



The Business Builder Newsletter

DECEMBER 2020

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Happy are those who dream dreams and are ready to pay the price to make them come true.

Leon J. Suenes



HOW TO ENSURE 2021 IS YOUR BEST YEAR YET

BY MARC LAWSON

As one of the most challenging years in living memory draws to an end, now is a good time to reflect on what you've achieved in 2020 and look forward to breaking all records (why not?) in 2021. It's perhaps worth mentioning that very few people set themselves goals, yet it has been proven time after time that those who routinely set goals achieve much more than those who don't. It's even more important right now to do this!

That's why high achievers and successful entrepreneurs set goals. No matter what your objectives are for 2021 you should use the last few weeks of the year and first weeks of 2021 to plan the next 12 months.

A good friend of mine says, "most people spend more time planning their holidays than planning their business and setting goals". Unfortunately, it's hard to argue against this.

Now, without putting words into your mouth, one of your goals should be to make 2021 your best year yet.

You can do it, despite Covid!

But, first you need to decide what you want to achieve.

You should set yourself personal and business goals for the year and then work back looking at what needs to be done to achieve them. And don't be afraid to aim high.

Continued on page 2...

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HOW TO ENSURE 2021 IS YOUR BEST YEAR EVER

Don't think small—think BIG!

You'll achieve much more by setting more challenging goals—and even if you don't reach them, you'll still achieve better results than if you'd taken the 'safe' option.

Volumes have been written about goal setting, but I'm going to give you my quick guide to setting and achieving goals, to help ensure 2021 is your best year yet...

1. **Set your sights high.** I've just mentioned how important it is to aim high. Don't be conservative.

2. **Write your goals down.** It is important you write your goals down. Remember you're aiming high.

Write everything down that you want to achieve in 2021 from a personal and business point of view (these are often linked).

Just writing your goals down puts you way ahead of the majority of people.

3. **For each goal create a plan.** Without a plan you're not going to achieve your goals. Take each goal and then work

backwards to identify what needs to be done to achieve it.

A number of actions will help achieve more than one goal. That's okay. The key is to have an 'Action Plan' that you can work to during the year.

4. **Ensure your plan is measurable.** You need to know how well you're doing at the end of each month.

5. **Only 'do stuff' that will help you achieve your goals.** This is one of the keys to success.

Only work on things that will have a direct bearing on your plan.

In other words, 90% of your daily actions should be focused on helping you achieve your goals.

6. **Monitor every week.** This is a tough discipline to adhere to—especially if you've never done this before, but by monitoring your progress every week, you have the time and flexibility to strike while the iron is hot.

Waiting a month or a quarter can be far too long to monitor

progress effectively which, in turn, makes it very difficult to put in place corrective measures to get you back on track if the results show you may not achieve your goals.

7. **Get back on track.** Monitoring your progress every week gives you the visibility to change your plan to get you back on track. If you suffer set-backs don't worry.

Think of these as natural consequences of having a plan.

Don't panic. Simply change your actions to reflect what you need to do to get you back on track.

I cannot stress enough to you how important setting goals is for your success.

Don't think that goal setting is 'old fashioned' or 'outdated'. It isn't. It's still the proven way to achieve results... and you can ensure 2021 is your best year yet by setting your own goals!

Promise yourself you're going to take some time in December/early January to set your own goals and put an Action Plan in place.

Happy holidays!

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WHY IDENTIFYING YOUR TARGET MARKET IS KEY TO YOUR SUCCESS



Identifying the right people or businesses who are most likely to buy, can afford and are willing to pay a premium for your product or service is THE most important thing you can do!

I talk a lot about the importance of identifying your target market(s) - it's also one of the 'Core Elements'.

As we approach the end of 2020, this is the perfect opportunity for you to get in line with my thinking on what is without question THE most important part of growing your business—any business.

If all you do in the next 3 days is sit down and identify your most lucrative markets—this will be the beginning of something special for you and your business. It doesn't matter what industry you're in.

Or how large (or small) your company is—or whether you sell business-to-business or business-to-consumer.

The point is this...

Selecting and then tailoring your message to each identified target market will multiply your sales and your profits.

I have some simple but great examples which will hopefully go some way towards convincing you how important this is.

First—let's look at a typical small business. It's a lawn-cutting service. Take a look at the classified ad on the right.

Now, don't pay too much attention to how the ad is written—this is a good example of how NOT to write an ad (see page 7 on how I would transform/optimize it).

What do you think is their target market?

That's right—'large grounds/gardens'.

However, what you need to pay close attention to is the effect of highlighting this 'target market' on people with large domestic or commercial grounds.

So, even though this is not a great

ad—it will be successful because of its appeal to the market it's serving.

If you were an owner of a property with a large lawn or grounds and you needed it cutting/maintaining, don't you think this would relate to you?



It would, in effect, jump out at you and hit you right between the eyes.

Compare this ad to the ad on the next page. Same size; same industry; no targeting—there is likely to be a huge difference in the results

Notice they mention 'Big or Small' which could mean large or small lawns (who knows?).

Even if large gardens aren't something they do, just again think about the impact the ad would have if it said 'small gardens a speciality'.

It's easy to see that the 'Garden

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WHY IDENTIFYING YOUR TARGET MARKET IS KEY TO YOUR SUCCESS

Care' ad would clean up with people who have large lawns or grounds—agreed?



Here's another good example (see next page).

This time it's a much larger company advertising their personal injury service.

IMPORTANT:

It doesn't matter how big or small your company is—target marketing is the key to your success!

Notice here the target market is 'people who have had serious injuries'.

This may seem quite obvious to you, but no other firm of lawyers targets people with "serious injuries". Notice how the ad is completely focused on them.

Things like the home visits, etc.,

connect with these people (most are incapacitated and can't get around after their accident).

It doesn't take much to tailor any of your marketing to meet the needs and wants of a very lucrative target market?

Compare this to an ad that says 'Had An Injury At Work, In The Street, Or In The Car?' etc.—which just doesn't focus on anyone—therefore they're competing with everyone else. Why everyone else?

Because very few people take the time to identify their prime target markets and then tailor their messages to them.

So, by focusing on one or more target markets you almost wipe out the competition because YOU are the company that has the product or service completely tailored to the target market—everyone else tries to please everyone and in reality pleases no-one (by comparison).

That's another reason why target marketing will help you reach your next level.

It differentiates you and therefore minimises the competition and, as a result, you've added considerable value to your offer and your

business without really changing anything.

Of course, that means your prices or fees become less of an issue as well, and enables you to increase them with far less resistance from clients, customers, or patients.

Do you see the difference it makes?

Therefore, what you need to do is write ALL your marketing pieces based on each individual target market.

How To Tailor Your Message To Each Target Market To Multiply Your Sales

If you have three key target markets, that means you need three slightly different messages so you can 'talk' to each target market and address their specific needs and wants and fears and frustrations.

Yes, I know it's easy to just target *everybody*.

But, by making this adjustment and putting in the extra time and effort to identify your prime target market(s) as I've detailed in the next article... you'll instantly improve your results. Better still, it costs you nothing to apply target markets to your marketing!

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WHY IDENTIFYING YOUR TARGET MARKET IS KEY TO YOUR SUCCESS

“Have You Had A Serious Injury?”

INTRODUCING THE ONE AND ONLY
FREE ‘Walk-In Advice Service’

No Appointment Needed

**“We Guarantee You’ll Speak To One Of Our
Specialist Lawyers Within 10 Minutes”**

If you’ve sustained a serious injury, and someone else might be to blame, I have good news...

Our **FREE ‘Walk-In Advice Service’** gives you the opportunity to quickly find out if you have a good chance of winning your case (or not).

Speak To A Specialist Lawyer Within 10 Minutes

Phone us **FREE** on [REDACTED] or simply walk-in to our [REDACTED] between 9am and 6pm). **No appointment is necessary!** We guarantee you’ll speak to one of our specialist lawyers within 10 minutes. That’s how much we value your time.

FREE Home, Hospital, And Work Visits

In fact we’ll even visit you at home, in hospital or at your work or we can arrange to meet you at one of our other offices. Even then it doesn’t cost you a penny!

We’ll tell you exactly where you stand. What **chances** you have of **winning**, and an approximate amount of damages you should expect to receive, should you win. Then it’s entirely up to you if you want to use our service or not.

11 Reasons Why Hundreds Have Chosen Bray & Bray

Here are **11 reasons** why hundreds of Leicestershire people just like you have used our specialist personal injury service...

- 1). You get a completely **local service**. Our lawyers all live **locally**
- 2). **Free initial meeting** - no matter how long it lasts
- 3). **No win, no fee - guaranteed**
- 4). You get **100% of the damages** (subject to funding)
- 5). **Free home / work / hospital visits**
- 6). Only specialist, fully qualified, and **experienced lawyers** will deal with your case from start to finish
- 7). In the last year alone we’ve won over **£4.5 million in damages** for our clients
- 8). Our unique service approach ensures **your case gets moving very quickly** (10 weeks is our current record from starting a case to winning damages for the client)
- 9). **Interim compensation** may be available to assist your financial situation
- 10). We’re **friendly and sympathetic**, but very **determined** to win your case and get every penny you deserve!

11). Members of the Law Society Panel

But don’t take our word for it. Here’s what one of our clients has said (ask us to show you dozens and dozens of comments like these)...

“Not only was I pleased with the amount of damages I received, but the way in which you handled the claim on my behalf was truly excellent. I was kept fully informed of everything, consulted with on a regular basis, and all matters were attended to promptly. Thank you so much.”

Mrs P Davies, [REDACTED]

Get Your Case Moving Right Now

There are three easy ways to get your case moving quickly...

- (1) Visit our [REDACTED] between 9am and 6pm and speak to a specialist lawyer within 10 minutes to discuss your case
- (2) Phone us and ask us to visit you at home, at work, or in hospital, or at our other offices
- (3) Phone for our **free** ‘Personal Injury Information Pack’

Even the phone call is free [REDACTED]

So phone or visit us right now and let us help you **win your case**.

Bray & Bray
Solicitors

Notice the headline focusses on the target market—‘Have You Had A Serious Injury’. You don’t want to bury this in the ad or in any other marketing piece—otherwise your target market might miss it!

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HOW TO IDENTIFY YOUR PERFECT TARGET MARKET(S)

So, let me explain how to do this using the lawn-cutting service as the example. Let's say they have two prime target markets—large lawns and small lawns.

The lazy way to do this is to combine both target markets in the ad (just like 'Garden Busters' have done on page 4). But this weakens the message significantly. What you need is two different ads—one for each target market...

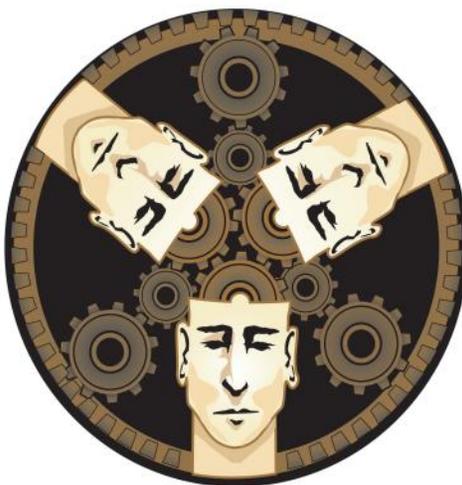
Now, remember one of the golden rules of business growth is using multi-media across your Lead Generation, Conversion and Maximising Customer Value parts of THE FORMULA. So, as an example, in addition to ads you'd also want to create other marketing pieces such as a web page (landing page), sales letter and so on for each target market.

As a simple exercise, now we know who our target market is we can easily identify properties in the local area with large lawns, for example.

We can easily get our hands on a local area map showing all properties and the amount of land each one has. Too much effort, I hear you say? Well, think about it, do the exercise once—and it's done.

And you now have your target market identified perfectly.

You can then mail (or even hand-deliver) your sales letter to each home and because it's written with the target market in mind (ones with large lawns) it will instantly connect with them.



Once you've identified your target market(s) you need to try and get inside their heads. If you can 'enter the conversation going on inside their heads' with your messages, you're onto a winner!

You then set up a simple follow-up programme (say, once a month) to each household and within a short period of time—the business will be flourishing. And remember that's just for one target market.

Look, whether you like it or not, you have to be this detailed in your marketing. You have to put the effort in at the front end to get the rewards. But there is no other activity as important as this.

Here are my 7 key questions to help identify your ideal target market(s)...

1. What do you do well and enjoy at the same time?

If you are offering a range of products/services, there may be one in particular which you do better than the others. If

so, which types of customers could benefit most from it?

2. Which product/service is the most profitable?

If you offer more than one product or service (you must!), there will be certain ones that are more profitable than others. Once you know the answer to this, you can then ask yourself which types of customers are these products/services most suitable for.

3. Who are your best customers? Do 20% of your customers generate 80% of your profits?

Find out who your best customers are. Analyse your database or accountancy software. What proportion of your profits do these top customers contribute? What product/service are they buying? Is there a commonality?

4. Do your best customers have any similarities?

If you sell your product/service to other businesses, what are the similarities? Look at the following indicators:

- Industry type
- Turnover
- Geographic location
- Number of employees
- The position or job title of the senior buyer for your services
- Number of offices or retail/distribution outlets

If you sell your product to consumers, what are their similarities?

Look at the following indicators:

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HOW TO IDENTIFY YOUR PERFECT TARGET MARKET(S)

- Income
- Joint income
- Geographic location
- Number of children
- Age
- Lifestyle habits and hobbies
- Employment type
- Their industry type
- What cars they drive

5. What is the profitability of each customer?

This is a very important exercise for you to undertake. Look at all your customers and start analysing them in terms of profit. What you'll find is the customer list can be broken down or segmented into 2-5 different profit categories. It makes sense to focus on the most lucrative groups. In some cases, you will realise some groups are costing you money. If that's the case, you need to get rid—and quick!

6. Does the business have any expertise relating to specific types of businesses or people?

You may find the business has expertise in one or more areas which benefit certain types of customers more than others. For example, the business may be a firm of chartered accountants, but 'start-up businesses' are the real area of expertise. In this instance, it would make sense to target new and start-up businesses.

Note About New Businesses

If your business is new, it won't have any or many customers to base most of this information on.

So, here's what to do... Call at least 15 potential prospects in each different target market that you are thinking about. 'Prospects' can be friends, business colleagues or family – it doesn't matter. Tell them you are 'thinking' of setting up a new business and you'd really like to ask them a few questions. Many people are only too happy to help. You must make it clear that you are not trying to sell them anything!

Now you can find out what they want. What's missing from their current provider? What they like and dislike, etc. This approach should give you some great ideas for deciding which specific market(s) to focus on.

Now Answer The Following 8 Questions To Ensure You've Chosen The Right Markets

Remember, you must ask this set of questions FOR EACH TARGET MARKET YOU'VE IDENTIFIED...

- What are the main needs, wants, problems and frustrations of your target market?
- How does the product or service address each of these issues?
- Do they have the money to pay for your product?
- Will they pay a premium for a better product?
- Where are they? Can the business service them successfully in these

geographic areas?

- Are there many of them? How many in total? (Depending on the product or service sold, you will want to make sure there are enough customers to ensure your healthy existence!)
- Is competition in this segment weak?
- Does the business already have credibility with the target market(s)?

This isn't essential but it will give you a head start. Those markets for which the business has relevant experience and credibility (Social Proof—testimonials, etc.) are of course your best and quickest options.

By answering 'YES' to the majority of these questions, you can be confident that your chosen target market(s) will be very lucrative for you. But don't forget to tailor the message to each specific target market.

To finish, here's how I would re-write the 'Garden Care' ad shown on page 3...

GARDEN CARE

“Do You Have Large Grounds That Need Maintaining?”

Specialists in the maintenance of larger domestic and commercial grounds/gardens

For your **FREE No-Obligation Estimate**
Call Us Now On: <Number>
Mobile: <Number>
<Address>

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STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

Here's another analysis of a winning marketing piece and an explanation as to why it worked.

This will help you understand how the Core Elements work with this particular marketing piece and show you how to do the same.

Remember, you can adapt all of these proven winners to your own business. It's known as "swiping". It doesn't mean copying, but you can use the basic fundamentals of each marketing piece and apply them to your business.

So, you can use these examples as templates for your own business, helping you increase your sales and profits further. This month I've chosen a successful 'Customer Welcome Letter'.

When a customer buys from you, what happens next? In other words, what do you do to cement the sale and encourage the customer to promptly buy from you again? The Customer Welcome Letter is the perfect solution.

By sending a Customer Welcome Letter...

- You dramatically reduce and even eliminate customers cancelling orders
- You make the customer more receptive to your next offer
- You develop a closer relationship with the customer and they really think you care (you do, don't you?)
- You can solicit referrals
- You get the chance to immediately



up-sell or cross-sell to the customer some more expensive product or service that the business makes available exclusively to them at a preferential price or terms, etc. – if they buy it within, let's say, 30 days of the original purchase

- You can explain the use of the product or service so it will be used more often and reordered more frequently

It's important you send a 'letter'. An email doesn't have the same impact!

Industry: Furniture

The Results: This letter is sent to every new customer. This specific letter helped to increase customer referrals by a factor of 8 times (800% increase).

Why It Worked So Well:

1. Just good old-fashioned courtesy. For some reason, thanking customers has gone out of fashion these days – so thanking a customer for their business really sets you apart from the competition.
2. Communication of the customer offer – 10% off for life!

3. The referral system.
4. The reward for recommending other people as part of the referral system.
5. Communication of the products and services offered. Don't take for granted that the customer knows everything you offer – they rarely do. Including a list of your products or services in the letter is a proven method for increasing sales.
6. The PS reiterates the referral system.

FREE SCIENTIFIC MARKETING MAKEOVER

Want to improve the results of your marketing for ZERO extra cost? During the month of December I'm offering 6 completely FREE 'Scientific Marketing Makeovers' (normally £297).

I'll analyse your marketing piece and give you a 22 page easy-to-read report showing you EXACTLY how to optimise your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' making it easy for you to make instant improvements. Full details here:

<https://www.bvision-accountants.co.uk/smm-marc-lawson>

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STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

<Name and Address>

Good Morning <Name>

Just a quick note to say thank you for your business. It really is a pleasure to be able to help you.

1

I'm glad you chose us. I know it's never easy choosing the right specialist, but I'd like to think you've made the best possible decision. Now it's up to us to deliver on our promises – which of course we'll do! Don't forget you now qualify as a valued customer, and as such you are entitled to **10% off every order** you place with us – **forever!**

2

I'd also like to ask a favour from you...

I've enclosed a reply paid card with this letter. I'd be delighted if you would give me the names and addresses of up to 3 people who you know, who may be interested in receiving information from us regarding our services. Simply complete the card and post it back to me (no stamp required).

3

For every person who becomes a client (no matter how little they spend), I'll send you **£30 worth of WH Smiths** gift vouchers as a thank you. I'll also give the people you recommend, a **10% discount** off their order.

4

For your information, here are the services we provide...

- *New furniture (cabinet and upholstery)*
- *One of a kind specially designed and hand-made furniture*
- *Re-upholstery / Antique Restoration*
- *Traditional Hand French Polishing*
- *Modern Finishing*

5

If you need to discuss anything at all, please call me on <Number>. Thanks again <Name>.

Kind regards

Gary Foster

P.S. Don't forget to fill in and return the enclosed card. For every person who becomes a customer I'll send you £30 worth of WH Smiths gift vouchers

6

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USING MY 'PROMOTIONAL CALENDAR' TO MULTIPLY YOUR SALES & PROFITS

Continuing with the Christmas theme, now I will explain how you can use special occasions to ramp up your sales...

Tests have proven that the more you communicate with your prospects and customers—the more sales you'll make. So I advocate sending at least one special offer a month to your existing customers and prospects.

The simple fact is that selling your products or services once a month to your customer and prospect lists is without question a phenomenally successful way of getting more sales.

The good news is, however, that a carefully planned approach to your offers can add increased sales power EVERY SINGLE MONTH. How? You use what I call a 'Promotion Calendar'.

Savvy restaurants have used this approach for decades. They theme their evenings based on special calendar occasions such as Valentine's Day, Halloween, Christmas Day and New Year's Day and as a result they can significantly increase their numbers.. Why? Because they get involved in the conversation that's going on in the minds of their customers.

But they're really only scratching the surface. There are many more special days, famous people's birthdays and the like to take advantage of.

The good news is no matter what

product or service you sell, you can take advantage of this approach. Just because you may not run a restaurant doesn't mean to say you can't run a Valentine's promotion, for example.

So here's what you do...

STEP 1: Look at the Promotion Calendar opposite and choose at least one promotion per month to run for customers AND prospects

It may be that you have the same promotion for customers and prospects—or you may choose a different one for each—it's up to you.

Notice I've also included a few special dates from around the world. Although these are not necessarily days we celebrate, they are still well-known. So, don't be frightened to use them—they work just as well!

STEP 2: Add in your launch dates

Next you need to work back from the special occasion and agree your 'launch dates'. These are the dates when you send your marketing pieces.

STEP 3: Create your offer

Clearly, you're not going to create ALL your offers for the following 12 months—all at once. The key is to tie the promotion and your offer into the special occasion. Here's how you tie it all together...

- Occasion: 3rd March—Alexander Graham Bell's

Birthday (inventor of the telephone).

- Theme/Offer: Any telephone orders received from 3rd March to 10 March will receive a X% discount, or a bonus bundle offer.
- Occasion: 25th April—Academy Awards (Oscars).
- Theme/Offer: Special & Exclusive Customer Evening.

The more creative you get—the better! Once you start doing this each month, you'll come up with better themes and then you can simply repeat them again the following year!

STEP 4: Media & Marketing Piece Creation

Once you've nailed your offer, you then need to decide what types of media you're going to use and the corresponding marketing pieces.

Remember, you're always going to have two or three (or more) follow-up pieces to ensure each promotion is very successful.

STEP 5: Prepare & Launch

As I said earlier, make sure you prepare well in advance and make sure you plan sufficiently ahead of time so you launch on time each month.

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Promotion Calendar 2021

JANUARY

- 1 - New Year's Day
- 8 - Elvis Presley's Birthday
- 11 - The Open University Awards Its First Degree (1973)
- 17 - Al Capone's Birthday (notorious US Gangster)
- 17 - Mohammad Ali's Birthday
- 20 - Australian Open Tennis Starts
- 25 - Burns Night (Scotland)

FEBRUARY

- 2 - First Parliament Of UK (GB & Ireland) assembled (1930)
- 5 - Sweet Rationing Ends In Britain (1953)
- 6 - Six Nations Starts (Rugby Union)
- 6 - Women Over 30 Granted The Right To Vote In Britain (1918)
- 6 - Monopoly First Went On Sale (1935)
- 7 - American Football: Superbowl
- 8 - Boy Scout Day
- 11 - First Weekly Weather Forecast Published By Meteorological Office (1878)
- 12 - Birth Of Abraham Lincoln (1809)
- 12 - Chinese New Year
- 14 - Valentine's Day
- 16 - Shrove Tuesday (Pancake Day)
- 17 - First Production Of Puccini's 'Madame Butterfly' Milan (1904)
- 17 - Random Acts Of Kindness Day
- 17 - Ash Wednesday (start of Lent)

MARCH

- 1 - St David's Day (Wales)
- 3 - Beethoven's 'Moonlight Sonata' Published (1958)
- 3 - Alexander Graham Bell's Birthday (inventor of the telephone)
- 6 - Clarence Birdseye's Frozen Food First On Sale Springfield MA (1930)
- 7 - Radio-Telephone Link Established Between London & New York (1926)
- 8 - First Pilots License Issued (1910)
- 12 - England Establishes 30 Mph Speed Limit For Towns And Villages (1935)
- 14 - Albert Einstein Born (1879)
- 14 - Mother's Day
- 17 - St. Patrick's Day (Ireland)
- 17 - Rubber Band Was Invented (1845)
- 19 - Sydney Harbour Bridge Formally Opened (1932)
- 20 - First Day Of Spring
- 24 - Only 3 Of The 32 Starters Finished The Grand National Horse Race (1922)
- 28 - British Daylight Saving Begins (clocks go forward 1 hour)

APRIL

- 1 - April Fool's Day
- 2 - Good Friday Bank Holiday
- 4 - Easter Sunday
- 5 - Winston Churchill Resigned As British Prime Minister (1955)
- 8 - Golf: US Masters Starts (finishes on 12th)
- 10 - Horse Racing: Grand National
- 21 - Queen's Birthday (Elizabeth II)
- 21 - Henry VII Becomes King Of England (1509)
- 23 - St George's Day (England)
- 25 - 93rd Academy Awards (Oscar's)
- 30 - Horse Racing: Kentucky Derby (USA)

MAY

- 3 - Early May Bank Holiday
- 11 - Brit Awards
- 14 - King Henry III Captured By Simon De Montfort At Lewes (1264)
- 15 - Football: FA Cup Final
- 15 - Flying Doctor Service Inaugurated In 1928
- 20 - US PGA Starts (Golf)
- 22 - First sighting of Loch Ness Monster (1933)
- 24 - Tennis: French Open Starts
- 24 - Westminster Bridge Opened (1862)
- 29 - Football: UEFA Champions League Final
- 30 - Motorsport: Indy 500 (USA)
- 31 - Spring Bank Holiday

JUNE

- 1 - The Beatles release 'Sgt. Pepper's Lonely Hearts Club Band' (1967)

JUNE (cont'd)

- 1 - Marilyn Monroe's Birthday (actress and US icon)
- 5 - Horse Racing: Derby
- 8 - Trooping The Colour (to be confirmed)
- 12 - Anne Frank Received A Diary For Her 13th Birthday (1942)
- 15 - Horse Racing: Royal Ascot Starts
- 17 - The Statue of Liberty Arrives In New York City Harbour (1885)
- 17 - Golf: US Open Starts
- 20 - Father's Day
- 26 - Rugby Union: Aviva Premiership Final
- 21 - Longest Day Of The Year
- 26 - Cycling: Tour De France Starts
- 28 - Tennis: Wimbledon Starts

JULY

- 1 - The Telephone Emergency Service 999, Began In Britain (1937)
- 4 - Independence Day (US)
- 11 - Sir Laurence Olivier, English Stage And Screen Actor Died (1989)
- 15 - Golf: The Open Championship
- 18 - Motorsport: British Grand Prix
- 20 - Professional Football Legalised In Britain (1885)
- 23 - Olympics
- 26 - Eva Peron died (1952)
- 30 - Arnold Schwarzenegger's Birthday (Born 1947)
- 30 - International Friendship Day
- 31 - First Use Of Royal Mail For The Public (1635, King Charles I)
- 31 - First Buggy Ride On The Moon (1971)

AUGUST

- 13 - Alfred Hitchcock Birthday
- 25 - Sean Connery (actor) Born (1930)
- 28 - Shops (UK) Open For The First Time On Sunday (1994)
- 30 - Summer Bank Holiday
- 30 - Tennis: US Open

SEPTEMBER

- 5 - Mother Teresa, Revered As A Living Saint Died 1998
- 7 - Bishop Desmond Tutu appointed Archbishop, Cape Town (1986)
- 8 - Michelangelo's Statue Of David Unveiled In Florence (1504)
- 13 - British Writer Roald Dahl Born (1916)
- 19 - The First Glastonbury Festival Held (1970)
- 23 - Nintendo Founded In Japan (1889)
- 22 - First Day Of Autumn
- 25 - AFL Grand Final (Australia)

OCTOBER

- 3 - Running: London Marathon
- 3 - Grandparents' Day
- 7 - Carbon Paper Patented By Ralph Wedgwood (1806)
- 28 - Bill Gates' Birthday (Microsoft Founder)
- 31 - Halloween
- 31 - British Summer Time Ends (clocks go back 1 hour)

NOVEMBER

- 1 - All Saints' Day
- 2 - Horse Racing: Melbourne Cup (Australia)
- 5 - Guy Fawkes Night (Bonfire Night)
- 7 - Running: New York Marathon
- 14 - Remembrance Sunday
- 26 - Black Friday
- 29 - Cyber Monday
- 30 - St Andrew's Day (Scotland)

DECEMBER

- 14 - Nostradamus' Birthday (mystic)
- 21 - Shortest Day Of The Year
- 25 - Christmas Day (12 Days Of Christmas Starts)
- 26 - Boxing Day
- 31 - New Year's Eve/Hogmanay (Scotland)

The Business Builder Newsletter

THE LAST WORD **THE VALUE OF PERSISTENCE**

'PERSISTENCE' is a virtue that many successful entrepreneurs have. Actually, it's a virtue that all successful people have. Whether it's business, sports, music, acting, or any other area of expertise, there are few people who got there EASILY.

Someone said (I've tried to find who, but even Google can't help me!) 'success is the culmination of hundreds, even thousands of set backs and getting up, dusting yourself off and continuing again'. I often use the following quote from McDonald's supremo, the late Ray Kroc...

"I was an overnight success all right, but 30 years is a long, long night."

I'm guessing Ray had a good deal of persistence. In fact, did you know, he was 54 when he stumbled across the McDonald brothers' hamburger joint... as a milk shake machine salesman!

Most people would think at 54 it's too late to make it—really make it. The thought no doubt never crossed Ray's mind. He died having created one of the most successful businesses of our time and he was a very rich man.

If you read any biographies of successful people, you see the common thread of achievement prevailing against a back drop of adversity (not necessarily financial adversity).

The key is, they never gave up.

After every set-back... every challenge... every failure... they picked themselves up and went again... and again... and again.

Often people give in when success was literally waiting around the corner... if only they'd persisted.

In many respects having the right mind-set is key. If you see failure as damaging, then every time you do fail (and we all do) then this will automatically put you on the back foot and create negative feelings.

The great man, Nelson Mandela got it right. He said, "I never lose. I win or I learn." That's the perfect positive mind-set to have. That way, even with a set-back you learn and prosper.

So, if you're having some set-backs, just remember as long as you keep going you can turn things around. Never easy, but an essential virtue. Always has been. Always will be.

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