



**CLAIRE BUCK**  
Business Growth Mentor

# Ignite and Accelerate your business growth

Proven strategies and a formula to build your  
7 figure business

AUGUST 2021

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## 1. *Success Tactic*

Using A 'Pre-Season' To Grow  
Your Business

## 3. *DM Masterclass*

How To Squeeze A Further 25%  
With Any Mailing Campaign

## 6. *Adding Value*

How To Add Value Without  
Increasing Your Costs

## 8. *Transformation*

An All Too Common Mistake And  
The Money-Making Solution

## 12. *The Last Word*

Getting New Customers To Buy  
Again Is Critical

### ***Motivational Quote Of The Month***

"It's hard to beat a person who never  
gives up."

**Babe Ruth**



## HOW YOU TOO CAN USE A 'PRE-SEASON' TO GROW YOUR BUSINESS

BY CLAIRE BUCK

As I write this, it's mid-July. In the UK all the winter sports teams should have finished 'off-season (rest) and be well into 'pre-season (training to get ready for the forthcoming season). Unfortunately Covid-19 has obviously still disrupted the 'normal' schedule. However, in business, there's much that can be learned and taken from the sporting world when it comes to 'off-season and 'pre-season'.

Being a professional (or amateur) sportsperson is all about improving. All about how good you can become. All about how much better the team can become.

As David Brailsford (UK cycling supremo) said, 'Marginal gains across hundreds of areas results in massive improvements in performance.' That, in many ways, is what pre-season is

all about...

But, also, pre-season brings the team TOGETHER.

It's the time of the year when the Conditioning Coaches really earn their crust and why clubs in all disciplines will pay top dollar for the best Conditioning Coaches.

Pre-season is the time when the biggest gains can be made. The better the pre-season goes—the better the season will be! And it's proven beyond doubt to work!

You won't find one coach in any sport in any country who would ever say that 'pre-season' is a waste of time!

'Off-season' is the business equivalent of taking a holiday. I know most business owners and entrepreneurs don't particularly like taking holidays but they're essential

*Continued on page 2...*

# Ignite and Accelerate your business growth

## HOW YOU TOO CAN USE A 'PRE-SEASON' TO GROW YOUR BUSINESS

to re-charge the batteries.

Countless studies have been done on the effects of rest and how much the body and mind benefit from it.

That's why EVERY sport utilises the off-season because performance improves significantly after having a rest.

Taking a holiday doesn't mean you have to completely switch off from work and your business. In fact it's a good time to read several business and personal development books.

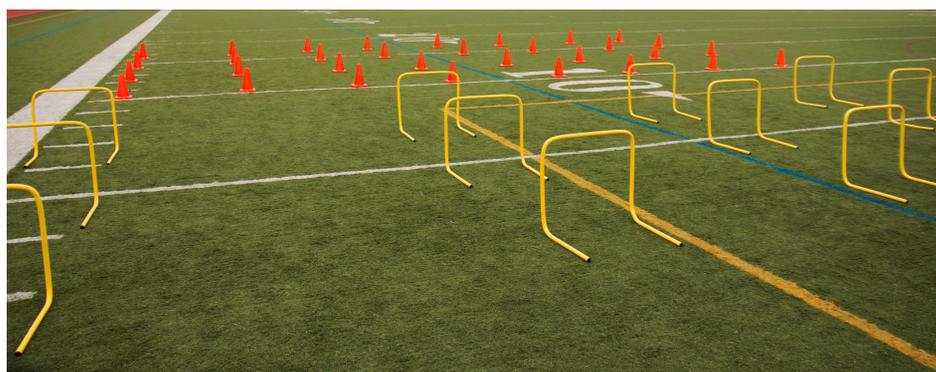
'Pre-season' is the business equivalent of taking stock to improve individual and team performance as well as setting objectives and defining the strategy to achieve them.

### **IMPROVED PERFORMANCE...**

It has always intrigued me why businesses don't create their own 'pre-season' when they look to improve performance individually and across the team.

Yes, I know good businesses will already have a programme for staff training and personal development that runs all year round (that's no different to any sports team, either), but that's not what I'm talking about.

Admittedly, we don't have a period of time when things come to an end and then start again a few months later, but we all have periods in the year that are quieter. It's during these quieter times when you should be thinking of



*Create a 'pre-season' style plan in your business, developed to improve performance!*

creating your own 'pre-season campaign'.

Of course, it's never that simple.

If you're following my advice in this newsletter, then you should be busy all year round.

Nonetheless, you still have to plan in time for your 'pre-season'.

It wouldn't take too much planning to organise a 'pre-season' to stand back and evaluate where the business is, put plans in place to reach the next level, exploring areas that need improvement.

Look at all the growth opportunities and instal a concerted programme of improvement that's focused on transforming the fortunes of your business.

The tools are right in front of you in this newsletter and in The Core Asset Vault (if you decide to join my Mentoring Programme - see FREE

offer on back page for your first step).

It's extremely challenging to do something like this on a continual basis throughout the year.

I'm a huge fan of planning everything - and creating your own 'pre-season' gives you the chance to make big improvements over a short space of time.

It gives you focus.

It creates real impetus.

...and it gives you the time to make a real difference to the performance of your business.

You just can't deliver at the same level on a month-by-month basis (although you must still have your ongoing plan!).

So, decide when you should have your own 'off-season' and 'pre-season' and take your business to the next level.

# Ignite and Accelerate your business growth

## HOW TO SQUEEZE A FURTHER 25% (OR MORE) RESPONSE FROM ANY MAILING



*A 'Lift Letter' has the power to lift response in EVERY mailing campaign!*

**Y**ou'll notice as the months progress, that I am an advocate of using direct mail to grow any business. Of course it's important you use online tactics and strategies too, but NOT at the expense of ditching direct mail. And, in my experience, there's never been a better time to use direct mail to reach your potential clients, customers or patients or existing ones. Fewer people are

using direct mail in favour of online tactics and strategies and therefore the competition for getting your mail opened is virtually zero.

Compare that with the average person receiving 152 emails per day (DM News). Therefore, this month I want to touch on a 'secret' strategy which works irrespective of the product or service you sell. I'll show you how you too can apply this easy-to-use tactic and help you increase the response to ANY mailing campaign. So what exactly is it?

This amazing tactic is known as a 'Lift Letter'. Aptly named, as it almost always increases response, the Lift Letter is a short letter written by a third party (customer, usually) which reinforces the reason why the recipient should respond or buy.

Typically, it is inserted into another envelope with the words 'Only Open This If You Have Decided NOT To Respond (or Buy)'.

And as long as it is created

correctly (and I'll show you how in this article) you can expect to lift the response of any campaign by 25% or more.

However, your original mailing must be generating some kind of response for the Lift Letter to work.

It cannot save a mailing that currently generates zero results. But as long as your mailing is already working (no matter how well) - the Lift Letter has the ability to raise your response—and that's icing on the cake for you! Let's take a look at what you need to include in your Lift Letter...

### 1. Insert Into Another Envelope

I mentioned above it is best to insert the letter into another envelope within your mailing campaign. You should use a different stock for the envelope (from the outer envelope you use for your whole mailing) and on the front you should print the following words...

**"Only Open If You Have Decided NOT To Reply/Respond/Buy"**

# Ignite and Accelerate your business growth

## HOW TO SQUEEZE A FURTHER 25% (OR MORE) RESPONSE FROM ANY MAILING

...most people will open the envelope (even if they have decided to respond or buy).

Whilst the letter should reinforce the benefits of responding or buying, it must be expressed differently to those listed in the main letter.

### 2. It Should Be From A Third Party

Ideally, the letter should be signed by a third party (i.e. NOT YOURSELF).

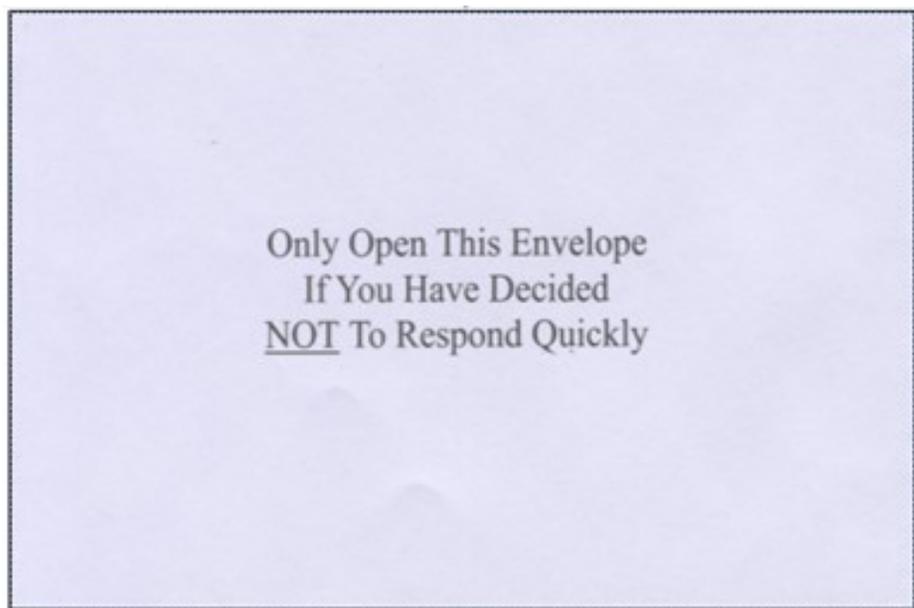
The best third party to use is an existing client, customer or patient. You would simply draft the letter and agree its content with the customer.

### 3. Reinforce The Benefits Of Responding/Buying

What's important is the content of the Lift Letter is clearly seen to be written by a third party in their own style—so it creates an impartial feel to it.

### 4. Use A Different Font

Don't use the same font for the Lift Letter as you have for the main letter. It's something I'll cover in a



later issue but, interestingly, tests have proven that the best font to use for your main letter is Courier (followed by any other serif-type font — Times New Roman, Bookman Old Style, etc.). So if your main letter is in Courier, your Lift Letter should be in another serif font such as Times New Roman.

### 5. Include The Following Core Elements (see issue 1 of this newsletter for full details)...

1. Irresistible Offer
2. Differentiator
3. Features & Benefits
4. Guarantee
5. Call To Action

As long as your letter reinforces the above elements (remember, they will all be in the main letter as well), it will perform at a very high level.

### 6. Use The Third-Party Signature

It is important that you use the actual signature of the third party and include their full name, company name (if relevant) and location (at the very least).

### 7. Don't Use Any Formatting Techniques

This is the one occasion when I recommend you don't use formatting techniques such as **bold**, underline, *italics*, etc. You

# Ignite and Accelerate your business growth

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want it to be clear that the letter comes from a third party and, since your main letter will be using these formatting techniques, it again positions your Lift Letter very differently to it.

### 8. Focus On Your Desired Result

The Lift Letter (like your main letter—and any other marketing piece you create) must be focused on achieving the main objective. For example, if your mailing is written to generate a no-obligation meeting, then your Lift Letter must be written to echo this objective. Nothing else is important.

### 9. Don't Introduce Anything New Into The Letter

Although your Lift Letter should express the main elements differently to the main letter, you shouldn't include anything new in it. For example, don't add any extra bonuses—otherwise you'll destroy the effect you're trying to create (that the Lift Letter is written by the customer—or whoever you choose).

As long as you apply these 9 steps, your Lift Letter will have a significant effect on your results!

Dear fellow accountant,

I know what you're thinking... 'I've seen it all before'."

That's exactly what I thought. And if you're anything like me, you don't have time to waste! But even with all those doubts, I didn't want our closest competitors getting something that 'could' have an impact on my firm. So I decided to meet with the Academy.

I must confess leading up to the meeting I was still sceptical. But I thought to myself 'if I don't like what I see, I'll excuse myself and then I've only wasted a few minutes'. I had nothing to lose.

However, within 10 minutes of the meeting I could hear myself saying 'thank goodness I decided to act – and act quickly. Thank goodness it's me here and not 3 or 4 of our closest competitors'.

I've been in practice since 1992 and in all this time I've never seen anything like this. Sometimes things do come along and make a huge difference. Sometimes you just have to grasp the opportunity, even if your instincts are telling you not to bother. Sometimes taking action is worth it.

As a fellow accountant, all I can say is at least take the time to meet with the Academy. Act fast (ring them up now before your competitors do) and then when you've seen what they are offering, you can make an informed decision. Even if you don't like what you see (I genuinely think you'll be glad you made the call, just like I was), at least you won't look back in 6 month's time and think 'if only'.

Kind regards,

*Rowena Barnwell*

Rowena Barnwell FCCA MAAT  
Progress Accountants LLP

*Example 'Lift Letter'*

# Ignite and Accelerate your business growth

## HOW TO ADD VALUE WITHOUT INCREASING YOUR COSTS

As long as you provide excellent value people will flock to your business and pay handsomely for the privilege.

Business owners often make the mistake of thinking that price is the main issue in the mind of their prospects or customers.

But what they're missing is this: if everyone is viewed by the prospect as 'the same' - i.e. companies don't take the time or effort to differentiate themselves from others and add meaningful value - the only way the prospect can choose is based on price.

But when you add so much value to your offerings - substantially more than your competitors - you leave the prospect with little choice.

And often they'll pay much more than anyone else. Why? Because you've added so much value!

Also, when a customer decides to leave and turn to one of your competitors, they'll often say, 'Your price/fees are too high.' What they're really saying is this...

"Your products or services are not worth what you charge. I'm just not getting value for money!"

There's a big difference!

You'll be amazed at what you can charge when you start adding value.

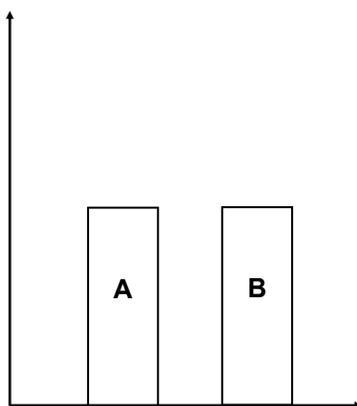
Here's a great example...

One of our clients was a professional wedding and portrait photographer (he's now retired at 48 and living in Dubai). In

the beginning, he was charging between £700 and £1,000 for a wedding. After just 12 months, he charged a minimum of £2,995 right up to £4,995 for his weddings. All he did was add value to his services.

The diagrams below show the effect of value on price and, more importantly, how you can increase value without spending a single penny...

1. As you can see below, we have product A and product B - two similar but competing products. Let's say that product A is a competitor's product and product B is YOUR product...

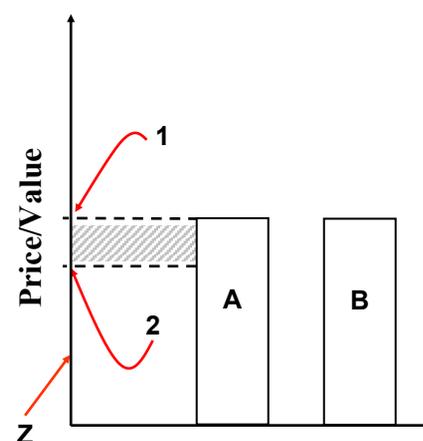


2. Let's assume that each product has a similar price and value attached to it. So at the moment point '1' (shown above right) is the maximum value of each product.

If we look at pricing either product, we are unlikely to get many sales if we price the products above point '1' because the perceived value is lower than the price.

But if we set the price at, say, point '2', we'd get more sales because now there

is what we call 'added value' - the difference between the value (point 1) and the price (point 2). The shaded area is the 'added value'. Agreed?



Now, company and product A may take the view it wants to compete heavily on price and therefore reduces its prices even further to, say, point 'Z' in an effort to capture more customers.

That represents the situation with every business and demonstrates the maximum price they can charge - agreed? Okay, so how can we make the price more ELASTIC? In other words, how can we increase the price range we can charge customers?

3. That's right - we add more value. How do you think we can add more value WITHOUT changing your business or even the product or service? Quite simply, we add the following Core Elements...

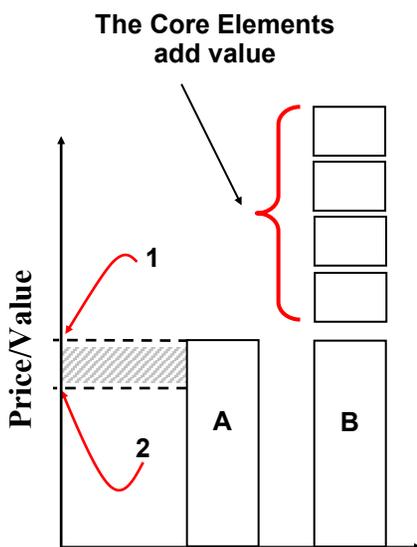
- Target Market
- Differentiator

# Ignite and Accelerate your business growth

## HOW TO ADD VALUE WITHOUT INCREASING YOUR COSTS

- Features & Benefits
- Irresistible Offer
- Headlines
- Guarantee
- Social Proof

**Note:** The other tactic we add to significantly increase value is called 'Moments Of Truth'. This is a large topic in itself and I will discuss it at length in future issue.



Can you see what we're doing? We're adding value over and above what the competition is doing.

Now look at the price elasticity ('3' - see diagram opposite).

You could price your product right up to point '4' now. But would you get many sales at point 4? No, you wouldn't because at that point there's no added value. But what if you priced your product at point '5' - would you get many sales? Yes, you would. That's the power of adding value and creating price

elasticity.

4. So what about a price-sensitive market? I'm going to explain in a later issue why in most cases a price-sensitive market isn't actually the case.

But let's say at the moment you don't want to increase your prices because you believe you're in a price-sensitive market (or you're nervous about doing it). So, all you do is keep the price the same. But, now, after adding all this value, who do you think gets most of the sales? That's right - YOU do. Why? Because point 6 (see below) represents the added-value product B has over product A.

So, that's how you can increase your prices or maintain your existing prices and STILL generate more customers and sales just by using the Core Elements (plus Moments Of Truth) to add value to your offerings - and all done for absolutely ZERO cost!

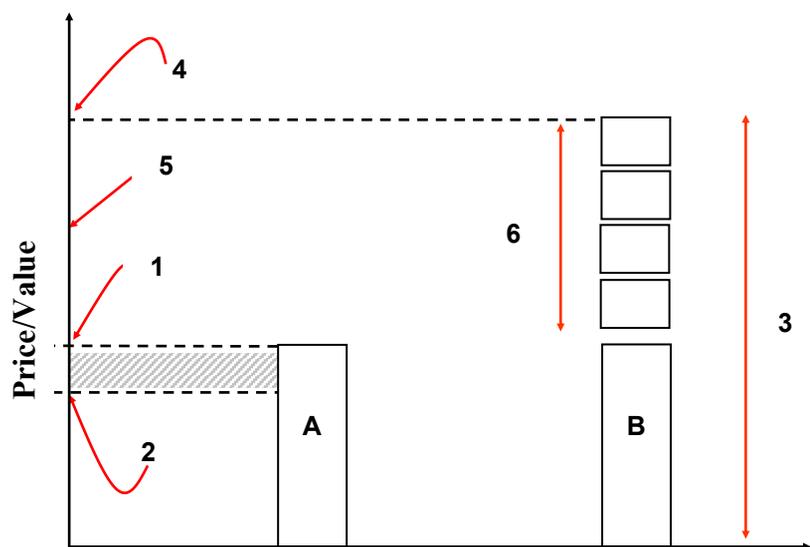


Diagram showing the effect of leveraging the Marketing Assets to build added value in your products or services.

In summary, this further explains to you the impact the Core Elements can have on your business.

Not only do they help you improve every aspect of your business growth and marketing, they also automatically build value in your products or services.

You owe it to yourself, and all the hard work you've put into your business, to start reaping the rewards you deserve.

Now is the time to start using the Core Elements to start leveraging your sales and profits and once and for all leapfrog the competition.

Base your pricing on value rather than on price and you'll be surprised how much more money you'll make!

# Ignite and Accelerate your business growth

## AN ALL TOO COMMON MISTAKE AND THE MONEY-MAKING SOLUTION

Let's look at how we could transform the success of any type of magazine / newsletter / brochure etc., just by focusing on the letter shown on page 9...

1. Notice the letter is addressed to 'The Occupier'. They have our details on file so why not use them? Big mistake!

2. The salutation is 'Dear Sir/Madam' - not very personal and very antiquated these days.

I wouldn't have a problem if they don't know my name - but they could make it sound more human by using just 'Hello' or 'Welcome'.

Then using 'Kind regards' at the bottom works perfectly.

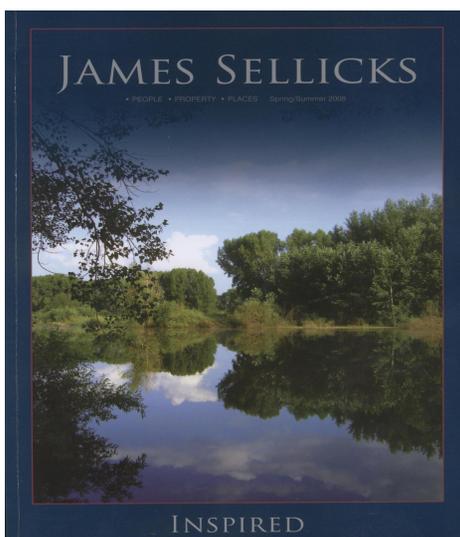
3. The opening paragraph isn't bad. It simply introduces the magazine.

4. Paragraph 2 summarises the magazine but this is a definite case of not truly understanding the objective of the magazine.

What would you say is the objective of the magazine?

I would say it has one key objective to get potential vendors to contact James Sellicks to arrange a valuation.

You could also argue that it



*This is the front cover of the magazine - although we would imagine most of the printing cost is covered by the advertising, the cost to mail the magazine will run into the thousands of pounds! Nothing wrong with that, of course, because we're sure they get results - but it's all about maximising results and right now James Sellicks isn't doing that!*

promotes their homes to potential buyers, but sending the magazine out *quarterly* won't achieve this objective.

5. Paragraph 3. Here we get a weak Call to Action and a link to their website.

This is okay but, again, by not fully understanding the objective, it's impossible to create an all-powerful Call to Action.

Saying 'If you would like to discuss how James Sellicks Estate Agents might be able to help you, please do not hesitate to contact us' is almost

an apology and certainly doesn't motivate me to call!

6. The signature is in black and is clearly printed. We'll come later to why this isn't suitable and what to do about it.

And one final point, it would be considerably better if they sent the magazine monthly but, quarterly, they're still delivering more than most of the competition.

So, let's now look at our alternative, which will get far better results - achieved with no extra cost, remember!

I've taken the time to write the letter again (don't forget, in this example we don't really know the business - so it could be significantly improved) - please see pages 10 and 11. Let's go through it...

1. Another very common flaw with most letters I see is the absence of a Headline.

You know the importance of the Headline and, yes, it is compulsory.

My Headline focuses on the new name of their service (that I've made up - see page 10).

2. I've personalised the greeting. If I was helping this business, one of the things I would do is create a

# Ignite and Accelerate your business growth

## AN ALL TOO COMMON MISTAKE AND THE MONEY-MAKING SOLUTION

database of all the homes in Leicestershire worth, say, £750,000 or more.

This would then be the prospect database - easy!

3. The opening sentence is very similar to the original.

4. The bullets focus on what's in the magazine but slanted towards our primary objective.

This is actually in the magazine - but, of course, we need to tailor it to our target group.

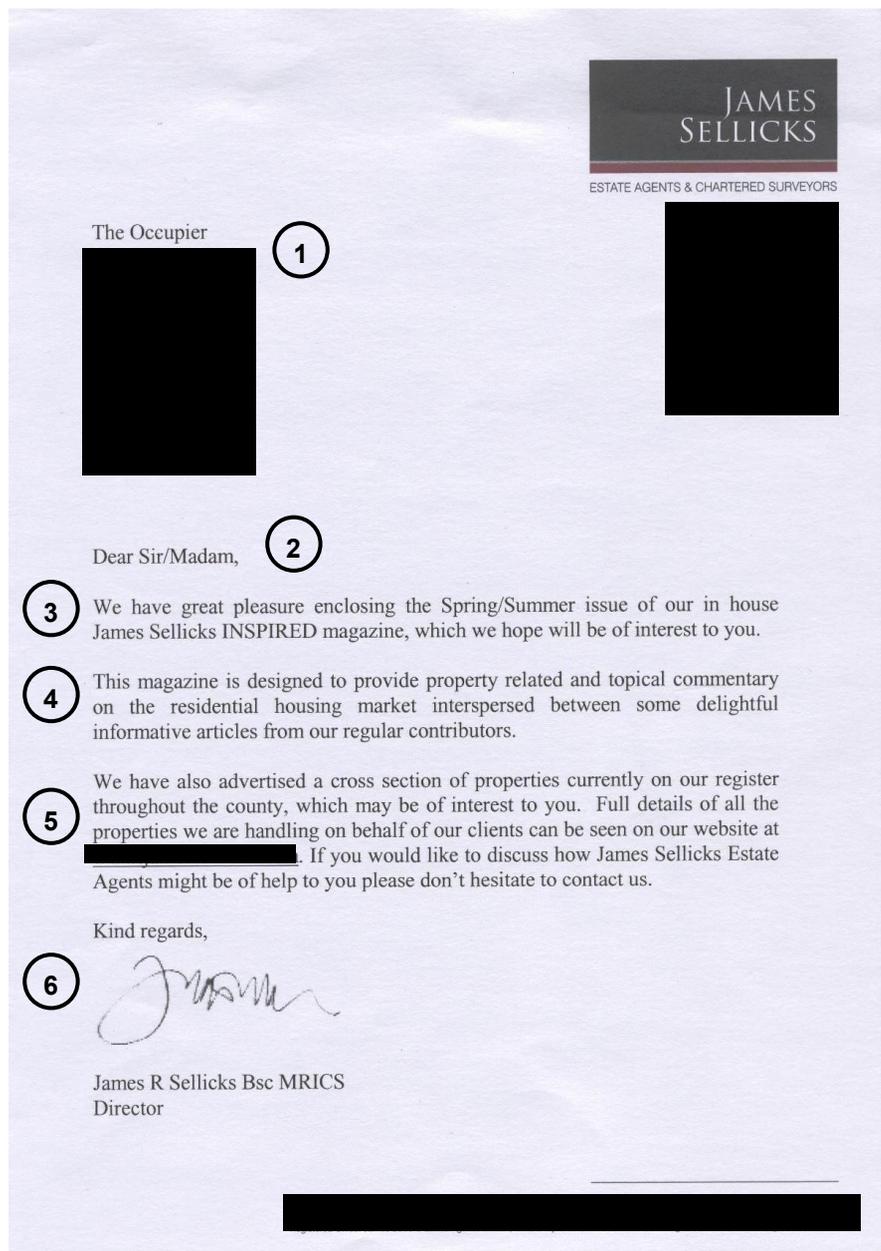
Mentioning the 'dinner party' starts to connect with the target market.

5. Notice the complete focus on the objective.

Remember we don't need to make excuses for doing what we're doing. Give it to them straight. Make it clear as soon as you can what you want the reader to do.

Also, notice the start of the social proof being addressed with facts and figures (I've made these up, but whatever they are in real life, I suspect they would still make impressive reading!).

6. Say precisely what you want them to do. Notice we're not offering a boring 'valuation'. It's an 'Exclusive



*This is typical of a letter sent with a brochure/magazine - it simply doesn't work hard enough to get the desired result!*

# Ignite and Accelerate your business growth

## AN ALL TOO COMMON MISTAKE AND THE MONEY-MAKING SOLUTION

Homes Valuation'. This adds urgency to the sales cycle.

Also, I've now 'packaged' their service. The 'Exclusive Homes Perfect Sales System™' may not be the perfect name but you can see the difference this instantly makes to our expertise and skill, and now we have a truly impressive differentiator - that's the power of packaging any service.

7. I found this testimonial buried in the magazine.

I've obviously added the name of the service, but other than that it's a copy. Adding a photo of Mrs Pover will, of course, add strength to the testimonial.

8. The Special Report helps to reduce procrastination - and is, of course, desirable to the target market.

It constantly amazes me that people don't create Special Reports to differentiate, show their expertise and get prospects into the sales funnel. Dan Kennedy (U.S. marketing strategist) says it perfectly: "Every business is in the information business" - in other words, there's no reason why any business can't create things like Free Special Reports to help sell their products or services.

9. A simple Call to Action.

<Name and Address>

1 **If You're Thinking Of Selling Your Exclusive Home Now Is The Ideal Time To Take Advantage Of Our 'Exclusive Homes Perfect Sale System™'**

Dear Steve,

2

3

I have great pleasure enclosing the Spring/Summer issue of our in-house 'INSPIRED' magazine.

Inside you'll find...

- Why we're the #1 agent in Leicestershire for people selling £500,000 plus homes quickly and easily
- 4 • Dozens of properties that we're selling right now ranging from £500,000 to over £2million
- Informative and interesting articles including the perfect 5 course French recipe for that all-important dinner party

Above all else as you read through the magazine keep asking yourself one simple question: If I put my home up for sale with James Sellicks will I get the result I seek? Hopefully you too will see why **since 1984 we've sold 1,247 homes totalling £1,116,065,000**. That's right over ONE BILLION POUNDS.

5

All I'm really asking is for you to give us a try. See for yourself why we get astounding results for our clients.

Your first step is of course simple and without obligation. Request an

6

Over, please...

# Ignite and Accelerate your business growth

## AN ALL TOO COMMON MISTAKE AND THE MONEY-MAKING SOLUTION

10. Having sorted our target list of home owners with houses valued over £750,000, I'm sure this would be less than, say, 1,000 homes.

This enables us to reduce our costs (we're not trying to hit everyone, plus the approach can be more personal).

Every letter should be signed 'James' in blue pen. All the staff could sign 'James' so it could be done in less than an hour!

11. The 'PS' reinforces the offer and helps to further reduce procrastination.

Now, I'll admit this isn't the most eloquent of letters and with more time I could improve it, but compare it to the original. With Covid-19 having an effect on estate agents (although some are reporting record-breaking results), the report may be linked to the fact that it's a buyer's market not a seller's market - and how to reverse the trend when selling your house - in reality, it's just a headline change but one we'd want to test. Once the valuation is arranged, we'd want to add more social proof in the form of video testimonials and add on a powerful guarantee.

Then I think we'd see some fairly dramatic improvements - and we haven't really got started. Joy!

'Exclusive Homes Valuation' on your home and we'll give you a realistic market value price. We'll also explain how we use our unique 'Exclusive Homes Perfect Sale System™' so sell your home for the right price in the quickest time possible using our personal and dedicated approach.

I'll let Lucy Pover (one of our recent clients - we sold her home for £2,000,000 - see page 5) explain why this is the second time she has used our service...



*Lucy Pover - We recently sold her Great Glen home for £2million.*

"The point of difference with James Sellicks Estate Agents is that James really understands the market and that understanding is reflected in the quality of his team back at the office and how they use their Exclusive Homes Perfect Sale System to get the result we want." - Lucy Pover

8

During the valuation we will also give you our highly valued special report titled "How To Sell Your Million Pound Home For The Price You Want In The Least Time Possible". This is full of proven tips and advice to help get the right deal for you when selling your exclusive home and of course is only available during an 'Exclusive Homes Valuation'. Plus, because of the information revealed we purposely restrict the numbers of copies we give out - so it is only available to the first 5 people who book an 'Exclusive Homes Valuation' during July.

Based on our 24 years' experience of selling exclusive homes you can imagine we've picked up and learnt some closely guarded and mostly secret techniques which get results - fast!

Arranging your 'Exclusive Homes Valuation' couldn't be easier. Simply phone the office on [REDACTED] or complete the 'Exclusive Homes Valuation Form' on our web site here... [www.james sellicks.com/valuation/](http://www.james sellicks.com/valuation/).

9

Kind regards,

10

James R Sellicks  
Director

P.S. Remember to arrange your 'Exclusive Homes Valuation' now to receive our unique and highly sought after special report titled, "How To Sell Your Million Pound Home For The Price You Want In The Least Time Possible".

11

# Ignite and Accelerate your business growth

## **THE LAST WORD**

### **Getting New Customers To Buy Quickly Is Critical**

Once you acquire a client, customer or patient, you owe it to them and, of course, to yourself, to get them buying a second time as soon as possible and then again and again. This is one of those simple but often-neglected strategies that can have an immediate and significant effect on your sales and, more importantly, profits. What's more, it's easy to do, whether you're a 'bricks and mortar' business, an online business or any other type of business.

What you have to remember is that as soon as someone becomes a customer, they've made a decision to trust you and part with their hard-earned money (no matter how much or little the initial transaction is). It's why upsells and cross-sells work so well. But I'm not talking about upsells and cross-sells here. So, for now, let's assume the customer buys, you immediately offer them a relevant up-sell or cross-sell (you know you must do this—yes?) and then you're going to sell to them again within the next day or several days after that initial purchase. This is known as 'back-end' selling.

It is without question one of the quickest and easiest ways for you to reach your dreams and goals... that's the power of back-end selling.

You have to decide on a few simple things. First, depending on their initial purchase, what are you going to sell them next? Then what? Then what? And so on. There should be no end to 'Then what?'. Next, you need to decide how you are going to communicate with them for these consecutive purchases and, finally, over what time period they will be offered.

It's that simple! You can then use standard software to automate the entire system (such as InfusionSoft, or something similar).

If you are unable to do this because you only offer one product or one service, then your approach is flawed and you need to quickly engineer it so you have more than one product or service to sell. It doesn't matter what you sell, even if it's container ships or houses, there are many other complimentary or even non-complimentary products and services that your customers would happily consume from a trusted source like your company!

"TRANSFORM THE RESULTS OF YOUR  
MARKETING IN JUST 5 DAYS"

## Introducing the... 'SELL MORE STUFF' CHALLENGE



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE**...

Better still... you can do it WITHOUT spending a penny more than you're doing right now!

Get all the details here:

[https://www.clairebuckmentoring.com/  
challenge-claire-buck](https://www.clairebuckmentoring.com/challenge-claire-buck)

**PUBLISHER: Claire Buck Lifestyle & Business Coaching - Contact Us Anytime...**

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