

## Brendon Sinclair's Top 7 Business Articles

*(Articles about hookers and other marketing professionals!)*



By (you guessed it) **Brendon Sinclair**

## Article 1:

### 8 Lessons From A Hooker

I'm all for benchmarking my (and client's) business against other industry – after all, McDonalds' "Do you want fries with that?" has spawned not only a billion fat people, but also the up-sell.

As you might know, the Governor of New York (Eliot Spitzer) just resigned (12 March, 2008) after it came to light he was using the services of Ashley Alexandra Dupré, a hooker with a hefty price tag.

So just what can we learn from a hooker? Plenty I say and none of the lessons are to do with kinky sex tricks only the industry pros know.

**1. Raise your perception of quality, raise your price** – what's the difference between a \$5,000 a night hooker and a \$20 street walker? A shower, a nicer dress and nice shoes.

Also helps if you have most of your teeth ;o)

**2. Target your customer/john with laser like precision** – I don't know about you, but I don't find my \$5,000 a night hookers from a flyer on the bathroom wall at my gym.

Networking, word of mouth and online would work for the kind of customers they target.

**3. The customer doesn't always pay for what you think they're paying for** – that \$5,000 a night isn't all for the sex. A big portion is for a discrete service.

**4. Cashflow is king** – Ashley wasn't doing anything until she had the money (she sat around with the Governor waiting for it to be delivered).

The Governor was apparently "relieved" when the money arrived – I'm guessing he's not so thrilled now.

**5. Supply and demand rules** – betcha you can't get Ashley to spend the night with you now for less than \$100,000.

(One of the guys in the office just read that and said "She's a good looking bird, but I dunno if it's worth that much to follow in this guys footsteps." Eeeerr, I don't think it's his footsteps you'd be following.)

**6. Sometimes the client will ask for what you're not prepared/can't give** – No sex without a condom can be a deal breaker. Learn to deal with objections and negotiate. But don't get yourself a nasty rash.

**7. Controversy works at getting attention** – sure, sleeping with the Governor and having the whole world find out is one way to do it. There are a few other ways to create controversy – yes Kanye West you knob, I'm talking about you.

**8. It's not always bad to be screwed by your customer.**

Especially if that's your job!

It's no surprise really that you can learn so much from a prostitute – after all, it's the world's oldest profession and they've developed a few tricks in that time.

That was definitely the last pun ;o)

## Article 2

### [Screw The Haters – Here’s Where You Need to Focus Your Energy](#)

I just gave some advice to a client who was asking how he should respond to some negative survey responses he has received.

What advice I gave isn’t the usual advice you might get, in fact it’s probably the opposite – but it makes sense to me.

Thought it might be of interest:

#### **Screw the Haters – Here’s Where You Need to Focus Your Energy**

“Many people reckon you should focus on responding to the bad reviewers.

My thinking is the exact opposite.

Whilst you might be able to placate them and swing them back to being a bit happier, your business will much more likely grow with word of mouth referrals of delighted customers.

#### **So I reckon:**

Screw the whingers and don’t waste your time moving them from grumpy to reasonably happy.

**Spend your time keeping the delighted ones delighted** and building a relationship with them.

They’re way more likely to refer you business and they’re the sort of clients you want.

(Having said that, I’d respond to the bad reviews but don’t waste too much time and mental energy on them.)

**Sometimes shit happens** and you don’t do a perfect job/their expectations are unreasonable/etc – BUT ensure that their criticisms are dealt with and that you learn what you can from them as they may have a point or 2.)”

## Article 3

### Everything I Ever Needed to Know about Customer Service – at 8 Years Old!

It's 1974, and I am 8 years old.

1974 was a time, for me anyway, when you played all day with the neighbourhood kids – riding your bike, football, cricket, fishing, Cowboys & Indians, Cops & Robbers, trying to chat up the beautiful Catherine Bezatto... all these activities jammed into endless summer days.

One of the real treats in the old neighbourhood was going down to the local shop and enjoying the delicacies that were Fizzy Tizzy (pure sugar), Freddo Frogs and sherbets.

The local shop was owned by Mr Spinks. Mr Spinks was, to my 8 year old eye, approximately 140 years of age. He was also well over 11 feet tall.

#### **The World's Oldest Man**

That, I was sure, made him the world's oldest and the world's biggest man.

Us neighbourhood kids were quite surprised he wasn't classified as a fossil – we fully expected some archaeologist to stumble into the store one day and declare he'd uncovered the last living dinosaur... *"I've found Shopkeeperis Spinksamanus!"*

It never happened.

Mr Spinks wore a long brown coat at all times, much in the style of a doctor's coat. He'd slowly fill your orders wandering around the shop in a very methodical manner which indicated to us children that he was perhaps even older than the 140 years we'd assumed.

#### **Mr Spinks Had A Daughter – Miss Spinks**

Mr Spinks had a daughter. Appropriately, her name was Miss Spinks.

Miss Spinks did not, to any of the local kids knowledge, have a first name. She was also very old – she must have been at least 30.

Mr Spinks and Miss Spinks would attend to the local kids needs, whether it was buying a lettuce head for mum or 5 cents worth of mixed lollies for yourself.

That's where you would take your time – often changing your mind 42 times (as is every kid's right to do) selecting from the huge array of sweets as Mr/Miss Spinks would dutifully fill the bag with your selected treasures.

### **How They Must Have Hated The Sight Of Us**

Oh how they must have hated the sight of 3 or 4 grubby kids swinging through the door, pointing at the prized lolly counter and saying "I'll have 1 of those, and 1 of those....no, wait, make it 1 of these...." and on it would go.

I struggle to understand to this day how they made enough money to survive, or where they got their incredible patience from.

But the real feature of the shop was the milk. Cold, delicious full cream milk that came in bottles with a foil lid.

Taking the foil lid off revealed the incredible treasure beneath – a thick film of beautiful sweet cream.

I can still taste that cream now if I think hard enough.

If you had been industrious enough to collect recyclable cordial bottles (1 cent each), or (like me) mowed grumpy old Mr Batchelor's lawn for 5 cents a few times, then you'd have enough for the greatest prize of all.

(The main reason to mow Mr Batchelor's lawn was so you could retrieve the hundreds of balls that found their way into his backyard that he refused to throw back.

Once, and this is the absolute truth, I threw back 26,392 balls of all shapes and sizes back into my own backyard in the course of mowing his back lawn.)

### **The Greatest Prize of All**

Anyway, back to the greatest prize of all.

Flavoured milk.

This was real flavoured milk I'm talking about. Not some highly processed muck they serve up in cardboard cartons or plastic these days with some fancy-nancy name that's more about 'branding' than drinking.

The flavouring was a highly sophisticated process and worked like this:

1. Miss Spinks would grab a bottle of milk from the depths of the ice chest.
2. The bottle would be placed on the back bench.
3. Pressing down on the foil lid of the bottle, Miss Spinks would remove same with a deft touch and place it carefully to the side.
4. Then in goes the teaspoon to scoop out the cream.
5. That teaspoon, with cream dripping off it, would be offered over the counter to the freckle faced little boy (me) who was practically salivating at the thought of what he was about to receive.
6. A little milk was then poured from the bottle. The greatest chocolate syrup the world has ever known (Cottees) was then poured in to replace the milk poured out.
7. Enough room was left in the bottle to allow for mixing to take place.
8. The foil lid was then placed carefully back onto the top of the bottle and vigorous shaking then took place.

This had the effect of mixing in the syrup with the milk and was essential to a well-balanced chocolate milk drinking experience.

### **Anticipation Level At ‘Frenzy’**

It also served to raise the anticipation levels of the waiting child to what could safely be termed a ‘frenzy’.

Pavlov’s salivating dog had nothing on me as I was waiting for my flavoured milk – I understand that Miss Spinks often had to mop the floor after I’d left with my milk to ensure no customers slipped on the drooling spot I’d occupied just minutes before.

Anyway, after what seemed like hours, I handed over every cent I’d saved and Miss Spinks handed back what can only be described as “bliss in a bottle”.

Ice cold full cream milk infused with a syrup so sweet that schoolchildren’s teeth had reportedly dissolved immediately upon direct contact (this is why it was well known to children that mixing with milk was best).

As I raced out the door with this perfect concoction, I was, without question, the happiest boy who ever lived.

2 seconds later I was the saddest boy the world had ever seen as the glass bottle slipped from my little hands and smashed to smithereens onto the pavement – what had once held so much perfection was now a puddle flowing away into the gutter.

It happened in an instant.

### **I Would Have Surely Died Of Dehydration**

Tears immediately gushed from my eyes like a newly struck oil well and I would have surely died of dehydration within seconds if it wasn't for the comforting arm of Miss Spinks who rushed to my aid.

You see, she'd watched the unfolding horror from inside the shop and knew the gravity of the situation. She knew the lifelong happiness of little Brendon Sinclair was at risk.

Miss Spinks hustled me into the shop and sat me down on a rickety old chair in the most revered of spots... behind the counter. It was like entering the promised land.

No one, not even my 4 older brothers, had ever been 'Behind The Counter'.

(As an 8 year old if I had the choice between Disneyland and 'Behind The Counter' the choice would have been simple... and Mickey Mouse wouldn't have stood a chance.)

As I fought to quell my crying (it had reduced to merely constant sobbing by this stage), Miss Spinks worked her magic. I could hear a flurry of activity beside me, but dared not look.

Miss Spinks was scooping here and there and then shaking something with the well-practiced arm of a veteran.

"It couldn't be, could it?" thought I, as I sat on that little chair. I could only now make out vague shapes from my bleary, teary eyes.

### **A Glimmer Of Hope**

But I had a glimmer of hope. Just one glimmer.

A moment later that hope had turned to beautiful reality when into my hands, now positioned in a cradling way, was gently placed a new ice cold bottle of chocolate flavoured milk.

"It's alright Brendon," said the kind Miss Spinks, the most beautiful, kind and wonderful woman in the world, even surpassing (at that moment anyway) my own mum.



I was still sobbing when I returned home – through the Gerlach’s driveway into their back yard, through the bushes into the Hiller’s backyard and then through the hole in our fence into our yard – 40 seconds later carrying the greatest prize of all.

I sat on the lawn in the summer sun, under our big old peach tree and drank straight from the bottle, as was the way of 8 year old boys, the most perfect drink ever made – milk, chocolate syrup and (the most important ingredient ever added) a dash of kindness.

I learned my customer services skills from Miss Spinks.

Not really skills. More a philosophy.

All you have to do is remember how you felt when something went wrong. And then remember how you felt when someone made it all better.

I do what I think Miss Spinks would have done.

That’s customer service. Taught by Miss Spinks in 1974.

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**Brendon’s Note:** When I originally wrote up this story – and it’s all true – I originally related it back to customer service of one of our business. That seemed to cheapen it a bit for me.

So I’ve taken the liberty of very slightly changing the ending. Hope that’s okay.

## Article 4

### Cashing In On Crazy.....Or “The Charlie Sheen Guide To Business”

I've learned quite a bit from hookers before.

Business stuff.

Not sex stuff. ;o)

Lately it's been Charlie Sheen who has been **a fricking ROCKSTAR** at demonstrating how business works with lesson after lesson that can be applied to any business.

Not just the business of crazy.

So what exactly can we learn from Charlie Sheen?

Well, tons obviously ;o) – from how to keep 2 live in girlfriends, how to **be bi-winning** and (my personal favourite) why you need to **stop pretending you're not special**.

Okay, let's take a look at the best of Charlie's lessons.

#### **Be Outrageous/Different Gets You Noticed**

Slagging off your boss in a public forum, having 2 live in girlfriends, going on a drug/porn star bender, calling yourself a warlock.

That stuff gets you attention:

- Massive ratings
- A world record for fastest Twitterer to 1 million followers
- 10 sold out 1 man shows

The only thing worse than being talked about is not being talked about.

The old saying that there's no such thing as bad publicity – Charlie Sheen is proving that old cliché correct.

It's a very cluttered market out there – get above the pack and get noticed. Like Charlie.

## **You Can Get Away With Any Crap.....If You're The One Making Everyone Loads Of \$\$\$**

No matter what business you're in you **can do just about anything** if you're the one making all the money.

**Say this about your boss:** *"If sad and stupid had a smell attached it would be you, F—Lorre. It's perfect your name rhymes with suck, muck....."*

*Behind your narcissism, your greed, your hatred of yourself and women? Which person are you covering behind for cover? I see you, moron, behind that plastic smile, behind your need to be liked."*

*"Can you smell the lies, can you smell the carnage you've created? Can you smell the wimpy, scared child you'll never have the courage to embrace?"*

Check. Charlie said all that and more about Chuck Lorre, creator and writer of the hit TV series *Two and a Half Men*..

**Call your co-star** a *".....turncoat, a traitor, a troll."*

Check. That's what he said about fellow *Two and a Half Men* star Jon Cryer.

But here's the thing.

None of it matters. Not one little bit.

## **Money Talks Louder Than Charlie Sheen**

Because money talks.

And it talks louder than anything Charlie Sheen in his drug addled or screwed mind can ever say.

The studio execs will try, man will they try, to get Charlie back to shoot another season or 2 of *Two and a Half Men*.

**".....he makes us hundreds of millions of dollars"**

*As one of the studio execs said early on in Charlie's train wreck "What can we do? He shows up to work, on time. He's polite, and he makes us hundreds of millions of dollars."*

Unless Charlie's now psychotic because of drug use, **he'll be back on his TV comedy *Two and a Half Men* by the end of the year.**

## **Review All Revenue Streams (or “Cashing in on Crazy”)**

I love the term “revenue streams”.

Makes me sound educated!

All it means is you get as much money you can from as many different places you can.

Like Charlie is doing to ca\$h in on his huge surge in fame/interest.

Sheen announced a 1 man show, “My Violent Torpedo of Truth/Defeat is Not An Option”.

Within **18 minutes** the initial shows offered for sale had sold out.

He’s adding more shows as fast as he can.

That’s \$7 million to Charlie.

Charlie has signed with Ad.ly marketing agency – they specialise in Twitter and Facebook promotions.

That’s another \$1 million for Charlie.

## **Add In The Merchandising**

Then there’s the merchandise he’s developing – wait for the t-shirts, caps, etc, etc, etc!

Charlie’s cashing in.

And you can too by following Charlie’s simple lessons – okay, now off you go and start partying like a rockstar!

## Article 5

**Brendon's Note:** This article has attracted the most feedback of everything I've ever written. Seems perfectly obvious strategy to me, but obviously not to the majority of job seekers.

### Why Do People Spend 4 Years at University But They Can't Get a Job?

*It's happened again today.*

*It happens quite a lot.*

*It happens about three- (3) times a week.*

It usually comes in the form of an innocent looking letter. I reach into the Post Office box and quickly flick through the bundle of letters the postman has brought me. I see it! It's in a plain white envelope. It looks full of promise.

I'm excited.

I tear open that letter with great hope. I'm thinking, "Is this the one?! I so hope it is!! It could be the one!! Woohoo!"

### **My Heart Always Sinks**

As I read that letter my heart always sinks a little. I get disappointed. Then I usually get annoyed. And then back to disappointed.

Here's what the letter usually says.

*Dear Sir/Madam*

*I would like to be considered for a position with your firm.*

*I have a marketing degree, I feel I would be well suited to a marketing position and I'm a team player. I am looking for a challenging marketing role.*

*I am a young, motivated person who has remained patient in finding a role that will fulfill my desire of establishing a long term career where I can enjoy learning.*

*Yours*

*Joe/Julie Bloggs*

*sincerely,*

I have a decent little business that does marketing, plenty of media work and lots of web development. We also own and manage one of Australia's most successful online shops.

Our work is varied, frequently fascinating and always fun. Our most recent team member was employed just before she finished her degree. Within a couple of weeks she was working closely with one of Australia's highest profile multi-millionaires, she was developing entire marketing campaigns and she was having a ball!

These marketing jobs can be fun!

## 150 Replies To A Position Vacant

We receive plenty of letters from people applying for marketing positions. If we place an ad for a new team member we'll get anywhere between 120-150 replies.

Most weeks we get 2-3 applications even if we don't run an ad.

The people who approach us for jobs are supposedly intelligent people. They have marketing degrees. Law degrees. Business degrees. Formal qualifications galore. Some have experience, others don't.

Most have spent thousands and thousands and thousands of dollars to get their qualifications. It's probably in the \$100,000's for many people.

Every single one of the people who have applied for jobs with us have wasted their money. And their time.

And you probably noticed that I wrote that they are "supposedly intelligent people". I wrote that on purpose.

These people have to be the dumbest people ever!! Degree or no degree.

### And here's why...

- They spend years of study and thousands of dollars to get a qualification.
- They have absolutely no idea how to get a job.

A job can be a great thing. A job can set a person up for life. A job can be the start of a beautiful life.

And to spend four- (4) years at a University and then not even bother to develop the knowledge on how to get a job is... well, it's just plain stupid. Really stupid!

And when these people are supposed to have marketing skills.....well, then it goes beyond really stupid to be...

Absolutely, incredibly, without question STUPID!!!!!!!!!!!!!!

Marketing is simply about identifying your target market, finding out what they want and then giving it to them. That's it. Nothing more, nothing less. It's ain't rocket science.

Okay, I've been mouthing off about this for a while and I still haven't said what you need to do to get a job. But I'm about to. So read on.

If I wanted a marketing job with a marketing firm here's what I would do.

### **Step 1: Identify my target market.**

I would find out all the marketing firms in my area. I would start researching them. I would find out everything I could about them. Everything.

Most marketing firms brag about their clients and the work they do as a way to demonstrate their expertise to prospective clients. You can easily find out:

- What types of marketing they do
- Who their clients are
- How they market themselves
- Who the key personnel are

I might even ring some of their clients and ask questions about the marketing firm.

With that research I have gold! Gold I say!

### **Step 2: Identify what my target market wants.**

I'll use my own experience here. What do I want? What I want in my business comes down to this:

**I want to make more money!!**

Everyone wants to make more money.

I have never, ever, ever met a businessperson who doesn't want more money! Never. And I doubt I ever will.

### **Step 3: Give your market what they want.**

The last time I advertised a position that was vacant, I received 140 replies. Not one of those 140 replies identified what I wanted. So none of them offered me a solution.

I'm sitting with a gigantic folder beside me of our previous job applicants. I'll pick three-(3) at random:

*“My career objective is to continually build upon my I.T skills.....I wish to work in my fields of interest in Multimedia.”*

*“...I have a degree in marketing and am keen to gain employment in a fast paced and innovative environment that is both challenging and rewarding.”*

*“...I would be very pleased to obtain a position in an organisation that will enable me to learn new skills.”*

I couldn't care less...

- I couldn't care less about the applicant's objectives (unless they are to make me money!)
- I couldn't care less about the applicant's qualifications (unless they can show me how those qualifications will make me money)
- I couldn't care less that the applicant wants to learn new skills (unless those skills will make me money)

## **Keep That Crap For Others**

Keep that crap for the University career counselor.

Not quite as ineffective, but poor anyway, is listing skills and qualifications.

- Marketing degree
- Ability to use Macromedia
- Ability to write and present reports
- Highly developed verbal and written skills

It's not interesting. And it's not relevant.

It's a hard and tough world out there. Things don't come easily. Everyday is a challenge for the person running a business. They are not there to make life as easy as possible for you. They are there to make a profit.

Because if they don't make a profit – they'll go out of business.

So now that we have identified our target market (the prospective employer) and identified his or her needs we now provide a solution. And I've just told you the main problem of every business.

## **How To Land That Job**

To get the job, you say this: *Employ me because I will make you money.*



Imagine you are an employer. You're struggling along trying to make a buck. You get the usual job applications. All about me, me, me.

And then someone rocks on in, grabs hold of you and says, "Employ me because I will make you money!"

## **Give The Employer Relevancy**

If you want to list your qualifications, that's fine. But tell the employer why your qualifications are relevant.

*Marketing degree* - "I have the knowledge and training to give your clients the best across a range of marketing. What this means for you is better results, happier clients, more referrals and bigger profits."

*Ability to use Macromedia* - "I can edit and develop web sites giving this business extra skills in this fast growing area. That means you can offer your clients additional services which will, of course, result in greater profits."

*Ability to write and present reports* - "I write superb reports with minimal input. What this means for you is a well informed client and an informed client is a happy client. This will also reduce the non-profitable report writing the more experienced and profitable team members have to do and they can be out there making you more money!"

You gotta be smart about it.

With our last advertisement in the newspaper the copy included this:

*"For more information about our exciting and fast-growing company, visit our web site at [www.tailored.com.au](http://www.tailored.com.au)."*

Applicants were invited to submit their applications to the Executive Director.

## **Just 2 Out Of 140 Showed Initiative**

Out of the 140 applicants, two- (2) addressed the application to "Brendon Sinclair, Executive Director."

The rest were to "Whom it may concern" or "Sir/Madam."

Naturally those two- (2) applicants who addressed the letter personally got an interview. And it was because they showed enough initiative to figure out who the Executive Director was. It was right there on the web site. It's pretty basic stuff.

In an interview everyone says almost exactly the same thing. It's almost impossible in interviews, in my experience, to get a straight answer to any question.

The applicant is not going to say, *"I actually don't think I am the best person for this job. I quite lazy, frequently dishonest and usually insolent."*

It's to be expected – after all they practice the 'best' answer to every possible question.

"Do you have initiative?" you might ask an applicant.

The answer is going to be "Yes!"

But of our 140 applicants, only two- (2) actually demonstrated any initiative. And the best indicator of future performance is past performance.

But the other 138 applicants insisted to me that they have initiative.

I work hard. I'm out there in the trenches each and every day trying to make my clients a buck. I'm getting rejected here, getting rejected there, then going back and trying again. Every single day.

I fail at something every single day. But I never quit.

## **Persistence Pays Off**

In my business, in any business, you have to be persistent. Persistence pays off.

That application letter I received today. It was from one of the previous job applicants of a year ago. She was the first person who has contacted us after being rejected the first time. 140 people trained in marketing. It's taken a year for any of them to follow up!

Either their marketing training is hopeless or they are just plain stupid!

I've asked the person who followed up in for a chat. If she's half decent we'll give her a go.

If someone is persistent they are going to be more successful at whatever they do. The best indicator of future performance is past performance.

The person I employed last year didn't work out. I went through the applications and tried again. The next person didn't work out either. Neither did the next. I tried again.

If someone says "No", they aren't saying "No" to you. What they are really saying is "No, what you are offering me doesn't meet my needs."

## Get A Better Solution And Try Again

So come up with a better solution, a better offer, and try again.

Almost every employer I know puts an employee on for a trial period. And they do that for one- (1) very good reason. In many, many cases the first choice doesn't work out.

### Here's what else you have to do to get that job!

Let's assume you have applied for the position, had an interview and didn't win the job. The firm tells you by phone or letter.

#### Step 1: Write a sincere "Thank You" letter.

*Dear Brendon*

*Thank you so much for the opportunity to have a chat regarding the role with your company.*

*Your description of the company and philosophy was unique and sounds highly motivating, positive and a certain recipe for great success – I certainly aspire to work with such a client focused organisation and really help grow such a business.*

*The importance of getting the right team member can't be understated and, whilst I am disappointed at not winning the position, I understand what a difficult decision it must be to select your new team member.*

*Thanks again Brendon. All the very best to the Tailored team.*

*Yours  
David Jones*

*sincerely*

*P.S: Saw your ad in the newspaper for your sporting goods store. Really stood out and grabbed me with the great photo. Looked great.*

Remember, chances are going to be good that the person they have employed won't be up to scratch. And in your letter, you have told the employer that "the importance of getting the right team member can't be understated".

You just very subtly mentioned that the new employee must be right for the role.

It also tells the employer you have empathy with his or her role. Very important. The employer is starting to identify with you.

The other thing you have done is been overwhelmingly positive. If you're not positive then your value to a business is greatly reduced.

Okay then. You've done something that 99% of job seekers don't do. If the employee doesn't work out, you will be light years ahead of your competition.

Is that it then? Yes, it is...

If you want to be like all the other losers!!

But you're not a loser are you? Okay then. Let's keep going.

### **Step 2: Two- (2) weeks later.**

*Dear Brendon*

*Hope all is well.*

*Just a quick note to let you know that I remembered what you said about the importance of making a great first impression during our chat when I came in about the marketing role.*

*I went out and bought a beautiful fountain pen last week – and WOW! What a difference it makes! Everyone who sees it comments on it.*

*Thanks for the suggestion.*

*Yours  
David Jones*

*sincerely*

*P.S: Proudly signed with my new fountain pen!*

### **Step 3: Three- (3) weeks after that.**

*Dear Brendon*

*Hello again!*

*Hope business is rocking along.*

*As you know, you really made an impact in our interview talking about the passion your team has for the business and I learnt a lot in our short time together, especially regarding the huge impact the Internet is having on businesses these days.*

*Just thought I would let you know I've started a night course on this and it is amazing the things I have learnt already. Thanks for the information and the inspiration.*

*Yours  
David Jones*

*sincerely*

**Step 4: Three- (3) weeks after that.**

*Dear Brendon*

*Congratulations on winning the contract with QANTAS (I saw it on your web site and in the newspaper). Must be a very exciting job.*

*If you ever need any staff to help with all the work you have on at the moment, I know a guy who is talented, has tons of initiative and perseverance – just the sort of guy who would make you plenty of sales!*

*Congratulations again and all the best.*

*Yours  
David Jones*

*sincerely*

**Step 5: Three- (3) weeks after that.**

*Dear Brendon*

*Hope all is well.*

*I would like your advice on something if you would be so kind. As a guy who is always thinking marketing, I am trying to figure out the best way I can 'sell' my services to an employer so that I can get into a marketing role.*

*I have been for a couple more interviews, but I always seem to lose out at the last minute.*

*I know how hard (and expensive) it must be for you to employ someone and train them up so they generate income for your business. I was thinking of how much money that would waste most employers and what would be the best solution for them.*

*After quite a bit of research with the Department of Employment, I have found some very interesting information.*

*Did you know that if you employ someone like me (recent graduate / unemployed / under 21 years of age / whatever) you receive a rebate of 60% of my wage from the government? I had no idea.*

*With the starting wage for my sort of role, this means that an employer could employ me for next to nothing!*

*Because you seemed to have a terrific grasp of commercial reality, I would be indebted if you could advise me on the following:*

*As an employer, if I turned up at an interview with this sort of information would you think it showed initiative or was a bit stupid? What would you do in my situation?*

*Thanks in advance Brendon. I'll get a great marketing role sooner or later!*

Your  
David Jones

*sincerely*

### **Step 7: Three- (3) weeks later.**

*Dear Brendon*

*Okay, I admit it!*

*You know and I know that there is a reason for these letters every couple of weeks. And although the information I've given you has been the absolute truth, there has been another reason.*

*I'm building a relationship. Yep, that's it. I'm being persistent. I'm demonstrating that I don't quit at the first sign of trouble. I stick at the job until it's done and done right.*

*I'm the sort of person who will make your business more profitable. I get the job done. No fuss or bother. Just results.*

*I'm smart enough to know that relationships are what marketing is all about (I hope I'm not being too immodest here!) and I've been trying to show you I'm a quick learner.*

*I'm committed to marketing and I love it!*

*I love the thought of having a client's business go through the roof because of something I've done.*

*I love the thought of using my initiative, getting out there and making sales and making you money.*

*I love the idea of working with your team and really getting the chance to stretch my wings.*

*I love it so much I've purchased three- (3) books on copywriting (and devoured them in a couple of hours) so I could get my message across to you as well as possible!*

*And so I have another skill, maybe even an edge over the next marketing person who joins your team.*

*And I also have another thing to sell your clients. I can write terrific copy for ads, direct mail pieces, even letters like this one!*

*I'm ready to go!*

*Yours  
David Jones*

*sincerely*

Okay, so some of my examples might not be great. But I hope they get the message across. And the above doesn't just work for getting a job. It's also perfectly relevant for practically any professional services firm.

Just like marketing a product in an often over-crowded market, you have to stand out.

### **Be Unique. Be Different. Be Noticed.**

The regular contact has made you stand out. No question about that.

And if you think that the above approach is too strong, think of this:

You would tailor your approach to the business. You should know what would work with your prospective employer because of all the research you did earlier (the research can be done in about an hour).

This is real life. If you want that job, you have to go and get that job. Beat the competition. This could be the start of a big, big life.

### **Okay, Let's Go Over It Again**

So let's go over it again.

1. Find who you want to work with. There are plenty of companies out there – find the exact one you want to work with. It's your life you are dealing with here. Don't waste a minute!

2. Tell the employer that you will make him money.
3. Tell the employer how you will make him money.
4. Build a relationship with potential employers.
5. Keep in contact!

Do those things and you will get a job. Simple.

Good luck.

## Article 6

### How to make HUGE SALES! or, “The Worst Customer Service”

I have an 11-year-old son called Jack. Jack loves camping.

It was Jack’s birthday last week. He received \$150 cash from his friends and relatives and had his heart set on buying a 3-man tent. So off we go to the camping store.

Jack and I looked around and couldn’t decide between 2 tents. One tent cost \$50 and the other cost \$90. A salesperson came along and told us something about the thickness of the tent poles. After much analysis and thought by Jack (he takes these things very seriously) he decided to buy the \$90 tent.

Up we went to the counter to pay.

“Oooooooh, look there Dad!” said Jack. Swiss Army knives! Every 11-year-old camping boy’s dream! So we picked out one of those as well.

The salesperson took a look at our purchases and pulled out a warranty form for the tent. She filled in the tent type, the cost and where we purchased it from.

She then took Jack’s money, gave him his change and receipt. Off we trotted – one very happy little boy with a tent, a Swiss Army knife and \$48, and his Dad.

I dropped Jack off home and then came back into the office. Then I sat down to write this article.

**Is that camping store owner out of his mind??!**



I think so. Either that or he is making so much money he just doesn't care. Or maybe he just doesn't know what he is doing!

And yes, I've written that heading just to grab your attention. I've done that because of this:

This camping store owner is just like the vast, vast majority of businesspeople I see. I'd guess 98%.

98% of business owners are not fulfilling the potential of their business. No where near it. And the reason is simple.

They have no idea what they are doing!!

I've gone on for long enough. Just off the top of my head here are a couple of things that should have happen. These things would shoot the business owner's profit through the roof, his customers would be happier, they would refer more people and they would return again and again.

### **Improvement 1: Sell something!**

I've called the two- (2) people we dealt with salespeople. But they ain't. They were just cashiers. They are there to take the money and that's it.

The first guy came up to us as Jack and I were reviewing the two- (2) different tents.

"The \$90 tent has poles that are 7.9 mm. The \$50 tent has poles that are 6 mm," he said.

Big deal! That means nothing to me, less to Jack and does not help our decision at all.

He told us a few other differences in the products and then wandered off.

This is what he should have said:

*"Howdy folks. Looking at our great tents – what will you be using the tent for mainly?"*

Stop right there. Notice I didn't say "Can I help you?" Everyone says that and it's boring, dull and likely to get a "No thanks, we're just looking" response.

I started with a bit of enthusiasm and then start my analysis of my customer.

I'm not going to just launch in and tell the customer about the features of each tent. I'm a salesperson and a damn good one! That means I'll be finding out exactly what my customer needs and then I'll be giving him the best recommendation I can!

- “How often will you use the tent?”
- “Where will you use the tent?”
- “What’s the ground like there?”
- “When will you be using the tent mainly – summer or winter?”
- “How many will be sleeping in the tent?”
- “Will you have extra gear outside the tent?”
- “Will you be walking to the camping area or driving straight in?”

Every single one of those questions elicits information from the customer. And now I have the information I can make a recommendation.

And it’s a recommendation that will be believed, trusted and acted upon because it comes from someone who has just analysed the customer’s needs.

So here goes!

“That’s great Jack. Sounds like you have some great camping trips coming up with your Dad. Okay, based on what you guys have told me, here is what I would recommend. Go with this tent here – firstly, the poles are 7.9 mm rather than 6 mm like the other one.

Now what that means for you Jack is a sturdier tent. And a sturdier tent will last a lot longer, you’ll get less stress on the material – the material lasts longer. Those poles are also much, much harder to get blown down in a storm.

Okay, now because you are mostly camping during the summer and we get most of our rain in the summer – the \$90 tent is better yet again. It has this canopy at the front that does a couple of things:

It provides cover for your excess gear that you mentioned you leave outside, and

It provides shelter for the entrance so you don’t have to have the tent completely sealed all the time. This lets in more air during those balmy summer nights.”

I could go on (and yes I know I do!), but I’m sure you get the picture that the salesperson with information can make and fantastic recommendation.

And even if that recommendation was for a \$150 tent when we were looking at the \$50 and \$90 tent, we would have almost certainly gone with the recommendation (although the clever salesperson would also have established a budget).

## Here Comes The Critical Bit

This next bit is the critical bit. And it's the bit the majority of salespeople do not do:

Ask for the sale!

*"Okay Jack and Dad – do you have any questions? No, terrific. Would you like to buy this tent then?"*

(There are 100 variations on that line of course, but the issue is the same. Ask for the sale. Ask for the sale. Ask for the sale.)

## Improvement 2: Add-on sales

The attendant looked at what we bought, took Jack's money and gave a receipt.

This is kind of related to the first 'Thing', sell something. But not only do you sell something, you then sell something else.

You have a son and his Dad buying a tent. Please ask us to buy something else.

Here are a few ways to do it:

Add-on sale 1: "These are great tents – one of our best sellers. Did you know we have a special when you buy these tents? – 15% off a great Acme lantern. They are perfect for camping, provide terrific light for when you guys are sitting around chatting and come in three- (3) colours. Would you like to add one – just \$19.95?"

Add-on sale 2: "Oh yes, wonderful tents these. I always find the ground a bit hard when I go camping these days. I use a foam mat to sleep on – here they are here. Do you have a foam mat for sleeping on? They're very light and very comfortable and I highly recommend them... etc"

Add-on sale 3: "Jack! Your own Swiss Army knife – wow! Right beside them here (and they were right beside them) are knife holders that clip on your belt. Your knife won't fall out of that and get lost – plus it keeps it safe and clean. Would you like that as well?"

Okay, so my examples are a bit corny but the principle remains the same.

When your customer is already buying something, they are highly likely to buy something else that complements their purchase. Sure, not every time, but plenty of times.

A client recently told me his sales increased by 25% when they implemented an add-on pitch.

That covers the selling and the add-on sale.

### **Improvement 3: The secret question**

I'll just take a step back here and let you in on a secret. This secret is incredibly powerful. It can save and make business owners thousands and thousands and thousands of dollars.

And it is top secret because I don't think I have every seen a business owner use it. Ever.

So here it is. It's a question you have to ask every single customer that deals with you. Move in closer so I can whisper it.

*"How did you find out about our business?"*

That's it. Not too difficult to ask.

You have probably heard the old joke of "I know half of my advertising works, I just don't know which half."

Don't let that be you.

Chances are your business spends thousands of dollars on advertising – I once had a client who was spending the major part of his advertising money on Yellow Pages ads.

A quick survey showed that less than .3% of his customers found him through that ad!

Ask a very simple "How did you hear of us?" That's all it can take for you to evaluate what could be one of your major and most wasteful expenses.

Okay, let's move on

You've sold the tent and the knife and met the customer's expectation. Great!

Actually no. If you meet your customer's expectations chances are they won't be back. Meeting their expectations isn't good enough.

### **Improvement 4: You have to thrill, excite and amaze your customer!**

Then he'll come back.

Okay, slight exaggeration there. How about this?

You have to exceed your customer's expectations. Let's see that in practice.

So this is what the camping store might have done with Jack.

*"Thanks for coming in Jack. We do appreciate your business. That's a very nice tent. The problem I often have with my tents is losing the tent pegs. So here's 6 free tent pegs to put away – you never know when you'll need them."*

Rewarded behaviour gets repeated. That's why I buy my wife flowers. She rewards me for it by kissing me – viola!! More flowers next week.

Rewarded behaviour gets repeated.

Reward each and every customer you have. Only then will they repeat the behaviour you want. And that's coming and and buying more of your stuff.

Let's keep going.

### **Improvement 5: Give an incentive for repeat sales**

The customer is in your store and he's buying. That's fantastic for a number of reasons.

- They know you
- They know where you are
- They trust you
- They will have dealt with you before

Now those 4 aspects mean that the customer is much more likely to buy from you again. But that's not good enough. You are in business and you want every customer that you can lay your hands on.

It's your success we are talking about here!

Get your customer into some sort of loyalty club. If my favourite Japanese restaurant down the road can do it (buy 10 coffees and get one free, buy 10 sushi's and get 1 free, etc), your business can too.

*"Jack, love the tent! Because you like camping and you are one of our customers, you are eligible to join our "Junior Explorers Club"!"*

*You get heaps of free stuff – a free map of local bushwalks, a “Survival Tips” booklet, discounts on entry to the local zoo, a newsletter sent to you every month, a cool membership card, free entry to our monthly “Bushcraft Alive” nights, and a discount of \$10 for every \$200 you spend here!!*

*It doesn’t cost anything to join and you can do it right now just by filling in the easy application form!”*

Jack would be a “Junior Explorer” in about 5 seconds flat!

Jack wouldn’t dream of ever buying any camping gear anywhere else, he would be going to those “Bushcraft Alive” nights (and buying the stuff the instructor sells there) and telling anyone who listens all about it.

Because he’s now one of them. They own him!

Customer loyalty is gold. Previous customers are the cheapest possible customers you will find. They are the most profitable. They refer others. They act as a strong advocate for your business. Get you customer’s loyalty!!

## **Improvement 6: Names and addresses**

One thing you probably picked up in the loyalty program above was that the applicant has to fill in a form. Here’s what should be asked – at a minimum:

- Name
- Address
- Phone number
- Occupation
- Email
- Age
- What was purchased

That would be the basic stuff. But that is gold anyway!

But you don’t have to set up a Loyalty Program to gather information. Some businesses use competitions:

*“Jack, do you want to enter our competition to win a camping chair? It’s free to enter – you can fill in the form whilst I get your change.”*

Keep in touch with your customers. Tell them what's happening. Send them a newsletter. Make them an offer. Send a Christmas Card.

## Improvement 7: Added value

Did you notice that I included an email address in what should be asked of your customer?

Imagine this.

Imagine if Jack entered a competition, joined the "Junior Explorers Club" or just gave his name and information on request.

I'm at home now finishing this article off in the study. Jack is in the lounge room with the tent unwrapped – he's showing his little brother everything associated with that tent. He's already shown the next door neighbour the pocket knife and been through an elaborate display of all the things that knife can do.

Jack is very excited (I've already agreed to sleep with him in the tent tomorrow night in the backyard!).

Imagine if in Jack's email box there was a "Thank You" from the camping store right now – just hours after he purchased.

*"Thanks Jack!*

*Hi Jack! Thanks so much for coming into the store today and buying your tent and knife. As you know, we only sell top quality gear and we're so pleased we could help you.*

*It's a great tent and we hope you have a wonderful time camping in it! It's such a good tent that it is fully guaranteed for a year! It's that good! And the same goes for the knife.*

*If you need any ideas on camping you can visit our web site at [www.campingstuff.com](http://www.campingstuff.com) (I just made that up) – you'll find heaps of great camping tips, wonderful spots and much, much more.*

*The site even has games, you can ask camping questions and a FREE Bushwalking Guide. You'll love it!*

*Thanks again Jack.*

*Take*

*care.*

*Mary and the team"*

(Sending out 1,000 emails basically costs nothing and takes 5 minutes. Posting out 1,000 letters costs a lot more.)

Jack would be feeling very special and very important – and very inclined to keep buying from that store.

Adding value to your customer's experience is easy. And adding great perceived value is no harder. It might be as simple as providing a discount voucher for an associated business, giving a small gift or even further information.

Adding value to the purchase adds value to the customer's experience. And by giving the customer a valuable experience you are maximising your chances of success.

## **Business Is Hard**

Business is hard. Setting it up to maximise sales and make the most of every customer isn't easy. But it can be done.

The 7 things I've identified above are very powerful. But they are relatively easy to do. Every business should be doing the. And I'd be willing to bet that the businesses that already done these things are more profitable than those that don't.

1. Sell something!
2. Add-on sales
3. The secret question
4. You have to thrill, excite and amaze your customer!
5. Give an incentive for repeat sales
6. Names and addresses
7. Added value

Go on! Give them a go.

Train your staff and yourself to make sales (and then sell related stuff). Ask everyone how they heard of you.

Give your customers more than they expect every single time. Start a loyalty program, run a competition, whatever – just get those names and address. Now market to that list.

Try all of those things for 1 month. Then come back and tell me how well you've done. And maybe buy yourself a new car!!



## Article 7

### How Beer Made Me \$10,000

Years ago I had a courier business – just me and a delivery van.

On Christmas Eve the van broke down. I still had a heap of deliveries to make.

I managed to get it to my local garage.

The guy at the counter answered my quick questions and said they wouldn't be able to fix it until after the New Year.

They were about to close down for the year and there was plenty of jobs in front of mine.

#### **15 Minutes Later The Van Was Fixed**

15 minutes later I drove out with the van fixed.

#### **How Did I Get The Van Fixed?**

Just how did I get the van fixed so quickly?

As I walked out to the van one of the mechanics came out to say hello and asked me what the problem was. I told him. Him and another mechanic fixed it on the spot in 15 minutes for no charge.

The only reason the mechanic went out of his way to come and say hello – and ultimately to fix the van – was because the previous day I'd dropped in a **couple of cartons of beer** (and some cash) to say "Thanks" to the mechanics for taking care of my van during the year.

#### **Next Delivery Made Me \$10,000**

With the next delivery I made with my newly fixed van I got talking with the guy and that conversation ended up with us getting his firm's delivery work.

That was worth, from memory, about \$10,000 a year.

All because of a carton of beer and a bit of cash.

## Brendon Sinclair's Top 7 Business Articles

I hope my **Top 7 Business Articles** has been of some use and that you've picked up a useful hint or 2.

If you haven't, then please feel free to ask for a refund!

If you have any questions or comments please email me direct at [brendon@brendonsinclair.com.au](mailto:brendon@brendonsinclair.com.au).

All the best.

**Brendon Sinclair**

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