

*Hip Hooray! You made it!*  
*I'm glad you're here!*



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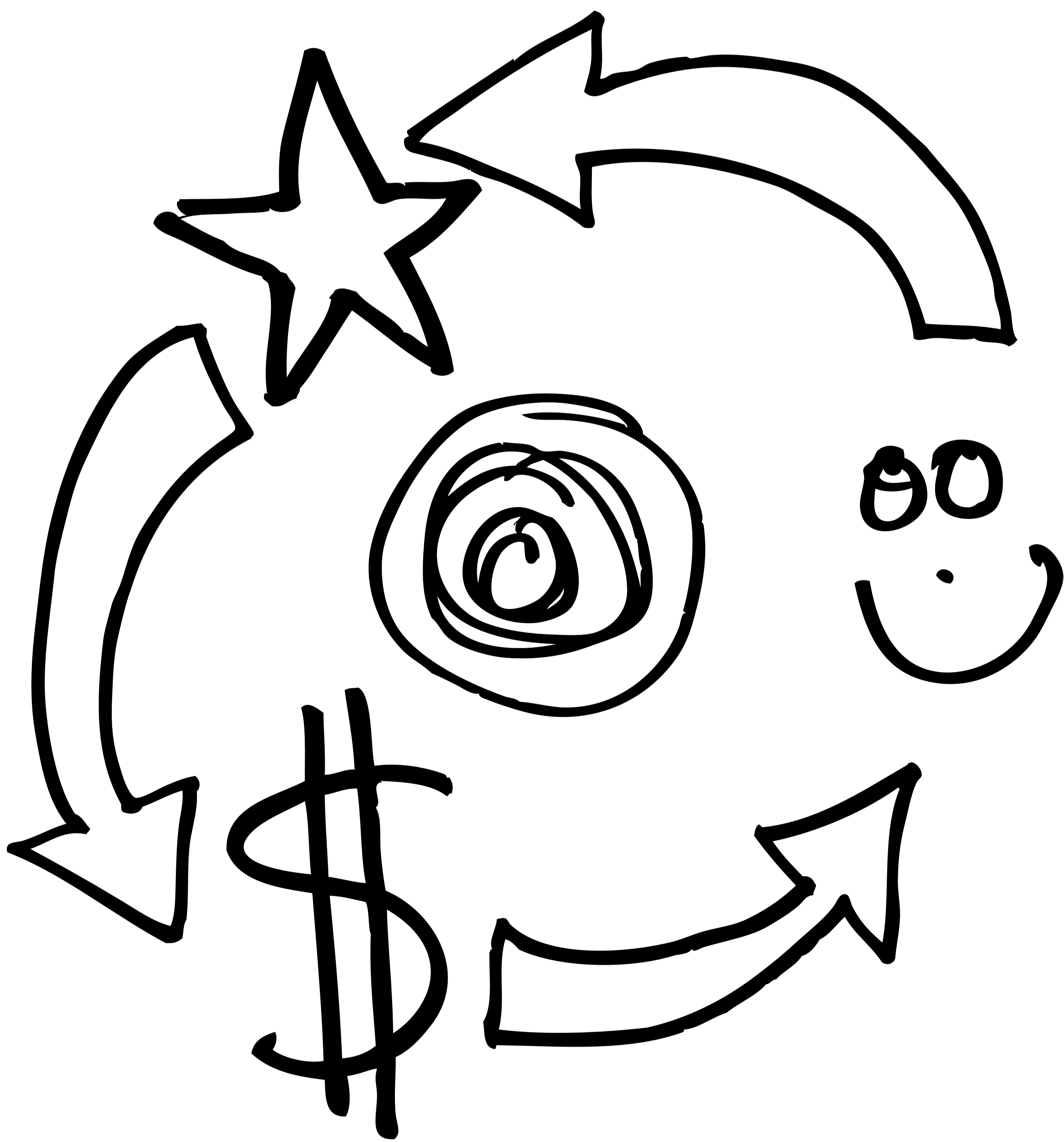
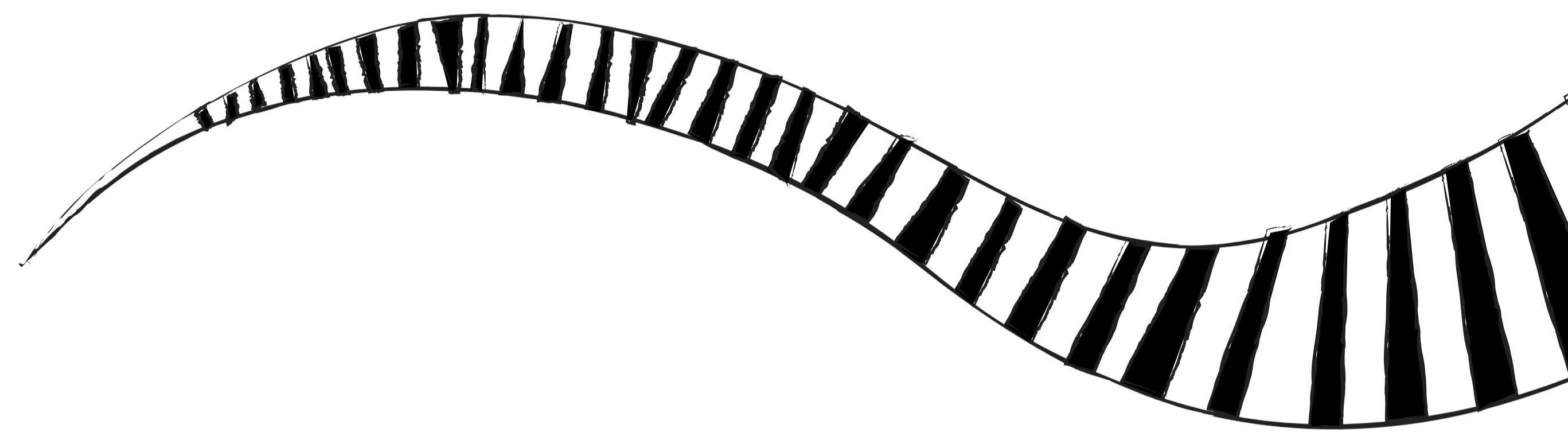




40 YEARS+  
EXPERIENCE IN  
RETAIL START UPS

# SEVEN DEADLY SINS

TO AVOID  
WHEN RUNNING  
ANY BUSINESS



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ANDRE MOREITZ  
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# SEVEN DEADLY SINS

## TO AVOID WHEN RUNNING ANY BUSINESS

Welcome to Cheeky Monkey Success Training!

*Thank you for downloading our document*

Steve Wisbey and Andre Moreitz have over 40 years combined experience in retail start ups and hospitality venue operations. That doesn't mean they have all the answers, but they do have most of them. Cheeky Monkey Success Training was created to help small business owners and hospitality venue owners/operators run a business more effectively. Through 'real life' training of Management and Staff, Steve and Andre' have assisted with the implementation of new operational structures and fresh marketing strategies that have in many cases resulted in an increase of turnover of 25%+ within just 4 weeks! The guys are very passionate about helping as many people as possible, as Steve says: "Information on what steps to take and how to run a small business effectively and importantly how to maximise your revenue is hard to come by in this country. Australia's Track record of more than 75% of small businesses failing within 2 years is sad and frankly 'embarrassing'. We want to change that with the tools and info we provide through Cheeky Monkey Success Training. If you are someone who is committed to educate yourself and succeed in your business on a bigger scale, come talk to us.' And that's why they're in demand, people want to learn from their success!

So, here we go...listed below are the most common 'major' mistakes people make when running a retail or services business.





## Deadly Sin # 1

### *No time to work on your business'*

One of the biggest mistakes in running a small retail business is consistently spending most of your time working 'in' your business (like a shop for example) without taking time out to plan your marketing, taking a step back to review your operational structures or monitoring your staff. Whenever we are talking to business owners, the two most common responses when asked the question: 'How are things going? are: 'It's a bit quiet, could be better'" (which is usually the result of ineffective or inadequate marketing) or 'I'm so busy, I have no time to do anything else'" (which does not necessarily equate to "my business is thriving.")

Ask yourself these power questions:

1. What do I have to do to create more time so I can work on my business?
2. How much is it costing me long-term to keep working this many hours in my business?

Cheeky Monkey Success Training has some proven strategies to get you from behind the counter into 'marketing your business' mode that will substantially increase your turnover and put more money in your pocket.





## Deadly Sin # 2

### *“No marketing plan”*

We come across businesses every day which advertise in the local paper, on radio or elsewhere, spending hundreds or thousands of dollars on a regular basis, but they don't have a researched, educated, monitored approach or an advertising/marketing strategy. It's almost like giving someone money to buy you an overseas plane ticket to fly somewhere but you have no idea where you want to go. You go to the airport and fly with no luggage, no research on your destination, the weather, the currency, your budget etc,... you get the picture. Advertising agencies, radio stations and local newspapers LOVE for you to spend your advertising dollars because they know they won't be accountable if your ads don't get you results.

Cheeky Monkey Success Training is a subsidiary of Cheeky Monkey Marketing, which services over 100 hospitality venues and small businesses on a monthly basis with marketing advice, graphic design, printing, and website/internet expertise. A tailor made campaign for your business, which is guaranteed to bring results can get you on track to achieve what you want out of your business.

Deadly Sin #3 “No education strategy” The resume ‘looks good’, ‘the references are impressive’ and he/she seem competent during the interview... are you ready to hire this new staff member? Hiring staff is a time consuming and costly exercise and many business owners just don't know how to get it right. Making the ‘wrong’ choice can cause you stress and frustration long term and potentially cost you thousands of dollars. Many business owners hire staff based on previous experience and after showing the new person what their job entails, nothing much else happens. Ask yourself if you are prepared to have them figure things out themselves and if you have taken steps to ensure you get the best possible amount of productivity and money out of your employees?





Even if you're a small business operator and you have no staff, ongoing education enabling you to make your business operate more effectively and increase profits is vital if you want to avoid being a statistic! Being one of 75% of businesses that close within 2 years isn't your goal. The problem is that your competition won't tell you and teach you what to do (for obvious reasons), so if this is your first time running your own business, doesn't it make sense to talk to some people who are successful in their own right and who know what to do?

Cheeky Monkey Success Training offers a free 1 hour consultation to find out how your business works, what you'd like to achieve and how things are going in general. We can then analyse your situation and create a tailor-made plan to get you on the 'highway to success'. We also offer an sophisticated interactive staff training program, complete with personality profiling.





## Deadly Sin #4

### *“No Vision, No goal”*

You may have heard the story of Alice in Wonderland asking the rabbit which path she should take. The rabbit enquires what her destination is and she responds “I don’t know”. The rabbit replies: “Then it doesn’t matter which road you take”. We consistently come across business owners who want to be successful and when we ask them what their plans are, they reply: “To earn more money”. We then hand them a dollar. After all that is more money, isn’t it?! Unless you have a clear goal of what you want to achieve and in what time frame and you remind yourself of this often, chances are that the day to day tasks of running your business will have you lose sight of that goal. One of the reasons that great business entrepreneurs draw people to them is that they are committed to a vision and a goal and in many organisations the staff members know what that goal is. Many big corporations in Australia, especially banks, spend millions of dollars getting that message/branding out there. Most small business owners don’t have thousands of dollars to do the same. That’s ok as long as you and your staff know where you’re going. Don’t be another ‘entrepreneur lost in wonderland!’

Cheeky Monkey Success Training offers a range of audio recordings and personal consultancy. We are experts in motivational techniques and human behaviour analysis. We can help you ‘get clear’ and motivate you and your staff to ‘get active.’





## Deadly Sin #5

### *“No money”*

Obviously, most businesses require a substantial amount of money to start up and to ‘keep things going’ and most people have done some kind of financial analysis when they get into business for themselves. We have met and heard from many people who appear to be doing very well based on the way they talk, the car they drive, the location and size of the house etc and they sometimes share how well they’re doing by giving us an annual turnover figure. When running a business, turnover means nothing! All that matters in the end of the day is : What is your net profit? Even if your business is turning over \$500,000+, how much is ending up in your pocket after you have paid your staff, rent, the car lease and miscellaneous expenses? A long time ago we came across someone who said ‘Status’ was important in business. He wanted to be ‘seen’ as successful by his family, his peers, his staff etc. After some education, a few difficult financially challenging business experiences he now says: “Status is when you buy things you don’t need with money you don’t have to impress people you didn’t like in the first place.”





## Deadly Sin #6

### *“No customer service program”*

When you go to your local department store/hardware store/restaurant/pub/small business retailer to spend your hard earned cash, how much do you enjoy not getting the service you think you are entitled to? It is a shame, but Australia is behind Europe and the U.S. when it comes to ‘looking after’ customers. When was the last time you made a major purchase and the store called you or sent you a thank you? It doesn’t happen, unless of course you’re buying something like a luxury European Car. Business owners are wasting thousands of dollars in revenue by having no strategy or simply having no idea how to retain customers. “It is so much more cost effective to keep customers and develop relationships than it is to attract new prospects that as yet are only prospects, they haven’t spent a cent with you and may never be converted...How about REALLY looking after the sure thing...the ones that have already put money in the till and food on the table?”

Cheeky Monkey Success Training offers proven marketing strategies, incentive programs for your staff as well as motivational training to ensure your business does not just ‘claim’ to give good service. We strive for business excellence.





## Deadly Sin #7

### *“Resistance to change”*

As human beings we are ‘creatures of habit’. “This is how my father, mother, grandfather etc has always done things and that’s why I run things the same way”. Sound familiar? Or perhaps you got into business because you are good at your job, i.e. what you used to do when working for someone else.

For some people it can be a bit of a reality check to discover that all those ideas and operating procedures put in place by previous owners aren’t working too well or aren’t generating the income they require.

We talk to people who sometimes ask questions such as: “What do I need a website for? Why should I spend money on my customers after they have already bought something? Why do I need to advertise, I’m in a great location!” Or they claim that their customers would not like it/respond/buy/spend more etc. We have heard it all before. Our first response is always: ‘Is that really true?’

At Cheeky Monkey Success Training we work together with you, step by step to figure out what you want and how we can give you more of it. It’s that simple. We are not about turning your business upside down, changing everything you do and filling your head with a whole heap of information. We are here to put more money into your pocket. We not only work with you but also give you the tools so the improvements to your business are permanent and you can duplicate them.

We are looking forward to hearing from you!

**CHEEKY MONKEY SUCCESS TRAINING**

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Steve Wisbey

André Moreitz

**We know how to:**

- **Eliminate your competition**
- **Maximize revenue from staff**
- **Make you your clients' only choice**
- **Put more cash in your pocket**

**CHEEKY MONKEY SUCCESS TRAINING**

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