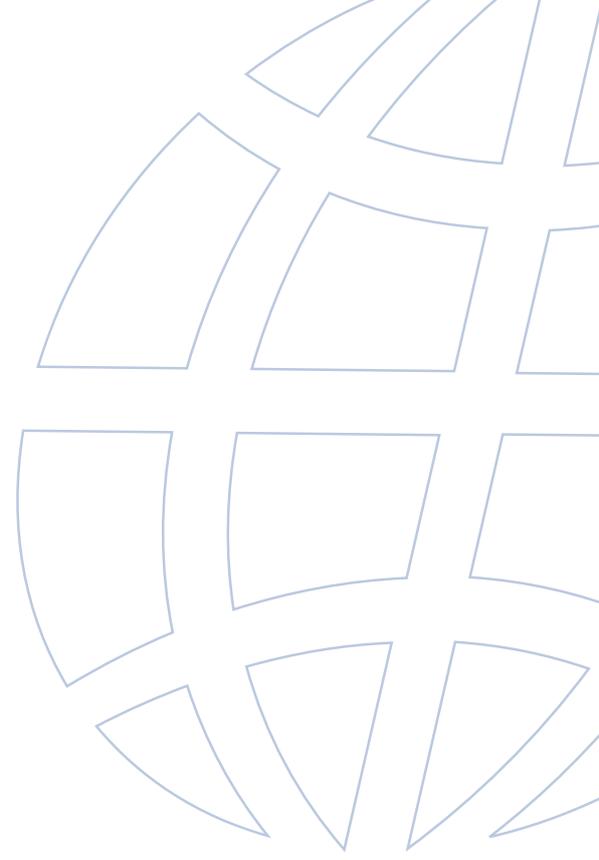


BRAD SUGARS



Instant Testing and Measuring

Why Test & Measure?

If you don't know where your customers come from, you're really stabbing around in the dark.

You have no real idea which marketing campaigns are working, how well your salespeople are doing or even how much each sale is 'costing you'.

Once you know these things, you have the power to make decisions, and good ones. You know which marketing campaigns to kill, or improve, and which to spend more money on.

You'll also know where your 'key leverage point is' - that is, the thing that you most need to improve. Perhaps your conversion rate is high but your leads are few - maybe it's the other way around. Maybe you're doing well in both lead generation and conversion, but you're not selling enough high priced items.

Once you know which area needs work, you can start to make some new, well-informed marketing decisions.

How To Use This Guide

Pick out the testing and measuring sheet which best suits your business. You'll find that one should fit in precisely with your situation. If your business is highly specialised, you are free to make changes.

You'll find a specific explanation of how to use each one. If you're ever in doubt, you are free to phone **ActionCOACH** for a further explanation.

The 3 Most Important Things About Testing & Measuring

1. Testing and measuring is nothing new. You've probably been doing it all your business life. Remember the newspaper advertising you tried that 'didn't work', and the radio spots that 'did OK'. That's all testing is. It's about finding out what produces results and what doesn't, then making decisions based on that.
2. You **MUST** start asking people where they found out about you. If you don't, you'll be in the dark forever. You may keep running an ad that never brings a sale, and accidentally kills a good one. Customers usually come from so many sources, it's impossible to judge how an ad is working on sales alone. Perhaps you got more referrals that week, or there was a festival in town. Every time someone buys, ask them this question - 'By the way, can I just ask where you heard about my business'. No-one, and I mean no-one will have any problem telling you.
3. Be vigilant and disciplined. You can't test & measure half the time - you must do it every hour of every day. It's not difficult - just remember to mark down a record after every customer interaction. And make sure any employees do the same - stress the importance of it and absolutely **DEMAND** that they do. Also, tell them it's essential that they are honest.

What To Do With Your Results

The first thing to do is see what's not working. If an ad is getting a very low response (which means the profit margin from the sales is not at least paying for the ad), kill it.

Of course, you need consider the lifetime value of the customer as well. If, after taking all factors taken into account, you're not getting results, bite the bullet and stop running it. Every time you run this sort of ad, you're literally giving away money.

Now you have two options - channel your marketing funds elsewhere (like back into your pocket) or improve the ad.

If you choose option two, there's a couple of things you can do to make the task simpler. First, go back over your past ads and think about how well each one worked. Pull out the best couple and see if you can pick what gave them their edge. Next, read a couple of books on marketing, or at least flick through them. Last, look at what your competitors are doing. Do they have an ad which they run every week? Unless they're stupid, this ad must be doing ok. What ideas can you steal from it?

After all of this, write a new ad. Don't do anything with it yet - we'll get to that in a minute.

Go through this process with each marketing piece that doesn't seem to be working (letters, Yellow Pages, referral systems, flyers and so on). Kill, examine, modify. Kill, examine, modify. Once you have a collection of these revised pieces, just sit on them - there's something more important we need to deal with first - the strategies that are working.

Run through each of the working strategies in depth, examining why they are producing results and the others aren't. See if you can pick the one important attractive point about each. This in itself will teach you a massive amount about your business.

Next, think of a way to do each strategy on a larger scale. If it's flyers, the answer is simple - drop twice as many flyers. That should bring twice the sales. If it's an ad, run it in more papers, or increase its size. If it's Yellow Pages, book a bigger space next time.

But whatever you do, don't meddle - just do the same thing on a larger scale.

After that, test and measure for another 2 weeks - notice if the number of enquiries remains the same or goes down. Also compare this with how much you're spending on marketing.

You'll probably find you barely miss those dud strategies and the 'larger scale' working strategies are paying off nicely indeed. If it's not, return to the original size.

Conversion is the number of enquiries that become sales. You may find you get one in ten, 99 out of a hundred or anything in between.

Leave it for a month or so, just working on converting the supply of leads you have. A better conversion technique, plus more leads from bigger scale successful marketing strategies should give your business a boost.

The lack of dead money being poured into ads that don't work should also give you a helping hand.

After running through this process, it's time to pull your revised 'dud' strategies' out of the drawer, and give them a run.

Do one at a time, and track the result meticulously. Note down exactly how many leads it brings you, and how many of those turn into sales. Compare that with the marketing cost, and judge whether it has been a good strategy.

If so, add it to your list of ongoing strategies. If not, don't give up hope. Try it again - testing a different headline, medium, offer, look etc. Change a meaningful part of it and measure the results.

If it doesn't work again, give it one more try. If you get the feeling NOTHING is going to work, abandon the idea (it's probably the wrong



approach altogether) and concentrate your efforts somewhere else.

Very soon, you'll develop a collection of marketing strategies that work, and weed out all the costly ones. Now that's a business success formula, and the real benefit of testing and measuring.

How To Use the 'Retail Daily T&M' Sheet

Ideal for all types of retail stores, especially those with mid to high priced items. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or Female '50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a product they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the product or service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Sale Made): Tick this if a sale is made.

Sales Conversion (Sale Value): Write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not buy and is to be followed up later. Alternately, tick this if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Service Daily T&M' Sheet

Ideal for all types of service businesses, especially those which don't quote. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been

working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or 'Female 50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a service they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Appt/Sale Made): Tick this if an appointment or sale is made.

Sales Conversion (Sale Value): Write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not make an appointment and is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Wholesale' Sheet

Ideal for all types of wholesale businesses, especially those which don't quote. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect: The name of the customer/business. You need to ask them for it.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a service they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'

Sales Conversion (Order Taken): Tick this if an order is taken.

Sales Conversion (Order Value): Write in the value of the order.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not make an order and is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Service Daily T&M' Sheet

Ideal for all types of service businesses, especially those with a long sales process and a quoting system. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or 'Female 50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new purchase. That is, one they haven't previously talked to you about. It may be a service they've bought before just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific purchase they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'

Sales Conversion (Quote Requested): Tick this if a quote is asked for.

Sales Conversion (Sale Made? Value?): If you make a sale, write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer does not ask for a quote or buy and is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate. Do not include the customers who have asked for a quote in your 'number of customers'

How To Use the 'Busy Retail Daily T&M' Sheet

Ideal for busy retail stores and fast food outlets, especially those with low priced high turnover items. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Walk-In Tally: Simply make a mark in this column each time a customer walks in. You may want to note down their sex and a rough idea of their age. This will help you work out your target market.

Repeat Customer: Tick this column if the customer has bought from you before.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'

Sales Conversion (Sale Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Restaurant Daily T&M' Sheet

Ideal for restaurants, and other similar businesses. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: Find out the name of the prospect and write it here.

Repeat Customer: Tick this column if the customer has bought from you before.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Details Captured: Tick this column if you get the person's full name, address and phone number. Just say 'I'd like to put you on our mailing list, could I get your details?'.

Sales Conversion (Booking Taken): Tick if a booking is taken.

Sales Conversion (Sale Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Direct Mail Daily T&M' Sheet

Ideal for direct mail campaigns, regardless of the business. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: Find out the name of the prospect and write it here.

Marketing Strategy/Piece/Offer: Write down the code of the direct mail piece you are sending to the person. This is very useful if you are testing numerous direct mail letters.

Phoned (Contacted): Tick this column if you actually make contact with the person when phoning.

Phone (Unavailable:Need To Phone Back): Tick this column if you are unable to get in contact with the person.

Received Letter: Tick this column if the prospect says they received the letter.

Sales Conversion (Appt/Sale Made): Tick this column if a sale is made or an appointment time is booked..

Sales Conversion (Sale Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Call Back): Tick this column if you need to follow th customer up again, or they claim they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Networking Daily T&M' Sheet

Ideal for network marketers, and other similar businesses . Each testing and measuring sheet is for an individual. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: Find out the name of the prospect and write it here.

Follow Up Prospect: Tick this column if you have presented to the customer before.

New Customers (They Initiated Contact): Fill this out if the customer is entirely new. Tick it if the prospect initiated contact with you.

New Customers (You Initiated Contact): Fill this out if the customer is entirely new. Tick it if you initiated contact with the prospect.

Comments On Presentation: Write any meaningful comments on your presentation. 'Went well', 'not interested', 'with another company' or something else.

Sales Conversion (Sale/Recruitment Made): Tick if a the person buys something, or decides to become a part of your downline.

Sales Conversion (Follow Up/Call Back): Tick this column if you need to follow the customer up again.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Telemarketing Daily T&M' Sheet

Ideal for all types of telemarketing based businesses. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You should have it on your list.

New Prospect (List): Write down which list the name appears on. It may be your past customer list, a bought list or another one entirely.

New Prospect (Offer Script): Write down which offer or script you are using. You may want use codes to identify each one.

Follow Up Prospect: Tick this column if you have phoned the prospect before.

Sales Conversion (Sale Made): Tick this if a sale is made.

Sales Conversion (Sale Value): Write in the value of the sale.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Ave \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Professional Daily T&M' Sheet

Ideal for all types of professional business (doctors, solicitors etc). Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Prospect Name: The name of the customer. You need to ask them for it. If you don't get a chance to get their name, simply write a basic description of them 'Male 30's' or 'Female 50's'.

Repeat Customer (New Enquiry): Tick this column if the customer is an old one, yet they have come in to discuss a new service. That is, one they haven't previously talked to you about. It may be a service they've bought before - just as long as this is the first time you've talked to them about buying it this time around.

Repeat Customer (Same Enquiry): Tick this column if the customer is an old customer, and you have discussed the service before. That means, you have talked to them about the specific service they are considering.

New Customers (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they have never been in before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Customers (Which Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Sales Conversion (Appt Made): Tick here if an appointment is made.

Sales Conversion (Appt \$\$ Value): The value of the appointment or the sale.

Sales Conversion (Details Captured): Tick this column if you get the full details of the customer.

Sales Conversion (Booked Again): Tick this column if the customer books in their next appointment now.

Sales Conversion (Follow Up/Call Back): Tick this column if the customer is to be followed up later. Alternately, tick the column if the customer claims they will come back.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.

How To Use the 'Party Plan Daily T&M' Sheet

Ideal for businesses that sell products via party plan, and other similar businesses. Each testing and measuring sheet is for an individual member of the team. Total all sheets up at the end of the day, then do a weekly total. Add these up to form your monthly total. Once you've done this, examine the sheets to work out which strategies have been working.

Attendees Name: Find out the name of the prospect and write it here.

New Attendee (How Did They Hear About You): Fill this out if the customer is entirely new. That is, they've never been to one of your presentations before. Ask them where they heard about you. Don't suggest anything if they take a while to answer - wait for their response.

New Attendee (Marketing Strategy): This applies in the case where you are testing different versions of the one type of marketing strategy. For example, you may be running 3 different ads over 3 weeks. Give each one a code, and fill it in here.

Repeat Attendee: Tick this column if the customer has bought from you before.

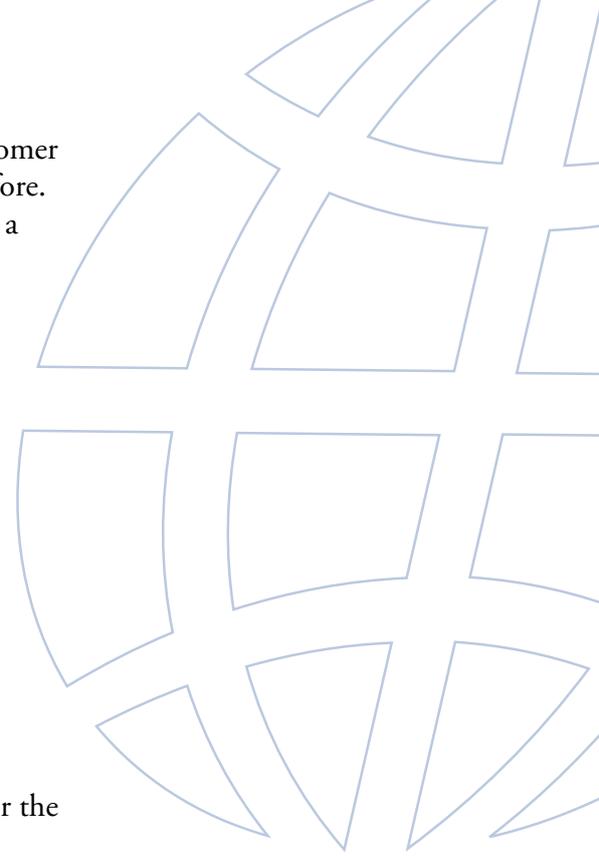
Sales Conversion (Sale Made): Tick if a sale is made.

Sales Conversion (Sale \$\$ Value): Fill in the value of any sale made.

Sales Conversion (Follow Up/Invite Again): Tick this column if the person is to be invited to another party, or followed up.

Avg \$\$ Sale: Divide the total takings for the day by the number of sales for the day. This will give you your average dollar sale.

Conversion Rate %: Divide the total number of customers by the number which actually made a purchase. This will give you your conversion rate.



ABOUT THE AUTHOR

Bradley J. Sugars

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

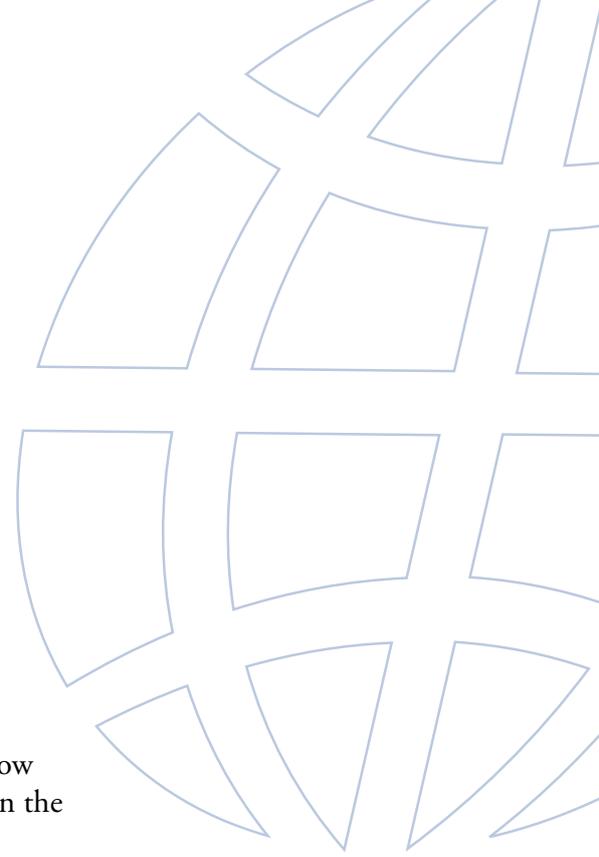
He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned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

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

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

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

Check out Brad's Web site www.bradsugars.com and read the literally hundreds of testimonials from those who've gone before you.



RECOMMENDED READING LIST

ActionCOACH BOOK LIST

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

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

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

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

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

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

1. So who is ActionCOACH?

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

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

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

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

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

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

Your success truly does determine our success.

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

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

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

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

Why?

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

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

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

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

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

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

3. What's an Alignment Consultation?

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

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

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

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

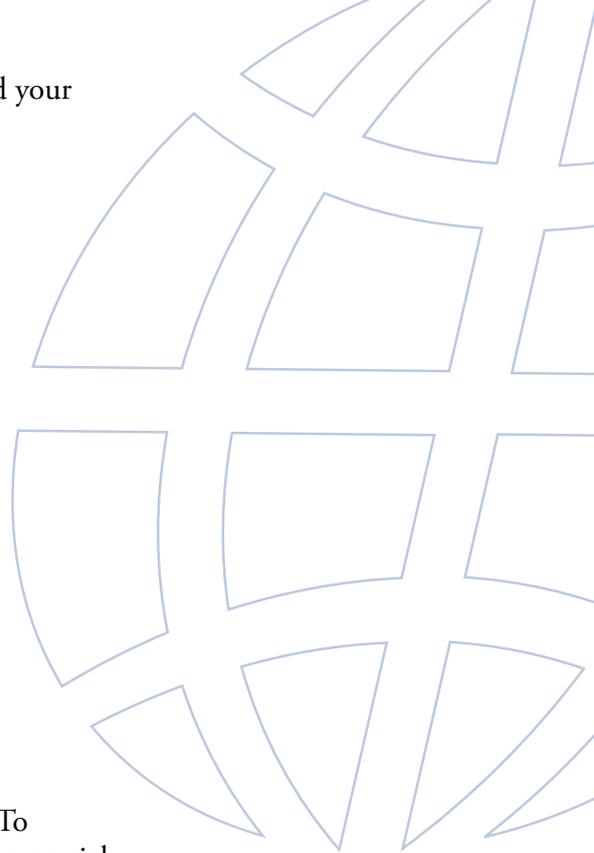
Simply put, it's one of our most popular programs, and it's the only program in which your **ActionCOACH** will work with you one-on-one for a full 12-months to make all of your goals a reality.

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

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

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

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



5. Why at least 12 months?

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

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

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

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

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

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

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

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

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

7. Won't this just mean more work?

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

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

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

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



8. How will I find the time?

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

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

9. How much will this cost?

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

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

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

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

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

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

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

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

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

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

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

11. Are there any guarantees?

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

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

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

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

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

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

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

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

12. What results have other business owners seen?

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

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

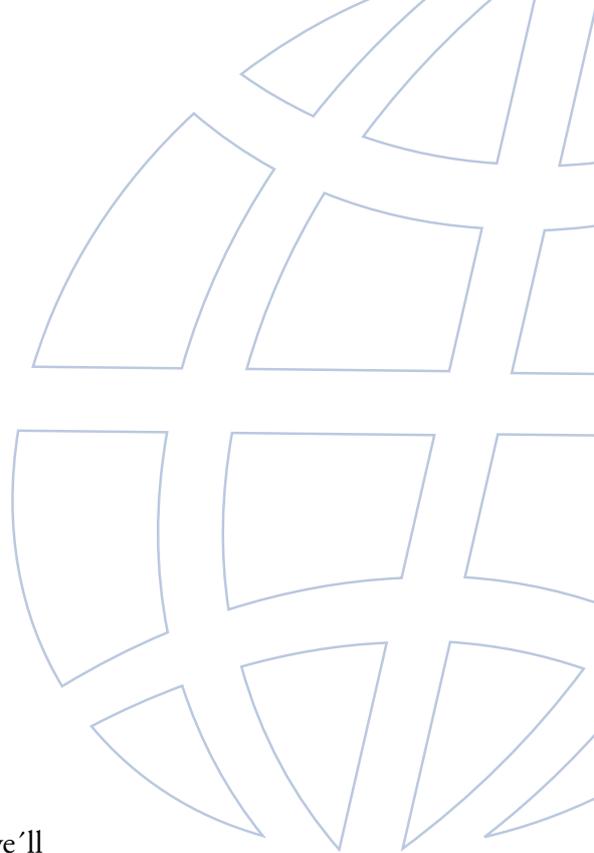
Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there.

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

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

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

13. What areas will you coach me in?



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

These key areas are:

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

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

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

14. Can you also train my people?

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

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

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

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

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

16. Why do you also recommend books and DVDs?

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

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

17. When is the best time to get started?

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

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

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

18. So, how do we get started?

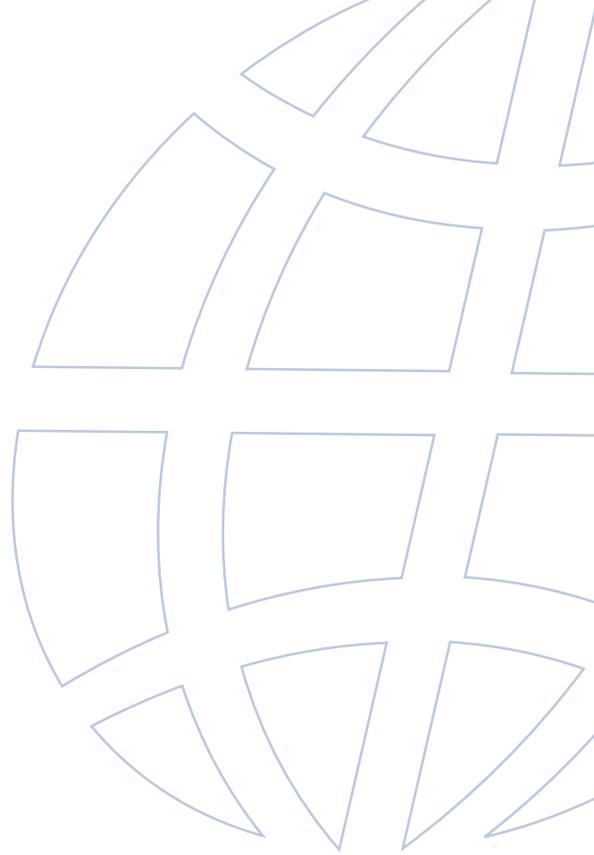
First ... you need to get back in touch with your **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way ...

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

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

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

Together, we'll achieve great things!



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

Paul and Rosemary Rose—Iconcontact Multimedia

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

S. Ford—Pride Kitchens

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

Gary and Leanne Paper—Galea Timber Products

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

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

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

Ty Pedersen—De Vries Marketing Sydney

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

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

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

Stuart Birch—Education Personnel Limited

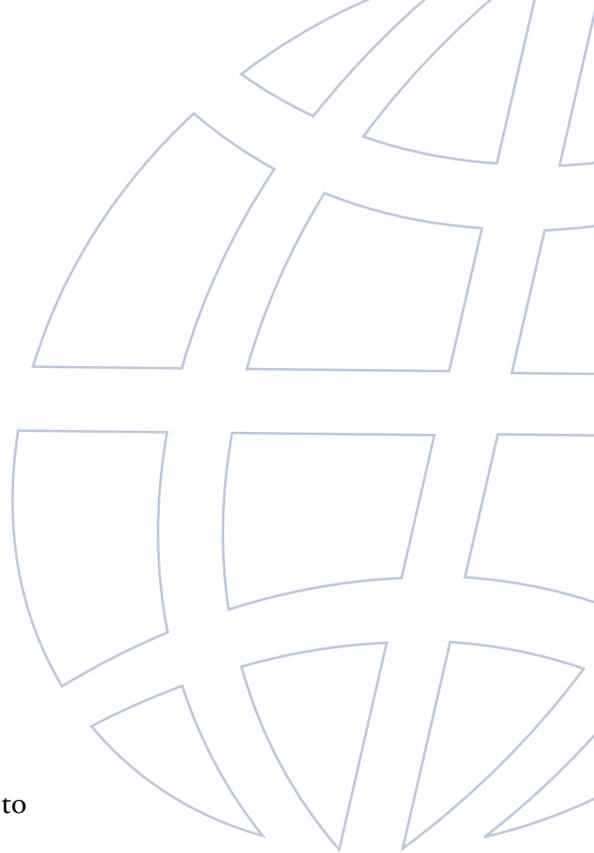
“One direct mail letter added \$40,000 to my bottom line, and working with **ActionCOACH** has given me quality time to work on my business and spend time with my family.”

Mark West—West's Pumping and Irrigation

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

Michael Griffiths—Gym Owner

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



Cheryl Standring—In Harmony Landscapes

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

Jason and Chris Houston—Empradoor Finishing

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

Michael Avery—Coomera Pet Motels

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

Garry Norris—North Tax & Accounting

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

Lisa Davis and Steve Groves—Mt. Eden Motorcycles

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

Christine Pryor—U-Name-It Embroidery

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



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

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

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

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

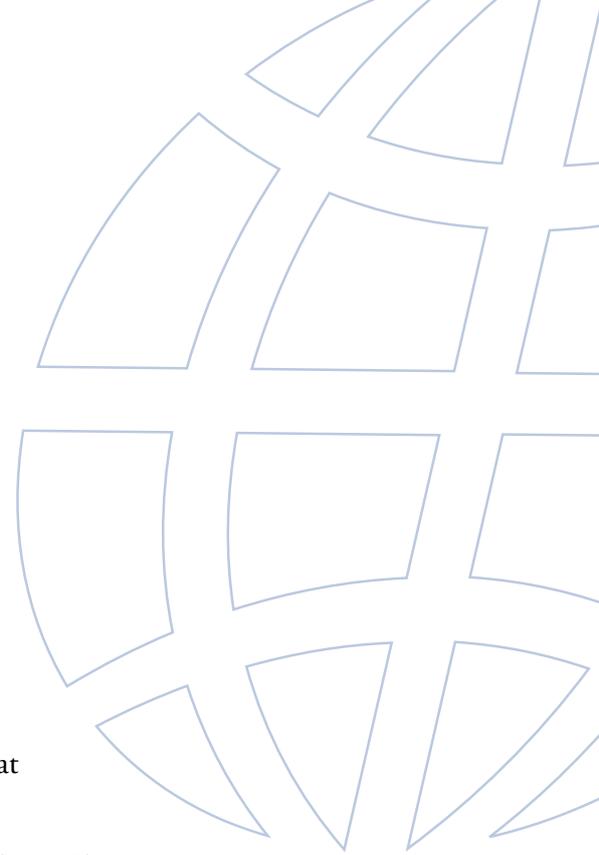
Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **ActionCOACH**.

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

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

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

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



ATTENTION BUSINESS OWNERS

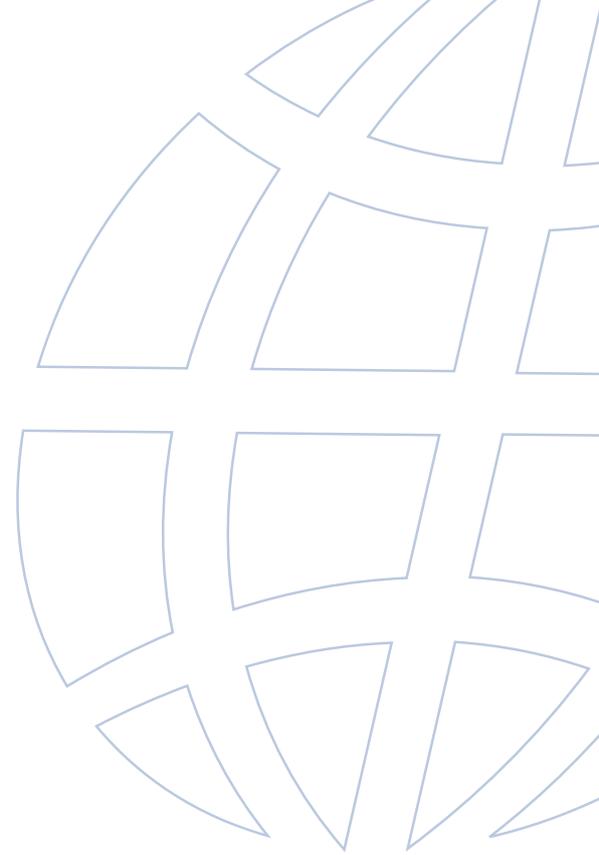
You can increase your profits now

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

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

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

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



ActionCOACH

The World's Number-1 Business Coaching Team

Name

Position

Company

Address

.....

Country

Phone

Fax

Email

Referred by

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

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

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

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

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

1. You've got to love succeeding

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

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

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

3. You've got to love helping people

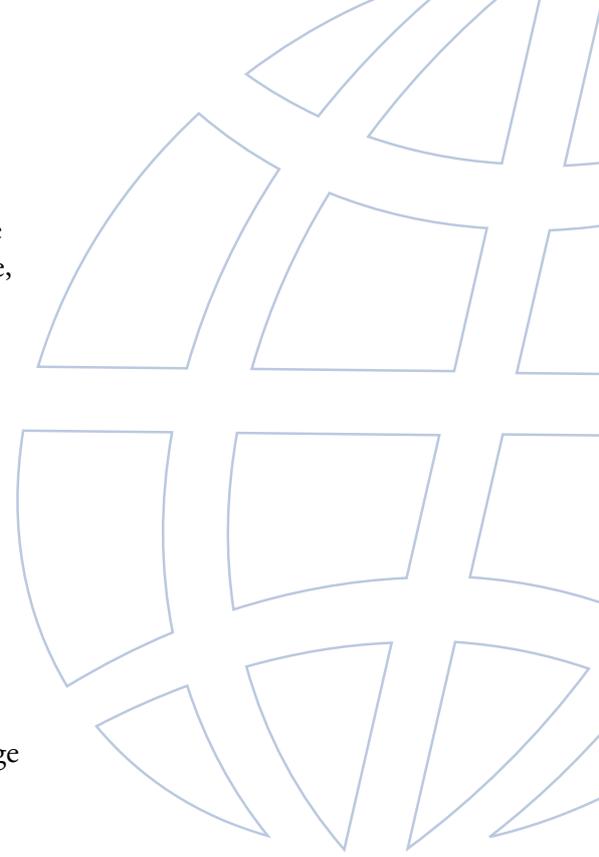
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an **ActionCOACH** Business Coach really is.

4. You've got to love a great lifestyle

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

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

Apply online now at www.actioncoachfranchise.com



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

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

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

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

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

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

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

Join your local ActionCOACH ProfitCLUB today.

Apply online now at www.actionprofitclub.com



LEVERAGE—The Game of Business

Your Business Success is just a Few Games Away

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

The rewards start flowing the moment you start playing!

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

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

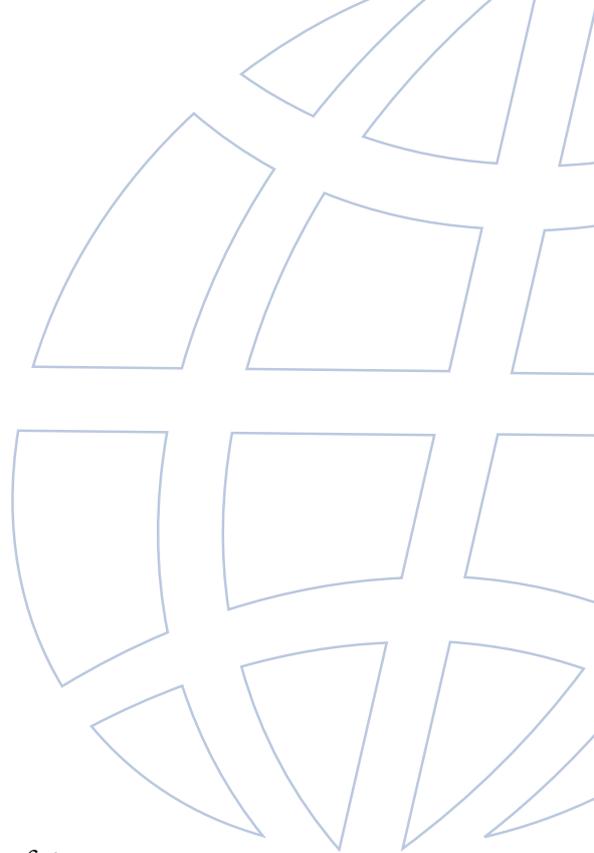
By playing this fun and interactive business game, you will learn:

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

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

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

To order your copy online today, please visit www.bradsugars.com



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

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



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

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

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

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

4. We Guarantee complete confidentiality ...

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

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

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

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

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

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

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

ActionCOACH
business coaching

The World's
Number 1
Business Coaching Firm

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usa@actioncoach.com

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