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THE **BUSINESS  
WEALTH CLUB**

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

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### **The Real Power Secret of Success - Masterminds...**

By Paul Avins

As I write this article Sue and I are getting ready for day 2 of our Mastermind meeting with our Mentors, Fabienne and Derek Fredrickson in New York. I'm not sure what it is about Sue and Snow but we have a major snow storm heading our way today just like the last time she was here!

8th March 2013



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#### **Member Spotlight**

##### **Oxford Member Celebrates with a Cake....**

By Lesley Dearing

All the Open Day attendee's got to share a slice of cake to celebrate Oxford Club Member Catherine Rogers Birthday on Tuesday's Open Day in Oxford which she shared with our guest Sylvia Baldock.



Thank you Catherine for bringing in 3 lovely cakes for all to share.

We hope you had a great day ladies and thanks for the cake.

#### **Member Spotlight**

##### **Oxford Member's Quote:**

By Angela Beaugeard

My manager was just walking out



OK, back on topic....Masterminds. Ever since I first read Think and Grow Rich by Napoleon Hill over 20 years ago I have always bought into the Power, Idea Generating ability and Shift in Speed of Growth they result in. As I have often said you are the sum of the top 5 people you spend the most time around....

Masterminds can take many different forms; formal, informal, highly priced or free get together. The key to their success is that everybody must be there to support each other, share openly and honestly and hold each other accountable to actually **DO** what you committed to do after each meeting.

the door

Q: "where you Going"?

A: "To the post box

Q: "why, it's only 9.50am" !

A: " There's an 11am collection.....AND MONEY LOVES SPEED "

He's Learning the love.....

Discovery Day Dates



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

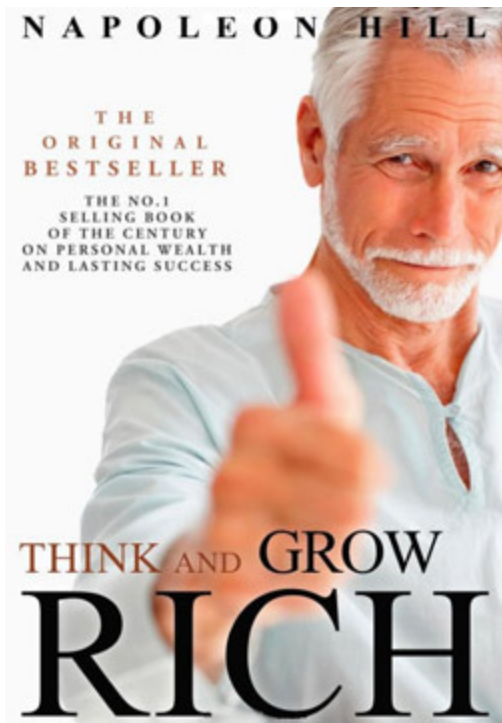
1) Learn exactly how becoming Positioned as the "Go To" Business Expert in Your Community will generate you massive sales of your core product.

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...



As Napoleon Hill says "no two minds can come together without creating a third combined mind with far more power than either individual on their own." When you have a room of 20 Positive, Passionate, and Driven Business Owners playing full out for 2 days - the combined result is simply Electric.

In the First Day alone I took 15 pages of detailed Notes with Ideas, Best Practice and Out of the Box thinking from people outside my industry that will take YEARS off the time taken to reach our goals. Put a price of that.... you can't!

Of course we are so keenly aware of the Power of Paid Masterminds (I think you need Skin in the Game, cash, to take anything seriously) that we integrate some of their elements into our Club Meetings and in our own F10 Mastermind Program.

So if you want to really Shift Gears and Push the Growth Accelerator peddle in your Business, perhaps it's time you started looking for a Driven Group of Business Owners to Mastermind with...

To find more and apply for our next F10

### **Next Dates: Wednesday 13th March**

Contact Angela on 01869 278900 or e-mail: [angela@thebusinesswealthclub.com](mailto:angela@thebusinesswealthclub.com)

#### **New Members**

### **New Members So Far for March 2013:-**

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

#### **Birmingham Club:**

Marcia Spence-Stewart

#### **Maidenhead Club:**

Scott MacRae

#### **Oxford Club:**

Penny Stephens  
Chantal Wellavize

#### **Chester Club:**

John Thompson

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

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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

Mastermind go to [www.F10Mastermind.com](http://www.F10Mastermind.com)



Membership.



### **Another Successful Open Day at the Oxford Club...**

By **Angela Beaugeard**

Did you know video emails get a "96.38% higher click through than non-video emails"? This is one of the reasons why, once we had seen Theo van Dort of Inclusive Video speak, we knew our Members and community guests would want to see him speak too.

Plus, according to Theo, there is a 5.6 higher open rate for emails that have video . . . This and Theo's experience of Web TV and shopping channels was what we wanted to share with our Business Owners because video on websites and in emails is such a hot topic to driving business right now.

So on Tuesday 5<sup>th</sup> March, over 90 Business Owners, met to network over coffee in the exhibiton hall of the Oxford Hotel with our Sponsors . . . we couldn't run Oxford Open Days without them!

**Acacia Accounting; Videoworkx; Christian Steven Software; Clear and Creative Communication; Enstone Flying Club; Indium Online; Oxfam; Oxford Home IT Support; Rocket Consultancy; Saving Memories for Life and our Main Sponsor The Infusion Guy.**



Plus our Members who help to fill the room. It was great to also see past Members and Members from the community of other Clubs. Paul Avins welcomed everyone along with his usual high energy that ran right through his 2 hours of Business Training . . . As Paul handed over to Theo the energy in the room was buzzing for the "Secrets of Selling and Presenting Through Video" Workshop on what you should put in your video *and*, as importantly, *what you should leave out* . . .



One of the things we teach our members is Customers choose with emotion, which is why video is simply the best way to let your passion and your personality shine through. Every time we run these Open Days I am reminded why we bring great speakers to our Members and community guests . . . You could feel the community coming together and at the end of the meeting we welcomed 2 New Members to The Oxford Club . . . Penny Stephens of Flow Consultants Ltd, *nice and local in Launton*, and in contrast, Chantal Wellavize of Equichoice . . . who will be joining us from Lincolnshire! How's that for working on your Business? This is what Chantal said in the members facebook

group when she joined "Feels like I'm not alone anymore"

See you on the 19<sup>th</sup> March Chantal and Penny, along with other 1<sup>st</sup> time guests from the Open Day returning for their 2<sup>nd</sup> visit. If you would like to come along as well to see what all the buzz was about email me

[angela@thebusinesswealthclub.com](mailto:angela@thebusinesswealthclub.com) I would love to see you there.

## **Do you work with your Partner?**

By **Sue Avins**

I love to write for our Newsletter, in fact - I love to write. I genuinely enjoy connecting with people and I see constructing an article as another way that I can virtually chat with friends all day long and that to me is fun!

I have been thinking about writing a book about the ups and downs of living with an Entrepreneur for a very long time now, in fact I can tell you the exact day that the idea began to form!! In 2005 Paul was asked to speak at a conference for Business Coaches, and because a lot of the audience had travelled with their Wives (who in a lot of cases also doubled as their Business Support Team) - the organisers asked if I would do a small section also.



I had never before (and never since) spoken on stage in front of an audience, and it scared

the hell out of me! I knew that I was going to be up right after Paul, but as I sat down trying to plan what on earth I was going to say to these people - I just kept coming up blank.

Paul of course tried to help me - and logically I know that people pay him a lot of money to help them craft their messages, but you see it's different for me. I get to see the insecurities and the rawness that putting your whole self into starting and growing a Business takes. To me Paul is just the other half of me - my partner and soul mate, but Guru - oh please; I get to see him in his pants and socks!

Then I had a bit of a brain wave. One of the really powerful things Paul does when he speaks is that unlike a lot of presenters, he is prepared to be vulnerable and honest. In his session he was going to get his message across by telling some of our Highs and Lows stories so far in our Business Coaching Business, in the hope that they could avoid the mistakes we had made.

But as I watched Paul put together his presentation - I realised that I was remembering all of these stories in a very different light to him.

Let me give you just one example briefly. Paul was going to talk to them about the importance of continued learning, telling them that it is vital to keep growing yourself, not only so that you can stay one step ahead of your Clients, but you keep them engaged because they can see you are still moving on and growing your Business. My "personal translation" of that statement was... "oh no, he's been on another course - he's going to come back all pumped and energised and want to change all of the systems I have spent months lovingly putting in place!"

So in the end that is exactly what I did. I basically took Paul's speech and I "translated" it into what the wives and support teams in the audience might have been hearing, and I am relieved to tell you that it went down a storm.

Now that was just over 7 Years ago and all of that time the idea of writing a book has been pecculating. Some kind of Guide to Living,

Working and staying Appreciative of your Entrepreneur - even when they are turning your world upside down!

The trouble is though that the thought of writing a huge book has been putting me off and frightening me into taking no action at all. Then just yesterday Paul turned to me and said - "just start! - if you can't face a book, start with a blog and work up to it" (another annoying trait - I hate it when he's right!).

So this is it - the whole point of this article is to, as Paul would say, get hung by the tongue and let you know that as we speak I am designing a Blog page and I need your help to come up with a name. I am wanting to relate to Wives working with their Husbands - it would help me a lot if you could give me any ideas for a fabulous name that would attract them.



So a question for you - What are you going to do today that scares you? Because I tell you what, I feel energised and excited and yes, scared all at the same time and it feels great!

Drop me an e-mail with your idea's:

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

Right, time to get Paul to make me a coffee :)

Club News



## **How Do YOU Know if your Cash Will Flow: IPA - Income Producing Activities.**

By Marcellus Lindsay

The Business Wealth Club in Birmingham are taking time to focus on enhancing the process of 'daily and weekly planning' to incorporate activities that PAY.

On March 14th at 7:00pm, you can learn about the 4 P's that ensure that your 'activity' means 'productivity' that shows up as pounds and pence or dollars and cents.

As a participant on the online training session, you will also get a 'hands on' tool delivered to you by post that will equip you to complete your planning in only minutes per week and keep your goals in front of you.



During the session you will go through 7 Steps of fundamental business activity awareness. This session will equip you and position you for MORE success by helping you to identify and priorities **ACTIVITIES THAT MATTER**. You will be more fulfilled, more confident and be more profitable.

To book on to this exclusive session, email [marcellus.lindsay@thebusinesswealthclub.com](mailto:marcellus.lindsay@thebusinesswealthclub.com)

You must register before 1400 on 12th March in order to receive your IPA Planner ahead of the training session.

Turbo Growth Tip



## **Sell to One, not to Many...**

By Theo van Dort

Check out Theo van Dort's top Tip when he teaches you how to present to video....



This is one of the very first things I teach presenters. On shopping TV and on video you may have lots of people watching you, but there is actually only ever one person watching you.

You should talk to a target audience (if such a word existed!). Every person watching is individual with their own thoughts, beliefs and desired outcomes. They only care about "what's in it for me?" so make sure you explain your product or service to just one person.

A great bit of advice is to think about your ideal prospect when preparing your video research and imagine you are sharing the information with them. Who is your ideal prospect? If you don't know, then you should! How old and what sex are they, how much disposable income do they have, what's their budget, are they buying as an individual or on behalf of a company, where are they in the world, how are they educated, what are their likes/dislikes, what problem are they looking to solve etc..? The more you know who your ideal customer is, the easier it will be to pitch your presentation. A trick is to think of a current customer who ticks all the right boxes and imagine you're pitching it to them.

Mentor Profile



**Marcellus Lindsay - Mentor for our Birmingham Club....**



### **Who is your Business Hero and why?**

"George Washington Carver. He took a simple item (the peanut) and found creative ingenious ways to do more, make more out of the one thing".

### **What has been your biggest Business success to date, the thing you are most proud of?**

"Taking a start up Service Business from Zero to £100K in 8 months, through building, marketing leability and capacity".

### **Personal Achievement?**

"As Co-Founder of The Biz Boot Camp, I've been able to Mentor Young Entrepreneurs and give them insights that have accelerated their developement. So far some of the mentees have started up and are now serving their customers and play an active part in their community".

Meetings you can attend



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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 Angela on +44 845 370 7505

or

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

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