

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

January 2019

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And Watch Your Profits Soar

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"Those who act receive the
prizes"

William Jennings Bryan

"Make 2019 The Year Of 'Marginal Gains' And Watch Your Profits Soar"



Sumit Agarwal

Happy New Year and welcome to the first issue of 2019. Wouldn't it be great if there was just one strategy, a magic bullet if you like, that we could deploy to take our businesses to the next level in the coming 12 months?

Sadly, we both know it doesn't exist.

Or does it?

You see, I know that a strategy called 'Marginal Gains' works extremely well and it's a very simple approach to adopt. It's all about making small improvements to ALL facets of your business and when you do, the combined effect can be, and often is, massive.

Psychologically, it's a great feeling knowing that in order to totally transform your business, all you need to do is make SMALL marginal improvements to each part of it.

Here are the key areas to look to improve first...

- All your marketing pieces. Improve or add headlines, benefits, offers, call to actions, etc.
- Your sales system. Improve or add guarantees, closes, number of touch points, etc.
- Maximising customer value. Improve or add up-sells, cross-sells, product/service of the month, price increase, etc.

Think about it...

If you improve the headline on your website and it gives you a bump of just 10%, you go from say, 2% conversion to 2.2%. And you add more benefits and this gives you another bump of 10%, and you add a more powerful call to action, giving you another bump... you've gone from 2% to

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Improving Your Management Skills

Continued from page 1...

2.6% in a flash. That's an improvement of some 30% but all you've done is tweaked a few elements on the page.

Imagine doing that across your entire business and you can see how the improvements can add up to a significant difference.

...and that's what marginal gains is all about.

It works for any type of business. You just need to take time to make the improvements and then measure the results.

If you have staff, get them involved in the whole philosophy of marginal gains and just watch the impact it can have on the business. They'll love the fact that

"Get All Your Staff Involved In Marginal Gains Too"

you've empowered them to make improvements (no matter how small) and then you've got a team of people focussed on making enhancements. Just think how much more successful you'll be in 2019 with this simple approach.

SA

We're now well in to 2019. 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.

Is Key To Your Success

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.

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

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Dumb Criminals

Certifiably Insane Good.

Have your parents ever gone on health binges or tried fad diets? Unfortunately, when you're young and unable to cook, you have little choice but to follow suit. My aunt knows a family with four small children attempting to eat entirely vegan in the middle of Tennessee, which resulted in my cousins secretly giving away their pizza as an indisputably sacrificial act of charity.

Much worse, however, is this South Carolina couple who demanded their 14-year-old daughter spend an entire week living in the woods alone. Why? According to Time, as punishment for eating a Pop-Tart without permission. Luckily, her grandmother located the poor sugar junkie and ensured the arrest of the parents. So next time you feel guilty for eating processed junk, remember you're not feeling guilty enough to survive in the wilderness as punishment.

Improving Your Management Skills Is Key To Your Success...

...Continued from page 3

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, not only within your team but also within your organisation.



One Of The Best Sales & Marketing Strategies Any Business Can Use To Grow



Steve Hackney—Helping you to quickly grow your business

Way back in 1998 I created my first ever newsletter. It was called 'POWER Marketing Success'. It was 'born' to connect with my customers who had invested in my POWER Marketing System, which was, back then a 'paper and ink' step-by-step sales and marketing system.

I sold thousands of units across the globe which was great, but the main purpose of the product was to identify people who would be ideal consulting clients. The product sales were profitable but they were just the first part of my strategic plan.

However, prior to launching the POWER Marketing Success newsletter, I noticed several things which alarmed me...

- No matter how many times I emailed

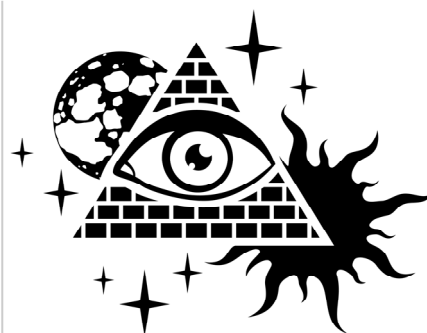
customers, only a very small number would 'up-sell' to my consultancy services.

- Most people didn't even open the box.
- Inertia was (and still is by the way) a big problem. People would get started and then they'd stop before they really got into the programme.
- I wasn't getting many referrals.
- I was losing customers.
- And so on.

These are common problems to every business owner and of course you must (as I did) put various systems in place to ensure you leverage things like referrals and minimise things like customer attrition. But even though I'd put in place all these things, my return wasn't satisfactory.

However, all that would change...

I'll be honest... starting my first newsletter was not my idea. It came from a US guy called Jeff Paul. I'd invested in his 'Information Product'



Cryptic Puzzle Of The Month

I once cashed a cheque at the bank. I had spent £0.05 before I realised the bank clerk had made a mistake. He had transposed the pounds with the pence. I now had exactly twice the value of the original cheque. What was the original cheque's value?

ANSWER ON PAGE 7

Marketing Strategy To Grow Your Business

titled 'How I Make \$4,000 Every Week In My Underwear' (or something like that!).

It was a great course, and tucked away at the back was an example of the newsletter he used. He said it was pivotal in helping him grow his business, retain customers, generate referrals and so on.

So since I was having all the challenges I mentioned earlier I thought what the hell, let's give it a go.

I seriously didn't anticipate how successful POWER Marketing Success would be. I produced it every month, got it printed locally and mailed it to all my customers.

Although like anything new, it took a while to get it right, but ultimately the results were staggering. Here's just a few of the results...

- 8-fold increase in consulting clients
- 6 times as many referrals
- Better retention in customers
- High engagement with customers

That was a real watershed for me, when I realised just how valuable a customer newsletter could be.

...and you'll know from reading these pages and my previous articles, I have always maintained that every business should have its own customer newsletter.

Most business owners see it as just a way to communicate to customers and promote their products or services. But that's NOT how you should view it—and unfortunately that approach leads to none of the benefits I'm talking about here.

There are a number of elements that make up a great newsletter. One that helps you grow your business, generate more sales from customers, keeps them longer, and increases your profits.

I've learned all these techniques over the last 18 years or so.

Many are surprising, like the value of having humour and fun elements in your newsletter and the one thing you must achieve if your newsletter is to be a success (you won't believe what this is).

So I urge you to start your own newsletter (if you haven't already done so) and to make life easier for you.

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 2019 you get 50% discount off your fees for Jan 20 to Dec 20.

If 5 of your referrals join DNS in 2019 you get 100% discount off your fees for Jan 20 to Dec 20

What Clients Say About DNS Accountants

"Helped With Accounts Swiftly "

"Been with DNS Accountants for more than a year, I would highly recommend their services. My Account Manager Sneha has been very helpful and helped with accounts and queries swiftly always! Having a good accountant means you can fully focus on your business, not worry about accounts and tax matters. Thank you DNS".

*Zameer Hussain
Relisols Ltd*

"Always Ready To Go Extra Mile"

"I have been extremely satisfied with the service I have been receiving close to the past 1 year. Very professional, transparent and helpful. Special mention to my Account Manager, Minakshi Arora who made my transition very smooth and always ready to go that extra mile to support and make customer happy. Definitely recommended".

*Brijesh Pradhan
Sario Ventures Ltd*



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

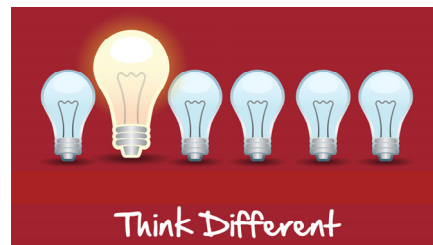
"Good Value For Money"

"I recently set up a Ltd. company and signed up with DNS for my accounting services. I've found it very good value for money and hugely helpful in terms of advice and guidance. I have an Account Manager, Sneha Gurudutta, who keeps in contact with me and offers advice on the phone.....I'm really pleased with the service"

*Martin Wilson
Martin Wilson Consulting Ltd*

CRYPTIC PUZZLE ANSWER

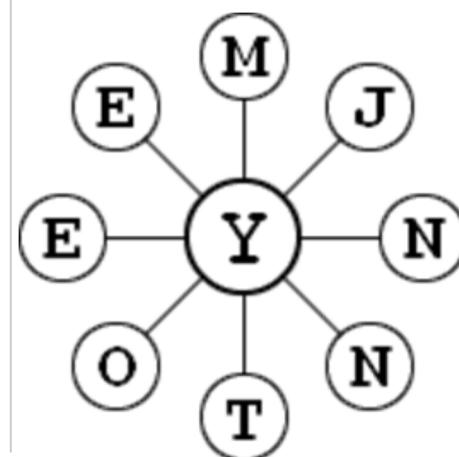
£31.63



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 Y 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: 50 words. Good: 35 words. Average: 25 words.



Bet You Didn't Know



- Vampire bats adopt orphans, and are one of the few mammals known to risk their own lives to share food with less fortunate roost-mates.
- Pinocchio is Italian for 'pine head'.
- A cockroach will live nine days without its head before it starves to death.
- The airplane Buddy Holly died in was the "American Pie" (hence the name of the Don McLean song).
- There are 206 bones in the adult human body and there are 300 in children (as they grow, some of the bones fuse together).
- Snakes are truly carnivorous because they eat nothing but other animals. They do not eat any type of plant material.



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Ask Us About Our Unique Accounting Services...

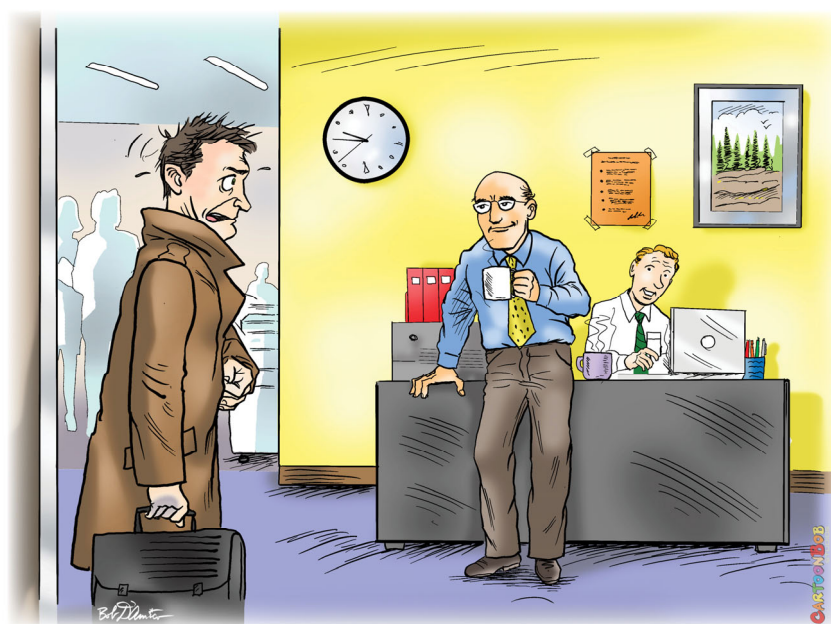
Key Services:

-  *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

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A FREE NO OBLIGATION MEETING**



"Why is the time of day with the slowest traffic called rush hour?"