

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.

Inside this issue:

Low Cost Market Research	2
Viral Marketing	2
Humor: Signs Your Bored at Work	2
3 Components to Branding	3
Tradeshow Checklist	3
Don't Just Reverse the Risk— Remove It	3
Hiring a Business Consultant	4

Take A Trip to the Second Dimension

Consider, if you will, standing 80 yards up above a raging river. You're on a ledge perched out over a bridge. You're about to do what thousands of people do every day and throw yourself off the ledge. (You are, coincidentally, attached to the ledge by a rope — specifically a Bungee rope.)

You're not sure how the thousands of people who do this each day summon up the courage. So you breathe deeply. You even think about how you already did breath deeply when you paid the \$149 to do it — how crazy is this?)

And then someone shouts, "One, two, three B U N G Y !!!!!!" And you

go.

Within a fraction of a second, a flash camera has gone off over on your right. It's captured the moment you were horizontal casting yourself off into oblivion. Below you, pointing directly at you, there's a video camera capturing the scene. That's coupled to another video camera on your left.

And of course, you buy the lot! Another \$65 on the second dimension. And then you decide to invest a further \$15 for a mounted segment of an old bungee rope.

What you're seeing here is a classic example of how the second dimension or back end can be

even more lucrative than the front end. That is, the bungee company looked beyond the initial sale of the bungee jump and found another dimension in its sales and marketing strategy.

Most businesses can't see beyond the product and services that they are offering. The businesses who can find other sales channels stand apart. For assistance finding your second dimension, contact your Principa Alliance member.

Learning The Value Of Discovering Key Frustrations

What is frustrating about dealing with contractors?

There are usually two answers that come out in rapid succession. First, THEY'RE UNRELIABLE. And second, THEY DON'T CLEAN UP AFTER THEMSELVES.

Now imagine that you are a contractor. Imagine you knew about those key frustrations and that you wanted to build the most extraordi-

nary contractors' business in the world.

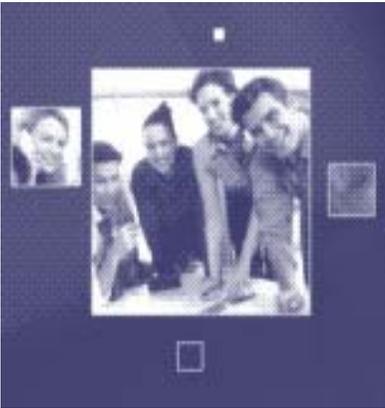
Wouldn't you now make sure that when customers dealt with you, they would NEVER experience those key frustrations.

Follow the logic. People get upset dealing with contractors because they are unreliable. Therefore, if someone is out there who makes it his business to be reliable, even to

guarantee it, then that contractor is going to get a lot more business.

Not only that, that contractor is going to get work at a higher rate than his competitors. All of this simply because that contractor has locked onto a key frustration and made sure that his customers don't experience it when they deal with him.

Conducting Low-Cost Market Research



Market research may seem like a tool only available to those with large budgets, but anyone can conduct market research at little to no expense.

Remember that a lot of market information already exists. It's just a matter of finding it. Go online and look for any research you haven't done already. Look into association Web sites that are aligned with your industry. Additionally, check government websites, especially if you're in

the consumer industry. The government hosts a great deal of information about consumers and their spending habits and trends.

For more specific information, consider an informal research method. Put together a questionnaire and have your employees ask customers, prospects, vendors and suppliers. Be sure to ask whether customers are pleased with your product or service, what they feel you do

right and where they feel you can improve.

Use industry meetings and exhibitions to get a sense of what's going on. At these meetings, look for businesses in a comparable industry or market that would be willing to partner with you and share the expense of a more specific study.

"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall."

Stephen R. Covey

Viral Marketing—A Sign of a Healthy Business

Harnessing the principles of viral marketing in everyday business can deliver exponential results.

The Internet has dramatically accelerated the spread of ideas. Expensive advertising campaigns are less powerful than word-of-mouth referral. Thanks to the Internet everyone is connected to each other and word of mouth flies faster than ever before.

News about a hot product, service or idea can spread instantly, just like a virus.

Viral marketing is when one person tells five other people about you or your product, so its popularity spreads by the hour.

It's important to concentrate your efforts on a targeted audience. This method leads to a growing buzz about your product, allowing

it to spread to other groups. Consider the popularity of Google. The search engine was popular amongst technology professionals for several years. Then word got out that it was their preferred choice and it soon became the second most popular search engine.



Office Humor: Signs You Are Bored at Work

You've figured out a way to get Gilligan off the island.

You decide to see how many Mountain Dews you can drink before the inevitable explosion occurs.

People come into your office only to borrow pencils from

your ceiling.

No longer content with merely photocopying your butt, you now scan and enhance it with Photoshop.

You now require only a single can of cola to belch the names of all seven Dwarfs.

The 4th Division of Paper clips has overrun the Pushpin Infantry, and General White-Out has called for reinforcements.

3 Components to Branding

Branding is not just about having a strong name, logo and slogan. It's how consistently, and deliberately they are applied—and how well they are supported.

Consistency. Every piece of communication should have a consistent look and feel. For example, don't put the logo on your stationery in one color, while your marketing materials have it in another. Be consistent in how you apply all elements of your brand marketing strategy.

A Deliberately Implemented Plan. It's important to think through your entire plan and how all you will use all elements of your brand strategy—direct mail, website, stationery. Most importantly, put in place the needed resources, both human and financial, to assure the strategy's proper execution.

Top Management Support. Your leaders and management team must believe in and support your strategy. You will be fighting an

uphill battle without it. A branding strategy requires financial resources and a long-term commitment to reach its full potential.

For more information about successful branding strategies, contact your Principa Alliance member.



Tradeshow Checklist

Conferences are great places to market your products and services if you do some advance planning. Here are some tips:

- Book early to assure your booth has the best position—a high-traffic area that is easy to find.
- Ask the convention coordinator if other companies offering products or services similar to

yours will be present. If so, consider taking a booth nearby. You're sure to get visitors from competitor's booths.

- If you're planning to exhibit at a specific convention, try to attend the show the year before. Take notes on how booths are laid out and what you'll need to do to stand out.
- Design and construct your

displays well in advance. Make sure that you have all the hooks, Velcro, screws and nails to attach displays.

- Collect business cards and mail promotional material later. You'll build a list of potential customers and generate leads.

"I definitely am going to take a course on time management . . . just as soon as I can work it into my schedule."

Louis Boone

Don't Just Reverse the Risk — Remove It

Whenever a customer makes a purchase, s/he takes a risk that the product or service will work. The fact that they're taking a risk can hamper the decision-making process. In a lot of cases, the product or service never gets bought .

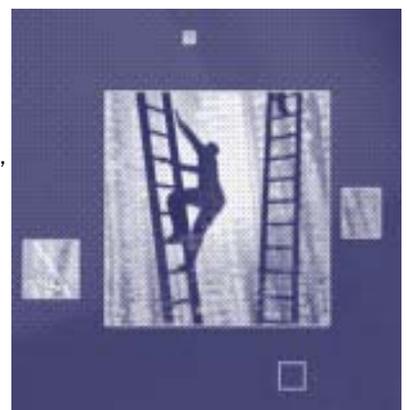
So when it's clear there is absolutely no risk to the customer in

investing in the product or service the business will gain more customers.

How you articulate guarantees can have an enormous effect on their power. Consider this as an example — a standard guarantee might be to offer customers their money back if they return the product within 30 days. A

stronger guarantee would be to let them try your product for free, billing them only after 30 days has expired.

Guarantees are a delicate, but important, business strategy, contact us.



The Ins and Outs of Hiring a Business Consultant

While small businesses have to be ever vigilant in how they spend their money, a consultant can be an effective resource for pushing the business into the next stage of growth. A consultant can also offer a valuable outside perspective.

Often a financial advisor or consultant plays the role of a CFO. Many small businesses can't afford a full-time position dedicated to assessing the financial impact of important business decisions. Outsourcing this task to a respected, qualified and known consultant can give you valuable insight into critical financial business decisions.

But you want to be very careful not to be swept away by fast-pitching business consultants who use high-pressure tactics. If someone comes on super strong and makes you feel uncomfortable, listen to your instincts. You need to feel confident with the advice and suggestions the person offers. You need to trust this person has your best interests in mind and not his/her wallet.

Business consultants offer all kinds of services, so be sure to investigate. Be clear about what you're looking for (i.e. professional development training for you or your team, financial advice, organizational development, business develop-

ment or marketing skills) and enquire about the person's experience. Do not hesitate to ask for references. Don't just rely on their marketing materials.

Talk to current clients to get a sense of how the person works. Ask a prospective consultant for a list of referrals. Remember to enquire about ongoing support. It's not enough to have a plan in most cases. You will want to make sure there will be support or help available if you run into trouble during implementation. Negotiate fees for this support before signing a contract. Clearly outline what kind of support (phone, face-to-face, repeat training etc.) and the charges in the contract.

About Our Consulting Services

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

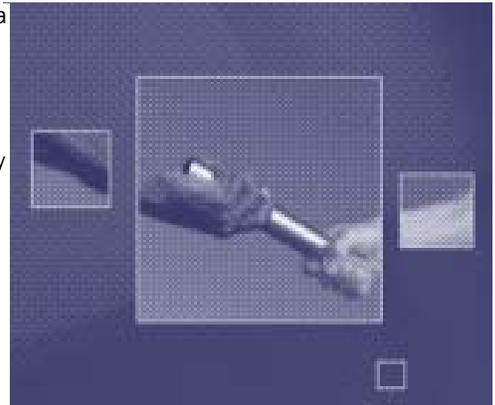
So when you work with us to improve your business you're gaining access to a global knowledgebase and a wealth of consulting experience that is much more powerful than any one firm could offer.

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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