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THE BUSINESS WEALTH CLUB

The World's No1 Business Growth Community™

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Does your Business need a HEART transplant?

By Sue Avins

it's nearly Valentines Day and you know we love to be topical at the Business Wealth Club - so we wanted to give you some ideas about how you could show your Heart on your metaphorical Business Sleeve.



Here are our top Wealth Club wealth tips to get some Heart into your Business...

8th February 2013



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Member Wins



LinkedIn "Win" for Oxford Member - Katy Gordon

By Paul Avins

What about this for a Member Win and a reminder to take LinkedIn more seriously for Expert Positioning. Katy has been voted one of the top 1% most endorsed in the United Kingdom for Healthcare.

Well done you Katy.

Katy Gordon
CoCreating Balance
Tel: 0845 0037144

cocreatingbalance.com/

Member Spotlight

National Heart Month...

By Oxford Member - Sarah Seaman

When it comes to signs of a heart attack, there are nearly as many varieties as Heinz...

February is National Heart Month, so what better time to remind yourself of the symptoms of a heart attack?

H = Help... you can't help your customers until you know what they want or need, so ask them (it suddenly strikes me that is also good advice for you husbands out there too!). A survey is a great way to get a range of info from your beloved clients how could you help them, survey them - what are their problems

E = Educate... "People don't care how much you know until they know how much you care"... I bet you've heard that before - but it's true! Do all of your Customers know the full range of products and services that you could be loving them up with? Maybe you have innovated your offering since they last bought from you? Or have you increased your range, or perhaps joint ventured with a symbiotic partner - it's your job to tell them. But don't think of it as selling, your only job here is to educate them. Oh - by the way, watch out for our new 3-day event in May "Business Breakthrough" tickets available soon. See what I did there ;-)

A = Attention... where are you putting your attention? Check it for your yourself, but I am willing to bet my ventricles that 80% of your revenue comes from just 20% of your Customers, so how could you pay more attention to those 20%. What preferential treatment could you show them?

R = Referral... the very best way to get referrals is to give great Customer Service - people love to talk about great experiences they have had. Let people know you are looking for referrals and at the same time make it as easy as possible for someone to make a referral to you, and please, please, please - remember to say Thank you!

T = Trust... the higher the trust level, the faster a suitor, sorry prospect will move from suspect, to prospect and then to customer. What can you do to keep on increasing the trust level with your prospects? Frequently Asked Questions on your web site perhaps? Use testimonials, messages from our peers always make us feel more secure when decision-making.

Why, you may ask?

Because a heart attack happens to someone in the UK every 2 minutes...

It's not always the movie-style clutched chest and collapse; it's not just men, it also happens to women; and it's certainly not age-specific: under 40s have heart attacks too!

And damaged heart muscle stays damaged...

So recognising the signs of a heart attack and getting help quickly is essential; speed of treatment really does make a significant, sometimes life-saving difference.

So, what should you look out for?...

Surprisingly, it's not the actual level of chest pain which is important; it's the overall pattern of symptoms.

Remember those 57 Heinz varieties? There may be more emphasis on arm pain and nausea rather than the crushing chest pain commonly associated with heart attack.

CALL 999 if you, or someone nearby, experience ANY of the following...

Chest pain or discomfort, which may spread to the arms, neck, jaw, stomach and/or back

Dull pain, ache or 'heavy' feeling in your chest, up to a crushing feeling like an elephant sitting on your chest

One last thing to leave you with this Valentines Day issue... Business is like Love and War - easy to start, difficult to finish and impossible to forget.

What Colour Do YOU React To...

By Angela Beauguard

When you come along to any Business Wealth Club Meeting you will see that we always have coloured pens on the tables - and your Mentor will tell you that is an accelerated learning technique to help you retain more of the training.

Recently though I have heard about a study that takes this idea of our brain being more attuned to colour to a new level, providing evidence that our retention could have more to do with our emotional reaction to colour than to the information we are looking at in itself. I was so intrigued that I wanted to share it with you.

At the University of Surrey they have been working on peoples reactions to colour, and whilst they have found no significant impact to mood, they have proven that colour does affect behaviour.

The test itself involved 2 booklets; 1 with a royal blue border and one with a red border: For each booklet the subjects had to come up with one common, and one uncommon use of that item. A kettle for example. A common use would be to boil water and an uncommon use would be, perhaps, a paperweight!

When faced with the blue border booklets, people could come up with the common use for the image, but interestingly were faster, more concerned with, and more creative when it came to thinking of uncommon uses . . . some quite bizarre! So what does that mean to you?

Well perhaps it is worth considering in your marketing messages, if you want people to think creatively about your product or service - go blue! With the red border booklets people were faster to come up with common use, the speed with which they did this could be as

Chest pain or discomfort which feels like indigestion but makes you feel generally unwell (especially if you do not normally have indigestion)

Feeling sick, sweaty, breathless, lightheaded, dizzy or generally unwell, alongside pain or discomfort in your chest

Looking a yuk colour (remember this will be what those nearby react to)

Don't be 'British' about it; put the 'stiff upper lip' away; this is the time to be OK about "making a fuss". Nobody minds, but it really does matter...

And it could save your life.

**Sarah Seaman RGN
Whiteleaf Training Ltd
Tel: 01235 828 294**

www.whiteleaftraining.co.uk

Where's Paul?



Over the next two months you'll see us out and about at the following shows.



Come meet our Mentors & Members who will be on the stand...

Discovery Day Dates



3 Reasons to Attend

significant as a couple of seconds; but struggled to come up with creative uses. How could you use that natural reaction to best advantage in your marketing and sales strategies?

Well, analytical or practical points will be remembered more easily if they are made in red perhaps. It's a fascinating subject!

It's well known that in the animal kingdom it tends to be the Males who are most showy (you will note that at no point have I made mention of Paul's shirts!). And for us too, the clothes we choose are displaying colour signals to those around us, which not only seems to manipulate the interactions that we have with others - they can even effect performance. Strangely, as with our animal friends - this appears to mainly be the case for men! For instance, red in male competitive sports, especially when the competitors are well matched, is proven to have a powerful effect on the outcome, it's believed it has to do with being perceived as the more dominant. In sporting females however, colour cannot be proven to influence the game at all.



And for a bit of fun: Can we affect others by the colours we wear? In a study in the US they manipulated a photograph of woman's coat and proved that a man is far more likely to invest more money on a first date if his partner is wearing bright red!!!! So Ladies if you want to be spoiled on Valentines Day, I suggest you wear RED!

Innovation, Marketing and Hand Dryers!

our Next Discovery Day...

1) Learn exactly how becoming 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

New Members

New Members So Far for February 2013:-

By Paul Avins

I often remind Clients and Members that they have two main jobs:

- 1). Innovating their Business to solve real problems or pains for their target market.
- 2). Get the message out that they have a Solution people can buy!

This involves Marketing...shocking I know but still true...



So when Oxford and F10 Member Alasdair McWilliam sent us a link to one of our Hero's James Dyson, explaining how his new innovation works from inside his operations secret workshop. We all sat round the Boardroom screen pens in hand to watch the video.

In less than 2 minutes he demonstrates WHY he is such a success and WHY we love his products, his passion is infectious. But what is also key to think about is that by using Video he can get the concept across, plus a live demo, now try doing all that in a written brochure or web page!

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

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

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

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.





Think you can't use Video in your business?
Invest 2 minutes of your Friday watching his
video and tell us what you think leave a
comment on our Blog. <<>>

Then book your ticket to our Open Day :-)

REGISTER NOW ▶

Club News



Sevenoaks Momentum Meeting - 3 New Members...

By Lesley Dearing

This week saw our New Mentor in Sevenoaks
welcome 3 new Members to her growing
community.



Christel Holst-Sande Cowdrey who is hoping to be setting up an exciting new business opening her home to the public as a wedding venue and becoming a high end wedding planner by extension.



Daniel Easton runs a digital business, web development, consultancy and mobile apps - called Aztech Apps.



Garth Kingsland runs an electrical business - Thomas Frederick Electrical Ltd.

Welcome to our community EVERYONE.

Why not book yourself onto the next Launch Meeting at the Sevenoaks Club on February 21st - [<<click Here>>](#) or on the button below to reserve your seat.

Turbo Growth Tip



3 Ways to Love Your Business

By Gavin Preston - Chester Mentor

Check out the video below by our Fabulous New Mentor for Chester - Gavin Preston. Listen to Gavin sharing 3 Ways to Love Your Business....



Meetings you can attend



Oxford Open Day - Tuesday 5th March, Oxford Hotel...

By Lesley Dearing

Attend our famous Open Day Event in Oxford - Guaranteed to improve your Sales & Profits for just £20!

Seven Insider Secrets - How to take advantage of Video in your Business With Web TV Expert Theo van Dort

You'll Learn:

How to create engaging video that brings your business to life

Which kind of business video will bring traffic to your web site, and which can damage your brand forever!

How to Sell through Video without sounding like a Sales Person.

The easy-to-make mistake most business owners make when recording video for their websites - and exactly how to make sure it never happens to you.

Why FAQs can hold the secret to unlocking a flood of new business.

How talking to your Gran could set you up to sell to anybody via video.

Exactly what equipment you need to get started for less than you think and still look like a pro!

BOOK NOW - places are extremely limited due to room size!

[Click Here](#)

Places are extremely limited due to room size!

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:



Mentor Profile



Doug Hecker Mentor for Scottsdale Arizona...

Who is your business hero and why?

I do not have a hero. I admire Jim Rohn, Brendon Burchard, and Brian Tracey to name just a few.

What has been your biggest business success to date?

Starting to 2 Excel Now after spending my entire life in corporate, giant leap of faith.

Personal Achievement?

Married my best friend and have been with her for over 40 years, two awesome & successful kids and wrote my first book in 2011



Are you the potential Mentor our Investors 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.](#)

We have investors waiting to partner with

passionate coaches, mentors and trainers so if
that suits you contact us now.

Call Sue on +44 845 370 7505

or

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