

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

September 2019

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"Knowing is not enough; we must apply. Willing is not enough; we must do"

Johann Wolfgang von Goethe

"Implementation Is Key To Building Any Business"



Sumit Agarwal

Welcome to the September issue of 'The Success Newsletter'. We've now passed the half way point in 2019! A scary thought. I wonder how close are you to reaching your targets for this year?

We work with dozens and dozens of business owners, each with varying degrees of success, but I can tell you for certain, the most successful businesses and business owners we work with have clearly defined goals, objectives and targets. They also monitor progress EVERY month—at our insistence.

This is something we've learned along the way. Most business owners that do set goals and targets are often poor in following through. It's my belief the key reason for this and a lack of achievement, is very little monitoring and measuring.

There's little use in setting goals if you only review them once a year or even two or three times a year. Each and every month, you need to...

- Review your goals, objectives and targets
- Monitor if you're 'on target' or 'off target'. In fact, there's a very good reason to monitor twice a month—once mid-month and then again at the end. If you leave your monitoring until the end of the month, you have no way of meeting the monthly target, but midway through you can do many things to get on target by the end of the month
- After monitoring progress, you can then alter, amend or scale up your tasks and activities to make sure you get back on target or take advantage of the over-

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Using The ‘Moving Parade’ To Grow

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achievement, to blow your targets out of the water

With this level of monitoring, coupled with the frequency of doing it, you’re much more likely to achieve the targets you set your business—on one condition...

...and that leads on nicely to the heading of this article — IMPLEMENTATION.

To achieve any of your goals, objectives and targets, implementation and follow-through is key.

Sure, sometimes you can get lucky and, when a business has momentum, this can continue for some time, but it’s never worth the (foolish) risk of inactivity.

“How Badly Do You Want It?”

As a general rule, you’ve either got to do more or change what you’re doing, if you want to improve performance. Doing the same thing won’t change anything. It really is that simple. But, ultimately, one question I often ask clients is ‘How badly do you want it?’ Time will tell!

SA

Most business owners give up too soon. What I mean by this is that they may put a large amount of effort into creating a list of potential clients, devising a mailing (or e-mail, etc.) and mailing a marketing piece to that list.

Their investment in time and money can be considerable. No doubt you’ve done something in the past like this?

Don’t get me wrong—all this should be applauded. Getting something out there is infinitely better than doing nothing (something we constantly remind our clients about). But it’s a flawed plan.

Why?

Because selling any product or service is all about timing. Just because someone isn’t interested in buying your products or services today, it doesn’t mean they aren’t going to be interested tomorrow.

That is, in essence, what The Moving Parade is all about. Let me explain this further...

Let’s say that at the moment you’re really happy with your car. You’ve got no intention of changing it. Therefore, every advert, every mailing or any contact you have with a car dealer or car manufacturer is wasted on you.

Letters go in the bin without a second thought. You pick up your newspaper when the adverts come on TV. You simply aren’t interested. And nothing will prompt you at this stage to even consider changing your car.

However, three months later your circumstances have changed. You need to do more travelling, and so you decide it’s time to look for a more suitable car.

Now every mailing, advert, or communication to do with cars is



The Moving Parade is one of the simplest phenomenon's to take advantage of—yet so few business owners even know it exists!

Using The 'Moving Parade' To Grow

instantly given attention by you. You're 'in the market' for a new car and you develop an insatiable appetite to find out as much as you can about the cars which would suit you best.

This happens every single day when people are buying products and services.

The problem, though, is we don't know WHEN their circumstances are going to change.

Therefore, if you don't keep in touch regularly with your prospective customers, you'll never get 'lucky' with the timing – because people move in and out of the market, depending on changing circumstances (see diagram on page 4).

By keeping in contact at least once a month, the chances that you will hit the prospect at the right time are increased tenfold. You will get 'LUCKY'!

Plus, if your marketing pieces are memorable in the first place (remember, your marketing always has to stand out—DON'T BE BORING) it's not inconceivable that a large proportion of your recipients will keep your material for a rainy day (when their circumstances change). The more material they keep for future reference—the better.

It doesn't get any easier than this, does it? No one said growing a business was easy. But by adhering to just a few key principles, The Moving Parade being one of them (and others we discuss in this newsletter),

your continued pursuit of greater success is assured.

But back to The Moving Parade...

What can you send each month that will engage with the recipient (even if they're not ready to move suppliers)?

Well, your monthly printed newsletter, of course.

A printed newsletter is, without question, one of the best tools in your marketing arsenal (this is why we created this newsletter!). But it takes time to create. For example, 'The Business Builder' takes us a couple of days to write (sometimes longer). It may take 3 or 4 days to write an 8-page newsletter.

But writing and mailing your own monthly newsletter (it is important you mail it and DON'T e-mail it) is one of the keys to your success. Not only can it be engaging, so readership is high, it also takes advantage of The Moving Parade. And, with low printing costs, you'll be surprised how cheap it can be to produce an 8-page newsletter!

Do this one thing and your sales and profits will increase. Do NOT take this lightly. Taking advantage of The Moving Parade is one of the simplest yet most rewarding marketing strategies you can apply to your business, and one we recommend all our clients take advantage of.

See The Moving Parade diagram on the next page...



Dumb Criminals

When British police responded to reports of an accident in Chadderton, they found a woman who had allegedly been involved in the incident drinking in a nearby pub.

Even though her vehicle allegedly collided with two other cars, the woman didn't feel the need to stick around and speak to North West Motorway Police.

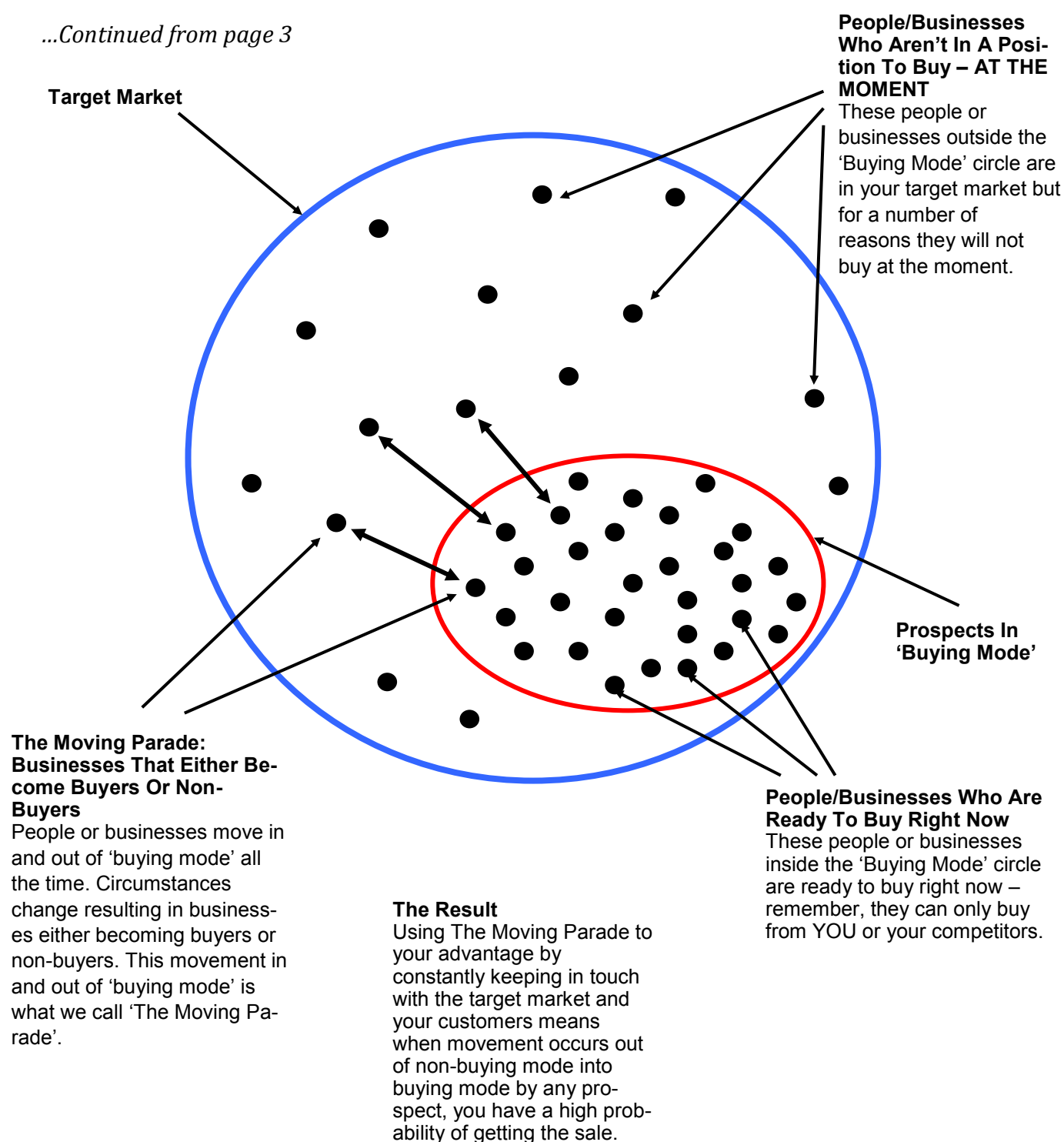
Officers asked the woman to take a breath test, but she refused because she was "too busy drinking."

Presumably she meant she was drinking 'tea or coffee'!

The police weren't amused. She was fined, had her licence removed for 18 months and served 6 months in prison!

Using The 'Moving Parade' To Grow...

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How To Make Your Business Impregnable To The 'Cheap-Price Plague'



Steve Hackney—Helping you to quickly grow your business

Eighteen months ago at one of our Member Conferences I delivered a session entitled 'The Pricing Formula'.

It was, and still ranks as, one of the most significant seminars I've ever given. You see, business owners the world over are going through a seismic transformation (and have been for about 4 years now).

With the proliferation of online discount megasites such as Amazon, products and services are becoming more and more commoditised. You'll be witnessing this first-hand yourself, right now. Gone are the days when you could charge what you wanted to charge. Gone are the days of 'fair pricing'. Gone are the days of competitors charging on value. Now it's 'dog eat dog' and the 'slasher' businesses (as we call them) are spreading like a virus.

The weak are getting desperate. They're turning to their only 'friend' left—'cheap price'. But this friend is sinister. You see, he puts his arms around you and tells you everything's going to be okay. But, really, he preys on the fragile: the businesses who have nowhere else to turn; the businesses who would rather take the so-called 'easier' option.

'Cheap price' knows it will end in tears. But he doesn't care. His job is to wreak havoc with competing firms AND with his friends.

But his friends don't realise this. They

think 'cheap price' is only in their corner. Sure, for several weeks or even months, 'cheap price' lulls his friends into a false sense of security, but he knows short-term gains will lead to medium- or long-term problems for his friends as well. Big problems.

Worse still, he has no allegiance. He doesn't care how many businesses in any one area he befriends. The more, the merrier. More chance to spread the plague. More chance to create heartbreak. More chance to infect as many people as possible.

Yes, if you haven't guessed it already, I believe we are entering THE most fierce price war that many industries have ever faced.

Yes, the cheap-price plague, my friend, is here.

AND IT'S WORSE THAN 18 MONTHS AGO WHEN I GAVE THE SEMINAL ADDRESS ON PRICING.

Whilst this article may seem to be focused on a depressing message—it isn't. In fact, on the contrary, NOW IS NOT A TIME TO DO NOTHING. YOU HAVE BEEN WARNED! If I have to frighten you into action—so be it.

And when you finish reading this article, I hope you will fight off the cheap-price plague with gusto rather than submit to it.

You see, no matter how small or large your business is, as we enter the 'cheap-price age', you'll fall into one of the following three categories...

CATEGORY 1: You will befriend 'cheap price', helping to spread the plague.

I sincerely hope you don't go down this path. You may even be on it. Sure, it's a path well-travelled and, as you've just discovered, the path will be well-worn over the next few years, but you're selling your soul to the devil if you pursue this.



Cryptic Puzzle Of The Month

1. Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name?
2. A clerk at a butcher shop stands five feet ten inches tall and wears size 13 sneakers. What does he weigh?
3. Before Mt. Everest was discovered, what was the highest mountain in the world?
4. How much dirt is there in a hole that measures two feet by three feet by four feet?
5. What word in the English language is always spelled incorrectly?

ANSWERS ON PAGE 6!

The Cheap Price Plague...

Whilst you may think there is no other option, I can assure you this path leads to sadness. Often catastrophe. I can also assure you there is another, more profitable, more enjoyable way (see CATEGORY 3).

CATEGORY 2: You do nothing and put your head in the sand.

Most businesses will be in this category. It's therefore this group that are most at risk to the cut-price plague. If you want to prosper and continue to prosper, doing nothing simply isn't an option. Mark my words: if you do nothing and let the plague infect you and your customers, you'll find the next few years challenging.

You WILL lose clients. Referrals will dry up. New customer acquisitions will be few and far between.

And most sad of all, you'll also be drawn into the cheap-price plague and start reducing your own prices to try and keep afloat. Not a pretty picture. But, again, you don't have to go down this path either.

CATEGORY 3: You'll fight the cheap-price plague and have the antidote ready.

Of course, this third category will be a path less-travelled. Much less-travelled than the first two. But for ambitious businesses this is the **ONLY** option.

So what is the antidote to the cheap-price plague? Well, like any good antidote, you need a mix of potent

ingredients. Ingredients that are all under your control. In fact, there are 5 key ingredients to the perfect antidote; however, they ALL have one thing in common—THEY ADD MASSIVE VALUE TO YOUR BUSINESS AND WHAT YOU OFFER YOUR CUSTOMERS...

1. Differentiation

This is far harder in practice to do, but it's imperative you look to differentiate your BUSINESS from the competition. I've identified 10 differentiators you can use or, should I say, choose from. You'll be able to use at least one or two of them in your business to help stand out from the competition.

2. Moments Of Truth (MOT)

I can't stress enough how much impact Moments Of Truth will have on your business. If you're not using it as part of your sales conversion system and with customers, you're leaving yourself wide open.

3. Social Proof

It still staggers me that so few businesses use testimonials. They work on all levels—with potential customers, existing customers and staff (hidden benefit: staff love reading or listening to what customers say about them and the business).

4. Sales Conversion System (SCS)

The right SCS will ensure you convert many more customers **at the right price**. Make sure you have at least 7

positive contacts. It will make a big difference. Most businesses use 1 or 2!

5. Referral System

More important than ever. You can't expect referrals to come to you. They will dry up. Go get 'em with a well-constructed referral system. Use incentives, deadlines, reasons to 'relaunch' every few months. And then automate. So you've guessed it—none of this is difficult. None of it is rocket science.

But I guarantee not 1 in 1,000 businesses are implementing all 5 of these antidote ingredients. Each ingredient gives you leverage. Just think what a prospective customer (or existing one) will think when they compare you against a business that's implementing only one or two of these ingredients. There's no comparison to be made. The odds are stacked in favour of the businesses that apply these things. Those that don't will struggle. Worse still, they'll end up slashing their prices and being infected by the same cheap-price plague they dearly wanted to avoid in the first place.

Steve Hackney

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

Bet You Didn't Know



- If you can see a rainbow you must have your back to the sun.
- The Mad Hatter in Alice in Wonderland was a symbolic character for the hat makers in towns of the late 1800's. The large felt hats of the day had supports made out of lead. The lead caused an organic form of psychosis (brain damage) to develop in the hat makers causing them to be declared crazy.
- The number 57 on a Heinz ketchup bottle represents the number of varieties of pickle the company once had.
- A lightning bolt generates temperatures five times hotter than those found at the sun's surface!
- A 'jiffy' is an actual unit of time for 1/100th of a second.



Our Contact Details:

DNS Accountants

DNS House
382 Kenton Road
Harrow HA3 8DP
Tel: 03300 886686
Email: info@dnsaccountants.co.uk
www.dnsaccountants.co.uk



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