

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

"If you don't know where you are going, you'll end up someplace else."

Yogi Berra

"You Can Only FOOL Your Customers Once"



Con Antonio
Managing Director

Welcome to the April issue of BB. As you know, earlier in the month we had April Fool's Day. Practical jokes are played out all over the world during the morning hours of April 1st.

That got me thinking... I wonder what some of the best-ever April Fool's jokes to have been orchestrated, that fooled thousands of people, include. Here's my top 3 (keep reading to the end, there is a business lesson here too)...

1. Edison's food creator, 1878

American newspaper The Daily Graphic published, in 1878, news of a technological breakthrough: Thomas Edison had invented "the Food Creator... a machine that will feed the human race!" How, exactly, was unclear, but it would be able to manufacture meat, vegetables, wine and biscuits using only air, water and

"common earth". A final paragraph in the April article revealed that "the Food Creator" did not in fact exist; but not every reader got that far, and Thomas Edison received "a flood of letters from all parts of the country", as he wrote to tell the Graphic's editor. "Very ingenious," he said.

2. Alaska's volcano, 1974

In Sitka, Alaska, the volcano Mount Edgecumbe had been dormant for around 9,000 years when, one morning in 1974, residents noticed dark smoke spooling from its top. When a coastguard helicopter flew in to investigate, the pilot saw that 100 tyres had been doused in cooking fuel and set alight in the volcano's crater.

Meanwhile, around the rim, someone had spray-painted

Continued on page 2...

The Power Of ‘Personalisation’

...Continued from page 1

"April Fool" in 50ft letters. It was the careful work of a local joker, Oliver Bickar, who'd been planning the prank for four years.

...and my favourite...

3. Left-handed burger, 1998

Burger King's 1998 unveiling of a "left-handed Whopper" – a normal burger, with "the condiments rotated 180 degrees" – fooled thousands in the US and UK with left-handers going out of their way to order one, and righties making it clear they'd prefer the original version. That's funny!

"It's a cliché, but always under-promise and over-deliver!"

So what's all this got to do with you and your business? Well, it concerns your customers and makes sure you OVER-deliver on your promises. Your customers won't be fooled into buying from you a second time. You owe it to them and to your own business to under-promise and over-deliver. I know that's a cliché, but it really is a truism in today's highly competitive market and with highly demanding customers!

CA

If you've been exposed to any of our own media pieces (ads, letters, etc.) you'll have noticed a high level of 'personalisation' in all of them. There's a big reason for this...

Adding any kind of 'personalisation' increases response significantly.

Why? Because the recipient of your media piece gets the impression that you sent it to them – personally, rather than to 5,000 other people. Plus it helps your media piece stand out from the crowd, automatically giving it more attention.

You only have to look at your incoming mail each day - how many pieces jump out at you and scream - THIS IS FOR ME? We'd be surprised if you received any!

The good news is that you can create the impression of personalisation without it taking you hours and hours to do. In fact, if you follow our advice, being personal won't impact on your time at all.

So let's expand on 'personalisation' and give you a list of things that you can do that creates a sense of personalisation (real or not).

Every one of these elements has

been proven to lift response - so look carefully at each one - they WILL make a difference to you and to your business...

1. Use The Prospect's Or Client's Name

The most basic form of personalisation is to use the recipient's name. We all like to see our name, and addressing your material to a named person will always lift response.

Make sure you get the correct spelling - as nothing else infuriates us more than someone spelling our name incorrectly.

What we would suggest, however, is testing between adding the recipient's name and just using their title.

For example, for business-to-business the 'Managing Director' may be the best person to contact or 'The Print Buyer', etc. With business-to-consumer, you may want to address it to 'The Lady Of The House', etc.

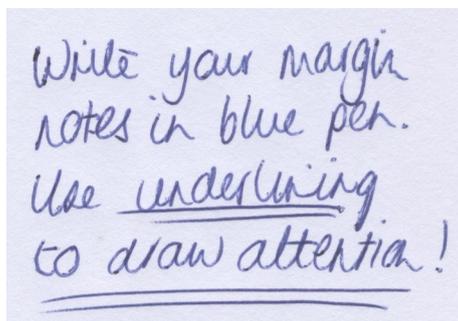
Your test would determine if the extra cost of personalisation gave you a better return than the non-personalised approach.

By the way, when writing to clients or customers, ALWAYS use their names - there's no excuse not to!

And How You Can Use It To Grow Your Business

2. Use 'Handwriting'

You already know that handwriting the envelope almost certainly puts your mailing into Pile A (stuff that doesn't go in the bin.)



Handwritten margin notes are very effective in grabbing attention and reinforcing an element of 'personalisation'.

But there are many other ways you can use handwriting to give a more personal look and help your marketing piece rise above the clutter...

• In Margin Notes

You don't have to handwrite each margin note for each letter. Simply write it once and scan it in just like we've done here...

• As Your Main 'Font' In Your Marketing Pieces

Don't be frightened to write your entire marketing piece in your own handwriting.

We've used this to great effect with our letters, postcards and fax broadcasts, and the more

immediate you make them look, the better.

• Use Handwritten Notes

Sticking a Post-It note on the front of any of your marketing communications will make it seem more personal.

Saying something like "I saw this and thought of you. D" (see example on next page) always works well...

3. Lift Letter

A lift letter is simply another letter you include in your mailing pack that is written to 'lift' response.

Typically, it is signed by another person and the words 'Only Open This If You Have Decided NOT To Respond' are included on the front.

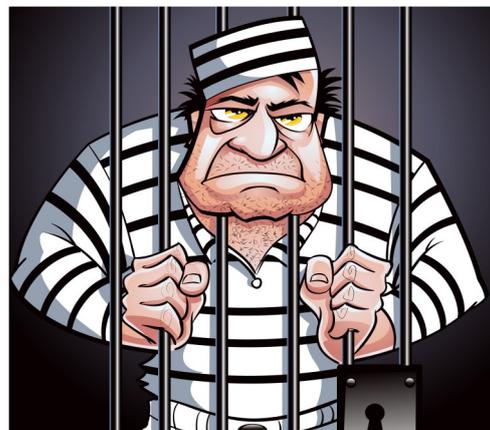
Again, you can handwrite the lift letter to give it a more personal feel.

4. Written Just For Me

Perhaps the most important method of personalisation is to write your marketing piece focused entirely on the target market.

Something that shouts out 'this is

Continued on page 4...



Dumb Criminals

Boyd's, Maryland:

While awaiting trial for murder and armed robbery, inmate Quinton Thomas sent a friendly letter to a chum suggesting that he kill any witnesses who were planning to testify against him.

He figured he could be so bold because he knew that the prison staff didn't screen outgoing mail. However, he must've sent the letter to the wrong address or affixed the wrong postage, because it was sent back - "Return to Sender", making it INCOMING mail, which IS screened by the staff.

He was convicted on three new counts — one of solicitation to commit murder and two of witness intimidation — in addition to the original charges.

The Power Of 'Personalisation' And How You Can Use It To Grow Your Business

...Continued from page 3

I saw this and thought of you.

D

Attaching a Post-It note to the front of your marketing piece will increase the personalised look of it and lift response.

for me' will always get a greater response and success rate. But of course you already know that - don't you?

One copywriter we admire (John Carlton) says, "Your letter should be written like a love letter to your partner". Of course, he doesn't mean exactly like that, but he's referring to the fact that whenever you write, you are only ever writing to one person (the reader) - even if you sent your media piece to 5,000,000 people, it still has to read like you are writing to one person.

So remember - it takes more time and effort (and sometimes more cost) to create personalised marketing pieces but this extra attention to detail will increase the returns for you and your business.

ADVERTISEMENT

Catapult Yourself to the Top – Become an Electrifying Public Speaker!

“To rise to the top in any field, you must be an outstanding public speaker. New foolproof guidebook helps you give the best speech of your life – even if you’ve never given a speech before.” — Aram Bakshian, Jr.

IT'S THE CALL FROM HELL: Your boss is on the line asking you to make a speech at an important business meeting. Here's your chance to shine and boost your career trajectory. But all you can think about is "crash and burn."

Welcome to the club! The #1 worst human fear in the U.S., according to *The People's Almanac*, is speaking before a group. We fear it more than heights, insects and bugs – even death itself. And yet, speak well in public and you can rocket to the top in your company, industry or community. Good speakers are quickly marked as rising stars and catapult over their tongue-tied colleagues.

So, why don't more of us speak up, or speak up well? "Because," says Aram Bakshian, Jr., a favorite speechwriter of *The Great Communicator*, Ronald Reagan, and hailed as one of the great speechwriters in America, "most speakers don't have a clue what to say to hold their audience's attention. They commit the worst sin of all — they are boring!"

One of the best contemporary speakers is Lee Iacocca, who saved the Chrysler Corporation. He attributes his business success to speaking. In his autobiography, he writes: "I've seen a lot of guys who are smarter than I am and a lot who know more about cars. And yet I've lost them in the smoke. Why? Because I'm tough! No ... You've got to know how to talk to them, plain and simple."

Bakshian tackles head-on the challenges of public speaking in *AMERICAN SPEAKER*. "As with alcoholism," he writes, "there is no known cure for stage fright. You're either a 'chronic' sufferer or a 'recovering' sufferer." In either case, it's easy to minimize that suffering — or even turn it into an advantage, as he deftly outlines. Bakshian quotes Carroll O'Connor, the legendary "Archie Bunker." "A professional actor has a kind of tension," says the veteran actor. "The amateur is thrown by it, but the professional needs it."

The ability to speak well in public is the most important skill any political or business leader can have, says Bakshian.

The single biggest rhetorical arena, he says, "is the world of business. From the simplest of retail sales spiels to the most sensitive boardroom presentation, speech keeps the wheels of commerce turning."

In making a first impression, for instance, "Your appearance can raise

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A great example of the personalised Post-it note!

How To Have A Social Media Presence Without Being Present



Steve Hackney—Helping you to quickly grow your business

Doesn't require a lot of effort, does it? But finding free time is any business owner's challenge, so you need a method of having active accounts, without it taking hours and feeling like a chore.

Welcome to scheduling. It's a strange thought that people can tweet without actually being behind the screen at the time, but it's a time-saving approach to social media marketing.

Having a consistent online presence is a necessary part of marketing, but you don't want to be doing it every day.

So which schedule tool should you use?

TWITTER

1. Tweetdeck
<https://web.tweetdeck.com/>
For Tweetdeck newbies, this is your new best friend when it comes to developing your Twitter presence.

You don't have to create an account; just sign in with your Twitter logins and you're off - no email confirmation required. And it's free! Music to everyone's ears.

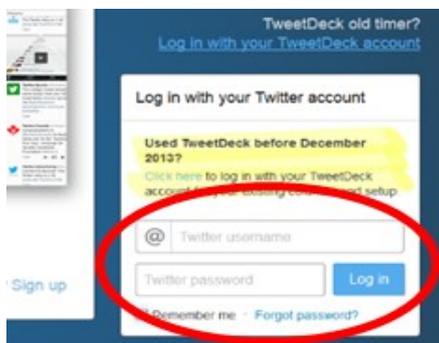
You can plan posts into the far future. Ideal for those who have a lot to say. A huge pro is that Tweetdeck's layout looks similar to Twitter (probably because Twitter bought it in 2011).

At any time, you can log back in and amend scheduled tweets or delete them. This is a great idea if something you have scheduled is no longer accurate or relevant. You can keep track of when your posts are, too, if you log in often.

Running a social media strategy as well as being a business owner will only lead to stress and sleepless nights. But everyone is on social media, right? Even the Pope.

You need to strike the balance between informative and annoying. Studies show the optimal postings for the two most popular networking sites are:

Twitter: 3 posts, daily
Facebook: 5 posts, weekly



1. Twitter: Sign into Tweetdeck with your Twitter login.



Cryptic Puzzle Of The Month

How can you get a fully-grown apple inside of a bottle.

The bottle has to be a normal glass bottle which has no breaks, the entrance of which is clearly too small for the apple to pass through.

The apple must end up in perfect condition. How?

ANSWER ON PAGE 6

Continued on page 6...

How To Have A Social Media Presence

Continued from page 5...

HOW TO USE IT

1. Visit <https://web.tweetdeck.com>
2. Sign in using your Twitter login details
3. Click 'New Tweet'
 - Select your account
 - Type your tweet you want scheduling
 - Click 'Schedule Tweet'
 - Select the relevant date and time
 - Once you've proofread, click 'Tweet at...'

TIPS

- Don't be confused by all the columns. The beauty of Tweetdeck is that you can see your direct messages, timeline, notifications and messages all on one screen. Delete all the columns apart from 'Scheduled' to tidy up your dashboard.
- Scroll to the right of the page, so you can just focus on the Scheduled column. Here you will see all the tweets you have planned for the future.
- If you have multiple accounts, you can add them all. You can even post the same content across all accounts easily, by selecting all the accounts.
- Don't forget to add an image with your

text, too. Just select the 'Add Image' option, before submitting the tweet.

- Once you become an expert, utilise all the columns by monitoring what your followers are retweeting and your notifications.

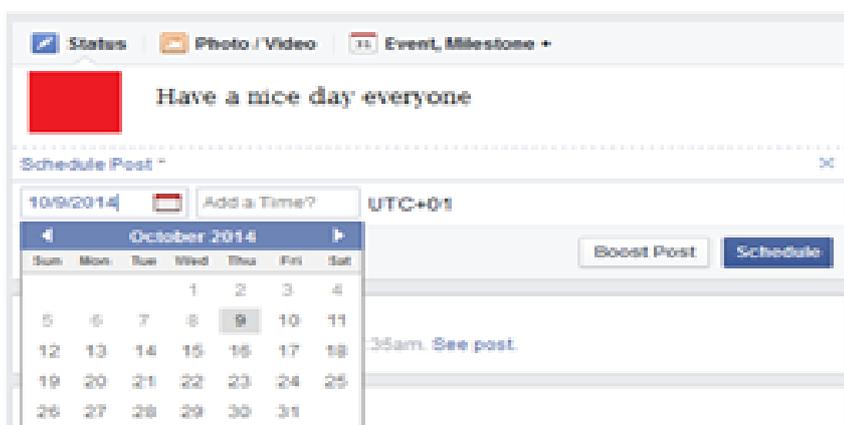
FACEBOOK

1. Facebook
www.facebook.com
- Even avid social media users don't know you can use Facebook to schedule posts and many are paying for services that do no different.

Using Facebook to schedule is free and you can prepare a post using the same process as posting normally. You can only automate on a page, not a personal account. Again, you can see your scheduled posts and amend or delete them at any time.

HOW TO USE IT

1. Sign into your Facebook page.
2. Type the post you want scheduling. Do not click 'Post'.
3. Click on the clock symbol.
4. Select the date from the calendar and



2. Facebook: Type the post you want scheduled, as you would usually post

CRYPTIC PUZZLE ANSWER

Simply place the glass bottle over the bud on the apple tree, i.e. before the apple begins to grow.

The apple will then grow inside of the bottle.

This technique can be used to create unusually shaped fruit.

choose the time you want the post scheduling.

5. Click on 'Schedule' once you're happy with your post.

TIPS

- With a 63,000 character limit, utilise this space with detailed posts.
- You can schedule up to 6 months ahead, so plan time-relevant posts, such as Christmas.
- Be consistent with your postings. Aim for at least 5 a week.
- Avoid newsworthy content, because for the date you've scheduled it, it will no longer be news.
- Select your times wisely. People are more likely to see your post at 7am, when they are waking up, than 9pm on a Friday night. Target locations will also play a part.

It's tempting to rush scheduling, but your followers will notice if you've just posted anything. Interesting posts about the industry, links to your service and entertaining posts will vary your content and make your account interesting.

Be wary of posting at the same time and day across your accounts, because you want to mix it up a bit.

Scheduling makes life easier, but don't neglect your accounts. Regularly checking notifications and interacting with your followers will further improve your social media marketing.

What Our Clients Say About HID Group

HID, well what can i say about them but simply "thank you" you have been looking after my business for over 20 years and advising me in personal areas as well. Your addition to the company of Cameron has been a huge help to me in all areas of investment. Michael's advice over the years has been faultless and his team ,with Maurice visiting me is great insurance to keep me up to date on how i am trading. I f any one is thinking about using your services its simple "'how have you survived without them'

John Kallinikos
Collingwood Automotive Repairs



We are experts at helping our business

I have been using the services of Con Antonio for the last 26 years and in that time he has seen my business grow from a hobby to a sustainable business , Con has over the years guided myself, mentoring my business and advising on all areas of Accounting and Superannuation . He is a friendly and approachable person at all times , with a strong business ethic.

So if you are looking for someone who is a step above an Accountant then Con Antonio and the team at HID Group will fulfil your needs.

Brian Bonnici
Brian Bonnici Photography

In the establishment of my business I have greatly appreciated the guidance and expertise of HID Group.

We will continue to work together as I grow this business as I am convinced I am being mentored by the best namely Con Antonio & HID Group

Jennifer Joi Field
Map You

I have been with HID for just on 20 years now and have never considered changing, HID has looked after my business and private affairs and I am very satisfied with their services.

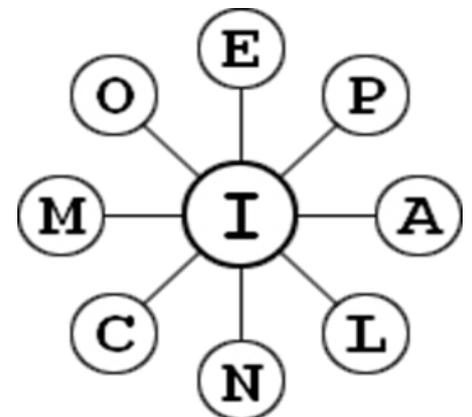
John Anastovski
Nafta Pty Ltd

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



- Your brain uses 20 - 25% of the oxygen you breathe.
- The surface area of your lungs is roughly the same size as a tennis court.
- Rain contains vitamin B12.
- The expression to 'knuckle down' originated from playing marbles (players used to put their knuckles to the ground for their best shots).
- Crocodiles swallow rocks to help them dive deeper.
- Isaac Newton invented the cat door.
- The hyoid bone in your throat is the only bone in your body not attached to any other.
- In English pubs, ale is ordered by pints and quarts. So in old England, when customers got unruly, the bartender would yell at them, "Mind your pints and quarts, and settle down." It's where we get the phrase "mind your p's and q's".

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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



"... and THIS is Otto... He's our best number cruncher!"