

The Newsletter For Local Business Owners Looking To Build A Better Business

Brought to you by: HID Group
03 9341 7333

www.hidgroup.com.au



November 2014

Inside This Month's Issue

- Page 1:** Managing Your Time Effectively—Is The Route To Your Success
- Page 3:** Dumb Criminals
- Page 4:** Online Marketing—Remarketing
- Page 7:** What Clients Say About Us
- Page 8:** Bet You Didn't Know



Helping you create the perfect business!

Quote Of The Month

“Knowing is not enough; we must apply. Willing is not enough; we must do”

Johann Wolfgang von Goethe

“Managing Your Time Effectively —Is The Route To Your Success”



*Con Antonio
Managing Director*

By the time this newsletter hits your desk (mid-November) we're reaching the end of 2014. What have you got done this year, and what will you get done during 2015?

I must confess, I used to be terrible at managing my time. And even now, whilst I manage my time fiercely, I still have to work at it. There's no short cut. It takes real discipline to ruthlessly manage your time. However, what I do know is that there is a VERY high correlation between success and how well a business owner manages their time. Ultimately, the more you get done, the more successful you'll be. Of course, you can be a busy fool. But the more time you give yourself to improve your business, your own development and the people around you—the more successful you'll be.

But time is ALWAYS against you. Don't you feel that the older you get, the quicker time passes? I'm

not sure why this is, but each year seems to pass more quickly than the previous one. The days, weeks and months seem to roll into one, and before you know it 6 months have passed. You're left wondering, 'Where did the time go?'

Now that's okay as long as you plan your year out AND manage your time ruthlessly. However, most people spend more time planning their holidays than planning THEIR YEAR AHEAD.

If you plan - you get more done, much more done. If you fail to plan and set goals, it's surprising how little you'll accomplish.

All the high achievers and successful people in this world identify planning and goal-setting as a major contributor to their success.

Why? Because in addition to giving them a clear roadmap, it also helps

continued on page 2...

Managing Your Time Effectively

Continued from page 1...

them plan their daily/weekly/monthly schedules, and effective management of time enables them to get more work done in a week than most other people get done in a month.

Now, I'm not going to spend any time talking about goal-setting (I've covered this before), but what I'd like to talk about are a few proven tips and strategies I've learned along the way, which have made me "one of the most prolific 'work machines' on the planet" (not my own words!). I promise you, getting stuff done is a crucial skill you can learn—but one that will ensure you reach your goals and dreams quicker than you ever thought possible. But mark my words...

None of this is easy. You have to be selfish with your time. People around you will NOT like it (until you've 'trained' them in your new ways). You'll find it easy to slip back into your bad habits, but you must fight, and fight hard, to stay the course. Of all the main attributes surrounding success, managing your time effectively, whilst not easy to do, is certainly one of the easiest to acquire and develop.

It's also something that isn't often associated with growing a business, but effective

management of your time is a very potent weapon (and, conversely, poor management of time can be a



Having 'military' type discipline with your TIME will help you achieve great success in 2015 and for many years after.

real business growth inhibitor).

The good news is that you can significantly improve your output if you follow my simple '5 Key Time-Management Tips For High Performers'.

So here are my key Time-Management Tips:

Planning: Plan each month and then each week and then each day based on your goals.

The key here is to establish what you need to do each month to accomplish your goals.

Then break these tasks down to weekly and then daily tasks. You must always prioritise these 'goal-orientated tasks' before 'general tasks'.

You're probably thinking—this will take a lot of thought and time

to plan out. You're right. It does. That's why so few people do it. That's why so few people succeed in life.

Do not underestimate the power of carrying out this first step—it is the key to your success.

Work During Your High-Performance Times: You'll get much more done in times when your body is alert and active.

For me, this time is 5.30am-1pm and 8pm-11pm (but you'll know when you're at your best). The worst times are generally after eating! My performance drops significantly after lunch. So I do all my writing in the mornings and other less important work in the afternoons.

It's during these high-performance times that you should carry out your 'Goal-Orientated Tasks'. This one step alone will improve your output significantly—so make sure you only allocate this time to the important tasks!

Use the less productive times for 'general tasks' and meetings.

Here's why using your high-performance time is so important...

1. Since our minds are more active and fresh, we can get more done.
2. Concentrating on the task at hand is much easier.
3. Our creative juices are flowing when our minds are more active and alert.

Managing Your Time Effectively

Block Out Your High-Performance Times: Next, make sure you block out your high-performance times and under no circumstances let other things get in the way.

Again, this is key to your success. Treat your high-performance times as compulsory appointments (in other words, you can't cancel them).

If you have a secretary or PA, make sure they understand these 'appointments' are never to be broken and replaced with anything else.

Resist All Distractions: During your high-performance times, turn off your mobile, take your office phone off the hook and don't open your e-mail programme.

Even one interruption can set you back an extra 15-30 minutes, not including the time of the interruption.

“Managing your time effectively is one of the success habits—let nothing stand in your way”

This does take a high level of discipline. In the early days you'll find the temptation of leaving your phone or e-mail programme on hard to resist, but I promise you, if you cave in, this will slash your effectiveness by at least 50%.

Once you force yourself to reduce your distractions to zero, you'll find it very liberating!

For example, as I'm writing this newsletter, it's 8.52am. My phone is turned off. My e-mail is turned off. I am NOT contactable by anyone (not even my wife, no matter how hard she tries! - although now 'she gets it' so doesn't bother).

Seriously, this one discipline will make a massive difference to how much work you get done. Not one in 100,000 people have the mindset to do this, so mastering it will put you on a productivity level way above 98% of people around the globe.

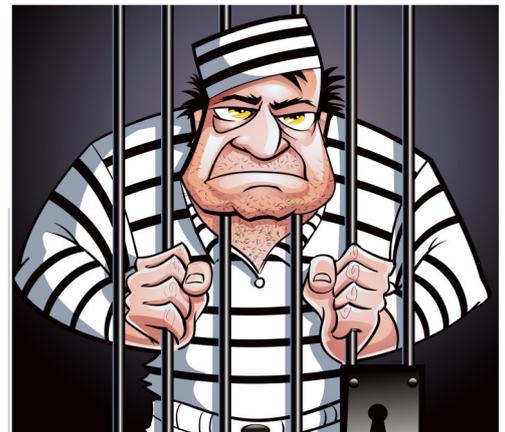
Tell Staff (and Family): You must explain to staff and family that, unless it's an emergency, you are not to be disturbed during your high-performance times.

If your wife (or husband) is anything like mine, it will take time for them to realize you're serious about this. Helen didn't even think she used to interrupt me, so every time she did, I made a note of it. That did the trick!!

By adhering to these 5 key time-management tips, I guarantee you'll get so much more done. This translates to greater income and more success.

The important thing is to discipline yourself. If it was easy to do these things, everyone would be doing them. The fact is, most people lack

real discipline. And getting a high volume of stuff done requires real discipline. You can do it if you put your mind to it. But you have to work hard at it! CA



Dumb Criminals

West Palm Beach, Florida:

Things were looking up for Frank Singleton, 21, as he was released from prison.

However, when he realised that he didn't have a ride home, he walked straight into the prison car park and attempted to steal a woman's car.

He was foiled when he realised that he couldn't drive a car with a gear box.

As he was re-arrested — this time, for motor vehicle theft — Singleton told police that he simply “didn't feel like walking”.

Online Marketing—Remarketing



Steve Hackney—Helping you to quickly grow your business

I have to say that remarketing or ‘retargeting’ is a truly awesome strategy that you should be using.

So what is it?

Well, Google (and other remarketing suppliers) offers AdWords advertisers the ability to place ads (both text and graphical) in front of users who have previously visited your website.

The technology works by putting a little piece of Google tracking code on every page of your website. This code monitors each individual visitor and which pages they visit. Then, as they trawl the internet a few days later, you can place an ad in front of that user to say, “Hey, remember us? Please come back,” etc.

The technology is even clever enough to recognise where they went on your site so you can tailor the ad to be more specific to their needs.

The reason why we recommend Google for your remarketing is because Google have literally millions of websites subscribing to their ad model, ranging from very large high-traffic sites to small low-traffic sites.

But, essentially, because their reach is so vast, the chance of your visitors landing on one of these sites after visiting your site is very high.

So Joe Bloggs visits your website. When he leaves and visits other sites (any site, not sites related to accounting) your ad will show up, making Joe think that you’re all over the web.

This can happen for days, weeks, months or forever (you decide how long visitors see your ads).

Its brilliance is its simplicity. Best of all, you only pay when Joe clicks on one of your ads (the reason why so many websites subscribe to Google’s ad programme is because when someone clicks on your ad, they get a share of the revenue generated).

You can read more about it here...

<http://www.google.co.uk/ads/innovations/remarketing.html>

Here’s how you set up your own remarketing campaign in Google...

STEP #1: Log In To Your Google AdWords Account

Log in to your AdWords account (you can’t set up a Google Remarketing campaign unless you have an AdWords account already set up).

STEP #2: Get The Tracking Code

Now you just need to get the tracking code ready to insert into your website.

Here’s how to create the code...

- After logging in to your account, you’ll see on the left-hand side of the page there is a button called “shared library” – click this (see image at the bottom of page 6).
- Next click “View” under “Audiences”.
- Google will ask you to create a new piece of remarketing code to go on your website.
- Select “setup remarketing”.
- Google will give you the code for your website (this code now needs to be copied onto every page of your website).
- Click “Continue”.
- Then Click “Cancel” (you don’t need to set up a list at this point – see later).

STEP #3: Place Tracking Code On Each Page Of Your Website

Now e-mail your web designer/ developer the code and ask them

Remarketing

to place the code on EVERY page of your website.

Once the code is on your website, Google will track every single user in this “main” remarketing list.

STEP #4: Create Additional Lists (If Necessary)

You now have 2 choices... (1) Remarketing to all users that visit your site in the same way (using your “Main” list) or (2) Create sub-remarketing lists using the various URLs (different web pages) on your website.

I RECOMMEND YOU DO THIS!

You have to create a new remarketing list of every subset of targeting you require.

Do this by clicking “New audience”. Then you add the specific page URL for the sub category and then give it a name.

Google will automatically differentiate the users dependent on where they go in your site based on the URLs you’ve provided.

STEP #5: Create Your Ad Campaign

Now that we have set up a remarketing list (to collect the data) we need to create an

advertising campaign in Google AdWords to display ads to the user that end up in the list. Here’s how to do it...

- So within your Google AdWords account, create a new campaign called “Remarketing”.
- Choose “display only”.
- Select “remarketing only”.
- Set a maximum budget.
- Select “save and continue”.
- Create an Ad Group for every remarketing list and choose the list that corresponds to that Ad Group.
- Create your text ad based on the ones we have supplied you with in the Google AdWords module (note we have tested the effectiveness of text ads against display ads and text ads outperform display ads).

Your remarketing campaign should now be up and running (although it takes a couple of days before going fully live)!

STEP #6: Test & Evaluate

Make sure you evaluate your Remarketing campaign just like you should be doing with your AdWords campaign. When you

first set it up, you should be analysing it every couple of days.

Continued on page 6...



Cryptic Puzzle Of The Month

1. Billie was born on December 28th, yet her birthday always falls in the summer. How is this possible?

2. In British Columbia you cannot take a picture of a man with a wooden leg. Why not?

3. If you were running a race and you passed the person in 2nd place, what place would you be in now?

4. Which is correct, “The yolk of the egg is white” or “The yolk of the egg are white”?

5. A farmer has five haystacks in one field and four haystacks in another. How many haystacks would he have if he combined them all in one field?

ANSWER ON PAGE 6

Remarketing

Continued from page 5...

Summary

A Google Remarketing campaign is an integral part of your own growth blueprint.

It ensures you maximise the return on every penny you spend on your marketing.

Even though remarketing has been around for a couple of years, very few business owners are aware of

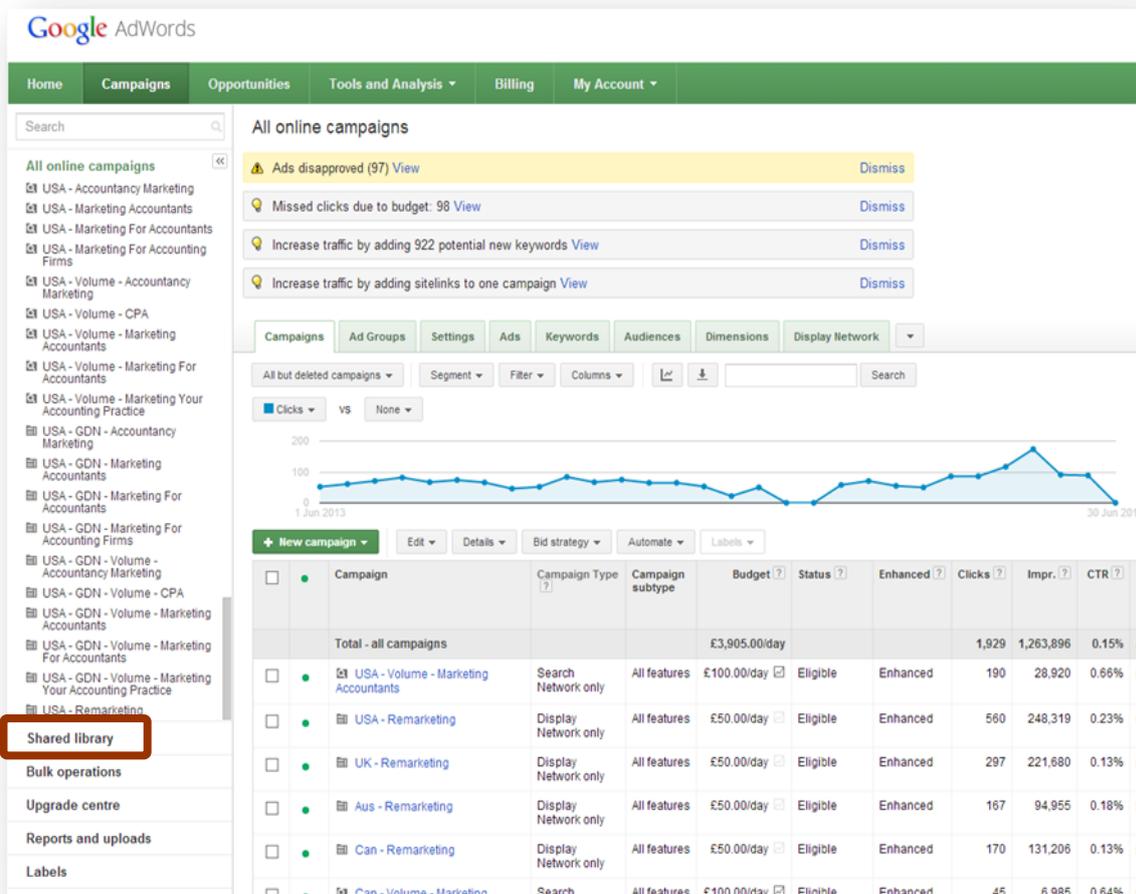
it. Now is the time to take advantage.

As more and more people become familiar with it, the results will reduce.

Take the opportunity now and set up your own remarketing campaign.

CRYPTIC PUZZLE ANSWER

1. Billie lives in the southern hemisphere.
2. You can't take a picture with a wooden leg. You need a camera (or iPad or cell phone) to take a picture.
3. You would be in 2nd place. You passed the person in 2nd place, not 1st.
4. Neither. Egg yolks are yellow.
5. One. If he combines all his hay-stacks, they all become one big stack.



The screenshot shows the Google AdWords dashboard. On the left is a navigation menu with 'Shared library' highlighted. The main area displays 'All online campaigns' with a line graph showing clicks over time. Below the graph is a table of campaigns.

Campaign	Campaign Type	Campaign subtype	Budget	Status	Enhanced	Clicks	Impr.	CTR
Total - all campaigns			£3,905.00/day			1,929	1,263,896	0.15%
USA - Volume - Marketing Accountants	Search Network only	All features	£100.00/day	Eligible	Enhanced	190	28,920	0.66%
USA - Remarketing	Display Network only	All features	£50.00/day	Eligible	Enhanced	560	248,319	0.23%
UK - Remarketing	Display Network only	All features	£50.00/day	Eligible	Enhanced	297	221,680	0.13%
Aus - Remarketing	Display Network only	All features	£50.00/day	Eligible	Enhanced	167	94,955	0.18%
Can - Remarketing	Display Network only	All features	£50.00/day	Eligible	Enhanced	170	131,206	0.13%
Can - Volume - Marketing	Search	All features	£100.00/day	Eligible	Enhanced	45	6,985	0.64%

What Our Clients Say About HID Group

As a loyal customer of your firm, I would like to thank Con Antonio and his team for a consistent and reliable service. HID and Con have been a part of our business for the last 18 yrs. We find no matter the question or how complex the situation, Con and the team achieve first class service with praise worthy attention to our needs. After 26 years in the dental profession I have no hesitation recommending Con and the HID group for all that they offer.

Proslab Dental
Damian Synefias



We are experts at helping our business clients financially manage and grow

We have been using HID Group over many years for our financial management as well as personal wealth creation. Our experience has always been very positive and extremely responsive. The

personal service and HID's in depth knowledge of our business makes it very easy for us to run our business accounts efficiently. We are provided with professional advice and support every time. The consultants are knowledgeable and timely in responding to our needs. The personal wealth creation strategies have been very successful which has provided us with an investment portfolio enabling us to maximise our tax benefits. I would highly recommend the HID Group as professional, timely, knowledgeable and efficient tax and business consultants.

**Jim's Cleaning Inner
Melbourne Pty Ltd**
Arthur Vrahnas

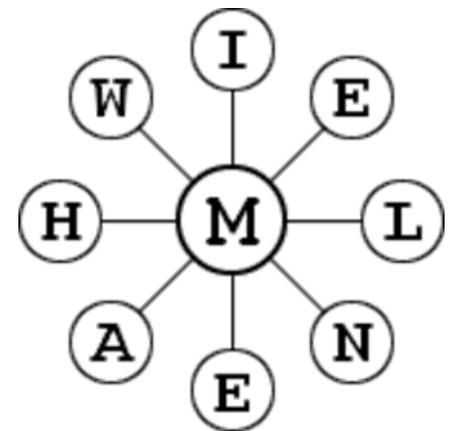
I have been a client of HID accounting since 2009. Throughout this time they have been extremely professional and their tax knowledge is outstanding. They are more than just an accounting firm and genuinely have your best interests at hand. It really is a great partnership and I look forward to working with the team at HID for many years to come.

Thomas Investments
Mark Thomas



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central M and no letter can be used twice; however, the letters do not have to be connected. Proper nouns are not allowed; however, plurals are. Can you find the nine-letter word?



Excellent: 38 words. Good: 31 words. Average: 24 words.

Bet You Didn't Know



- Oak trees do not have acorns until they are at least fifty years old.
- Facetious and abstemious are the only words that contain all the vowels in the correct order.
- The name Jeep came from the abbreviation used in the army for the "General Purpose" vehicle, G.P.
- Spiral staircases in medieval castles are running clockwise. This is because all knights used to be right-handed. When the intruding army climbed the stairs, they would not be able to use their right hand which was holding the sword because of the difficulties of climbing the stairs.
- Left-handed knights would have had no such trouble, except left-handed people could never become knights because it was assumed that they were descendants of the devil.
- Fourteen years before the Titanic sank, novelist Morgan Robertson published a novel called "Futility". The story was about an ocean liner that struck an iceberg on an April night. The name of the ship in his novel - The Titan.

Our Contact Details:

HID Group

Level 1, Suite 2,
333 Drummond Street
Carlton VIC 3053

03 9341 7333
mail@hidgroup.com.au

www.hidgroup.com.au

© Copyright HID Group

Ask Us About Our Unique Accounting & Business Services...

Value-Added Services:

-  *Business Performance*TRACKER: Monitoring The Health Of Your Business
-  *Decision*MAKER – Looking To The Future To Guide Your Decision-Making Today
-  *Business*BUILDER – Raising The Funds To Fuel Your Growth
-  *Profit*SAFE – Keeping Your Money In Your Hands
-  *Future*SAFE – Guiding You Into A Successful Life Beyond Your Business

Compliance Services:

Personal Tax Returns | Income Statements | Business Accounts |
Company Accounts | Company Tax Returns | Companies House Returns |
Statutory Audits |

Other Unique Benefits:

- FREE No-Obligation Initial Meeting
- Unlimited FREE Support
- 3-Step Service GUARANTEE
- FREE Access To One Of The World's Leading Marketing Systems
- Fixed All-Inclusive Monthly Fee



"My deductions have finally caught up to my salary."