

MONTHLY AUDIO PROGRAM

B **BUSINESS** **ESSENTIALS**

DECEMBER 2007



THE **EXTRAS**

Introduction



If you're looking for Christmas gift ideas for your staff or clients you might find some solutions among special offers for BE subscribers in this month's Extras booklet.

There's a page outlining details of Tony Gattari's new DVD on up-selling and cross-selling titled "Do You Want Fries With That?".

StockDoctor Tim Lincoln is offering \$200 off a subscription to his great software program, solicitor Paul Brennan is making his new audio program available with a discount and Kirsty Dunphey is providing free her ebook on maximising your business success with each purchase of her newly released "Retired at 27 – If I Can Do It Anyone Can".

Don't forget also a last minute chance to buy additional BE subscriptions at half price and go in the draw for a \$5,700 digital surveillance system from Monitored Alarms.

As you start looking ahead to next year and you're planning how to grow your business you'll find valuable tips from several of the interviews on this month's CD. One word stands out – attitude, a vital ingredient in any success formula. Not only do we all need the right attitude to face the challenges of running a good business, we need to be able to engender that attitude among the people with whom we work and our clients. And, as Peter Irvine says on the CD, we must be wary that negative attitudes by some don't stand in our way.

Enjoy the coming holiday break and use the time wisely. Don't spoil your time of relaxation, but by all means start thinking about how you can improve your business and your life in the year ahead.

Until next year.



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PUBLISHER: Business Essentials Pty Ltd ABN: 98 006 144 449

405 Riversdale Road, Hawthorn East Vic 3123

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THIS MONTH'S

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Track 2

THE NEED TO UP-SELL & CROSS-SELL

Tony Gattari, Achievers Group

- Up-selling is the ability to position a better product at a better price instead of selling the cheapest product with the lowest margin
- Always start with the best product. You're telling the customer they deserve the best
- Up-selling is in the mind of the salesperson. Customers will buy a more expensive product if you believe it's right for their needs
- Cross-selling is filling your sales docket with supplementary items. If you sell a computer, the customer will need paper, printer, mouse, etc
- If you don't ask, you don't get
- Salespeople uncomfortable with cross-selling usually have a fear of failure or rejection

Track 3

ECONOMIC UPDATE

Professor Neville Norman, Melbourne University

Businesses and economy watchers need to look ahead – please do it!

Step one: Look Backwards! Learn from where we have emerged:

- In 2007 almost everything rose, even the growth rates:
- Economic growth from just over 2% to just over 4.0%
- Inside this, housing approvals from a slight slump resumed growth
- Even Sydney house prices that slumped in 2006 came back in 2007
- Underlying (CPI) inflation moved up from just over 2% to around 3%
- Interest rates up from RBA rates 6.0% to 6.5% - bank rates more
- Linked to this, the \$A testing parity with the US – from 79c a year ago
- Oil prices testing \$US100 a barrel from prices as low as \$US60 earlier in the year

Main memorable Events about 2007:

1. 16th year of recession-free low-inflationary economic activity
2. 4th successive year of 'real' tax cuts
3. From 1/7/07: most generous super deals ever for the 60+ set
4. The November 24 election – changes almost nothing short-term (economically)

Quiz Question: What value was the now \$US100 a barrel oil price at January 2000?

Answer: just \$US23!

THIS MONTH'S

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Track 4

FUNDAMENTALS ON WINNING IN BUSINESS

Peter Irvine, co-founder, Gloria Jean's Coffees

- Don't live in others' mindsets
- Set the vision – and then be prepared to stretch it
- Understand the importance of a “Can Do” attitude
- Keep reviewing the structure of your business as you grow
- Make changes if you need to: “If the horse is dead, dismount”
- Be consistent in your behaviour to others
- Leave your work at work!

Track 5

FAMILY SUCCESS IN A TOUGH INDUSTRY

Nola Bransgrove, Branstrans

- As a trucking business, we treat employees as part of our family and work hard as a team
- We don't compete on price – our biggest plus is our service
- If you think something is important you make the time to do it
- We have succession plans but they change as people and circumstances change
- We focus on doing things right in the industry and make sure that others do it right
- It's a tough industry and we tackle problems such as drugs head on

Track 6

SECURITY TIPS FOR CHRISTMAS

Luke Harris, Monitored Alarms

- Ensure your security company has up-to-date callout and contact information
- Perform a perimeter check of the property
- Do a key count and create a register of who has access to which areas
- Consider installing a camera surveillance system
- Consider the impact to your business if a fire occurred
- Make sure your insurance policies are up to date

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Track 7

THE 10 COSTLIEST LEGAL MISTAKES IN BUSINESS

Paul Brennan, Brennans Solicitors

- You unexpectedly die – and your business dies too
- Your business is sued and you lose your home
- You take court action against your lawyer's advice
- You don't have a shareholder or partnership agreement
- You don't have terms and conditions
- You keep changing lawyers
- You fail to identify and protect your intellectual property
- You don't have written contracts with your employees
- You don't read the small print in important documents
- You don't protect your business or product names

Track 8

OFFERING EQUITY TO EMPLOYEES: PART 2

Michael Jones, Cummings Flavel McCormack

- There are a range of equity participation arrangements:
 - Employee Benefit Trusts. Watch out - the ATO has a history of litigating against these schemes
 - Phantom Share Schemes. Linked to profits and growth, these are remuneration style arrangements
 - Share Appreciation Rights. Beware how these remuneration style arrangements are taxed - similar to salary
 - Employer Loan Arrangements. The employer makes a loan to the employee to buy into the business. Sometimes appropriate
 - Share Option Plans. If properly arranged to be progressively exercised and linked to business growth then both parties can clearly benefit
- Consider the purpose of equity participation - if it's for remuneration, you may be better off keeping your equity intact and seeking other remuneration methods
- If it's to create the transition from employee to business owner, consider the employee buying equity to share the risks and rewards of ownership. Get advice on how to use employee share options properly.

THIS MONTH'S

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Track 9

SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor

- It doesn't matter how great the company is, there still needs to be fair value in the price
- With the current market performing so well, it's hard to find undervalued stocks
- Tim Lincoln's Golden Rule No. 3 helps us identify over and under-valued stocks
- Traditional PE (Price: Earnings) measurements aren't enough
- If the PE suggests a company is fully priced, the PEG can identify hidden opportunities
- It's important to keep a regular close eye on a company's share price value
- It's a wonderful economy still and a great business environment
- Star Stocks: (all undervalued!) BHP, Bradken, CSL, JB Hi-Fi, Monadelphous, QBE, Seek. But out of Star Stocks: Westpac and St George.

Track 11

ATTITUDE, DISCIPLINE AND CELEBRATION

Kirsty Dunphey

- Everything is negotiation. Many people are uncomfortable with it at first, but it's a required skill
- Don't forget to celebrate success
- We should think of ourselves as balloons. High achievers inflate more than average people
- Demand excellence of yourself – even if no one's watching
- Don't lie to yourself. "I don't have time" usually means you don't want to make time
- Force yourself to be disciplined, even if it doesn't come naturally

i FOR MORE INFORMATION

about the topics discussed on this December 2007 program, please contact the relevant organisations as listed below.

THE NEED TO UP-SELL AND CROSS-SELL

Tony Gattari, Achievers Group

02 9440 7373

www.achieversgroup.com.au

See Page 15 of this Extras booklet for details about the new training video "Do you want fries with that?", presented by Tony Gattari.

ECONOMIC UPDATE

Prof Neville Norman, Melbourne University

n.norman@unimelb.edu.au

FUNDAMENTALS ON WINNING IN BUSINESS

Peter Irvine, author, "Win in Business. 20 keys to catapult you towards your vision". Published by Ark House Press.

peter@pr Irvine.com.au

T: 0419 236 854

FAMILY SUCCESS IN A TOUGH INDUSTRY

Nola Bransgrove, Branstrans

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bransgrove@gipps.net.au

SECURITY TIPS FOR CHRISTMAS

Luke Harris, Monitored Alarms

1300 80 60 80

lharris@monitoredalarms.com

www.monitoredalarms.com

See Page 18 of this Extras booklet for the special Christmas offer to BE subscribers

THE COSTLIEST LEGAL MISTAKES IN BUSINESS

Paul Brennan, Brennans Solicitors

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paul.brennan@brennanlaw.com.au

www.brennanlaw.com.au

OFFERING EQUITY TO KEY EMPLOYEES: PART 2

Michael Jones, Cummings Flavel McCormack

T: 03 9252 0800

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www.cfmc.com.au

SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor

Lincoln is offering BE subscribers a \$200

discount on Stock Doctor subscriptions

purchased prior to Christmas. Phone 1300 676

332 or visit www.lincolnindicators.com.au for

details or to purchase.

Ms MEGABYTE'S COMPUTER TIPS

www.getmega.com

ATTITUDE, DISCIPLINE AND CELEBRATION

Kirsty Dunphey, author, "Retired at 27. If I can do it anyone can"

kirsty@kirstydunphey.com

www.kirstydunphey.com

See Kirsty's offer on page 13 of this Extras booklet for purchasers of her book.

The book can be purchased online at

www.unleashedknowledge.com



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Neil Flavel on: 03 9252 0800
or email: nflavel@cfmc.com.au

see further

The small business tax concessions are designed to remove tax from the sale of your business. If you think they do not apply to you – think again!

CFMC KEY TAX DATES DECEMBER 2007 AND JANUARY 2008

01 Dec 07 Medium to large companies/superannuation funds:
income tax payment due.

Companies/superannuation fund:
income tax payment due for those that were required to lodge by 31 October 2007.

21 Dec 07 November 2007 monthly activity statements:
final date for lodgment and payment

15 Jan 08 Large to medium companies, superannuation funds and trusts: income tax returns due date for lodgment.

21 Jan 08 December 2007 monthly activity statements:
final date for lodgment and payment.

28 Jan 08 Superannuation guarantee contributions for Quarter 2
(1 October - 31 December 2008) due for payment.

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Date:	Wednesday 12 December
Duration:	2 consecutive days: 9am - 5pm
Venue:	AIM Management House 181 Fitzroy Street, St Kilda VIC
Cost:	AIM Members \$1,045 Non Members \$1,160
Bookings:	Call (03) 9534 8181 or aimvic.com.au/coursedirector

AIM New South Wales

Happiness at Work: Creating Personal and Professional Wellbeing.

During this half-day seminar Dr Martin Seligman will explore the links between Signature Strengths, Authentic Happiness, increased employee engagement, physical health, and greater productivity. He will demonstrate ways that organisations can integrate the Signature Strengths of their employees with the goals and productivity demands of the organisation.

Date:	Friday 22 February 2008
Time:	9am - 12.30pm
Venue:	Grand Ballroom, Four Seasons Hotel, 199 George St, Sydney
Cost:	AIM Members \$795 Non Members \$895
Bookings:	Call 1800 651 811 or visit aimnsw.com.au

AIM Western Australia

Why Should Anyone Be Led by You?

Professor Rob Goffee from the London Business School returns to Perth in 2008 to present the results of 10 years of research with organisations across the globe, where he asked a simple question – “Why would anyone want to be led by you?”. The results reveal four qualities that distinguish the good leaders from the great.

Date:	Tuesday 12 February 2008
Time:	9am - 12.30pm
Venue:	Burswood Entertainment Complex Great Eastern Highway, Burswood WA
Cost:	Professional Members \$451 Affiliate Members \$550
Bookings:	Call (08) 9383 8000 or visit aimwa.com.au

AIM Canberra

The 2008 Economic Outlook

Chris Caton, Chief Economist for BT Financial Group, will launch AIM's Briefing Series for 2008, speaking on the Global Economic and Market Outlook for 2008, with a special emphasis on Australia. This is the eighth time Chris has given this presentation, attracting a significant following of people who attend annually to hear his economic forecasts.

Date:	Friday 29 February 2008
Time:	12pm - 2pm
Venue:	National Press Club of Australia 16 National Circuit, Barton ACT
Cost:	Members \$90 Non Members \$115
Bookings:	Phone 1300 651 811 or visit aimcan.com.au

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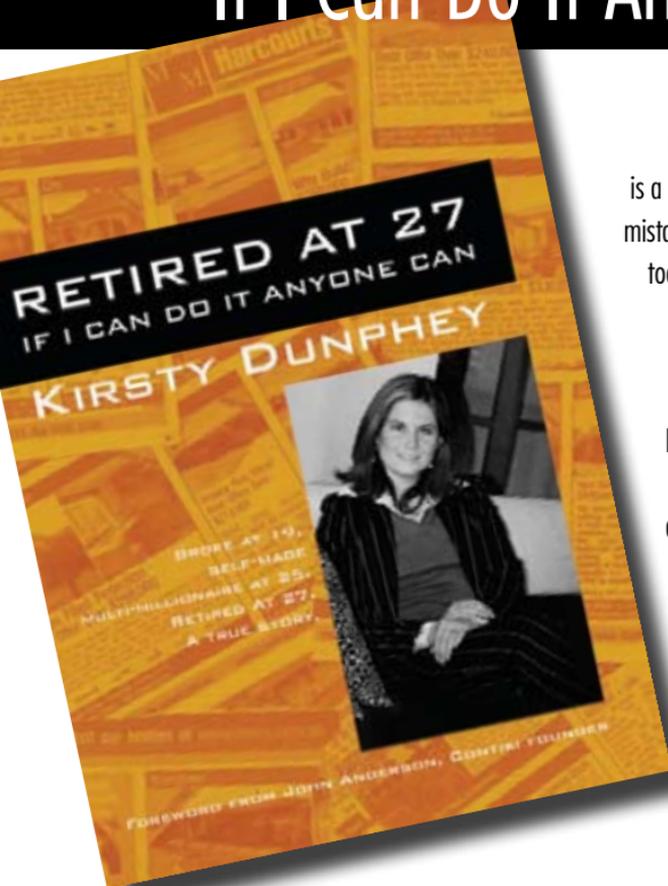
²Underlying investment portfolio for the Lincoln Wholesale and Retail Australian Share Funds. Investments can go up and down. Past performance is not a reliable indicator of future performance.

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Retired At 27

- If I Can Do It Anyone Can



Retired at 27 - If I Can Do It Anyone Can

is a true story outlining the business mistakes, successes and lessons that took Kirsty from having absolutely nothing to being retired financially free at 27.

Kirsty's story showcases the fact that success is achievable and available to everyone regardless of their current circumstances. Kirsty reveals that being young, female and broke were no barriers because she had the right attitude, determination and integrity.

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Presenter
Tony Gattari

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Formatting

Word, Excel and Powerpoint are capable of making us look fantastic to clients, colleagues and family – if we know which handful of the hundreds of available formats to use. Here are my top tips:

- The more white space the better! Don't cram the page with text and graphics. If in doubt, go to a new page. In Word, Ctrl + Enter creates a new page. In Excel, choose Insert then Page Break. In Powerpoint, Ctrl + M creates a new slide.
- Stick with the same font throughout your document. Use bold to make headings stand out – Ctrl + B across all programs. Or to increase the font size also – try the shortcut Ctrl + Shift + full stop.
- In Word and Powerpoint, Use 1.5 line spacing instead of double line spacing when you want to space things out. The shortcut is Ctrl + 5. Ctrl + 1 to go back to normal.
- In Word, rather than underlining for emphasis, use a horizontal line that goes all the way across the page – just click the bottom table border button.
- Text alignment tools will make small blocks of lists stand out. Ctrl + E for Centre and Ctrl + R for right justify look great. Ctrl + L to go back to the standard left justification.
- When inserting graphics in Word and Powerpoint, set them to have the text wrapping around them for the best effect. Right mouse click the graphic and choose Text Wrapping and Tight.
- Sometimes you'll inherit a document in Word from someone else and you really need to start from scratch. Ctrl + A to select all, then Ctrl + Q to remove all paragraph formatting. Then, with the text still selected, Ctrl + Space to remove all character formatting.

And a shortcut for Windows Vista users – you know I'm a long time advocate of using Shift + Tab to cycle between programs. Well, if you've got Windows Vista and your computer is capable of doing 3D graphics, you could try a new shortcut: Windows Key and Tab to cycle in 3D between your program windows, giving you a view of each one as you go – including any moving video.

And a website for you to check out – love him or hate him, you've got to admit Seth Godin really does have something interesting to say when it comes to the world of business and especially marketing. At sethgodin.typepad.com you'll find his blog. I bet you'll find a topic of interest to you.

For more hints and tips visit getmega.com

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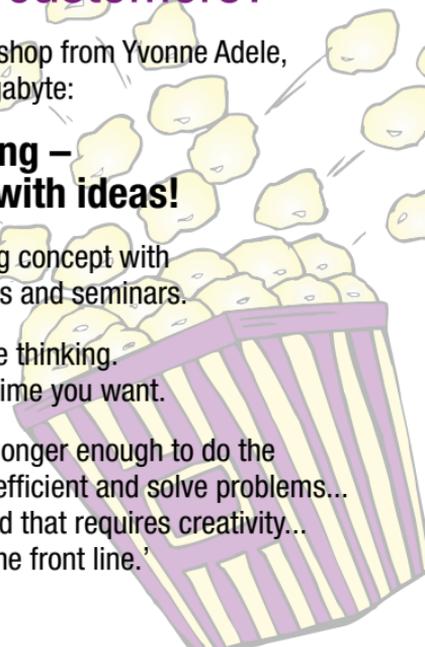
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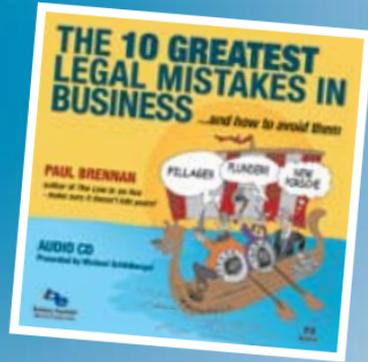
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THE 10 GREATEST LEGAL MISTAKES IN BUSINESS ...and how to avoid them

AUDIO CD PLUS EBOOK



It is difficult for even the most creative business person to commit entirely new legal mistakes. They've all been done before - many, many times. Often people wait until they are desperate before they see a lawyer about a legal problem - this just seems to be human nature. But you don't need to learn the hard way.

You can avoid legal mistakes if you know what is coming.

Paul Brennan, author of *The Law is an Ass - make sure it doesn't bite yours!* lists the top 10 legal mistakes in business - plus other legal minefields. And it couldn't be easier. You can listen to the CD and then reinforce the key messages by reading the eBook.

YOU WILL LEARN HOW TO:

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