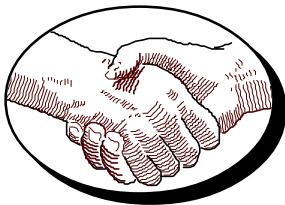


# Community Business and Trade Service

A black and white photograph showing a woman on the left and a man on the right, both looking intently at a laptop computer. The woman is leaning forward, and the man is sitting at the desk. The background is dark and textured, possibly a wall with a geometric pattern. The overall tone is professional and collaborative.

Helping Businesses **GROW**

# Community Business and Trade Service



P O Box 549  
Tweed Heads  
New South Wales 2485

ABN 11 872 924 098

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## Disclaimer

This booklet was compiled from a number of different sources, representing many different viewpoints. For that reason, no claims of content accuracy or other legal issues is made. No warranty is expressed or implied. This product is provided "as is". The reader is advised to seek legal counsel before starting any business or implementing any ideas contained in this publication. For advertising and copyright information, see page 24.

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# How To Write Profitable Classified Ads

**W**e all read at least some advertising every day. Some of us may have the

task of writing ads. The only thing is, hardly anyone gives much real thought to the basic ingredient of promoting any business or product — the writing of profitable classified ads. If your business is to succeed, then you must acquire the expertise of writing classified ads that sell your product or services!

So what makes a classified ad good or bad? First of all, it must appeal to the reader, and as such, it must say exactly

what you want it to say. Secondly, it has to say what it says in the least possible number

of words in order to keep your operating costs within your budget. And thirdly, it has to produce the desired results whether inquiries or sales.

Grabbing the reader's attention is your first objective. You must assume the reader is "scanning" the page on which your ad appears in the company of two or three hundred classified ads. Therefore, there has to be something about your ad that causes him to stop

scanning and look at yours! So, the first two or three words of your ad are of the utmost importance and deserve your careful consideration. Most surveys show that words or phrases that quickly involve the reader, tend to be the best attention-grabbers. Such words as: FREE... WIN... MAKE BIG MONEY... Whatever words you use as attention-grabbers, to start your ads, you should bear in mind that they'll be competing with similar attention-grabbers of the other ads on the same page. Therefore, in addition to your lead

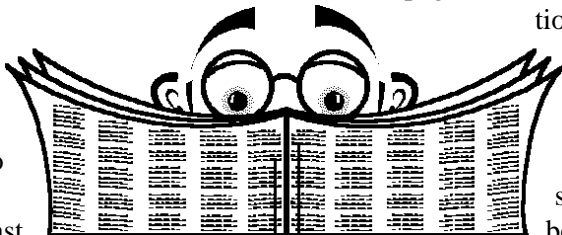
words, your ad must quickly go on to promise or state further benefits to the reader. In other

words, your ad might read something like this:

**MAKE BIG MONEY!** Easy & Simple. We show you how!

In the language of professional copywriters, you've grabbed the attention of your prospect, and interested him with something that even he can do.

The next rule of good classified copywriting has to do with the arousal of the reader's desire to get in on your offer. In a great many



instances, this rule is bypassed, and it appears, this is the real reason that an ad doesn't pull according to the expectations of the advertiser. Think about it — you've got your reader's attention; you've told him it's easy and simple; and you're about to ask him to do something.

Unless you take the time to further "want your offer," your ad is going to only half turn him on. He'll compare your ad with the others that have grabbed his attention and finally decide upon the one that interests him the most.

What I'm saying is that here is the place for you to insert that magic word "guaranteed" or some other such word or phrase.

So now, we've got an ad that reads:

MAKE BIG MONEY! Easy & Simple. Guaranteed!

Now the reader is turned on, and in his mind, he can't lose. You're ready to ask for his money. This is the "demand for action" part of your ad. This is the part where you want to use such words as: Limited offer - Act now! Write today! Only and/or just..

Putting it all together, then your ad might read something like this:

MAKE BIG MONEY! Easy & Simple. Guaranteed! Limited offer. Send \$! to:

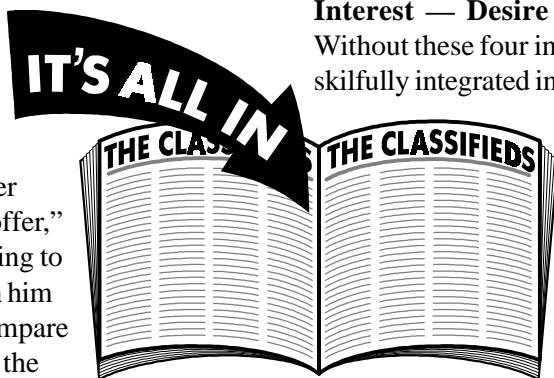
These are the ingredients of any good classified ad: **Attention — Interest — Desire — Action.**

Without these four ingredients skilfully integrated into your ad,

chances are your ad will just "lie there" and not do anything but cost you money. What we've just shown you is a

basic classified ad. Although such an ad could be placed in any leading publication and would pull a good response, it's known as a "blind ad" and would pull inquiries and responses from a whole spectrum of people reading the publication in which it appeared. In other words, from as many "time-wasters" as from bona fide buyers.

So let's try to give you an example of the kind of classified ad you might want to use, say to sell an article such as this one... (Excepting this text is copyright - see page 24). Using all the rules of basic advertising copywriting, and stating exactly what our product is, our ad



reads thus:

XXXXXXXXXXXXXXXXX  
MONEY-MAKER'S SECRETS!  
How To Write winning classified ads.  
Simple & easy to learn — should  
double or triple your responses.  
Rush \$1 to Money-Makers,  
10 Main St. Anytown, NSW, 12:  
XXXXXXXXXXXXXXXXX

The point we're making is that: 1) You've got to grab the reader's attention... 2) You've got to "interest him" with something that appeals to him... 3) You've got to "further stimulate" him with something (catch-phrase) that makes him "desire" the product or service... 4) Demand that he act immediately... There's no point in being tricky or clever. Just adhere to the basics and your profits will increase accordingly. One of the best ways of learning to write good classified ads is to study the classifieds - try to figure out exactly what they're attempting to sell - and then practice rewriting them according to the rules we've just given you. Whenever you sit down to write a classified, always write it all out - write down everything you want to say - and then go back over it, crossing out words, and refining your phraseology. The final ingredient of your classified ad is of course, your name, address to which the reader is to

respond - where he's to send his money or write for further information. Generally speaking, readers respond more often to ads that include a name than to those showing just initials or an address only. However, because advertising costs are based upon the number of words, or the amount of space your ad uses, the use of some names in classified ads could become quite expensive. If we were to ask our ad respondents to write to or send their money to The Research Writers & Publishers Association, or to Book Business Mart, or even to Money Maker's Opportunity Digest, our advertising costs would be prohibitive. Thus we shorten our name to *Researchers* or *Money-Makers*. The point here is to think relative to the placement costs of your ad, and to shorten excessively long names.



The same holds true when listing your post office box number. Shorten it to just plain 'Box 1471' (although a street address appears more trustworthy). The important thing is to know the rules of profitable classified ad writing, and to follow them. Hold your costs in line. Now you know the basics... The rest is up to you. ©

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# Starting an “Office Cube” Business

The primary reason businesses start at home, or with a meagre P.O. Box is because renting an office can be very expensive.

On top of your basic rental, you will have to worry about buying and setting up tables and chairs, and bother yourself with a lot of moving-in blues when you should actually be concentrating on one thing: Making Money.

Therefore, for many start-ups, the kitchen table offers a “ready-to-go” alternative which is also rent-free. But what if there was an office “Cube” with a desk, a telephone, access to a copy machine and a fax machine?

What if it has a common secretary receptionist who can type your letter and charge you only a fee based on the amount of work done?

What if this office were to rent out at \$200 a month? Would you take it?



## Incubator

Many profitable businesses are born and raised in incubator situations. A mini office is just that - a slightly bigger mail-box where you can physically show up and do your work.

It's an ideal breeding ground for start-ups with limited capital, yet need legitimate work-space that neither the kitchen or a mail-box can offer. This is where you come in.

## The Layout

Picture this mini office in a middle-range commercial location. The ideal space for you to rent would be around 1,800 square feet. You can build wall-to-wall cubicles that are about 5 x 5 each.





Including common areas and a small corner for your secretary, fax and copy machines, you can

have 30 Cubes that can each rent out for \$200 a month.

If all your cubes are rented out, this will give \$6,000 in gross rental revenues. If you can lease your space for around \$0.75 per square foot, your 1,800 sq ft space will cost you \$1,350 a month.

Add to this the salary of the secretary, and your margin can still be at around 50% of your gross rental

revenue, or roughly \$3000. In addition to your rental revenues, you will also make money on copies, faxes and secretarial functions.

### **Bigger Spaces**

The “office cube” concept can be applied to nearly any combination of size and location and the extent of service you want to offer your tenants. In this age of entrepreneurship, the one-person business is very common, so it will not be difficult to find start-ups looking for an office situation like yours.



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## **Polish Up For Higher Profits**

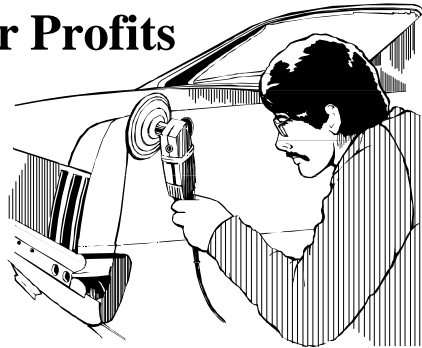
*“I have a 31-step process. I shampoo seats, do the dashboard with cotton buds, clean the boot, dress the engine, etc. It takes 3 hours for what I do, and I charge \$120. That’s detailed.”*

**T**his would be a typical response of someone who does Car Detailing when asked what they can do for your car and how much they would charge you for it.

The age of up-market car-wash is here. As we keep our cars longer (average duration is 7.5 years) we take better care of them. This is why the car-wash business is booming — and so is car detailing.

### **Executive Parking**

Many car detail services nest their business in executive car parks.



They get a permit from the council and from the business whose car park they use. This is convenient for employees who otherwise may not have time to bring their cars to a shop that would take 3 hours to get detailing done.

In a mobile operation such as this, you will need a van or ute and access to running water and preferably AC power. In some cities there are companies that convert

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and customise vans into mobile detail shops with their own water reservoir and portable power generator.

### Several Million Cars

Although many car detailers will swear that a bulk of their business comes from car dealers, in reality the car dealer market is small and extremely competitive. Most car dealers need cars detailed before a used car is offered in an auction or is displayed in the sales yard.

However, the biggest market of all is still on the road, individual car owners, representing all of several million passenger cars plus another

few million utes & trucks on the road. This market is ripe for a detail job at least twice a year.

### Budget Detail

The best way to build up a base in this business is to introduce a mid-priced service that offers extras that car-washes do not offer. Detail jobs in the range of \$30 to \$49 will open up a new market that can provide a stream of customers. You can provide a written list of what you do and how you build up your rates from the basic price of \$30 to the premium rate \$49. With 5 customers a day, at 1 hour each, you can average \$200 a day.

©



## Setting-up An Errand Service Business

People are busier than ever and the world around them hasn't changed. Groceries still need to be bought, deliveries still need to be made, gifts still need to be bought, etc. You can take advantage of the needs of these hyper-busy people by running an *errand service*.

In essence, what you do is run errands for people and get paid for it. Think it sounds like a kid's business? Well, you won't make kid money! If you are in a good sized metropolitan area with steady clients, you can make \$15 or \$20 an hour. You won't need much to start off with. You'll, of course, need a reliable car or, better yet, a van. The



only real expenses at the start are: business cards and business stationery; a pager; and postage. Make a list of large businesses in your area, ones with large numbers of well-paid executives, such



as banks, headquarters of large manufacturers, etc. You should then compose a letter detailing your services. List as many timesaving services as you can think of: grocery pick-up, dry-cleaning delivery and pick-up, post office errands, gift-shopping services, food pick-up and delivery, etc.

*Note: Don't transport people or children unless you have the proper licenses. Also, if you delivery messages, there may be state or territory regulations that you'll need to check into.* Emphasise to these people how they will **benefit** from your service: more time, less worries, less stress.

Be competitive with your pricing. Call other delivery services in the area and find out what they charge, whether hourly or by the job. Make your prices competitive and your services personal, and you'll get the edge.

Other good ideas for publicising your services are: advertise in charity event publications that are read by executives; get permission to post your business card at dry cleaners, grocery stores, bakeries,

up-market food stores and delis, etc.; produce press releases about your services show-casing a unique aspect of your business, i.e. you specialise in delivering wedding cakes, for example, and get them to all the newspapers and local magazines in the area; and notify senior citizen organisations about the services you offer.



### Hints:

Know your way around your area extremely well so you can plan the quickest route to efficiently accomplish all your errands. Be assertive, both with potential clients and with places you are visiting for a client. Be friendly, and you'll get more return business. Also, be confidential in respect for your clients. If you're willing to hustle, you can make it in the errand business. Once you get that first steady client, if you're good, you can count on word-of-mouth business. Then you'll really be rolling!



## The Funny Bone

Lottery:  
a tax on people who are  
bad at mathematics.

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# How To Set Up A Referral Service Business

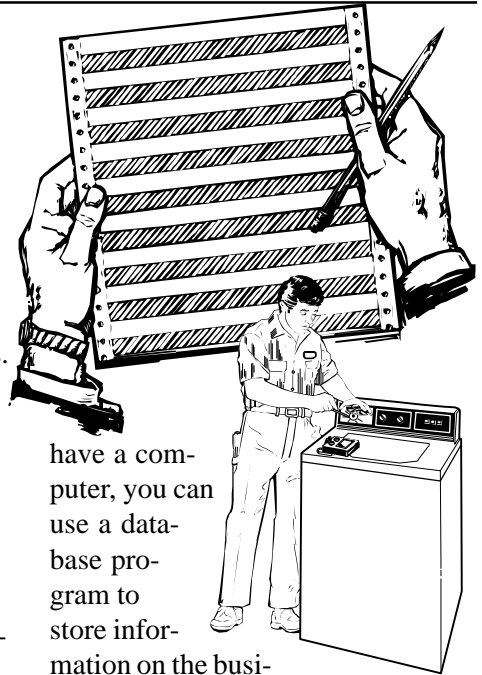
**T**here are many different referral services you can run, either as a stand-alone service or together with other types.

Here are some businesses you can specialise in: plumbers, hair salons, car maintenance, child care, real estate agents, travel agents, lawyers, dentists, musicians and DJ's, printers, restaurants, even house-sitters. Basically, any high-competition business will appreciate a referral service.

## How can you make money?

If you provide the service free to consumers, you can either charge a monthly or annual fee to business listed with your service, or you can collect a commission on each successful referral. Or, depending on the type of service you run, you can charge the consumer. For instance, if you are running a roommate referral service, both parties (the searcher and the potential roommate) can be charged a fee.

This business will be a lot easier to run if you have a computer, but it's not totally necessary. If you do



have a computer, you can use a database program to store information on the businesses or people you have listed.

If you aren't using a computer, you can keep the information in a 3 x 5 card file. Otherwise, all you'll need to start are business cards, stationery, and a business phone. Identify the types of businesses you'll keep information on, then develop a survey geared toward the type of the business they're in. Ask what types of work they specialise in, what their average charge is, how long they've been in business, if they have customers who can give a testimonial for them (call these people and get their permission before you use their testimonial - also, try to make sure they're not just the business-person's brother-

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in-law, that they're actual customers who can give a real opinion), and other pertinent information. Get these surveys out to each of the businesses in the categories you've selected, and keep their responses in your file. Put together a flyer advertising your referral services. Then, distribute the flyers by: contacting your local "welcome wagon" service, offering them flyers to insert into their packages; posting them on grocery store and church bulletin boards; posting them in laundry rooms at apartment buildings; and leaving them anywhere large groups of people will see them.

When a customer calls for a referral, give them the information you've collected from the businesses. They will appreciate not having to make three dozen calls in order to make an informed decision. The customer testimonials will help people make a good decision. Keep in touch with the people you've given referrals to, so you can get their opinion on how the business did. If you get complaints from customers, drop the business from your files. If you get good recommendations, move them to the front of the list.



You will be offering a much-needed public service with this business. Stress to potential businesses that you can refer new customers to them, and they should be willing to pay commissions, or a subscription fee. Give it a try, and you can make a decent amount of money in the referral business!



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## How To Increase Your Cash Flow

**F**or most companies, accelerating receipts to make cash available quickly may be far more important financially than earning the maximum interest on a disbursement float.

Their daily objective is to get all cheques and payments processed and cleared as immediately as possible in the company's bank account. All cheques should be taken care of promptly. The challenge is to make employees realise the difference between big or important cheques requiring special attention and those that are routine receipts.



(Continued on page 15)

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**Reserved**  
for Advertising

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**Reserved**  
for Advertising

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**Reserved**  
for Advertising

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**Reserved**  
for Advertising

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## How To Increase Your Cash Flow (Continued from p. 10)

Rather than keeping a cheque received after 3pm until the following morning, it may be strategic for your cash flow to have an employee attend to those cheques and have them deposited that same afternoon.

Likewise, if you can assign the morning shift to bring cheques as early as the bank opens may save you a day in the float.

Become aware of your bank's cheque clearing policies and procedures. Work around those schedules. For distant customers bypass the postal system by asking the customer to make a direct deposit. ©

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## Basics of Promotion Advertising

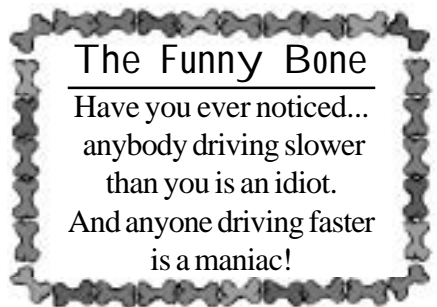
Promotion advertising differs significantly from consumer franchise-building advertising. The latter is long-term in nature and aimed at giving customers reasons to buy. Promotion advertising is short-term. It pushes for the order by providing incentives, coupons, rebates, premiums and contents.

The usual medium for promotion advertising is print. Some big-budget advertisers use broadcast (radio and television) to get consumers to look for their promotion advertising in their local newspapers.

As a rule, promotion advertising should be specific and should call only for consumer to perform a desired action. Resist including extraneous points in the promotional ad. Focus on a simple call to action.

For example: Your ad copy may ask the readers to (1) Redeem this coupon and save \$2, or (2) Buy two packs and get the third one free, or (3) Fill out coupon and enter sweepstakes to win \$100,000, or (4) Buy two of the products and receive a free gift worth \$10.

Most promotion events are price or added-value oriented campaigns. As such, it is imperative that when writing copy, the ad should appeal more to the wallet than the emotion. ©





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# How To Make Money With Gourmet Gift Baskets

**H**ere's a pleasant home-based business that will challenge your creative as well as your managerial skills. It's a fun business for those who have the flare for creating appetising gift packages.

## **A Fun Product**

Gourmet gift baskets have become popular in recent years. They are a collection of desirable items, and in such a variety that they appeal to all. By determining the markets you want to target and the type of baskets you want to produce, you can set your income goals for as little or as much as you like.

## **Corporate Accounts**

From the very large and the very small, businesses have needs for gift giving on a pretty constant basis. By targeting corporate accounts, you protect yourself from potential sales fluctuations common to what are generally considered seasonal items. Businesses love gift baskets because they are "safe" compared to other gifts like chocolate (many people now carefully watch their fat intake) or wine & spirits (many people don't drink). Of course, other possible clients for your gift baskets include associations, retail outlets, fund raisers, and individual customers who purchase for themselves or as a gift.

## **Creative Designs**

Gourmet gift baskets are fundamentally a few nice items placed in a unique arrangement and presented to look extravagant. Use your imagination and keep an eye for unusual and appealing products. To keep unit price low, inventory most commonly used items by purchasing direct from the manufacturer or main distributor. Look for large pretty items; they will give your product "size".

## **Theme Marketing**

Focus on a theme and build around it. Do not limit yourself by just using baskets as your main vehicle. For example, a basket with an Italian theme can use (as its basket) a large pasta bowl to hold a small vinegar, olive oil, sun-dried tomatoes and kitchen utensils. Raffia or "grass" can be used to cushion the items, sealed together with shrink wrap. Finish your basket with a bow or creative ribbon, and you've got a product that can be retailed for around \$40. Your cost: as low as \$10.

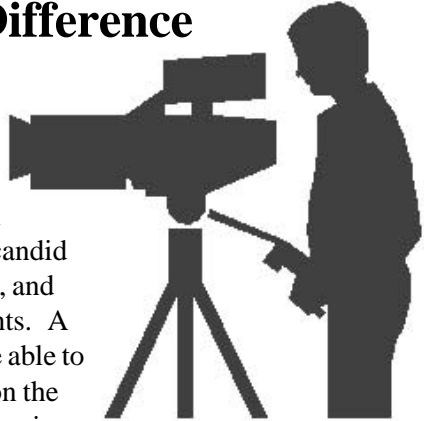


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# A Money-making Video Service With a Difference

## Video Yearbooks

**T**hese are growing in popularity. They usually consist of short scenes of important high school events, such as sports, clubs, candid “people scenes,” still photo montages, and other memorable items for the students. A well-edited hour-long video should be able to be sold for \$15 to \$30, depending upon the editing complexity of the video and the size of the school.

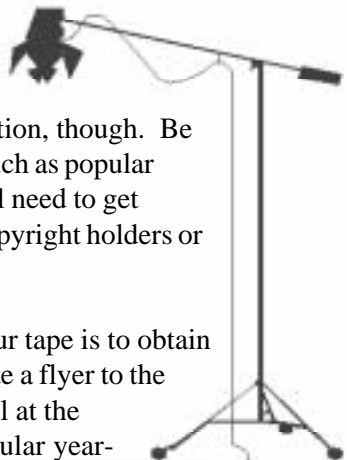


The larger the school, the more you can expect to sell. You should first contact the school administration with this idea. Put together a good presentation for them, explaining your services and how your video yearbook will work with the regular yearbook as an added remembrance. A good idea is to offer to donate a portion, \$2 for example, per tape sold to a school fund or student-supported charity. After the administration, you will probably need to speak to the school board, principals, and school yearbook sponsors. This work will be worth it, though.

Try to include in your tape, from time to time, current events or subjects which will remind the viewers about what was going on at the time they were in school. One caution, though. Be careful about including copyrighted items, such as popular songs, in your tape. You will need to get permission from the copyright holders or risk legal action.



The best way to sell your tape is to obtain permission to distribute a flyer to the students in the school at the same time as the regular year-



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book information is distributed. Then, follow up later in the year, giving those who haven't ordered yet, another opportunity. Finally, give another chance at the end of the school year.

From time to time, go to the school and record video material. Get sporting events, clubs, quiz bowl tournaments, science fairs, special events, pep rallies, ordinary day-to-day video, and, of course, graduation. If you're ambitious, do a video yearbook for each class! That way, students can end their high school years with a four-video set, documenting that time of their lives from start to finish!



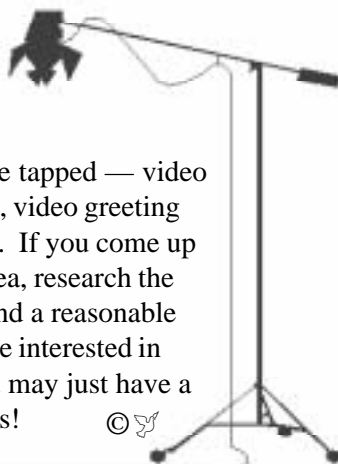
### **Dubbing And Duplicating**

Here's an easy service to offer. With a film-to-video transfer device, commonly available for under \$100, and a movie projector, you can put customer's old home movies on video tape. There are a few different types of transfer devices available. The best place to check would be your local quality camera shop.

You should be able to charge around \$20 per hour of film for this service. A good idea is to add background music to the home movies. Copyright-free music is widely available on CD. Check advertising and marketing magazines such as Advertising Age for ads.

You can also offer a duplicating service for customer's home videos, so they can give relatives (or Australia's Funniest Home Video Show) a copy. You can usually charge a flat fee for this service, depending upon the length of the tape. Editing together still photos is also a good service to offer, particularly to people who travel frequently.

Using a computer with Microsoft® "PowerPoint" and copying to video or CD is another option.



There are many other areas just starting to be tapped — video résumés, video postcards, video greeting cards, even video wills. If you come up with a good original idea, research the market for it. If you find a reasonable amount of people will be interested in your new service, you may just have a winner on your hands!





I recently stopped in a major shopping centre and approached a typical couple and asked them some questions. First I asked the lady what she thinks would be a good gift for a man.

Here is her response:

When in doubt - buy him a cordless drill. It does not matter if he already has one. I have a friend who owns seventeen and he has yet to complain. A man can never have too many cordless drills.

If you cannot afford a cordless drill, buy him anything with the word ratchet or socket in it. Men love saying those two words. "Hey George, can I borrow your ratchet?" "OK. By-the-way, are you through with my 20mm socket yet?"

If you are really, really broke, buy him anything for his car. A 99-cent ice scraper, a small bottle of de-icer or something to hang from his rear

view mirror. Men love gifts for their cars.

Do not buy men socks or neckties. And never buy men bathrobes. I was told that if God had wanted men to wear bathrobes, He wouldn't have invented Jockey shorts.

You can buy men new remote controls to replace the ones they have worn out or just as a spare. If you have a lot of money, buy your man a big screen TV with the little picture in the corner. Watch him go wild as he flips, and flips, and flips.

Do not buy a man any of those fancy liqueurs. If you do, it will sit in a cupboard for 23 years.

Do not buy any man industrial-sized canisters of after-shave or deodorant. I'm told they do not stink - they are 'earthy'.

Buy men label makers. Almost as good as cordless drills. Within a couple of weeks there will be labels absolutely everywhere. Socks. Shorts. Cups. Saucers. Door. Lock. Sink. You get the idea.

Never buy a man anything that says "Some assembly required" on the box. It will ruin his Special Day and he will always have parts left over. Tickets to a pro sports game are a smart gift. However, he will not

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appreciate tickets to "A Retrospective of 19th Century Quilts."

Men love chainsaws. Never, ever, buy a man you love a chainsaw. If you don't know why - please remember what would happen if he got a label maker.

It's hard to beat a really good wheelbarrow or an aluminum extension ladder. Never buy a *real man* a step-ladder. It must be an

extension ladder.

And finally, Rope. Men love rope. It takes him back to his cowboy or Boy Scout origins. Nothing says love like an hundred metres of rope.

Then I asked the man what he thought would be a good gift for a woman. He glanced at his partner and then suddenly ran away!

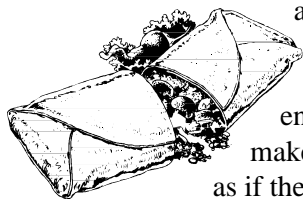


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## How To Respond To Requests For Free Information

Here's a common dilemma: You receive a letter enclosed with a copy of your ad that specifically states "...for more information, send \$1." However, they **don't** enclose the \$1.

One respondent was brave enough to include a cover letter that stated he was enclosing \$1 for more information, but conveniently "forgot" to put it in the envelope. Is this really an unintentional mistake? Did the person really forget to send the money? Probably not. Why do I make that assumption? Because the frequency of them are too numerous to count. If it was just "human error" the same tactics wouldn't be used by 90% of them. (I did have one clever person purposely seal



and re-open part of the envelope to make it appear as if the money

had dropped out. It was obvious the envelope had not got caught in machinery because I used to work for the post office and know how the mail is processed.)

Unfortunately the poor mail-order dealer who is trying to run an honest business will go ahead, take the financial loss and fill this order.

They rest on the "hope" that this person will place a large order in the near future once they receive their information; which will make up for the \$1 he/she conveniently forgot to enclose in the beginning.

But there is a way to combat this problem. Here's what you do: Instead of filling the order for more information, write a short letter on your business stationary. Thank the

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customer for inquiring about your product and graciously inform him or her that the letter was received without proper payment. But send the information anyway. Do not sacrifice 50 cents for an 18% conversion. In the long run, after you've written and mailed the letter, it is better that you send the free (\$1) information anyway.

Also, enclose one or two ads in with your letter. This way, it only costs you 50c to respond to their request and you don't lose money on someone who is only after a "free ride."

Believe it or not, there are actually some people who just enjoy receiving mail. They never place an order or spend any money. They just enjoy receiving mail. And some people actually spend time just to see what they can get "free." They envision mail order companies as huge enterprises with a vengeance to rip them off because they are jealous and have nothing to account for in their own personal lives.

And on the rare occasion when a customer writes back and claims to have answered your ad and sent \$1 for information already, you simply reply: "I'm sorry. In checking our records we find that you did, in fact, make an inquiry on (date). Unfortunately, you did not enclose

the \$1 payment as stated in our ad. We understand mistakes like this can happen since most of us lead hectic daily lives and we apologise for any misunderstandings."

Then — let it go at that. The customer will get the message. You aren't being cruel and calling them a liar. In fact, you are being rather innocent in the entire matter. The only difference is — **you** are in control of the situation.

Somewhere there's this unwritten law that says you have to send *new* customers tons of circulars the first time they write you for more information. Not so. Customers who are worth the time and investment you make will supply you with repeat orders and you don't have to send them boxes of stuff. Instead, send just a few offers at a time. This way, it will take many mailings to get copies of all the circulars you promote and it will appear to the customer that you are adding and growing in your business.

Think about it! And for those of you who make it a habit not to send people the requested postage stamps or postal money to offset the cost of sending you the information you are requesting — watch out! Most of us are people just like you are. We work hard and cannot afford being killed with small change!



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## Customer Service

**S**o often we forget that our customers are our bosses. I think I discovered one significant reason why most of us fall into this “rut.” The day we began our business we were as happy as could be. The customer was king! We didn’t have many orders so we bent over backwards to make sure that all our customers were happy. Some of us might have even gone overboard and “gone into the hole” just because we were so overjoyed that we had received a customer order!

But, later on, we became much busier. We were putting in long hours, neglecting family and social life and realising that being in business does have it’s gloomy side. While we tried our best to give each customer personal attention, some customers couldn’t be pleased more if we hung ourselves with a new rope! Therefore, new policies had to be established. Prices had to increase for you to invest into business growth. And somewhere in-between all this we lost the zeal for customer satisfaction. Instead of the customer being “king” he/she was now a “pawn.”

What originally began as a eager desire to please your customers has now turned into a daily struggle. But who could blame you? You can

remember spending \$100 and 30 hours of time trying to help a beginner get started your business. However, after that beginner learned all your trade secrets they left owing you money and never giving you the time of day again.

This made you cautious. Then how about the customer that

**Customer Service** 

pretended they were going to send you a \$500 order, wasted an hour or so of your time (and long-distance phone charges) just to get them quotes before they sent in their money. Then, after all the toil and added expenses, you never heard from the customer again. How irritating! At least, you thought, they could have sent you a “Thank You Note” for all the trouble they put you though.

But 20 minutes later, you get another phone call from a customer wanting to put you through the same thing. Only this time the guy is serious. Do you give this guy the same treatment you gave to the first customer? As a human being, you normally can’t because you are ruled by emotion. It takes someone with a lot of self-confidence in their own character to treat customers

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like a big business!

Just treat every customer you talk to the same way you would treat someone from a big business who was getting ready to send you a \$10,000 order! Unfortunately, some business owners allow owning a business to go to their heads. After they start becoming successful, the



owner will think he/she is “king” and makes all the rules. He/she feels that their reputation speaks for itself and customer’s are eager just to do business with them. This normally happens because income increases and you don’t “need” certain customers who you feel have been a thorn in your side. But although it is perfectly fine to do this, if you dispel a customer solely based on the “amount” and “quantity” of orders he or she sends you, that’s a big mistake. Those small guys and gals might just grow up and become **bigger** businesses than you someday! Wouldn’t you rather have them on your side? Wouldn’t you rather be in a position to work with them, perhaps on a multi-million-dollar contract together? One never knows what the future holds so try to **be nice**, even if you have to grin and bear it! That’s why it’s even more important

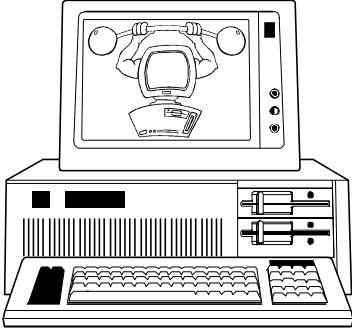
to stop and think again. Are you guilty of having a business ownership ego? If you allow it to go too far you could lose your business entirely. Egos are a very tricky thing to deal with. A hurt ego’s downside is normally jealousy, deceit and even criminal activity. Rage does nothing but tear you up emotionally inside and always erupts in bad behaviour and lost relationships. Never, ever, go into a rage over the phone. If other people are screaming at you, you will either calm them down by remaining calm yourself or show them up for being emotionally unstable. Rage is truly the result of an unstable personality trait. It’s really *not* normal. So get with the programme and be calm (and nice.) Everyone is in business to make money, however, making it at someone else’s expense is suicide! Perhaps some of you reading this are laughing inside yourself. You know I speak the truth! If you are the least bit intelligent you can easily see that making a fast buck through the expense of other people is a way to live a very short life. If you can only see the moment and not the future in your life, you belong back in grade school, perhaps kindergarten! It’s true that “humility demonstrates superiority”.





# Do You Rebuild or Replace Outdated Computers?

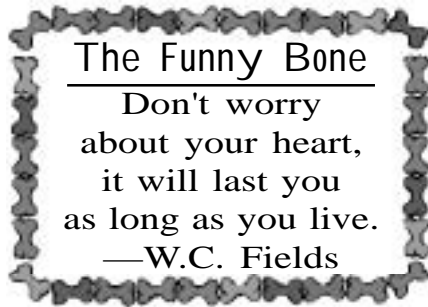
**D**o not get sold on buying a new computer just because industry experts say that they are obsolete after four years. Many computer models can be updated and upgraded by simply replacing specific parts and installing new software.



If your company (business) buys a new computer model, it should consider selling the old one. There are secondary markets who export old computers to Third World countries. The average resale price of a 3-year-old system is usually 10% to 15% of the original purchase price. ©

If you cannot decide whether you need to buy or repair, here's the basic **rule of thumb** to guide you in making that decision:

*Purchase a new computer if the replacement parts or software necessary to bring it up to date cost more than 50% of its original purchase price.*



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