

BRAD SUGARS



Instant Unique Selling Proposition and Guarantee

Congratulations!!

Welcome to Unique Selling Proposition, your do-it-yourself guide to discovering your competitive advantage and uniqueness, and developing a strong guarantee.

This is more than “good service,” or “good price” - it’s all about knowing what it is that makes you special, and being able to specifically explain it to your customers.

This is your unique selling proposition - the thing that sets you apart from your competitors.

Once you’ve been through this guide, you should know exactly what it is that makes you unique. You may discover there is nothing that makes you unique at all - that’s where the real fun begins. You get to rethink your business look at it from outside the box and INVENT a uniqueness.

You’ll also have a full guarantee, written down exactly as it should be. This guarantee will be powerful and will stop your potential customers dead in their tracks. The guarantee is heavily linked to the USP - it can be the same thing. For example, if you are a funeral parlour that guarantees that everyone will be smiling by the end of the funeral, you’d have a pretty attention grabbing USP right there.

This is the next step in your marketing success story. From this point on, you’ll have a real point of difference and you’ll know how to use it.

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 Your Uniqueness and Guarantee.”

Each step covers an important aspect of USP’s and Guarantees - these are things that you must give careful consideration to.

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.

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

Section 3 contains examples of unique businesses, with an explanation of what they do differently and how it works for them. Some are real - some are imagined. You may even find a business like yours, and be able to directly steal an idea or two. It also contains examples of powerful guarantees, plus a few marketing strategies that feature these guarantees. You’ll quickly learn that a strong guarantee can be enough to base a strong marketing campaign on.

Now, it’s time to get moving - there’s never been a better time to start using your uniqueness to your advantage.

Important: A Note About Testing & Measuring

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

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

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

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

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

Once you develop your uniqueness and guarantee you need to start testing it. How do you do that? Easy - run it by your customers, and start mentioning it to your potential customers.

If they seem impressed and you start converting more enquiries to sales, that's a good sign that you're on the right track. If it doesn't seem to make any difference, perhaps you need to go back and beef it up. Remember, a uniqueness means nothing if it's not a uniqueness that people care about.

The Nature Of USP's and Guarantees

What is a successful USP & Guarantee?

It's important to know how to define a successful USP & guarantee. If you don't know what you're aiming for, you'll never know if the whole exercise has been worth the trouble.

First, it's a good idea to work out what an UN-successful strategy is. Here are a couple of rough guidelines ...

- 1) You finish writing it then stash it away in your filing cabinet forever
- 2) You do use it but nobody notices or cares
- 3) There's already 3 competitors out there with the same guarantee and uniqueness
- 4) Your USP and guarantee doesn't target something that your customers care about - for example, a hairdresser that guarantees to sweep up your hair before you leave. They want to be known as the "clean floor" hairdresser. No-one cares!!

Ok, now you know what a weak USP and guarantee is, it's easy to work out what a good one is.

For a start, it has to have IMPACT - it needs to make people sit up and take notice, and it has to get them thinking and talking. A great example - a restaurant that has no menu. They just cook whatever you feel like, and they guarantee to cook it better than your mother! Now that gets attention.

What about your business? You need to think of these aspects of your service that make a difference to people. This is covered in plenty more depth in the next section, but start thinking now. Your uniqueness needs to tackle your competitors head on, and your guarantee needs to answer the most common frustration.

What makes a successful USP & Guarantee?

There are a number of elements that make a big difference when creating a strong USP and guarantee. Follow these guidelines to the letter, and you'll be set. Let's tackle USP and guarantees separately.

These are broad guidelines, and are only designed to get you in the right mode of thinking. You'll find a lot more specific info in the next section.

A successful USP should be ...

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

A successful and powerful guarantee should be ...

1. Specific
2. Something that addresses the main frustrations and fears of the customer when dealing with your industry
3. Be complete - it should say, "either this happens or we'll do this"
4. Impressive. Now of course, it's a tall order to do all of that, especially if you're in a mature industry where most angles have already been tackled. Sometimes it pays to get an outsider's perspective.

Chances are, you're probably too wrapped up in your own business to look outside it. Just ask the person on the street - what would you like to see a business in my industry offer.

When you get a few opinions, don't think about why it can't be done - give some thought to how it CAN be done.



The 7 Steps To Creating Powerful USP's and Guarantees ...

1. Why (Do You Need a USP)?

Obviously, you have a suspicion that you need a USP (or you wouldn't have invested in this package), but it's important you know just how important it is.

The following paragraphs may really make you think, and answer some questions you've had about business for years.

So many business owners beat their heads against the wall, wondering why their business isn't working.

They try everything - new sales scripts, better ads, new products, yet to no avail ... every day they open their doors, they plunge further into debt.

In most cases, the reason things aren't working is very simple - there's not enough business out there, and very little reason for anyone to give it to you and not your competitors.

To illustrate, think about this example - Harry and Barry open up a hardware store. There's 6 other hardware stores in the immediate area, but the boys aren't fazed - the other shops are staffed by "pimply kids who don't know anything." According to Harry and Barry, they're experts in the game - and will get heaps of business simply because of that.

They open a store a block down from the big competitor, write a couple of ads with the headline, "Opening Sale" and they're off and running.

For two weeks, things seem to go well - they may be selling the products extra cheap, but they're selling lots. The cash register keeps ringing and things are pumping along.

Soon after though, things slow down. In fact, they almost come to a dead stop - just a few customers a day, buying a hammer here and there.

The boys wonder why.

While they got a few things right - the ads were ok, the customer service was good, the store was laid out well and the products were well chosen, they missed the most important point of all ... whether the business was viable at all.

If they'd done a little research, they would have discovered the following every year, 1.1 million dollars is spent on hardware in their area. If each of the 7 local hardware stores had an equal share of the sales, each one would have a turnover of around \$150,000.

Of course, the stores had wildly different figures. The largest, a nationwide chain had the lion's share at \$475,000 - almost half. The next biggest, a smaller, older store with a loyal client base, had \$260,000.

The 5 other stores made up the rest. Naturally, 4 of them were on the verge of going under. The fifth was Harry and Barry's.

Looking at it from this perspective, the boys' dream of opening a hardware store and becoming wealthy seemed a little unrealistic. They'll be lucky if they last the next 6 months.

Think about your situation. How much business is out there, and how much can you actually claim?

If there's only a millions dollars worth of sales, and you manage to grab 10%, that's only \$100,000 turnover. Take out basic expenses (not including your own wage), and you'd be lucky to pull \$30,000 profit out of it.

You may as well go and work for someone else - that way, you'll earn more money and have less responsibility. If the business goes down, it's not your house, car and credit rating on the line.

Remember, if you don't have a good reason for people to come to you, then you'll get lost in the crowd.

It's always amazing to see another small strip shopping center open up, especially when there are already 5 or 6 others within 10 minutes of each other, and there are two major shopping centres nearby.

The strip center as a whole has no uniqueness, and therefore it has no reason for existence. The best it could probably do is, "We're small and new." That's not really good enough. "Small" usually means more expensive and "new" means nothing.

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

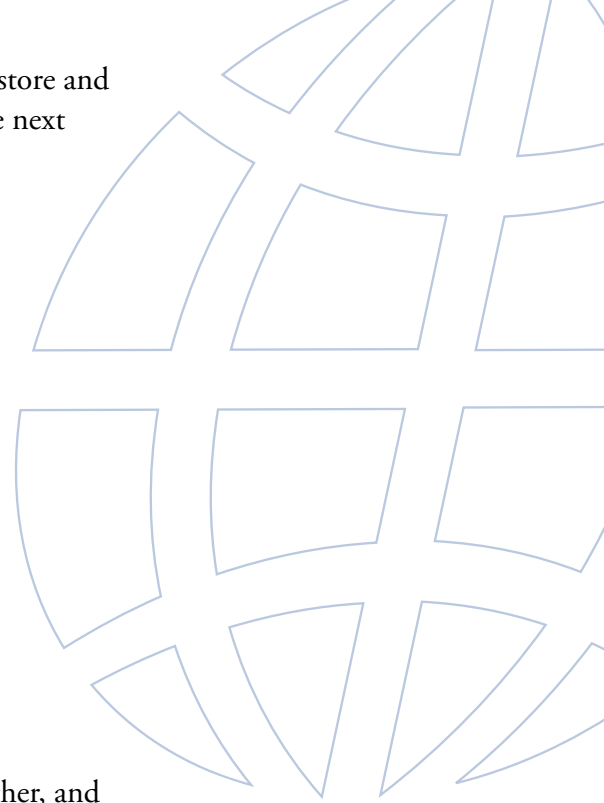
Here's an interesting thought, and something that most new business owners never consider. When a new grocery store opens up, it has to share sales with all other grocery stores in the area. If there's already 3 stores, and two of them are already struggling, what makes you think you have a better chance? All you've done is split the sales further. Now, instead of the total area grocery sales being split between 3, they have to be split between 4.

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

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

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

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



2. Why (Do You Need A Guarantee)

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

You must take that risk away for them.

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

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

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

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

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

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

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

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

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

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

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

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

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

A Myth About Guarantees ... Many people are frightened of guarantees they honestly think that customers will rip them off.

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

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

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

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

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

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

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

3. Who (Are Your Target Market)?

Before you start getting right into the details of your uniqueness and guarantee, you need to identify exactly who it is you're trying to impress. Precisely who is your target market?

A failure to answer this question will lead to failure FOREVER. For example, imagine a company who sells in-ground swimming pools positioning themselves as the "renters specialist" and guaranteeing "the fastest service in winter." The target market would not care - people who buy swimming pools own their own home and buy in spring or summer!

Knowing your target market will also enable you to communicate better with them.

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

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

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

4. What (Makes You Unique)?

The best way to discover your uniqueness is to start to look at your business from the outside.

The following questions will help you find out what it is that makes you unique, and will help you think about your business in a new way. Be sure to be honest, and to spend the time giving detailed answers. Don't cheat yourself!! Take the time and get your answers down in detail.

List your 3 biggest competitors ...

- 1
- 2
- 3

What do they do well?

- 1
- 2
- 3

What do they do poorly?

- 1
- 2
- 3

What would the average person say about each of these competitors?

- 1
- 2
- 3



What is “unique” about them?

- 1
- 2
- 3

What can they do that you can't?

- 1
- 2
- 3

Where are they geographically located in comparison to you and your potential market place?

- 1
- 2
- 3

Describe the perceived standards of customer service in your industry..

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Describe the perceived standards of technology in your industry ...

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Describe the perceived standards of product quality in your industry ...

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Describe the perceived standards in sales & marketing in your industry ...

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How does your business compare to these industry standards?

Customer Service

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Technology

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Product Quality

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Sales and Marketing

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If there was one phrase your customers and prospects used to describe what you do NOW, it would be ...

“OH, you’re the guys who”

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If there was one phrase your customers and prospects used to describe what you do in an IDEAL WORLD it would be ...

“OH, you’re the guys who”

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What are 4 reasons your customers come to you rather than your competitors - this question is especially important, so give it some real thought?

1

2

3

4

In what 4 ways do you perceive that you are genuinely different from your competitors?

- 1
- 2
- 3
- 4

What are 5 things about your product or service that you take for granted, that your customers don't know about?

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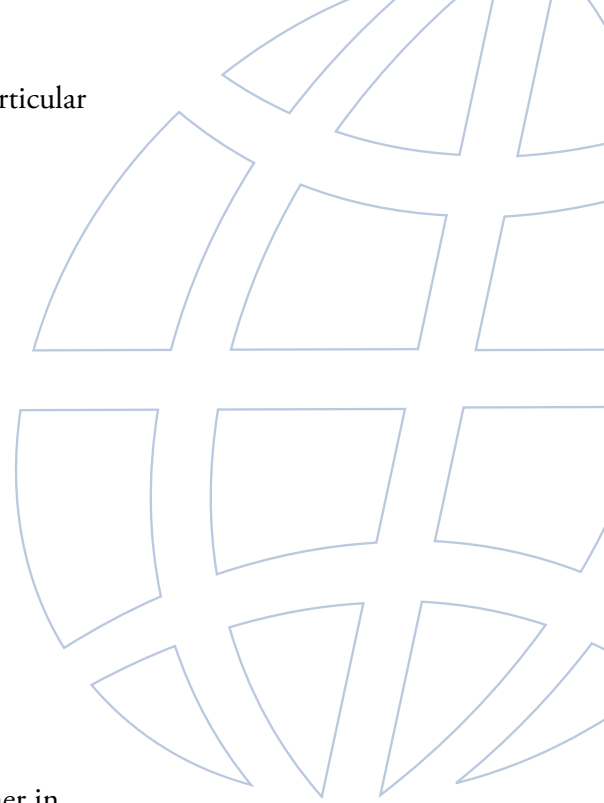
Ok, now you've been through all of that, you should have a much better idea of what sets you apart from your competitors.

Now it's time to ask yourself, will this uniqueness really matter to your customers. So what if you're a stationery store with the biggest range of pencil sharpeners. People aren't that interested!

Out of the unique points you identified, which is the most marketable which point will appeal most to your customers? Here are some examples of what your uniqueness would be ...

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

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



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

Basically, your uniqueness comes from one of 7 areas:

1. Quality
2. Price
3. Service
4. Delivery
5. Speed
6. Convenience
7. Experience

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

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

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

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

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

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

Here are a couple of longer examples. It may be an idea to write your USP in a long form first, then pick out the best stuff and turn it into one short and punchy sentence ...

Broad Selection ...

- You’ll always find 142 different Widgets in no less than 12 sizes and 10 exciting colors in prices ranging from \$6 to \$600.
- You’ll enjoy 5 times the selection, 4 times the color choice, 3 times the number of convenient locations, twice the warranty and half the mark-up of any other dealer.
- Most service companies work from 9 to 5, you’ll be excited to hear we work 24 hours per day to serve you when you need it.

Discount Price ...

- \$15,000 swimming pools cost \$9,850 at ABC Pool Co.
- We sell the same brands of Widgets as Company X or Company Y - at 25% - 75% less.

Service Oriented ...

- When you buy a book from us, you have a 90-day 100% money back guarantee, just in case it’s not what the critics made it out to be.
- When you invest in a computer system with us you get an on-site placement and FREE consultation, and the security of 24 hour a day software and hardware support.
- If you’re looking for a plumber who is guaranteed to arrive on time and cleans up after himself, then call Joe.

Snob Appeal ...

- Only 1,200 Widgets are produced each year, we have one put aside for you.
- Mass market gyms have up to 10,000 members, all jostling between 6am and 9pm for time on the Nautilus Machines, all trying to squeeze onto the aerobics floor and all queuing for the squash courts - At Club XYZ we have a strictly limited membership of 525 families.
- Now, it's time to write yours - don't worry too much about the wording, just get the point across. If you show it to people and they don't seem to understand, you may want to rethink it. If they seem to get the idea immediately, you're on the right track.

5. What (Should You Guarantee)?

Again, the easiest way to get started here is to answer a few questions, just to get you thinking. To come up with a powerful guarantee, you need to know what your customers want you to guarantee, and what you actually can promise.

The idea is to match your abilities with your customers' wants. Often, it's a good idea to over promise. You probably underrate your product or service anyway. If you think it's good, why not promise that it will be great - it'll make you pick up your act, and probably be more in line with your current customers' perceptions anyway.

Here are the questions ...

What is your current guarantee?

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What are 3 problems or frustrations buying your product/service solve?

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- 2
- 3

What are the 3 major benefits of buying your product or service?

- 1
- 2
- 3

What frustrations do customers experience when trying to find your product or service?

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What frustrations do customers experience when making a decision whether or not to buy your product or services?

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What frustrations do customers experience when they go to buy your product or service?

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What frustrations do customers experience when receiving or picking up your product or service?

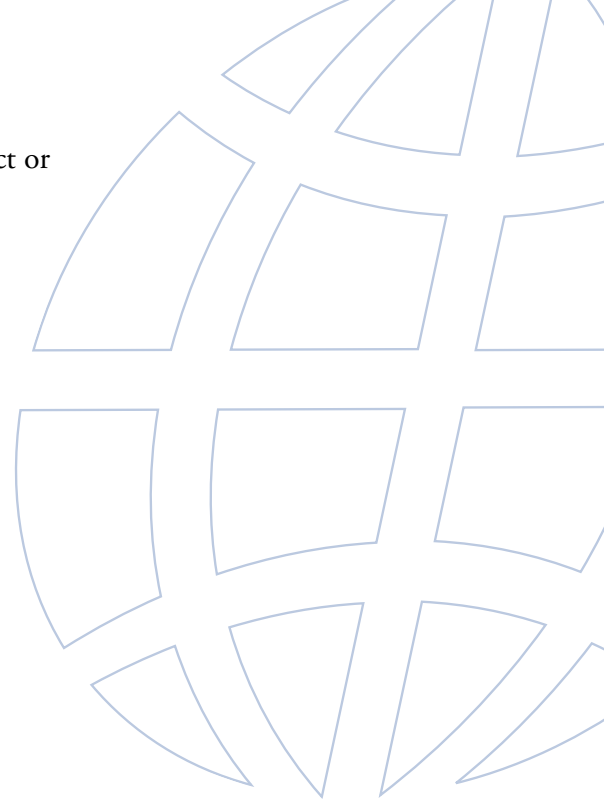
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What frustrations do customers experience when using your product or service?

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What frustrations do customers experience after they've bought your product or service (eg.- lack of after-sales service)?

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If you were a customer, why would you dislike buying from you?

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Describe the sort of customers who dislike buying from you ... and why?

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Describe the sort of potential customers who love buying from you ... and why?

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If you could easily overcome any 2 of your customers frustrations what would they be and how would you overcome them?

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What 6 things that will relieve your customers frustrations that you can guarantee and deliver 100% of the time right now?

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- 6
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What 3 additional things will you be able to fully guarantee within the next 3 months?

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List 3 things that you can NOT confidently guarantee today, that you would love to be able to guarantee ...

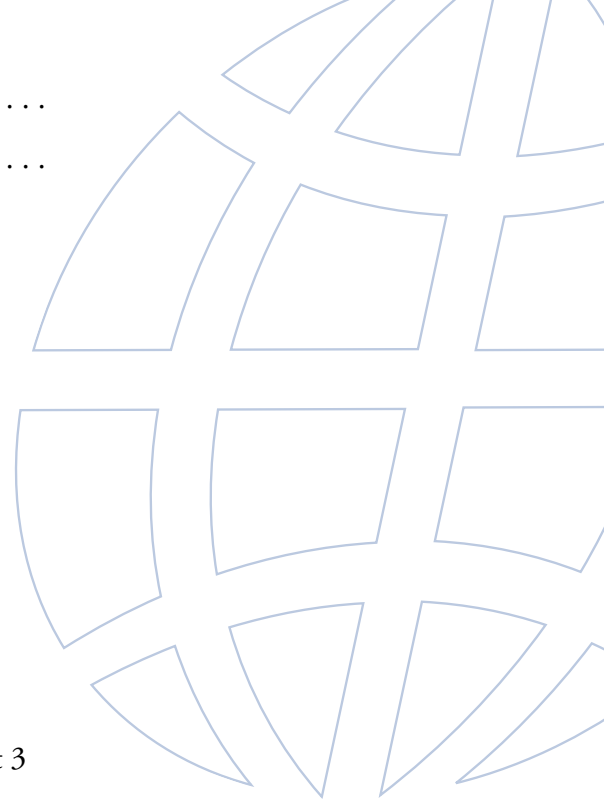
- 1
- 2
- 3

What is the ONE thing that, if you could guarantee it, would make you the market leader? (For example, a news agency that guarantees to sell you a winning lottery ticket every time). Is there any way in the world, within the realms of human possibility, that you could offer this, even it backfired some of the time?

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Ok, from those questions, you will have worked out a couple of things. First, you would have probably noticed that you can guarantee more than you thought, and second, that your customers experience frustrations throughout the entire buying process.

How can you match the two up - that is, how can you guarantee to remove the frustrations that your customers have.

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

Ok, to begin with, let's work out what the biggest frustration customers have when dealing with you. If it's builders dealing with sub-contractors, it's almost always people not turning up. If it's people getting their haircut, it's usually the hairdresser taking too much off and making them look silly. If it's a gym, it's often that they feel uncomfortable letting their blubber fly in front of a bunch of tanned, well toned greek gods and bunnies.

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

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

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

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

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

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

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

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



Second, you write the, “This will happen” bit - don’t be afraid of money back, or a, “We’ll keep working with you until you get the results,” guarantee. Another option is, “We’ll pay for you to see our most hated competitor.” or “We’ll write you a check for the amount you invested plus \$1000 to go to your favorite charity”. Now that’s powerful!! Of course, it depends on the industry.

6. How (Do You Promote Your USP & Guarantee)?

It’s important to get right behind your new USP & Guarantee - print them on your letterhead and business cards. You may want to do it like this ...

Why you should buy from us? Because we have New Zealand’s largest range of musical instruments and every member of staff is a professional musician with at least one top ten hit each.

Our guarantee? If you don’t believe you’ve bought the right instrument at the best possible price, you may return it within 14 days - we’ll give you 20% of your next purchase.

Now if you have developed a USP & Guarantee as powerful as that, you’d be crazy if you didn’t put it in every newspaper ad you ran, and every letter you wrote. Why not write back to your past customers and let them know about your new policies?

And whatever you do - don’t forget your USP when it comes to writing your Yellow Pages ad. This is the place where people already know they want to buy from someone, they just need to know who. If you show them that you are something different, and you promise to take away one of their key frustrations, you’ll find you get double the number of enquiries of your old ad.

Try it and find out.

The important thing to remember is this - now you’ve written your USP & Guarantee, it’s important that you promote and tell people about it.

It may solve every marketing problem you’ve ever had!!

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

Use this section as a final checklist - once you’re happy with your USP & Guarantee, 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 ideas you’ve created? It’s important that you communicate everything you’ve written and thought about. Your team needs to be informed of what’s going on, and how they should act now that you are going to be positioning yourself differently.

Check that what you have created is truly unique: It’s pretty common that your first effort is not unique - it’s already been done by a competitor. Of course, if the idea has only been done overseas or interstate, then there shouldn’t be a problem.

Section 3: Unique Businesses & Powerful Guarantees

Hairdressing: Imagine a hairdresser that had cable TV and a full library of videos. During your haircut, you could watch any TV channel, or any video. Expensive, but it would certainly bring people in.

The hairdresser may also have a “Talk-O-Meter,” which ranges from, “Just the haircut,” to “I’m feeling chatty.” People either fill out a form before their haircut or tell the hairdresser directly.

Restaurant: Instead of a range of meals at different prices, a restaurant could offer a specific number of meals (47, for example), all at one price (\$8.95). You walk in, choose your meal and it arrives in 11 minutes or less.

If it comes late, or it’s not the tastiest meal you’ve had in ages, you get your next visit free.

The marketing would probably be based on the 47 meals, all for \$8.95, but it would also strongly feature the guarantee.

Florist: Imagine a florist that has a professional writer who helps you craft your message. You simply call up and say, “I want to send roses to my wife. I crashed her car while driving my mistress around. Can you patch it up for me?”

It’d be a tough job for the writer, but many people would love to send a personalized, well-written message of love to their spouse.

The guarantee could be: if our flowers don’t put a smile on their face, we’ll refund your money. The florist could use fliers to promote this. Imagine a headline like “Problems with the wife? If our flowers don’t put a smile on her face, you won’t pay!”

Video Store: What about a video shop that also rented computer games, books, music and board games. It would be more of an entertainment rental store.

Stationery: Imagine a stationery supplier who guaranteed the lowest prices and the fastest delivery. The guarantee could read “if you can find anyone who beats our prices, we’ll give you that item free. If you don’t get your delivery within 40 minutes of your phone call, we’ll buy you lunch anywhere!”

This could certainly be the basis of a strong marketing campaign. The stationery supplier could write letters to potential businesses with the headline “Tired of paying too much for stationery, and waiting too long for it to be delivered?” Then the letter would kick in with the guarantee.



Convenience Store: Imagine a convenience store that offered a special incentive every time you spent more than \$20, for example automatic entry to a competition.

The competition could run like this: spend more than \$20 and you get to roll three dice. If you roll 3 sixes, you win a \$300 voucher to spend in store.

The competition would certainly be enough to build a marketing campaign on. For example, the store could put ads in the paper that say “Going grocery shopping?” then continue with an explanation of the competition.

The hook could be “you won’t pay more, parking’s easy, you’ll get through the checkout quicker and you have a chance of winning \$300.”

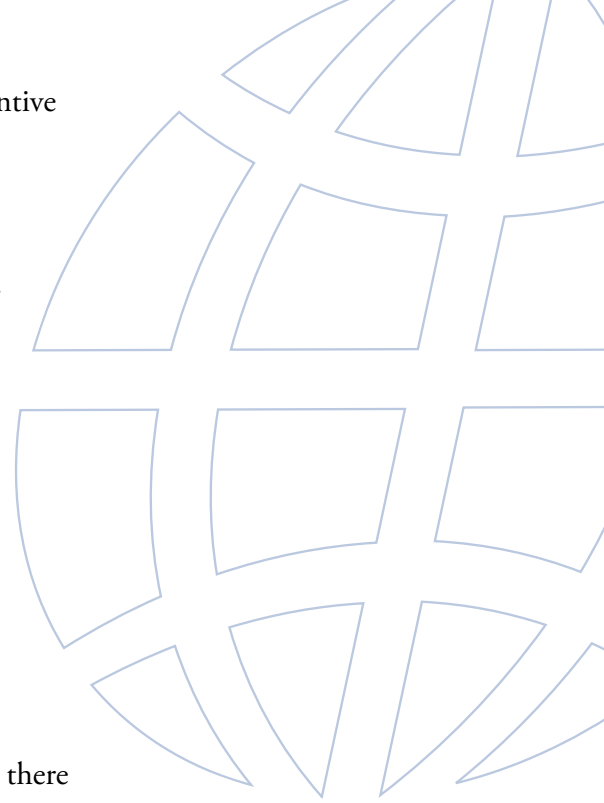
Builder: What about a builder who guarantees to have your home finished two days before the deadline. If not, the builder will pay double your rent for every day the construction is late.

Furthermore, the builder guarantees to have everything completely finished there will be no loose ends, no unpainted sections, and everything will be exactly as you expected it to be.

Training Company: Imagine a corporate training company that guaranteed to get your staff so fired up, you’d want to give them all a pay rise.

It could read like this: “Our training will transform your team. In fact, we bet you’ll feel like giving them all a pay rise. If you don’t, we’ll cut the price in half and train your team again.”

This could definitely be the beginnings of a great marketing campaign. The headline could be: “Imagine having a team of people so good you wish you could pay them all double - we guarantee to create this for you!”



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 business 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 ...

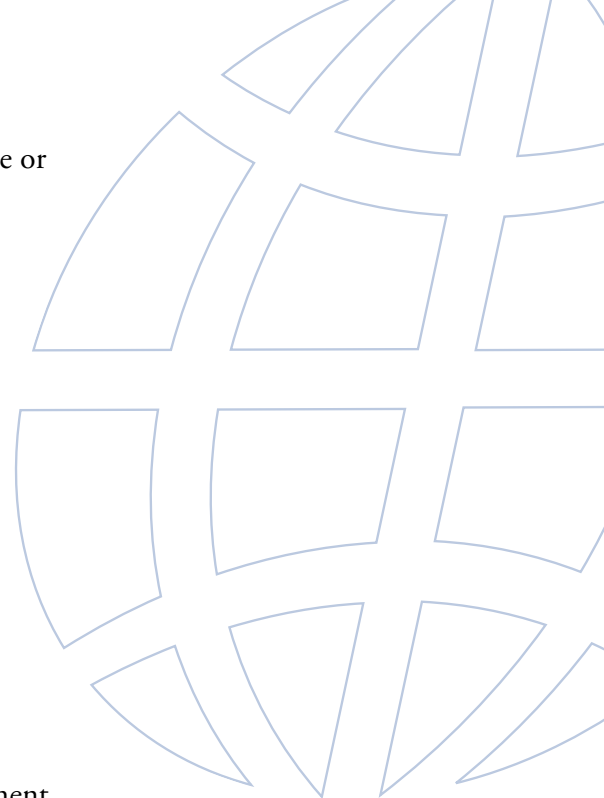
7. Won't this just mean more work?

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 Standing—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!

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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