

extraNewspaper

In This
Edition

\$10000 Grant
On Offer For
Digital
Marketing

How to put
more Money
In Your Pocket

How to start enjoying the benefits of going solar
without paying for the system?

EMPOWERING PEOPLE TO ACHIEVE SUCCESS IN BUSINESS

EXCLUSIVE NEWS TODAY

134 TRY THEIR HAND

Three Simple, But Powerful Things You Can Do To Grow Your Business

The number one thing, and one of the most important things for you to realise, is that there are four ways... four *principal* ways to grow a business... any business. For the four ways go to <https://ross256.clickfunnels.com/optin10610378>

The second thing (and this will give you an incredible advantage over your competition), is to determine the Lifetime Profit Value of your customers. In other words, how much is your average customer worth over their "buying lifetime" with you?

And the third most important thing you can do? It's to identify a clear, compelling and quantifiable UCA (or Unique Comparative Advantage)... and then articulate and communicate that advantage to your market at every chance you get.

That's it. Three simple things. And they're not all that difficult to do, either.

So, if you're ready let's get started with the first concept.

When you get right down to it, everything you do to build your business... to grow your business... can be classified under one of four different areas, or categories. And if you learn this one simple concept, and how to apply it, believe me your competition won't stand a chance. And the reason? Because your competition not only doesn't understand this concept, most of them have never even heard of it.

Maryborough Clay target Club has major success with their come and try day after engaging Aqua Gold Consulting to deliver the marketing for them. From running successful social media, television and sports expo display site advertising. On the 18th of February 2018 the club had over 200 visitors turn up with 134 of these trying their hand at shooting clay targets.

The Club handed out over 30 membership applications with 2 signing up on the day and another 10 currently in the process of submitting their applications.

Several participants have already booked in to come back for another go on the club's next practice day.

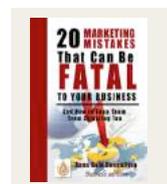
To find out how Aqua Gold Consulting can assist with your marketing success contact Ross on 0438 785 438



Aqua Gold Consulting partners with Chamber of Commerce and Industry Queensland

ecoBiz Sustainability Coach

CCIQ ecoBiz is a free program provided to Queensland businesses to help them reduce their energy and water consumption, waste production and save money. It is funded by the Queensland Government. The program provides businesses with a one-on-one tailored coaching session, which will identify ways the business can save money through more efficient practices.



20 Marketing Mistakes That Can Be Fatal To Your Business And How To Avoid Them

Marketing... effective marketing is critical to the success of a business... any business... in fact, your business. With ineffective marketing, your prospects may never find out about the products or services you offer and that they may need, may want, or that could benefit them, and consequentially, a sale may never be made.

Download this Free Report Now Go To: <https://ross256.clickfunnels.com/optin9369509>

QUOTE OF THE MONTH

"Success is not final; failure is not fatal: It is the courage to continue that counts." ...

\$10,000 Grant On Offer For Digital Marketing.



Great News if you're a Australian business the Australian Government through their Digital Marketing Grant (ASBAS) Digital Solutions will match you dollar for dollar, up to \$10,000, for digital marketing consulting, training, implementation, content creation, customisation, selling

online and strategy creation. More details about the \$10k grant are here <https://www.business.gov.au/.../australian-small-business-adv...>

If you'd like help, I can propose some ways to put this grant to good use for your business. **DON'T DELAY** The grant application is now open and **closes 6 March 2018 5:00 pm AEDT**. Pick up the phone **Call 1300 721 118**.

There's A New Way To Save With Solar



With Origin, there's a new way for solar energy to be delivered to your home. It's called it '**Solar Flex**' and it's here to make solar easier and more accessible. For starters, you won't have to pay to have the system installed, Horan and Bird cover that. Plus, as they own the solar system,

Go Solar Without Paying For The System

they'll take care of any ongoing maintenance costs. Are you ready to start enjoying the benefits of going solar without paying for the system?

Own a business? Call us on 1300 721 118 to find out how this service can work for you.

Accelerate Small Business Grants Program

The Accelerate Small Business Grants Program provides targeted assistance to small businesses that demonstrate high-growth and employment aspirations, to enable them to engage high-level experts and strategic advisors to work closely with them in their business.

Matching funding of up to \$10,000 (excluding GST) may be provided to eligible businesses to engage business mentors, coaches, specialist consultants or an advisory board, for between 6 to 12 months. The funding must be matched by a cash contribution from the participating business.

This grant is targeted at established Queensland-based small businesses that are financially sound and have the potential for high-growth within the next 2 years. High-growth is generally considered to be a 20% increase in turnover or employment. The participant applying must have a business plan in place, as well as the capacity to access finance to fund the growth of their business.

Applying businesses must have a clearly defined opportunity and plan for growth, and demonstrate how engaging external advice will allow the business to achieve these goals. Get more information at <https://www.business.qld.gov.au/starting-business/advice-support/grants/accelerate-grants>



THE WAY WE HAVE ALWAYS DONE IT

It's called the, "That's how things are done in our industry," method, or, "That's how things are done in our profession," method. When a person (at least the majority of people) first chooses to go into business... and let's use an insurance agent as an example... they typically look around and see what everyone else is doing. Then they arrange their office just like every other insurance office they've seen, they look at what everyone else is doing to market or promote their agencies, and then they adopt those same marketing plans and methods to market or promote their agencies.

And, it's not only insurance agents who do this... it's nearly every business in nearly every industry or profession.

But, wait a minute. Who set up that system in the first place? And who says it's right, or that it's the best system to use?

The fact is there are an unlimited number of methods of attracting new customers to your business, and your imagination is the only limiting factor.

TIME

Is Relative...

You can't touch it, you can't feel it, and we certainly cannot control it.

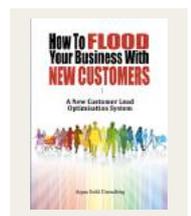
However, time is precious. How are you spending your time? Does it match your priorities? How do your direct reports spend their time? Does it match their priorities and more importantly, does it support yours?

Increasingly, businesses are expecting fewer people to do more work, and if your focus is not on the right task at the right time, you are going to struggle. We can spend heaps of time doing things right, but we are not doing the 'right things right, on the right task, at the right time' it is simply a waste of time, money and effort.

Studies in Australia have shown that doing a job two or three times over because it was not done right the first time takes up as much as one third of our time. Imagine saving 13 hours per person per workweek by eliminating that 'do-over'. Do the right thing on the right task at the right time.....

HOW TO PUT MORE MONEY IN YOUR POCKET

In this free report, Ross Anderson reveals what every



Business Owner needs to know about getting more customers and putting more money in your pocket!

Download this Free Report now to get started [Got To] <http://www.unlimitedcustomers.com.au/optin10623365>