



The Business Builder Newsletter

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Motivational Quote Of The Month

"Smart people learn from everything and everyone, average people from their experiences, stupid people already have all the answers."

Socrates



SPEED IS A SIGNIFICANT BUSINESS ADVANTAGE & DIFFERENTIATOR

BY MARC LAWSON

One of the most important things every business should have is a differentiator. Every successful business has at least one of them. As you know, a differentiator is something that sets you apart from the competition. It's one thing they don't have. One thing that's attractive to your clients, customers or patients.

As you know, a differentiator is one of the 9 'Core Elements'. It helps you significantly increase sales (and profits) and should play a big part in all your marketing tactics and strategies.

It still surprises me that business owners don't dedicate enough time to being different.

Yes, admittedly, finding that "gem" of a differentiator can sometimes be challenging but, the fact is, if you have a strong differentiator you are

many times more likely to be more successful and, more importantly, you give yourself the ability to make more money (by the way, if you register for our FREE '**SELL MORE STUFF Challenge**' you'll get free easy-to-follow templates on how to create a powerful differentiator—see back page for details)!

So, what I want to do today is tell you about using "speed" as a differentiator. First, let me quickly summarise why having an effective differentiator is very, very important—I would go as far as to say "compulsory" - especially if you're looking to grow and increase your sales...

- If your clients, customers or patients don't have a reason to choose you above your competition, price becomes *the* significant determining factor.

Continued on page 2...

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SPEED IS A SIGNIFICANT BUSINESS ADVANTAGE & DIFFERENTIATOR

- Without a differentiator your product or service will be seen as a commodity—the result is to drive down the price and significantly reduce margins.
- You can't create price elasticity without a differentiator. You want to be able to charge HIGHER prices and it's challenging without one.
- Attracting clients, customers or patients is made much easier with a differentiator. It elevates your offering from "me too" comparisons.

There are more, but these are enough to explain why it's important to have a differentiator.

And if you're struggling to find one, SPEED is something any business can use as a differentiator.

Our lives are moving at a greater pace every day. We all have less time. We want things yesterday, not tomorrow. And we'll pay more to get them faster.

Many very successful businesses have been founded on the principle of *speed*... give the customer quick delivery, quick service, quick results and they'll love you for it. FedEx, Domino's, Amazon (note what they've done with Prime and how speed plays a part in their success), and so on, are outstanding examples.

Sure, you may have to alter your systems and processes. You may have the odd hiccup too, but if you can do it faster and quicker and deliver the same standard of product or service, then SPEED can be your biggest asset!



One Course £8.95
Two Courses £10.95

Add an unlimited soft drink for just £2.75

**15 MINUTE
— GUARANTEE —**

We promise to serve you one course in 15 minutes or less, and if we don't, then we'll give it to you for free!

CRISPY CHI
Two fresh chick
on honey and
nut pesto.

BEER BATT
Button mush
Served with

LOADED S
Mouth-water
& cheese or

BABY CAR
Cos lettuce
croutons ar

MAI
Burger

CLASSIC
Our 6oz* p
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CRISPY
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Dogs

A number of restaurants use speed very effectively to entice people to dine with them. This works especially well during lunchtime, when most people have less than an hour to eat!

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HOW TO CREATE A STAMPEDE OF LEADS FOR YOUR BUSINESS



The 'Tear Sheet' is rarely used, but the results are almost always impressive—no matter what you sell!

Generating sales is the lifeblood of every business. For many, it's also challenging and costly. So this month I'm going to reveal how you can create one of the most powerful and reliable lead generation marketing pieces—the 'tear sheet'...

So what exactly is a 'tear sheet'? Quite simply, it is a 'mock' magazine or newspaper article mailed the good old-fashioned way to your targeted list of prospects.

With some simple-to-apply tactics, the tear sheet will look like it's been ripped out or photocopied from a magazine and sent to the recipient by a friend or colleague, giving it instant credibility and appeal, resulting in good-quality leads.

Before I explain how you can create your own lead generating tear sheet, let's quickly review why tear sheets work so well...

- You may think direct mail is dead! On the contrary, direct mail is a very powerful and highly successful marketing channel. You'll know yourself that the volume of mail you receive each day at home and at the office has been reducing over the last 10-15 years. That's your opportunity. Whilst most people spend their money on online channels like Facebook, Google and YouTube, savvy marketers are seeing unprecedented results through direct mail.
- Because tear sheets look like an article, readership is very high (5 times more people read an article than read an ad).
- By personalising the tear sheet as if it's been sent by a friend, it immediately grabs attention and

rises above the clutter, almost always making the 'A-pile' (mail that looks personal and usually gets opened rather than being thrown in the bin).

- Even though the results are often excellent, it is an unconventional marketing piece—so much so that very few businesses use it.

Therefore, unlike over-used email and other more conventional media, it still looks 'new'.

So let's look at how you can put your own powerful tear sheet in action for your business...

STEP 1: Choose The Type Of Tear Sheet

A Two-Page Tear Sheet looks like a page that's been ripped out of a newspaper or magazine.

Your article must therefore extend over the two pages (see 'Tear Sheet Template' on pages 5 and 6).

A One-Page Photocopy Tear Sheet looks like the article has been photocopied straight from the magazine or newspaper (see example on page 11).

STEP 2: Get The Format Right

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Clearly, if you're going to create the illusion that the tear sheet is an actual article from a newspaper or magazine, it has to look like one.

Therefore, you'll want to use text columns, images and a host of other notable techniques used by the publishing industry.

Use the 'Tear Sheet Template' on pages 5 and 6.

For further inspiration, simply look at any other magazine or newspaper and base your format on theirs.

STEP 3: Write As If You're The Journalist

Perhaps one of the biggest differences the tear sheet has, compared to all other marketing pieces, is that it has to be written as if a journalist wrote it.

That means you have to provide a high degree of information without it reading like a sales pitch.

STEP 4: Image, Headline & Sub-Head

As with every other marketing piece you create, the headline is the most important part. In a magazine your headline element

will also include a powerful and relevant image.

Then, include the name of the journalist under the headline, followed by a sub-headline. This will make the article really look and feel like a magazine article.

STEP 5: Highlight The Biggest Problem Your Product/Service Solves

The easiest way to start your article is by stating the biggest problem your product or service solves.

STEP 6: Emphasise The Problem

Next, you should emphasise the problem, so it is eye-catching and craves a solution and then you should provide the solution (your solution).

Again, remember this is not to read like a sales pitch but a well-balanced article written by a well-informed journalist.

Of course, it's okay to quote throughout the article, just like any other article would, and you should also include at least one customer testimonial, especially if you're using the Two-Page Tear Sheet.

STEP 7: Your Contact Details

It is, of course, imperative that you include your contact details in the article.

If you use a One-Page Photocopy Tear Sheet, then your contact details need to go in one of the last couple of paragraphs on the front page.

With a Two-Page Tear Sheet, include your contact details at the end of the article, and you can even use a reply device as shown on page 6.

STEP 8: Personalise

Now you need to add the finishing touches to your tear sheet, which includes handwriting the name and address of the recipient on the front of the envelope and using stamps (never use a franking machine).

Plus, you need to attach a Post-It note to the front of the tear sheet with the following handwritten message: 'I saw this and thought of you. J.'

Now you're ready to mail the tear sheet and get ready for the response!

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HOW TO CREATE A STAMPEDE OF LEADS FOR YOUR BUSINESS

Good quality image goes here
above the headline.
Use www.shutterstock.com for a
massive selection of images

Powerful Headline Goes Here On One Two Or Three Lines

Name of journalist goes here

Newspaper style sub headline goes here. Expand on the headline and follow the rules of good headlines when creating your sub headline.

Use a drop capital as the first letter of your article. It is best to use three columns of text if it's a magazine based tear sheet (like this one) and 5 columns of text if a newspaper style tear sheet.

Then start the article with a well-known problem faced by your customers that you solve for them.

Use Sub-Heads Throughout Your Article

Then agitate the problem. In other words make the problem sound even worse. Then give them the solution...

Use Sub-Heads Throughout Your Article

Use the Core Elements throughout the article—always remembering that it is an objective article written by a journalist—not a pure sales piece.

Use Sub-Heads Throughout Your Article

If you use the 'Photocopy' tear sheet approach make sure you finish the first page on a powerful undisclosed benefit of what you provide. This will create even more desire for your readers to find out more. Plus, it is imperative you include your contact details in the closing paragraphs of the first page.

Use Sub-Heads Throughout Your Article

With a 'Two Page' tear sheet you will have much more space to include social proof (testimonials) and even a reply device (see page 2 of this template).

Use Sub-Heads Throughout Your Article

Text here. Text here.

Text here. Text here. Text here. Text here. Text here. Text here. Text here. Text here.

Use Sub-Heads Throughout Your Article

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Use Sub-Heads Throughout Your Article

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INCREASE THE PROFIT ON EVERY SALE USING UP-SELL

Up-selling is one of the easiest yet most neglected tactics to instantly add hundreds, thousands, even hundreds of thousands of pure profit to any organisation.

Perhaps the best way to explain what an up-sell is, is to give you a well-known up-sell that McDonald's use.

Let's say you go into McDonald's and ask for any of their standard meals, the reply from the person serving you will be, 'Do you want to go large?'

Basically they are using a well rehearsed 'Up-sell Statement' that makes it easy for the buyer to say 'yes'.

With just six carefully crafted words, McDonald's has an up-sell that 30-40% of customers say 'yes' to.

That's another 30-40 people in every hundred that spend, say, a pound more than they would have done had the Up-sell Statement not been used!

And just think for a moment...

The cost to McDonald's for providing the larger-sized meal probably adds up to about 10p, so they've just created another 90p of profit on the sale with virtually no effort (six words).



Let's define up-sell more accurately...

An up-sell is when you move the customer up to a larger quantity (bigger size, etc.) of the same product or service for a perceived preferential price.

So, why does the up-sell work so well?

The reason why up-sell (and cross-sell) works so well is that the Up-sell Statement is used only after the person has made the decision to buy.

That means they are comfortable with their decision. It's at this point they are much more open to the up-sell (or cross-sell) because they are in 'buying mode'.

You should be aiming to convert more than of 30% of customers via the up-sell.

Good Examples Of Up-sell

Here are a few good examples of Up-sell...

Example 1: Car Model Up-sell

Possibly one of the best exponents of the up-sell is car dealership sales reps in conjunction with the car manufacturers.

The manufacturers produce a basic model and a number of upgrade versions depending on the buyer's needs and wants.

You know yourself, when choosing a car you may fully expect to walk out of the showroom with the basic model, only to walk out with a model two or three levels above!

Example 2: Tesco Supermarket Up-sell

Like them or loathe them, one thing you can't deny is that Tesco's

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is very good at using up-sell.

There are many reasons for this and one of them is their ability to literally create thousands of up-sell opportunities every week in their supermarkets.

'Buy 2 Get 1 FREE', 'Buy 2 For £X' offers, and the like, ethically persuade customers to buy a second item even if they won't run out for weeks.

The 'offer' of the third 'FREE' product, or two products for less than buying two separately, is in most cases too hard to resist.

The key here is that buying two products adds so much extra profit to the sale that Tesco's can even afford (in some cases) to give away the third and still make more profit on the sale!

Example 3: DELL Computer Up-sell

Most computer manufacturers are great at this but Dell stand out from the crowd.

Their low prices coupled with attractive up-sell offers make it very difficult for the buyer not to move up to a better, faster model. Once again, although the up-sell on each model has an increase of impressive benefits, the costs to

Dell for these improvements are minimal and, again, add considerable profit to their sales.

Types Of Up-sell

As you've already seen, there are several different types of up-sell...

Deluxe Up-sell

This is my favourite. Several of the examples above are based on the 'Deluxe Up-sell'.

Remember, the deluxe version needs to be packed full of additional benefits and the net cost needs to be small in comparison to the extra price charged, leaving a healthy increase in profit. Virtually every business can create a Deluxe Up-sell with very little effort.

2 or More Items Discount Up-sell

Just like Tesco, you can offer a discount for buying more than one of the products or services. Remember, the key here is to ensure that the profit is greater than if they are buying just one of the products or services. See example 1, above.

Buy 2 Get 1 FREE Up-sell

This classic up-sell offer again works well, but be careful to choose a product or service that allows you to increase the profit on

1. Discount Up-sell Examples	Price	Profit
Product A	£10.00	£5.00
Discount Up-sell Price for 2	£17.50	£7.50
Discount Up-sell Price for 3	£25.00	£10.00

the sale.

Remember, the up-sell here is to get the customer to buy two as opposed to one product or service. See example 2 at the top of page 9.

The key here is that although the profit margin decreases, the actual profit on the sale increases by £10. Notice if the profit is 50% or less – you shouldn't use this up-sell, because at 50% profit there is no increase in profit (the only reason for using an up-sell).

See example 3 on page 9.

Time Up-sell

If you're selling a product or a service people subscribe to, like a magazine, you could tell them if they subscribe for two years instead of one, they can receive 50% off the cover price.

Quantity Up-sell

This is similar to the discount up-sell. The difference here is you increase the discount by how many

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2. Buy 2 Get 1 FREE Example	Price	Profit	% Profit	Profit Increase
Product A	£50.00	£30.00	60%	-
Buy 2 Get 1 FREE	£100.00	£40.00	40%	£10.00

3. Buy 2 Get 1 FREE Example	Price	Profit	% Profit	Profit Increase
Product A	£50.00	£25.00	50%	-
Buy 2 Get 1 FREE	£100.00	£25.00	25%	£0.00

The key is to systemise the process so no matter what product or service you are selling to a client, customer, or patient the up-sell is automatically offered to them.

The easiest way to do that is to list all your products and services in a simple spreadsheet.

Then, next to each product or service, write down the up-sell or cross-sell. Make sure you detail the up-sell or cross-sell fully.

For example, if it's a script used by the sales person or telephone sales operator, write it out in full ready for them to learn it (so it doesn't sound like a script).

There are few other tactics that you can use in your business that have such an immediate and big impact when applied.

Once you've created your up-sell, it should be used indefinitely (but, of course, test other ones against it to see which works best).

However, if you're in need of a quick influx of extra sales and profits, then simply adding an up-sell to your products and services will give you exactly what you need—for absolutely no extra cost.

That's why I said earlier - every business should use up-sell!

products they order.

If they order three, it's a 10% discount; if they order five, it's a 15% discount.

Package Up-sell

You could offer similar products in a package deal.

Tell people the other products are cheaper with the package deal versus purchasing them separately.

Don't make the mistake here of thinking that by packaging the products or services together, you're reducing the total profit.

Remember, the key is that customers will rarely buy all the products separately so you're increasing the actual profit per customer.

Extended Up-sell

If your product comes with a warranty, you could ask people if they would like to extend the warranty one more year for only £30 (for example).

As you can see, there are many different types of up-sell that you can apply to your business, no matter what product or service you sell.

4. Package Up-sell Example	Price	Profit
Product A	£100.00	£40.00
Product B	£70.00	£40.00
Product C	£50.00	£30.00
Product D	£30.00	£10.00
Total Cost If Bought Separately	£250.00	£120.00
Package Cost (all together)	£190.00	£70.00

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MAKE WORKING FROM HOME AS PRODUCTIVE AS WORKING FROM THE OFFICE

The impact of Covid-19 has resulted in a huge percentage of people working from home. Prior to the pandemic, many people who worked from an office craved the benefits of working from home... zero commuting hours, no parking snarls, not having to combat the cold weather, and sitting in the comfort (and now 'safety') of their own home.

But despite all of these advantages, a significant number of people have struggled with their productivity (no matter how productive they were at the office!).

So here are a few steps to keep you productive when working from home...

START YOUR DAY AS YOU NORMALLY WOULD

We are 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 wake 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'll 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 where you won't be disturbed.

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, 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 as a result.

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 pint of water to rehydrate. Eat a healthy breakfast and snacks with low carbohydrates

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MAKE WORKING FROM HOME AS PRODUCTIVE AS WORKING FROM THE OFFICE

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. If your family is at home and there's nothing you can do about them being there, consider having 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 ORGANISED

A disorganised 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 event that you have to unexpectedly 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 organised 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 TIME 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 keep your focus if you have a deadline.

BE HONEST WITH YOUR PRODUCTIVITY LEVELS

Some of us get more work done in the mornings, while others are more productive mid-afternoon. Embrace the opportunity to work

from home by working hard 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.

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THE LAST WORD

Persistence Is A Success Trait But You Need To Know When To STOP And Change

It's rare that as entrepreneurs we get things right first time. Persistence is the key to success. Not giving up. Believing in yourself. Mo Farah is a great example of this. In his interview after his treble-double at the World Athletics Championships he quite rightly said that his success took an amazing amount of hard work, effort and persistence. He also mentioned that in 2008 he didn't even qualify for the final of the Olympics.

He had come to a crossroads and the lowest point in his career. He almost gave up. But thankfully he decided to continue. But, most importantly, he completely changed his approach. Whatever he was doing (and he was working hard) wasn't working. He uprooted himself and his family and moved to the USA so he could train with Alberto Salazar at the Nike Oregon Project (let's put the controversy of Salazar to one side). It worked. He is now arguably Britain's finest-ever athlete. And he's not finished yet. I wonder if he'll change the face of Marathon running too?

So what's this got to do with you? Well, Mo's story is a story of persistence that didn't originally pay off. You can only bang your head against a brick wall for so long, before you realise it "ain't movin"!

This happens a lot in business. But you have to realise when to stop pushing against a closed door. It's not easy. How do you know when to change your approach? I'm not saying 'give up'. I'm saying when have you given something a good enough try before you admit you need to change your approach? Figuratively speaking, when do you move to Oregon? My advice is to try all the variables first. Then if it still isn't giving you the results you need, STOP. Go in another direction—but of course never give up! Mo Farah is a good example of what can be achieved when you do things differently. He's an inspiration to many.

Just remember, even in these challenging times, there's nothing stopping you from achieving great success in your own business too! In fact, if you're looking to increase your sales I urge you to take a look at our SELL MORE STUFF Challenge (details opposite).

"TRANSFORM THE RESULTS OF YOUR
MARKETING IN JUST 5 DAYS"

Introducing the... 'SELL MORE STUFF' CHALLENGE



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE...**

Better still... you can do it WITHOUT spending a penny more than you're doing right now!

Get all the details here:

<https://www.sellmorestuffchallenge.co.uk>

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