


Chapter 3



HOW TO Create AWOW

**THE EASIEST
WAY TO TAKE
THEIR EYES
OFF THE PRICE!**

WHY YOUR BUSINESS NEEDS A WOW!

CONSUMERS ARE REPORTEDLY EXPOSED TO OVER 3,000 ADVERTISING MESSAGES A DAY.

And no wonder this is the case, with all of us being exposed to TV, pay TV, digital TV, paid newspapers, free newspapers, freeway supersite posters, AM radio, FM radio, digital radio, emails, Direct Mail, Facebook, cinema advertising and so on – you get the idea!



We are bombarded with thousands of advertising messages every day. So if you don't employ "wow tactics," be prepared to be invisible!

This alone is evidence enough that you need to inject some wow factor into your marketing – otherwise you're just not going to stand out.

Even if people happen to cast their eyes on your advertising messages, whether they process the information is an entirely different matter.

This Manifesto is all about encouraging you to get noticed in the crowded modern marketplace – both online and offline.

These days, I present my 'wow factor mantra' at seminars throughout Australia and overseas – and on each occasion, I encourage business owners and senior managers to metaphorically put the term 'Un' in front of the industry they're in.

So for example, if you're a plumber, you would be striving to become an 'Un-Plumber'!

Likewise, if you were a pest services company, you'd need to be an 'Un-Pest Services' business.

I'm simply saying that it's a good idea to play this little brain-game in order to continually remind yourself that to escape "the sea of sameness" in your industry's marketing efforts, you need to be unlike any of your competitors.

If you're not, you're simply one of the herd and you'll have to accept that your communications will probably be invisible for the most part, just like the majority of the other 3,000 messages we are all subjected to every day.

In the game of marketing, there's nothing wrong with being the 'black sheep' I can assure you!

(Or as Seth Goden says, 'the Purple Cow!')

Why does Richard Branson stand out?

Why does Lady Gaga stand out?

And the same question can be asked of Oprah Winfrey, Bill Gates, Larry Page and Sergey Brin (founders of Google), Steve Jobs and Mark Zuckerberg (Facebook founder).

Sure, each of these people have varying degrees of academic brilliance, but I maintain that each of them has been blessed with a 'wow factor entrepreneurial spirit!'

They have inherently known ways to be very different from their competitors and each of them appreciates that it's not about the product, it's about the experience!

You've probably seen that famous Oprah television program episode when she gave everyone in the audience a brand new car!

Talk about a wow!

But guess what? She cleverly negotiated a contra deal with the car manufacturer, thereby minimising any expenses for her company.

But of course, all of the plaudits went to Oprah and she exploited the worldwide phenomenal publicity for all it was worth!

Her announcement on the TV program had tension, drama, excitement and unbelievable elation – wow, wow, wow!

Have a look at it on YouTube and you'll see what I mean!

Check out the logo of my company and you'll see a tagline which says "Learn To Deliver The Unexpected!"

My advice is to take a leaf out of the books of any of the aforementioned business people or celebrities, as they certainly know how to deliver the unexpected.

Don't follow the crowd and don't wear beige.

Be different, very different in everything you do, be a little (or maybe a lot!) outrageous and wear bright colours with pride!

There's no room for introverts in the world of 'business marketing!'

You have to come out of your shell and start attracting a disproportionate level of attention to your business, products or services!

And when it comes to 'wowing,' I'm not just talking about your marketing communications.

You've got to 'wow' your clients with extraordinary customer service, super-friendly phone manners, unexpected personal surprises, stand-out uniforms and on-time delivery.

And speaking of 'on-time delivery,' a certain pizza company called Domino's put itself on the map back in 1973 with a very clever wow factor of guaranteeing 'customers would receive their home-delivery pizzas within 30 minutes of placing an order or they would receive their pizzas free!'

This simple but very effective 'wow factor' immediately distinguished Domino's from its competitors (most of whom would take a lot longer than 30 minutes to deliver their take-away pizzas) and catapulted the company's sales to dizzy heights.

You need to do everything you can to take your prospect's eyes off the price and onto the value.

As highlighted earlier in this book, McDonald's have cleverly done this with their Happy Meal Toy.

Harvey Norman has achieved the same result with their '2 Years Interest Free' offer and Woolworths and Coles supermarkets use their petrol discounts as a very shrewd tactic to distract us from concentrating on the price.

Later in this Chapter, you'll read about the incredible success of my 'Get a Home Loan and Get a Free Holiday' concept for the Greater Building Society, a campaign which skyrocketed the Society's home loans to record levels.

And believe it or not, this financial institution was able to refrain from advertising an interest rate for the whole 9 years of this incredible promotion!

Let me say that again, as it is probably the classic of all 'wow factor ideas,' simply because of the huge price tag of the actual product.

We're talking about a home loan product that is a commitment of hundreds of thousands of dollars by the borrower.

This is a very different purchasing decision than someone buying food from a fast food outlet or a lounge suite from Harvey Norman.

To be able to take the consumer's eyes 'off the interest rate' of a home loan for \$200,000, \$300,000 or \$500,000 is quite an incredible feat if I do say so myself.

The Greater Building Society was the only financial institution in the world that never advertised a price for its home loans for 9 long years!

You'll see a comprehensive description of this concept later in this chapter.

And the reason that the free holiday concept ran so successfully for so many years was because I continually 're-freshened' the communications and tweaked the wow factor offer.

For example, periodically, I would introduce a 'special limited time offer' of a high-profile, popular destination that was available to new borrowers if they took out a loan for \$250,000.

We would increase the amount of holiday points one would get throughout this short period so that when someone borrowed a reasonably modest amount such as \$250,000, they could enjoy a trip for two to Hong Kong Disneyland for five nights or perhaps to Fiji for five nights.

Just like McDonald's re-freshens its menu with new selections from time to time, I ensured that the free holiday offer enjoyed a long lifespan by introducing additional 'wows' occasionally.

YELLOW PAGES IS A 'SEA OF SAMENESS'

I think the classic case of businesses adopting a "me too" attitude is the good old Yellow Pages directory – just open it to your business category and have a look at how many of your competitors say exactly the same thing!

I know that the Yellow Pages is not what it used to be and has fallen victim to online searches through the likes of Google.

But nonetheless, it is still a good example for me to demonstrate to you how lame the majority of businesses are in just about every industry when it comes to marketing.

The Yellow Pages has historically been the most competitive advertising arena around. Yet guess what businesses within the same industry do?

"They all pay for advertisements that effectively all look the same and say pretty much the same thing!"

No wonder the guy who makes a "special offer" experiences a lot more phone calls or website visits!

Let's face it, whether you are marketing business to business or business to consumer, you live in a wildly competitive marketplace.

It's not good enough anymore, nor has it ever been good enough, to simply promise "good service with a friendly smile."

Consumers expect – no, make that "demand" – something extra these days.



The fast food companies are masters of wow factor offers that take your eyes off the price.

McDonald's have spoilt children with a free toy in the Happy Meal, Harvey Norman have offered "2 Years Interest Free", Magnum ice creams have offered special Gold Class cinema seats in return for a number of wrappers and my local 7-Eleven now tells me I can get a free Slurpee every time I buy one!

So whatever you do in your business, make sure you devote some time to considering 'how' you can offer your target audience a wow!

WHO SAID "THERE'S NO OTHER STORE LIKE DAVID JONES?"

Given that one of my larger clients over the years has been the Greater Building Society which is head-officed in Newcastle, I have spent quite a bit of time in the town.

Newcastle's CBD has been centred around Hunter Street for decades and whilst in recent years, many CBD retailers have relocated to large shopping centres in the suburbs, department store, David Jones, had remained.

Opened in 1957, the department store had been part of Newcastle's CBD for over 50 years.

But not anymore. David Jones closed its doors late January 2011, leaving the beleaguered Newcastle Mall without an anchor retailer.

And whilst it was easy for DJ's management to argue that their ageing building "couldn't service the store into the future without a revamp," it is my opinion that the store had simply lost "its wow factor."

There are other issues regarding this particular David Jones, one being a huge GPT Development application for a large shopping mall in the Newcastle CBD (which would have saved David Jones and given them a revamped premises).

The development proposal was knocked back by the local council during 2010.

Nonetheless, the bottom line is that David Jones had lost its point of difference.



David Jones Store Newcastle

Forget the ageing building for a moment, as there are plenty of examples of retailers in ageing buildings who have adequately maintained or even increased their wow factor.

This particular David Jones store simply stopped being an experience.

When David Jones opened way back in 1957, department store shopping was all about "the experience."

In the Newcastle David Jones instance, the Grand Dining Hall was a huge attraction and for shoppers, enjoying lunch looking over the harbour was a wow factor like no other!



*David Jones Fine Dining Hall In
The Good Old Days!*



*Children's Hairdressing Salon
quite a few years ago. Wow!*

David Jones had its own hairdresser and seamstresses who shoppers befriended and there were regular new window displays that delighted many, particularly at Christmas.

And the David Jones food hall – well, it had to be seen to be believed!

It was a traffic generator all by itself, as people would come from far away towns just to gawk at the culinary delights on display.

Yep, in its heyday, this David Jones store was wow factor personified.

Plenty of people knew the elevator man and "exclusive invitation only fashion parades" made customers feel part of the family.

(Now there's a 'wow factor!')

Even the restrooms had attendants who greeted you by name when they got to know you.

AND THEN ALONG CAME THE WOW FACTOR ASSASSINATORS!

As the years passed, just about everything that made the Newcastle retailer unique was cast aside by head office management, quoting cost-efficiency as the reason.

Goodbye to the dining rooms, the exquisite window displays, the milliner, the friendly doormen and much more.

And in the 90s and post 2000, the store became a sad reflection of itself, with dwindling trade and falling revenue.

I remember calling into the department store a few times over its final years (usually to grab a last minute present for someone!) and feeling quite sad that this once majestic department store was a shadow of its former self, with just about every facet of the store looking tired and worn-out.

As Austin Powers would say, David Jones "had lost its mojo."

After head office rationalisation in the name of efficiency, this particular David Jones department store had been living on borrowed time for many years.

It had stopped being a destination point because it had stopped being different.

And whilst I admit that other David Jones department stores around Australia may have kept up with the times, I'm afraid this particular one had stopped being unique – and ultimately paid the price.

You see, when you stop providing an experience, you can't expect a customer to consider returning to your business again.

David Jones' advertising catchcry is "there's no other store like David Jones."

But in the case of this David Jones, there were plenty of other stores in Newcastle just like David Jones, indeed quite a few that were much better.

THINK WOW FACTOR LIKE ENTERPRISE RENT-A-CAR AND BE DIFFERENT FROM THE REST!

The Enterprise Rent-A-Car story in the US is a fantastic example of a little guy outsmarting the big guys at their own game – and I think is a great example for any small business owner to learn from.



*Enterprise decided to be
refreshingly "different" from its
competitors.*

Enterprise decided to be refreshingly "different" from its competitors.

Yep, this great idea came from an innovative branch manager who decided that a "free ride to the office" would be a good "wow."

Let me say from the outset that Enterprise Rent-A-Car is now the largest rental company in the USA, with more than 5,400 locations.

The company's "wow factor" is very, very simple.

Enterprise saw that the big guys like Hertz, Budget and Avis all had the majority of their rental offices at airports.

So what did Enterprise do?

Exactly the opposite.

It decided to be UN-Rent-A-Car-ish!

It concentrated on locating their offices predominately in the suburbs and even went one step further, offering a pick-up service to their customers.

Enterprise could see that there was a huge market in providing car rentals to consumers who needed a replacement car as a result of an accident, mechanical repair or theft.

In other words, people who needed a rental vehicle because their regular car was not available to them.

This pick-up service started in the early 1970s when a branch

As a result of this Orlando office blowing customers away with this terrific customer service, the "we'll pick you up" system became an immortalised company slogan from the early 70s onwards.

So there you have it.

A little player decides to take on the big boys and wins!

Enterprise decided to be refreshingly "different" from its competitors.

Enterprise simply looked at its competitors and found that they were all concentrating on having offices at the airports and therefore decided that its unique selling point would be opening outlets in the suburbs and concentrating on providing rental cars to people who had experienced a car accident or who had their car in for repair.

Mind you, they still looked after the "short vacation market" as well.

Their "we'll pick you up" offer simply further differentiated them from the likes of Avis, Hertz, Alamo and Budget.

And it is now the largest car rental company in the US!

So when it comes to your business, step back for a moment and think about your competitors and how they are running their businesses (or how they are "marketing" their businesses) and see if there is a gap which you can fill by being dramatically different.

How can you be the 'UN' in your industry?

Unlike any of your competitors.

One of my clients had already done this before they joined my program, namely Unreal Estate, a realtor in Coffs Harbour, New South Wales.

Owned by entrepreneurial thinkers, Chris and Kerry Hines, Unreal Estate is marketed very differently from most of their competitors.

The fact that their business name is Unreal Estate means that they immediately stand out from the crowd!



Their brand persona is fun, cheeky, bold and professional.

And therefore it's no surprise that in Coffs Harbour, they kick butt and enjoy a leading market share.

Chris and Kerry live and breathe "wow". In a real estate "sea of sameness", they stand out.

When a prospective vendor phones and enquires about possibly listing with Unreal, Chris and Kerry have an explanatory DVD and packet of Tim Tams delivered to their doorstep within an hour.

Now that's "wow!"

WANT TO SEE SOME EXAMPLES OF NEW BUSINESSES WITH WOW?

Every day someone dreams up a new business idea and despite the fact that statistics show that most small businesses struggle to stay alive more than five years, there are some wow ideas that you just have to take your hat off to!

Hopefully they might spark a new wave of creativity in your neck of the woods!

You've got to hand it to these guys, they certainly have come up with a wow factor for their business!

1-800-GOT-JUNK

This company calls itself "The World's Largest Junk Removal Service" – but the company is widely known for its "wow factor" of having a wild and fun loving corporate culture.



Notice their trucks are mobile 'wow billboards'!



The removalists personally "add wow" by wearing their bright blue afro wigs.



1-800-GOT-JUNK offers full-service junk removal for homes or businesses, including offices, retail locations, construction sites and anything called junk.

The difference with this junk removal company and competitors is pretty obvious by the photos you'll see here.

The removalists have a tidy uniform and wear blue afro wigs! Hey, when you're dealing with junk, why not have some fun?

Their catchphrase is "we'll stash your trash in a flash!"

I love their professionalism and their fantastic fun attitude!

How can this sort of personality be ingrained in your business?

CEREALITY BREAKFAST BAR AND CAFÉ



Well this one certainly taps into a childhood fantasy – be able to eat breakfast cereal at any time of the day!

Cereality takes cereal out of your kitchen and into a new kind of fast-food franchise!

At Cereality, customers choose from their favourite brands and toppings, then add their own milk,

just the way they like it!

The company sells just cereals – a brand new concept of fast-food – but at least this one's tasty and healthy!

One of the fun things about this fast-food chain is that the boss and staff (who are called Cereologists) fill the orders in their pyjamas!

CHRISTMAS DÉCOR INK.

Christmas Decor is a US company which brings the festive season spirit to customers by creating decorating masterpieces for homes and businesses.

They follow-through with maintenance visits, clean-up and storage.





I'm guessing that passers-by would react to these homes with the phrase 'wow!'

Whilst I admit that most of their customers are reasonably wealthy (those who can afford to spend on having a cosy Christmas theme!), this just goes to show how one can be very successful in finding a popular niche! (An "affluent" niche!)

Their website is at www.christmasdecor.net and some of the photographs in their portfolio are just stunning.

Remember, it's all about "wow"!

Oh, by the way, this company boasts over 50,000 clients in the US!

CREATE A WOW BY OFFERING A SOLUTION WITH OUTRAGEOUS BENEFITS!

It's one thing to offer a solution to a client's problem, but imagine the "magnetic appeal" you will have if you offer a solution with outrageous benefits!

Let me explain. Let's say you provide gardening and lawn mowing services.



"Exceptional value"- mow their lawns and trim their hedges.



Cleaning a few windows for free would be a 'super wow!'

There are a hundred and one other "gardening and lawn mowing services" in competition to you, theoretically providing the same solution to peoples' problems as you do.

Mmmm..... how then do you make yourself more "magnetically attractive" than your competitors?

Simple – just offer an outrageous return on your client's investment.

In other words, you want them to be blown away with the "exceptional value" they get when you mow their lawns and trim their hedges.

Remember, you don't want to take the easy path of a "price discount," as any of your competitors can match or beat that within 24 hours. (And besides, why eat into your margin when you don't have to?)



If I was a "gardener," I would be providing A FREE CAR WASH AND WINDOW CLEANING SERVICE as a "free bonus" every time I mowed the lawns and tidied up the gardens.

Imagine the look on my client's face when I told them that this was all part of the service!

And aside from perhaps 30 minutes of my time, what's the cost? Virtually nothing, as I'm even using my client's water!

Note that I'm offering a freebie which involves virtually no particular skills.

Anyone knows how to wash a car and use a squeegee on household windows!

And imagine if I left a box of Cadbury Roses chocolates on the front door step before I left, with a note thanking Mrs Smith for using my services and looking forward to returning in a fortnight's time!

I've had clients who have done this and they've told me that the reaction from the customer was unbelievable.

One was an electrician and he said the \$7 box of complimentary chocolates catapulted him to the No. 1 position of conversation topics at the tennis club!

Most of his clients were women and he would always leave a free box of chocolates on the kitchen counter or at the front door, with a 'thank you note!' (Thanking the client for choosing him)

He said the amount of referrals he got was incredible.

You simply need to be extraordinary rather than ordinary – and if you add the label "expert" to your title, then you become magnetically attractive without spending squillions on advertising!

Can you imagine Mrs Smith's conversation topic at her next coffee get-together with school mums?

The lawn mowing guy would be top of the list in conversation topics, simply because he threw in a free car wash and window clean – and to top it off, he left a box of chocolates with a Thank You note on the doorstep!

The litmus test for all such "outrageous customer benefits" is to simply ask yourself if your customer has finished their transaction feeling like they got a great deal.

And also ask yourself if you are portraying yourself as "the expert?" (Remember Chapter 2?)

Why? Because believe it or not, almost no one actually positions themselves as the guru.

You know that when you are "the expert," people automatically talk about you and hold you in high esteem.

On the other hand, people don't tend to talk about "ordinary people," for obvious reasons – they're ordinary!

Put yourself in your clients' shoes just for a moment.

As a prospective client, surely you want the best possible advice, product or service and understandably, you would probably seek out someone who projects a very professional image of expertise.

And whilst at first, you'd probably want a good deal at the right price, if you come across someone who just blows you away with their "extraordinary value," I bet you would choose that person and easily rationalise why you were prepared to pay extra for him or her.

When your product or service looks like all of the others with no real differentiation, the lowest price generally wins – and that's a terrible scenario to be in.

You want to create a magnetic attraction whereby you are so unique that you're not comparable to any of your competitors.

In other words, you escape the "price comparison roundabout" and create a unique product or experience which none of your competitors provide.

TO MAKE A DIFFERENCE, YOU MUST BE DIFFERENT!

Have a look at any successful person or business in the world and you'll find that they have that certain X-Factor which distinguishes them from the pack.

I know I keep going on about "differentiating yourself from the pack" – but that's exactly what you need to do if you're going to create an extraordinary business instead of an ordinary one.

And the best way to distinguish yourself from your competitors is through "wowing" your prospects at every possible turn!



Not satisfying them, but blowing them completely out of the water!

As I've said earlier, simply grab a Yellow Pages directory and open it to any industry type – and I guarantee you will find that at least 90% of all businesses are advertising themselves in virtually the same way.

I realise that the traditional Yellow Pages book is not the marketing juggernaut it used to be, with "online searching" threatening its very existence. Nonetheless, it's a good example of the "sea of sameness" advertising disease that exists in most industries.

Go on, do it right now. Get your Yellow Pages out and open it to your own business category.

Start at the top left hand corner and write down the features and benefits from each of the businesses' advertisements.

I bet you will find the same type of promise being made by just about every single advertiser!

So here we have the most competitive advertising scenario around (Yellow Pages) and yet nearly every advertiser chooses to look the same.

Think about it for a moment. Only in the Yellow Pages is your advertisement surrounded by all of your competitors' ads. Unlike every other advertising medium, your ad is next to, above or below your competitors' advertisements.

This is not the case when you use radio, direct mail, television, newspaper or online strategies.

Yet despite this unbelievable competitive environment, nearly everybody looks the same and says basically the same thing!

And by the way, whilst the Yellow Pages scenario is an excellent way of highlighting this "sea of sameness" in every industry, a quick scan of other advertising mediums will demonstrate that the vast majority of businesses in every category are saying much the same thing in a boring, pedestrian way.

THERE'S A MASSIVE OPPORTUNITY FOR YOU!

Now at this point, you should be getting pretty excited, as you can see the massive opportunity which presents itself to you, if only you roll up your sleeves and decide to be different!

Every wildly successful business owner in the world has learnt to be different, whether it be through creating a systems advantage, products advantage or marketing advantage.

One could argue that McDonalds has perfected both a systems advantage and a marketing advantage (Let's face it, who else on earth has been able to "systemise" puberty age teenagers to adhere to a strict customer-service procedure day-in, day-out?).

Likewise, Disney theme parks have also excelled in exploiting a "systems advantage". No other theme parks in the world have the same feeling when you visit them.

And whilst it could be argued that Richard Branson's Virgin Airlines may have better looking stewards than other airlines, his real "wow factor" has largely been his unbelievable "marketing advantage" over competitors.

His "personal PR machine" is simply amazing and his overall marketing prowess is second to none. On a personal basis, Richard Branson is a walking, talking marketing maestro for the Virgin Airline empire – and this alone is a unique selling point that no other airline can possibly match.

(QANTAS have "tried" to create a similar worldwide PR ambassador with John Travolta, but with significantly less impact)

The point I am making is that every successful business has subscribed to "wow factor principles" in some shape or form.

And most of these successful people (and businesses) promote themselves as "the expert" in their category.

AIM TO SURPRISE YOUR CLIENTS!

Interestingly, an article written by Rieva Lesinsky on a small business website, quoted that the 3 words "surprise your customers" had a mind-blowing 10 million results on Google searches worldwide!

This goes to show that there are many business owners out there who are looking for ways to surprise their customers.



The smarter companies stay ahead of the pack with innovative 'wows' - like this supermarket aisle fixture for a coffee firm. Do you think this might stand out from the crowd? You betcha!

And despite the Google searches for "surprise your customers" being significant, the fact is that most small businesses just don't do "wow."

They might promise themselves that one day they will, but the fact is that most small businesses just plod along tomorrow the same as they did today.

Your challenge is to immediately differentiate yourself from your competitors and create “a wow” that will make you break through the clutter and stand out above the rest.

Even rock groups and entertainers of today are now using “wow factors” in their shows.

Entertainers are starting to join forces in order to create a “wow” – and the likes of the Tom Jones/John Farnham and Elton John/Billy Joel concert series are classic examples.

Even America and Chicago have joined forces to do a World Tour – and our own Rugby League code does it with double-headers every now and then.

And if you go to one of these rock concerts, you’ll be “wowed” by pyrotechnics and a spectacular light show – something which the Beatles and the Bee Gees never needed to do!

Times have changed and consumers now expect more, so you have to give it to them if you’re going to attract loyal clientele.

SELL ON “PRICE” AS A LAST RESORT!

Business owners will always give you lots of reasons why they revert to selling their service or goods on price. You will hear reasons like the following:

- “The competition is doing it so we must follow.”
- “We’ve had the global financial crisis and people are shopping around more for the best price.”
- “Price is always the biggest consideration for consumers.”
- “My target audience are only interested in one thing – the cheapest price.”

The point is, in most cases, these business owners are going down the price path because it is the easiest thing to do.

Sure, they may have an underlying belief that a low price is a powerful tool to get people to purchase – and that may be the case some of the time.

But just remember, dropping your price comes with a price.

That’s why I always say that this marketing tactic should be your last resort, not your first.

Of course, there are exceptions and the likes of “Crazy Clark’s \$2 Shop” or the “Reject Shop” are examples of such exceptions to the rule – because they have been specifically set up to sell inexpensive goods to a particular target market.

But in the main, the vast majority of people “buy” because of perceived value, not because of price.



Some years ago, my family purchased me a tandem skydive as a Father’s Day present and I can assure you that they didn’t buy the cheapest one available who used the cheapest parachutes and helmets! (Well at least, I “hope” they didn’t!)

When you’re jumping out of a plane from 10,000 feet, I’m sure most people would do their research and make their decision based on facts, safety records and reasonable cost.

I know there was also research done on ensuring that the guy I was strapping myself to when jumping out of the plane was a master jumper who had successfully performed over 7,000 skydives!

Mind you, the guy who I was strapped to was also a smart-alec. Just as we inched toward the open door of the plane at 10,000 feet, I turned my head towards him and asked, “How many of these jumps have you done?” His dry answer, 5 seconds before he pushed me out of the plane, was “umm... this will be my thirteenth jump.” (As I said earlier, he had really done over 7,000 jumps!) Guess I deserved it!

Let’s face it, for the most part, you don’t want customers who simply concentrate on “price” – because they are going to be a pain in the backside most of the time.

Why?

Because they will always be bitching and moaning over the price and ignore the value that you are providing an excellent product or service.

It is a proven fact that “price hunters” are always the highest maintenance customers.

They focus on price instead of value – and therefore will drive you absolutely crazy as they go back and forth comparing your price against your competitors.

Most of the time, ‘the value-add’ tactic brings you a better customer and one who is considerably lower maintenance.

Such clients appreciate that you are providing exceptional value or a bonus and therefore are not going to whinge about the fact that they could have got your type of service or product down the road for 10% less.

And going back to what I said earlier, where I quoted that “dropping your price comes with a price” – the obvious consequence of price reduction is that you are doing the same work as you did before, but getting less money for it.

So in other words, it cuts right into your profit.

Sure, the budget airlines can provide flights for some incredible prices, but their model is very intelligently put together.

You’ll notice that the likes of Jetstar, Tiger Airlines or EasyJet launch their really, really cheap flights a considerable time out from the flight date – and only have a limited quantity of seats available for those “early bookings.”

As the flight date gets closer, the seats increase in price and therefore on an overall basis, they achieve a “yield” that gives them a handsome margin. So their marketing model is a very sophisticated one that has been proven to work over the last 10-15 years.

You will also see that they are now partnering with resorts (does the term “bundling” all of a sudden pop into your head?) and therefore they’re providing huge perceived value because of the ‘bulk deal!’

Incidentally, a 2011 Harvard Business school survey found that 87% of consumers over 21 years old didn’t make purchase decisions based on price.

Most people buy “on value.”





WHAT'S HOT FOR YOUR NEXT "VALUE ADD GIVEAWAY"?

When considering a value-add offer, always try to think of something which has universal appeal to everyone in your target audience.

If for example, you were marketing a widget or service to Gen Ys and Gen Xs, it would make sense to consider things such as a free iPhone or perhaps iPod as a sales incentive.

Or maybe a free Billabong back-pack or towel?

Or possibly free iTunes downloads?

On the other hand, if you were an upmarket hairdresser and the majority of your clientele were wealthy women over 40 years of age, perhaps two Gold Class cinema tickets might be a good option?

The offer could be linked to "spend" - for example, for every \$50 someone spends, he/she receives a Cinema Point. Collect 5 points (i.e. \$250 expenditure over any number of visits) and receive 2 x Gold Class Cinema tickets!

With Gold Class Cinema tickets costing around \$25 each, you're simply using a low-cost bonus to stimulate repetitive trade and loyalty. If a client gets a \$150 treatment on their first visit, it's highly probable they'll be back to get their free bonus when they spend a further \$100 next time.

Remember, the "reward" doesn't have to necessarily be for purchases on just one visit, as your business may not have sufficient margin in your regular sale to afford an attractive free giveaway.

Therefore, simply structure the 'free bonus' accordingly, as per the aforementioned hair salon example.

And if you were a liquor outlet and men over 30 were a large part of your target audience, perhaps two free tickets to the footy for every \$300 spent might be a good option to consider?

Or possibly a free "designer beer glass" for every \$100 spent?

The liquor store would simply give clients proof of each spend and when the customer reaches each \$100 increment, he gets a free premium beer glass.

Think about this for a moment.

The classy frosted beer glass may cost \$8, \$9, or \$10.

The gross profit on a \$100 spend would probably be \$50 - so the liquor store owner is still making good margins AND creating long-term customer loyalty. It's a classic "win/win," as both the liquor store owner and the customer get a "wow result!"

I recommend that you simply go down the "horses for courses" path and choose your value-add promotional component wisely.

By all means consider the "latest hula-hoop" or "Rubik's cube" as possible value-adds, but only of course, if they fit your target demographic.

(I don't mean "hula hoop or Rubik's Cube" literally - I'm simply referring to whatever the latest craze is)

SWAP YOUR HOME LOAN OR GET A NEW HOME LOAN & GET A FREE HOLIDAY!

NEW LOCATION - SHOP 1 EAST MALL RUTHERFORD

JUST SWAP YOUR HOME LOAN TO THE GREATER BUILDING SOCIETY AND GET A FREE HOLIDAY!

Sounds hard to believe, but it's true!

If you have a Home Loan, simply swap it to the Greater - AND WE'LL GIVE YOU A FREE HOLIDAY! (This Free Holiday offer comes with new Home Loans as well). We're happy to provide you with a Free Holiday as a reward for getting your Home Loan from us, because once you're with the Greater, we believe you'll enjoy our service and other benefits so much, you'll never want to leave.

WHEN YOU GET A HOME LOAN FROM THE GREATER, YOU'LL ALSO ENJOY "NO FEES"

THIS MEANS NO TRANSACTION FEES AND NO ACCOUNT KEEPING FEES ON YOUR SAVINGS ACCOUNT!

So if you're currently with a financial institution that charges you fees, swap to the Greater Building Society today and enjoy all the benefits! Visit our new branch at Shop 1 East Mall, Rutherford.

GREATER BUILDING SOCIETY

PHONE 131386

www.greater.com.au

The Greater Building Society does not offer to transfer Gold Class Cinema tickets to you for a promotional offer. The design, name and conditions apply to all offers. We warrant that we have obtained all relevant approvals. If you require more information about Building Society you will need to contact "Greater Building Society" for the amount which is required. Terms and conditions apply to all offers.

LUKE BOYLE
Branch Manager

GET A HOME LOAN & GET A FREE HOLIDAY! (A WOW THAT BROKE RECORDS!)

One great example of finding a universally appealing value-add incentive is one which I devised for my financial client, the Greater Building Society - namely a free holiday giveaway with a home loan!

For almost a decade, the Building Society enjoyed stunning success with the concept I designed for them, being the "Get a Home Loan, Get a Free Holiday" offer.

This unique promotional offer gave the Building Society the luxury of promoting its home loans for nine years without ever mentioning an interest rate!

Quite stunning really, as it was the only financial institution in the world not to market its home loans on price. The "free holiday" offer took the consumers' eyes off the price and onto the "value" - and the Building Society laughed all the way to the bank!

Oops... I meant all the way to the Building Society!!

The concept was devised in 2001. The building society had engaged my services that year and after a short "time and motion study" of their marketing, I presented the idea to senior management.

I recall the "pitch" as if it were yesterday. I was presenting to about a dozen senior executives in the boardroom. They were all predictably dressed in conservative dark colours and along comes JD, with brightly coloured tie and light coloured suit.

ENJOY NO BANK FEES AND A FREE HOLIDAY!

JUST SWAP YOUR HOME LOAN & GET A NEW HOME LOAN!

NOW AT TAMWORTH!

LOCATED AT 364 PEEL STREET OPPOSITE THE OLD NEWS BUILDING

GREATER BUILDING SOCIETY LTD

PHONE 1300 667 960

www.greater.com.au

Anthony Robbins recommends to "break the mold!"

The home loan acquisition campaign on at that time was a 1% Honeymoon Rate Offer – giving borrowers a 1% discount on their home loan for the first year.

In other words, a PRICE BASED offer – my reaction - BAD! Besides, every other bank was offering the same thing!

So I threw a McDonald's Happy Meal box on the boardroom table and pulled out the Disney plastic toy.

The slightly bemused senior managers were mystified and enquired about the significance of the Happy Meal prop.

I asked, "Who has children?" Most put their hands up.

I then asked, "Who has bought lots of Happy Meals for their children?" Up went their hands again.

I then pulled out \$100 and said, "I'll give this \$100 to anyone of you who can tell me the price of a Happy Meal."

No-one could tell me. Why? Because Maccas had cleverly taken the parents' eyes off the price - due to the free toy.

So I then had their attention – allowing me to explain my "Get a Home Loan/ Get a Free Holiday" offer.

I recommended that the society cease its "1% Honeymoon deal" and redirect that same investment to a Free Holiday.

(A 1% honeymoon rate discount on a \$100,000 home loan was costing the society \$1,000, a 1% honeymoon discount rate on a \$200,000 home loan cost \$2,000 – and so on)

So my Free Holiday Giveaway cost no more than the previous "Honeymoon Discount Bonus," meaning the new concept was "cost neutral."

I had negotiated a great deal with a travel wholesaler, where for \$1,000, the travel company would provide holiday options worth nearly \$2,000.

This meant that when the Greater showcased the holiday choices available, every client thought that the deal was incredible value.

And remember, that's what you HAVE to do with your "wow factor mantra" – deliver perceived extraordinary value.

The society launched the home loan concept in April 2001, with the intention that the offer would be a 3 month trial.

The result?

Home loans DOUBLED in just a matter of months, tripling within a year!

The Greater's home loan growth was extraordinary and understandably the offer became a long-term component of its home loan DNA.

There was a tsunami of new clients swapping their home loan from banks to the Greater.

And why not?

What other financial institution was offering a free holiday?

NONE!

I designed numerous marketing campaigns targeting home loan customers of banks, encouraging them to "swap" their home loan and enjoy better service, no fees....and... A FREE HOLIDAY!

Was it an irresistible offer? You betcha!

And people swapped to the Greater in droves.

The Greater Building Society's brand awareness enjoyed a meteoric lift on the back of the campaign and the society ran the offer for 9 years without ever advertising an interest rate. Can you imagine that?

The Greater was the only financial institution in the world that marketed home loans without advertising a price.

AND THAT WAS FOR 9 YEARS!

This is a classic case of a business being able to take the prospects' eyes off the price – and onto the "bonus."

GUESS WHAT HAPPENS WHEN YOU PUT ANOTHER WOW ON TOP OF A WOW?

For further details and to request a copy of the Petrol Savings booklet, visit the Greater's website at www.greater.com.au

CALL US TODAY!
131386
To get a home loan or swap yours to the Greater.

GREATER BUILDING SOCIETY
131386
PO Box 123 Humeview NSW 2148
Phone 021 555 5555

A FREE HOLIDAY AND 10 CENTS PER LITRE PETROL SAVINGS WHEN YOU GET A HOME LOAN!

GET A HOME LOAN OR SWAP YOUR HOME LOAN TO THE GREATER BUILDING SOCIETY AND YOU'LL START SAVING 10 CENTS A LITRE ON YOUR PETROL BILLS FOR THE FIRST YEAR OF YOUR LOAN!

That's right. Get a home loan and you will save 10 cents a litre – you are guaranteed to save it. Think about it. You could save \$1000 a year on petrol. That's a lot of money. And you can swap your home loan to the Greater Building Society and you'll start saving 10 cents a litre on your petrol bills for the first year of your loan. That's right. Get a home loan and you will save 10 cents a litre – you are guaranteed to save it. Think about it. You could save \$1000 a year on petrol. That's a lot of money. And you can swap your home loan to the Greater Building Society and you'll start saving 10 cents a litre on your petrol bills for the first year of your loan.

Wouldn't a Greater home loan be one of the smartest moves you'll ever make?

GREATER BUILDING SOCIETY

**Free holidays
and fuel discounts go together like
peaches and cream!**

With interest rates rising in early 2004, the Australian home loan market understandably "settled" in comparison to the previous four or five years (Keeping in mind the Greater's increase in home loans throughout the boom period was about double the industry standard, due to the free holiday offer!).

So I decided to convince the society to push the envelope again and create an additional wow factor on top of the free holiday.

So in October 2004, the society introduced an additional benefit for new home loan customers, being "10 cents per litre saving on petrol for an entire year!"

Now let's think about this for a moment. Free holidays had been wildly successful because they are appealing to all demographics.

Similarly, the supermarket chains had proven that fuel discounts were also something that appealed to everyone, no matter what age they were. As I've said many times, one can always have too many televisions, CD players, refrigerators or microwave ovens, but one can never get enough free holidays or petrol savings!

This double bonus home loan offer was launched on television, radio, press and direct mail and the results were absolutely stunning.

Keep in mind when someone got a home loan from the building society, they not only received a free holiday, but now they enjoyed 10 cents per litre fuel savings for a whole year! And unlike the supermarket petrol discount schemes, where consumers were forced to use specific petrol outlets, the Greater's offer allowed consumers to use any petrol station in Australia.

This was a real bonus, as it meant that consumers had a huge choice.

The Greater simply provided home loan customers with a voucher book, which contained a fuel savings coupon for each week of the year.

Consumers presented the voucher with a fuel receipt (up to 80 litres per time) to their local building society branch and received the relevant cash rebate (ie: if the customer's receipt showed 42 litres, they would receive 42 x 10 cents = \$4.20 that week).

Consumers could save up a number of weeks' worth of fuel receipts and simply redeem their rebate whenever they wanted to, using the right amount of vouchers from their 52. (There was no condition that you had to get your fuel rebate weekly)

The result was that the society's home loans doubled within a fortnight, delivering an instant unbelievable result that represented a new record in home loan lending for the society!

We're not talking about a 10% or 20% increase in home loans. We're talking about a 100% increase in the weekly home loan figures and this all happened in the space of a fortnight!

The fuel discount promotion was so successful that the society extended the originally planned duration for the offer.

And then some years later, I convinced the society to reintroduce the concept, but this time with a massive 20 cents per litre fuel savings for a whole year! Once again, the results were instant, with home loan figures going through the roof immediately.

At the time, because the supermarket chains had never increased their fuel discount offers from 4 cents per litre, the Greater's "wow factor offer" was extraordinary in comparison. Therefore, it was no surprise that the promotional offer was even featured on news programs, including Channel 9's A Current Affair.

This sort of editorial coverage is absolutely priceless and it goes to show what extra publicity benefits one can gain when you think wildly outside the square.

Now let's just do the maths. Most home loan clients who got the fuel discount offer only redeemed an average of 50 litres per week. Whilst the offer was 80 litres per week, most people these days have small vehicles and therefore the average redemption was just 50 litres.

In the original fuel discount promotion, that meant that the cost of the promotion was 52 weeks x \$5 = \$260. But it cost the Greater even less than this, as only around 80% of home loan customers ended up claiming their fuel rebates.

This is why we could double the fuel discount to 20 cents per litre second time around, as we knew it was an unbelievable customer acquisition tactic and cost less than budgeted because of the relatively modest number of litres being claimed for the cash refunds.

So even with 20 cents per litre fuel discount, the Greater was only up for just over \$500 in costs.

Other financial institutions were happily paying mortgage brokers \$1,200 or more per time for the same home loan, so the Greater was laughing all the way to the bank! (Sorry, just had to get one more corny "pun" into this Manifesto!)

This wow factor fuel offer is a classic example of "perception being reality." The Greater enjoyed the massive benefits of an "Elvis Found" headline, yet the actual costs for the giveaway were moderate in comparison to brokerage fees that other banks were paying for the same type of home loans.

Whilst the other financial institutions were slugging it out, beating each other up with interest rate discounts one after the other, the Greater was basking in the comfort of not being in an interest rate price war because it took its prospects' eyes of the price!

Indeed, "price" wasn't even mentioned in any of these campaigns.

I used to refer to the holiday and fuel discount offers as the Greater's "Happy Meal."

Throughout the whole 9 years of the holiday promotion, the Greater enjoyed a handsome margin on its home loans because it was not part of the aggressive price war between the other banks and financial institutions.

Wouldn't that be fantastic for your business?

Imagine if you didn't have to compete on price and could attract clients to your products and services by using clever diversionary wow factor marketing techniques.

AN ULTIMATE WOW USING THE LATEST FAD!

Get A 3D Home Loan And Get A Free 3D Television!

When launched in 2010, 3D TVs were all the rage and if you walked into an electronics or furnishings store, you were likely to see people lining up to test the 3D glasses.

Yep, 3D TVs were the new "hula-hoop."





A DL size letterbox brochure distributed to homes.



Therefore, I proposed to the Greater Building Society that they should create a 3D Home Loan and build a 3 dimensional story around the home loan. (ie: show the 3 dimensions of this home loan which make it spectacularly different from all competitive loans – by highlighting for example, that the 3 dimensions were no fees, fast approval and a free 3D TV!)

The Building Society thought it was a good idea and decided to test the concept in one region. The results were spectacular, with home loans in this particular region increasing by a massive 110% within just the first few weeks!

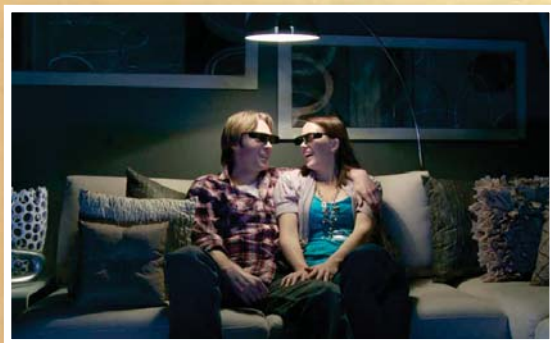
The television commercial was very different to any bank TV ad that you would normally see on the box. It had lots of intrigue and “theatre” to it, starting with a “movie-launch style voice-over” exclaiming “Stand-by for a 3D television commercial that doesn’t require special glasses.”

Now that’s going to get your attention for a start! A 3D television commercial that doesn’t require special glasses – hey, I want to see that!

The commercial then goes onto explain that if you get a \$250,000 3D Home Loan from the Greater, you’ll get a free 3D television, no questions asked! (Or if you ‘swapped’ a home loan for this amount)

We went to great lengths to highlight that “This is not a competition and there are no catches – get this home loan and you get a 3D television; absolutely free!”

Jerry Seinfeld was involved in the marketing of the 3D Offer.



You can view the 3D television commercial at: www.theinstituteofwow.com/jdmanifesto/GBS3DTV.wmv

It had a powerful impact and I certainly wasn’t surprised when the campaign achieved an unbelievable response so quickly. As I’ve said many times over, “people are attracted to attractive things” – and this wow factor offer was certainly attractive!

Can you possibly build in one of the latest “hula-hoops” as an attractive bonus that will distinguish you from your competitors?

Always remember that if you go down the price path, your competitor down the road can combat you immediately with a cheaper price – and then the domino principle kicks in.

And that’s a never-ending cycle where neither party ends up making any money.

On the other hand, if you carefully choose a value-add offer, it’s unlikely that your competitors will be entrepreneurial enough to even consider combatting it with a competitive offer.

You see, 95% of business owners fail to even remotely consider “wow factor marketing”. You’re already ahead of the game – because you’re reading this book!

A WALK DOWN THE SUPERMARKET AISLE WILL SHOW YOU SOME WOW FACTOR VALUE-ADD EXAMPLES!

I always have my digital camera with me so that I can provide photographic evidence of the principles I preach.

And whilst on the subject of value-adding versus price discounting, have a look at the photographs on these pages and you’ll see that Huggies and Pepsis certainly subscribe to the value-add principle.



Pepsi Max is giving consumers the chance to win \$50,000 and a car!

Certainly helps this soft drink stand out from all the others in the supermarket aisle!



In each product category (soft drinks and baby nappies), there are many competitors, but guess what, only the smart ones recognise the magnetic power of providing a wow factor such as a value-add incentive.

Have a look at the photographs and you’ll see that both of these products stand out from their competitors in the supermarket aisle - and it’s no wonder, because they are providing a unique selling point from their opposition.

Pepsi Max is giving consumers the chance to win \$50,000 and a car! Certainly helps this soft drink stand out from all the others in the supermarket aisle!

Now onto baby nappies & Huggies.

Have a look at the photo and you’ll see how the Huggies brand easily jumps out from the rest.

Why? Because of a stunning “wow factor” of 9 extra nappies free of charge!

See what a strong “value-add” does for your product!

It was interesting to see that in the same supermarket section, a competitive nappies brand called BabyLove, also had a value-add offer, being 10% more nappies.

Now which of the two offers (Huggies versus BabyLove) do you think would be more popular?

I would bet you a lottery ticket that the Huggies offer of 9 extra nappies would easily win the day. Why? Because they have been definitive on their offer – in other words, you get nine extra nappies.

Whilst the Babylove brand's offer of 10% more might be a similar quantity of extra nappies, you had to look hard in the fine print to find out what the quantity was.

When you are making a value-add incentive offer, make sure it is very clear and easy for the consumer to understand.

(I.e. Get a Happy Meal from McDonald's and get a free toy! Or if you spend \$30 or more at Woolworths, you get 4 cents a litre off at the petrol station)

The offer needs to be understood within a 5 second glance, otherwise you're wasting your time.

NEWSPAPERS KNOW ABOUT WOW FACTOR VALUE-ADDS!

And whilst on the subject of value-adds, see here a classic example of a major newspaper using this technique to protect its circulation figures!

We all know that newspapers around the world are struggling to maintain circulation because of the competition from "news" being available online.

Therefore, just about every newspaper is using value-add techniques to at least maintain their current circulation. And they realise that "pester power" is alive and well, so why not target the children with free giveaways such as a Wiggles DVD.

You'll have to excuse the fact that the below photograph features a newspaper from a McDonald's restaurant, as I happened to notice it when having breakfast on this particular morning and grabbed a quick snapshot for this manifesto!

(No, I didn't steal the newspaper – I left it there for the next customer of course!)

And above is another example of a major newspaper appreciating the value of offering an attractive value-add with the paper.

The Brisbane Sunday Mail knows the appeal of a free Mini Cook Book authorised by the Masterchefs!



The major newspapers know that we get most of our news off the net these days, hence why News Ltd and other publishers use wow factor giveaways as purchase stimulants.

THE WOW OF A FREE FRUIT PLATTER AT HOTEL!

Another example of a value-add surprise is a free fruit platter which was in my hotel room when I stayed at the Swiss Grand in Bondi a while back.

Let's face it, the cost of a nice fruit platter is more than likely going to be less than \$10 – and yet its impact on a guest is worth a million dollars. I've never understood why hotels everywhere don't wow you with a box of chocolates or fruit platter upon your arrival to the room.

WOW WORKS WONDERS WHEN YOU ADD IT TO FOOD!

If you've taken a visit to any of the upmarket retail Food Halls, you'll see 'wow' at its very best most of the time! A stroll past a clever delicatessen's window will have you drooling because of the exquisite wow factor display of the delicacies on offer.

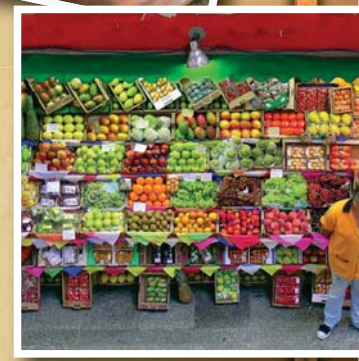
These photos demonstrate a very clear marketing strategy – the retailers have been savvy enough to ensure that the chocolate coated strawberries, fruit and pastries are all immaculately presented and therefore the very last thing a consumer will be looking at will be the price.

Go on, scan your eyes over these photos and I bet the subject of "price" is furthest from your mind, because you are saying to yourself, "wow, don't they look absolutely delicious, I would love to be tasting one of those right now."

And of course, if the retailer gave you a bonus chocolate strawberry for every half a dozen that you purchased, the "wow factor scenario" simply escalates!

This is a classic example of wow factor indulgence, as you have a "screaming winner of an offer" when you combine two incredibly popular things such as Belgium chocolate and fresh giant strawberries!

I say "brilliant!"



JEWELLERY STORES GOING DOWN THE PRICE PATH – MADNESS!



Both jewellers doing exactly the same thing – competing on 'price'. Madness!

Angus & Coote and Goldmark have been around for a long, long time in Australia and both have a pretty distinguished record of having valuable brands in the marketplace.

However, in recent times, for whatever reason, their marketing departments and management have caved in to pressure and decided to go down the price path.

The terms "jewellery" and "discounted price" seem to be an oxymoron – as the very thought of jewellery tends to paint a picture in one's mind of high class and value.

However, when walking through a big shopping centre recently, I took these photographs of the two jewellers going "head-to-head" in a price war.

At first glance, you might think to yourself "Gee, I don't know what JD is going on about, as their displays seem to be bright and full of wow factor?"

Maybe so, but look at what they're doing to their brand.

They have all of a sudden gone from providing "a high perceived value" series of jewellery items and gifts to now looking much the same as a \$2 Warehouse Store.

And look what has happened because they are concentrating on price.

One store puts up 25% discount signs and the one opposite it follows suit. (And believe me, these stores are directly opposite each other in the centre!)

And what happens next?

Angus & Coote puts up a 50% discount sign and Goldmark follows with the same offer thirty seconds later.

In a worst case scenario, this madness could keep going until they both went out of business.

And therein lies the philosophy of going down the preferred path of providing a higher perceived value, rather than the never-ending spiral of trying to keep up with the Jones' by using price discounts as your marketing tool.

When it gets to the stage where retailers with a high value product are selling their souls like a discount department store, it's time that their management gained a "wake-up call" and got back to the reality of understanding who their customers are and why they were shopping there in the first place all those years ago.

"LIGHT-UP" YOUR SALES!

There's Lots Of Money To Be Made In Having The Right Lighting And Wowing Your Clients When They Walk In The Door!

It always amazes me to be in a restaurant, a retail store, a hotel lobby or even a fast-food outlet and look to the ceiling and find one or more lights "out".

If you're in the retail game or hospitality business, great lighting is an absolute must if you're going to exploit every opportunity possible.

It's no secret that "lighting" can add the appropriate mood and ambience to whatever environment you're in.

If it's a cosy steak restaurant, you expect the lighting to perhaps be soft and intimate.

In fashion retail stores, you will see spotlighting helping showcase various fashion lines and accessories.

If you're in the hospitality or retail industries, don't look after this yourself – get a lighting expert and make sure that you add "wow" in all the right places.

You'll notice when you go into a 7-Eleven convenience store, you almost have to wear sunglasses!

7-Eleven uses some of the brightest forms of retail lighting you can possibly have and of course it works, attracting customers like bees to honey and then further highlighting impulse lines with track lighting in certain parts of the store.



I was in a recently renovated Coles supermarket recently and found that the store had paid particular attention to the lighting of its merchandise. And you'll see by the photos here that they have done a fantastic job in ensuring that various lines are showcased with "wow"!

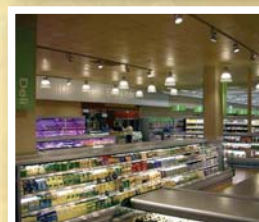
And in the hospitality game, it goes without saying that lighting plays a massive role in creating the right ambience in restaurants and hotels.

It's all about creating the right kind of mood and ambience and smart operators appreciate how lighting can add 'wow' to their business.

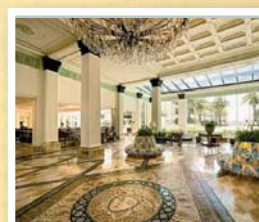
Indeed, in a restaurant, I believe it's just as vital to give importance to the lighting as it is to ensuring that the food is served quickly.

Make no mistake, "lighting" is a specialised business, so always make sure you get specialist help from someone who understands the "power" (excuse the pun!!) of what the right lighting can do for your sales!

"The Gold Coast's Palazzo Versace Hotel Knows How To Create The Right Mood Through Clever Lighting."



Notice How Coles Utilises Lighting To Highlight Specific Products



The Gold Coast's Palazzo Versace Hotel – 'wow' personified – and much of the hotel's ambience is created by mood lighting.

HOW TO CHARGE MORE – NOT LESS! USING WOW FACTOR MARKETING MENTALITY.

Smart business owners are continually trying to devise ways to 'increase' their prices.

Here are just some samples of what different business categories could do with a proper "unique selling proposition".

- **Hairdresser – get the 5th hair treatment for free!**

(Based on each treatment being identical, so that your margins from the first 4 more than compensate for the "value-add" on the 5th occasion)

Or perhaps the hairdresser offers "a guaranteed 10 minute scalp massage" with every treatment!

(We all know that the head massage is the very best part of going to the hairdressers – so why not offer a guaranteed 10 minutes of this dreamy, relaxing customer benefit?)

- **Landscaper/gardener – why not use a graphic artist and letterbox an invitation to householders inviting them to take advantage of your "free landscaping design service?"**

Yes – "free".

The idea is that you take photographs of their homes/gardens and then together with your graphic artist, provide the homeowner with a photographic impression of what your landscaping skills could do to their home.

Hint – "photoshop" is a wonderful marketing tool these days!

You could target the suburbs which you deem as being the most likely prospects and I bet you would soon be inundated with the opportunity of quoting landscaping creations for homeowners who wouldn't have known you existed beforehand!

You're offering a "free design service" – but really you're creating a massive opportunity of multiple quotations that you would have never had before!

As they say, "a picture tells a thousand words!"

And your "picture" is the classic Better Homes and Gardens TV show style makeover persuasion tactic!

- **Law firm – in a profession like this, it's best to stay safe – but if you have won 88% of the personal "compensation cases" you have represented, then say so!**

- **Hotel/resort – whilst the good old "5 nights for the price of 3" is a winner, imagine if you offered a free champagne and a**

strawberry pancake breakfast for 2, served on a silver tray to your room!

It amazes me that hotels don't offer such "simple wow factors" such as this. How much does a pancake with strawberries cost??



- **Car mechanic – why not offer a free car wash and vacuum with every service?**

Let's face it, what's it going to cost you?

Simply get a teenager to wash and vacuum every car that's serviced and sit back and watch the repetitive trade build up quickly!



- **Cinemas – I've always wondered why one cinema would not break away from the rest and offer "free popcorn" at their location?**

Let's face it, most cinemas are the same and are offering the same movies. Imagine if one said that with every ticket, you get a free small box of popcorn!

And guess where they get their popcorn – yep, at the Candy Counter which means they'll be buying drink and other candy to go with it!

- **Car wash – have never worked out why the automatic car washes don't give you an incentive to return regularly, like the 5th one for free?**

After all, it's water with a few soap suds.

For goodness sake, the profit margin out of the \$12 car wash must be enormous – so why not provide the incentive to keep them coming back regularly by offering the 5th one for free?

(The machine would simply spit-out a coupon each time and then when you have 4 coupons, you get a free car wash.)

WHEN DEVELOPING YOUR "BRAND", CONSIDER YOURSELF AS A REAL PERSON FOR JUST A MOMENT.

A good way of helping determine the most appropriate brand for your business is to consider it as a "real person" for just a moment. If your business were a person, would others consider it to be cheeky, irreverent, modest, trustworthy, funny, loud, caring, responsible or diligent?

Richard Branson has built a very tidy empire from promoting his Virgin brand as being anti-establishment, irreverent, cheeky, yet very professional. Walt Disney has built their brand as being "family friendly, innovative, superior in providing quality entertainment – and trustworthy."

Be mindful that authenticity is something which is very important to the public in today's world. Indeed, Gen Y and Gen X consumers are particularly harsh on a product or service if they have the slightest hint of insincerity.

With all of us being very sceptical of politicians and their false promises, it's little wonder that Barack Obama stormed into the White House in 2008 – on the back of a campaign which branded him as "the real deal, authentic presidential-runner who delivered hope and an honest way of governing."

You might recall that he continually branded himself as authentic – and a large proportion of the American population were appropriately convinced.

So when I say "be authentic," make sure that if you're promoting yourself as "young, fun and energetic" (e.g.: A gymnasium for example), then you need to be authentically projecting that vibe every day of the week.



Disney have a retail chain and they have also extended their brand into Cruise Ships.

*If you ever get the chance, take a Disney cruise.
You'll never, ever forget it!*



CAN YOU EXTEND YOUR BRAND?

Brand extension is when you launch a new product in a different category, but leverages your well-known existing brand.

If you're a manufacturer and you have a terrific brand reputation for producing let's say, ceramic tiles, you may branch out into "floor-cleaning equipment" such as mops and brooms – but leverage your current popular brand name.

There are lots of fantastic examples where businesses have extended their brand by entering new or complimentary product categories.

One that really comes to mind is Cadbury – known for their chocolates, but now have extended their brand into ice creams and biscuits.

Indeed, I was in a Big W discount store recently and saw that Cadbury now have their own "branded" Hot Chocolate machine (For \$69).

I guess it could be said that a brand extension is a spin-off.

For example, Ralph Lauren's Polo brand successfully extended from clothing to home furnishings such as towels and beds.

Probably one of the best examples of brand extension globally is the Virgin Group which was initially

a record label and has now extended its brand worldwide across transportation, insurance and retail.

Even Ferrari has just opened a Theme Park in Abu Dhabi.

If you ever get the chance, take a Disney cruise. You'll never, ever forget it!

It's a matter of looking at your "brand equity" and having the vision to consider other product categories where you can exploit the value of your brand.

A US magazine called Brand Week invited readers to vote on which brands they would like to see extended.

Here's a few of them you might find intriguing:

- **General Motors might bring us Segway-style personal transportation.**

- **Lexus might offer home luxury seating with power controls.**
- **Thermos might bring us insulated apparel.**
- **Twinings might be appropriate for "tea-spa therapy" – using green tea extract soaps and lotions.**
- **Victoria's Secret might have a line of romance novels.**
- **Various book stores – cafe combination was a brand extension just waiting to happen wasn't it? (eg: Borders)**

You get the idea – so if you believe your business has a reputable brand name in your current category, maybe a "wow factor" for your own business might be to consider possibilities for a brand extension?

"WOW" PRODUCT EXTENSIONS CAN LET YOU EXPLOIT YOUR BRAND!

I was speaking at a seminar recently and a number of the attendees were from the hotel and resort industries.

When going through my wow factor marketing techniques, one of the members of the hospitality group asked for my opinion on the marketing of Australian resorts.

After some interaction, we expanded our conversation to include not just the marketing of such resorts, but also the "products" (ie: hotels and resorts) themselves.

I commented that I was somewhat disappointed with the entrepreneurial flair that exists in the Australian hospitality industry – certainly when compared to the US.

Aside from SeaWorld Resort on the Gold Coast (which is next to the Theme Park), there are few other resorts that have actually gone to the trouble to theme their property.

And this is something that completely bewilders me quite frankly, as everyone knows that people are attracted to "themes."

The Walt Disney Company has made a motza out of building themed resorts as part of its theme park offerings, with Walt Disney World in Florida boasting many such hotels.





In Orlando, if you're going to the Disney theme park, you can choose from Animal Kingdom Lodge, Disney's Beach Club Resort, The BoardWalk Inn, the Grand Floridian Resort and Spa, The Polynesian Resort, Wilderness Lodge, the Yacht Club Resort, the Swan and Dolphin Resorts, Fort Wilderness Campsites and numerous more!

Disney appreciates the magnetic attraction of a themed resort and has grabbed the opportunity with both hands.

Each of these resorts has to be seen to be believed, delivering bucketloads of wow factor in both amenities and service.

The restaurants and bars are themed accordingly, with meals and beverages being appropriately designed to fit the ambience.

WHY WOULDN'T MOVIEWORLD HAVE A HAUNTED MANSION HOTEL?

I recall when I was workshoping hotel and resort ideas with some hospitality clients a couple of years ago, I also helped one of my children with a university assignment at the same time.



My son, Greg, was completing a Hospitality Degree at University and one of his major assignments was to create a themed resort plan, complete with a business and marketing plan, together with atmospherics of what the resort might look like.

Greg asked for some assistance with his assignment and given the entrepreneurial nature of the task, I was all ears!

So for a number of days, we workshoped a whole bunch of ideas and came up with a themed resort which would be called "The Haunted Mansion Hotel."

You can see here some of the results of our brainstorming and Greg ended up getting very good marks for his submission.

This brings me to the point I want to make.

Movieworld on the Gold Coast is a very successful theme park, one of a number of such parks in South East Queensland.

But I believe there is a fantastic opportunity for the park to extend its product by building a themed Haunted Mansion Resort at the front of their theme park.

(Movieworld has the luxury of a stack of available land)

At another recent seminar presentation on the Gold Coast in Australia, I floated the idea to my audience – and the reaction was predictably very, very positive.

If you've been to a Disney theme park and ventured into the Haunted Mansion attraction, you'll get the idea of what I'm talking about.



My vision is for a "wow factor" resort hotel like no other in the world.

The hotel exterior would resemble something like Disney's Haunted Mansion, with the smoke machines working overtime at night to create fake fog and of course, a digital recording of subtle spooky noises playing periodically as guests approach the main entrance to the hotel.

As you enter the lobby, bellmen dressed in 1940's style attire would take your bags and escort you to the check-in counter where appropriately costumed staff would go through the usual procedures.

The theme would be fun spooky, not scary spooky, given that the resort would obviously be targeting "families."

Just like Disney's Haunted Mansion or Hollywood Tower of Terror rides, the idea is to provide guests with an enjoyable, fun spooky experience, one which will compel them to tell their friends and relatives about when they get back home.

So why am I bringing all of this up?

Because I believe it's a good example of how a business can think outside the square and expand its product range by exploiting further opportunities associated with the brand persona.

Let's face it, Movieworld has a great reputation of being a fun place to go.

So why not exploit that great brand awareness by borrowing on its successful themes and creating new products (or attractions) that "extend" its money-making opportunities.

Think about it for a moment. Can you imagine any parent bringing the kids to the Gold Coast and not being continuously bugged by the children asking if they could all stay at Movieworld's Haunted Mansion Hotel?

I believe such a concept would go gangbusters and I wouldn't be surprised if there was a long wait for reservations!

Who knows, perhaps Movieworld may very well be considering a themed resort hotel as we speak!

(But I doubt it!)

I know that Movieworld's Halloween Fright Nights in October are always sell-outs and the park has to cease selling tickets a week or two before the actual events.

So this gives you some idea of just how popular a haunted theme hotel would be on the property!



THINK ABOUT SUCH PRODUCT EXTENSIONS FOR YOUR BUSINESS – AND WHAT ABOUT THE THEME?

I trust this example will stimulate some thoughts about how you can stimulate more revenue for your business through extending your products or services.

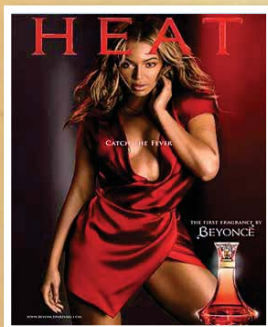
And if you can come up with a theme, all the better!

If you're a swimming pool provider, maybe you consider outdoor living furniture or maybe BBQ equipment?

If you're a handyman (like MacGyver!), you might like to consider lawn mowing and gardening as a possible extension of your services?

Whatever game you're in, see if you can take a leaf out of my Movieworld example and consider ways that you can extend your product or service – and make that extension an exciting one through adding a theme to the exercise!

DON'T THROW MONEY AT "JUST BRANDING"



The strangest thing is that many "big businesses" continue to throw money at glossy brand building advertisements in lowly read magazines and newspapers - with none of these ads having the all-important triggers that stimulate consumer reaction.

It's as if the advertising agency has convinced the business to never have a "call-to-action" – making such advertising virtually impossible to measure in terms of return on investment.

(You've seen these ads lots of times I bet – the famous actresses giving their best "smouldering looks" next to a cosmetic product. Or the sports star behind the wheel of a new motor vehicle. Hardly ever will you see an offer or a "call to action")

On the other hand, direct response marketing can be a powerful strategy to help you attract an ongoing wave of qualified purchasers who come back to you regularly for years to come.

Always remember to use the "problem/solution" formula in your marketing communications.

If you're a small business owner, this technique will be music to your ears, because it can catapult your business's sales without you having to invest a large amount of dollars in the process.

And if you follow the steps correctly, the results can happen very quickly.

Traditional advertising agencies make money out of producing one's advertisements and they also make money out of commissions from media who recompense them for booking space or airtime.

Traditional advertising agencies or marketing consultancies therefore resist "breaking the mold" and therefore tend to support traditional "brand-building techniques" that are not measurable in terms of short-term sales.

Don't just "brand." You can "sell" and "brand" simultaneously.

THINK ABOUT IT FOR A MOMENT – "YOU" MAY VERY WELL BE YOUR COMPANY'S BEST BRAND AMBASSADOR!

If you are a small to medium size business, there's every chance that you could take a leaf out of Richard Branson's book and become the brand ambassador for your company.

Despite the enormity of the Virgin empire, we all know that Richard Branson continues to be the driving force behind the Virgin brand. So it goes to show that no matter how large the business is, its founder can still be one of its most valuable marketing assets.

Obviously this is a decision which needs careful consideration, as it may be in your best interests not to brand your business around yourself. But nonetheless, if you live and breathe the principles of what your business stands for, you may be the best brand ambassador your company could have.

Can I just make one thing very clear however. When considering the brand positioning for your business, I highly recommend that you adopt the principle of "different finishes first."

In other words, try to create a brand for your business which forces you to stand out from the pack. And if you don't think that you are currently "all that different" from your competitors, take a step back and have a good look at your business.

Think about how your staff or yourself answer the phone, consider what your front reception area looks like, have a look at your marketing collateral and determine if you have a uniqueness which you can exploit, but you're not currently doing so.

Your "wow factor" (unique selling proposition) should be a demonstration (perhaps one of many) of your brand personality. (Just as the movie "Yes Man" was a demonstration of comedian, Jim Carrey's brand personality.)

There's every chance in the world that in your particular industry, there's a huge opportunity for you to create a memorable brand that stands out from your competitors.

May I take you back to my "Yellow Pages analogy" once again and simply highlight the vast majority (if not, all) of your competitors are simply doing and saying the same thing in all of their marketing communications.

Branding is all about creating forms of distinction between you and your competitors – and therefore, there's a lot of money to be made if you decide to be "different!"

A COMPANY OR PRODUCT SLOGAN – SHOULD YOU HAVE ONE?

The short answer to this question is "yes" – but only if your slogan or catchline actually means something.

In other words, in my opinion, a slogan or tagline needs to reinforce the DNA or benefits of your product or brand.

Let's face it, wouldn't it be great if every time a consumer thought about making a particular purchase within your category, they included you on their shopping list because your product or service came to mind immediately.

And whilst there are plenty of examples over the years where the slogan didn't really relate to the product or service, my vote will always go to a slogan which instantly communicates your overall brand message.

A classic Australian version of this is the Woolworths slogan "The Fresh Food People."

This is a beautiful marriage between a supermarket and a slogan – and as a result of planting the "Fresh Food" message in consumers' minds,

Woolworths has successfully stolen market share from their other supermarket competitors during the last 10 to 15 years.

When you think of "Fresh Food People," you immediately think of Woolworths.

In recent times, Coles have made a concerted effort to grab back some market share by cleverly associating themselves with the MasterChef TV phenomena – again, a piece of sponsorship brilliance.

In my opinion, Coles alignment with the MasterChef brand is a master stroke of marketing savvy!

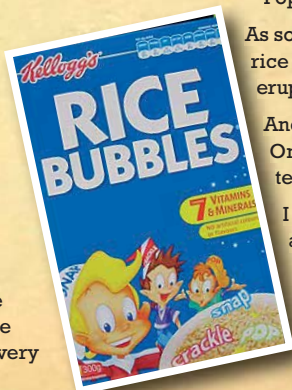
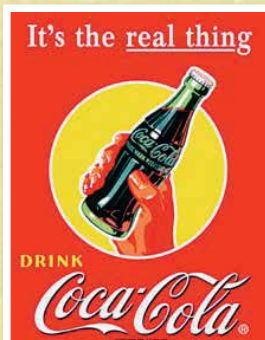
Let's have a look at some of the more famous slogans that we've seen in Australian advertising:

- **"We're happy little Vegemites!" - Vegemite.**

Released in 1954, the jingle "we're happy little Vegemites" has become part of Australian culture and remains one of Australia's most enduring advertising slogans.

- **"My dad picks the fruit to make the cordial that I like best" - Cottles Cordial**

You'll remember this cute TV ad where the children are at an orchard – gets the message of the use of real fruit across very well.



- **"Oh what a feeling"! - Toyota**

Obviously one of the best known car advertising campaigns ever in Australia – perhaps a little generic in that it doesn't link directly to vehicle benefits, but given the weight of exposure it enjoyed, it has become folklore in the advertising game.

- **"Aussie kids are Weet-Bix kids" - Weet-Bix**

A fantastic example of what you should look for – the primary target audience for Weet-Bix are children and the company cleverly linked its target audience with its product!

- **"Just like a chocolate milkshake, only crunchy" - Coco Pops**

Once again, a perfect slogan to describe the differentiation in this Kellogg's breakfast cereal.

- **"O for O'Brien" - O'Brien Glass**

A very clever slogan, as whenever any of us break a glass window, we go straight to the Yellow Pages (or today, Google) – and immediately look for "O" for O'Brien.

- **"Have a break – have a Kit Kat" - Kit Kat**

Because of Kit Kat's finger wafers, another great link between the actual design of the product and the fact that it's perfect to have when you're looking for a break.

One of the best examples of linking your product's "unique proposition" to a slogan is Federal Express's brilliant tagline **"When It Absolutely, Positively Has To Be There Overnight!"**

This slogan SAYS what just about every client is wanting.

This FedEx slogan will go down in history as being one of the cleverest positioning statements ever.

And of course, the good old Yellow Pages "let your fingers do the walking" slogan is also a classic winner – and is even still relevant today via the Yellow Pages on the internet.

The inference was that you could relax at home and simply search in the Yellow Pages for whatever you wanted.

This was certainly a lot easier than walking around under the hot sun.

Another beauty is the evergreen "Snap! Crackle! Pop!" for Kellogg's Rice Bubbles.

As soon as anyone utters that phrase, you think of the rice bubble breakfast cereal and the noise which erupts when the milk is poured over the rice bubbles.

And who can forget Mojo's "Come On Aussie, Come On" slogan and song for the Australian cricket team?

I guess it could be argued that this was as much as "war cry" as a slogan – but it certainly helped put cricket back on the map in the 1970s.

Your business's slogan should be a positioning statement, whilst your brand should be the overall personality and traits that distinguish your business from the pack.

Many subscribe to the theory that a logo is just as important as a slogan in communicating the essence of one's brand.

But I suspect that a well thought-out slogan will be considerably more powerful in communicating your brand than an artistic logo.

By all means have a logo, but I would give more consideration to developing a powerful slogan that "positions" your business differently from your competitors.

Some examples for various types of small businesses might be:

- **ABC Pool Cleaning** – *"Crystal Clear Pool in 30 Minutes!"*
- **XYZ Childcare** – *"Professional Care – Just Like In Your Home"*
- **ABC Hardware** – *"There's No Challenge We Can't Fix!"*
- **Fred's Auto care** – *"Your Car Is Treated Like My Car!"*

In the case of the slogans above, you'll note that the pool business is projecting an image of being professional and fast.

In the case of the childcare centre, they are inferring that your child will be in the same type of safe environment as your own home.

In the case of the hardware business, they are distinguishing themselves from the huge chains by inferring that you'll get old fashioned, individual service to fix your problems – just like the old days.

And in the instance of the auto repairer, the clear message is that he will treat your car as if it were his own.

The challenge for you is to determine "the brand" for your business and create a slogan which summarises the essence of that brand personality.

So try to think of the general demeanour you think your business projects (or "should be" projecting) and consider how you can communicate this to your target audience.

I bet you remember the Nike and Coke slogans – all time classics.

SO HOW DO YOU CREATE YOUR OWN SLOGAN?

Begin by brainstorming a whole bunch of words related to your business – at least 50 or 60 of them.

Write down nouns, adjectives, verbs, phrases and benefits – just keep writing and writing until you have a lengthy list.

The more words and ideas, the better. You can always edit them down.

Just keep adding descriptive words or phrases until your brain hurts!

The sort of questions you should ask yourself in this brainstorm are:

- What are the unique differentiators in my business, products or services?
- What are the characteristics of my product or service?
- What are the qualities of my clients?

- Ask yourself if the slogan is fresh and original?
Does it pass the telephone or radio test?
(In other words, if someone heard it without seeing it, would they understand what it means?)
- Is the message clear and does it communicate a major product or service benefit?

Most slogans are 7 words or less – but I don't think there has ever been any scientific research which says that you must keep your slogan to 7 words or less.

But obviously, it's in your best interests to cut to the chase quickly with any slogan, as this will help consumers to remember it.

Go ahead, have a shot at creating a memorable slogan for your business, as it may very well help your products or services stand out from the rest in a sea of blandness.

Here's another few examples I have put together for a number of small businesses:

- ABC Naturopath – "helping you live life healthier"
- XYZ Fruit Barn – "fresh from the orchard everyday"
- ABC Couriers – "on time, every time – guaranteed"

Famous brands over the years that have communicated their uniqueness via a great slogan are:

- BMW – "The Ultimate Driving Machine"
- Foster's – "Australian For Beer" (Immediately took up the mantle of being the national lager!)
- QANTAS – "The Flying Kangaroo" (Likewise, immediately assumed the image of being the official Australian carrier.)
- Disneyland – "The Happiest Place On Earth"
- Apple iPod – "1,000 Songs In Your Pocket!" (Instantly tells you the benefits of this product!)
- VISA – "It's Everywhere You Want To Be" (Infers that you can use it anywhere in the world.)
- Woolworths – "The Fresh Food People" (We all immediately think that Woolworths' fruit, vegetables and small goods are the freshest in town!)

I'm not saying that a small to medium size business must have a slogan.

There are lots of businesses that are very successful and don't have a slogan – but the majority of these certainly project a brand image and personality which means that they are on the "shopping list" when a consumer is considering that business category.

Take yourself for example. You have a particular demeanour and personality which categorises your very own brand every day of the week.

The way you communicate, your attire, your sense of humour and interest in others determines your overall personal brand – and this ends up being the image that your friends and colleagues attribute to you.

The same principles apply to "branding" your business.



PRODUCT BUNDLING – AN INSTANT WAY TO INCREASE REVENUE FOR YOUR BUSINESS!



Product bundling is essentially a marketing strategy that involves offering several products or services for sale as one combined offer.

In my seminars, I demonstrate the power of bundling and show typical examples from fast moving consumer goods companies such as Cadbury, Coke, Streets Ice Cream, Smiths Chips and Sorbent Toilet Rolls.



Just take a stroll down any supermarket aisle and you'll see some fantastic examples of bundling and how it dramatically increases sales for these businesses.

Why? Because you're buying 4, 6, 12 or 24 of a product instead of just 1.

Sure, you might be convinced that you'll be getting a volume discount (and so you should!), but that company is immediately getting a bigger share of your wallet than they would have if they were selling just one product at a time.

And of course, the other lasting benefit for the business is that because you're buying multiples of their products, you are likely to become "hooked" on their stuff quicker and because you're consuming it faster, you become part of their herd for life!

(Or at least a long time!)

Insurance companies and financial institutions are experts when it comes to bundling – as they know if a client falls for the bundle, it's pretty likely that he or she will be with them for a long time, as it's a perceived nuisance to swap a whole bunch of financial products and go somewhere else.

Take insurance companies for example. They try to sell you home and contents cover, motor vehicle cover, life cover and income protection insurance all at the same time for a group discount, because they know if you take the bundle, it's a pain in the backside for you to ever leave.

Likewise, financial institutions do the same with their home loan, savings accounts, term investments and insurance products – they realise that it's worth giving you bundle discounts, as being a bundle customer, the likelihood of you swapping is minimised.

(Because you perceive it to be a pain!)

One of the best examples of clever bundling is of course, the fast food chains.

Walk into a Maccas or KFC and you'll see that it's virtually impossible to buy just a hamburger or a piece of chicken these days!



If it's not the Happy Meal, the Hawaiian Meal Deal, the Aussie BBQ Chicken Pack, the Family Box or the Holiday Feast!

Yep, you get the fries, the burger, the drink and the sundae all for just one bundle price – so what have you got to think about?!!

BENEFITS OF BUNDLING!

Virtually any business can "bundle" in order to dramatically increase its turnover.

Keep in mind that bundling your goods or services at a discount price plays a few psychological tricks on the mind of your prospect that triggers them to consider buying.

Immediately when we all see something bundled for a discount price, we become a little intrigued and end up saying to ourselves "well I'm going to need an extra unit of that product or service anyway and they're offering me a pretty good price, so I'm sure I will end up saving money in the long run."

On this page, you'll see a photograph I have taken of a blackboard sign which was outside the local liquor shop.

Whilst the signage itself isn't all that flash, you'll see that they are offering well-known brands of wine for a bundle price of \$25 for 2 bottles.

A well-known version of this in the liquor industry is Dan Murphy's, where you get a 20% upon buying 6 bottles of wine (Or sometimes it's \$20 off).

There are numerous benefits of bundling for you, just think about it.

1. It gives you the ability to sell slow moving merchandise or services.
(By simply including your slower stock in the bundle)
2. Automatically up-sells your customers without having to ask for it.
3. Lowers your marketing costs because it allows you to move multiple types of products or services through the one ad.
4. Promotes a higher perceived value to your customer.
5. If you joint-venture, it exposes your product or service to a new list of prospects.

For example, if you were a Home Cleaner, do a deal with a Pool Cleaner and if you offer pool cleaning with your household cleaning, all of a sudden there's a whole bunch of new people who are interested in your service!

So No Matter What Industry You're In, There's Likely To Be The Opportunity For "Bundling" Your Products Or Services And Therefore Increasing Your Revenue.

Let's just look at a few examples:

- a. **A simple car wash** – but not just an exterior soap and suds story, but a complete interior vacuum, black paint on the wheels and a polish to all metallic parts of the car – oh, and inside deodorisation!

All for one package price!

So if let's say, the car wash was normally \$10, the vacuum and deodorisation was \$10 and the wheel blackening was \$10, you would package the whole lot together for something like \$19.95.

What happens?

You would get that extra \$9.95 from more than 50% of clients if marketed correctly, I guarantee you.

- b. **Let's say you're a hair salon.**

Why not provide a special "Wedding Day Dream Package" for brides and bridesmaids?

They get the haircut, wash and perm, together with the full facial, nails and eyelash treatment – all for a special bundle price!

And guess what, when you get the bride and all the bridesmaids, we're talking about 3, 4 or 5 people!

Mind you, I've just picked a wedding for the sake of an event theme, but you could have a similar bundled makeover offer at any time of the year for anyone.

- c. **If you're a taxation accountant**, why not bundle your services at financial end of year time with a special offer of providing a "Financial Health Check" twice a year on top of the taxation advice – all for a special price?

- d. And how's this for an example of someone not taking advantage of bundling or joint-ventures?

Recently we had a problem with our automatic garage door, where it just wouldn't respond to my little electronic gadget.

I could point and press the button as often as I liked, but no "open sesame!"

So with a quick Google Adwords search, I had the world's greatest Handyman arrive to fix the problem.

He spent about 30 minutes and did a great job and whammo, the door was going up and down again in no time.

I was not home at the time and he simply gave my wife the invoice and she paid him and he left.

However, when I got home, I asked my wife did he leave a card or did he indicate what else he could do, to which she replied "no, he didn't leave a card but this guy was better than MacGyver, in terms of how quickly he could identify the problem and fix it."

This guy left without realising that there was a "huge opportunity" for him at my home if only he had recognised it.

I had lots of odd jobs and bit and pieces which needed to be fixed around the home, leaking taps, internal door locks not working, a couple of windows which were difficult to open and a lawnmower which goes when it feels like it.

If this guy was truly MacGyver, he could have probably spent a week at my place fixing things and earning a good return.

If he had promoted his services as "a bundle" (i.e.: like MacGyver, he could fix just about anything!), I would have bought the bundle!

For example, he could have even said "get the MacGyver 8 Hour Package" of fixing anything in or around your home for just \$x – I would have booked him there and then!

So for the cost of his Adwords Sponsored Link advertising on Google, instead of walking away with \$75 for his garage door call-out, at no extra cost he could have multiplied his return five or six fold – or even more I dare say!

Mind you, there has never been any follow-up from the handyman, and no call from his office to verify our satisfaction or to recommend additional services.

No email to say that they have extra services to offer and that a Special Deal was available until the end of the month.

Nope, I'll never hear from him again, which means that he made a lousy \$75 sale from his Google Adwords advertisement!

- e. **If you're a real estate agent**, can you bundle conveyancing services into the sale?

Or can you create a joint-venture with a home removalist company and bundle that into your package?

(Obviously with a commission to you)

Or can you bundle a "home maintenance program" into every home that you sell, again joint-venturing with a home maintenance company that looks after lawns, carpet cleaning, pool cleaning and the rest of it.

- f. **If you're a clothing retailer**, you would have seen the smart operators bundling a men's suit with an extra pair of trousers, a tie and a leather belt.

So if you're in the clothing business, why not consider doing the same for yourself?

- g. **If you're in the dentistry game**, I guess you'd be aware that teeth whitening is all the rage these days, and given this is a component of improving one's looks, why not do a joint-venture with a beauty salon or skin rejuvenation clinic and offer a bundle "Appearance Makeover Package?"

The list goes on and on – and believe it or not, I haven't yet mentioned my favourite word, "wow", have I?

But now's the time to highlight that such bundling marketing is indeed, a fantastic "wow" for any business.

After all, you're providing your customers with a value-add where they're receiving a bonus in return for providing you with more of their custom.



The "bundling/upsell" strategy is very common in the software business, where you get offered a pc, keyboard, monitor, mouse, speakers, safety board and a Windows Office CD all for the one price... oh, and let's throw in "additional warranty" just to make it sound even sweeter!

As I said earlier, Amazon is another fantastic exponent of product bundling and upselling.



When you're shopping at amazon.com and you're in the process of buying a book, ever notice how you'll be given a recommendation of another different book and an offer that if you decide to buy both books, you'll get a bundling discount?



Furniture retailers are another good example of "product bundling," where you will see lots of "dining room table, chairs and lounge combos."



You'll see also see bedroom suite combos and outdoor living bundles with decking furniture and barbeques etc.

Magazines companies have been using bundling as a marketing technique for many years, offering subscribers a volume discount if they subscribe to Woman's Day, Woman's Weekly and Good Medicine magazine for example.

(I used to provide marketing advice to ACP Magazines – this "bundling tactic" has always been part of their strategy to build sales)

It has been proven over and over again that a customer who buys by the bundle, is considerably more likely to become a lifetime client than one who simply buys one product or service every now and again.



There's no such thing as just the Xbox anymore! You have to get the "combo deal" of course!

XBOX – MASTER OF BUNDLING AND UPSELLING

One of the classic success stories of bundling is of course that dreaded invention (I say "dreaded" for us parents!!) called the Xbox!

As the father of six children, a few of whom are still teenagers, that damn Xbox product has squeezed a squillion dollars out of my pocket in recent years!

(And I'm sure I speak for many parents in this regard!)

No longer do you just buy an Xbox for the kids.....

No, no, no..... Now the deal is just too good to be true (says the retailer!), because you can get the brand new version of Xbox, together with "Guitar Hero" and a "DJ Hero" (whatever that is!!) all for one very special Combo Price!!

And of course, the big daddy of them all – the telecommunications companies have bundling down pat!

You've got your landline, internet broadband, mobile phones and anything else they can think of, all bundled into one "supposedly low" monthly price!

And as I've mentioned earlier, once your mobile and the kids' mobiles are linked with a bundling program you have bought into for your broadband and landline phone, shut the gate, because you've got very little chance of ever finding out how to move your business somewhere else, let alone actually doing it!

And we're all very familiar with the travel industry providing Vacation Packages in bundles.

These days, we're all tempted by the seemingly great value of a Bundle Holiday – the airfare, accommodation, theme park tickets or restaurant vouchers all part of the one bundle price!



"WOULD YOU LIKE FRIES WITH THAT?"

UPSELLING NEEDS TO BE PART OF YOUR EVERYDAY SALES PITCH!

We've all heard the upselling catchcry at McDonalds, "Would you like fries with that?"

This particular phrase has been used by sales coaches the world over, when training sales people to upsell.

And despite the fact that the line might be a little corny these days, it still personifies the sales tactic that we all should have in our businesses.

Consider your own business – how often do you simply accept a sale and not enquire if the client would like to also purchase something extra?

Some call it “suggestive selling,” others call it “upselling.”

Wait til you hear this next statistic – it alone should make you start using “upselling techniques” from tomorrow morning!

Jim Sullivan, CEO of Sullivision Inc., a US consulting company for the restaurant industry, says “statistics I’ve seen show that suggestive selling will work anywhere between 58% and 72% of the time.”

Okay, Mr. Sullivan is referring to the restaurant and hospitality industries, but I suspect those statistics are relevant across a whole range of industries.

McDonalds have been a master of this technique, but it is so simple that any business can exploit upsell opportunities.

I’ve heard that many companies which exercise this fantastic marketing technique have been able to increase their sales by 30%-50%.

So what are you waiting for?

Sit down, get a piece of paper in front of you and start listing all of the possible upsells you can develop for your business!

And of course, such upsells can happen both offline and online. If you’ve bought anything over the internet, you’ll be very familiar with how various “add-ons” pop up during the shopping cart experience, inviting you to consider also buying X, Y and Z.

If you’re selling online, you can also use the “Before You Check Out” technique, which is a step that’s added to the checkout process online before an order is finalised.

Using a shopping cart in this way allows you to integrate your sales pitch into the actual buying mechanic.

This is generally very effective, because users are already making a purchase.

I guess you could compare this to the small items you would find at the checkouts of supermarkets in the real world.

It simply takes advantage of the natural instincts of a shopper and is a very good way to cross-sell inexpensive add-ons for your products or services.

When you buy “product A”, you’ll often get a suggestion that “product B” goes with that product, inviting you to consider it as well.

Amazon Reports That Cross-Selling Is Responsible For 35% Of Its Sales!

Way back in 2006, Amazon reported that cross-selling was responsible for 35% of its sales – so you can imagine what that is worth to them today!

Indeed, Amazon are probably one of the best exponents of upselling in the entire world and use their database information very intelligently to suggest other books or items you may like, based on your previous purchasing habits.

They very cleverly match key features of our buying patterns and therefore predict the sort of things that we would likely be interested in.

Now keep in mind a number of important factors when upselling:

1. Make the suggestion after the customer has made a commitment to buy.
2. Upsells should be related to the original purchase (eg. A warranty, accessories, an upgrade or something else that adds onto what the customer is buying).

The customer is more likely to then see your suggestion as helpful as opposed to a sales ploy.

3. Consider making the upsell a “two for one offer.” In other words, because the customer bought one item at a regular price, they are able to get a second one at half price.

(I’m sure you have experienced this at the petrol station counter with chewing gum and other candy. You buy one and the attendant then tells you that you can get 3 for the price of 2 etc.)

4. The add-on product should have a lesser cost than the original purchase.

We see such upsells around us every day and yet many of us don’t employ such tactics in our own business.

Hairdressers do it with offers of extra treatments and products, car mechanics do it with the offer of a wheel alignment with your service and even dentists do it with “teeth whitening offers” when you are on the chair with a drill in your mouth!!



I recall when my daughter was working for a Gold Coast restaurant during holidays from her Uni course, she used to physically take samples of the dessert menu out to tables and suggest mouth-watering delights to the customers.

Perhaps her father gave her the idea, but the point is that she followed through and constantly won the “monthly upselling award” from the restaurant! (Normally a weekend away to a nice resort!)

She understood loud and clear that in this day and age, most people are hesitant to spoil themselves with a dessert, as we are all becoming more weight conscious.

However, when faced with a beautifully presented tray of exquisite desserts (at the table mind you!), it’s virtually impossible to say no.

I’m just amazed that so few restaurants ever use this “show and tell” upsell technique!

Here's some examples of businesses and their possible "upsell offers":

- A car dealer offering wheel trims, a GPS or 24/7 on-call maintenance.
- A digital camera retailer offering related products such as photo printers, paper and print cartridges.
(Keep in mind that such upsell items can also encourage customers to return to the retail store over and over again, creating a long-term relationship)
- A carpet cleaning company asking "Would you like your blinds cleaned as well for a small additional fee?"
- A jeweller asking "Would you like a pair of earrings to go with that necklace?"
- A clothing retailer asking "Would you like a couple of ties to go with that business suit – or perhaps a pair of shoes?"
- The luxury boat supplier asking "Would you be interested in an inflatable pontoon to protect your boat in the years to come?"
- An instant printer asking "Would you be interested in a special deal for letterheads now that you have your business cards printed by us?"
- The computer expert asking "Would you be interested in an ongoing maintenance agreement for just a small monthly investment, which protects you from large call-out fees in the future?"
- An office furniture retailer might ask "Would you like to see the fantastic deal we have on our special swivel office chair that goes perfectly with that desk you've just purchased?"

Hopefully these examples help you get the drift.

By offering something of value as an additional item, you are taking advantage of the already established rapport you have with the customer.

Always try to make upselling a "by-the-way" mannerism, as this is a non-threatening style of selling.

So now's a good time to consider how you can ensure that every time your business sells something, the customer is offered the opportunity of gaining an additional item at the same time.

If you have staff, the "Do you want fries with that?" experience should be part of their sales procedure each and every time – and if done diligently, just watch your sales soar!

And you know what? Although you may not think upselling comes under the heading of wow factors, you'd be surprised to discover how many consumers will actually consider such an upsell invitation as a "wow."

After all, such an invitation from yourself or your staff shows that you are considering the needs of your customer and offering them a solution whilst they are dealing with you.

And in my world, that definitely spells "wow!"

And imagine if you combined this upselling philosophy with religiously collecting a database!

The sky is the limit!

If you have a database and the facility to continually upsell to this list, imagine the ongoing sales possibilities!

MAJOR "TAKE-OUTS" FROM THIS CHAPTER

✓	Create "wow factors" for your products or services, so that you take consumers' eyes off the price.
✓	Deliver "experiences," not just widgets.
✓	What makes you different from your competitors? Same is lame.
✓	Sell on price as a last resort.
✓	Look for "value-adds" that are universally appealing to all of your target audience.
✓	Lighting can be a "wow!"
✓	Develop your brand as if your business was a real person.
✓	What product extensions can you think of?
✓	Develop a company or product slogan.
✓	Consider bundling.
✓	Always ask "Would You Like Fries With That?"
✓	Upselling can dramatically increase your turnover.

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MAKE SURE YOU HAVE GREAT DIRECTORS OF FIRST IMPRESSIONS!

As they say, you don't get a second chance to make a first impression, so it's vital that your frontline staff are representing you with zest and enthusiasm.

You want every new prospect to be wowed like they've never been before!

A first impression is a lasting impression.

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**BE THE “UN” OF YOUR
INDUSTRY.**

**Remember, in the world of business,
SAME is LAME.**

You need to be different.

And if you aren't different with your products
or systems, there's even a greater need to be
different with your marketing.

Be the “UN” of your industry.

UNlike any of your competitors.

Be the UNlandscaper, UNdentist, UNbuilder,
UNarchitect, UNcarpet cleaner or UNpersonal
trainer.

Be extraordinarily different from the pack.

Be the expert who stands out.

Be UNlike everyone else in your field.

Be the company that is unique and distinctive –
and then watch people gravitate to you!

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