



# NEWS: Homeless Mini Cooper Needs New Owner Immediately!

Anthea & Douglas Present:

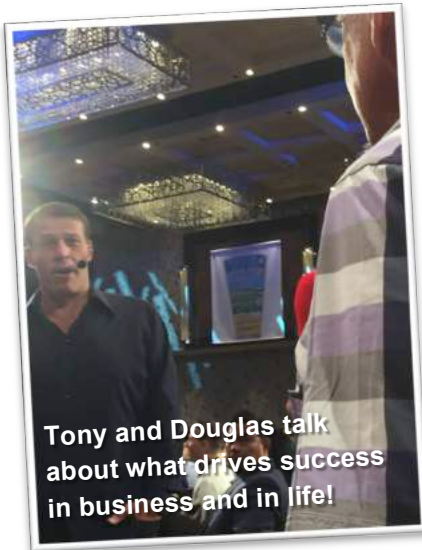
# BUSINESS BY DESIGN



**GREAT Rates \* Award-Winning Service \* For Design Professionals Only**

From: Anthea Mumby, Friday 8:41am, Mumby Insurance

**September 2016 VIP Clients Edition**



Tony and Douglas talk about what drives success in business and in life!

## 3 Crucial Business Lessons We Learned From Tony Robbins

Last month Douglas and I travelled to Las Vegas to attend Tony Robbins' Business Mastery conference, and as usual, we left feeling inspired (and maybe a bit overwhelmed) from everything we learned and experienced.

Since the conference, we've invested a few hours each Friday morning to go through our notes, pulling out the most important and actionable ideas. We'd like to share 3 lessons that will likely

be as applicable to your business as they were to ours...

### LESSON #1: KNOW WHAT BUSINESS YOU ARE REALLY IN

Often we get caught up in aspects of our businesses that distract us from what our customers or clients are really paying for us to provide. **Do you only sell blueprints and designs? Or, is there a deeper need you fulfill for your clients?**

Tony gave a very clear example of how a prescription eyeglass retailer can miss the mark when it comes to identifying what value they provide to their customers. They don't really...

# YES, SUMMER IS OVER... AT LEAST WE'VE GOT FREE PIZZA!

(details inside)



### 3 Crucial Lessons We Learned From Tony Robbins (cont'd)

sell eyeglasses – they sell improved quality of life (through improved eyesight), and improved confidence because their customers feel great wearing a fashionable pair of eyeglasses.

What value are you really offering to your clients? Is there some way you can communicate this value more strongly than you currently are?

#### LESSON #2: KNOW YOUR NUMBERS

One of Tony's presenters, Keith Cunningham, emphasized this slide (right). Some business owners are not "numbers people" (myself included!) – we are creative types who prefer coming up with new ideas more than we do crunching numbers.

BUT, intimately knowing your business' numbers, what they mean, and how to improve them using various strategies (e.g. marketing, sales, etc.), will determine the level of success of your firm.

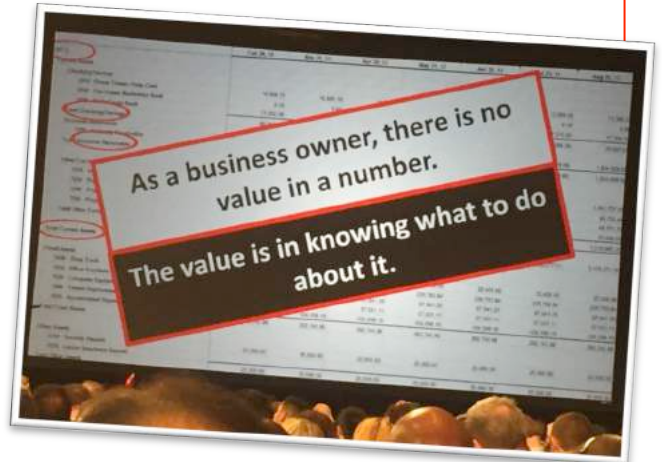
How well do you understand the direction your numbers are pointing your business?

#### LESSON #3: KNOW YOUR INNOVATIONS

Important people or businesses are most often innovators. From Michelangelo, to Frank Lloyd Wright, to Apple computers – innovation has been proven to have the power to set you apart.

How are you innovating? What makes your services substantially different from your competitors'?

Go to [www.mumby.com/innovation](http://www.mumby.com/innovation) to learn one strategy you can use to differentiate your firms' services. Instantly become more innovative and stand out from the crowd!



## These Free Pizzas Are Going Fast!



We've given away hundreds of pizzas but we're not quite in a pizza shortage just YET...

When your friends or family contact us for a free insurance quote, tell them to mention your name and we'll immediately send you a gift card for a FREE Pizza. **HAVE YOUR FRIENDS CALL US AT 1-800-446-5745 RIGHT NOW!**

Get Yours Before They're All Gone!

You can refer people online in 1 minute! Just visit [www.mumby.com/referrals](http://www.mumby.com/referrals)

# What the Critics Got Wrong About Print...

For decades now, there's been a trend in business to shed all physical mail. Many companies stopped mailing catalogues, direct mail letters (like this one you're reading right now), and newsletters, all in favour of digital products. News outlets even declared direct mail to be dead.

Only a few short years later, direct mail is on the rise again. Many large and small businesses are refocusing on direct mail after they've swung the pendulum too far in the digital-only direction.

Here's a particularly stunning example...

In the U.S. alone, Costco sends 8.6 million magazines per month - the third largest monthly publication in the world! ←

The average Costco Connection recipient has a household income of \$156,000 annually, and 56% of members who receive the monthly magazine buy something based off of what they read in it. Imagine the lost revenue Costco would experience from not sending a print edition!

During the Great Recession, due to the cost of sending a print magazine each month, Costco considered discontinuing the print version of the magazine, until some research showed that their affluent members overwhelmingly preferred the print edition.

And it's not just Costco who has noticed the sustained power of print marketing. A small business owner commented, "I quickly noticed a decrease in call volume on the weeks when I was late sending out my mailing."

Are print materials in your marketing tool belt? If not, what's one small way you can test this strategy out in the coming month? \*



## HOME WANTED:

This brand new Mini Cooper is homeless. Will you take him home with you in October?

We'll be drawing a winner on Oct 7<sup>th</sup>, so enter now to become his adopted parent!

[www.mumby.com/mini](http://www.mumby.com/mini)



Please take me home!

## You Said It Best...

"It has been a pleasure working with you [Mumby Insurance], since I had a car accident on July 6th, 2016. It was a bad accident, the front of the car was damaged, but you notified me that since I had a good driving record, I have a one-time forgiveness."

I was relieved to know that you have coordinated with Economical Insurance to cover the cost of my car repair, and I only have to pay the deductible. I want you to know that I am sincerely grateful, I also assure you that I will remain the client of Mumby Insurance as long as I am driving."

-Hady Lotfy  
Architect, OAA,  
MRAIC

\* Call us at  
1-800-446-5745



## Who Has Access to Your Digital Assets?

According to figures released by IBM, nearly 60% of all cyber attacks are launched by “company insiders.” Though industry experts have warned for years that a company’s employees may inadvertently make systems vulnerable, IBM found that 44.5% of attacks were, in fact, malicious.

Note that IBM defined an “insider” as anyone who had either physical or remote access to a company’s assets. While this would certainly include employees, it would also include business partners, contractors, and vendors.

While insider threats can be difficult to detect, businesses can still work to prevent them. Above all, it’s important to have a cyber security plan in place—one that manages passwords in a mindful way and protects shared documents.

Contact us for help: 1-800-446-5745



## HONESTY!!!

...is always the best policy. American Olympic swimmer, Ryan Lochte, has been suspended for 10 months, and will miss the upcoming world championships, following his fabricated story about being robbed at gunpoint during the Rio Olympic games.



At Mumby, we pride ourselves on providing you with honest service and exceptional insurance policy value.

Find out for yourself:  
1-800-446-5745

## ASK US ANYTHING!

*“I really appreciate the very good service, and thank you so much for your patience and kindness with me. I’m so comfortable with you to ask any questions or for any information I need.”*

*Thanks again for your help... have a great day.”*

**-Dariush Pezeshki, Plaston Architect**

Do you have questions about your insurance? Ask us any time – We’re here to help!

**1-800-446-5745**



## We Look Forward to Doing Business With You Too!

*“I hereby express my gratitude for your support and positive attitude throughout the process of insuring my new car through Mumby Brokers.*

*I highly appreciate your professionalism, patience, and your willingness to explain in details all the terms and conditions of the insurance policy taking into consideration that I’m a newcomer to Canada and that this was my first car insurance policy.*

*Moreover, the premium you offered me was noticeably competitive comparing to other offers I received from other Insurers. I assure you that I will be recommending you to anyone who asked me about insurance, and I look forward to doing business with you again in the future.”*

**-Aous Churbaji, B.Arch, PMP, OAA, Intern Architect**

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