

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

September 2017

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Half My Advertising Is Wasted, I Just
Don't Know Which Half

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"Hold yourself responsible for a
higher standard than anyone else
expects of you. Never excuse
yourself."

Henry Ward Beecher

"Half My Advertising Is Wasted, I Just Don't Know Which Half"



Sumit Agarwal

Welcome to the September issue of Success Newsletter. I read an interesting (and disturbing) statistic recently from Forbes. It stated that 45% of CEOs agree that 'marketing efforts are wasting money'.

Yes, I'm an accountant (and proud of it) but I'm also a business owner. In many respects I'm in a unique position. I not only have to run and build our firm, I also get to advise dozens of other business owners (our clients) on growing their firms, making sure their financial management is as good as it can be, and ensuring they don't pay a penny more in tax than they have to.

However, we are different to most accountants because we take an active role in helping our clients grow. That's why we invested a considerable sum to

give our clients access to one of the world's leading sales and marketing systems (the BGSvault).

But when I read that statistic from Forbes, it reminded me of a famous quote from department store mogul John Wanamaker, who said: "Half my advertising is wasted, I just don't know which half".

It's fair to say I have this discussion regularly with a number of our clients. They don't measure the results of their marketing, so they have no way of knowing what's working and what isn't.

Obviously, being an accountant makes my team and me very 'number conscious'. We do measure everything.

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How To Add Value Without

...Continued from page 1

That includes our marketing. I want to know if I spent X on a strategy, what return did I get?

Why is that important? Well, it means I know which strategies to invest more of our hard-earned money into and which strategies to ditch or try and improve. It's not rocket science, but as small-business owners we have to watch the pennies and leverage as many things as we can.

I also smiled when I read that statistic from Forbes. I wonder how many CEOs actually know what their marketing results are and which strategies work. It is highly likely they are just like John Wanamaker—they haven't got a clue.

This one simple act of measuring the results (or lack) of ALL your marketing is so simple, yet it will have a significant effect on the growth of your firm. It's your job to make sure you put in place a mechanism that gives you this data. In my experience, I can tell you, it is TRANSFORMATIONAL!

SA

As long as you provide excellent value – people will flock to your business and pay handsomely for the privilege.

Business owners often make the mistake of thinking that price is the main issue in the mind of their prospects or customers.

But what they're missing is this: if everyone is viewed by the prospect as 'the same' – i.e. companies don't take the time or effort to differentiate themselves from others and add considerable value – the only way the prospect can choose is based on price.

But when you add so much value to the business – substantially more than your competitors – you leave the prospect with little choice.

And often they'll pay much more than anyone else. Why? Because you've added so much value!

Also, when a customer decides to leave and turn to one of your competitors, they'll often say, 'Your price/fees are too high.' What they're really saying is this...

'Your products or services are not worth what you charge. I'm just not getting value for money!'

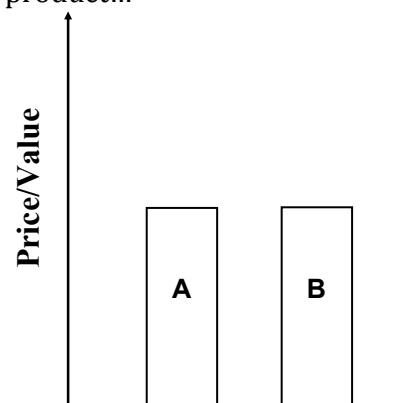
There's a big difference!

You'll be amazed at what you can charge when you start adding value. Here's a great example...

One of our clients was a professional wedding and portrait photographer (he's now retired at 48 and living in Dubai). When he first met us, he was charging between £350 and £450 for a wedding. After just 12 months, he charged a minimum of £2,995 right up to £4,995 for his weddings. All we did was add value to his services.

The diagrams below show the effect of value on price and, more importantly, how you can increase value without spending a single penny...

1. As you can see below, we have two similar but competing products – product A and product B. Let's say that product A is a competitor's product and product B is YOUR product...



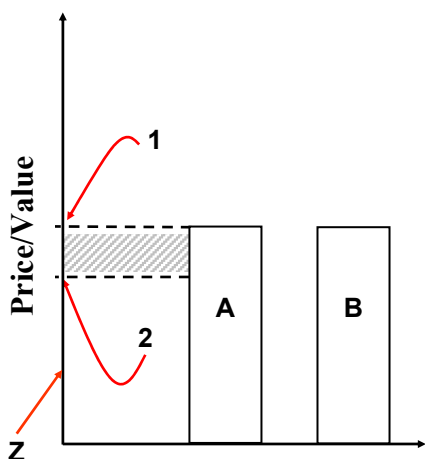
2. Let's assume that each product has a similar price and value attached to it. So at the moment point 1 (shown on the first graph on page 3) is the

Increasing Your Costs

maximum value of each product.

So if we look at pricing either product, we are unlikely to get many sales if we price the products above point 1 because the perceived value is lower than the price.

But if we set the price at, say, point 2, we'd get more sales because now there is what we call 'added value' – the difference between the value (point 1) and the price (point 2). The shaded area represents the added value. Agreed?



So company and product A may take the view it wants to compete heavily on price and therefore reduces its prices even further to, say, point Z in an effort to capture more customers.

That represents the situation with every business and demonstrates the maximum price they can charge – agreed? Okay, so how can we make the price more ELASTIC? In other words, how can we

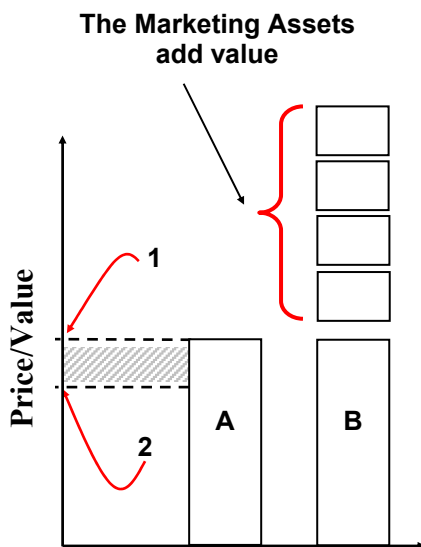
increase the price range we can charge customers?

3. That's right – we add more value. How do you think we can add more value WITHOUT changing your business or even the product or service? Quite simply, we add the following Marketing Assets...

- UPB.
- Benefits.
- Irresistible Offer.
- Headlines.
- Guarantee/Risk Reversal.
- Sales Barrier Demolition.
- Social Proof.

Note:

The other element we add to significantly increase value is called 'Moments Of Truth'. This is a large topic in itself and we will discuss it at length in another month's issue.



Continued on page 4...



Dumb Criminals

West Palm Beach, Florida:

Things were looking up for Frank Singleton, 21, as he was released from prison.

However, when he realised that he didn't have a ride home, he walked straight into the prison car park and attempted to steal a woman's car.

He was foiled when he realised that he couldn't drive a car with a gear box.

As he was re-arrested — this time, for motor vehicle theft — Singleton told police that he simply "didn't feel like walking".

How To Add Value Without Increasing Your Costs

...Continued from page 3

Can you see what we're doing? We're adding value over and above what the competition are doing.

Now look at the price elasticity (3 – see diagram below).

You could price your product right up to point 4 now. But would you get many sales at point 4? No, you wouldn't because at that point there's no added value.

But what if you priced your product at point 5 – would you get many sales? Yes, you would. That's the power of adding value and creating price elasticity.

4. So what about a price-sensitive market? We're going to explain in a later issue why in most cases a price-sensitive market isn't actually the case.

But let's say at the moment you don't want to increase your prices because you believe you're in a price-sensitive market (or you're nervous about doing it).

So all you do is keep the price the same. But now, after adding all this value, who do you think gets most of the sales?

That's right – YOU do. Why? Because point 6 (see across) represents the added value

product B has over product A.

So that's how you can increase your prices or maintain your existing prices and STILL generate more customers and sales just by using the Marketing Assets (plus target market and Moments Of Truth) to add value to your business – and all done for absolutely ZERO cost!

Hopefully, this further explains to you the impact the Marketing Assets can have on your business.

Not only do they help you improve every aspect of your business growth and marketing, they also automatically build value in your products or services.

You owe it to yourself, and all the hard work you've put into your business, to start reaping the rewards you deserve.

Now is the time to start using the Marketing Assets to start leveraging your sales and profits and once and for all leapfrog the competition.

Base your pricing on value rather than on price and you'll be surprised how much more money you'll make!

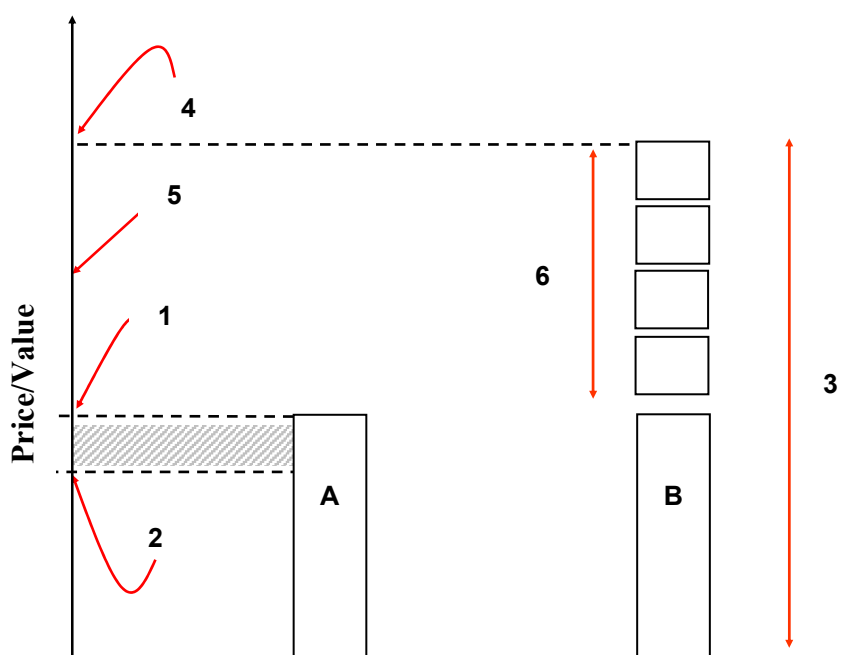


Diagram showing the effect of leveraging the Marketing Assets to build added value in your products or services.

Improving Your Management Skills Is Key To Your Success



Steve Hackney—Helping you to grow your business quickly

We're now closer to January 2018 than we are 2017. One thing that constantly amazes us is how quickly each year passes. The days, weeks and months seem to roll into one, and before you know it, 8 months has passed. You're left wondering 'where did the time go?'

Now that's okay as long as you plan accordingly. However, most people spend more time planning their holidays than planning their time.

If you plan - you get more done, much more done. If you fail to plan and set goals, it's surprising how little you'll accomplish.

All the high achievers and successful people in this world identify planning and goal-setting as a major contributor to their success.

Why? Because in addition to giving them a clear roadmap, it also helps them plan their daily/weekly/monthly schedules, and with effective management of time it enables them to get more work done in a week than most other people get done in a month.

What we'd like to talk about are a few tips on getting stuff done. Lots of stuff done. People are often amazed at how much work we get through on a daily

basis.

There is, of course, a significant link to goal-setting but it also has to be linked to effective time management.

That's something that isn't often associated with growing a business, but effective management of your time is a very potent weapon (and, conversely, poor management of time can be a real business growth inhibitor).

The good news is that it's not that difficult to massively improve your output if you follow our simple '5 Key Time Management Tips For High Performers'.

Like everything we discuss with you, none of these things are difficult or earth-shattering, but they do make a significant difference as long as you start using them!

So here are our key Time Management Tips...

- **Planning:** Plan each month and then each week and then each day based on your goals.

The key here is to establish what you need to do each month to accomplish your goals.

Then break these tasks down to weekly and then daily tasks. You must always prioritise these 'goal-orientated tasks' above 'general tasks'.

You're probably thinking—this will take a lot of thought and time to plan out. You're right. It does. That's why so few people do it. That's why so few people succeed in life.



Cryptic Puzzle Of The Month

My first is in bridge, but not in ridge.

My second is in awake and in mistake.

My third is in danger, but not in ranger.

My fourth is in flange and in orange.

My fifth is in spline and in nine.

My last is in river and in diver.

My whole likes the darkness.

What am I?

ANSWER ON PAGE 7

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Improving Your Time Management Skills

...Continued from page 5

Do not underestimate the power of carrying out this first step—it is the key to your success.

- **Work During Your High-Performance Times:** You'll get much more done in times when your body is alert and active.

For many, this time is 6am-1pm and 8pm-11pm (but you'll know when you're at your best). The worst times are generally after eating!

It's during these high-performance times you should carry out your 'Goal-Orientated Tasks'.

This one step alone will improve your output significantly—so make sure you only allocate this time to the important tasks!

Use the less productive times for 'general tasks' and meetings.

For example, only write your media pieces (ads, letters, newsletters, etc.) during productive times.

Here's why...

- (1) Since our minds are more active and fresh we can get more done.
- (2) Concentrating on the task at hand is much easier.

- (3) Our creative juices are flowing when our minds are more active and alert.

- **Block Out Your High-Performance Times:** Next, make sure you block out your high-performance times and under no circumstances let other things get in the way.

Again, this is key to your success. Treat your high-performance times as compulsory appointments (in other words, you can't cancel them).

If you have a secretary or PA, make sure they understand these 'appointments' are never to be broken and replaced with anything else.

- **Resist All Distractions:** During your high-performance times turn off your mobile, take your office phone off the hook and don't open your email programme.

Even one interruption can set you back an extra 15-30 minutes, not including the time of the interruption.

This does take a high level of discipline. In the early days you will find the temptation of leaving your phone or email programme on hard to resist but, we promise you, this will slash your effectiveness by at least 50%.

Once you force yourself to reduce your distractions to zero, you'll find it very liberating!

- **Tell Staff (And Family):** You must explain to staff and family that unless it's an emergency you are not to be disturbed during your high-performance times. By adhering to these 5 key time management tips, we guarantee you'll get so much more done.

This translates to greater income and more success—especially if you keep following our business growth advice and simple-to-apply strategies.

The important thing is to discipline yourself. If it was easy to do these things, everyone would be doing them.

The fact is, most people lack real discipline. And getting a high volume of stuff done requires real discipline. You can do it if you put your mind to it. But you have to carry out ALL these tips.

And once you've mastered these time management techniques, coupled with savvy marketing, you will maintain continuous success.

Super Referral Program



We have created our Referral Scheme to reward our clients for recommending us. **We will pay you £100** when your referral has joined up to one of our packages and paid their first month's fees. **Even if your referral decides not to join us we will still give you a gift voucher as a thank you for recommending DNS.** Although we think this is a very generous amount we have decided that it is not enough so we have added an additional twist to our referral scheme! Not only do you receive £100 as a referral fee, but we also want to offer you something extra to make it even sweeter.

If 3 of your referrals join DNS in 2017 you get 50% discount off your fees for Jan 18 to Dec 18.

If 5 of your referrals join DNS in 2017 you get 100% discount off your fees for Jan 18 to Dec 18.

What Clients Say About DNS Accountants

"Best Accountant Ever"

"Ankit Sharma has done a great job with my account. He spent around 4 hours on Saturday to clarify my queries. He was very calm and answered all questions and advised me the best way forward."

"I'm really pleased Best accountant ever I have worked with so far Thank you for all the help and support."

*Deepika Varaganti
Capsi It Solutions Limited*



We are experts at helping our clients financially manage and grow their business!

"Very Pleased with the service"

"I'm very pleased with the service, thank you. Particularly pleased with how Muhammad's expertise and attention to detail."

*Ms. Lora Asparuhova Sivova
Beaumont Swiss Limited*

"Very Professional and Support is Timely"

"I am very happy with the services extended to me by DNS."

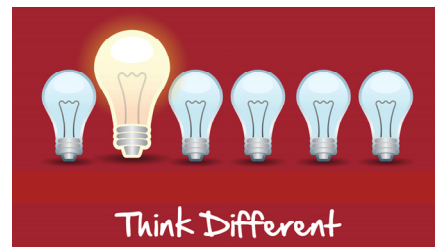
"The approach of the entire team is very professional and support is very timely. Kindly share these comments with Sumit Agarwal. I was apprehensive to begin the contract but I have been very positively influenced."

"A special mention for Sahil, who has always been supportive and a patient listener. If DNS has more people like him, your team will go very far."

*Sudeep Mathur
PGSM Consulting Ltd*

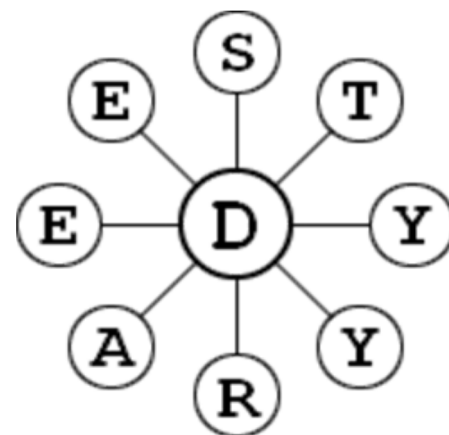
CRYPTIC ANSWER

A Badger



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central **D** and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?



Excellent: 62 words. Good: 38 words. Average: 25 words.

Bet You Didn't Know



- Otters can get herpes, sheep snore, fish cough, walrus burp, snails have teeth, termites are blind, rabbits can't walk or throw up (neither can horses), armadillos can get leprosy, ducks can get the flu and whales stampede.
- Peru has more pyramids than Egypt.
- The Atlantic Ocean is saltier than the Pacific.
- Your head contains 22 bones.
- When recognizing a person's face, you use the right side of your brain.
- The hydrochloric acid found in your stomach is strong enough to dissolve a nail.
- When your face blushes, so does your stomach lining.
- There are 1,929,770,126,028,800 different colour combinations possible on a Rubik's Cube.
- 'The sixth sick sheik's sixth sheep's sick' is said to be the toughest tongue-twister.

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Ask Us About Our Unique Accounting Services...

Key Services:

-  *Business Start-up Service*
-  *Tax Planning*
-  *Company Accounts*
-  *Self Assessment Tax Returns*
-  *Construction Industry Scheme*
-  *Landlord Property Tax*
-  *VAT*
-  *Payroll*
-  *Bookkeeping*

Other Unique Benefits:

- Small Business and Contractor Experts
- Award Winning Accountants
- Free Online Accounting Software
- Expert In-house Tax Consultants
- No Penalty Guarantee

**CALL US ON 03300 886686 TO ARRANGE
A FREE NO OBLIGATION MEETING**



"Nice try to cheer us up... but it's not working!"