

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

Brought to you by: HID Group
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Helping you create the perfect business!

Quote Of The Month

"Lord, grant that I may always desire more than I can accomplish."

Michelangelo

"What You Can Learn From The Elite Athletes Who Won At The Olympics"



Con Antonio
Managing Director

Welcome to the September issue of BB. As I write this, the amazing Rio Olympics have just finished. There were 307 gold medals dished out at Rio across 28 different sports.

No matter how much you enjoy sport, there is much we can learn as business owners from elite performers, especially those who stand on top of the rostrum.

Plus, when you really look at it, there is a lot of commonality between elite sportsmen and women and succeeding in business.

For example, we, like them, are in competition - although, unlike them, we are in competition every day. It's unrelenting!

We, like them, need to be on top of our game to 'win'. But they only need to peak every 4 years. We need to maintain a high level of performance every single day.

We, like them, need training to improve performance but, unlike

them, we (or our team) need training across many different disciplines.

But what can we learn from elite sportsmen and women?

I believe there's much we can take from them...

- They set goals. This is one area where many business owners are weak. If we set ourselves more goals, we'd achieve far better results. It's no coincidence that the elite performers in sport are those that set themselves challenging goals.
- They plan. Once their goals are set, they plan backwards to ensure they have a programme in place that is geared to achieving the goals set. Again, this is a weak discipline for many business owners. Just writing down your goals and putting a plan in place for achieving them would make a

Continued on page 2...

Using The ‘Moving Parade’ To Grow

Continued from page 1...

significant difference to results.

- They look after their bodies. Now don't get me wrong, I'm not saying that as business owners we need to behave like elite athletes, but the more we look after our health, the better we will perform—there's no getting away from that! The more healthy you are, the better prepared you'll be for the rigours of running a business.
- They rest. A big part of performance improvement is gained through rest and relaxation. As business owners we tend not to rest enough. We get on the 'business treadmill' and just keep going. Most people will even keep looking at their emails through the evening and never really turn off from their business. We need R&R just like high-performing athletes.

“Treat your business and your self like a high performance athlete and you'll see significant improvement”

- They celebrate their 'wins'. Most business owners don't. We achieve certain landmarks and just carry on. We should celebrate our successes more.

Have a great month and let's make sure we do some winning ourselves!

Con Antonio

Most business owners give up too soon. What I mean by this is that they may put a large amount of effort into creating a list of potential clients, devising a mailing (or email, etc.) and mailing a marketing piece to that list.

Their investment in time and money can be considerable. No doubt you've done something in the past like this?

Don't get me wrong—all this should be applauded. Getting something out there is infinitely better than doing nothing (something we constantly remind our clients about). But it's a flawed plan.

Why?

Because selling any product or service is all about timing. Just because someone isn't interested in buying your products or services today, it doesn't mean they aren't going to be interested tomorrow.

That is, in essence, what The Moving Parade is all about. Let me explain this further...

Let's say that at the moment you're really happy with your car. You've got no intention of changing it. Therefore, every advert, every mailing or any contact you have with a car dealer or car manufacturer is wasted on you.

Letters go in the bin without a second thought. You pick up your newspaper when the adverts come on TV. You simply aren't interested. And nothing will prompt you at this stage to even consider changing your car.

However, three months later your circumstances have changed. You need to do more travelling, and so you decide it's time to look for a more suitable car.

Now every mailing, advert, or communication to do with cars is instantly given attention by you.



The Moving Parade is one of the simplest phenomenon's to take advantage of—yet so few business owners even know it exists!

Using The ‘Moving Parade’ To Grow

You’re ‘in the market’ for a new car and you develop an insatiable appetite to find out as much as you can about the cars which would suit you best.

This happens every single day when people are buying products and services.

The problem, though, is we don’t know WHEN their circumstances are going to change.

Therefore, if you don’t keep in touch regularly with your prospective customers, you’ll never get ‘lucky’ with the timing, because people move in and out of the market, depending on changing circumstances (see diagram on page 4).

By keeping in contact at least once a month, the chances that you will hit the prospect at the right time are increased tenfold. You will get ‘LUCKY’!

Plus, if your marketing pieces are memorable in the first place (remember, your marketing always has to stand out—DON’T BE BORING) it’s not inconceivable that a large proportion of your recipients will keep your material for a rainy day (when their circumstances change). The more material they keep for future reference—the better.

It doesn’t get any easier than this, does it? No one said growing a business was easy. But by adhering to just a few key principles, The Moving Parade being one of them (and others we discuss in this

newsletter), your continued greater success is assured.

But back to The Moving Parade...

What can you send each month that will engage with the recipient (even if they’re not ready to move suppliers)?

Well, your monthly printed newsletter, of course.

A printed newsletter is, without question, one of the best tools in your marketing arsenal (this is why we created this newsletter!). But it takes time to create. For example, ‘The Business Builder’ takes us a couple of days to write (sometimes longer). It may take 3 or 4 days to write an 8-page newsletter.

But writing and mailing your own monthly newsletter (it is important you mail it and DON’T email it) is one of the keys to your success. Not only can it be engaging, so readership is high, it also takes advantage of The Moving Parade. And, with low printing costs, you’ll be surprised how cheap it can be to produce an 8-page newsletter!

Do this one thing and your sales and profits will increase. Do NOT take this lightly. Taking advantage of The Moving Parade is one of the simplest yet most rewarding marketing strategies you can apply to your business, and one we recommend all our clients take advantage of.

See The Moving Parade diagram on the next page...

Continued on page 4...



Dumb Criminals

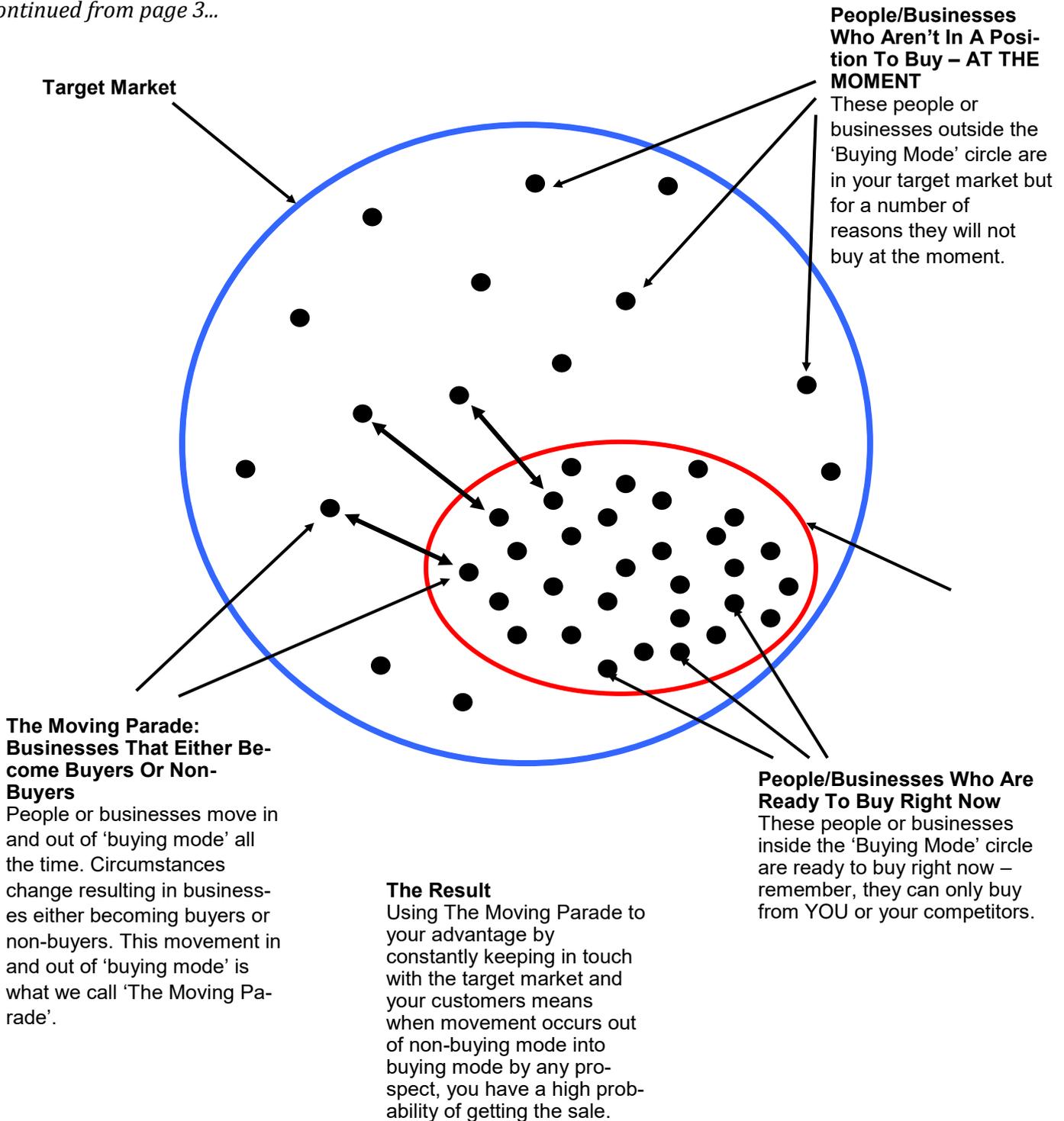
Pizza Rolls AND Gender Roles

What is your favourite garbage snack enjoyed when being a garbage person? Maybe you’ve been out all night and need to Uber to the nearest Waffle House. Maybe you’ve been on a Netflix binge and call up Domino’s at 2 a.m. Maybe you even still think about those brownies you ate at a stranger’s apartment...

This North Carolina couple has proved junk food can be used as a weapon, and not just against your own figure. According to [Atlanta Journal Constitution](#), police were called by the neighbours around 1.30 a.m. They noted it as a domestic violence call, and arrived at the couple’s apartment only to observe the pair assaulting each other by throwing pizza rolls. They were charged with simple assault and jailed; clearly their relationship appears warm on the outside but is ice-cold on the inside.

Using The 'Moving Parade' To Grow

Continued from page 3...



People/Businesses Who Aren't In A Position To Buy – AT THE MOMENT

These people or businesses outside the 'Buying Mode' circle are in your target market but for a number of reasons they will not buy at the moment.

The Moving Parade: Businesses That Either Become Buyers Or Non-Buyers

People or businesses move in and out of 'buying mode' all the time. Circumstances change resulting in businesses either becoming buyers or non-buyers. This movement in and out of 'buying mode' is what we call 'The Moving Parade'.

The Result

Using The Moving Parade to your advantage by constantly keeping in touch with the target market and your customers means when movement occurs out of non-buying mode into buying mode by any prospect, you have a high probability of getting the sale.

People/Businesses Who Are Ready To Buy Right Now

These people or businesses inside the 'Buying Mode' circle are ready to buy right now – remember, they can only buy from YOU or your competitors.

How To Make Your Business Impregnable To The 'Cheap-Price Plague'



Steve Hackney—Helping you to quickly grow your business

option.

'Cheap price' knows it will end in tears. But he doesn't care. His job is to wreak havoc with competing firms AND with his friends.

But his friends don't realise this. They think 'cheap price' is only in their corner. Sure, for several weeks or even months, 'cheap price' lulls his friends into a false sense of security, but he knows short-term gains will lead to medium- or long-term problems for his friends as well. Big problems.

Worse still, he has no allegiance. He doesn't care how many businesses in any one area he befriends. The more, the merrier. More chance to spread the plague. More chance to create heartbreak. More chance to infect as many people as possible.

Yes, if you haven't guessed it already, I believe we are entering THE most fierce price war that many industries have ever faced.

Yes, the cheap-price plague, my friend, is here.

AND IT'S WORSE THAN 18 MONTHS AGO WHEN I GAVE THE SEMINAL ADDRESS ON PRICING.

Whilst this article may seem to be focused on a depressing message—it isn't. In fact, on the contrary, NOW IS NOT A TIME TO DO NOTHING. YOU HAVE BEEN WARNED! If I have to frighten you into action—so be it.

And when you finish reading this article, I hope you will fight off the cheap-price plague with gusto rather than submit to it.

You see, no matter how small or large your business is, as we enter the 'cheap-price age', you'll fall into one of the following three categories...

Continued on page 6...



Cryptic Puzzle Of The Month

An errand boy was collecting boxes of cakes for the Summer Fair. He collected boxes from various people in his local village and each box was labelled in Roman numerals with the number of cakes in the box. By the time the errand boy had collected the last box, he was quite hungry, and really needed to eat at least one cake. Luckily the last box was marked with an underlined XI, meaning there were 11 cakes in it. He had the brainwave of turning the box around and underlining the number again to give the impression there were IX, that is, 9 cakes. However, after eating the 2 cakes, he was still hungry. How can he change the number shown on the box again and eat more cakes?

ANSWER ON PAGE 6

A few years ago at one of our Member Conferences I delivered a session entitled 'The Pricing Formula'.

It was, and still ranks as, one of the most significant seminars I've ever given. You see, business owners the world over are going through a seismic transformation (and have been for about 6 years now).

With the proliferation of online discount mega sites such as Amazon, products and services are becoming more and more commoditised. You'll be witnessing this first-hand yourself, right now. Gone are the days when you could charge what you wanted to charge. Gone are the days of 'fair pricing'. Gone are the days of competitors charging on value. Now it's 'dog eat dog' and the 'slasher' businesses (as we call them) are spreading like a virus.

The weak are getting desperate. They're turning to their only 'friend' left—'cheap price'. But this friend is sinister. You see, he puts his arms around you and tells you everything's going to be okay. But, really, he preys on the fragile: the businesses who have nowhere else to turn; the businesses who would rather take the so-called 'easier'

The Cheap Price Plague...

Continued from page 5...

CATEGORY 1: You will befriend ‘cheap price’, helping to spread the plague.

I sincerely hope you don’t go down this path. You may even be on it. Sure, it’s a path well-travelled and, as you’ve just discovered, the path will be well-worn over the next few years, but you’re selling your soul to the devil if you pursue this.

Whilst you may think there is no other option, I can assure you this path leads to sadness. Often catastrophe. I can also assure you there is another, more profitable, more enjoyable way (see CATEGORY 3).

CATEGORY 2: You do nothing and put your head in the sand.

Most businesses will be in this category. It’s therefore this group that are most at risk to the cut-price plague. If you want to prosper and continue to prosper, doing nothing simply isn’t an option. Mark my words: if you do nothing and let the plague infect you and your customers, you’ll find the next few years challenging.

You WILL lose clients. Referrals will dry up. New customer acquisitions will be few and far between.

And most sad of all, you’ll also be drawn into the cheap-price plague and start reducing your own prices to try and keep afloat. Not a pretty picture. But, again, you don’t have to go down this path either.

CATEGORY 3: You’ll fight the cheap-price plague and have the antidote ready.

Of course, this third category will be a path less-travelled. Much less-travelled than the first two. But for ambitious businesses this is the **ONLY** option.

So what is the antidote to the cheap-price plague? Well, like any good antidote, you need a mix of potent ingredients.



‘Slasher’ - don’t morph into him and ensure you use these 5 strategies to make your business impregnable to him and the cheap price plague!

Ingredients that are all under your control. In fact, there are 5 key ingredients to the perfect antidote; however, they ALL have one thing in common—THEY ADD MASSIVE VALUE TO YOUR BUSINESS AND WHAT YOU OFFER YOUR CUSTOMERS...

1. Differentiation

This is far harder in practice to do, but it’s imperative you look to differentiate your BUSINESS from the competition. I’ve identified 10 differentiators you can use or, should I say, choose from. You’ll be able to use at least one or two of them in your business to help it stand out from the competition.

2. Moments Of Truth (MOT)

I can’t stress enough how much impact Moments Of Truth will have on your business. If you’re not using it as part of your sales conversion system and with customers, you’re leaving yourself wide open.

3. Social Proof

It still staggers me that so few businesses use testimonials. They work on all levels—with potential customers, existing customers and staff (hidden benefit: staff love reading or listening to what customers say about them and the business).

CRYPTIC PUZZLE ANSWER

Answer:

He could add an S to the IX to give the impression there were supposed to be 6 cakes in the box, so eating 5 cakes in total.

4. Sales Conversion System (SCS)

The right SCS will ensure you convert many more customers **at the right price**. Make sure you have at least 7 positive contacts. It will make a big difference. Most businesses use 1 or 2! Again, review video tutorials 10 and 11 of the ‘Grow Your Business In 5 Days’ course.

5. Referral System

More important than ever. You can’t expect referrals to come to you. They will dry up. Go get ‘em with a well-constructed referral system. Use incentives, deadlines, reasons to ‘relaunch’ every few months. And then automate. Review ‘The Referral Formula’ in video 3 of ‘Grow Your Business In 5 Days’.

So you’ve guessed it—none of this is difficult. None of it is rocket science.

But I guarantee not 1 in 1,000 businesses is implementing all 5 of these antidote ingredients. Each ingredient gives you leverage. Just think what a prospective customer (or existing one) will think when they compare you against a business that’s implementing only one or two of these ingredients. There’s no comparison to be made. The odds are stacked in favour of the businesses that apply these things. Those that don’t will struggle. Worse still, they’ll end up slashing their prices and being infected by the same cheap-price plague they dearly wanted to avoid in the first place.

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

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

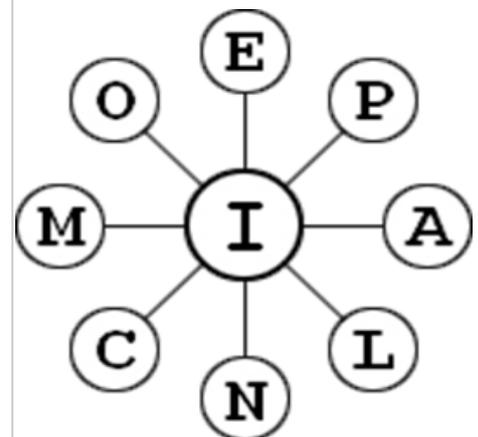
Would you like to see your testimonial in our next newsletter?

Simply go to our website www.hidgroup.com.au and visit the testimonial page where you can leave your testimonial.



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 I 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: 68 words. Good: 45 words. Average: 30 words.

Bet You Didn't Know



- Contrary to popular belief, the British flag is not called "The Union Jack". It's actually called "The Union Flag". It's only called "The Union Jack" when out at sea on Navy ships.
- The first Harley Davidson motorcycle was built in 1903, and used a tomato can for a carburettor.
- Earth is the only planet not named after a pagan god.
- The plastic bits on the end of shoelaces are called aglets.
- Most lipsticks contain fish scales.
- The 'X's that people sometimes put at the end of letters or notes to mean a kiss, actually started back in the 1000s when Lords would sign their names at the end of documents to other important people. It was originally a cross that they would kiss after signing to signify that they were faithful to God and their King. Over the years, though, it slanted into the X.

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