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**BUSINESS OPTIMISER
MARKETING STRATEGIST**

Hello and Welcome!

I'd like to start by saying "Thank You" for registering so I can send you this document. Now that you're reading this, let me start by asking you some questions...

Have you ever attended (or watched online) a motivational seminar or a training seminar, or an event on how to make more money in business? Did you feel overwhelmed afterwards?

Have you ever encountered unexpected obstacles/challenges in marketing your business? My guess is: "Yes", otherwise you wouldn't be here.

One of the things that I automatically do when I attend a function with a guest speaker or when new marketing information is presented to me via video, online ads etc or I automatically ask myself the question:

Who is this person?

There are a lot of people out there who are great at talking about marketing and even selling you stuff that 'will help you make thousands upon thousands of dollars in 15mins' (and 'Yes', I am being slightly cynical), but my question is always: Is the presenter genuine? Is their message authentic? In other words, do they walk their talk, have they run a business with successful marketing campaigns themselves and, as a fellow business owner: Do they have my best interest at heart?

But before we get into it.... let me tell you, I don't have a magical story to share with you about how I stumbled upon the secrets of marketing. Sorry. You know, the special story, where someone tells you that they went bankrupt after being a millionaire and they had some dream and then made this huge comeback with magic marketing tricks. Or someone who was from a poor background and went to a meeting and overnight generated 3 million dollars through shares or real estate or FACEBOOK and.... Well, I hate to disappoint you...I'm also not the guy, who 6mths ago weighed 300 kilos and needed a crane to be lifted out of bed and now I'm a new man that the world refers to as 'The Marketing Guru.'

To me, marketing is all about relationships and if you are about to take on board what I am sharing with you, which is based on over 25 years of 'real life' marketing experience in a variety of businesses, we'll have a far better chance in having you pay attention and consider the things I am telling you, if you know who I am, fair enough?

Now, if you are bored already and you're one of those 'Just give me the facts, Andre!' kind of people, just skip to **Page 4.**

Well, my story is that I'm originally from Germany, went from 5 Degrees at Frankfurt Airport onto my first plane trip with Mum, Dad, Brother and Sister and arrived some 30 hours later in Brisbane, Australia on January 21st, 1983.

A couple of days later, I was, for the first time ever, in a school uniform, (30 Degrees Celsius at 9am, complete with 92% humidity) on a school bus on my way to Mt Gravatt High School, not knowing anyone. Everyone spoke English, naturally. I had learnt 4 years of English at a German high school, but I wasn't sure if the snippets of conversation I was listening to were actually in English because everyone was talking really fast it seemed....and they were mumbling. They all said things like 'G'day and howsitgoing?' (and yes, it did just sound like one word, not four) when all I knew was 'Good Morning. How are you today?' 😊 I had to learn the Aussie slang real fast, to at least understand what people were saying. I also found people's attitudes to lifestyle, money, going out, living and family very different to Germany and

I became a fan of getting to know people and what makes them tick. 15 months later we moved to Sydney and that was a completely different ball game....

Went to another school, another teaching system and more people I didn't know, again, made some nice friends and managed to score some work experience at 2MMM-FM and EMI's studios 301, which was an eye-opener because of the vastly different personalities I encountered.

I have always been interested in music and entertaining and began working extensively as a DJ and Nightclub Promotions Assistant in the late 1980's.

So, my background is hospitality, entertainment and events management. I worked for a guy who owned two hotels; I was his PA for 4 years and I have managed various nightclubs and I have also been involved in marketing hotels.

I founded Cheeky Monkey Marketing in 2005 because the designer, print suppliers and web developer, I was working with at the time, didn't impress me. I just thought things could be done better and faster and people should be more passionate and more focussed on fixing people's problems....

Over the past 17 years, my team and I, have helped business owners make tens of thousands of extra dollars by creating and implementing (or fine-tuning existing) marketing campaigns for their businesses. I'm passionate about being an entrepreneur and I love creating and implementing and monitoring my marketing and helping other business owners to do the same.

I am all about Reviving Your Marketing, so you can Reach More Customers, so you can Reward Yourself with More Sales, More Cashflow and More Financial Security.

Hope the below insider secrets are helpful.

Warmest regards,

Andre' Moreitz



Cheeky Monkey's Marketing Secrets:

1. **Allocate a specific amount of time each day/week to focus on your marketing activity.**

Most business owners are so busy, they are working **in** their business rather than **on** their business. If you want to make large amounts of profit, as well as gain the time freedom that owning/running your own business can eventually bring, it is imperative to schedule 'marketing time' regularly.

Tell your staff/wife/partner/children etc that you are unavailable during this time. No calls, no email checking, no interruptions. Why? **Because you need to focus on your financial future!** Many people we have spoken to have, for example, a newspaper ad due on Wednesday at 5pm. When do they think about the ad and promotional offer that they want to advertise? At 4.30pm Wednesday. Big mistake!

A lot of small business owners don't have a consistent marketing strategy. They randomly post on social media trying to get attention or they hire someone to do it, with no real plan or focus on outcome.... Either because they don't know what to do, or because they are listening to the wrong people, or because, well.... they are just too busy.

2. **You will get it wrong!** It is perfectly normal. Marketing is a game. The trick is to educate yourself enough, to allocate a budget (even if it's small) to have the courage to start to 'get in the game'. I can almost guarantee you that you will need to make changes to reinvent a campaign or fine-tune it. No one is that perfect. Campaigns that work really well in one part of Sydney will not work in another area, newspaper ads will be more successful *here*, but have almost zero response over *there*. Google Ads, social media, Flyer distribution etc. all must be tailored to reach your target audience. A lot of businesses large and small, are just flushing money down the toilet because they are not monitoring their results.



3. **Outsourcing your marketing will only work if you make it work.**

I talk to clients every week who complain about their flyer/website/newspaper ads not working. When I enquire further as to whom they commissioned to do the work and why, I hear everything from: 'My sister's ex-boyfriend did a web design course and knows about this internet stuff' to 'I saw a brochure from a competitor and that looked nice', or 'I had this agency that does my SEO and some kind of other web advertising. I pay them every month, but I am not sure of the results. (I am not making this up, this is absolutely authentic!)

Here is a big tip: **Do your research!** Many agencies are excellent at making you money but are you getting value? How much are they charging you and what are your actual results? "Oh yes, since we hired xyz agency, everyone has heard my radio ad!" That's great, but what is your precise increase in new potential customer enquiries and what is your conversion rate?" There is lots of advertising out there that will make business owners feel all nice, warm and fuzzy, but is it putting more money into your pocket? Make sure whoever you engage offers good value and has real life testimonial proof for the services they provide.

- ### 4. **Focusing on one USD** (unique selling distinction) to promote your business, providing one service and/or one product really well is almost always better and more profitable than trying to satisfy everyone in the marketplace. Ask yourself: What makes my business or product special? Why should people be buying from me, or engaging my services? Hint: It's NOT 'Great Customer service' because every business owner says that. So, that's not a unique selling distinction.



5. **Test, measure and optimize.** Again, this comes down to time spent in marketing and communicating your message with 'your team' as well as your target market. Many times, we find sales staff not being aware of the marketing campaign or promotions being advertised. When customers ask about something they have seen/heard being advertised, staff have no idea! Has that ever happened to you when you've gone out to buy something?! No information or proper marketing training has been provided to the very people who can potentially convert your customers into long-term clients! Make sure they ask things like: How did you hear about us? Because that answer is the most important clue you will get as to what advertising/marketing is working for you! Would you believe that I speak to businesses every single week, who don't monitor their marketing?!

To receive more information on how we can help you, please contact andre@cheekymonkeymarketing.com.au or Phone my team on 1300 85 66 24.



**Revive Your Marketing
Reach More Customers
Reward Yourself**



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