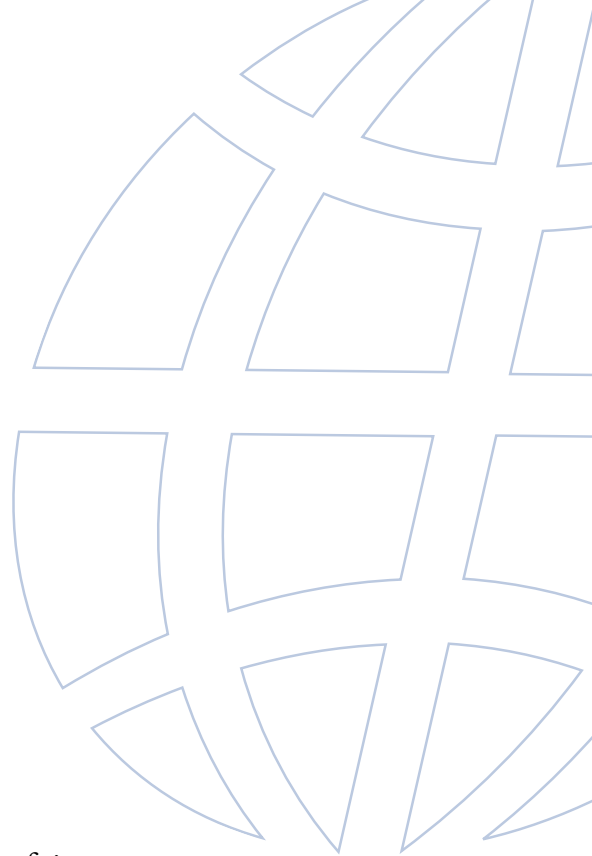
By playing this fun and interactive business game, you will learn:

- 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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