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"It's not a successful climb unless you enjoy the journey."

Dan Benson

"Reaching Your Targets In 2017 Using This Simple 5-Step Plan"



*Con Antonio
Managing Director*

Welcome to the December issue of our 'Build A Better Business' client newsletter and I'd like to start it by wishing you a very happy festive period and a successful 2017. I'd also like to thank you for your business in 2016. It means a great deal to everyone here that you put your faith and trust in us.

December is also a great time to reflect on the previous 12 months and to build the plan for 2017. It always amazes me that so few business owners dedicate time to plan, yet it's been proven time and again that even a basic plan can have a massive effect on the success of a business.

So I thought I'd share with you a simple 5-step format that has worked well for us, one that you can easily adopt to your own business...

STEP 1: OVERVIEW OF 2016

The first step is to review the previous 12 months. Look at how the business performed against the targets set 12 months ago. Write

down what worked well.

What didn't work so well. Try to be specific... 'XYZ worked well' is not as good as 'XYZ worked well and for a spend of X it resulted in Y'.

Do the review across the entire business; staffing, customer service, sales, marketing, financial performance etc. It doesn't need to be 'War & Peace'. Bullet points for each key operational element of your business is okay.

STEP 2: 2017 TARGETS

Having reviewed performance over the last 12 months, you're in a good position to look at targets for 2017. These don't just want to be financial targets. You know your business better than anyone, so whatever you can measure (and almost everything can be measured) can have a target.

But only measure the things that will have a major impact on the business. Always be thinking 80/20. Focus on the 20% of things that have the biggest impact.

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How To Hit Any Economy...

Continued from page 1...

STEP 3: THE PLAN

So how are you going to reach those targets? That's what the plan is all about. Keep it concise. Lengthy plans never get read and usually end up collecting dust on a shelf! Keep it to 2-3 pages.

STEP 4: COMMUNICATE THE PLAN

Make sure you communicate the plan to your team (another reason why the plan needs to be short and concise). This is also a great opportunity to thank them for all their hard work and efforts over the last 12 months.

STEP 5: MONTHLY REVIEW

It's no good 'occasionally' reviewing the plan. It's vital to review it monthly.

Then you're in a much better position to make changes quickly to ensure you keep on track.

"Even having a basic plan in place will improve your results in 2017"

None of this is difficult, but I can assure you that putting in place a simple plan WILL make a huge difference to your results in 2017.

Once again, best wishes and thanks again for your business in 2016.

Enjoy! CA

Your role as a business owner is to ensure your company blossoms no matter what's happening with the economy. In fact, if you follow these proven strategies, you can use the performance of the economy (good, or bad) in your favour and capitalise on the weaknesses of your competitors. What may surprise you is that numerous studies dating back to 1923 (Ronald S. Vaile—Harvard Business Review) and continuing through to 2001 (notably by Malik PIMS) have shown that even in times of recession those companies that maintain or even increase marketing spend, prosper most.

But, of course, you need to apply the right strategies. Ones that will give you the greatest return on investment for the least time, effort and cost. Strategies that work no matter what the economy throws up.

So let's take a look at our 'Guide To Building Your Business In Any Economic Climate' with 3 easy-to-apply strategies...

Business Building Strategy #1: Optimise All Existing Marketing Pieces

It's very important you use what's known as 'Marketing Assets' in your marketing pieces. These are the things that make your marketing

work.

Look through your existing Marketing Pieces (website, ads, letters, leaflets, etc.) and evaluate the quality of the Marketing Assets in each one.

The Marketing Assets Quick Guide

1. Your Uniqueness
2. Benefits
3. Irresistible Offers
4. Headlines
5. Guarantee
6. Social Proof
7. Call To Action

Ideally, you should score each Marketing Asset out of 10, with '10' being perfect and '0' being 'not used'. Those that score less than 8 need to be improved.

It's important you improve each Marketing Asset; however, if all you did was to replace your current headlines with benefit-based headlines, you'd see a big spike in results. That's the power of using the Marketing Assets.

Remember, all these improvements can be made with zero additional cost and the results will be instant!

Business Building Strategy

...Head-On And Win

#2: Make Sure You Are Using Strategies Across The '3 Business Multipliers'

It is also important to use several strategies across each Business Multiplier (generating more leads, converting more leads into sales and maximising customer value).

Doing this automatically gives your business added stability and the ability to improve the overall performance of the business in each of the 3 key areas.

Business Building Strategy #3: Improve Your Customer Experiences Using 'Moments Of Truth'

Without any doubt, your customers, clients or patients are your prized possession.

We've discovered that most business owners fail to appreciate the true importance of their customers and as a result, never really maximise their value..

One of the best ways to increase customer value and reduce attrition (customer losses) is to use what's known as 'Moments Of Truth'. Let us explain...

In 1987 Jan Carlzon, the CEO of Scandinavian Airlines, wrote the book, 'Moments Of Truth'. It explained how he took the airline from deficit to profit by 'moving' the airline

to a customer focused organisation.

Now, as you know, there have been many books written on customer service, but where this book and Carlzon's strategies really differ is his focus on each interaction the customer has with the business.

He calls these 'Moments of Truth' and, of course, each interaction can be a positive or a negative experience.

Scandinavian Airlines prospered because they worked very hard to make sure each Moment Of Truth with their customers was a very positive experience, and the results they achieved were a testament to this.

So how can you use this to your advantage? There are just two simple steps...

STEP 1: Write down all the possible moments you have with your customers.

STEP 2: Systemise the positive experience at each interaction (moment).

Let's take a look at each one...

STEP 1...

Write down all the possible interactions you have with your customers. This is simple.

Here's what you do...

- First, you need to identify every single interaction (moment) you have with the customers.

- For example, every meeting, every phone call, email and letter—

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Dumb Criminals

DUMB AND DUMBER?

Joey Miller and Matthew McNelly concocted an ingenious disguise before trying to break into an apartment. Well, we use the term 'ingenious' very loosely. Matthew and Joey rejected more traditional disguises like masks or balaclavas, instead choosing to draw on their own faces with permanent markers. Genius!

They obviously didn't understand what the word 'permanent' meant! Any 'normal' person would know permanent marker is very difficult to remove. So when the pair were pulled over by police after the bungled break-in, they were easily recognisable.

The crime earned Joey and Matthew the nickname 'dumb and dumber'.

How To Hit Any Economy Head-On And Win

...Continued from page 3

basically, every contact you have with your customers.

STEP 2...

Systemise the positive experience at each interaction (moment).

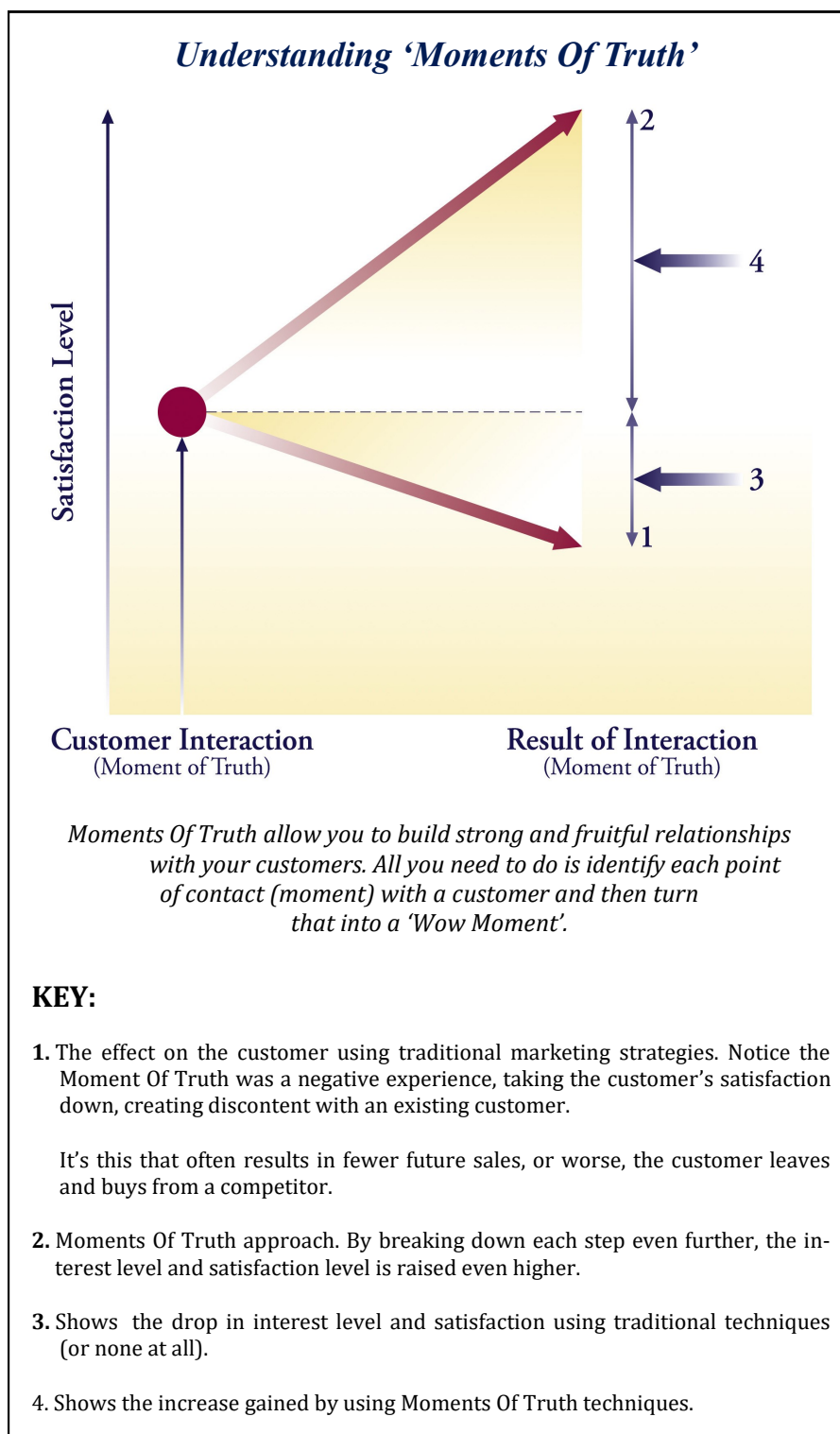
- Break each interaction down so you can identify each specific area.
- Then prepare how to maximise the interaction so the customers have a positive experience (WOW Moment) with you.

Let's say you have periodic meetings with your customers. Each meeting is, of course, a Moment Of Truth.

What you need to do is break down each phase of the meeting, right from the moment the customer walks through your door to the moment they leave.

All these things are very important and will make a significant difference to the 'experience' the customer has.

So that's it. 3 easy to apply strategies that you can use no matter what the economic climate.



7 Ways To Transform Your Website Into A Social Media Hub



Steve Hackney—Helping you to quickly grow your business

Should your website be social? Are you looking to turn that static website into something a bit more interactive for your visitors?

Keep reading to discover how...

Becoming A Bit More “Sociable”...

There's no doubt that social media is a powerful marketing and communication tool for businesses and non-profit organisations that have embraced it.

Yet, for most of us, our websites are still where the rubber meets the road. It's where you turn visitors into leads, and prospects into clients and customers. It's where you build your credibility and sell your wares.

But can you inject some of the “humanness” of social media into your website without compromising its ability to sell? Can you use social media to drive traffic to your website for conversion without alienating your current visitors?

More and more businesses are showing us that this is an achievable and worthwhile goal; that the two together can foster improved communication, build brand loyalty and create a better, more responsive, more profitable company.

Here are seven examples of how you can integrate your social media activity into your website for maximum results.

#1: Add Social Media Buttons To Your Home Page

A few years ago, the idea of sending people to another site from your home page after you had worked so hard to get them there in the first place seemed boneheaded.

But the reality is that every one of your visitors is spending more time on social media sites like Facebook than they ever will on your site. So why not talk to them there and from time to time give them a new reason to come back to your site?

So putting a button on your site that allows them to connect with you there makes sense, right?

Quick Tip: If you're concerned about losing that prospect, consider having the social media site they click on open in a new tab or window, keeping your own website available for later viewing.

Also, make sure you have a social media profile that will engage your audience. You can get ideas from looking at examples of top Facebook pages and read up on how to optimise your LinkedIn and Twitter profile.

#2: Connect Your Blog With Your Website

The line between blog and website has never been blurrier, with many businesses choosing to build their entire site on platforms that were traditionally meant for blogging, such as WordPress.

Whether your blog shares a domain with your website or not, you can improve the interactivity of your website by teasing your blog posts from your home page.

For example, a webmaster should be able to easily add a menu to your site as well as pull in the recent posts as links on to your home page.

Quick Tip: Although free blog services like WordPress and Blogger are great and they're free, I prefer to have my blog under a domain I control. That way, you can move from one platform to another without hurting your search engine visibility, and you're more insulated against a third-party blogging platform

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Cryptic Puzzle Of The Month

This is a tough one...

Can you find a five-digit number which has no zeros or ones in it and no digit is repeated, where:

The fourth digit is a quarter of the total of all of the digits.

The second digit is twice the first digit.

The third digit is the largest.

The last digit is the sum of the first two digits.

That's not as easy as it looks.

Good luck...

ANSWER ON PAGE 6!

What 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 clients financially manage and grow their business!

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

CRYPTIC PUZZLE ANSWERS

Answer: 24976.

Remember the question stated that the number contained no zeros or ones.

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

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

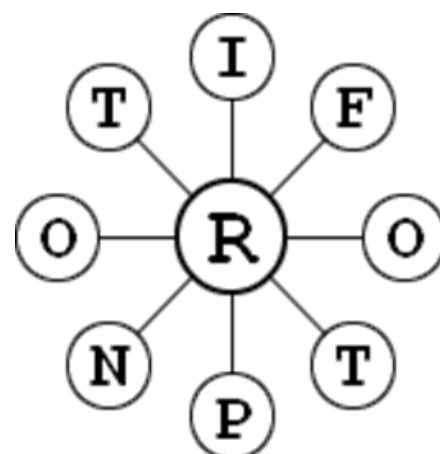
**Simply go to our website
www.hidgroup.com.au
and visit the testimonial
page where you can leave
your testimonial.**



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 **R** 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: 29 words. Good: 24 words. Average: 16 words.



7 Ways To Transform Your Website

Continued from page 5...

going out of business.

#3: Embed Videos On Your Website

There are few things as engaging as a well-put-together video. Imagine adding a how-to or explanatory video to your product or services page, never mind a welcome video to your home page!

How much more compelling would your site be? How much could you increase your conversion rates by showing examples of other customers finding success by using your products or services?

Embed a video on your website to bring your offerings to life.

#4: Make Your Site Shareable

Twitter 'Retweet' buttons and Facebook 'Like' buttons aren't just for blogs!

When someone clicks these buttons, all of their connections see that they 'Like' your site or one of your site's pages on Twitter and Facebook, with a link they can click on that will instantly bring their connections to the page they 'Liked'.

So by encouraging people to 'Like' and 'Retweet' your site's content, you are giving yourself opportunities for your visitors to recommend and drive traffic to your site for FREE!!

#5: Add Your Presentations To Your Website

If you sell complex or high-priced services or products, you can maximise your results by putting your

presentations on your site.

The best way to do this is to set up a free account at SlideShare (think YouTube for PowerPoint). Once you've uploaded your slides, SlideShare will allow you to embed that presentation back into your website or blog. This creates an interactive experience for visitors, who can now click through your slides.

Maximise the reach of your presentations by embedding SlideShare into your site as soon as you can.

#6: Socially Bookmark New Content

Social bookmarking is a unique method for internet users to store, organise, share and search the web pages they want to remember (bookmark). In this system, users save links to web pages that they want to remember and/or share.

Additionally, as people bookmark web pages on social bookmarking sites that they find useful, web pages that are of more use are bookmarked by more users.

So as you add new articles or archive your email newsletters to your site, make sure that you add them to appropriate social bookmarking sites like Reddit, Stumble Upon and Delicious. These popular sites can drive huge amounts of traffic to your website in a short period of time.

Quick Tip: It's always best when someone else bookmarks your content. If people see that you have a vested interest in bookmarking the site, they are less likely to go look at what you've

bookmarked.

So it might make sense to have a small "bookmarking club" with friends, where you promote each other's work. This "seeding" will often encourage others to bookmark your content.

#7: Add A Facebook 'Like' Box To Your Website

This strategy is different to the first strategy I shared with you. With a Facebook 'Like' box, people actually get to your Facebook page directly from your website without having to find your page on Facebook first. But as in strategy number one, the principle is the same.

We're all influenced by other people, a concept often referred to as 'social proof'.

When we see our friends or people we respect 'Liking', supporting or promoting something, we're more open to 'Liking' it ourselves.

Adding a Facebook 'Like' box to your site creates this social proof for the friends of the person who clicks on the Facebook 'Like' box.

Visitors can quickly see how many people have 'Liked' your business on Facebook, get a sense of your level of commitment to social media (by the posts you've added to your wall), and may even spy some of their friends and connections through the 'Like' box (it shows the photos of the latest people to 'Like' your Facebook page).

Further, you make it easy for your site visitors to 'Like' your business without having to leave your site. **SH**



\$100.00 Gift For Each Referred Client

90% of our clients have been generated by referrals from existing clients. We much prefer dealing with clients who have been referred.

They are almost always great clients and like our existing clients—they appreciate how important we are in the growth and financial performance of their business. We love getting referrals from clients.

That's why we created our referral programme. For every person you recommend who subsequently becomes a client we will gift you \$100.00. This is our way of showing our appreciation to you. Thank you.

Bet You Didn't Know



- A supertanker which is fully loaded and travels at a normal speed needs 20 minutes to stop completely.
- A cat's ear has a total of thirty-two muscles.
- The eye of an ostrich is larger than its brain.
- A lion can mate more than 50 times in one day.
- You cannot think of an English word to rhyme with the word 'month' because there isn't one.
- A turtle can breathe through its bottom.
- Walt Disney was scared of mice.
- In cards, the only king without a moustache is the king of hearts.
- You cannot lead a cow downstairs, but you can lead one upstairs.
- TYPEWRITER is the longest word that can be made using the letters only on one row of the keyboard.
- A lump of pure gold the size of a matchbox can be flattened into a sheet the size of a tennis court.
- Facetious and abstemious are the only words that contain all the vowels in the correct order.

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