

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

March 2017

P1: Thought Of The Month

There's A Lot To Learn From Ray Kroc... 'The Founder'

P2: Team Cohesion

Improving Your Management Skills Is Key To Your Success

P3: Dumb Criminals

This Month's Incredible Dumb Criminals True Story

P5: Advanced Strategy

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

P6: Brain Tracker

Pit Your Wits Against This Month's Brain Tracker Challenge

P8: Bet You Didn't Know

"Nothing great was ever achieved without enthusiasm."

Ralph Waldo Emerson

"There's A Lot To Learn From Ray Kroc... 'The Founder'"



Sumit Agarwal

The new film entitled 'The Founder' starring Michael Keaton, recounts why Ray Kroc, a former milkshake machine salesman fell in love with how the McDonald brothers produced fries and burgers and what he did to replicate their restaurants into one of the world's most successful businesses.

He stumbled across the McDonald brothers' restaurants in 1956 and by the time he died in 1984 the McDonald's Corporation had over 7,500 restaurants in 31 countries and worth \$8 BILLION (with a capital 'B').

Now 33 years later, the franchise is in 118 countries, with just under 37,000 restaurants, serves 68 million customers a DAY and is worth over \$100 BILLION.

No matter what you think of McDonald's food, you can't fail to be impressed with their growth and their ability to keep adding

successful restaurants to an already highly competitive fast food market.

So what's the secret to their success?

One word...

SYSTEMS

You can't re-create thousands of businesses based on a proven model if you don't have amazing systems.

Kroc saw this immediately when he visited the restaurants back in 1956 and he took systems to a new level when he developed the franchise.

It's this fascination and sheer will to transform absolutely everything at McDonald's into a set of systems within one 'Master' system that has made McDonald's the truly amazing business it is today. When Kroc

Continued on page 2...

Improving Your Management Skills

Continued from page 1...

was alive he was often asked how come he managed to be an overnight success. His answer amuses me...

"I was an overnight success all right, but 30 years is a long, long night."

He also said...

"Luck is a dividend of sweat. The more you sweat, the luckier you get."

As business owners ourselves, we know it takes a lot of effort, hard work and application to build a successful business. Kroc was the epitome of this.

But remember, it is possible to be a 'busy fool'.

"Systems, systems, systems... the foundation of successful businesses"

One way to avoid this is to do what Kroc did and build your business based on repeatable systems. It really is the route to success.

You may not be trying to produce a perfectly formed burger, but whatever you do, systems will help you get there quicker and that's all we want! Agreed?

Enjoy! **SA**

We're now well in to 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.

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 they understand these 'appointments' are never

to be broken and replaced with anything else.

- **Resist All Distractions:** During your high-performance times turn

Continued on page 4...



Dumb Criminals

This looks like a safe place...

An El Paso, Texas, man busted into a church and absconded with the safe. Safes are heavy, so he only got a few yards before dropping it on a neighbour's lawn, where he tried to crack it open. That's when he was confronted by the home's occupant—a police officer.

Improving Your Management Skills Is Key To Your Success

...Continued from page 3

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

A man bought a bike for £20 and gave the bike dealer a cheque for £30 to pay for it.

The bike dealer persuaded a shopkeeper to change the cheque for him and the buyer, having received his £10 change, rode off on the bike and was not seen again.

Later, the cheque was found to be valueless and the bike dealer had to refund the shopkeeper the amount he had received.

The bike dealer had bought the bike for £10.

How much did the bike dealer lose altogether?

ANSWER ON PAGE 6!

What Clients Say About DNS Accountants

"Acted with Utmost Professionalism and Diligence"

"Although not asked, I thought it important to drop this feedback for Alfred and Gaurav. They have both assisted me tremendously through the last year. They have acted with utmost professionalism and diligence. They have made me feel comfortable and at ease. Although sometimes, I don't like

a gift but I am not sure what I am allowed to give just as a token of my appreciation."

*Ms. Iriuwa Iris Igbiovina
Clairiz Limited*

"Pleased with 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*

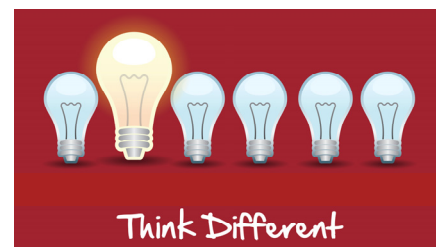
"Very Professional and Support is Timely"

"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."

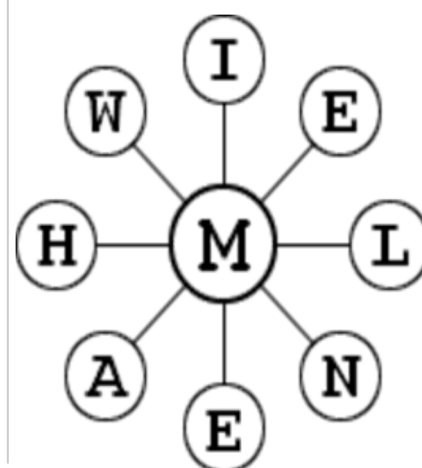
*Sudeep Mathur
PGSM Consulting Ltd*



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 **M** 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: 38 words. Good: 31 words. Average: 24 words.



CRYPTIC PUZZLE ANSWER

Answer: £20.

£10 as change for the cheque and £10 for the bike originally.

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, my new webinar titled 'How To Create A Newsletter That Sells' is definitely a must watch. You can register for free here:

www.NewsletterThatSells.com.
Enjoy! **SH**



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.

Bet You Didn't Know



- A butterfly tastes things with its feet or tarsi.
- Folding a piece of paper in half more than seven times is impossible.
- The wingspan of a 747 jet is longer than the Wright Brothers first flight.
- The plastic pieces on the tips of shoe laces are called aglets.
- Most folks take only 7 minutes to fall asleep.
- Around 7% of the communications we have with other people are formed by words. 38% of the communication is formed by the tone of the voice. Another 55% of the communications are formed by body language.
- The pressure created by a heart is sufficient to squirt the blood to a distance of up to 9 meters.
- 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 hydrochloric acid found in your stomach is strong enough to dissolve a nail

Our Contact Details:

DNS Accountants

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



© Copyright DNS Accountants

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**



"I don't care about the 99 things you did well.
We're going to talk about the one you didn't."