

Special points of interest:

- Here are just some of the business issues we can help you with:
- How to work ON your business, not IN it—following the E-Myth.
- What it takes to create the perfect turn-key operation.
- How to develop your essential business skills.
- How to create the ideal marketing plan.
- How to build a business that works by itself.
- How to get extraordinary results from ordinary people.

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Locking In Sales In Advance

This concept is extraordinarily simple, yet it results in nothing less than a guaranteed future cash flow. It can be applied to any business that offers a continuing service (maintenance, cleaning, etc.), or a continuity-type product such as a newsletter.

The way it works is this: you get the customer started by offering the first installment free, or at very low cost, with the understanding in advance that if they like the product or service, the customer will continue at an agreed-upon price for a year or, even better, forever!

Consider a carpet cleaning business that offers new customers a

free cleaning of one room, provided the customer agrees in advance that should they be happy with the work, they will sign up for regular cleanings four times a year and will be automatically billed to their credit card. This is what's called "TFN" — 'til further notice. The business simply keeps on billing until the customer cancels.

Do you see what this accomplishes? Instead of waiting for customers to call when they need carpet cleaning, the company is now guaranteed that the customer will pay for a cleaning four times a year. All the company has to do is call the customer each season to

schedule the cleaning and then just write up the charge slip.

Naturally, the company will lose money giving out free cleanings on the initial sale. However, the loss will be more than compensated by the back-end profit made from the four-times-a-year cleanings — especially since the marketing cost for the future cleanings are zero.

This is what we call second dimension thinking. For more information, contact us.

Lowering Prices So that it WORKS for Your Business

If you are going to lower prices, consider these strategies and be sure to communicate the reasons why to your customers.

Offer it only to the first 50 callers 'because supplies are limited.' Create a special offer only to existing customers because most businesses spend 6 times more trying to attract new customers. By taking special care of your existing customers 'you're willing to pass on your savings in the form of lower prices.'

Consider a special offer to first time users 'because unlike your competitors, you understand the value of a long-term relationship with customers.'

Tell your customers what your competitors would normally sell your product for and explain why you are willing or able to better that price. Make sure your customers can quickly and clearly compute the value they are getting. Show them the savings they'll experience, or other demon-

strable benefits they'll enjoy, over the life of the product or service you're offering and make a comparison with your competitors' offering.

People do not appreciate the value they are being given unless you clearly educate them on precisely how that value is computed and why you can or are willing to offer that much value. Always give the reason why.

The Fundamentals of Great Guarantees



Unconditional: Guarantee everything under your control. By everything, we don't mean the product necessarily. We mean the process. For example, you can guarantee timely delivery or some other part of the process, which may be important to the customer.

Unique: Promise customers something they don't expect. For example, every contractor guarantees their work. But, how many do you know who will guar-

antee arrival time?

For example, a carpet cleaner should not guarantee clean carpet — the customer expects that. They could guarantee that the furniture will be rearranged to the customers' total satisfaction. That goes beyond what customers expect.

Financially meaningful: Although full refunds may not be practical, you must still build a meaningful guarantee with com-

mitment.

Simple: Ideally, the guarantee should be simple to understand. For instance, "Your meal will be on your table in ten minutes or it's on us."

Easy and Quick: It should be easy for the customer to collect. They should not have to beg or otherwise prove to you that you were wrong. Payout should be immediate.

"It is more important to know where you are going than to get there quickly."

Mabel Newcomber

Legal Basics for the Hiring Process

While finding the right talent can be a difficult task, the interviewing and selection process have challenges of their own. It's important to steer clear of certain topics and stay focused on the requirements for the position. Here are some basic guidelines for navigating the process successfully.

Get to know the candidates' personalities.

Ask about education, accomplishments and interests .

Stay away from discussing national origin or ethnicity .

Don't mention age unless they're under 18 .

Talk about disabilities only if job-related accommodations are es-

sential .

Following these basic guidelines will help you avoid uncomfortable situations and potential legal action. They should also help you determine who is the right candidate for you. If you have any doubts or questions, consult an attorney.



International Marketing Blunders

-The KFC slogan "finger lickin' good" means "eat your fingers off" in Chinese.

-Clairol's "Mist Stick", a hair curling iron, was introduced into Germany....but "mist" means "manure" in German. So people were unsurprisingly put off by the new product.

-Coors Brewing Company had to drop its slogan "turn it loose" after Spaniards asked why the drink made you "suffer from diarrhea"....which it seems was the direct translation.

-Parker Pens new ball-point pen range in Mexico baffled

locals as the slogan "it won't leak in your pocket and embarrass you"....actually came out as: "it won't leak in your pocket and make you pregnant"!

Action Plans That Really Make People Act

People need to be told explicitly how to act in order to obtain a business product or service. Sure, it seems obvious. But it's amazing how many times the obvious gets overlooked.

Imagine you're a widget salesman writing a direct mail piece to prospective clients.

Potential clients (strange as it might seem) really do appreciate being led. You do not want excited clients to delay action. Make it easy for them to buy NOW. Say something like:

So let's review what needs to happen for you to acquire the widgets. First, turn the page to the order form I've enclosed. It's already filled in with your details as we have

them. Do check that they're correct.

Second, simply check the "color" box to make sure you get your preferred color.

Then simply fill in the credit card details and place your signature on the line at the bottom of the form.

Finally, fold it, place it in the reply paid envelope. In 4 days, you'll have the widget delivered.

If you are not PRO-active in asking for the order, you are denying yourself up to two-thirds of your potential business.

By becoming proactive, opportunities for leverage are everywhere. For example, take a typical quote from a contractor.

It often ends with, "Please call us if you'd like more information or if you'd like to book the job." What would happen if the quote said, "We'll be calling you in two days so that we can gauge your reaction to our quote and to schedule the job in to make sure you get it done on time."

Do you think that would get more business? Of course it would. And what about a hairdresser who has a system of booking people in for their next visit at the end of the current one. Every hairdresser we speak to says, "Yes, I do that." However, isn't it funny that none of us in Results Accountants' Systems can ever recall it happening to us? Again, the opportunities to get proactive are far-reaching and plentiful. Grasp them.



Testing Headlines

It's important that you know the effect that a different headline can have on the effectiveness of an advertisement. You can conduct the test in a number of ways.

You can test advertisements by running the smallest test region available. Many magazines, newspapers, and other publications allow you to run in only a

geographic fraction of their total circulation.

If that's impossible, you can rent segments of the list that your ad will ultimately be disseminated to and then mail 500 or 1,000 copies of Advertisement "A" and 500 or 1,000 of Advertisement "B". One of the two will almost universally out-produce the other. After determining which

advertisement pulled better, "roll it out" to a larger geographic area or larger number of names or total circulation, etc.

Remember that your headline is your calling card to readers. It's your opportunity to get their attention so you can tell them more. That's why it's the most important element of the ad.

"Effective managers live in the present – but concentrate on the future."

James L. Hayes

Articulating Your Specialness

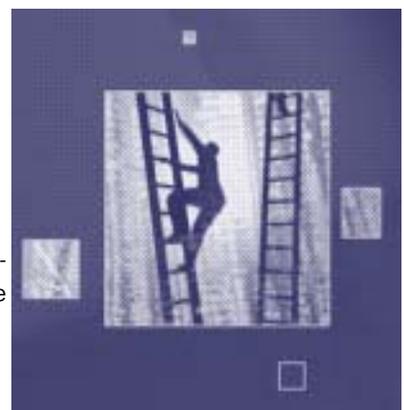
Most people in business have never articulated or even thought about their uniqueness. They expect people to buy from them simply because they're in the marketplace.

They simply say, "Buy from us." But they don't give the potential customer a clear and compelling

reason why they should buy from them. When you discover your unique core differentiator (UCD), you have a far greater chance of building a much better business.

But here's a critically important point – the UCD does not (in fact) have to be unique.

You may not have anything that is totally unique. But if you are the first one to *articulate* a difference, (even though others do the same), you'll stand out in the marketplace as if you are unique, simply because you've been the first to articulate it.



Headlines that Really Work

All advertisements, mailing pieces, or commercials need a headline. A headline is an advertisement for the advertisement. It's purpose should be to cull out only those who are most qualified to be a prospect for your proposition. Without exception, humorous, abstract, or circuitous advertisements and commercials are a waste.

If you run advertisements in general interest publications, TV, and radio, and your product is pest control, you should not use headlines or opening statements like, "Got the bug to clean the house?," or "This problem affects every homeowner."

Instead, create a headline or opening that states the purpose of the advertisement and

qualifies the reader. For example: "If your home is plagued by ants, roaches, mice or rats, we can eliminate the problem in less than 4 hours, and keep it that way, with this new monthly maintenance service."

If you want to reach people interested in furniture, don't use a "cute" headline. Instead try: "Looking for a \$1,500 sofa value for just \$475? We have 150 in stock right now."

Whatever you sell, and whomever you want to reach with your story or message, be specific. Telegraph your message directly to your prospective customers and tell them what you're offering.

Here's a strategy that might help you do it better:

- Attract the attention of your target audi-

ence in your headline or opening remarks.

- State your proposition or offer.
- Use the rest of the advertisement to develop, support, and present your offer and reasons why the prospect should embrace it.
- Finally, tell that prospect how to act.

From now on, always telegraph the message only to the people who are primary prospects. (And never again be content with humorous, non-specific, or abstract headlines or advertisements.)

About Our

We are not your 'average' consulting firm. Far from it. We are members of the Principa Alliance, an international network of consulting professionals.

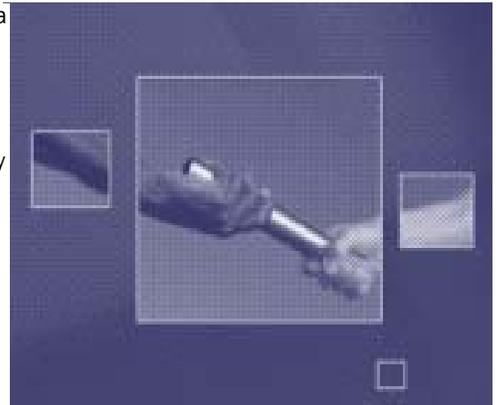
So when you work with us to improve your business you're gaining access to a global knowledgebase and a wealth of consulting experience that is much more powerful than any one firm could offer.

Combining our knowledge of your business, the personal relationship we share with our clients and the consulting tools,

support and networking power of the Principa Alliance, we can help you achieve more with your business than you imagined possible.

Our goal is to help you build a stronger, more profitable business and enjoy a higher quality of life and greater financial and personal freedom as a result.

We can and will do so much more for you than just 'keep the score'. Contact us today to discuss how we can help you build a business that delivers on its promise.



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