



Do You Have Any “Purple Cow” In Your Business? (Find out on page 3)

Anthea & Douglas Present:

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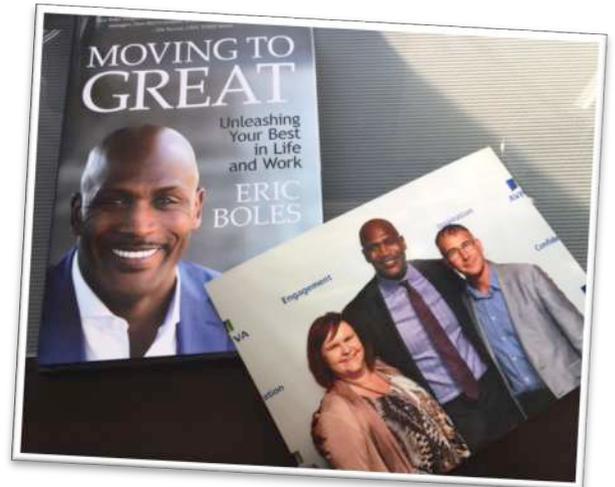
From: Anthea Mumby, Monday 11:02 am, Mumby Insurance

October 2017 VIP Clients Edition

Is Your Business Moving Forward Each Day?

Recently, Douglas and I met Eric Boles at a conference for Insurance Broker Principals. Eric is a former NFL football player who is now the president of *The Game Changers Inc.*, a training and development company dedicated to maximizing people’s performance and potential.

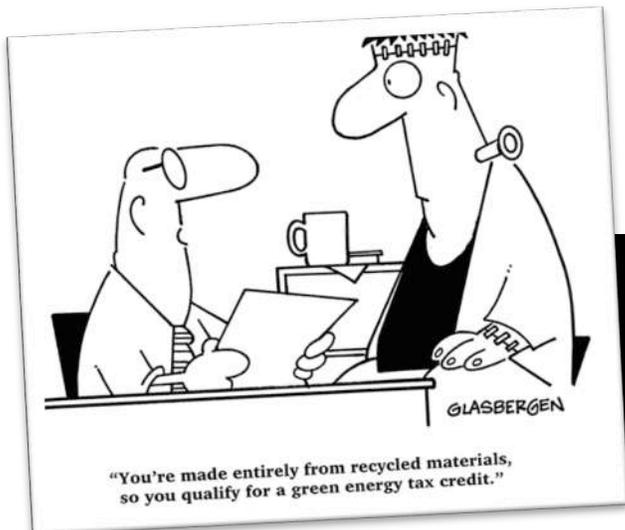
Eric’s talk was focused around the idea of “moving forward” every single day. There were so many points I’d like to share, but here are 3 nuggets:



Here’s a picture of Douglas and I with motivational speaker and former NFL football player, Eric Boles, along with a signed copy of his book, “Moving to Great: Unleashing Your Best in Life and Work.”

1) **What Was Once Considered Great Is No Longer Great:** As a small business owner, I know how easy it can be to get caught up in all the to-do lists that steal your time on day-to-day basis. Sometimes these seemingly urgent items are prioritized over the truly important ones. Some tasks, like goal-setting and performance evaluation, take a backseat.

Instead of setting new benchmarks that reflect where your business is headed, it’s easier to use the same performance metrics that you’ve always used. Here’s the problem: What used to (continued on page 2)



**HELP!! WE HAVE TO GIVE
\$2017 AWAY BY DECEMBER**

(See page 4)



Is Your Business Moving Forward? (continued)

be great, might now only be “average,” or even worse, “poor.”

Think about all the metrics you follow in your business: Financial success, customer satisfaction, overhead costs, new customer acquisitions, employee performance, etc. – the standards for each of these metrics need to change. **Your competitors are striving to be better, so must you.** 

2) Celebration Inspires Everyone to Do It Again:

If your goal is to strive for continual improvement, the pressure placed on your team can feel heavy. “We need to be even better than last year?,” they might wonder.

That’s precisely why it’s crucial that you celebrate every win your team produces, whether it be hitting a new sales target, reducing certain costs, or improving your internal efficiencies.

Acknowledging hard work with praise will keep your team motivated to perform over and over again. 

It’s important to note that **these celebrations don’t have to be extravagant.** At Mumby, we celebrate our wins every morning during our “team huddles.” Sometimes a kind word or a little extra attention is all an employee needs to feel validated and appreciated. No matter how busy you may be, you always have time to celebrate wins.

3) The Learners Are the Earners:

This is nothing you haven’t heard before. Business owners like us can only lead into uncharted territory when we keep our skills and ideas fresh. To be the best leaders we can be, we must make time to learn from those who have skills or successes that we aspire to have for ourselves.

How many books have you read this year? How many conferences have you attended? How often do you connect with other business owners who can inspire and challenge you? Yes, these all take time, but learning is always worth the effort. Remember, the learners are the earners! 

Learners are Earners

The sign of a superstar is that they are always looking to learn new techniques, skills, dialogues, formulas and strategies to enhance their performance.

We Challenge You to Try It For Yourself...

Try the Mumby Service Challenge:

We hear it all the time from clients like Eric: “Your service is SO much better than the other guys.”

But don’t take our word for it, give us a call to see how we can improve your coverage and save you money. We challenge you to see the difference for yourself...

Call us at 1-800-446-5745 to see what ONLY we can offer you! 

“...after searching through several other companies, [Mumby] made everything very black and white. Their coverage was by far the most comprehensive while still managing to be the most cost effective.

Even when I got other competitor quotes that seemed to offer better coverage, Mumby still had them beat.

But my favourite part about Mumby was their customer service. They managed to turn what I thought was a difficult and unpleasant experience into a good one that I feel confident and comfortable with. Thanks!”

- Eric Tran



Beware of Charity Scams!

It seems like another disaster of some sort hits the world on a weekly basis. These events leave people in real need, but unfortunately nowadays, where there's an opportunity to make a quick buck, scammers will find it.

By creating fake charity campaigns or abusing donations, scam artists take advantage of people and businesses that want to help. To ensure that your donations directly support your intended cause, it's important to learn some best practices for avoiding scams and choosing a trustworthy charity.



9 Ways to Avoid Charity Scams:

Despite the urge to help a cause as soon as possible, it is important to do some research before donating to any charity. Consider the following best practices to ensure that your donations go to a legitimate charity:

1. Never wire money. Legitimate charities do not ask for wire transfers. 
2. Be cautious about bloggers and social media posts that provide charity suggestions. Don't assume that the person recommending the charity has fully researched the organization's credibility.
3. Donate through a charity's official website only and never through emails. Scammers have a knack for creating fake email accounts that seem legitimate.
4. Ensure that the charity explains on its website how your money will be used.
5. Be wary of charities that claim to give 100 per cent of donations to victims. That is often a false claim, as well-structured organizations need to use some of their donations to cover administrative costs.
6. Never offer unnecessary personal information such as a copy of your driver's license.
7. Confirm the charity through the Canada Revenue Agency (1-800-267-2384).
8. Write cheques to specific charities and not to individuals.
9. Be cautious when using online donation platforms such as GoFundMe. Despite the popularity of crowdfunding sites like this, visitors to the site should be cautious about the campaigns to which they donate.



Anthea's Book Review: Purple Cow by Seth Godin

Hopefully you've already read this classic book by one of the top marketing minds of this generation. In it, Seth Godin lays down a simple challenge:

"You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice."

Black and white cows are boring.

A Purple cow, on the other hand, would be something

noteworthy. "Purple Cow" describes something phenomenal, something exciting, and maybe even flat out unbelievable. 

To transform your business into a Purple Cow, you can't just market or advertise your products and services differently. Godin explains that being a Purple Cow is built into what you do. It's either there, or it's not.

He urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.

Maybe you think that your industry is just "boring," that it would be impossible to be *that* radical, no matter what you try. Seth Godin disagrees emphatically, and he explains how you can find your Purple Cow no matter how unlikely it may seem. 



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you can give us, and we want to say...

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Marketing Tip: How to Use a “Heat Map” to Improve Your Website

Nowadays, if you own a business, you own a website. Customers research on the web more than ever before, so you have to be there.

But, have you ever wondered what people do once they arrive on your website? Maybe you hired a designer to create a beautiful site, one with all sorts of bells and whistles, but do you know if it's actually working?

This is where “heat maps” come in handy. A heat map is a technology that tracks visitors’ activity once they land on your site. Where do they click first? What are they looking for? Where do they go?

Website owners can be blinded by “pretty” designs when, in fact, a “pretty” site may actually prevent your visitors from doing what you want them to do. We recently used a free service at www.hotjar.com to track the effectiveness of our site and it was eye-opening. Give it a try today.



The red, yellow, and green areas highlight where people were clicking most often on our homepage. Where do they click on yours?

CALL 519-885-5956 OR 1-800-446-5745 NOW!

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