



Doing It Differently!

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Motivational Quote Of The Month

The ability to concentrate and to use your time well is everything if you want to succeed in business--or almost anywhere else for that matter.

Lee Iacocca



IT'S TIME TO IMPLEMENT A REFERRAL SYSTEM

BY JOHN ATKINSON

Most businesses get referrals. However, very few have what I would call a referral SYSTEM. Good businesses get what I call 'passive' referrals. In other words, they get referrals from their clients, customers or patients because they're good at what they do.

Of course that's great. As we all know, referral business is the BEST business. But the problem with this is that without a referral system in place, the business is simply hoping they get referrals, rather than having a proactive process in place which churns out referrals like clockwork.

What about you? Do you have a referral SYSTEM in place? It's one of those 'compulsory' strategies that every business should be using, but few do!

A friend of mine recently returned from a '4-day retreat' (just before

lockdown) with his family in the north of England. They stayed in a stunning hotel called Sleafy Hall. It's based near a town called Hexham and just a few short miles from the world famous 'Hadrian's Wall'. Anyway, the hotel, like many others, has a spa and gym. But what impressed my friend about the gym wasn't its facilities, although they were high quality... it was how immersed their referral programme was in their normal day-to-day activities. You see, it's all well and good having a referral system, but for it to be outstandingly successful you have to immerse your business in it completely.

You should be using every opportunity to engage with your clients, customers or patients to bring the referral programme to front-of-mind awareness.

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IT'S TIME YOU IMPLEMENTED A REFERRAL SYSTEM TO INCREASE SALES

For years I have been telling business owners they must offer incentives when it comes to their referral programme! And then promote it at every opportunity.

As long as you do this in good taste and you're not ramming it down your customers' throats, you'll see a huge leap in referrals.

Slaley Hall does a very good job in immersing the business and its staff in the programme. They obviously know (like you do) that it's the best type of business and they aren't afraid to promote it at every opportunity.

For example, take a look at the pop-up banner opposite that my friend sent to me. These inexpensive promotional tools are apparently all over the spa, the gym and, of course, the hotel. Notice the incentives increase in value for more referrals given. Obvious, but clever!

They also have similar leaflets printed and positioned in areas where their customers congregate (reception, bars, hotel rooms, lodges and restaurants, etc.). You basically can't miss their referral programme.

Staff even have their name tags printed with 'ask me about our refer-a-friend programme'.

Total cost to do all this? Minimal.

You cannot underestimate the impact a referral programme will have on your business when you implement it correctly. Better still it's a nil- or low-cost strategy!



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MONEY-MAKING LESSONS FROM HOLLYWOOD BOWL

You can learn so much from other businesses... not just in our country but in all countries. I'm forever looking at what other businesses do (even when on holiday)... what they do well and what they do badly. Either way, there are lessons to be learned. Take Hollywood Bowl, the UK's largest 10-pin bowling operator, with 60 centres across the UK.

On the whole they're smart, real smart, but even they can do things better, things that could potentially quadruple their sales (but more on this shortly).

During a recent visit I thought they would make a really good case study for you. So, as usual, I spent some time looking at what they were doing and how we could add a few noughts to their monthly sales!

Here's what we learnt...

LESSON 1 — They Committed The Cardinal Sin

Whether you've been to Hollywood Bowl or not, when I say they've committed the cardinal sin, you should immediately know what I mean! That's right, no customer data capture!

If a business doesn't automatically capture the contact details of their clients, customers or patients, it's imperative some kind of data capture must be put in place. Otherwise you can't communicate with your most important people (clients, customers or patients) to keep them buying more products or services from you.

So what's the answer? Well how about we create a simple 'Hollywood Bowl Membership Club'. This could include

The Hollywood Bowl MEMBERS CLUB

**Join FREE Today &
Get 50% Off
Your Next Visit**

The Hollywood Bowl Members Club is a fantastic way for you to get a load of great offers, discounts, preferential booking slots, free gifts, bowling tips and a host of other exciting things exclusive to our Members.

The Club is **FREE to join** and if you complete your details today we'll give you **50% off your next visit**. Simply fill in your details and hand the card back to the desk before you leave. Thank you.

Title (Mr, Mrs, Miss)
First Name: Last Name:
Address:
Postcode: Tel:
E-mail:

Join A Friend—give us the details of a friend who also would enjoy the members Club and they'll get the same great offers.

Title (Mr, Mrs, Miss)
First Name: Last Name:
Address:
Postcode: Tel:
E-mail:

Please hand this Members Card in at the front desk before you leave

special discounts, preferential booking times, tips on improving scores, 'The Best Score Of The Month Competition', Monthly Newsletter and so on. In just two minutes that's not sounding too bad, but we could do better with more time!

The key with the Membership Club is to

'sell' it either when people make their booking or when they arrive at Hollywood Bowl to play. Either way it has to be systematic and staff need to be trained on how to implement it. We could also include a staff Incentive Scheme to reward the person who signs up the most members each month.

Better still, they could just make the data capture a part of doing business with Hollywood Bowl. When anyone wants to book a lane, they have to give their name and contact details. They'd then tag on the end that, as part of this, they are automatically signed up for the Membership Club.

Then, of course, they can communicate regularly with their members, and within a few short weeks they'd be increasing their sales and profits for very little extra expense!

But then I made a surprising discovery. And this is a perfect case in point about the necessity of data capture and the importance of systemising it...

Hollywood Bowl DO have a Membership Club. They call it the 'V.I.B.' (Very Important Bowler, that's a really good name).

On the next page is the leaflet they use to promote it.

The problem is they 'hide' it amongst their other leaflets in dispensers around the alley (see Lesson 5).

W.A.Y.M.I.S.H. (Why Are You Making It So Hard) comes to mind here...

- They have to make sure customers sign up, but it's virtually impossible for them

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MONEY-MAKING LESSONS FROM HOLLYWOOD BOWL

to do that if they don't know about it, so they have to be instructed.

- If they're going to put the membership club details on a leaflet (a good idea, of course), customers have to see it. Hidden in a dispenser with half a dozen other leaflets is not too clever!
- When customers are playing a game, they're sitting around for a few minutes before their next bowl.

They have time to complete a form and give it back to someone (who should be collecting, etc.).

Why make customers go online to complete their details? Let them do it now. You've got their attention. They might never sign up if they have to do it at home and they may forget the leaflet!

- Why do customers have to be over 18 years old to join? Why can't you have a children's V.I.B. and an adults' V.I.B.? This is a big mistake!

LESSON 2 — Keep It Full As Often As Possible

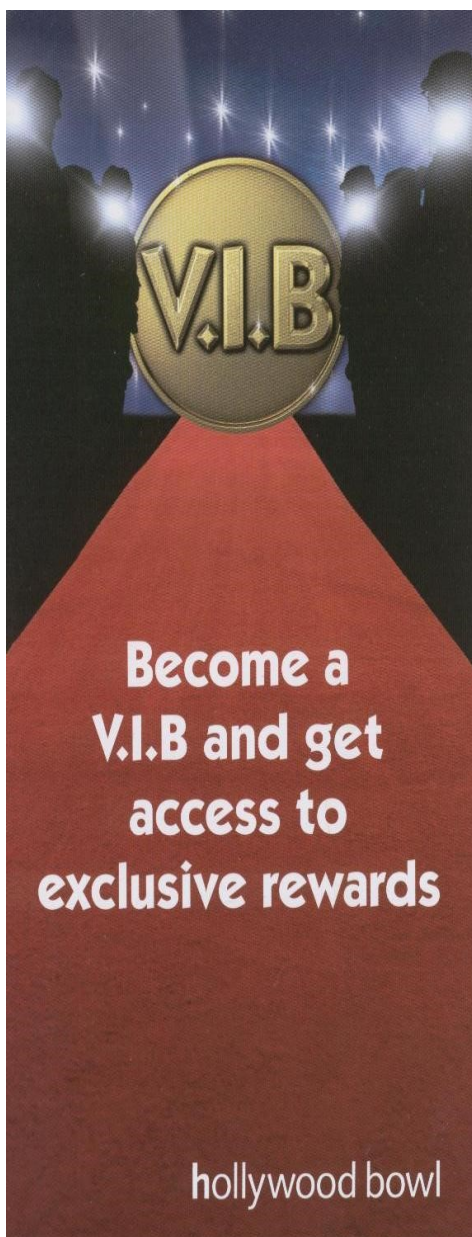
When I visited Hollywood Bowl it was in the evening. They call it 'Night Time Bowling'.

They light up the lanes and play the music loud, it really is impressive.

However, about 6 lanes were empty, that's about 20% of missed opportunity and sales.

Don't get me wrong, it was busy, very busy, but it's still money down the drain!

The problem they have is that they don't have any easy way of getting empty lanes full if they don't know who their customers



The V.I.B. is a great name for their club—but why make it so hard for people to join?

Fantastic deals when you sign up to be a Very Important Bowler

Summer offers

2 games for £4

Sunday to Thursday after 9pm

V.I.B Member + 3

Valid 1st May to 31st August

2 games for £5

Sunday to Thursday after 6pm

V.I.B Member + 3

Valid 1st May to 31st August

Adult 6 games for £6

Monday to Friday until 6pm

V.I.B Member + 3

Valid 1st July to 31st August

Kids bowl for £1 a game

Monday to Friday 10am - 6pm

Saturday & Sunday before 12 noon

V.I.B Member + 2 kids

Valid 1st July to 31st August

Become a Very Important Bowler,
sign up at hollywoodbowl.co.uk/vib

All offers exclude bank holidays and are subject to lane availability.
All V.I.B offers are + 3 friends except where specified. VIB1SUM08

Why ask customers to go online? And why can't you have children in the club? (they only allow over-18s to join, but most of their customers are teenagers!). That's plain stupid. They even have offers for teenagers, so why restrict membership?

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are, or how to contact them.

But, just think if they knew who their customers are and how to contact them?

A day before, they could email or text their customers and create a special offer on the 6 free lanes.

That has to make a difference.

LESSON 3 — Keep Me Buying While I'm There

Disney are masters at 'wallet share' - getting their customers to spend, spend and spend as much money as possible while they're in their theme parks. Hollywood Bowl are good at this too.

For example, waiters and waitresses come to the lanes to take food and drinks orders and then deliver them to you at your lane.

This is a good example of W.A.Y.M.I.S.H: they've made it easy for customers to spend more.

But what else could they do?

LESSON 4 — Make Me An Offer I Can't Refuse

I have to say Hollywood Bowl are good at offers (that's why it's so crazy for them not to have a system for getting the contact details of customers).

The V.I.B. card on the previous page has a number of good offers, plus they have several other leaflets (see above). How many offers do they have running concurrently?

There's no limit to the number of offers you communicate, if they work, keep doing them!

Very good.

LESSON 5 — Using Leaflet Dispensers

ALL the leaflets at Hollywood Bowl were placed in leaflet dispensers all around the lanes.

As a general rule, leaflet dispensers are a good way of making information available to customers but once again the way Hollywood Bowl use them is far too passive.

Just because you have leaflet dispensers scattered around the place doesn't mean

Great value bowling for everyone

OFF PEAK	PEAK
weekdays before 6pm excluding bank holidays	weekdays after 6pm, all weekend and bank holidays
ADULT per game £2.00	ADULT per game £4.00
UNDER 16s per game £1.50	UNDER 16s per game £3.00
FAMILY PACKAGE (4 people, minimum 2 under 16s) 1 Game £8.00 2 Games £10.00	FAMILY PACKAGE (4 people, minimum 2 under 16s) 1 Game £13.00 2 Games £20.00
OVER 55s per game £1.50	
STUDENTS per game £1.50	

SCHOOL HOLIDAYS Peak and off peak times may vary. Please ensure you check with your local bowl for details.

Kids Bowl Free Sundays 10am - 12 noon

A. Pin reporting

hollywood bowl

Hollywood Bowl have a number of leaflets focused on various target markets, this is good, very good marketing!

people will pick up the leaflets and read them.

So what could be done to improve this?

- The important leaflets need to be handed out when people come to pay for their games.

For example, the V.I.B. membership card should be handed out and explained at the counter.

- The staff on the counter should have a leaflet dispenser on their desk and refer to it, telling the customer there are some fantastic offers on the leaflets, make sure you read the leaflets while you're playing your game, etc.
- Waiters and waitresses should collect all completed forms as they deliver drinks and also be trained to see opportunities. For example, if a family is playing, they should refer people to the 'Birthday Party' leaflet and 'Teen Birthday' leaflet, etc.

Remember, everything you do should be systemised and well-thought-out.

It's lazy just to place leaflet dispensers all over the place.

This is far too passive.

You must not miss any opportunities to increase 'wallet share' from your clients, customers, or patients... But, of course, your plan of action needs to be considered and not pressuring.

From a marketing point of view Hollywood Bowl seem to have their act together but, as you've discovered, they're missing out so much... things that would probably be worth millions in extra profits to them as a group.

Without question, the opportunity will be the same for you and your business. As you can see, there really is a multitude of things you can apply for little or no cost!

As I keep saying, building your business isn't rocket science... but it IS a science!

Doing It Differently!

STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

This month we're dissecting a local newspaper ad (contrary to popular belief and despite the proliferation of newspapers and magazines moving online, many people still prefer the printed version rather than the digital one, so printed media is still a fantastic medium to generate sales and leads).

Here are the details (the ad is shown in full on page 7 opposite)...

Industry: Insect Defence

The Results: This ad replaced an existing one which had been performing so poorly that the owners considered pulling their advertising spend altogether. The new ad ran and immediately increased lead generation by over 100%. This in turn increased sales by over £30,000.

Why It Worked So Well:

1. The headline is based on the headline format of one of the best-selling ads of all time (written by John Caples—"They Laughed When I Sat Down At The Piano, But When I started To Play..."). It works perfectly in the context of this product.
2. The ad is written in a personal and conversational style, making it fun and interesting to read.
3. The product is introduced in the ad in the context of a solution (a proven method) rather than just a product that has a list of functions and features.



Our Marketing Piece analysis shows you the component parts (The Core Elements) and then we put them back together again ready for you to use and adapt to your own business!

4. The ad has a photo of the owner with his arm around the product as if it's a living, breathing thing. This creates a personal connection with the owner and the machine he is promoting.

5. Strong social proof in the form of testimonials is provided early on in the ad, increasing confidence in the ad's claims about the product.

6. The ad uses a number of key benefits to communicate in limited space what a user could expect if they purchased this product. This is in stark contrast to the standard feature list that many product ads use, which under-inform and in turn undervalue the product in question.

7. The call to action uses a scarcity tactic which works well as long as it's believable. The results proved that in this case it performed well.

8. The ad thanks the people that the owner and his staff met at their exhibition stand at a local event, further adding the personal touch to the ad.

FREE SCIENTIFIC MARKETING MAKEOVER

Want to improve the results of your marketing for ZERO extra cost? During the month of November I'm offering 6 completely **FREE** 'Scientific Marketing Makeovers' (normally £297).

I'll analyse your marketing piece and give you a 22 page easy-to-read report showing you **EXACTLY** how to optimise your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' making it easy for you to make instant improvements. Full details here:

www.doingitdifferentlygrowthclub.com/smm-John-Atkinson

Doing It Differently!

STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

1

"They Laughed When I Said I Had A Machine That Ate Mosquitoes, But When They Looked Inside..."

2

"I can't believe that with all the money in the world no one has come up with a machine that eliminates mosquitoes from your home and garden. What's the point of living in a nice warm climate if you're a prisoner in your own home? There's no quality of life in that whatsoever."

The Solution: A Machine That Literally Eats Mosquitoes

3

I agree, it's unacceptable. So about two years ago I decided to look for a comprehensive cure for people being hounded by mosquitoes. And I found one! And it's called the **Mosquitoeater™**.

Already hundreds of people are benefiting from the Mosquitoeater™. Here's what some of them have had to say...

4



5

"When you think we were considering leaving Spain altogether, this machine has changed our life!"

David and Marion Nicks

"It makes us feel great knowing that it is protecting us 24 hours a day, 7 days a week without us having to do a thing."

Delia and George MacDonald-Hedger

"We sit out at night without a care in the world. We've not been bitten once and at times I have to pinch myself because the difference has been life changing."

Shirley and Paul Daniel

6

Here are just some of the benefits the **Mosquitoeater™** has to offer.

- Creates a **"MOSQUITO FREE ZONE"** around your property - GUARANTEED

7

Me and my **Mosquitoeater™**

- Stops millions of mosquitoes appearing every season
- Pays for itself time and time again with its life changing effects
- Saves you thousands in lotions, potions and protective netting

I have just had 10 more FREE DVD's pressed of the how it all works (last weeks stock went within a couple of days) plus info packs to give away (**first come first served - again!**) so call us now on ~~905-451-0005~~ or email us at ~~info@mosquitoeater.com~~

8

Lastly, thanks to all of you who turned out to see us at the "This Is Spain Exhibition" in Los Montesinos. It was a huge success!

Doing It Differently!

INCREASE THE PROFIT ON EVERY SALE BY USING CROSS-SELL

There are a number of tactics you can use to increase the profit on each sale. This month I thought I'd focus our attention on 'cross-sell'.

Cross-selling is one of the easiest tactics to apply to any business.

Once again, it's a simple, highly effective way to increase the average order value and to primarily increase the profit on the sale... for ZERO extra cost to you.

To keep things simple, let's use McDonald's, the fast food franchise, to demonstrate how the cross-sell works...

You go into McDonald's and ask for any of their main dishes, such as a Big Mac or Chicken Sandwich – the reply from the person serving you will be...

'Would you like fries with that?' Basically, they are using a well-rehearsed 'Cross-sell Statement' that makes it easy for the buyer to say 'yes'.

So, to define cross-sell more accurately...

A cross-sell is when you sell a product or service that compliments the product or service initially being bought.



Using Cross-Sell increases the profit on every sale.

Be sure your cross-sell adds related value to your customer's purchase and you can't go too far wrong.

Good Examples Of Cross-sell...

Here are a couple of good examples of cross-sell...

Example 1: The Sunglass Hut Cross-sell

Buy any designer pair of sunglasses from the Sunglass Hut and, when you go to pay, the shop assistant will draw your attention to four 'plastic

balls' on the front of the counter (with a price of £20 clearly shown).

Each one contains a different coloured cleaning cloth for the sunglasses. Their cross-sell script goes something like this...

"Thank you, Mr Jones. Because you are ordering today, would you like to choose any one of the cleaning cloths in front of you and I'll add just £9.99 to your order?"

Note the following...

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INCREASE THE PROFIT ON EVERY SALE BY USING CROSS-SELL

Blood Ransom Paperback – 1 Oct 2010
by Sophie McKenzie (Author)
★★★★★ 45 customer reviews

Kindle Edition £4.99
Paperback from £0.01
Audiobook £0.00

Note: This item is only available from third-party sellers (see all offers).
Clones Rachel and Theo now live thousands of miles apart. They keep in touch, but things just aren't the same. When Rachel discovers that evil scientist Elijah is still working in secret for a section of the government and about to murder Daniel, she sets out to rescue the little boy, but her plans backfire with disastrous consequences. Across the Atlantic, Theo becomes suspicious when Rachel misses their weekly internet chat. He discovers a report online saying she's killed herself and travels to Scotland to find her, certain that she has been kidnapped. A clue leads him to Elijah's mysterious clinic, where the sinister Aphrodite Experiment is underway. But what is Elijah really planning? Why does he need to track Rachel down so badly? And will Rachel and Theo be able to pay the ultimate ransom that he demands?

Customers who bought this item also bought

- Blood Ties by Sophie McKenzie: 58 reviews, Paperback 86 offers from £0.01
- Every Second Counts (Split Second 2) by Sophie McKenzie: 39 reviews, Paperback £6.99
- Split Second (Split Second 1) by Sophie McKenzie: 52 reviews, Paperback £5.99
- Missing Me by Sophie McKenzie: 170 reviews, Paperback £6.99
- The Medusa Project Collection Sophie McKenzie 6 Books Set... by Sophie McKenzie: 8 reviews, Paperback 13 offers from £14.92
- Sister, Missing by Sophie McKenzie: 177 reviews, Paperback £4.47
- Trust in Me by Sophie McKenzie: 140 reviews, Paperback £5.81
- All My Secrets by Sophie McKenzie: 17 reviews, Paperback £5.55
- Close My Eyes by Sophie McKenzie: 340 reviews, Paperback £7.99
- Here We Lie by Sophie McKenzie: 267 reviews, Paperback £6.34
- Girl, Missing by Sophie McKenzie: 267 reviews, Paperback 39 offers from £0.01

- The assistant has been well-trained and uses the name of the customer by looking at the card passed to them
- This is a simple one-sentence cross-sell
- The cross-sell in this example is probably adding close to £9.50 in pure profit to the sale!

Example 2: Kitchen Devil's Knife Set

One of the things I'm going to ask you to do from now on in the development of your business is to spend 30 minutes or so each day watching shopping channels like QVC and The Shopping Channel.

These programmes have some of the best marketing strategies on show as they run through infomercials one after another.

Be careful, though – make sure your wife or husband or partner doesn't

start watching as well – or they'll be dragged in like the rest of them!

For example, the well-known infomercial selling the Kitchen Devils Knife Set, selling for about £300 is very powerful.

They have the chef literally throwing food in the air which then lands on the knife to be split perfectly in two. When you order, this is what the telesales person says...

"Mrs Jones, because you're ordering

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today, we have a special offer on the Kitchen Devil's Presentation Mount. Made of beautiful solid wood, it will show off your knife set on any work surface in your kitchen. Can I add just £9.99 to your order?"

It's hard to turn that down, having just spent £300 on the knife set!

Most people want to parade their new knives and what better way than to have the perfect showpiece for them! Three short sentences for an increase in profit of about £9.50, with a product that unquestionably complements the original purchase.



Example 3: Men/Women Fashion Retailors

A store selling men's tailored shirts can offer matching cufflinks, ties and collar-stiffeners.

A store selling ladies fashionwear can cross-sell matching shoes and handbags with any purchased dress or skirt.

Example 4: Lawn Care

Offer a pruning service, grass removal, weed removal from borders, etc., or how about a discount on leaves and snow removal in the winter if they agree a contract for the season's lawn care?

Example 5: Amazon.com

Amazon were the pioneers in the online cross-sell.

Whenever you choose a product to buy, they back this up with other recommendations. For example, 'buyers of this book also bought these books' (see example on previous page).

And if you run an online business, or you generate sales online then up-sell should be an integral part of your business on EVERY product or service you sell.

For example, I generate a large number of leads online and a contributory factor to that is the 'cross-sell pages' I have that load once the initial lead has been generated. They are designed to cross-sell people to my primary FREE service called the 'Sales Accelerator ROADMAP' (see back page for details). And when I take a business owner through this amazing piece of software, they are much more likely to want to work

with me (see an example of the cross-sell page opposite).

There are few other strategies that you can use in your business that have such an immediate and big impact when applied.

Once you've created your cross-sell, it should be used indefinitely (but, of course, test other ones against it to see what works best).

However, if you're in need of a quick influx of extra leads and/or sales and of course profits, then simply adding a cross-sell to your products and services will give you exactly what you need, for absolutely no extra cost.

That's why I said earlier every business should use cross-sell!

Example 6: Any Other Product Or Service Sold By The Business

The beauty of cross-sell is it gives you the opportunity to sell other complementary products or services the business is selling.

But there will be many more products and services you can include once you start thinking about it.

The important point to take from this is to look for the opportunities in the business to present related

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products or services. Then offer these additions at a discount as a cross-sell.

In many cases, you'll find that some customers will want these products or services, but didn't think about buying them – either because they didn't think they need that product or service at that time or didn't relate that need to their current need. Either way, you helped them and both of you received extra benefit.

Be aware of opportunities in the business to sell additional products or services to customers, at the time of their initial purchase (and, of course, after this – but more on that in later issues).

It really is very easy to use cross-sell at the point of purchase.

So if you're not taking advantage of these potent and easy-to-apply strategies, I guarantee you're missing out on potentially huge volumes of sales and profits from your clients, customers or patients.

Remember, it takes just a few minutes to put in place many cross-sells for all your front-end products or services.

Taking advantage of this opportunity will increase the sales and profits of your business within a very short space of time.

THANK YOU!

We've sent you an email with details on sending us your marketing strategy. But before you take a look, would you like to further accelerate the growth of your business for FREE? If so please read on...



SALES ACCELERATOR ROADMAP

FREE TODAY

FIX YOUR MARKETING

And Increase Your Sales & Profits In Less Than 45 Minutes As Our Software Pinpoints Your 'Opportunity Areas' & Shows You Exactly What To Improve...

Simply click on the button below to get started

YES! I Want This!

THIS IS A FREE SERVICE. NO CREDIT CARD REQUIRED.

🔒 We respect your privacy and will never share your details

**FREE SERVICE**

The Sales Accelerator ROADMAP is normally priced at £497. For a limited time this leading-edge service is FREE

**PINPOINT ACCURACY**

After answering a series of 'yes/no' type questions our software will accurately analyse your sales and marketing

**STEP-BY-STEP**

Our software will then give you a step-by-step ROADMAP on what to improve/add in sequential order

The ROADMAP Uses 'The FORMULA' Our Proven Business-Building System To Pinpoint All The Gaps & Provide A Step-By-Step Solution To Grow Quickly

Over 26,000 Businesses Benefiting Right Now

THE FORMULA

T

TRANSFORM

X

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Introducing The FORMULA

- ✓ **PROVEN:** Growing a business isn't rocket science... but it is a science. The FORMULA is our proven time-tested and robust system for quickly growing any business.
- ✓ **5 KEY AREAS:** The FORMULA works because it focuses on the 5 primary parts of every business's sales and marketing. Other than acquisition of other businesses this is the only way to grow a business. Concentrate on these 5 business areas and you will flourish to unprecedented heights.

*One of my cross-sell pages leading to my Sales Accelerator ROADMAP
(for more details about this amazing FREE service, see back page)*

Doing It Differently!

THE LAST WORD **THE WORST NUMBER** **IN BUSINESS IS 'ONE'**

One of the BIG business rules is this: "The worst number in business is 'ONE'." There are a number of fundamental business rules that should never be broken. Or if they are... you're breaking them with a full understanding of the rule and the implications of breaking it. And this is one rule that should never be broken.

The fact is that there are a number of business rules that every business owner should be acutely aware of. The Rule of '1' is one of them.

Of course, we learn some rules on the 'journey' but these are usually harsh lessons. Better, much better to know what they are before learning by mistakes. They are not difficult to find, but many business owners don't invest time learning. They don't read books. They don't attend seminars. They don't invest in their own personal development. I've never fathomed that. You can get 10-20 years of someone's experience in around 3-4 hours when you read a book. Anyway, back on to the Rule of '1'. Here are the sort of things you should avoid...

- 1 main supplier
- 1 member of staff that you rely too much on
- 1 financially big client or customer
- 1 way to generate leads
- 1 way to acquire clients, customers or patients
- 1 product or service
- 1 way to get customers buying more frequently
- 1 way to 'deliver' your product or service (Covid has had a major impact here!)
- Etc.

There are a number of industries and businesses that rely heavily on one main client, customer or patient. It's scary how often that one big client stretches resources to the full, usually to the detriment of other customers and whereby the business ultimately becomes too reliant on this big source of income. It almost always ends in tears.

Often it's harder than it sounds not to get dragged into the mire of '1'. But when you find yourself having been sucked in, you have to work extra hard to start multiplying the '1'.

You have to work hard to change the '1' to a '2', or to a '3', or to a '4', and so on. But it's vitally important, especially when you're building a solid and quickly growing business!

"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.sellmorestuffchallenge.co.uk>

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