

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

Brought to you by: HID Group  
03 9431 7333

[www.hidgroup.com.au](http://www.hidgroup.com.au)



## October 2015

### Inside This Month's Issue

- Page 1:** Thought Of The Month
- Page 2:** Make Working From Home As Productive As At The Office
- Page 3:** Dumb Criminals
- Page 5:** Wow Your Visitors Before They Step Into The Building
- Page 7:** What Clients Say About Us
- Page 8:** Bet You Didn't Know



Helping you create the perfect business!

### Quote Of The Month

**“Never neglect an opportunity for improvement.”**

**Sir William Jones**

## “The ‘Little’ Things You Do Often Make A Big Difference”



*Con Antonio  
Managing Director*

**B**oo! Welcome to the October issue of BB. I recently read a scary (and surprising) report by The Economist Group/Peppercorn about content marketing.

Although the study was conducted with global business executives (business-to-business) there's no reason to suggest what I'm about to reveal will be any different if you're selling business-to-consumer (younger people will behave in a

similar way to 'Generation Next' respondents).

They surveyed 'Generation Next' executives (those with up to 10 years' business experience) and 'Business Veterans' (more than 10 years' experience) about how they consume content marketing.

Summary...	Generation Next Veterans	Business
Are turned off by content that feels like a sales pitch	46%	69%
Prefer content in the form of articles	69%	91%
Find research reports useful	30%	65%
Find whitepapers useful	12%	37%
Prefer video content	21%	12%
Prefer other multimedia such as infographics	12%	24%
Spend at least 4 hours per week viewing content	31%	57%

*Continued on page 2...*

# Make Working From Home As

*Continued from page 1...*

I've picked out below what I consider are the highlights and elements of the study that will have an impact on you and your business.

As you can see, your content marketing should be tailored to the type of people you're targeting to buy your products or services.

For instance, if you target predominantly 'Business Veteran' or older consumers, your content marketing should reflect that.

For example, you'd structure your content so it was more informative than sales-based. You'd write more articles, white papers and research reports. You'd minimise video content but use more infographics and you'd

**“Create your content to suit your target market(s)”**

be more inclined to create more content rather than less.

It's insights like this that help you to build a better business.

Often it's the 'little things' that can make a big difference to the success of your business.

More importantly, it's implementing a number of the 'little things' that can lead to a significant improvement in the performance of your business.

**M**ost of us love the thought of working from home. **Zero commuting hours, no parking snarls, not having to combat the cold weather, and sitting in the comfort of our own home.**

But despite all of these advantages, working from home does challenge your productivity (no matter how productive you usually are!).

We all need the odd day to work remotely, but don't let the norms of home life distract you from completing a normal day's work. If you're doing it right, you'll get just as much work done... if not more.

Here are a few steps to keeping you productive...

## **START YOUR DAY AS YOU NORMALLY WOULD**

We're influenced by our surroundings. We are happier working with people we like, and work more efficiently in an environment we're comfortable in. Get ready for work in the same way you would if you were travelling to the office – this includes getting up at the same

time and not wearing pyjamas all day. Sticking to your regular morning routine gets you in the mind set of work.

When you awake on a Saturday morning, you treat the morning differently from a weekday because you know you haven't got a day of work ahead – you might eat breakfast before getting dressed, watch TV in bed and may even get up later. Your mind is set for a day of leisure.

Don't watch 1 hour of TV before starting work, if you don't already do that, and know it won't be good for your work motivation.

## **SET UP AN OFFICE**

You don't have to buy a desk with a fancy leather chair, or start moving your house around. But creating a workspace will get your mind in gear to work. If you don't have an office or a desk to work from, think about which room you will work in. Try to choose a room that isn't a representation of fun or relaxation, such as the living room or bedroom – and also think about working from an area you won't be disturbed in.

# Productive As At The Office

## WORK FOR THE USUAL AMOUNT OF TIME

Working from home doesn't mean you have to be sat in your chair at exactly 9am and not get up a minute earlier than 5pm. If you find that working the exact same hours works for you, then stick to it – I encourage you to do that. But if you can't work the usual hours (and that's why you're working from home), schedule your day and, more importantly, stick to it. Don't slack off just because you've got your own comforts to protect you. Working from home doesn't mean you can work when you feel like it. Plan the night before what time you will work.

## TAKE REGULAR BREAKS

You have so much to do and you're probably still wondering how you managed to find time to read this. But working from home is already alien and distracting enough, so you want to increase your creativity with regular breaks from the screen. Breaks keep us from getting bored and improve focus, so you can stay on top of your workload.

If you're working for six hours straight, your work quality will pay for it and you'll get tired and

lose attention.

## EAT HEALTHILY

You should eat right regardless of where you're working, but it's more tempting to eat junk food at home simply because you have easier access to it. Eat sensible meals and snacks at set times. Start your day with a healthy breakfast and eat snacks with low carbohydrates throughout the day to keep your energy levels consistent.

## DON'T SURROUND YOURSELF WITH DISTRACTIONS

Make a conscious effort to remove yourself from distractions. Everything from the TV and pets, to people visiting. Don't open the door to people just because you're home, and don't be tempted to put your favourite show on in the background, because that will make you feel like you're at home to relax, rather than to work.

If you are working when family will be in the house, distance yourself from them for the day. If you're off work because your child isn't well, this might be difficult, but generally don't arrange a day of fun and games.

*Continued on page 4...*



## Dumb Criminals

### A Heated Argument

Although you may think detailing the weekly atrocities of the dumb criminal world is a career lucrative enough to fund my Starbucks dependence, the sad truth is that I also work a part-time job at a local burger franchise. There is enough grease in the kitchen to make John Travolta experience PTSD flashbacks, and flies taunt the employees by procreating in mid-air. The worst part, however, was that the air conditioner was not working throughout most of the 90-degree Georgia summer.

Still, we worked our long hours as diligently as ever. A man in Pennsylvania proved himself to be far less steadfast, and called 911 to request a repair of his air-conditioning unit. According to Huffington Post, he claimed he was having trouble breathing due to the heat. Unfortunately, this bogus call endangered a patient experiencing a real medical emergency at a nearby Chinese restaurant. Supposedly this is the irksome caller's 63rd call over the course of several years; you'd think the operator would know by now that he's just blowing hot air.

# Make Working From Home As Productive As At The Office

*Continued from page 3...*

If your family are at home and there's nothing you can do about them being there, think about taking your work somewhere else – a café, a friend's house or library are just a few examples. If you can't do that, explain to them that you're absorbed in work. You might want to think about getting a 'Do not disturb' sign on your door, until you've done your day's work. If that's not enough – eliminate the distractions with some headphones that block out noise.

## **KEEP YOUR WORK ORGANIZED**

A disorganized work environment isn't productive to work in – especially when you have no idea where important paperwork is. Be prepared to have everything you need at home, in the unplanned event that you have to work remotely. You might need to make copies of important documents or at least make sure you have access to online resources.

You'll feel less stressed if you have an organized workspace.

This includes not having piles of paperwork all over your desk and having enough room to feel comfortable in. Don't surround yourself with clutter, and this includes non-work-related items. Having your mobile next to your laptop will tempt you to answer phone calls at a time when you generally wouldn't.

## **GIVE YOURSELF SPECIFIC TIMES TO COMPLETE TASKS**

Not being in your normal work environment can easily make you fall off track. Timing yourself as a guide to completing work can keep you on track. You don't have to be too strict on yourself here, but let's say you allow yourself 60-90 minutes to finish a task. You're more likely to get your head down if you have a deadline.

## **BE HONEST WITH YOUR PRODUCTIVITY LEVELS**

Some of us get more work done in the mornings, while for others, we're more productive mid-afternoon. Embrace the opportunity of working from home by working during your most productive hours. Adopt the

things that make you work efficiently too – for example, listening to music, or reading inspiring articles. If you're looking for extra creativity, find what works for you and do that.

## **GET OUT OF THE HOUSE**

As you would normally take a lunch break at work, do the same when you're at home. But have a separate area for eating, to give you some time to recharge your batteries. You could even take a quick stroll around the block to get some fresh air.

Be professional in your work. It doesn't matter where you're located, your work should always be to the best of your ability every single time.



*Working out of the office shouldn't be treated as time to put your feet up.*

# Wow Your Visitors Before They Step Into The Office



*Steve Hackney—Helping you to quickly grow your business*

An email asking this shows that you truly care about their wellbeing and you're making an effort.

- Have a reserved parking spot for your visitor

Imagine how you'd feel if you turned up to a meeting and saw your name at a parking spot. There's nothing more frustrating and stressful than having to search around for a parking space and turn up late to a meeting.

If you can't reserve a parking spot, at least let your visitor know where they can park well in advance of them arriving.

- Make the receptionist aware of their visit

Give the receptionist the name of your client and the time they're expected to arrive. That way, they're not having to explain to the receptionist who they are and what they're here for.

That will make them feel unimportant.

- Tidy up the reception area

Even just a plug-in air freshener and a clean floor can make a difference to how the client perceives you.

Be there on time when your client arrives. If they're waiting for 20 minutes, it doesn't look very professional.

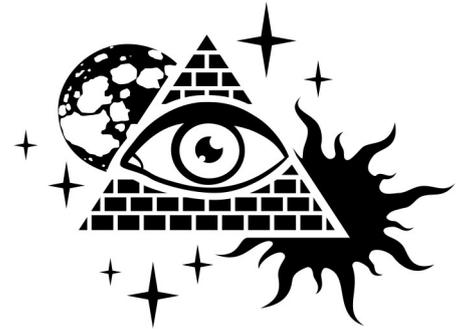
**I**t actually doesn't take a lot to really impress a visitor. Think about when you go to a shop and you're left feeling special and appreciated. It was probably just the basic things that made you feel this way - a smile, a friendly conversation and a greeting.

What makes you go back to that shop isn't just the product, but the way you were made to feel.

You should 'wow' clients and visitors every time they come to visit, to guarantee they'll continue using your service and want to come back again.

Let's start by looking at how you can impress clients before they enter your building.

- Ask what their favourite refreshments and snacks are



## Cryptic Puzzle Of The Month

On a dark and frosty morning, you awaken to find your light bulb has blown.

In getting dressed, you require a pair of socks.

In your drawer you know that you have 10 pairs of each colour: red, brown, and yellow, all mixed up

How many socks do you have to take out of the drawer to ensure that you have a matched pair - the colour of which you can check in the bathroom?

ANSWER ON PAGE 6

*Continued on page 6...*

# Wow Your Visitors

*Continued from page 5...*

- Tell your team about the visit

By doing so, they can tidy up their desks and make themselves look presentable.

Introduce your visitor to your team too. Give your employees the opportunity to showcase their skills and create a friendly environment.

You don't want to be disturbed during your meeting, and informing your employees prevents this.

- A designated quiet area

Sticking with the idea of not being disturbed, you want a private room where people won't be coming in and out and there is plenty of room for the visitor to feel comfortable.

Make the space presentable too. An uncomfortable chair isn't very fair if the visitor has to sit on it for hours. Make sure the desk and floor are clean. It doesn't look great if the place is dirty.

- Provide refreshments and snacks

Have the refreshments and snacks that your visitor wanted ready for their arrival.

This shows that you're organized, and prevents them from uncomfortably waiting for you to hunt around the office for the sugar.

Now let's talk about how you can 'wow' your client during the meeting...

- Be prepared

This might seem obvious, but we've all been to a meeting where people don't know who we are or why we're there. Or even where they've spoken to you before about the reason for their visit but you've completely forgotten.

Before the meeting, print off any necessary documents and research the client's background so you can be thoroughly prepared.

Don't be flustered during the meeting. Have your laptop open and ready, have pen and paper to make notes and don't forget to turn your phone off. Taking phone calls is not acceptable.

- Stay positive

We all have good and bad days, but you have to remain stress-free and positive.

Smile and be friendly. Keep the conversation light and never raise your voice. Everyone has a right to their own opinion. Look like you enjoy what you do - if you have poor posture and no smile, you don't look like you do.

- Always keep it about them

Don't talk about yourself and how great your services are. Ask what their needs are and how your services suit them.

When you're introducing yourself to them, ask how their car ride was, ask how they are. Make them feel

## CRYPTIC PUZZLE ANSWER

**Answer:** 4 socks.

This will give a pair of socks in a random colour.

special. People like to feel that they matter.

- Have an agenda with key points

To avoid the meeting taking up too much time or going off track, draft a mini-agenda as a map to guide the meeting. This helps both of you so that you're not missing valuable information from the meeting.

What you do after the meeting is equally as important as everything you've done during the meeting.

You want clients to feel satisfied with the meeting and then want to get back in touch with you.

Follow up 2-3 days after the meeting so the client doesn't forget who you are and the success of the meeting is still fresh in their mind.

If you don't get a response after that, follow up with a polite email a week later. You don't want to come across as pestering, which is why you should contact them around this time and no earlier.

If the meeting didn't go very well, save the follow-up email for someone who wants your services..

# 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 clients financially manage and grow their business!*

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*

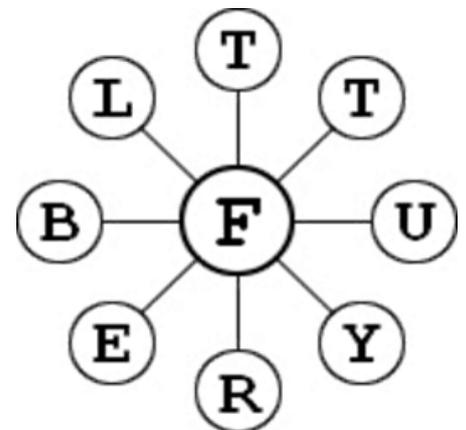
I have been a client of HID accounting since 2009. Throughout this time they have been extremely professional and their tax knowledge is outstanding. They are more than just an accounting firm and genuinely have your best interests at hand. It really is a great partnership and I look forward to working 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 F 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: 22 words. Good: 17 words. Average: 13 words.

## Bet You Didn't Know



- Over 500 meteorites hit the Earth each year.
- An egg contains every vitamin except vitamin C.
- $111,111,111 \times 111,111,111 = 12,345,678,987,654,321$ .
- Gold never erodes.
- Tennis was originally played with bare hands.
- Oak trees don't produce acorns until they are 50 years old.
- It takes 40 minutes to hard-boil an ostrich egg.
- According to the old English time system, a moment is one and a half minutes.
- Each red blood cell lives an average of 4 months and travels between the lungs and other tissue 75,000 times before returning to bone marrow to die.

## Our Contact Details:

### HID Group

Level 1, Suite 2  
 333 Drummond Street  
 Carlton VIC 3233  
 03 9341 7333  
[sales@hidgroup.com.au](mailto:sales@hidgroup.com.au)  
[www.hidgroup.com.au](http://www.hidgroup.com.au)

© Copyright HID Group

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

### Value-Added Services:

- ✂ *Business PerformanceTRACKER* – Monitoring The Health Of Your Business
- ✂ *DecisionMAKER* – Looking To The Future To Guide Your Decision-Making Today
- ✂ *BusinessBUILDER* – Raising The Funds To Fuel Your Growth
- ✂ *ProfitSAFE* – Keeping Your Money In Your Hands
- ✂ *FutureSAFE* – 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



"Remember that report saying that one day we could be replaced by an APP?!"