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Anthea & Douglas Present:

BUSINESS BY DESIGN



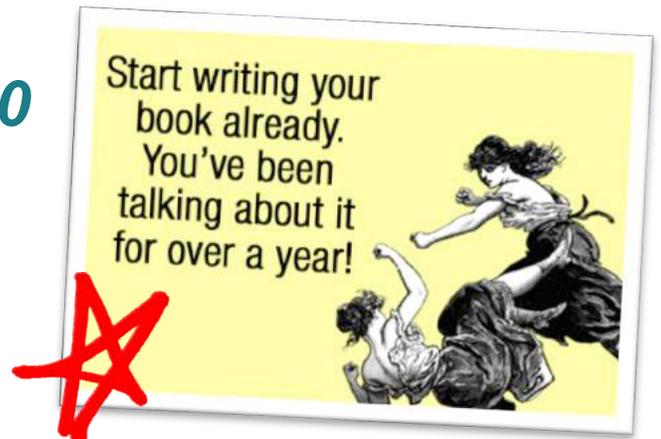
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From: Anthea Mumby, Tuesday 8:49am, Mumby Insurance

August 2016 VIP Clients Edition

How to Write and Publish Your Very Own Book in 20 Hours or Less!

Do you have an idea for a book that you'd like to write? Maybe it's one that you've been thinking about for months (or years), but the thought of putting pen to paper just seems so daunting?



Guess what? You can write and publish your dream book in 20 hours or less. Sound impossible? Douglas and I did it (twice) this year, and I am going to share exactly how.

But first, think about WHY you'd want to write a book in the first place. Yes, it might be a bucket-list item that you just want to cross off, but authoring a book can be so much more.

Becoming a published author instantly gives you credibility, authority, and a really impressive "business card" that you can pass along to prospective clients or business partners.

Think of the book-writing process as an investment in yourself and your business.



There are a few steps you can take to save literally hundreds of hours during (continued...)

Summertime is movie time! Claim your FREE movie passes inside...

How to Write and Publish Your Own Book...

the process. The key is to constantly look for ways to improve efficiency, outsource the grunt work, and automate wherever possible. Here are the steps we followed:

Step #1. Organize Your Ideas – The most important step is collecting ideas and organizing them. We thought about what questions we often get from our clients, and then saved articles and ideas from our professional trade journals that we happened to come across. We also grabbed tidbits from the presentations we have given.

There's no need to re-create the wheel – **How can you compile the right information in a way that makes it more valuable to your target audience than it was as separate pieces?**

Step #2. Get Words On the Page – Once we knew what topics we wanted to discuss in the book, we had people interview us about those topics. For Douglas, we used a service called 90minutebook.com to extract the right material for the book, but you can do this on your own. Record the interviews and then have them transcribed using an automated service like rev.com.

During our interviews, **we visualized ourselves having a coffee with our target audience**, using that friendly, conversational tone, as we described what THEY would be most interested in hearing about. Remember, your book is for the reader, not for yourself.

Step #3. Fine Tune Your Message – Your transcribed interviews will provide the bulk of the content, but will likely need some holes to be filled. We wrote when we were inspired and energized, typically in the early mornings for Anthea and in the evenings for Douglas. We blocked time in our calendars to work on the books and nothing else. **No emails, calls, or distractions!**

Step #4. Polish the Finished Content – For Douglas, 90minutebook.com took care of editing all of the final content. You can

also **hire an inexpensive editor** (or team of editors) using a freelance service such as upwork.com. You want as many eyeballs on the content to make sure there are no mistakes and that it reads easily and naturally.

Step #5. Publish Your Book – The last step is the publishing process. You need to get cover artwork created, and your book needs to be printed with all the legal requirements (e.g. copyright, an ISBN, etc.). Again, 90minutebook.com took care of this for Douglas' book, while we outsourced the process for our joint book. It's tempting to try to control this process yourself, but **your time is surely better spent elsewhere!** Let your contractor take control, having you step in for final approval at key milestones along the way (e.g. approving a mock-up of the cover art).



Douglas gave away copies of his book to long-time clients as a special "Thank You!"

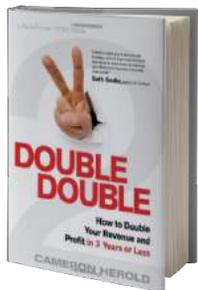
These 5 steps might sound like a lot of work, but if you go into the process agreeing to pass off most of the heavy lifting, your time requirement becomes very little. In just a few weeks, you can have your very own published book!



Visit mumby.com/books to get a FREE copy of our book, **Insurance Exposed: What You Should Know**

* Or get a copy of Douglas' book by visiting groupbenefitsexposed.ca

Anthea's Book Review: Double Double



I'll admit that when Cameron Herold, author of *Double Double*, claimed that he could show readers how to double their company's revenue and profit in three years, he had my attention. I was skeptical, but he had my attention.

"The idea of doubling your business may seem intimidating, but it only requires growing your business 25% per year for three years," Herold writes. The central theme throughout the book is focus — "There's no room for running around unsure of what you're doing and why. Everything must be on target and geared toward that specific growth goal," Harold explains.

A simple, but helpful, step in his plan is "painting the picture" for how your business will look in three years. The painted picture is detailed, showing what product or service you offer, plus how your business is portrayed in the media, what clients are saying, how the company is funded, what core values drive the company, etc. Once the painted picture is in place, you "reverse-engineer" the picture to create a specific game plan for the future. I know that sounds simplistic, but the book does a great job of leading you through this planning process.

Another neat strategy for focused productivity is the "5/15" reporting system. Every two weeks, direct reports write a bullet-point memo listing the status of every project for which they are responsible. The memo should take no more than 15 minutes to write and 5 minutes to read — hence the name. I love actionable ideas like this one, and that's why I'd recommend this book to any business owner looking for fast company growth.

BUILD A WINNING TEAM IN 3 SIMPLE STEPS

Which asset in your business do you rely most heavily upon? I think you'd be hard-pressed to find a business owner who wouldn't mention his or her staff as one of, if not THE, most important company assets. At Mumby, we were reminded of this earlier in the year when a chain of personal and health problems decimated our team. Here's what we learned about building (and maintaining) a winning staff:

1. Weed Out "Wrong Fit" Candidates - Research has shown over and over again that the interview process isn't a very good determinant of who will make a successful team member.

That's why we try extra-hard to weed out any "wrong fit" candidates from the get-go using our Job Survey. This survey is a proving ground for prospective team members – they have to really want a shot if they're willing to invest in completing the survey. Perfect! We only want hard workers!

2. Train the Winners – Even though we'd love for our new hires to have lots of relevant job experience, experience has taught us to hire the right PERSON, then invest in training them to become a winner.

3. Reward Top Performers – Acquiring "winner" employees is great, but we want to keep them. We are constantly analyzing our performance rewards to keep our best employees well compensated, motivated, and loyal to our company!

Want to see exactly what we include in our online Job Survey?

We're happy to share what's working well for us! Email Anthea and she'll send you the link. Maybe you'd like to incorporate this step into your hiring process? anthea@mumby.com



Our online Job Survey helps weed out "wrong fit" candidates so that we can focus on the winners!



YES, WE'RE STILL GIVING AWAY FREE MOVIE PASSES ALL SUMMER LONG!

When you refer another business owner to Mumby for a FREE, No-Obligation Comparison Business Insurance Quote, we'll send you a "FREE MOVIE NIGHT OUT!"

Get 2 movie passes, popcorn, and drinks...even if your referral doesn't join the Mumby family. And yes, you can even refer yourself! =>

mumby.com/movies

Looking for a New Car?

This summer one lucky winner already won a Ford Fusion and another took home a Jeep Wrangler! What's next?

This Mini Cooper Is Up For Grabs!

You (and your full-time staff) can enter to WIN in less than 2 minutes...

* www.mumby.com/mini *



"The great rates are just a bonus..."

"We are very pleased! Douglas provides a professional and responsible liaison with his annual reviews. The hands-on is EXCELLENT, which is generally not experienced in the industry.

As face-to-face is a part of our business, we appreciate it when we get it from you. The great rates are just an added bonus!" - Randy

Saving money is great, but expert service is better!

Yes, I get excited helping clients save money, but that's not my primary goal. Far too many insurance providers sell the wrong insurance and leave their clients under-protected or completely unprotected. Can I show you what it's like to work with a real expert?

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