



Teach me
how to market
my business

Tim Stannage

*Success comes to those who dare
take the first
step forward in a journey of self
reliance*

(Tim Stannage 2013)

This workbook is dedicated to the thousands of small business owners out there, people just like you trying to carve out a living and make a better life for their families.

It has been developed using my years of experience and things that I have used and accumulated whilst creating my own successful businesses that have generated millions of dollars in sales over the years.

A rare and unusual collection of marketing gold, it is a guide that you won't find anywhere else in this way, the language used is designed to be fun, but testing with the exercises there to help and challenge your thinking.

The fact that it is the result of actual business and not just book learning means it's been proven to work in the real world.

In passing them on to you, I hope they bring you the successes that I have enjoyed and they help you avoid the pitfalls often experienced in business.

I hope you enjoy the journey

Regards Tim



**“Not enough gets said
about the importance
of abandoning crap.”**

— Ira Glass



1.	Introduction	6
2.	One flew over the cuckoo nest – Are you crazy?	8
3.	Willy Wonker and the Chocolate Factory	9
4.	Does your dog love going for a drive?	10
5.	To market to market to buy a fat pig - Do I really need to Market my business?	11
6.	Cliff hanger - Understanding challenges in your business	13
7.	Unravelling the Davinci Code - How marketing works	14
8.	Finding Nemo - Findable / Connectable / Sharable	17
9.	Toy Story - Big victories are made up of many small ones	19
10.	The Bank Job - Starting with the end in mind	20
11.	The Italian Job - Motivate yourself	21
12.	Little Miss Sunshine - Understand what your customers needs.	24
13.	How to win friends & influence people - Clarifying questions	29
14.	The invincibles - Key Marketing Tactics	31
15.	Catch me if you can – Build a profile of your customers	33
16.	Do you know who your customers are?	35
17.	Finding the tooth fairy	42

18.	Are you being served? - The sale is yours to loose	44
19.	For Real Influence, Listen Past Your Blind Spots	46
20.	Yes Man - Getting to “Yes” and Closing the lead	50
21.	Are you disengaged from your marketing?	52
22.	ENVY - Marketing your business	54
23.	Times 10 principle	63
24.	What else can YOU do?	65
25.	Cinderella - First Impressions count	66
26.	So armed with all this information, what are your next steps	68
27.	I recommend you take these steps.	69
28.	Summary	70

1. Introduction

The world is full of different coloured fish, each living in a different microcosm with different needs to survive. Successful fishermen know where to go to catch the fish they are after, the best weather, tides and the seasons of the year for different species.



Apparently it's simple; you just have to know what you want, what they look like, what their favourite food is and where they prefer to hang out.

Over my career, I've had the pleasure of meeting a lot of interesting people and hearing about their businesses.

Interestingly most had two things in common, they couldn't define in a single sentence what their business did, yes, they could tell me "how they did it" but not, "what benefit it brought to the customer", and secondly they were finding it difficult to attract new customers.

At the risk of stating the obvious, if you don't know what they look like, what their needs are, where they live, then what chance do you have of accurately finding your customers?

I met a business owner recently who was a professional "declutterer", that is someone who helps you to rearrange and remove items, so when you are selling your home it looks more appealing. After asking her "how would you describe your business" she went about using "industry speak" to explain what she did.

“What is wrong with plain English, I don’t care how clever you are; I only care about how you can help me.”

Her business was not about "decluttering homes" that was merely the process, ***the real benefit to the customer was her business created "Amazing first impressions" it was that simple.*** So an advertising campaign with that as the call to action will certainly grab more people’s attention than "Professional Declutterer".

Which would you call "We create amazing first impressions" or "Professional Declutterer"?

I hope you enjoy the experience of working through this book, as much as I have enjoyed writing it.

2. One flew over the cuckoo nest – Are you crazy?

Ok so you've decided to join the rest of us business owners and become an entrepreneur, this book is designed to make you stop and think, as well as plant a few good ideas to help you start and succeed in your business.

If it takes a week to walk a fortnight, how many Oranges in a Lemon?

None, ice cream hasn't any bones.

Yes I know it doesn't make any sense but the same could be said for the numerous business start-ups that occur every day.



Sadly 80% of those businesses fail in the first 3 years, they either give up because its too hard, or worse they didn't do their homework and no one want to buy their product, or they simply didn't have a unique selling proposition.

So what do I need to do I hear you ask? The first step is easy to resolve, get a “moaning buddy”, mentor or coach, someone who will keep you on track and keep you motivated when you're feeling down.

Second is a identify the fatal flaws with your idea, you need to do your homework or no amount of marketing will lift your sales, you have to find customers who would benefit from what you are

offering in other words “customers whose pain is eased by what you are offering”.

It may just be a different audience to what you originally intended but at least you’re building your dream.

The third is what “Roughly North” is all about, helping your realise the full potential of your idea and give you the tools to broadcast your message and engage with your target market using the right channels.

3. Willy Wonker and the Chocolate Factory



Why you, why are you different to the rest?

Does your product taste better, could they be more beautiful, would you provide a unique style, or would you have better service?

You simply can’t be the cheapest as this is not a compelling way to run your business and hope to succeed.

You need to have a UNIQUE SELLING PROPOSITION or point of difference if you are to enter a crowded market or create a gap for a new one. What is your Everlasting Gobstopper?

After they begin to see or experience the work you do, and who wouldn’t want to visit Willy Wonker’s Factory and see the Umpa Lumpas and all that candy! Word of mouth will generate over

time but until then you will need to have a basic marketing strategy to start getting the word out about your business and what it is you do, **you need to find your own Golden Ticket.**

4. Does your dog love going for a drive?



Does he care where he is going as long as it's somewhere?

Every day I speak to small businesses that unknowingly are doing the same thing.

They believe that their product or service will revolutionise the market and so they find a good spot and open the door and wait.

Like my dog Leo he just blindly jumps in the car, excited to be going somewhere, he's on an adventure just like you and your business, but unlike Leo you're the driver.

Imagine getting into your car with all the windows blacked out, starting it up and hitting the accelerator. You're going to go somewhere but eventually you'll crash or end up where you didn't want to be.

When we go on a car trip and we are not 100% sure of the directions, we usually consult a GPS or road map to make sure we don't take too many unnecessary detours. Our businesses are just like this. We need to make sure we have a clear idea of where we are going and what our plan is to get there.

Make sure you make the most of your marketing efforts and take the time to clearly define your goals by writing a marketing strategy for your business and what steps you will take to get you where you want to be.

5. To market to market to buy a fat pig - Do I really need to Market my business?

Marketing is the bit that brings your name to your prospect's mind, educates them about what new products have been released to the market or lets them know your there for them when they want or need your service or product.



Advertising is the other side of your marketing, that's the bit that gets people to call you or buy your product or service that is a call to action, act now or you'll lose you left leg type stuff.

It's the bit that yells at them and says "I'm over here!" and you have something special you want to share.

Getting new customer leads is a common problem that both new and existing businesses face.

You may have a great product or service, but without the right marketing plan in place you'll be waiting for the phone to ring.

There are many different ways to generate leads and the most notable ways to Market your business are branding, word-of-mouth referrals, advertising, print, business alliances, networking and social media.

Your Marketing starts with your business name or brand.

What does your business name say about you? The best name for a business is one that says what you do, Leeva Plumbing, Fast efficient Plumbing, Honest Joe’s Plumbing etc.

Branding is at the very core of your business, it’s on your business premises, your company van, your advertising, your business cards, your clothing, and your order forms and anywhere people are likely to see your name, however make sure you are consistent in the use of your image.

Be careful what you call yourself – just like this example, what sounds like a good idea could be a disaster?

Would you ring a business called “Electricity Bill?”

Giving your business a name like Jessop’s or worse have some silly name like ‘Hunny Bunnies’ – what does that say about your business and what you do?



Secure your online name - regardless of what you call your business check to ensure that the Internet domain, twitter handle, LinkedIn profile, Facebook pages and whatever other social media platforms are popular, are all available and secure them so no-one else can.

Even if you don’t use it now you will use the Internet in the future it’s not going to go away anytime soon and with advances in technology and the help of “up and coming smarty pants next generation” the next Facebook is just around the corner so be ready for it.

Next is your Tag-line. Every business needs a tag-line and it should be a feature of what you do – “fixing plumbing in a flash” or what you believe in – “Honest, Hard-working and Trustworthy” you can also be funny with this as long as it reflects your business.

Now go and use your business name and tag-line in EVERYTHING that you do, Your email signature, your logo, lunchbox, your work-wear, coffee cup, flyers, business signs, paperwork EVERYTHING!

6. Cliff hanger - Understanding challenges in your business



Like every good rock climber and outdoor adventurer, they plan their trip and go out over prepared and ready for anything that the wilderness could possibly throw up at them.

Creating your Marketing Strategy is no different to planning a trip into the wilderness.

Don't ask me what they pack as the closest place to the wilderness I go is the local dog park, even then I leave a trail of bread crumbs to find my way back.

However your marketing strategy should help you to:

- Establish a clear marketing plan that will help you execute your strategy and establish a foot print into the community.

- ☑ Question & understand who your key competitors are in this space and what they are doing. And how you could be different.
- ☑ Understand “how” you need to develop your Web and Social Media Presence
- ☑ Develop a sustainable local community marketing campaign
- ☑ Identify and develop a long term, sustainable co-branding marketing campaign

Grab a blank sheet of paper right now and write down as many possible road blocks your business could possibly face, be bold and write down stuff even if you think is a bit far-fetched and “It will never happen to me”.

Chances are it could as you can't control everything that happens to your business sometimes the worst cases are caused by an outside influence, like in mountaineering a freak storm or being attacked by a kitten.

Now next to each item you just listed write down what would you, or could you do if it actually happened, believe it or not this is actually “**planning for a fatal flaw**” and all good businesses do this type of analysis.

7. Unravelling the Davinci Code - How marketing works

A **marketing strategy** is about “**Blue Ocean Thinking**” where nothing is too bold or too brave and what you would do if money were no object, where you would love to take the business and clearly identifies your target customers, and it should span over a couple of years.

Your **marketing plan** is about bringing it back to what you can do right now and over the next twelve month, with the resources

that you have, what you will do today, tomorrow, next week, month etc.

What steps you will put into place to measure how your strategy is performing against your financial goals.

Marketing is about being creative, **telling a “yarn” telling your story**, the story about your idea, your business and the benefits of the product or service that you provide and what effect it will have on the quality of their lives.

It's **about increasing your circle of influence**, but remember you are not in charge, you can not force people to listen to your story, buy your book or use your service, and quite simply **you can not control the conversation, merely participate in it.**

Branding is: the message, **why you matter and who you are.**

Advertising is: **Grab their attention**, scream at anyone who is prepared to listen. It's a brief message that is constantly repeated or hammered down their throats.

Tell them, tell them again and then tell them that you told them.

Public Relations [PR]: It's a channel to use to help you to **influence key decision makers** about your product or service. It's approaching a 3rd party influencer such as a grand parent, local business allies or the public in general.

Think of some recent PR campaigns that have changed the way we think? WorkSafe? Quit? The Organic and Wellbeing industries?

The list of successful campaigns that have helped shape our community's behaviour is getting longer.

Marketing to summarise is: all of the above: **It's the act of engaging and talking "with" your audience.**

It starts with your business cards, your logo, the way you dress, your brands colours, website and even the load time of your website(s), layout and design of the store / showroom / factory etc.

Whether or not all of your marketing efforts are consistent, do your business cards match your signage and website, right down to how customers are greeted in the store and or on the phone.

It's a series of first and lasting impressions about you, your business and their experience of being engaged with your business.

Open your eyes and go on the journey that is marketing. There is no right or wrong, just a series of experiments that are measured for effectiveness, and ultimately enable you to realise your dream.

It's also part of "my" Marketing strategy and you should think about **how can you do something like this workbook in your business?**

8. Finding Nemo - Findable / Connectable / Sharable

Finding Nemo was a clever movie; it appealed to the kids and had a hidden story in there for the adults.



Poor Nemo was taken by divers and finds himself in a fish tank as a gift for a dentist's niece.

His dad frantically enlists the help of an over enthusiastic but clueless Dora.

Together they embark the journey to find Nemo, the blind leading the blind and facing the many perils that the ocean could throw at them and getting guidance along the way from various do gooders who themselves have no real clue.

Now the story ended well, but it was mainly due to dumb luck and not great planning, after all how much planning could a fish make.

Your business is different you owe it to yourself, your family and customers to have a clear strategy.

Stop taking advice from friend's family and fools who are not qualified to guide you and realistically will not suffer any pain when you fail, and you will if you use this strategy.

You need to create a clear strategy of you own and put it in writing. If need bee seek and pay for qualified help from someone who has been there done that and has the battle scars and runs on the board to prove it.

Strategy: [What is it?]

Strategy is your ability to **focus on the big picture** of your business; a marketing strategy should be part of the core focus and should be measured by sales results and financial benefit to the business.

Tactics: [How]

Tactics are defined as the **distribution channels** in which you propose to explore and try to reach your target market.

This will take shape in various forms from print media to modern marketing concepts and will be revised on a regular basis to ensure you are achieving defined results as measured by sales and or membership growth.

Initiatives: [Creative thinking & who]

Initiatives are inclusive of all team members, we need to invite the collective ideas of the team and empower them to contribute in being part of the growth process.

It is often that **the best ideas come from new fresh thinking** and their ability to **take ownership of ideas** that they have been involved with.

Action Steps: [When]

How, What and by When are the keys to delivering a sound marketing strategy. Creating a great initiative is pointless without a defined date for completion, timelines established from which to measure results and persons assigned to each task to ensure accountability and delivery

9. Toy Story - Big victories are made up of many small ones

- **Be bold;** make your **marketing stand out**, don't be **BEIGE**
- **Have fun:** Be passionate, make it **sexy**
- **Challenge yourself:** Reflect on your life, how can you express the reason you started this journey in your marketing
- **Be innovative: Be the first at something** *in your field,*
- **Think creatively** *nothing is impossible,* just have to find another way.
- Do some good: **Make a difference** and help others. **Ask** yourself “**what would happen if**”you gave out vouchers for the poor would it lead to goodwill referrals?”
- Think young! Strangely, new customers are born **everyday** and they use **different ways** to communicate.
- **What Else can you do to be heard,** listened to in a room full of noise that is the marketing jungle
- **How can you be found in the worlds best game of hide and seek ever! and**
- **Create a conversation and join in with the social media conversation.**

10. The Bank Job - Starting with the end in mind

A great movie with a clever twist and the result of a well executed plan. They knew what they wanted and how they were going to get it.

Starting with the end in mind write down your answers to the following:

What do you want your business and brand to provide what to the community? What will they experience?

What is the need or pain of your potential customers? Where is their hurt?

How will your core service or product offer ease their need or pain?

11. The Italian Job - Motivate yourself

Losses come in a variety of forms, the worst thing we can lose

- Is faith in ourselves:
- In our ideas, in our skills and talents, and
- In our willingness and ability to overcome challenges and achieve our dreams.

When you strive to achieve great things, some failure is inevitable.

This usually results in a loss of confidence, you start doubting your ability and self worth.

The key is to rebound and regain your confidence for your next project, a little (or a lot) poorer for the experience but having learnt something no university could provide.

If you're struggling to find motivation and determination think critically about the worst that can happen.

Most fears and almost all worries are groundless, being in business involves taking risks, growing a business involves trying new things.

It's easy to fall back to old habits that used to work but customer demands evolve and as a result you have to keep trying new things to get the same result or at best grow.

Only once has something turned out as badly as I imagined it could have, most times it wasn't that bad and I've done some really stupid stuff.

I have created businesses that have turned over millions of dollars, been successful and had number of false starts , I don't like to call them failures as I learnt something every time, I've had an expensive education!

I have simply picked myself up and dust off my ego, reflected on my journey and on how I ended up where I did and then continued to move forward.

As long as I am still breathing, I will keep trying to create value, being an entrepreneur and business owner is a lifestyle decision and one that may or may not end in riches.



Say you quit a full-time job and opened your own business. What is the worst possible outcome?

To start your business fails, your life savings have evaporate, and your family is out on the streets, homeless, and destitute.

It's Possible? Sure, but not likely. If your business struggles you will work harder and adapt your business model, and if that doesn't work you'll shut it down and get a job.

Failing is hardly ideal but it is something you and your family can overcome and you should plan for in some way before you embark on the journey.

Plan the steps you will take should the worst case appear to be happening, when will you get out, when is it too late, how will you get funds to see you through, you need to plan for this from the beginning as part of your Opportunity Evaluation.

So back away from the edge; determine what the more rational “worst” scenarios that could happen, and then create plans to deal with those possibilities.

Worries are just possibilities you haven’t considered, the fear of the unknown. When you don’t face them or can’t identify them, you can’t control them.

Think about a time you succeeded.

How did you feel? Were you proud of your accomplishment? It didn’t happen over night, it was the result of years or practice and training.

How did others feel around you? Did you bask in the glory of success? Do you remember the praise you received?

Do you remember when you took that deep breath, and thought, “Wow, that was awesome!” You probably were on cloud 9. Hold on to that feeling. Then...replicate what you did to achieve that success.

Think about a time you failed miserably.

Think about how horrible you felt, no-one likes to loose or fail, its heart breaking gut wrenching stuff that at the time you feel you could never recover from.

Then promise yourself you’ll do whatever it takes to make sure you never have to feel that way again.

“From 20 seconds of pure madness, something great happens.” Unknown.

12. Little Miss Sunshine - Understand what your customers needs.



List of 7 Human Emotions

Emotions are subjective, based on perception and unique to each individual. Some people may have more of one and some lack in others. It is said the more emotions one experiences, the more colourful life is.

Emotions help us to communicate what we feel toward certain situations, people, things, and cope with everyday life situations. After each emotion write down how each one affects your customers and how it impacts them using your services

LOVE

The strongest human emotion, feelings of personal affection and attachment to a particular person, object or animal are most commonly associated with love.

It can range from slightly affectionate to deep, true, soul-bearing, all encompassing and solid-as-a-rock.

Some say there are only two true human emotions: Love and Fear. They are opposites of the same thing. Love for a child will differ from love for a husband, wife, mother or father, long lasting friendship or forever companion dog.

These feelings can be related to personal experiences such as a love of cooking, outdoor adventure and for an area they grew up in or had a rewarding experience in. Related emotions include fondness, passion, contentment and adoration.

How can love impact your customer and both positive and negative reasons of how it affects their purchase decision?

FEAR

Known as the emotion most people avoid feeling. A survival or adaptive mechanism, fear is an emotion that most of us have experienced unpleasant side effects from. Fear can also be protective in that it can help us survive desperate circumstances.

It is a response to an immediate perceived threat or source of danger. It allows us to check our surroundings with a heightened vigilance, use our physical senses to locate and assess the source of danger, and quickly react to it.

How does fear affect your customers and provide both positive and negative reasons of how it affects their purchase decision?

GRIEF

There are many different degrees of grief we experience as a result of something we have lost, or a painful emotion we have experienced. The hurt we feel in our heart, or psychological suffering is all indicators of this emotion.

We can be slightly disappointed or in the depths of despair. This can also be described as anguish or melancholy. This may colour our views of other situations, and we may become depressed as a result. There is a loss of joy or happiness.

How does grief affect your customers and provide both positive and negative reasons of how it affects their purchase decision?

ANGER

If you have a strong feeling of dislike, disapproval or dissatisfaction, you are likely feeling the emotion, anger. Anger

is felt over a range of intensity, going from slight irritation to totally frustrated!

It is usually a result of real or perceived wrong doing. Rage, fury, exasperation and resentment all relate to the emotion of anger.

Anger can be a result of instinct, or can be a reaction to something or someone mistreating or intentionally harming you. Anger turned inwards can lead to depression.

How does anger affect your customers and provide both positive and negative reasons of how it affects their purchase decision?

ANXIETY

Anxiety is difficult to describe, it is subjective and depends on the perception of the person feeling this emotion. Nervousness and uneasiness characterise anxiety, and it may have no logical reason.

Impending danger (or perceived danger), significant lifestyle changes or events, public speaking, an upcoming interview, having a baby, and day to day routine stress are all examples of anxiety-causing situations that can lead to feelings of anxiety.

Apprehension, distress, worry and ambivalence are also related to this emotion.

How does anxiety affect your customers and provide both positive and negative reasons of how it affects their purchase decision?

SURPRISE

Are you “surprised” this is on the list? Don’t be, the sudden feeling of surprise can be a good thing and a bad thing.

It is a sudden emotion, that can also include bewilderment, being amazed, astonished (he did WHAT?) or being startled by someone or something.

It is the reaction to something happening that was not anticipated. A “surprise party” for example could result in great joy and happiness, or dread and fear if someone does not like to be surprised.

How does being surprised affect your customers and provide both positive and negative reasons of how it affects their purchase decision?

TRUST

Refers to an inner strength, or self-assuredness, and allows us to act on our intuition that we rely on to direct how we feel about certain situations, or people. We will also feel confidence or experience hope.

A feeling of being secure, certain in ourselves, someone else, or a situation and faith in a process also characterise this emotion. Consistency and predictability increase trust.

How does trust affect your customers and provide both positive and negative reasons of how it affects their purchase decision?

13. How to win friends & influence people - Clarifying questions

These are the AH – HA moments, the truth behind this issues in the business and what is stopping you achieving great things.

In terms of your marketing, what are you trying to achieve?

What is important to you?

What do you see as the main problem?

What have you tried so far?

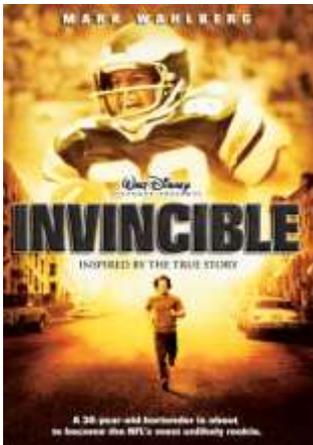
What is stopping you?

How could **“you”** improve the current situation?



What resources do you need?

14. The invincibles - Key Marketing Tactics



Your marketing initiatives need to focus on the message, of how your solution can help solve their problems.

Unfortunately no one cares that you have the best shiny new widget, they only care about WIIFM (What's in it for me) and how does it make MY life better.

GADDIE PITCH: Explain the benefits of your business and what problem are you solving?

This is also known as an elevator pitch as most impressions are made in the first 30 seconds.

Anthony Gaddie has refined this to a more succinct description; it's not about what you do but the benefits of your business.

**Reality is “NO ONE CARES WHAT YOU DO”,
Only “WHAT CAN YOU DO FOR ME”.**

Example:

You know how small businesses, just like yours, find it difficult to get their marketing right and attract new customers.

They become more confused and frustrated with the many expensive options that may or may-not work, wasting thousands of dollars in the process.

As a result you start to stress about where the next job will come from.

What we do is help sort through the marketing minefield and provide you with the tools and support to take back control of your business.

So that you can spend more time getting on with the job at hand and reap the rewards of your hard work by spending quality time with your family, and start sleeping better at night.

In fact over the last 4 years we have helped over 400 small businesses, just like yours achieve their goals.

***This is my Gaddie pitch, now have a go at writing yours.
Just fill in the blanks about your business:***

You know how _____ [your target market]

Are / is _____ [Frustrations]

As a result are _____ [Feelings and emotions/pain]

What we do is _____ [Solution - but not how you do it]

So that _____ [Benefits]

Which results in _____ [& Feelings]

In fact _____ [kick ass example]

You can look this up on YouTube at <http://anthillonline.com/are-you-a-business-builder-and-have-trouble-pitching-heres-a-technique-that-will-take-you-six-minutes-to-learn-and-30-seconds-to-deliver/>

How will you work the Gaddie Pitch into your marketing going forward?

15. Catch me if you can – Build a profile of your customers



First step is to build a profile on your TARGET market is, what need or pain have that you can solve with your product or service.

As you work on refining your voice or “Pitch”, it’s helpful to know who you’re talking to and not just your audience’s basic demographics.

Just as in the movie Catch me if you can, who is your unsub?

Pick one person from each of your target audiences (e.g. working parents, college students or urban hipsters) and answer the following questions:

- What does he or she look like?
- What does he or she care about?
- Where does he or she work?
- What does he or she do for fun?
- And, most importantly, what does he or she want from your brand?

Challenge yourself and question “who else” would benefit from your product or service. Getting into the heads of the people you’re ultimately trying to woo is a great way to start thinking about your brand’s voice.

Fill in the Blank

Now, spend a bit of time answering the following questions:

- I want my brand to make people feel _____.
- I want people to _____ when they come into contact with my brand.
- Three words that describe my brand are _____, _____ and _____.
- I want to mimic the brand voice of _____.
- I dislike brand voices that sound _____.
- Interacting with my clients and potential clients makes me feel _____.

What is your brand promise? What is it you will always strive to do?

16. Do you know who your customers are?

What is their profile? (ABS Quick stats will help you find them.)

ABS Censis Quick Stats

Market analysis		Target market	State Avg
Avg Age	Median Age for the Area		
	40-44		
	Primary 45-49		
	Primary 50-54		
	55-59		
	Male		
	Female		
Avg income	Household		
	Family		
Education	Catholic		
	Government		
	Tertiary		
	University		
Family	Couples with children		
	Couples without children		
Number children	0 to 4		
	5 to 9		
	10 to 14		
Martial status	Married		
	Divorced / seperated		
	Nationality		
Nationality	Australian		
Housing	Avg weekly mortgage		
	Avg weekly rent		
	Mortgaged - Owned		
	Rented		
	2 bedroom		
	3 bedroom		
	Unit or Terrace		
	House		
Employment	Full Time		
	Part Time		
	Unemployed		
	Hours worked per week		
	40+		
	35-39		
	Main Occupation		

What are you observations?

What is interesting that you didn't know before? Has it changed your perspective of your target market?

Who is your secondary target market, those people who could influence your primary market?

- What does he or she look like?
- What does he or she care about?
- Where does he or she work?
- What does he or she do for fun?
- And, most importantly, what does he or she want from your brand?

Have you identified your “Sandbox”? That is the area where you will have the greatest influence to get your customers attention?

Who are your immediate competitors?

What do you know about them? What marketing strategies do they use?

What is stopping you? Where are your choke points or bottle necks?

What is your BHAG (Big Hairy Audacious Goal?)

BHAG are massive goals that you set for your self, you may call it day dreaming but look at what Bill Gates and Mark Zuckerberg.

What is your BHAG, Is it global domination or to own the area and chase out all the competition? Go on be brave, you may never reach this goal, but dare to dream.

What are your core values? Where are you not negotiable?

What results are you trying to achieve?

Have you shared your dream with your family or team? Do they know what you are trying to achieve? (Chances are they don't, so how can they help if you won't let go!)

How are you going to create awareness of your brand?

How are you going to create goodwill in the community?

How will you measure increased Sales? Against last week, month, year?

Are you seeking more Profit? at what cost?

How will you track your results?

Do you have a scorecard? Is it visible where everyone who matters can see it?

How are you going to use technology?

Do you own a data base?

If not HOW can you create one? Do you have a Mailchimp account?

What can you do for free?

Can you become a resource for your clients and affiliate partners? Could you offer advice; create an eBook like this one?

Who are your possible allies?

Do you have an awesome network around you? Walk in and say “Hi” and leave something memorable behind. **Who are they?**

What marketing strategies have you tried and what has worked for you and why?

What marketing strategies have you tried that DIDN'T work for you and why?

What marketing and advertising campaigns on TV, internet and in the press, have you noticed that have inspired you or were memorable and why?

17. Finding the tooth fairy



Formula: There is a secret -----
You need to grab their:

Attention: Want _____?

Our _____

Will help you to _____

E.g.:

Want more sales? More customers? More leads?

Our "Cut the crap" and teach me how to market my business eBook will help you to develop a clear marketing plan to grab their

attention.

Interests: Here are the benefits of using:

E.g.

Here are the benefits of using this eBook, no more wasting money on campaigns that don't reach your target audience,

more profits generated from the increased sales, less time stressing because the phone is ringing and sales are rolling in.

Desires: This is why you should visit or use [Brand]:

E.g.

This is why you should use this eBook, it's free and it's the result of over 30 years of creating successful businesses using secrets that are now being passed on to you.

Actions: Here's how you can

E.g.

Here's how you can make more money and spend more time enjoying life, simply read through this eBook and fill in the spaces provided.

It has been designed to help you focus in on the areas of weakness in your marketing and give you greater direction.

Customers have biases based on personal experiences, how are you going to utilise these or change these?

Who we are and how we were brought up affects what we see and how we perceive things.

Rules: You can't do that because....., you can't beat the system because.....,

Values: It's important to me and my family that

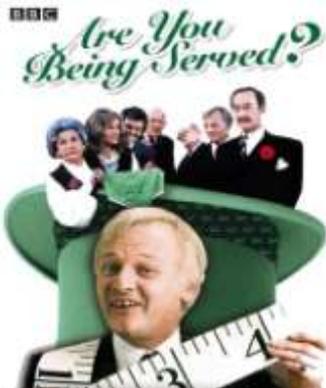
Beliefs: I believe thatorganic is better.....sushi tastes better made by a Japanese chef.....

Biases: Rolls Royce's are expensive....Gym's are for healthy people..... That's for rich people.....

Views: Donuts = sensual = hot = love ... or Carbs = get fat = Diabetes

18. Are you being served? - The sale is yours to loose

The best way to influence people is to shut up and listen!



Try to understand their needs without pushing your own agenda!

How often have you been talking to someone and while they are speaking you are already preparing your answer. Be honest we all do it.

You will be far more effective later because you will have gathered all the data you need to close them

with.

Don't fall into the trap of thinking of your answers while they are still talking, you could miss that ah-ha moment the little bit of gold that helps you to solve their problem and ultimately make the sale.

Let's face it, they called or emailed you! They are not simply wasting time! They are actively shopping around for what it is you do, they already know you exist! How good is that?

Your job is to provide enough information for them to select you as the obvious choice to help them move.

Your primary role is to reduce the "stress or pain that they have" how you do it is not really a concern of theirs. What they want to understand is "HOW you can you solve their problem?"

To achieve this you need to have:

1: Introduced yourself

2: Let them tell you what it is they are trying to achieve. Be empathetic to their situation and show interest, gain their trust.

3: Introduce them to the concept of how you can help and the benefits of how your process will help them.

4: Have them agreeing to the concept and its benefits.

5: Ask for the sale, if you quoting don't just leave it behind and say "call me when you're ready!"

Quite frankly they already have, offer them some suggested dates to pick from, and pencil them in, if your selling something from a shop then invite them to taste, test or try it one.

The reason for you talking to them is to have them agreeing that you are the only logical choice and it will not be based on price alone.

A sale truly begins when you get a “no” or an objection. Generally you will have a feel if the prospective client will use your services during the conversation.

19. For Real Influence, Listen Past Your Blind Spots

Extract of article by MARK GOULSTON AND JOHN ULLMEN March 19, 2013



More than ever before, people see through the self-serving tactics and techniques that others use to persuade them.

They don't like being pushed, played or nudged to comply, and they resist and resent agenda-driven influencers.

The alternative is to use real influence to inspire buy-in and commitment.

Listen past your blind spots.

To invite genuine buy-in and engagement, we need to listen with a strong personal motive to learn and understand. But we have a "blind spot" in our brains that gets in the way.

What we hear is easily distorted with our own needs, biases, experiences and agenda, even when our intentions are good.

We often hear what others say without understanding what they mean.

We hear what it means to us, not what it means to them.

There are four different levels of listening, and **the first three all fall short of what's needed for us as business owners to achieve real influence.**

Level One: Avoidance Listening = Listening Over

Listeners who listen over others are the people who say, "Uh huh," while clearly showing no interest in what the other person is saying.

They look preoccupied, and they usually are. Sometimes they don't even stop checking their e-mail or texting on their phones while they're "listening."

Level one listening can annoy, exasperate, or even infuriate the person who's talking.

Level Two: Defensive Listening = Listening At

This is listening with your defences up, preparing your counterpoints while the person is talking. It's being quick to react and slow to consider.

They're often seen as high maintenance, and over time, people avoid them because they're exhausting.

This is the kind of listening that prompted Mark Twain to say, "Most conversations are monologues in the presence of witnesses."

Level Three: Problem-Solving Listening = Listening To

This is listening in order to accomplish things. Problem-solving listeners listen in order to move things forward.

If people want your solutions, this is the right approach. But people will feel frustrated, misunderstood and even resentful if you presume to offer "fixes" they don't want or need.

Level Four: Active Listening = Engaging in the conversation

This is listening of the highest order and it's the human listening that all of us crave. It's listening into other people to discover what's going on inside them.

It's listening on their terms, not yours. It understands where people are coming from to establish genuine rapport.

To master the art of Level Four Listening, resist the urge to defend yourself, explain yourself, or offer quick fixes.

You can help more effectively later, when the time is right, if you don't pre-judge what another person needs (which might be very different than you think).

Instead, remember that you are listening to learn, ask questions like these:

- What does that mean for you?
- How do you feel about . . . ?
- What do you think about . . . ?
- What's your take on . . . ?
- What's your perspective on . . . ?
- What was your first reaction when you heard?
- What's the best thing about that?
- What else comes to mind?
- What are your concerns about?

To put Level 4 listening into practice, you must practise these questions:

Stop and ask what their concerns are, ask what is important to you?

Take a little time to understand their situation a bit more (most people love talking about what they are doing) as it will help you close the sale.

You must be able to clearly explain the benefits of our offer in a manner that convinces them, motivates them and ultimately gives them reason to buy.

Every potential customer will get value differently, some will see price as a critical issue, and others will be more interested in how you will solve their problem like it's the only one like it in the world.

It is your role through strategic questioning about their needs and concerns to establish your angle to close them.

When an objection arises you have to understand the objection, the reason behind it, and come up with a viable answer to the objection.

The customer is ultimately in control of the sale and will only say YES if they feel they are getting something of value.

A good salesperson that believes in their product will not accept NO for an answer they merely need to establish what the concerns of the prospective client are that will result in the YES decision.

20. Yes Man - Getting to “Yes” and Closing the lead



For this example let's assume you are a removalist quoting a job.

Now we come to the CLOSE.

it is most important that you LOOK FOR POSITIVE BUYING SIGNS.

It's called "getting to YES"

For example, the reaction of the client to your questions:

"Mr. Jones, do you think it's important that we provide you with the boxes and packing to help you wrap your valuables?"

Customer: "Yes I do" (A positive buying sign)

"Yes, this is the only way of being assured they will arrive in the same condition that they left".

"Mr. Smith do you feel that us being able to move you possessions in one go is important to you"

Customer: "Yes" (Another positive buying sign)

Positive buying signs are present. They have agreed on areas of importance and relevance to their move. Get them to admit vocally to this then move on.

Now go to the easy part:

The Benjamin Franklin Close

"Do you have a date set for your move?"

Customer: "Yes"



"Can I have that date?"

What time is your settlement booked for?

Is it important to you that we arrive at that time?

Customer: “Yes” you’ve closed them.

“Great, are you happy for me to book you in now so you don’t miss this time slot?”

Customer: Yes

You’ve closed them, now sign them up or offer to wrap it if it’s a product.

Overcoming objections

The easiest way to pick an objection is from the awkward silence, the only way to resolve this is to straight out ask?

What are your concerns.....

Then once they tell you, go over the “What’s important to you” script and make sure that you can address each issue.

Then ask, “If we can are you happy to go ahead?”

21. Are you disengaged from your marketing?

Yep I'll sign up but you make the phone ring or me.

Lets face it we've all done it, Advertised in a newspaper or magazine to try and increase our sales or leads.

But how many of us are guilty of just merely allowed the advert to be printed and then waited for the phone to ring?

That's right we "disengaged ourselves" from the process and expected the ad to do all the work and you reap all the rewards.



Were you surprised when it didn't work or only had a limited response?

Now this may sound strange given that I have a Business Advisory and Media Marketing business, but news flash:

"Printing an Advert on its own is not guaranteed to be successful." you still have to do some work.

Yes you need to think about the design of your advert, Use the Gaddie Pitch we discussed earlier and create a good call to action, an engaging story or compelling offer.

This is a great opportunity for your business so don't waste it with just your phone number and a "Buy my stuff please" message.

Re-engage and immerse yourself in the process, scan the newspaper or magazine in which you have paid good money to "promote" your business and find other businesses that you feel you could create a strategic alliance with.

Call them up and say "hey we're advertising in the same paper, let's meet for coffee and see how we can help each other build our businesses".

Advertising is not just for getting new customers, it's a great source of new alliances and in turn generating new sales leads.

22. ENVY - Marketing your business



Decide what your strategy is going to be, are you going to shout how awesome you are and how cheap everything is or are you going to try and engage in a conversation?

Neither is wrong, discount stores and supermarkets use “Shouting” all the time and it works for them, but luxury car sales need to use the later to get your interest so you’ll visit them and find out more.

Which one you use will determine what marketing strategy will look like. There is no single solution and you should have a number of different strategies going at any one time.

The golden rules are: Reachable, Connectable, Shareable and Actionable.

Reachable: Your target customer actually hears what you are saying.

Connectable: Your target customer actually listens and can relate to your message.

Shareable: They love what you said so much they spread the word for you.

Actionable: Buy now or do it now! There is actually a call to action that makes them come and visit you.

TODAY not tomorrow or the next, it will be too late and they will have forgotten all about you.

If your message can't achieve any of those then you may as well not bother.

Each customer demographic will hear a different message for the same product.

For example Gen Y will need a different marketing campaign to Gen X and the baby boomers. You need to take this in consideration when you write or create your marketing content.

Website: Create a clever domain name and link it to your website.



Approved by
LEO

* FREE DESIGN * FREE TRAINING
* 12 MTHS FREE HOSTING * FREE DOG! (Just kidding)

From just **\$499** (inc GST)

www.topdogwebsites.com.au

Build a Website: There is really no excuse for not having a website. Everyone does their research online so you need to have a basic online presence.

Your site should be informative and simple to navigate. Show examples of your work and abilities, and mention how unique your business is, if you're flexible, and which kind of work you specialize in.

Whenever you advertise, make certain you include your website address into your advertising.

I am not a big fan of putting prices on the website but often it is appropriate especially with online stores. It is sometimes easier to ask them to call so you can arrange a face to face meeting or at the very least be able to engage with them over the phone.

This way you can quote them a cost in person, based on their demands.

You need to work closely with website developer to ensure that your website is aligned with your overall marketing strategy, it must complement the other marketing initiatives you have going

and needs to be able to manage the enquiries that are generated.

For example; enquiry logging system, making it easy for the client to 'connect' and leave a thumb print lead from which to respond.

Or an online chat like Casengo which is a free Wordpress plugin that sends an email to your smart phone to let you know someone is trying to chat to you about your business.

If you need a website surprise we can do that too. See how we take your pain away, we make marketing your business so easy.

Build a following on social media:

Facebook and Twitter have now become critical influencers and connector for all small businesses.

Start with your friends and family and encourage them to help spread the word. Be consistent with your strategy and engage your audience rather than sell to.

Start conversations about your industry, once you establish yourself as the online Guru and go to person the sales will certainly start coming your way.

Social Media: [YouTube]



YouTube is a low cost way to get your message to the community.

A series of short infomercials should be created for marketing purposes.

Link your YouTube clip to your marketing using QR codes (www.qrstuff.com) they are free and enables you to create a portable TV advert about your business anywhere for FREE, did I mention its Free..

Establish a range of themes that you could create and promote each month that will generate interest in your business and what you do.

Social Media: [Facebook]

Like YouTube, Facebook is a low cost way to communicate and have a conversation with your community. *It is not designed to be used to Shout or sell to your audience*, instead it is most effective when used to share information and hold discussions.

How can you use this? Facebook only works when you share a story or a conversation. People want to see funny photos and dumb jokes, cool stories about stuff they are interested in and frown at sales pitches.

Be creative and invite guests to comment by posing questions and wait to respond based on their answers.

The facebook audience will from time to time allow you to spruik your wares but be careful not to over do it. If you go down this path be ready to deal with both the negative and positive conversations.

How could you use facebook and twitter in your business?

Go on - challenge yourself, if you sell tyres you could put out safety tips around holiday season, offer free safety checks, what else?

Email Marketing

Create a MailChimp account, it's free and you can start marketing today to existing clients who are using your business or have used it in the past using one of over 450 cool templates.

An email campaign can be linked to your website so content is created in one source and then broadcast into social media and mailing lists.

Using an the RSS feed function in MailChimp will automatically create a newsletter with the fresh content that you are putting on and blogging about on your website.

Why not **create your own eBook** like this one, **ask for their email address for your data base** in exchange for the free eBook download.



Consider a monthly eCampaign that focuses on a different product or service offer as a means of positive engagement and behavioural marketing.

Search for Affiliate Marketers:

One method to expand your company is to locate other companies who are prepared to promote your business through a mutual alignment or partnership.

Coffee houses and restaurants will most likely become your best choice. This can provide your business more exposure. In return for this particular service they'd get a commission on each order you obtain using their business referral.

Create alliances with local businesses and event organizers:

You should be able to establish good relationships and deals with local organizers to promote your business to their clients as long as it is mutually beneficial. In return you need to recommend these to your clients.

Offer Free Service or Items for fund raisers, local church or community group activities, local events and festivals. Get involved with the fundraising for local non profit organization, school, church group, and business chamber of commerce or retail group.

Here's a crazy idea: Figure out how you could align yourself with complimentary businesses and offer a sample of their service as part of your solution to your customer.

This way they can sample the businesses you have aligned your brand with and you have just added value that your competitors can't price shop against.

By creating such a alignment you will be generating a significant amount of goodwill advertising exposure. Design and print some pamphlets and hands them out at the events your attending or for your affiliate businesses to hand out.

Event Marketing

Everyone loves a party, create an event and invite “guests” and let them experience all you have to offer.

This can be based on the season - that’s 4 times a year you have a reason to throw a party! (Not to mention the great PR marketing you will get out of it.)

Be bold, be creative, invite another business such as a winery to promote their products and in exchange you get to do the same for them.

Local Marketing:

Develop your own style - “be bold, be brave go out of your comfort zone.” What can you do with the locals?

Printed Brochures

Create a series of printed materials that express what your brand is all about and the benefits of using your business to hand out at various expos and events.

Better still; pick a different street each week and do your own letterbox drops on your way to home and from work.

Don't be afraid to ask others to help you. If you could do 20 letter boxes a day that's 7300 potential enquiries about your business each year?

If 10% of those potential clients spend just \$50 over that year, that is \$36,500 extra sales! All this achieved only at the cost of a few fliers and a bit of exercise.

Create your own podcast.



What is a podcast? A podcast is just like a radio show or commercial and can be created for “free” using apps such as Soundcloud.

You simply create an account and download the app on your Smartphone and your ready to create amazing content.

***Small Business Big Marketing* is the number one podcast in the country with global followers for little or no cost. Check it out you'll hear some great marketing gold.**

With clever technology such as QR codes you can now link your podcasts to anything from your business cards, fliers and even the signage on your car. So get creative and build an audience.

How could you be creative with Podcasts?

Property Offering:

If appropriate, Contact a local Real estate agent and provide every new home owner a unique house warming gift welcoming them to the neighbourhood.

Real estate agents frequently provide a gift to clients once they sell a house. Whatever you provide for these occasions, make certain to put the gift inside a beautiful box or envelope printed with your business title, address, phone, and website.

You may also consider incorporating a discount coupon if they order inside a certain time period.

23. Times 10 principle



This is one of my favourites; look at the list you just created for your secondary and alliance markets and make a list of how many of them will enable you to

promote your product or service to their clients.

How can you talk to “one person and 10 will hear about you” it is far cheaper to market to 1 who can talk to 10, than have 10 individual conversations, better still talk to 10 people or complementary business owners who and talk to 100 or more of their customers.

Recommendations & testimonials:

“Use the power of testimonials to supercharge your print marketing”



Tell everybody you touch regarding your business. Carry business cards and hand them out to at least 10 new people each week and ask for theirs in return.

Provide them with two or three cards and request these to pass them along to other people who might want to consider making use of your talents.

By making an effort to connect with 10 new people each week and handing our 3 cards to each you are potentially creating 1560 new lead opportunities each year. As you have collected their card you are creating a data base to mail to.

Whatever you decide, starting your own business can be daunting but it is very rewarding, just make sure you have a solid plan with measurable milestones to work toward.

It also helps to have the support of your family and a Moaning Buddy or successful mentor who has trodden the business start up path before you, succeeded and collected some battle scars along the way.

24. What else can YOU do?



Use Press Announcements:

You can use our local HomeTownNews letter to send a PR release and or the local newspapers.

Whenever you do, *make sure to mention exactly what makes your company unique.*

Advertise in newspapers and school news:

Place advertisements within the high school paper or college nearby, you are able to advertise in almost any paper they have already as well as on their bulletin board.

Consider what discount rates or special offers if any, you are prepared to offer. Make certain you specify that orders have to be in with a certain date, as this will invoke a call to action.

Read the papers, watch the TV adverts. As painful as it may be there is GOLD in some of the messages.

Think about the message being delivered and who the intended audience is. Find ideas that you can adapt for your business to promote your business to your customers and target market.

25. Cinderella - First Impressions count

Consumers will make snap judgements based on first impressions.

In the following survey, how would you honestly rate the following in your business?

1 = Being poor / embarrassed I let it get this way,

6 = I couldn't possibly do it any better / I also believe in fairies.

Be honest with yourself and your business.

If you scored **16 to 48 you have some work to do**, focus on one at a time and create an order of priority.

If you scored 49 to 75, on the low score you have work to do, and **towards 75 you're getting there.**

Again figure out the area with the lowest score but can have the greatest impact on your sales.

If you scored **76 to 96, you've cheated and you are lying to yourself.** Or you don't have a problem and we are in the presence of greatness.

You have no time to waste reading this eBook and you should be exhausted from spending all your profits, in fact I want a copy of your book when you have your PA write it for you.

Basic Set Up	Score
Logo	
Business Cards	
Email address	
Email signature	
Call to action after email signature used	
Car signage	
Location of business	
Lighting (if applicable)	
Signage internal	
Shop signage	
Pricing clarity	
Website	
Message on website	
Easy to contact on website	
Message on brochures	
Team	
Staff knowledge	
Staff presentation	
Staff service	
Social Media Setup	
Facebook user name professional	
Facebook profile professional	
LinkedIn profile complete	
LinkedIn URL is your profile not the ID number	
Google	
Google yourself what comes up?	
Is your business listed on Google Places	
Where does your website rank organically	
Does your business show up in Google images	

Now make a list in order of priority of what you need to fix, what you can solve by creating a weekly or daily checklist for you and your team to address as part of a discipline.

Don't be afraid to ask a friend to be a mystery shopper and do the survey, these things WILL HELP you grow your business.

“There is no point advertising and marketing your business if you DON'T HAVE YOUR HOUSE IN ORDER. You will only turn customers away and spend more money getting new ones”

26. So armed with all this information, what are your next steps

When will you do this?

How will you monitor your progress?

How will you know when you have achieved a good result?

27. I recommend you take these steps.



- **Establish a Marketing Budget;** around 7 – 14% of your sales is normal if you are an established business.
- If you are just starting out then 10 -14% of your projected sales but you should err on the heavy side and back off later when the phone is ringing off the hook.
- Develop a marketing plan including a detailed **research or the demographics** and
- **Profile of your target customers**
- Conduct a marketing plan session to **complete and discuss this document**, call me I can help you with this.
- *Here come the shameless plug...call Tim on 0409 002 892*
- Create a to-do list **prioritising the strategy** and campaign for each month.

28. Summary

A brighter future is there just waiting for you to take the first step forward. The processes outlined in this eBook should enable you to take control of your marketing and set you on the right pathway to creating greater wealth, more exciting lifestyle and a successful business.

SHAMELESS PLUG

Why not it's my book,

Does this sound like you?

You understand that traditional business methods don't always work and there has to be a better way.

You want to position yourself and business as the expert in your field.

You want to develop a kick ass marketing strategy that will have traffic banging down your door to get in.

You want to stop marketing by accident and have a clear plan that will help you sell more stuff and make more profit and,

You are looking for ways to outsmart, outwit, and out execute your competitors?

Then you need the Your Business Help Desk Ultimate Package.

I can help to identify the best business and marketing strategy for your business, then mentor and advise you as your business grows over time.

The focus will be to help you get the results you deserve by adding value, and working with you to achieve your goals by helping you to map out the pathway to your success.

How I can help:

The “Your Business Help Desk Ultimate Package”

This is the ultimate deal for serious business owners who want to generate more leads, more profitable customers and bigger sales.

- ☑ You get an initial 60-minute strategy session with you and/or your team to discuss anything you want about your business and marketing.
- ☑ A full review you current marketing tools and identify some possible changes
- ☑ We will review where you business sits in your specific industry.
- ☑ You and/or your team, 60 minute private mentoring sessions.
- ☑ Strategic support and tactical guidance through out the program.
- ☑ You'll receive strategic framework AND act now tools that help you identify, market to, and connect with more clients.
- ☑ Unlimited access to Tim via email over the course of the program.
- ☑ Together we review your business and financial model, and then recommend key changes to help you create big results fast.

By identifying what you're doing right and what needs fixing, we can create results that will be an instantly actionable, plus a marketing game plan that will provide you with more focus, more momentum, more money, and able you to enjoy the journey more

But wait there's more:

Business Start-Up Kit

Along with the Your Business Help Desk Ultimate Package for start ups we will also provide for a little extra.

- ☑ A Website with your businesses domain name.
- ☑ Shown how to manage and add content to your website.
- ☑ Taught, how and what blog
- ☑ Learn how to create an email campaign.
- ☑ Clever email addresses that promote your business.
- ☑ Taught how to set up, your social media profile on Facebook and LinkedIn
- ☑ 500 Business cards

PLUS

- ☑ 5000 A5 Fliers

Invest in your business today as each package can be paid in equal monthly instalments to suit your budget.

One – on – One mentoring

I can provide you with One-on-One mentoring; I will provide expert guidance to help you to achieve your goals at an agreed hourly rate.

Look at what you're doing right and what needs fixing, work with you to achieve the goals you have set for yourself and your business, and can create results that will be an instantly actionable.

Plus develop a unique marketing game plan that will provide you with more focus, more momentum, more money, and able you to enjoy the journey more.

Are you looking at buying an established business or investing in a franchise?

Your Business Help Desk specialise in completing appropriate due diligence so you not only pay the right price but buy into something that will actually make you money.

Don't sign the sale or franchise agreement until you have had a talk to us; you never know we could save you from making a massive mistake or significantly reduce the asking price for you.

Marketing and motivational business speaker:

Tim will create and present a customized Your Business Help Desk Seminar at your charity, event, or organization.

You will hear and learn about key marketing strategies, tactics that will lead to more sales for your attendees.

Everyone will leave Fired Up and ready to take on the world, keen to start marketing their business smarter and with more confidence.

Unbelievable Kick Ass testimonials, I must remember to send them a cheque!

If it wasn't for the mentoring I have received from Tim Stannage I would have lost my home, my business, everything! How's that for an opening line - but it is the truth!

As a small business owner operating in the luxury accommodation business, I was SOOO busy (working 16 hour days) running my business, that I was neglecting it in ways that were SO important.

The nuts and bolts, facts and figures (financial structuring), I remember Tim saying to me "I've set up on your computer cash flow and profit and loss projections...don't come and see me or contact me again until you have done them".

Harsh you might think. No, not all, it was time to get into reality land. Well guess what...The moment I finished them I rang him and thanked him. How the hell did I know what to charge if I didn't know what it cost me to run my business. I was going under and fast.

Knowing that Tim was able to come up with financial strategies (pronto) which quickly turned things around and prevented this from happening.

Next came marketing .I thought I knew what I was doing but no I was a total newbie compared to the marketing strategies Tim came up with. And guess what...My business booked out quicker than almost every other over the Christmas period.

Every mentoring session I have with Tim, he sends me away with hours of homework. New and improved marketing strategies, reviewing my competitors and doing things different (being the purple elephant in the room he calls it) and better.

Constantly improving and growing my business module. And thus my business is consistently becoming more successful. Not only is Tim one of the smartest people I have ever met but he is also one of the nicest.

He does a lot of work for the big guys but cares just as much for the little businesses such as mine. If I'm in trouble he's always been there and I am very grateful to him for always having my back.

Get in, see him, listen to him, take his advice... You will move mountains and he will be cheering you all the way.

Debbie Martin

CEO

Paradiso Accommodation

Mornington

Just finished reading! I have nine pages of notes in my notebook from it. Content is god dam brilliant.

Lauren Rielly

Attracting and evaluating opportunities for early stage investment, Melbourne Area, Australia

Investment Management

StartupCrowdfunding,

Melbourne Angels,

By now you should have a page full of notes to get started on, so stop procrastinating and get on with it! Thank you for reading this and feel free to email me how it's helped your journey.

Cheers Tim

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