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THE **BUSINESS  
WEALTH CLUB**

**The World's No1  
Business Growth Community™**

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## Open Day Nearly Sold Out - 26 Seats Left...

By Paul Avins

Well the excitement is building here in the office as we are less that 2 weeks away for our first Open Day of 2013 in Oxford on the 5th March with the Focus on Using Video to Boost your Business.

The Last 7 Open Days have **SOLD OUT** the week before and we have had to turn people away as we are limited by the size of the room.



22nd February 2013



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## Member Spotlight

**F10 2013 Members...**

By Paul Avins

The 2013 F10 Mastermind Group holding up their Valentine's Hearts at the second meeting of the year.



For more information about the F10 Mastermind Program - contact Angela on 01869 278900 or email:

[Angela@thebusinesswealthclub.com](mailto:Angela@thebusinesswealthclub.com)

Discovery Day Dates



## 3 Reasons to Attend our Next Discovery Day...

1) Learn exactly how becoming

Here's 3 of the Key Strategies You'll learn when you attend:

1. How to create engaging video that brings your Business to life.
2. Which kind of Business video will bring traffic to your web site, and which can damage your brand forever!
3. How to Sell through Video without sounding like a Sales Person.

Make sure You Don't Miss Out on the Powerful Business Growth Training.

==>Click Here Now to Secure Your Seat for Just £20<==

**BONUS!** You can also Network with over 100 local Business owners and meet 10 Amazing Members in our all new Exhibition Wonderland :- ) (Yes Really!)

Look forward to seeing you there...

### **3 Ways to Love Your Customers...**

By Gavin Preston - Chester Club Mentor

Given that it is February, you may have seen my short videos "3 ways to love your business" and " 3 ways to love your customers". Well I absolutely love business and I love setting business owners up to win, to help them with the strategies and tools driven by the right mindset to create results way beyond what they thought was possible. As a Business Mentor, nothing is more rewarding than the success of Club Members, than the success of our clients. Bringing The Business Wealth Club to Chester is enabling me to set up more Business Owners in Chester, North West Cheshire and North Wales to succeed and make 2013 the best year in Business yet.

Positioned as the "Go To" Business Expert in Your Community will generate you massive sales of your core product.

2) Learn Why Building a Platform is the No.1 activity that drives Your Success, and the 3 critical assets you must put in place to make this happen.

3) Discover How being a Club Mentor can generate you over £100,000 in highly Leverage Income and less that 65 days a year of delivery Harness the Power of our Club Launch Marketing System to get You generating Positive Cash Flow - **FAST!**

Be Walked through our Mentor and Member Success Systems - designed to put you in a position to **Win!**

Have your Questions answered personally by CEO & Master Coach Paul Avins and learn from over 10,000 hours of his Business Coaching experience...

**Next Dates: Friday 1st March / Wednesday 13th March**

Contact Angela on 01869 278900 or e-mail:

[angela@thebusinesswealthclub.com](mailto:angela@thebusinesswealthclub.com)

Where's Paul?





Whilst in the midst of delivering an intensive Business Growth Programme for Ford where day after day I am helping Dealerships to identify an extra £600,000 to £1,000,000 net profits THIS year, I am delighted that we are off and running with the Business Wealth Club in Chester. Despite January's snow, we have now run our first 2 Workshops with the 'Super Charge your Social Media" Workshop coming up on 22 February. We are on target with the business plan in terms of new members joining the club and there is a growing buzz around Chester about The Business Wealth Club and what we stand for. We are creating a vibrant community of high growth Businesses.

I am very passionate about helping small and medium sized Businesses in Chester and surrounding areas get back into growth and the partnership with BWC leverages my skills and experience so that we can have a bigger impact to more Businesses in a quicker time. The result - more Business in double digit profit growth. Now that is exciting.



## How To Use Video To Convert More Sales...

By Paul Avins



The BWC Team of Mentors and Members are up at the Franchise Show in London at the Excel. Come along and say Hello.

[www.thefranchiseshow.co.uk/exhibitors/the-business-wealth-club.html](http://www.thefranchiseshow.co.uk/exhibitors/the-business-wealth-club.html)

### New Members

#### New Members So Far for February 2013:-

The Business Wealth Club Community are thrilled to Welcome the following new Members...

#### Croydon Club:

Doulla Manolas

#### Sevenoaks Club:

Christel Holst-Sande Cowdrey  
Garth Kingsland  
Daniel Easton  
Gill Humble

#### Reading Club:

Atah Shah

#### Swindon Club:

Tim Matcham

**Claim Your 1 Months FREE Membership worth £99 today...**

Join the Business Growth Community: Get more Leads & Customers.

By now you may have realised that I am a BIG fan of using Video for Marketing and generating Leads but did you know you can use it to reduce buyers worries before they meet you and even overcome objections in advance - who doesn't love that?

Check out this 1.30 video from 2012 F10 Driver and Oxford Member Alastair Broom from the UK's leading Garage "makeover" Company. He sends this 24 hours before he goes to see a potential customer. The reponse? "They meet me at the door like they already know me" said Alastair and Sales are up!



Invest less than 2 minutes to see how he does this and how you could use Video to boost sales for your business.

PS - Our Open day (5th March) in Less than 2 weeks is all about how to use Video to boost your Business and we have just 29 tickets left @ £20 before they go up! Grab Your Seat Now

[Click Here](#)

Business Coaching & Training:  
Learn New Skills that Pay the Bills.

Positive Local Support: Get Re-energised, Refocused & Ready to Grow.

Click on the button below to claim your One Month's FREE Membership.



**The Business Wealth Club Attends Norfolk Chamber's "The MPs Event"**

## **2013"...**

**By Richard Moore - Norwich Club Mentor**

Richard Moore, Norwich Mentor for The Business Wealth Club, attended the Norfolk Chamber's high profile event on Friday 8th February 2013, that focused on unlocking the potential of Norfolk's young people. This event was part of the Chamber's 'Young People' theme for 2013.



With a packed programme of speakers, MPs and roundtable discussions, the event focused on three key areas:

1. Bridging the gap between education and business.
2. Creating opportunities for young people in the Norfolk supply chain.
3. Help for young start-up businesses.

Richard was one of the delegates tasked with providing direct feedback from his table to a room of nearly 200 people and here he is on the right, with microphone in hand, representing The Business Wealth Club, Norwich.

"It was a great event that fully engaged local Norfolk businesses with the local community, supporting young people in finding jobs or starting up a business" concluded Richard.

You can meet Richard next at the Norfolk Chamber's B2B Exhibition on 14th March 2013 at Norwich City Football Club, the home of The Business Wealth Club, Norwich. You can be sure of a very warm welcome at Richard's stand where he will be happy to answer all

your questions about how the Norwich Business Wealth Club can assist you to grow your business in these challenging economic times.

Or you can find out more clicking on the button below:



## **Croydon "Crimson Girls" with Founder Paul Avins**

By Helena Holrick - Croydon Club Mentor

As a BWC Mentor, I feel it's my role to be constantly encouraging Members to engage their communities - BWC'ers in their own Club, the wider local community but also the Wider BWC community. One of the best ways to do this is of course to visit another Club. It's an opportunity to make great new connections, and to see and hear things from a different perspective. I'm pleased to say that on Tuesday 6 Croydon Members did exactly that - a 'field trip' to visit Oxford BWC was organised. I believe much talk and masterminding went on in the car journey on the way there and much discussion of the Workshop on Systems called "Successful Systems Building". The purpose in visiting of other clubs is of course partly to make connections, but also to get perspectives that you may not get in your own Club.



Some of the intrepid travellers from the Croydon Club pictured: Liz Walker, Kathryn Lovewell, Lollie Garcez, Carole Legon, Karen Bashford, Jackie Fletcher.

I'm very much looking forward to hearing what the intrepid travellers got out of visiting at our next meeting - already talk is happening in our FB forum. I'm certain that other 'field trips' to other clubs will happen over time, as I know that even seeing things or hearing things from a different angle is a useful one. With the wealth of expertise available in the team of Mentors, I can only encourage visits and connections.

I know for a fact that at least 3 conversations will be taking place around joint venturing and possible partnerships are in place as a result of the visit. I'm looking forward to hearing more at our next visit. And of course, anyone from any other Club wanting to visit Croydon is just so welcome - join us for a workshop soon: [www.thebusinesswealthclub.co.uk/croydon](http://www.thebusinesswealthclub.co.uk/croydon). Just click on the next meeting button and book yourself in, or feel free to give me a call!

The Business Wealth Club  
**Croydon**  
Meetings are:  
2nd 4th Thursdays  
every month  
**MEET YOUR CLUB MENTOR**  
Introducing  
*Helena Holrick*



## Spring Into Action

By Paul Avins

The daffodils are in bloom - and so should you be March is the month to spring clean your Business!! Spring is about to be sprung at last!!!! It's time to get motivated and make the most of the seasonal bounce in spirits that comes with sunshine, longer days and dazzling displays of bulbs in bloom.



### Why not take 15 Minutes for Money....

This strategy is fun and profitable at the same time. Simply set a reminder in your diary every day when you'll stop whatever you are doing and focus on making or saving money for the next 15 minutes.

Now this may include:

- Calling a past customer to see if they need anything else.
- Cancelling an unused subscription.
- Chasing up an overdue debt.
- Following up a refund you're due.
- Shopping around on-line for quotes for commodity products.

Whatever you do you must do something **EVERY** day for the compounding element of

this to work though. When you do, you'll be having more fun and making more money, a real win-win in *my* book.

Meetings you can attend



## To Deliver World Class Business & Personal Development Training that Fast Tracks Business Owners to Success!

Find out how we deliver this Promise and Experience it for yourself - attend one of our growing number of clubs below:



Could you Mentor a Club?



## Are you the Mentor we are looking for?

If you would like to join our team and open a Club in your area then get in touch today to secure your interest and receive our Club Mentor introductory pack.



[Click here to receive your Mentor Pack.](#)

**Call Sue on +44 845 370 7505**

or

email [sue@thebusinesswealthclub.com](mailto:sue@thebusinesswealthclub.com)

[If you would like to update your subscription or unsubscribe, please click here](#)

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