

**“7 DEADLY
Business Killing
Demons of...**

**Disappointment and
Discontent!”**

WARNING!!

**Reading This Report
Could Seriously Improve
Your Wealth!**

"7 Deadly Business Killing Demons of Disappointment and Discontent!"

Please feel free to pass this report on to any who are in a time of need.

Why we have put pen to paper to create this short report for you...

A fate worse than death!

Every day thousands of businesses suffer in silence, teetering right on the very edge of financial disaster. Many more are drawing closer to being in this position every single day. They survive from hand to mouth, without any real prospects for the future.

Surprisingly, many are wallowing in restraints and jails of their own making!

"Because things do not have to be this way!"

The majority of these SMEs and would-be entrepreneurs are trapped by their own poor belief system, and a lack of positive actions. They could easily turn their enterprises around in a very short space of time, and if you believe you are one of these, then this report may well help you do so.

Much more could be written on the subject. However, in our opinion the seven reasons we have outlined here are the worst culprits of small business decay! Anyone who has the courage to take action based upon them notices rapid advancement and many measurable improvements in a very short period of time.

To start 2006 with a bang we wanted to give our customers and prospects something of **true high value** that has the ability to make a real difference to their business and future profit streams. For some people identification of these simple restricting truths is a highly liberating experience.

For others taking positive action based upon these techniques returns the best results.

We would far sooner write about the positive actions and methods that make your business grow. But after 25 years of business we still see a HUGE amount of entrepreneurs and business people falling into the same old business killing traps time and time again.

What qualifies us to speak about these Business Killers?

For a while a couple of them held us and our businesses captive as well, until we discovered how to break free of their grip and start growing again! For this reason we think it is essential you recognise these pitfalls and the devastation they can cause to both new and established businesses.

So, whatever stage of business you are at right now, if you find yourself stuck in a rut, or not making the progress you desire, study the following few pages. They may highlight the reason for your present position.

If you don't get the insight you need, and you feel you need help with your sales and marketing processes please feel free to ask. Send an email to [Carol Bentley](#) and I will be glad to be of assistance.

The good news is all of these positions are easily reversibly. They often only require a change of thinking, and a little creativity to shake them off and get you back on the pathway to success!

BUSINESS DEMON No: 1 Marketing – or the lack of it!

We have yet to meet a company or business that ever does enough marketing to fuel the size of financial returns they desire. Very often the

problem is simply they don't know how to market themselves or produce effective sales strategies or marketing methodology.

The sum total of some companies' marketing activities is taking space in the local yellow pages, or the occasional advert in a specialised trade publication. Then they sit back and wait for the work-flow to begin and wonder why business is slow! If this is the sum total of their marketing efforts, whatever their trade or industry, they are missing gigantic opportunities and the potential for greatly increased profits.

So how is your business?

If you are not obtaining the returns you desire, then you must put more effort into your marketing on a DAILY basis. There are dozens of different ways to promote your business effectively, and some return HUGE results for you. But you never know about them unless you are prepared to experiment and develop what works in your type of business.

Improved income and new profit centres await you. They are there waiting to be exploited. If you have the hunger and discipline to develop your skills in the area of sales and marketing you are soon looking into the face of unlimited success!

Become passionate about understanding the sales and marketing process. Learn to work with it rather than fighting it and it repays you hundreds of times over.

If you don't want to take responsibility for the process yourself, find an expert to help you and work with them. Learn from them. Aim to create additional income from your sales and marketing efforts to fuel bigger marketing projects and watch your business grow and mature.

Master as many pillars of marketing as possible and make them work for you consistently. Spend at least part of every day promoting and marketing your

products or services.

Do as much as necessary to keep your pipeline full of quality targeted prospects. Really value and look after your clients so they use your services and products again and again. Develop backend products and services for them. Remember they are your most valuable commodity. Don't let them wander away!

Discover the art of gaining quality referrals; mastering joint ventures; strategic alliances and cross-promotions and you instantly elevate your business to the next league and make a load of extra profit.

Learn from books, CDs and audio cassettes as well as attending workshops and seminars. From just one inexpensive book you can learn a whole marketing process that may have taken years to develop and refine, as well as thousands in investment and research costs. You get it all and the opportunity to test and assimilate it into your business in a fraction-of-a-fraction of the time it would take to build from scratch and, what's more there's virtually no cost to you.

Never be afraid to invest in yourself or your education, especially in the area of sales and marketing. It's a simple fact, **the more you learn the more you earn** – provided you act upon it.

BUSINESS DEMON No: 2

Lack of Massive Action

You now know that there are many actions you can take to promote your business. Some highly effective promotional activities can be very inexpensive. When you have mastered a method and know how to make it work for you consistently – roll it out and use it big time.

For example, lets suppose you had found leafleting cars a good way to bring you business leads that convert into sales. Don't just do it once, do it regularly!

Develop and experiment with dif-

ferent, benefit-focused, messages rather than using the same leaflet again and again. Change the offer and make it time sensitive to force a response. Increase your geographical range of influence and experiment with the times you put the leaflets out, they may appeal to different markets. Keep at it and your message starts to get through!

When you have it working for you consistently, pay others to do it for you. Free yourself to concentrate on mastering another marketing activity. Stick with this **“master and move on”** mentality and you could soon have more business that you know what to do with.

Think of marketing like a snowball!

If you haven't already tried it for real, imagine yourself making a snowball and then rolling it down a hill. Usually, to get it started you have to nurture it a little and push it along. Then it starts to get bigger but still needs guidance and assistance from you. Sometimes bits may fall off it, or you may even have to start again. But if you stick with it one of your little snowballs soon matures into a toddler. And then something magical happens!

It reaches the necessary critical mass and density not to need any more assistance. At this point you can let it go and it starts rolling down the hill alone, completely unaided. Slowly at first, but soon it picks up speed and continues to grow in mass at an alarming rate. It has taken on a life of its own!

Your marketing does the same!

This is a really great analogy to making your business grow for you. Most of the really hard work and effort is needed right at the very beginning. As we grow and master our new skills they become second nature to us allowing us to concentrate our efforts on mastering other more advanced skills, methods and techniques.

If we are focused and consistent in our efforts we discover the elements

necessary to sell our products and services successfully.

We are now in the selling period and need to create as much momentum as possible by informing and educating more and more targeted prospects. To attract them towards the benefits they receive from dealing with us. If we do this well we soon have more work than we can handle and now the time has come to consider expansion.

Learn to develop and adapt everything on the fly! Become versatile and adaptable and develop the ability to change course quickly when necessary.

Entrepreneurial thinking requires you to strike while the iron is hot.

Or, to put it another way:

Would you prefer the returns on your business to be:

Sooner or later?

Bigger or smaller?

Guaranteed or uncertain?

Your answer to these questions makes it simple! You are far more likely to obtain these results by making **“massive action”** part of your future business plan than by taking it slowly and cautiously! Business may be a game, but those that take the game seriously usually win!

BUSINESS DEMON No: 3 We don't have the money!

Whatever your size of business, it's a rare day when any but the most successful of businesses ever has money to spare for anything!

Most budgets are planned at least 12 months in advance and strictly adhered to. But there are always exceptions, especially when additional profit can be created and is there for the taking!

Under such circumstances creative methods and means are often needed, and used, to gain the capital necessary

for such growth and expansion plans.

You can always find a way to finance profit growth...

Most companies however humble and modest can list at least 3 or 4 creative ideas that allow them to move forward. With a little effort, you can also.

If all else fails try spreading your repayments over a longer period of time, until the point your additional income stream kicks in.

Remember, even if you have tried EVERYTHING; there is still a way of making it happen, don't give up too soon! Persistence is often a little difference that returns HUGE rewards.

When you have established an additional income stream you are able to finance many new sales and marketing campaigns and leverage your future potential.

It all starts with the right attitude...

If you believe you can't afford it today, you almost certainly can't afford it tomorrow!

The luxury of trading in ready cash and saving up for items you need before purchase is reserved for those with a job and a fixed wage! Finding ways to make it happen and taking calculated risks is just part of the game we call business. If you are really SERIOUS about being a success you have to be prepared to go out on the occasional limb – and that's where you find the juiciest fruit!

Investing in your future and growth is the way that most savvy entrepreneurs and business owners achieved the success they enjoy today. If it is a necessary ingredient to make your business grow and prosper then it becomes a simple decision. You MUST have it otherwise your business stagnates and eventually dies.

This type of catch 22 thinking is responsible for keeping a HUGE amount of small businesses from reaching the next

plateau of advancement or coming close to reaching their full business potential. It also keeps them on the very edge of financial ruin and gives a very uncertain future.

If you can't, or are not prepared to, change your thinking then having a regular job or regular employment would probably be far less stressful and maybe preferable to self employment.

Even more damaging...

When a business is constantly trying to advance on a shoestring budget, the owner and decision maker starts to develop a shoestring mentality!

This negative mental programming certainly affect your levels of self belief and reserves of self confidence. It may be a downward spiral unless you can reverse this destructive thought pattern.

Please remember, cost is relative!

So - what if your investment costs you £1,000, or even £10,000. If your investment returns you £20k in additional profit it is a low price to pay. Especially if your calculated investment continues to earn higher profits for you for years to come.

ROI (Return on Investment)

If you were a fly on the wall one of the first questions you hear a savvy entrepreneur or business man ask about a potential investment into their business is the potential ROI.

Although it would be hard to give an exact answer without knowing more about your type of business, the strategy and ideas I (Kevin) offer in a profit clinic would yield a very minimum of ten times the cost of the investment if acted upon. Now that's a good investment.

BUSINESS DEMON No: 4 I don't have the time

Another great catch 22 reason why businesses don't progress is that many business owners find themselves

totally consumed in the day to day running of their business! They have fallen into the most common business trap of all!

They spend all of their time working IN their business and little or no time working ON their business.

Sometimes they have done this by choice. After all they started a business that they loved doing. Something they already knew everything about; inside-out and backwards; even in the dark. They hadn't given thought to the other tasks required to make their business work.

If you find yourself in this position it is time to ask yourself some tough questions. Are you serious about making your business survive?

If so you have a choice. Either start delegating your present work load to someone else; create the time for you to take full responsibility for the job of marketing and growing your business personally; or make the choice to continue working in it rather than on it, and then employ a worthy and qualified person to fill the management and marketing role for you.

In this way your business continues to grow and you get to do what you love doing best at the same time. Who said you can't have your cake and eat it!

Spend time on strategic planning and development on a daily basis, there is no more important task. You may have heard it said:

“Proper Planning Prevents Particularly Poor Performance!”

...and it's true, it does!

BUSINESS DEMON No: 5
Embrace and even welcome change.

“If you keep on doing the same old thing – you are going to carry on getting the same old result”!

Or to put it another way:

“A body in motion stays in motion until it is acted upon by an outside force”!

The definition of insanity then, is to keep on doing the same old thing, but expect a different result! But every day companies are going down the plug-hole because they are doing just that! The same old thing; hoping and praying for a different result. But it's not going to happen! So wake up and smell the coffee. If it isn't working for you **try a different approach!**

It is really easy to become a dinosaur within your industry within a very short period of time. I have personally had it happen to me on a couple of occasions. The actions and methods that did work well at some point start to become less and less effective until they reach the point where they are no longer cost effective.

At the same time human nature dictates the longer we repeat the same action for the less likely we are to want to change. We become fixed in our ways and in many cases lodged in our comfort zones. We are creatures of habit and for many this is our very undoing.

Unfortunately nothing ever stands still. The world is constant motion so if we are not moving forward we are, by definition, moving backwards. It doesn't take long before our market lead and advantage starts to decay and suddenly we are lagging behind and struggling to keep up.

If you are not prepared to offer your customers the service they want there will soon be a company glad to take them of your hands - just waiting to prove their worth. The world is full of such stories so stay alert of what is happening in your industry and stay ahead of the tide of progress as much as possible.

Learn to embrace change and always be prepared to try something different in every sphere of your life! Be-

come a pioneer and try something new or different every single day. It may be as simple as driving a different route to work, or walking the opposite way around the park on your lunchtime stroll.

You may be amazed at what you discover or what is around the next corner, and the benefit it could bring to you, just stay open minded. You haven't lost anything by experimenting!

For years I always ate the same food off the same menu at the same few restaurants I frequented. It took my wife to persuade me to try and experiment with different meals. Although initially I did not like being forced out of my comfort zone, I am glad I did experiment. If it wasn't for her I would have stuck to the same few meals instead of enjoying a wide variety of cuisines.

I distantly remember my mother telling me ***"you should try everything at least once"***! You don't have to like it – but you should make an effort to try everything. Of course they are both right and I am grateful to them for broadening my horizon.

Also ask yourself a lot of ***'what if'*** questions and try new ideas out in your imagination if not in real life. Seriously, you could easily come up with a million pound idea!

Other people have become rich from using this method, so why shouldn't it be you? At the very least you develop a highly unique, creative and productive mind and thought pattern. Remember, just because something is done in a certain way it doesn't mean it is the only or best way of doing it!

Things are constantly being improved or reinvented a better way; progress is ongoing and always will be. Become part of it.

BUSINESS DEMON No: 6 **Self belief**

This is certainly the most important attribute you can possess and is responsible for more consistent failures

and disappointments in life than any other demon, pitfall or trap you will ever experience!

If you don't believe you CAN - don't START because you will find a way of failing and fulfilling your belief!

Under such circumstances any action is just a sheer waste of your time and money. Best you stop work immediately and only concentrate on your belief system until you correct your thought process.

"Whether you believe you can, or you believe you can't, you will be right!"

Henry Ford

By contrast when you really do believe you can achieve something you are 90% of the ways to success! Give me a choice of weapons for success and I choose a strong self-belief system every single time.

"What the mind of man can CONCEIVE and BELIEVE, it can ACHIEVE!"

Marcus Aralias

I could write pages and pages on this fascinating subject. However, it is not my job to more than alert you to the fact that the lack of self-belief is 100% responsible for your future performance and profit, or lack of it.

Again the good news is that it is both easily treatable and quickly reversible with just a little intervention and know-how from an expert. Seek out a good life coach or an expert who specialises in this area of improvement.

BUSINESS DEMON No: 7 **Management of your time**

We said, right at the beginning of this report, that we wanted to give you some real value. As this is the last tip in the report fasten your safety belt and hang on. We are going to show you how to become 100's of % more effective in just a few days time!

For many people managing their

working time is the biggest demon of all. This is one of Kevin's favourite subjects as for years he had such a hard time getting control over his own time management.

Then he learned the secret! And bingo he became 5 to 10 times as productive OVERNIGHT! Seriously there really is one 'SIMPLE' major change you can make to put you in control and make you HIGHY PRODUCTIVE, here it is.

Stop being reactive and start being responsive!

Let Kevin explain; "When I was unproductive I was reactive, and I let circumstance dictate my daily timetable. I reacted to what happened around me as it happened.

If the phone rang I answered it, if someone came to the office I would see them.

If a customer wanted a job doing urgently I dropped everything else.

If someone came to me with a problem I would deal with it immediately.

If I was hungry I ate, nothing was planned!

Obviously, with this type of work ethic I was always behind in everything and never prepared for anything. I was easily distracted and had no focus in my life.

I was certainly ALWAYS busy and I worked hard. I just didn't seem to get anything of note done. At the end of my day my desk was a mess and I would have found it hard to tell you what I had achieved! Does this sound familiar?

Now I could spend all day on this profitable subject so I am going to give you the big chunks to get you going.

The thing was, I knew if my business was going to survive and grow I needed to become far more efficient and focused. I needed to develop a system that would help me be disciplined in my aims and goals.

So I started by locking myself in a quiet room without distractions and listing all of the things I had to do to become effective and productive, and another list of all of the things that drained my time.

Surprisingly, when I could concentrate on just one thing it took only a short period of time to complete.

When I had this sorted out I decided to break my day into sections. Obviously some days I would be out doing the things that made money and they always came first. But I decided that however busy I was I would find time to do something to market myself.

Now it may have been as simple as printing a few letters or calling someone on the phone, but I ALWAYS did it, and still do it EVERY DAY!

The time I spent in my office I divided between the activities that would bring me MEASURABLE results and growth, mainly sales and marketing.

The last job of each day was to plan out my work for the following day in my diary in half-hour increments which I strictly stuck to. If I hadn't allowed enough time for completion of a task it would be rescheduled for completion at the end of that day. This may have made me a control freak, but a control freak that got results.

I then dealt with the distractions. First I stopped seeing visitors without appointments, and made the appointment I did have run to time by whenever possible holding them right at the end of the working day.

The biggest problem I had was the telephone ringing all day. Now I wanted the business, but I didn't want the distractions. I tried getting someone else to answer the phone for me, but this didn't work for me at all.

Half of the time they would call me and simply act as the middle man relaying pointless messages and still disturbing me.

I also tried using an answering ma-

chine but I found I would end up listening to the messages and still be distracted from my main tasks. Eventually I discovered the perfect solution for me.

I started using a remote messaging service. It only takes incoming calls and messages and then allows me to call in or sends a voice message on to me by email. It is hugely versatile and even takes orders for me.

The system I use is really amazing and I recommend anyone who is having the same problem to investigate it further. You can learn more at: www.callagenix.com

If you send an email to their sales department and quote the code 'C17592' they give you a free set up.

Everyday I schedule a time to listen to and deal with my voice messages and emails. Unless there is something that needs urgent attention, which is rare, I usually schedule the response for a few days later. This allows me to focus on being productive without distractions."

Didn't you lose business?

"Quite the contrary my business continued to grow. There is only one negative to this system and that is that some people will not leave messages on answer machines. However, if they either won't, or are incapable of, leaving a short message on my system they are not the sort of person I want to deal with anyway.

By making myself less accessible and stopping instant direct access, I have greatly raised my perceived position. And for that reason built a desire and demand for my services. It also built a rarity value into my services and allowed me to keep my prices at a good, profitable level.

Obviously, I still have a phone in my office, which is mainly used for out-bound calls. Those privileges few that know my number have it on trust only.

As soon as they start being a nuisance or abusing my trust I simply ban

their number and they have to use the same route as everyone else.

So there is the simply story of how I manage my time and stay productive. I promise it is a lot easier to write about than practice as it does require a strong will and discipline to make it work. But the results and benefit far outweigh the effort and are ongoing.

My system and volume of my output amazes people. Remember all I have changed is my attitude from reactive to responsive. I am in charge and dictate how I work and when I am available. Now you know the tried and tested formula it could work for you also.

We all have time wasting activities in our life and most of them are technology based, they just keep coming.

Just recently I started to use the windows messaging service and Skype with a few of my joint venture partners and initially found them both to be great little tools. But then people started calling and contacting me at will.

I had stupidly put myself back in the loop of being accessible and it became a problem.

A HUGE distraction and a real nuisance. So, if I can't find a way of controlling these tools I am going to remove them completely. If you want to become productive you must also do the same with the distractions in your life."

So that's it we are approaching the end. Thanks for taking the time to read through these business demons. I hope it helps you move forward and prosper."

So what's next?

If you would like know about the new resource when it is launched and discover how it can help you build your business and make more profit, subscribe to Carol's copywriting blog at www.copywriting4b2b.com where you can read useful sales letter writing tips and other business info.