

Newsletter

February 2008

↓ In this edition:

- Why you will never make it big trading your time for money
- BIG IDEA OF THE MONTH: How to blow your competitors out of the water

Welcome to the first edition of **Business Accelerator**. The NEW official newsletter from The Franchise Institute.

What's New

- Earn easy money - \$1000 up for grabs
- Brand New Release "Franchising Made Easy" The Secrets That Franchises Experts Won't Tell You But You Need to Know"
- Launch of new website: www.thefranchiseinstitute.com.au



From the desk of James Corne, CEO and Founder of the Franchise Institute



I am constantly being asked by business owners what's the best way to grow a business to create massive success without

having to dig too deeply into your pockets. The one word answer is... leverage. Leverage is the ability to achieve more with less. But sadly most business owners never experience this freedom, because they spend too much time working IN their business.

Think about it. The only resource in the entire world that is allocated equally to every person on this planet is time. We ALL have just 24 hours a day. So how you use this time is paramount to your success and happiness in all aspects of your life. If you want to grow your business you MUST stop trading your time for money. Over the next few editions I'll reveal the steps you need to take to create leverage in your business. This way you can invest more time implementing new strategies to grow your business and ultimately fast track your way to massive wealth.

Big Idea Of The Month

"Discover What Is UNIQUE About Your Business To Accelerate Your Growth..."

If you want to **grow your business quickly**, you must find or create a unique difference. Ask yourself, "What's unique about my business?" And the more specific you are, the greater the distinctions will be, which will separate you from the masses.

OK, this is where you need to grab a highlighter or note pad to implement this marketing strategy. You'll be amazed how it will transform your business if you give it some focus.

Understand that if you do what every other business does then you'll end up just like them....**average and struggling**.

Continued on page 2.

Big Idea Of The Month Cont.

It really annoys me to see most businesses copying their competitors. Ask yourself this simple but powerful question. "Why should a person buy from you rather than your competitors?" If you can answer this clearly and accurately you will get all the customers you need. But 9 times out of 10 the typical reply comes. "We offer better service and we have much better products". Or, "We offer the cheapest prices in town."

Boring!... No wonder there's such a high failure rate in business.

But it doesn't have to be that way. So how do you grab people's attention? How can you improve your results? **The Solution...**

"Create a Powerful Unique Selling Proposition" (U.S.P) That's a powerful, bold reason why your customer should ONLY buy from you and not your opposition. If your message is irresistible, you will then stick in people's mind, which is exposing your BRAND and reinforces your customer to do business with you. For example. Dominos guarantees "a hot pizza delivered to your door in 30- minutes or it's free." A big bold promise which revolutionized the pizza industry. Remember, the lesson is to promise one thing. They didn't guarantee that the pizza's tasted any good!

Here's another example..."If you're not completely satisfied with our food, then we'll not only promptly refund your money, but we'll also pay for your next

meal with a competitor!" This outrageous guarantee helped this struggling business to double turnover in just 2 months without spending any further capital expenses.

Now it's time to come up with your own. I want you to create a list on how you could create an outrageous promise to the market place, so powerful that they wouldn't dare to think about going anywhere else. Be clear and to the point and make sure you can deliver on your message. Just brain storm to begin with. At this point, jot down your ideas on paper without any interruption. So grab a pen and keep writing down as many unique qualities or benefits about your business.

Remember, our **Franchise For Success Program** allows you to create your USP quickly & easily using proven templates from successful businesses to save you the time and hassle. A clearly written USP approach greatly reduces & can even eliminate the fear in customer's mind when shopping with you. Another benefit for your business is you can position yourself as the market expert, you can now charge premium prices because there's more customers that need you than you can service. This change in economics allows you to attract better quality clients who are happy to pay your price.



WHAT'S NEW

\$1000 for every successful introduction!!

Announcing the Franchise Institutes Referral Program. If you know a business owner who would like to grow their business simply and cost effectively introduce them to The Franchise Institute and if they become a client of ours we will reward you with a \$1000 referral fee. Earning money has never been so easy.

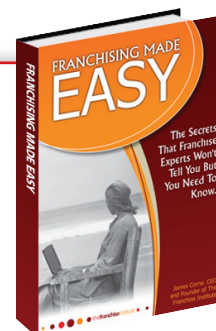
Brand New Book

Announcing the launch of our brand New book." Franchising Made Easy. The Secrets That Franchise Experts Won't Tell You But You Need to Know:

At last no nonsense book that tells it like it is. It shows you how to create enormous wealth by realising the hidden potential in your business. Discover how you can leverage your success and break free from your daily challenges.

James Corne offers a simple set of no B.S. strategies to catapult your business to a new level overcoming the obstacles and beliefs systems of growing your business. Thought provoking, stimulating and easy to read it will change your preconceived ideas about franchising forever."

To order your copy for just \$29.95 + \$5.00 (P&H) complete this form and fax to 02 9388 4166 or call 1300 855 435.



Book Order Form

Name: _____
 Email: _____
 Contact Number _____
 Mailing Address _____
 State _____ PCode _____
 Card Number: _____
 Exp: ____/____
 Type (tick): Amex Visa M/C

New Website

Announcing the launch of the Franchise Institutes New Website. www.thefranchiseinstitute.com.au With a range of new services and products and a host of information please visit our new website.

Next Edition

That's all for this issue. Your feedback is always welcome as this newsletter is about you! In the coming issue I've got tones of money making strategies up my sleeve. So stay tuned, you do NOT want to miss a thing. Until next time use leverage and enjoy life, James.

Remember: if you no longer want to settle for an ordinary business and you're **ready** to make your business into an **extra-ordinary business** right NOW that will

- **boosts your cash flow,**
- allow you to **expand cost effectively**
- **eliminate** the **hassles** of hiring and training **staff**

Then call the franchise institute today and speak to one of our friendly franchise specialists about our popular **Franchise Feasibility Review Processes**. This half day diagnostic assessment of **your business** is informative and educational and will save you thousands of dollars and months of "research". Book before **30 April 08** and pay just \$997 – that's a **saving of \$549 call today 1300 855 435**