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SALES & MARKETING  
EXPERIENCE

# How To Increase Profits and Have More Personal Time

## 7 BUSINESS SECRETS TO SUCCESS



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## 7 Business Secrets to Success!

Welcome to Cheeky Monkey Success Training!

Thank you for your subscription and downloading this document.

I'm Andre' Moreitz, The Business Optimiser and I will be sharing with you, my extensive business experience. When I created my first business in 1991, I didn't realise that I'd be here today, writing this to help other business owners increase their profits and personal time.

I also had no idea, and I must admit, I'm still amazed today, that many (or should I even be so bold and state 'most'?) business owners are completely unaware of some of the basic modern-day steps one should and really needs to take to achieve tremendous business success, especially in small business such as retail, hospitality and home-based businesses.

Because I was under the impression that everyone 'knew' these business rules to achieve success (but have subsequently discovered that business owners either don't know or have not implemented these rules), I am calling this document: *7 Business Secrets to Success*.

Together with my friend Steve Wisbey, I have recently worked out that we have over 45 years combined experience in retail start-ups, revival of marketing campaigns and hospitality venue operations. Cheeky Monkey Success Training was created to help small business owners and hospitality venue owners/operators run a business more effectively. 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'".

So, here we go...listed below are 7 Business secrets, which I am very excited to be sharing with you.

### **Business Secret # 1** "You must allocate regular 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 I am 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 these many hours in my business? I have developed a proven 3 Step-Business Growth System to get you from behind the counter into 'marketing your business' mode. The system will substantially increase your turnover by reaching more customers through effective marketing strategies and ways to free up more of your time whilst improving your financial security status.

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## **Business Secret # 2** “You must have a well-researched marketing plan.”

I 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 like giving someone money to buy you an overseas plane ticket to fly to say Europe, but you have no idea where exactly you want to go. You go to the airport and end up flying with no luggage, no research on your destination, the weather, 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. Now, I am not suggesting that all of them are dishonest and are only interested in 'grabbing your cash' like a Used Car Salesmen or a Solicitor, charging you \$5 for running a photo copy. I am simply suggesting that the only person who cares deeply and passionately about your business, more than anyone else is.....well: YOU. The other thing I know is that if an advertising campaign you have booked in the local paper, radio, letterbox drop etc, doesn't work, you won't get your money back. So make sure you either educate yourself by researching and testing your marketing strategies and have a short term and long term plan, or ask for help from someone who has a proven track record and who knows what to do and when to do it.

## **Business Secret #3** “You must educate yourself and train your staff”

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 and who know what to do? My team and I are experts at analysing businesses, researching what needs to be done and reviving your marketing through a tailor-made plan to get you on the 'highway to success'. We also offer a sophisticated interactive staff training program, complete with personality profiling.

## **Business Secret #4** “You must have a vision and set regular goals.”

You may have heard the story of Alice in Wonderland asking the Cheshire Cat which path she should take. The cat enquires what her destination is and she responds “Well, I don't really know”. The cat replies: “Then it really doesn't matter which way you go”. I consistently come across business owners who want to be successful and when I ask them what their plans are, they reply: “To earn more money”. I 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.'

#### Business Secret #5 "You must have money for marketing"

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. It's so important to have a marketing budget. Please, don't be one of those business owners, who my team talk to, who are needing to do some 'urgent, effective advertising to pick up sales and get more customers', only to find that they want to pay off the bill slowly in instalments or they put things on hold altogether because they have no cashflow. I have also 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 few years ago, I came across someone who said 'Status' was very 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."

#### Business Secret #6 "You must have a 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 afterwards 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?" Steve Wisbey wisdom. My 3 Step Proven Business Growth program includes hints and tips and how to create an incentive reward as well as a training program for your staff, to ensure your business does not just 'claim' to give good service. I strive for service excellence in all of my businesses and 'look after my staff. Building people, builds profit.

Business Secret #7 “You must be flexible and change with the times.”

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. I talk to people who sometimes ask questions such as: “What do I need a website for? Do I really need a Social Media account? 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 to /respond to surveys/enter competitions/ buy more products than they already are etc. (Yes, I AM serious.) Fact is, my team and I, have heard it all before. My first response is always: ‘Is that really true?’ At Cheeky Monkey Success Training we work together with business owners in a step by step system. We create or revive your marketing and promotional strategies, so you can reach more customers than ever before and, importantly, show you how you can have more personal time whilst running a business and improving your financial security. In a nutshell, my team and I are here to put more money into your pocket. The 3 Step Business Growth Program not only works with lots of different types of businesses; each business owner gets handed a bunch of proven tools so the improvements to the business are permanent as they implement and embrace ‘The 7 Business Secrets to Success’.

To your success!

Sincerely,

*Andre' Moreitz*

The Business Optimiser

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