

BRAD SUGARS



Instant Success Secrets Revealed

Instant Brochures

Brochures are almost always a complete waste of time. They are not sales tools – they work mostly as anti-sales tools.

Here's an example that illustrates the point ...

You walk into a travel agency. You say 'I'm thinking about a trip to Finland'. The travel agent shoots you a glance that says, "What a waste of a trip," then says "Ok, here's some brochures."

You haven't asked for brochures. In fact, you really wanted to talk to them and get their advice. But the travel agent had other ideas. They don't really like selling, and it's 4pm on a Friday. Mentally, they're already in their favorite bar enjoying the company of friends. Anyway, they've done their job – they gave you the information you requested.

Are you guilty of this? Giving out brochures to avoid actually having to sell? Brochures let you feel that you've done something towards the sale, without really doing much at all.

Of course, what makes this problem worse is the poor standard of the brochures most people have. They offer no strong benefits or points of difference, and they're really just a collection of pictures, with the company name and phone number printed somewhere on the back.

If you're going to use brochures (in some businesses, it's essential), you need to do it right, or else you're just throwing money down the drain. Not only are you wasting heaps of money on color glossy printing, you're letting perfectly good customers walk out the door with something that will never bring them back in.





Instant Business Cards & Letterheads

Most business cards look identical – company logo, person’s name and contact details. That’s fine if you just want to give the already very interested person a handy reference device.

But why miss an opportunity? If the person is going to hang onto your card and give it a quick glance over, why not include as much selling copy as you can? You have the entire back of the business card to write anything you want.

You could just as easily write down, “The 4 reasons our competitors are scared to death of us,” and leave the space blank.

And it pays to remember that your card may get handed on. If so, you want it to say more than where you are. List exactly what you do and why you’re so good at it.

The same goes for you letterhead. If you’re putting your details at the top of the page, there’s no reason why you can’t include your USP, your guarantee plus the 4 best things about your business. If you’re running the letterhead down the side, there’s space to fit even more information.

And surprisingly, all the above relates just as equally to logos. While people love to fill you up with nonsense about the artistic abstract significance of their logo, the final question must be, “Will it make you more sales?”





Instant Classified Advertising

Classified ads are one of the most under-rated advertising tools for small to medium sized businesses. Many people think of them as “cheap and nasty,” better suited to selling second-hand ironing boards than serious products or services.

That’s missing the bigger picture. You need to understand that classified ads work because they cost so little. Because your outlay is less, you don’t have to make many sales to make it a worthwhile exercise.

More importantly, some products sell better through the classifieds than anywhere else. It may sound crazy, but people trust classified advertisers more than display advertisers. Display advertisements seem calculated and slick, whereas classified have a local, friendly feel about them. People tend to think they will get a better price and better service.

Of course, that notion is completely false. The people in the classifieds are often backyard operators without the experience to serve the customer properly, nor the volume to do anything at a reasonable price.

This combination can be golden – customers think they’ll get a better deal, whereas your competition advertising in the classifieds can’t really provide it. This gives you the marketing edge.

Added to the fact that the other businesses advertising in the classifieds are probably inept when it comes to sales techniques and handling phone enquiries, there’s no doubt that they have no idea about writing good ads.

A good example: “Mowing, \$14 an hour, the East area, leaves removed, phone Paul the Poor Laborer ...”. Now, if that was the only ad in the section like that, it wouldn’t be too bad, especially if you lived in the East, had stacks of leaves lying around and thought \$14 was a great price.

Unfortunately for Paul the Poor Laborer, his oppositions’ ads read the same: “Mowing, \$14.50 an hour, leaves taken away, the East and surrounds, phone Jim’s Mowing” and “Lawns mowed, leaves removed, \$13 an hour, all areas.” There’s no real reason to phone any – they’re all identical, apart from a dollar here or there. In the end, you’d probably call the last one – they’re exactly the same and they charge less.

Thankfully, this “me-too” approach to classified advertising leaves the door wide open for someone to take control. Imagine if someone was cheeky enough to put this ad in the mowing section “DON’T phone those other backyard boys – deal with the professionals. We do your mowing faster, make less noise, leave the yard cleaner than you’ve ever seen it and don’t ask for payment unless you’re totally delighted. Wherever you are and whatever size your lawn, we can mow it, and we’ll remove your leaves for free. Ring with your best quoted price and we’ll beat it.”

Now that would certainly get ATTENTION!





Instant Closed Door Sales

Here are three common business problems ...

Common problem 1 – you have plenty of old stock that’s been sitting on the shelves, or on the floor forever. You’ve come close to selling it a few times, but you’ve never got over the line. Now the stuff is just taking up space and you’d almost pay someone to take it away.

Common problem 2 – your customers don’t care whether they shop with you, or any one of 12 competitors. They feel no loyalty to you or your store, and have no preference for shopping with you. The fact is, they have no reason to – you’ve never done anything special for them. You’ve never even written them a letter to say thanks. As far as they’re concerned, you don’t even know who they are, and you don’t care.

Common problem 3 – your cashflow is down and the bills are in. Sales have been slow, and there are no retailer-invented events (Mothers Day, etc.), or religious holidays about to come along and save you.

So, how do you solve all 3 problems in one foul swoop?

Simply run a Closed Door Sale.

Now you may be asking yourself, “What is a closed door sale?” It’s really no more complex than it sounds. You run an after-hours sale exclusively for your customers (and perhaps, some of their friends) and move all of that stock that’s been sitting there forever.

It’s easy to do as well. You simply write your customers a letter explaining that you think they are special, and you’d like to reward them for their loyalty. Whether they are special, and whether they have been loyal, is immaterial.

The sale runs after your doors close for the day, and you have specials that can’t be refused. You’ll get instant cash flow and immediate removal of old stock. People love a bargain and would step over their own mother to grab something that’s half-price.

You don’t even have to offer huge discounts. It doesn’t matter if you’re not offering massive savings, it’s the excitement of a sale that gets people in, and encourages them to buy.

Naturally though, you need to be careful. There’s nothing more embarrassing (and depressing) than running a closed door sale where 7 people turn up (all at different times). You could easily end up with some egg on your face.





Instant Direct Mail

Whether you're contacting past clients to get them to come back, or new prospects to get them to come in for the first time, direct mail is one of the most effective ways to market your business. Now I know what you're probably thinking, that your prospect receives so much mail during the average day that they're not going to read or respond to yours. Although this can be a problem, there are many techniques to help you overcome these challenges.

Before embarking on a direct mail campaign, you need one very important ingredient – a list of people to mail to. If you're not mailing to a list of past clients, then you'll need to find a list from somewhere else. There are quite a few ways to go about gathering a list, from going through the White Pages, to buying a list from a broker. But buying a list can be a risky procedure if you've never done it before.

The success of your campaign will depend on whether or not people actually read your letter. It first has to get to the person we're trying to reach, which can be challenging if that person has a secretary who opens their mail. Then you have to get them to open your letter rather than simply throwing it away, then you need to get them to read through your letter, and finally you need to get them to act. As you can see it's not quite as simple as just writing a letter and dropping it into the post office.

By now, you might be thinking that it's all a bit confusing. But that's not the half of it, you need to also consider which type of letter will get you the response you're after. You see, there is more than one type of letter. For example, if you going to follow up your letter with a phone call, you'll need to use a different letter than you would if you're simply trying to sell "off the page." On top of this, even when you do choose the right style of letter, you'll find that one that's followed with a phone call will generally get much different results to one that isn't.





Instant Flyers

Although flyers are a seemingly inexpensive way to reach thousands of potential customers, they often don't achieve the results that would warrant the expense. The reason for this is quite simple ... People don't understand what works and what doesn't.

Let's face it, most flyers go straight from the letterbox to the bin. But there are a few techniques you can use to ensure the success of your next campaign. By understanding and using the tricks of the trade, you can generate massive profits, with very little effort. It's all a matter of knowing how ...

Firstly you need to look at your headline. As with any form of printed advertising, the quality of your headline dictates whether your campaign will make you a pile of money, or whether it bombs badly. Your headline must speak to the reader straight away, and offer some benefit to them reading on. People resent junk mail, and will only respond to flyers that speak to them directly.

Using pictures on your flyers is one way of getting them noticed. But there's a lot more to it than just throwing a few pictures onto the page.

You can also try having them printed on unusual paper or cardboard cut into different shapes. By choosing your stock carefully, you can dramatically increase your conversion rate.

You need to pay a lot of attention to the layout of your flyer. This is particularly important as having too much on your flyer will make it hard to read, too little and it won't get noticed on its way to the garbage bin.

The amount of color you use can also affect the response you'll get, not to mention dramatically increasing the price.





Instant Host Beneficiary

If you've never heard the term "host-beneficiary," you have been missing out on the most cost effective marketing strategy known to man. Honestly, the number of times I have seen a host-ben massively boost a business' turnover would astound you.

It costs very little, and it's almost guaranteed to get customers flocking in through your door. Unlike newspaper ads, which can be hit or miss, this strategy is almost always a winner.

So what is it you ask?

Before I explain to you how it works, let me get you in the right frame of mind.

Imagine this – a hairdresser rings you and says, "I have 200 vouchers for free stylecuts. I normally charge \$24.95 for a stylecut, but these vouchers mean there will be no charge. I would like to give these vouchers to your top 200 customers. Actually, I'd rather that you say that you've organised the vouchers for your customers as a gift. They'll love you for it."

In effect, the hairdresser has just given you 200 gifts valued at \$24.95 each and said "send these to your customers and say that it was your idea."

What would you say? Unless you're a complete yokel, you'd jump at the chance. Your customers would literally go bananas. They'd be so appreciative, they'd probably ring in to thank you, and they'd definitely be more likely to come more often and refer more friends.

So what would the hairdresser get out of it? For a start, they'd get up to 200 new customers. Although these customers wouldn't pay for their first visit, they'd pay for their second, and their third, and forever after. See, once people have been somewhere once, they'll more than likely return if the service is good. If the hairdresser really turns it on and gives great service, they'll pick up stacks of regular new customers.

Now what if you switched it around – you approach businesses and offer them the chance to send out free gifts provided by you. The free gift could be a \$10 voucher, a first free service or a free consultation.

The business sends out the letter, their customers love the idea and come and visit you. You get heaps of customers without spending a cent on advertising. They get to give every customer a valuable gift without buying anything.

Everyone wins.





Instant Loyalty Campaign

Most business owners make a serious mistake. They let customers walk out without handing them a loyalty card.

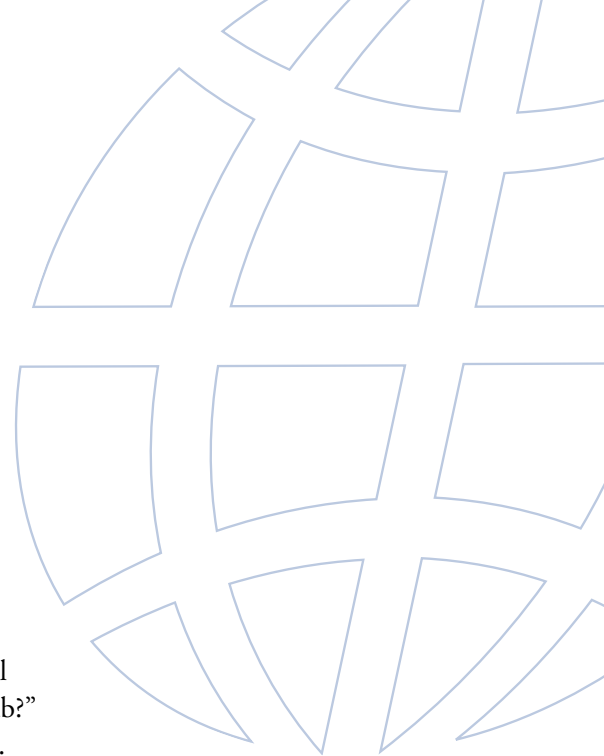
See, most customers are floaters – they float in and expect to float out without anyone noticing they were ever there. Business owners are usually only too happy to oblige. They sell them whatever they want to buy, then say, “Have a nice day.” End of story, and probably the end of the customer forever – they’ll never be back.

A loyalty card and system does two things. First, it claims the customer. It says to these floaters, “We have noticed you, you are ours now.” It makes the customer feel good about themselves. After they buy, you say, “Are you a member of our VIP club?” The customer immediately feels important, which makes them want to come back.

Secondly, a loyalty card encourages the customer to always buy from you. Why would they buy anywhere else when they get their card stamped every time they buy from you, and eventually get a bonus for it? A loyalty card can be a significant point of difference.

So how do you make your loyalty card enticing? You have to offer something worth waiting for – for example, every 6th meal free, or a free night in a hotel when you collect 100 points. Whatever it is, it has to be generous enough to make it appealing.

That doesn’t mean unprofitable though. There are many tricky ways to give away something that sounds incredibly generous without giving away much at all.





Instant Newsletters

I know of one business that has an amazing cycle. Sales go up and down like a yo-yo. Every two months, for a 14 day period, sales increase 5 times. After that, they drop back down to average – enough to pay the bills but not much more.

So what happens every two months that explains this radical shift in sales figures?

The business owners send out a newsletter.

This newsletter is avidly read by the business' entire customer base of 1500. About 1 in 5 people who read it make an extra purchase of something advertised or written about in the newsletter. And these are sales of \$60 or more.

So how can you steal this idea and make it work for you. Well first, you have to know how to put together a basic newsletter. If you've never done it before, it can be a bit of a nightmare. Not only do you need to get your writing skills up to scratch, you have to know a thing or two about advertising and a lot about graphic design. If this is all sounding like too much hard work, and best left to someone else, then you'll be pleased to know there's a solution.

You see, writing a customer newsletter is an idea just too good to pass up. Not only will you make an absolute killing from every one you send out, you'll also build customer loyalty beyond belief. A newsletter says to a customer – “you're important to us, and we appreciate having you as a client.”





Instant Print Advertising

One the most cost effective ways to reach thousands of potential customers, is through print advertising. But time and again I see businesses making fundamental mistakes in their ads, and then wondering why nobody responds. Before you run any print advertisement, there are a number of things you need to understand.

Headline ...

When you stop and consider that 90% of the success of your advertisement depends on your headline, you can't afford to get it wrong. Of all the mistakes that the average business person makes when writing their ads, the most common is using their company name as a headline. The only people who get excited about seeing your name at the top of your ad, are you and your mother. You need to write a headline that provokes curiosity and offers a benefit.

Body copy ...

Your body copy needs to explain the benefits of your products or service, in such a way that people are motivated to buy NOW. Too often businesses write about the things that interest them, without asking themselves "what does the consumer want to know?" You need to be able to communicate your message in a brief but exciting way.

Layout ...

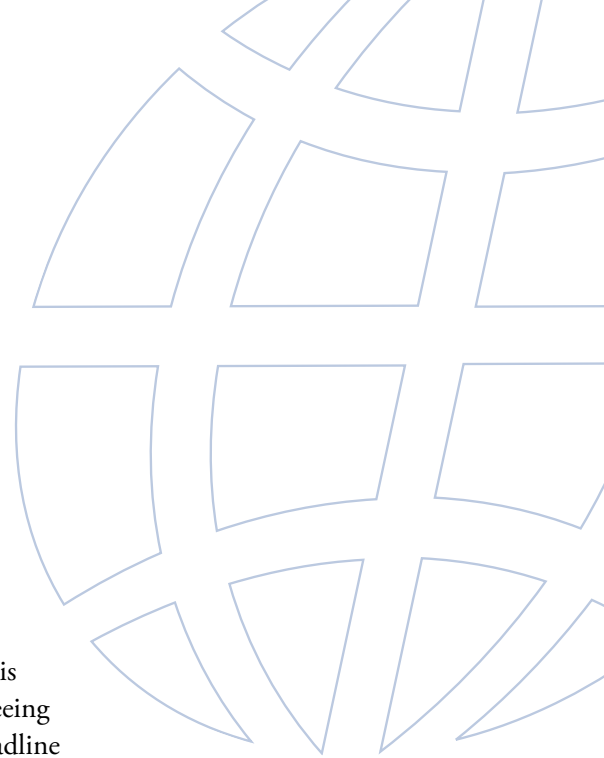
You need to make sure that you use the space you've paid for effectively. Using effective sub-headlines and pictures will improve the effectiveness of your ad, but you need to follow some important rules.

Fonts ...

Using the right font can increase the readership of your ad by 40-60%. Having the correct point size is also important, if it's too small you can't read it, too big and you're wasting your money on unnecessary space.

Offers ...

Many businesses fall in to the trap of making the wrong offer, or worse still, no offer at all.



Instant Press Releases

Imagine if you were a journalist. Every day, you have to find something interesting to write about. You've got the editor on your back saying "Where's your story????!!" and you with absolutely nothing to write about.

Suddenly, the phone rings – Mrs. J. George of Jonesville has had her purse stolen. It sounds like it might qualify as a 100 word space-filler, until she says, "Oh, my mistake, it was under the kitchen table!"

Life as a journalist can be pretty stressful – you're always working to deadlines, and there's often nothing of any real interest going on. This is especially true when it comes to free, weekly local papers. If you've ever wasted an hour and read one from cover to cover, you'd notice that most of the articles are at best, boring stuff that may appeal to elderly people who love nothing better than watching the grass grow.

Journalists are faced with the prospect of coming up with hundreds or thousands of words about not much at all.

Bear in mind, we're not talking about the political editor with The New Yorker. This relates to the local journalists down at the weekly paper – most of whom are either just out of college, or approaching retirement and simply filling in time.

These people would love to have something to write about. This is where you come in ...

If you send them a good story, basically complete, they will run it. As long as it's something that will appeal to their readers (that means anything half-interesting, they'll print it).

Now imagine if you could send them a story about your business, something that painted you in a favourable light.

Think about it – has anything happened recently that you think would make an interesting story?

Here are some tips – they love "Grandma makes good" stories, they love "local business success" tales and they particularly enjoy "big event about to happen" articles.





Instant Quotes

How many times have you spent hundreds of dollars attracting customers with ads and letters, wasted hours and hours quoting on a job, only to lose it at the last moment?

For most businesses that rely on quotes, that's just par for the course. You win some, you lose some. But how would you like to start winning a lot more, and losing a lot less? Sounds good? Of course, it does and it's dead simple to do.

The first thing is to stop thinking of your quote forms as quote forms. The word "quote" really means "think about it, shop around on price and call us back if you still want to go ahead".

A better name is a "Plan Of Action" – you are outlining exactly what will happen from here. That includes what you will do for them, why you will do it better than anyone else, your guarantee and somewhere in there, how much they'll have to pay for all this.

See, people don't make a decision on price alone. They make their choice based on VALUE. People will pay more for what you do if it's worth more.

The problem is, the classic quote form teaches your customers to look at the price first, and worry about the rest later. Some businesses don't even use the word quote – they say "I'll do you up a price." That's pretty blatant. It means, "I'll send you a price to compare with everyone else's. Hopefully, we'll be the cheapest."

Your quote should be a proposal – what you will do and why it's going to be great. The Plan of Action is your best selling opportunity. You've brought the customer this far – now it's time to nail it down.

You can put anything on your Plan of Action, from the 10 reasons the customer should ring and place a deposit now, right up to the names and phone numbers of 3 past customers.





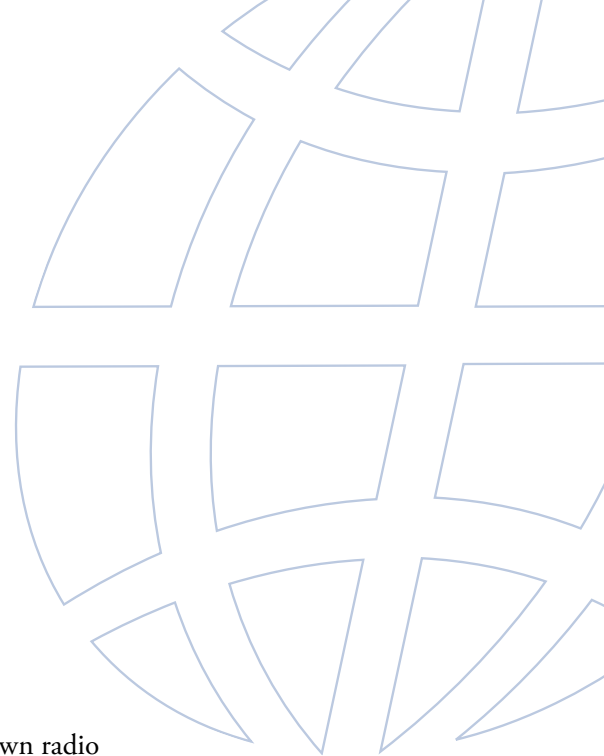
Instant Radio Campaigns

Although a lot of people often view radio as good support for TV or print advertising, it is an effective medium in itself. It is an aggressive medium where you actively have to attract listeners with original sounding commercials.

Bear in mind that people don't usually actively listen to the radio – it's a background medium, so if your ad is to be successful, it must really leap out and speak to THEM. Radio can be very effective for products and services where people can take advantage of an advertised offer within the next 24 hours. It is also the last advertising medium heard before people go shopping, making it much easier to get them to spend their money with your business.

There are a number of traps you need to be wary of before embarking on a full blown radio campaign. For example you need to look at the best time to run your commercials, and the cost of paying for specific placement. Many stations offer great rates if you place your commercials “run of station,” but this basically means that they play your commercial when they have some spare airtime available, not when you want it to be aired.

It's important that your commercial stands out from the rest. Stop and think about the last time you really paid attention to a radio commercial. Chances are that it was something out of the ordinary, some more than your standard 'run of the mill' type of commercial. But running a successful radio campaign is not all about being creative. There are some specific guidelines that you need to know if your campaign is to drag people into your store.





Instant Referrals

Many businesses spend thousands of dollars each year on expensive advertising campaigns, to attract more customers. But what they don't realize, is that probably the most cost effective way of generating new leads is through customer referrals.

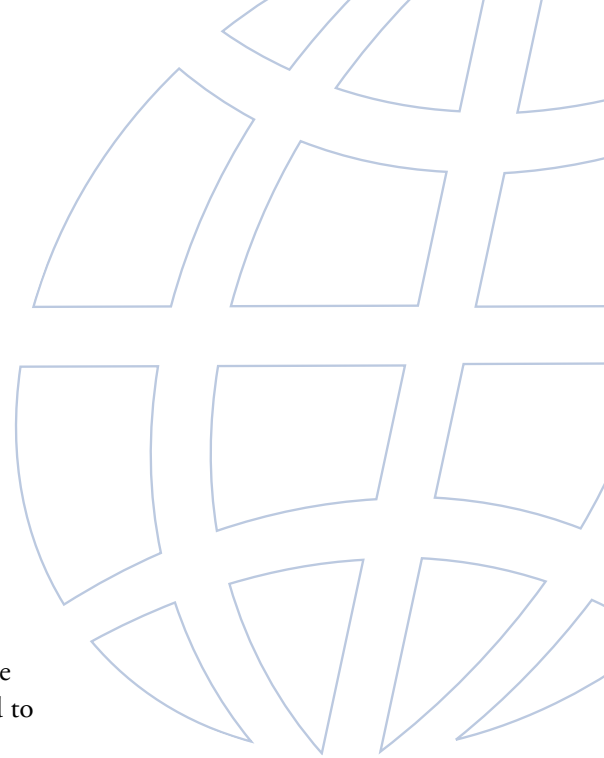
Although this seems straight forward enough, there are a lot of things to consider before putting a referral strategy into place in your business. One of the most obvious is choosing the right strategy for your business.

There are probably more than a dozen different strategies that you could use in your business right now. In fact, you could probably use more than one at the same time. But putting a referral strategy into place, is not as easy as it sounds. You need to look at the pro's and con's of each different one before you make your decision.

Of the many things you need to consider is what you're going to offer to make it worthwhile for your customer to give you the names of their friends. If your offer does not represent value for money, it won't motivate your clients to take action. But you need to be careful that you don't cut too far into your profit margin, it's important to find a balance somewhere in between.

You also need to consider whether or not your customers believe that you deserve a referral. If your customer service or your products are not first rate, then it's very unlikely that people will be knocking you over in the rush to give you the names of their friends.

When searching for the correct strategy for your business, you also need to consider how much effort your customers need to put in to give you a referral. No matter how much people like you and your business, they won't spend all day filling out forms, or answering one hundred questions just to give you a new lead. You need to understand that if the system you chose doesn't require much effort from the consumer, it's bound to be more successful.





Instant Scripts

If you're not using sales scripts for every customer interaction, you should be. It's the only way to ensure that every customer is treated with the same level of service, and more importantly, to be certain that you're always putting your best foot forward.

Think about it – how many times have you been dealing with a customer and thought “geez, that went well – why doesn't that happen every time?”

And how many times have you completely mucked up a sale and thought, “What happened? I'm usually good at this?”

If you have people selling for you, it's exactly the same for them too – they have good days and bad days, or more specifically, good moments and bad ones.

This lack of consistency is the real reason sales scripts are so important. Consider this – what if you were to write down every great sales line you've used and organize them into one flowing script? How powerful would that script be?

If you're worth your salt as a salesperson, you'd expect the script to instantly boost your sales. Remember, we're talking about combining every amazing technique you've ever used – a friendly greeting that gets you straight into the sale, an excellent, non-threatening way to find out what the customer needs, a truly inspirational way of explaining the benefits of your product or service and a POWER close that lets no customer off the hook.

And imagine if you threw something else into the mix ... the very best sales lines used by the very best salespeople in the world. How powerful would your script be if you combined your best techniques with those of the world's very best?

You could then give this script to your staff members, and get them to learn it word for word. Suddenly, the professionalism of your sales force has taken a quantum leap. Better than that, your sales figures will go up immediately. It doesn't matter whether the salesperson is having a bad day – every customer will still get the same level of attention, and the same flowing sales line.





Instant Strategic Alliances

There's no point in being competitive with businesses that you don't compete with. It sounds silly, but a lot of business owners have a real paranoia when it comes to joining forces with other businesses.

They have this strange belief that these other businesses will steal their customers, or something equally absurd. Granted, you don't want to be best buddies with your biggest competitor, but it's smart to start forging alliances with people who do something related, yet not identical.

For example, a lawn mowing business and a tree service. Both take care of yards, yet they are non-competitive. Straight away you have a perfect opportunity to join forces and really help each other out.

Imagine if the two businesses struck up an agreement. Any time the lawn mowing person had a customer that needed tree services, they would pass the name on. Any time the tree service had a customer that needed lawn mowing, they would also pass the name on.

Suddenly, each business has an extra salesperson. To make the deal a little sweeter, the two could work on a 10% sales commission system. Any work the tree service sends the lawn mower earns him 10% of the final job total.

The same goes for any work recommended by the lawn mower.

Now, what if the two business decided to expand operations, and they called in a tree stump removalist, a home washer, a window cleaner and someone who removes leaves from the roof?

They could all operate under the 10% commission arrangement.

Now, all 6 business have 5 new sources of leads. Every business refers customers to the others, creating a trading group that will really give the competition a run for their money. Everyone wins, including the customers. The 6 businesses could then go further – they could all start operating under the one name, "Guaranteed Home Care Services," and use the one office and phone number. Now they've cut down costs and got more advertising power.



Instant Unique Selling Proposition

A lot of marketing experts make a big deal about being unique. They rave on and on about “finding out what sets you apart.” They call it a USP, or a Unique Selling Proposition – the one thing that you do and your competitors don’t offer.

So is it really as important as they say?

In a word – YES!!!

Nothing I write here can emphasise enough how important it is to be different. You need to understand that people have to decide between you and your competition. They have to discern the differences between you and other suppliers, before they can choose who to buy from.

Now imagine if you could prove to them, beyond doubt, that they would benefit more by choosing you. For example, imagine a coffee shop serves sensational coffee and cakes. You’d probably expect that the quality of their product would guarantee them success. But just imagine if there were 7 other coffee shops, all within a 10 minute walk, and all with the same high quality products. How would you choose which one to go to?

The fact is, all of these shops are basically the same. You could uproot them and swap them around and people wouldn’t know the difference. They’d walk in and say, “Oh, you’ve got a new fishtank – it looks like the old one.”

So what about your business? Think of your 2 biggest competitors and ask yourself, “Am I really any different?”

If your first answer was, “Yes, we have better service” or “Our quality is better,” you need to re-read the last sentence. Those very same competitors would probably say exactly the same thing if they were asked to compare themselves to you.

A uniqueness is something that really makes an impact when you say it. For example, imagine if one of those coffee shops offered a free foot massage with every order of a coffee and cake. More than that, you also got your very own, personalised coffee mug. Just imagine how successful that would be.

The point is, it’s something specific and different. You can imagine the advertising slogan – “XYZ Coffee Shop, where every customer gets a foot massage and personalised mug.” It may sound a little over the top, but it’s definitely unique.

If you don’t have a point of difference, there’s no reason for anyone to buy from you, unless you discount. You end up in a price war, with nothing to fall back on but your “crazy” prices. It sounds like a recipe for going broke.

A great way to develop a uniqueness is with an exceptionally powerful guarantee. This is where you take all the risk out of the purchase. Your guarantee addresses the one major frustration your customers have when dealing with you. It makes them feel safe and gives them a reason to always come back to you.



Instant Yellow Pages

So many people “blow” their Yellow Pages ad. It’s their very best selling opportunity, yet they give it the least thought. They just let their Yellow Pages rep write and design their ad, then say, “Yes, that looks fine,” without really thinking whether it’s going to sell.

Yellow Pages is a golden market – the people looking in the book have already decided to buy, they just want to know who from. Your YP ad is your chance to put your hand up and say “Buy from me!”

If you leave it in the hands of Yellow Pages, you’ll end up with an ad that looks like every other ad on the page. You have to ask yourself, “Why is my Yellow Pages rep going to write me a better ad than my competitor, when he’s writing their ad, too?”

The truth is – he’s not. It’s impossible. How can someone write two ads for the same product in the same section and make them both “stand out.” One will have to topple the other.

So what’s a poor YP rep to do – give away the best ideas to one client and the dud ideas to another? Of course not.

He simply does the same type of generic boring ad for everyone. Even when you ask for a couple of specific things, it will still turn out the same. After all, the Yellow Pages are still doing the design and most of the writing.



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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