

ARE YOU ADEQUATELY INSURED?



A recent survey found that 75% of New Zealanders are trapped in a cycle of debt and underinsurance, leaving families exposed to the risk of financial loss.

The research showed that 37% have basic life insurance, 33% have health insurance, 13% have income protection insurance and only 9% have major illness insurance.

The growth in the residential housing market has seen many people acquiring debt that is unprotected by life insurance. In the "good old days" when you effected a residential mortgage your bank insisted you had mortgage repayment insurance to cover the loan. Nowadays a mortgage broker arranges a loan and, in many cases, does not even worry about insurance and making certain your loan is covered.

While actual numbers are hard to get, it is widely accepted that well over 70% of residential mortgages are not covered by insurance.

It seems many people are needlessly taking risks and playing Russian roulette with their financial and family security, which is very frightening.

One of the biggest problems people have is knowing what levels of coverage are appropriate. If you would like more information on this please feel free to call us and we will help you highlight the financial risks of your current situation and provide solutions.

END OF 2005/6

Financial Year

The end of the Financial Year is fast approaching and now is the time to start looking at your must do list by the 31 March.

BAD DEBTS

Check your Debtors ledger and write off any bad debt before balance date.

To be deductible the debt must satisfy two criteria:

The debt must be bad (A debt may still be bad even though recovery action is still being undertaken)

The debt must be written off in the income year for which the deduction is being claimed.

This does not prevent you from continuing to pursue the debt. If a bad debt that has been written off is subsequently recovered at a later date it is then treated as a new sale and processed in the normal way.

STOCK ON HAND

If your stock on hand is more than \$5,000 you will need to complete a full stock take. This is calculated at either cost or market selling value if that is lower than cost.

All stock take information must be retained for 7 years.

Can you pay your tax this year?

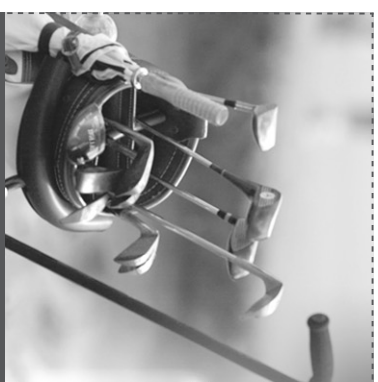
If you have a temporary cash flow problem then you may be able to use the services of TMNZ. This service can eliminate late payment penalties, reduce use of money interest by up to 25% and improve your cash flow!!

It does sound too good to be true doesn't it! Yet the service does work!! Want to know more? Contact us today!!



Avery's barn burned down and his wife, Crystal, called the insurance company. Crystal told the insurance company, "We had that barn insured for fifty thousand and I want my money."

The agent replied "Whoa there, just a minute, Crystal. Insurance doesn't work quite like that. We will ascertain the value of what was insured and provide you with a new one of comparable worth." There was a long pause before Crystal replied, "Then I'd like to cancel the policy on my husband."



better BUSINESS

Business
Results
Limited

February 2006

Don's Comments

Dear Friends,

The New Year is now well and truly behind us and 2006 is nearly two months old!

We have had a very positive start to the year with numerous new clients and new businesses so welcome to all those people! And a big thanks to those existing clients who referred them!

We are sad to report that Jo Russell, who was the very first employee of Business Results Ltd., has moved on to fresh fields. Often, despite wishing that the status quo could continue for ever, it becomes clear that the decision will be better for us and Jo in the long term. We wish her well in the future and know that she will keep in touch with us. So those of you who have had dealings with her will be contacted by us shortly, if we have not already done so.

This leaves us one staff member short so we have started the search for her replacement. Good staff are hard to find, particularly as we are very careful to ensure that the new staff member will fit into our culture. We will keep you informed of progress.

There has been talk from a lot of politicians and economists that 2006 will see a rapid slowing of the economy with the resulting conditions for business being negative.

Do not adopt this mindset! If you expect things to happen, often they do. So expect a better year than last year and that too will happen! If others do think negatively then this creates opportunities for us!

I was rushing out to play business house golf last Tuesday and as I was changing, an accountant asked me why I still wore a collar and tie. My response was that, in my view, a collar and tie are part of my business uniform. In much the same way are black, well polished shoes (most of the time!) a neat haircut and considerate manner. It is all about perception isn't it? When I decided to wear jeans and an open neck sports shirt a few years ago, clients found it harder to believe my advice, despite there being no difference to that advice!

How did your goal setting and planning go for 2006? What do you mean you haven't done any because you have been too busy?! Shame on you! And have you read Michael Gerber's book, the E-Myth Revisited? I have had some extremely positive feedback from clients and friends who have read it! Make sure you get your copy soon and then read it!

Did your plan have some holidays in it? Recently I have talked to several clients, old and new, about holidays. They were all, to a greater or lesser extent, getting stale because they had not had a decent break from the challenge of running a business! Make sure you have plenty of long and short breaks pencilled in on your 2006 calendar!

Lastly!! Remember the five P's of business this year!

- Passion**
- Persistence**
- Profit**
- Personality**
- Patience**

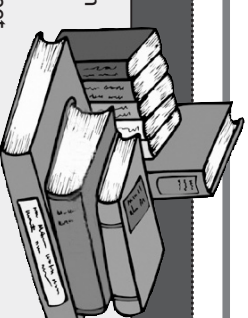
Kind regards
Don, Cheryl, Sally, Jeanette, Heather and Anna!

WANT TO KNOW MORE ABOUT BUSINESS?

Over the years we have collected a large number of what we call handouts on many aspects of business from tax to marketing and most things in between!

Below are some titles:

- Want to know more about business?
- 87 ways to save tax
- Competing on Price is Dangerous
- Advertising



- Asking your bank for a loan
 - A brief guide to GST
 - Family Trusts explained
 - Family Trust Instruction Sheet
 - Shareholder Agreements
 - What can I claim?
- Phone us if you would like some of the above or to ask what other titles we have available.

HOW TO Prevent Your Business Card From Being Recycled

By Sean D'Souza

- Dogs have a longer life than most business cards.
- A manky street dog can live seven years or more.
- A four-colour embossed, laminated business card would consider itself a veteran if it survived till next spring.
- Because spring brings along spring-cleaning
- And mysteriously, all over the world, business cards meet a horrible, recycled death.

So why don't business cards work as well as they should?

Pull out your business card.

- What does it say?
- It gives your name.
- Your address.
- Mobile Number: Office Number.
- And somewhere smack in the middle is a logo of sorts, possibly telling me what services you offer.

Does your business card teach me to increase my profits?

- Does it show me how to reduce waste?
- Does it help me do my tasks more efficiently?
- Does it help me get...er...more customers?
- Does it do anything that I would be remotely interested in, at this moment?

It probably doesn't, huh?

- So how about a card that shows me how to increase my profit.
- Or help me do my tasks efficiently.
- Or help me get more customers.
- Or tell me just about anything, other than a boring name, address, and contact details.

We're talking about a business card that creates instant attention. And while you're playing 'God' here are some solid rules to create an extremely action-based business card.

Rule 1: Make your card look like the cover of a book

And let the front part of your business card look like something a customer would want to buy. Put in a title.

Rule 2: Make the title interesting and captivating

You don't need to go very far to get an interesting title. You'll probably find something in about sixteen seconds at Amazon.com. Once you've found a title, simply adapt it to your business.

Examples:

Dietician: 7 simple weeks that will stop over-eating for life
Real Estate: 7 reasons why most homes are under-valued
Consultant: 7 powerful techniques to increase closing ratios
Car Mechanic: 7 Instant Fuel-Saving Techniques
Landscaper: How to transform your garden with less than \$100

If you like this article, feel free to share it with your own list, post it on your site, post it on your blog, or add it to your autoresponder. As long as you leave it intact and do not alter it in anyway. All links must remain in the article. And include the following at the end of the article:

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Rule 2a: Write the report or booklet

I know this is spoon-feeding, but hey, you'll have to write the report or booklet that you're going to give away. Don't aim to be Mark Twain-- just write a few profound tips that will help your customers to get ahead in their lives.

Rule 3: Do not ask the prospect to Subscribe

Yes, your card will give intimate details of how the prospect can get to your website, and yes, it can tell them to call you for the report or booklet, but under no conditions will you have the word 'subscribe' on your card.

The prospect is solely interested in the information contained in the report. When the prospect calls in, or fills in details at your website, you should tell them that they will be subscribed to your mailing list - and that they can unsubscribe whenever they wish to do so.

But under no conditions are you going to put that dreaded 'subscribe' word on your card.

Rule 4: Flip over your card

Put bullet points. Tell the customer what they can expect to see in the report, or the booklet you're offering. Put in at least five to seven enticing bullet points.

You darn well want the prospect to act immediately. Well, make the information compelling, so that the prospect feels the need to take a decision sooner than later.

Rule 5: Your logo and contact details come last

At the bottom of the card, there's always a little space to put in your logo and your contact information. Just so that the prospect knows exactly how to reach you...just in case.

So will these steps prevent your business card from ending up in the trash?

Business cards have a grim fate. They all end up in the trash eventually. But there's a difference between the card you currently have, and the card you know you really should have.

And the difference is that the prospect has voluntarily gone to your website or given you a call. And voluntarily agreed to be on your database.

And here's a solemn, profound, earth-shattering fact...

That even if the prospect loses your card, or horrors, throws it away (by mistake of course), you can still keep in touch, because YOU now have their contact details and permission.

So that when a job next pops up, you're in the prospect's face. They've read your booklet or report. They know you are the expert in your field. And it's more than likely that the prospect will call you before they call any competition -if they call the competition at all. Your business card can be a piece of paper. Or a conversion tool. What would you prefer?

Wouldn't you love to stumble upon a secret library of small business ideas? Find simple, yet electrifying ideas, on copywriting, public speaking, marketing strategies, sales conversion, psychological tactics and branding.

Visit <http://www.psychotactics.com> today and judge for yourself.

Knowing how to Make the Sale

A little while ago I was at a performance by three great singers. They were fa-n-t-a-s-t-i-c and could sing everything from classic to pop, solo or together. The crowd loved them and gave them rapturous applause at every opportunity.

During the evening they occasionally mentioned their CD and said that they hoped we'd buy it.

And at the end of the show not one person bought their CD!

Why?

It's because they were singers, not salespeople, so they didn't know how to make the sale. They made 3 major mistakes:

1. They never showed us the product - they appeared embarrassed when they briefly mentioned the CD so they didn't tell us what was on it and who would like it (selling the benefits) nor did each of them proudly hold up a copy to make it the hero.
2. They forgot to ask people to buy - after their exhausting evening maybe they had to relax backstage over a couple of drinks but they certainly weren't out front saying "Don't forget, buy your CD now." If it'd been me I would have been out there pressing the flesh telling everyone how much they needed this great CD.
3. They didn't make it easy to buy - they still could have sold a stack of CDs if there had been someone in a prominent place with a stack of CDs saying, "Buy your CD here." Unfortunately there was nobody around to sell it to you no matter how much you might have wanted to buy.

When it comes to selling you see these mistakes being made all the time. So as you relax over the summer, why not review how you go about selling and make sure that you always:

- o Make your product or service a hero and sell its benefits.
- o Make sure you ask people to buy.
- o Make it easy to buy.

How to Win BIG Customers

One of the best books I've read recently is "Bag the Elephant: How to win and keep big customers" by a fella named Steve Kaplan who explains how to get into big companies and win lots of business. He made a bucket of money as a salesperson by focussing on big companies ("Elephants") to win big deals.

I phoned Steve in Chicago to interview him for the December edition of my Business Marketing audio program and he shared the secrets of bagging those big elephants.

Briefly, Steve reckons the way to crack big deals is:

1. Know who does what in the company (particularly who makes the buying decision and who can kill deals)
2. Find out exactly what it takes to get on the supplier list.
3. Know how to speak the company language.
4. Understand their budget cycle and where your product or service fits in.

At \$49.95 plus postage and handling it's a must if you're in sales. To order the book (it's a great read over the summer holidays and you'll start the New Year kicking butt) just log on to:

www.bobsbooks.com.au

If you are a subscriber to Business Marketing you'll hear that interview in full and, if you want to get the whole story make sure you get the book.

Two little words with big impact!

If you are in love then you'd probably say that the best words you can ever hear are contained in the simple phrase "I love you!" In business if you love your clients and you want them to love you the best words your clients can ever hear are "Thank you!" And whilst initially you may be sceptical about the idea of loving your clients it's just something you've got to do if you plan to be in business for the long haul. You need to make it part of the way you and the rest of the team do things at your site. You see, when you love your clients it means you demonstrate that you appreciate them and, when you do that, they'll keep on coming back bringing their friends with them.

Now loving them doesn't mean doing that physically. It just means that you ensure that clients feel appreciated, respected and valued.

You show them this when you say:

- "Thank you for calling" when they telephone for information or advice;
- "Thank you for choosing us" when they give you the job;
- "Thank you for letting us know" when they have a complaint;
- "Thank you for the referral" when they send in a friend;
- "Thank you for waiting" when you have to ask them to wait and so on.

Now there are two other groups that deserve the same big, generous thanks. And those are your suppliers and the people you work with. Generally people in both of these categories are the first to cop it in the neck when they do something wrong but rarely do they receive a "thank you" when they do something right. So try telling a supplier "Thank you for getting that to us so promptly" or surprising a colleague with a "Thank you for doing a great job."

You'll be amazed how contagious the "thank you virus" can be and, when people catch it, they'll love doing business with you!