

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

August 2018

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"Happy are those who dream dreams and are ready to pay the price to make them come true."

Leon J. Suenes

"Remove The 'Time Vampires' & Multiply Productivity"



Sumit Agarwal

Welcome to the August issue of the Success Newsletter. One common frustration I keep hearing from many of the business owners we work with is a lack of TIME.

I'll admit it's something I have struggled in the past to manage on an ongoing basis, but as the business owner it's important to take complete control over the use of your time.

Much has been written on the effective use of time and how it affects productivity, but what I want to do is give you a few tips that have helped me and my team (and especially me, over the last year or so), so you too can apply them to your working day.

I believe I have at least doubled my productivity in the last year and most of this gain has been achieved by eliminating "Time Vampires" from my daily routine.

There are a number of Time Vampires, ranging from staff, family, friends, your mobile phone, travel and your office phone. But by far the worst is EMAIL. For many people, EMAIL is the biggest, most destructive

Time Vampire. It rules their day and massively reduces productivity.

Obviously email is a great business tool but for many it's got out of hand. Think about it...

What do you do first thing in the morning, and last thing at night?

If you're like most people, you turn your email on first thing and look at it last thing.

If that's close to what you do with your email, then unfortunately EMAIL IS RULING YOU—NOT THE OTHER WAY AROUND.

It's not easy to change a habit like this, but if you want to take back control of your working day (and weekends) you have to figuratively speaking drive a stake through the heart of your email and make it your slave.

Here's how to do it...

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Bloggging To Get More Clients

Continued from page 1...

TIP #1: DON'T TURN EMAIL ON FIRST THING IN THE MORNING

You want to get your day off to the best possible start and in the most productive way. Therefore, you **MUST NOT** turn your email on first thing in the morning.

Instead, wait at least 2 to 3 hours.

This gives you quality time to work on the business in the best frame of mind. You don't want to be reading and replying to emails. Worse still, a bad email can derail your entire day.

TIP #2: KEEP IT TURNED OFF

You should only open your email two or three times a day. Once you've done what you need to do with the emails, then **CLOSE** your email programme down.

"Email is the biggest Time Vampire Of All"

DO NOT leave it on, even in the background. Emails popping in is a massive distraction and interrupts your work.

TIP #3: DON'T LOOK AT YOUR EMAIL LAST THING AT NIGHT

The temptation before going to bed is to look at your emails. Get out of this habit. Everything can be sorted the following day (remember, not first thing: do it 2 or 3 hours later!).

This takes real discipline and you can quickly revert back to old habits, but work on it and you'll see a massive difference in your productivity! **SA**

You love your work, you have a referral programme, network effectively, but you're still not getting as many clients as you crave. Or perhaps you'd like to reach out to more prospects and build a trusting relationship with them.

It's time to take your business to the next level by blogging. Chances are you've already thought about it, but don't know where to start, what to write about and when to fit it in your tight schedule. Blogging is the cheapest marketing channel for businesses and it reveals a lot about your personality, knowledge and passion.

A huge objective is getting people to visit your website, as this can lead to meetings, phone calls and queries about your service.

As with everything that gets results, it requires dedication and work. If you don't think you have enough time or creative spirit, let these facts persuade you:

1. 70% of people say that blogging influences what they buy, according to MarketingSherpa
2. 55% of businesses get more

visitors to their website due to blogging, HubSpot say

3. According to HubSpot, 95% of businesses with a blog rank higher in search engines

The benefits of blogging won't accrue if you don't understand what your audience want to read, and if you don't regularly publish. Post a blog to your website weekly and be consistent with this.

HOW BLOGGING WILL HELP YOUR BUSINESS

1. BOOST YOUR SEARCH ENGINE OPTIMISATION

You can improve your SEO by regularly providing fresh content to your website.

2. DEVELOP RELATIONSHIPS

Blogging allows you to connect. Creative articles demonstrate your personality to potential clients and gain the trust of your existing ones. By asking questions in your blogs and responding to any comments, you gain their trust and get to know them.

Blogging also shows a personal side to your business, so readers can get to know you.



Blogging To Get More Clients

3. BECOME AN INDUSTRY LEADER

Competing with other companies is difficult, but at the end of the day, you want to be seen as the leader - the person people go to for information, and an overall influential person.

As you produce more and more content that your audience find useful and want to read, your hard work will be acknowledged. Over time, you will be people's resource for guidance and information.

4. CREATE OPPORTUNITIES FOR SHARING YOUR BUSINESS

Some people think that blogging takes up too much time and isn't really worth it, but when done right, it's effective, free marketing. As long as your content is relevant and useful, your readers will be eager to share this with their connections, whether that is by email, social media or in other ways. The result? You become a credible business.

WHAT TO WRITE ABOUT IN YOUR BLOGS

You read blogs (and if you

don't, you should!) - refer to some recent articles you've read and look at the language they used.

There is no 'perfect' blog, but there are suitable and unsuitable ones. The last thing you want to do is come across as a salesperson. The point of a blog is not to sell your service, but to get people interested in what you have to say.

1. HAVE AN ANGLE

The preliminary and most important step is to have an angle to your blog, so you aren't just lifting content from other websites - yours is unique. You may have the best thing in the world to tell your readers, but if your writing isn't creative, your readers will instantly disengage.

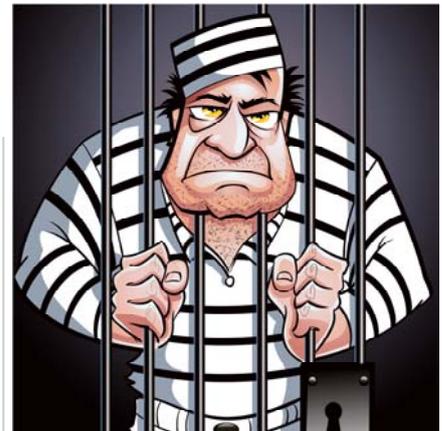
Use clients as ideas for your articles. Are there any recent discussions with clients that other people may find useful?

2. PROVIDE USEFUL INFORMATION

This includes industry-related content. At the end of the day, if your readers haven't learned something new or interesting at the end of your blog, you've wasted their time. Before you begin typing,

ask yourself: 'Will my clients want to know this? Can they do something with this information?' Use meetings and discussions as inspiration for ideas.

.....Continued on page 4



Dumb Criminals

DUMB AND DUMBER?

Joey Miller and Matthew McNelly concocted an ingenious disguise before trying to break into an apartment. Well, we use the term 'ingenious' very loosely. Matthew and Joey rejected more traditional disguises like masks or balaclavas, instead choosing to draw on their own faces with permanent markers. Genius!

They obviously didn't understand what the word 'permanent' meant! Any 'normal' person would know permanent marker is very difficult to remove. So when the pair were pulled over by police after the bungled break-in, they were easily recognisable.

The crime earned Joey and Matthew the nickname 'dumb and dumber'.

Blogging To Get More Clients...

Continued from page 3...

3. SHOW YOUR PERSONALITY

The great thing about a blog is that it can be opinionated and so all of your content should be from your point of view. Just because there's a huge story flying around the Internet doesn't mean you should talk about it too.

Be creative with your writing. You don't want people to fall asleep half-way through.

4. KEEP IT BRIEF

The good news is that blogging doesn't have to take a huge chunk out of your day. Get straight to the point, without waffling. Your clients are busy people, they want instant information. Your blog post should be no more than 400 words, if it is any longer, people may not read it.

5. KEEP IT PROFESSIONAL

The main aim of blogging is to demonstrate your expertise, which is why it's so important you remain professional.

6. DON'T SHARE EVERYTHING YOU KNOW

Become a resource to your readers, but don't provide so much information that they don't need to pay for your service. Entice your readers with things like 'To find out

more about this, arrange a free meeting with us today'.

You have spent time perfecting your craft, so you don't want to just give it all away for free.

7. MAKE YOUR BLOG SHAREABLE

To make it easier and to tempt your readers to share your blogs, use social networking. It's great if someone reads an article and enjoys it, but you want it to be passed on and promoted.

8. DEVELOP YOUR OWN WRITING STYLE

Let your writing style reflect the personality of your business. People will be more likely to respond to you if they can tell that you're not just writing content to get people to buy your service.

Blogging shouldn't feel like something on your to-do list. It helps you to develop and secure relationships with your target audience. Remember that your blog is for your audience, not for you. Their needs should always be the priority when it comes to content ideas.

DON'T EXPECT INSTANT RESULTS

You've spent hours just writing half a page, you're happy that it's error-free and you're confident people will respond immediately. But no-one does. Ever. Honestly, this is a likely scenario. As with most marketing strategies, you need to be patient before you become unconvinced by its effectiveness.

If, after many months, you find that blogging isn't working for you - don't give up. Consider hiring a copywriter or contributor.

As with everything we talk about in BBN, always measure your results and this is the same with your blog. Use Google Analytics to monitor its success.

Good luck and get writing!



Creating A Referral ‘Mushroom’ In Your Business Is Easy— Here’s How To Do It



Steve Hackney—Helping you to quickly grow your business

I talk a lot about referral systems in these pages. I make no apology for that. I do it because so few businesses have a ‘proactive’ referral system in their business. A system (ideally a set of systems) that is engineered to create what I call a ‘referral mushroom’. In other words... a business that grows and grows and grows as a result of the referrals they garner.

I consider having a referral system in your business as ‘COMPULSORY’. It’s a big mistake if you don’t have a method for getting referrals. But a referral-based business that benefits from a referral mushroom requires not one referral strategy but a number of them and a culture of referrals running throughout your organisation.

This is something that Andy Page from PH Accountancy in the UK has embraced.

On our advice, not only does he send quarterly letters to all clients reminding them of the referral scheme they have (10% off their accounting bill for each referred person who becomes a client... refer 10 people who become clients and your accounting fees will be free for 12 months), he places his referral scheme on all emails, on all invoices, and at the end of every meeting all staff ask the

client or prospect for referrals (and it’s an agenda point on all agendas).

The referral culture is completely embedded into the culture of Andy’s firm.

That’s why he routinely generates over 30 referrals every month in a highly competitive market.

That’s what can be achieved when your business creates a referral culture where everyone buys into it.

But it gets better than that. Here’s why...

Whilst you will obviously acquire new clients, customers or patients from other sources (and you must, by the way!), they will all get subjected to the referral scheme in your business and those that were acquired via referral are already predisposed to refer because they know that’s how they became your client.

It’s at that point you create the ‘referral mushroom’ in your business. And it’s a very powerful and highly cost-effective way to grow.

The example opposite is the ‘insert’ GreenThumb use with all their invoices. Notice they could easily email the invoices to their customers, but they strategically opt to print invoices. Yes, it’s more ‘expensive’ at the front end to print invoices (their garden technicians deliver the invoice by hand after treating the garden). This ensures their ‘referral strategy’ (in this case, the insert) is virtually guaranteed to be seen and looked at. Clever! But easy to do when you see your business as a referral machine.

All you have to do is create your central referral offer and then make sure everything you do internally and externally embraces that referral offer and then go to town on it. Andy and GreenThumb are leaders in their markets as a direct result of this.

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Cryptic Puzzle Of The Month

This is a tough one...

Can you find a five-digit number which has no zeros or ones in it and no digit is repeated, where:

The fourth digit is a quarter of the total of all of the digits.

The second digit is twice the first digit.

The third digit is the largest.

The last digit is the sum of the first two digits.

That’s not as easy as it looks.

Good luck...

ANSWER ON PAGE 7!

Create A Referral 'Mushroom'

GreenThumb, the UK's largest garden treatment franchise has for many years adopted the 'referral mushroom' approach. This is an example of the 'referral system' they use with all their invoices.



GreenThumb (LAWN TREATMENT SERVICE) **Recommend your friends to GreenThumb**

Recommend your friends and family to receive a £10 off treatment voucher and/or £10 M&S voucher(s). To claim, simply fill in the form below and, as a bonus, we'll offer your referred friends their first lawn care treatment for just £10*

STEP 1 Ensure that your friends are happy to be referred to us. If they are, simply fill in their details at greenthumb.co.uk/RAF or fill in the form below and send it back to your local branch.

STEP 2 We'll contact your recommended friend/s and arrange a free lawn analysis and quote.

STEP 3 If your friends are happy and subscribe to receive GreenThumb's treatments...

STEP 4 ...after their first treatment you'll receive £10 off your next treatment, and for every new friend you recommend after that, you'll receive a £10 M&S voucher - it's that easy!

Terms & Conditions Apply *Based on a lawn size of 40m² - a discount will apply for larger lawns G17038

Your Details: Customer No: _____ Name: _____ Address: _____ _____ Postcode: _____ GT Branch: _____ Tel: _____ Email: _____	Friend 4: Name: _____ Address: _____ _____ Postcode: _____ Tel: _____ Email: _____	£10 M&S VOUCHER
Your Details: Customer No: _____ Name: _____ Address: _____ _____ Postcode: _____ GT Branch: _____ Tel: _____ Email: _____	Friend 3: Name: _____ Address: _____ _____ Postcode: _____ Tel: _____ Email: _____	£10 M&S VOUCHER
Your Details: Customer No: _____ Name: _____ Address: _____ _____ Postcode: _____ GT Branch: _____ Tel: _____ Email: _____	Friend 2: Name: _____ Address: _____ _____ Postcode: _____ Tel: _____ Email: _____	£10 M&S VOUCHER
Your Details: Customer No: _____ Name: _____ Address: _____ _____ Postcode: _____ GT Branch: _____ Tel: _____ Email: _____	Friend 1: Name: _____ Address: _____ _____ Postcode: _____ Tel: _____ Email: _____	£10 OFF YOUR NEXT TREATMENT 

Super Referral Program



We have created our Referral Scheme to reward our clients for recommending us. **We will pay you £100** when your referral has joined up to one of our packages and paid their first month's fees. **Even if your referral decides not to join us we will still give you a gift voucher as a thank you for recommending DNS.** Although we think this is a very generous amount we have decided that it is not enough so we have added an additional twist to our referral scheme! Not only do you receive £100 as a referral fee, but we also want to offer you something extra to make it even sweeter.

If 3 of your referrals join DNS in 2018 you get 50% discount off your fees for Jan 19 to Dec 19.

If 5 of your referrals join DNS in 2018 you get 100% discount off your fees for Jan 19 to Dec 19



What Clients Say About DNS Accountants

“Helped With Accounts Swiftly ”

Been with DNS Accountants for more than a year, I would highly recommend their services. My Account Manager Sneha has been very helpful and helped with accounts and queries swiftly always! Having a good accountant means you can fully focus on your business, not worry about accounts and tax matters. Thank you DNS.
Zameer Hussain
Relisols Ltd

“Always Ready To Go Extra Mile”

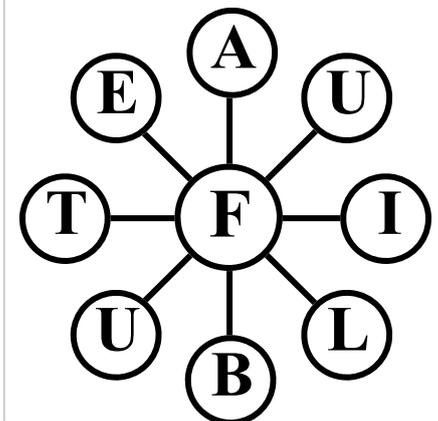
I have been extremely satisfied with the service I have been receiving close to the past 1 year. Very professional, transparent and helpful. Special mention to my Account Manager, Minakshi Arora who made my transition very smooth and always ready to go that extra mile to support and make customer happy. Definitely recommended.
Brijesh Pradhan
Sario Ventures Ltd



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central F and no letter can be used twice, but, the letters do not have to be connected. Proper nouns are not allowed, but, plurals are. Can you find the nine letter word?

Excellent: 28 words. Good: 22 words. Average: 19 words.



We are experts at helping our clients financially manage and grow their business!

“Good Value For Money”

I recently set up a Ltd. company and signed up with DNS for my accounting services. I’ve found it very good value for money and hugely helpful in terms of advice and guidance. I have an Account Manager, Sneha Gurudutta, who keeps in contact with me and offers advice on the phone.....I’m really pleased with the service.
Martin Wilson
Martin Wilson Consulting Ltd

CRYPTIC PUZZLE ANSWER

Answer: 24976.

Remember the question stated that the number contained no zeros or ones.

Bet You Didn't Know



- A supertanker which is fully loaded and travels at a normal speed needs 20 minutes to stop completely.
- A cat's ear has a total of thirty-two muscles.
- The eye of an ostrich is larger than its brain.
- A lion can mate more than 50 times in one day.
- You cannot think of an English word to rhyme with the word 'month' because there isn't one.
- A turtle can breathe through its bottom.
- Walt Disney was scared of mice.
- In cards, the only king without a moustache is the king of hearts.
- You cannot lead a cow downstairs, but you can lead one upstairs.



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Ask Us About Our Unique Accounting Services...

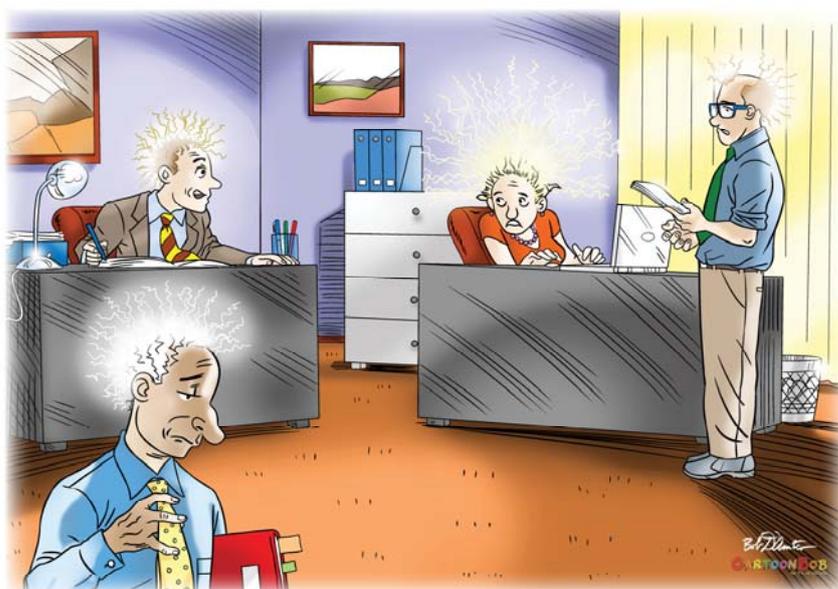
Key Services:

-  *Business Start-up Service*
-  *Tax Planning*
-  *Company Accounts*
-  *Self Assessment Tax Returns*
-  *Construction Industry Scheme*
-  *Landlord Property Tax*
-  *VAT*
-  *Payroll*
-  *Bookkeeping*

Other Unique Benefits:

- Small Business and Contractor Experts
- Award Winning Accountants
- Free Online Accounting Software
- Expert In-house Tax Consultants
- No Penalty Guarantee

**CALL US ON 03300 886686 TO ARRANGE
A FREE NO OBLIGATION MEETING**



"Do you think we have the WiFi signal set too high?"