



Operation INOCULATION 2021

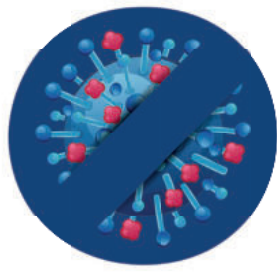
**How and why 2021 can still
be the best year ever for your
business - despite Covid.**

A Guide for Business Owners

thebestofmarketharborough

This booklet is an abridged transcript
of a live event attended (virtually!!)
by over 5,400 business owners on
Wednesday 13th January 2021.

It was presented by Nigel Botterill,
founder of thebestof



Welcome to **Operation** **INOCULATION** **2021**

It's happened again!

It's 2021, but mentally, many of us have been thrust back to March last year when the PM announced that first lockdown. And here we are again, over ten months later, in a similar place.

Watching how people responded in the days after the announcement was interesting.

And I couldn't help thinking the sign over my office door that says, **"Never underestimate the power of stupid people in large groups"** couldn't be more accurate right now. Too many people out there are not thinking clearly enough or accurately enough—particularly about their businesses.

Crisis.
Challenge.
Tragedy.

Yes, it's all of those things. I'm not diminishing that. It's affected us all in so many ways. But it doesn't have to be the death knell or the diminishing of your business or your profits.

But that was what we were hearing. So we knew we needed to put a plan of action together for you. To set you back on the right path as it were.

And after a LOT of hard work, in a little under eight days, that's exactly what my hardworking team have done. Because let's be honest...

Clarity and direction are what's needed. Panic and meltdowns are not.

The 8th of December 2020 was a great day. Margaret Keenan was the first person in the world to be vaccinated against COVID-19.

Now, we want to give your business the vaccination it needs. To ensure you flourish and thrive in the way that Margaret Keenan and the millions of people now vaccinated will hopefully do during the rest of this year.

We've got the credentials to help you

Operation Inoculation is for business owners, like you. Designed to help you come through this lockdown and **make 2021 your best year yet.**

How do I know it will work?

We've supported businesses like yours for over 15 years. Complete start-ups or those with £10 mil turnover – size doesn't matter to us.

We started back in 2003 and have **worked hands-on with over 20,000 businesses to grow their sales and profits.** We're really good at getting and keeping customers; it's essentially our stock in trade. It's what we do.

Plus I've been running mastermind groups for over ten years now, and last year, 2020, of the 41 businesses in my mastermind groups, 39 of them had their best year ever. During a pandemic.

So this plan takes what has worked for those businesses. It will inoculate your business, giving you the tools and insights that will enable you to flourish in 2021. **It will provide your company with the shot in the arm it needs to succeed** and thrive in the way we hope the vaccination currently rolling out will help the millions of people now that have been vaccinated.

But to get results, you have to do things properly.

You have to have a plan, and you have to follow it. Step by step.

And that's what **Operation Inoculation** is here to do. To provide you with some clarity and guidance on what to do and how to get it done.

To get the best from Operation Inoculation, you'll need to THINK, and you'll need ACT.

The reality is, it will take weeks, not days.

But, take these actions and make these changes to your attitude, and I'm completely convinced: in a few months, **you'll see how making 2021 your best year yet IS doable.**

Everything in Operation Inoculation can be applied to ANY business. B2B, B2C, service or product based. You might need to think a little bit to find the application for you, but I promise you, we've got you covered.

I'm not pretending that the situation out there isn't serious...

And I'm not ignoring the reality of what is going on in hospitals around the country and in our neighbourhoods. I get all that. But I have a responsibility to my business, and I have an obligation to you.

And do you know what?

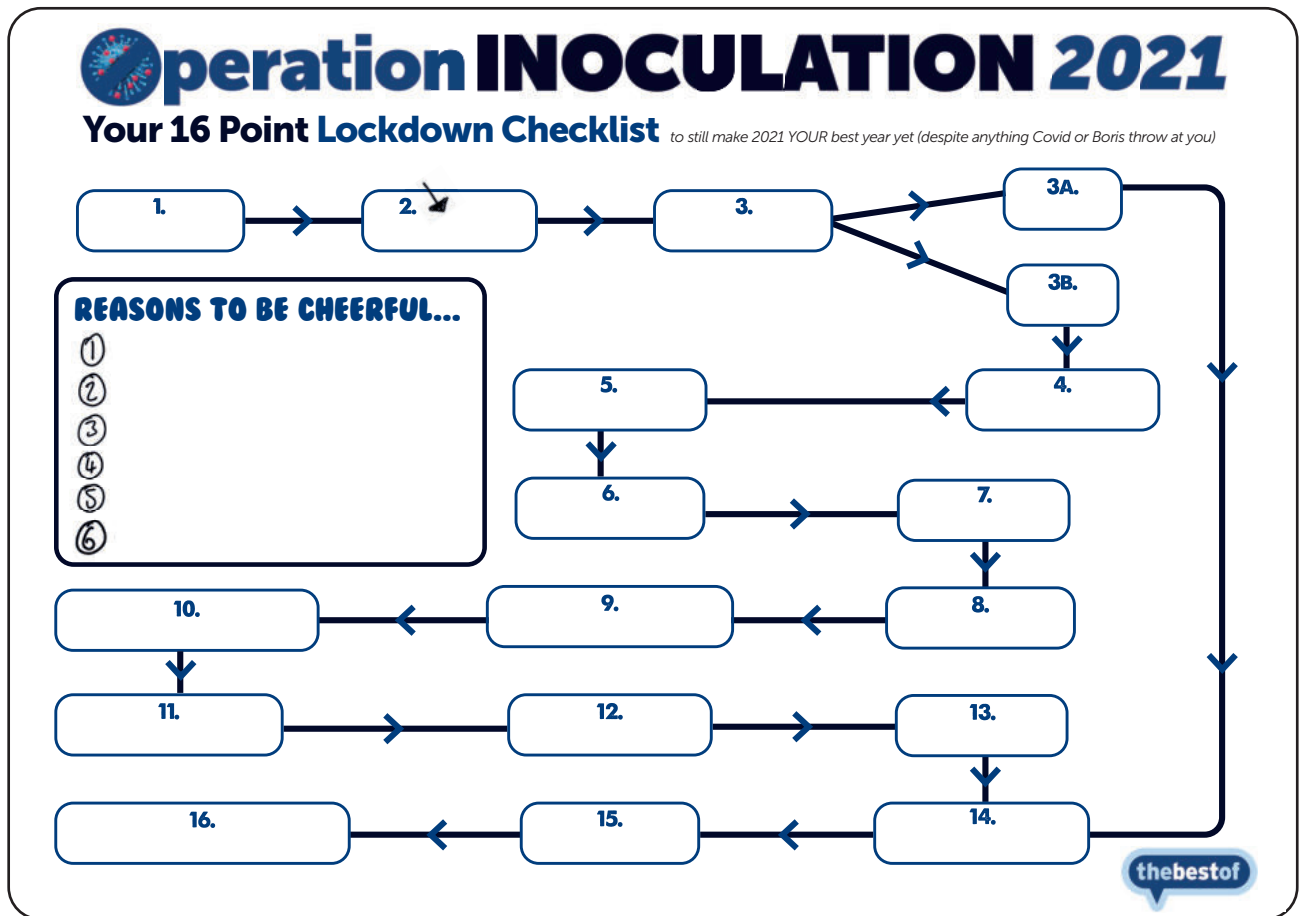
I want to help you.

Your success will always be determined 90% by you and 10% by the outside world, and it's what you think and what you do that makes the difference.

That sentence applies in any situation. Including the pandemic. This is all about your future, and your future is in **your** control.

Let's get started on Operation Inoculation...

Here's your Operation Inoculation 16 Point Lockdown Checklist.




So let's get started with, probably the most important asset you have...



No. 1: Your Head

There are times, and I do believe this is one of them, where the right strategy for the vast majority of businesses is to say, "I'm going to set out to win this year". And I'm going to tell you why the environment is set for you to **make 2021 your best year ever.**

It all starts with what's going on in your head.



This too shall pass.

It might pass like a kidney stone, but it will pass!

We all have people who inspire and motivate us.

For me, it was my dad, John Botterill. He's no longer with us, and I miss him every day, especially in recent times. He had this little phrase, **"Worry never solved anything"**. How wise and appropriate for now. Because it's true. When bad things happen, most people think they ought to feel bad, and they worry. But worry never did solve anything.

Successful entrepreneurs don't think like most people.

When bad things happen, we think, **"Ah, another problem, let's deal with it"**. So we have to just look at it this pandemic as another bloody problem and ask, **"How will we fix this?"**

There's a lovely phrase,

"You can't stop the waves, but you can learn to surf."

In business terms, I reckon I'm a pretty good surfer. And so almost certainly are you, you have a lot more natural ability to surf the waves of business than you've probably realised.

So in Operation Inoculation, we're going to focus on you 'controlling the controllables'.



Control the controllables

In other words, focus on the things you can do something about and don't worry about the things that you can't. Obvious maybe, but it's a good mantra.

I promise you - you may not think it some days, BUT **this too will pass.** It might pass like a kidney stone for some! But it will pass. And quicker than you may think.

But you need to protect your head.

If you expose it to a diary of depression from Misery FM and the rest of the media piling on the doom and gloom, your head will seek to protect you. It will batten down the hatches. You'll be less proactive, and your business will slide further away from where it should be. And that's not helpful.

When you give up control, you're like a dinghy bobbing in the Atlantic. You've got no outboard motor, no paddle: you're heading wherever the wind and waves decide to take you.

That's a really poor strategy for business. I want to get you away from that and put you in control.

You've got to get your head in the right place.

You need a plan for the things you need to do. An understanding of why they're the things that you need to do and what the likely results will be. **I'm going to give you the plan today.** So you can start waking up thinking and feeling deep inside your bones that actually, the glass is half full.

And, in the words of 70s pop icon, Ian Dury we're going to start with...

Reasons to be cheerful.

Because there are plenty!

Reason ONE

We are currently in what will almost certainly be the last lockdown.

Of course, nothing in life is certain. And we're probably not going to be released from it until the vaccine coverage is across the majority of the country. But there's a high degree of confidence this will be the last ever lockdown, and we're already heading towards the end of it!

Reason TWO

The vaccine. The scientists have managed to pull off a tremendous achievement, and the number of people receiving the vaccine is increasing all the time.

I was concerned, I admit. But much more concerned a few weeks ago than I am now

because the numbers are accelerating so well. And now, everybody with influence seems to believe the government will achieve their target of vaccinating all those over seventy by the middle of February.

When I looked at a recent newspaper, it said, **"How Britain hit the front in the great vaccine race"**

For once, something that we can be very proud of in this country!

Reason THREE

I know many of you will recognise and relate to the things I can from my youth. So do you remember heading off on your holidays in the car when you were kids? The long, long trip and the classic, archetypical phrase repeatedly coming from the back seats, **"Are we nearly there yet?"**

And the answer was always "nearly".

If we ask the same question of the pandemic, 'are we nearly there yet?' and 'can we expect to get back to something that resembles normality?' the answer actually is **"YES!"** We are. **We are nearly there.**

I know it's been a long bloody drive, but if I compare it to the journey we used to make when we were kids, from Halton, east of Leeds, to Cornwall, (a six-hour trip and not many motorways back then of course!) we're probably just about approaching Exeter.

We are very much in the final stage of our journey. Nearly there...

Reason FOUR

There is a lot of money waiting to be spent.

Stats were released over Christmas stating billions of pounds of household spending has been accumulated during the pandemic.

That money hasn't disappeared or been destroyed. It hasn't been put in a blast furnace. And thousands of pounds haven't been taken out of people's bank accounts.

And the same applies to businesses. Many of them sat on a lot of cash. Not every business, I get that, but a lot of them. Some companies have even done brilliantly – even though they're embarrassed to talk about it.

There hasn't been a recession for a large chunk of the population; their earnings haven't been impacted. So as soon as people start to feel confident, things will bounce back.

The money is still there.

It's waiting to be spent.

Which is one of the many reasons 2021 can still be your best year ever. Because **if you do the right things, a big chunk of that money could be spent with you.**

Reason FIVE

The economy.

When you look and listen to the right people, the informed people, and the knowledgeable people, there's a very broad consensus that **the economy will explode in lots of new and amazing ways after the final lockdown.**

So I've no doubt whatsoever...

2021 offers entrepreneurs the best potential for explosive growth that we've ever seen.

I've been an entrepreneur almost 20 years now. During that time, this century even, we've not seen anything close to what I believe is coming our way soon.

We entrepreneurs **must** be ready and on the start line when the gun goes off. It's no good waiting until it's all underway. You must be prepared because it **will** happen quickly.

I'm not predicting when lockdown will end, that would be a fool's game. It may be later in March, but it's coming, and it's coming in weeks rather than months.

Each of us must take responsibility to ensure our business is on the start line when the gun goes off.

No use whatsoever being in the dressing room when it does because if you are, you ain't got a prayer of winning the race! If you want to **make 2021 your best year ever**, you have to be on the track, warmed up, in position, on the start line.

So when BANG! the gun goes off; you're ready.

Reason SIX

For me, this is the most compelling reason to be cheerful. We have a graphic that sits on the staircase in our office. It's about eight foot tall, and it says: **"It's all your fault."**

And that statement has never been truer than it is right now. As a business owner, you are 100% responsible for where your business ends up. It's down to you. It's all your fault. That's why you need your head in the right place. Because in many ways, the only challenge for a business owner is leadership.



The Money Pyramid

Since I created thebestof over 15 years ago, I've talked about how entrepreneurs are split into five categories regardless of business type.

1% are rich

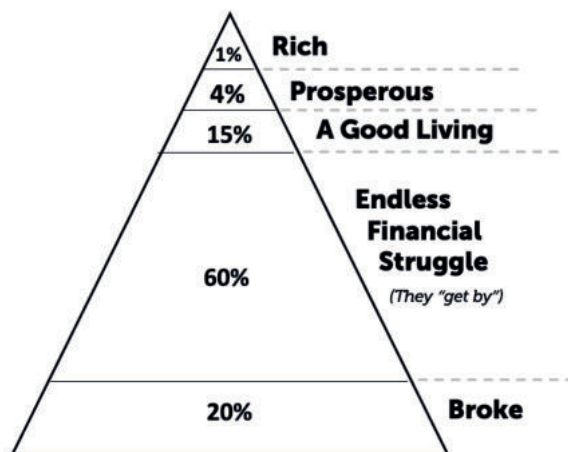
4% are prosperous

15% are making a good living

60% are getting by but in a state of endless financial struggle

20% at any one time, are broke

This formula has proved accurate through recessions and boom times, and it applies now through the pandemic.



YOU are somewhere in that pyramid. So ask yourself the question, "Where am I?"

I know for certain that no one started their business with the ambition to be in the bottom sections of the pyramid. No one said,

"I know...I'm going to set up my own business and look forward to a life of endless financial struggle".

Nobody ever had that conversation, yet it's where most people end up. They end up there because they don't **think accurately** and don't **do the right things**, the two things **Operation Inoculation** is all about.

Whereabouts are you on that pyramid?

Wherever you are, I'm very confident my team, and I could help you move up. No question whatsoever. But, so can YOU, if you think accurately and you do the right thing.

It starts with you understanding where you are now and where you want to be on that pyramid.

Take a long hard look and decide. What does that mean for you? Think about it properly - is there any reason lockdown can't be a massive opportunity, and you can use it to propel you up that pyramid?

How do I think about it properly then, Nige? Because that sounds quite interesting!

It's a good question. I'm glad you asked! So

Let me share some things with you.

FACT ONE:

To grow any business and move it up the pyramid, you have to grow the business owner.

That's you btw.

Most people in business are technicians. They're good at what they do, and they know their craft.

Accountants, for example. We have more accountants in the best of than any other business type. Isn't that fascinating? And it's because they know everything about the tax system and accounting, but when they're studying their chosen profession, no one teaches them how to build a practise and get customers.

Yet that's where the money comes from.

Whatever business you're in, you know about all the stuff involved. But knowing about accountancy, or air conditioning, or floristry isn't going to move you up the pyramid. **Learning how to become an effective business owner will, though.**

So, that's the first thing. Recognising that to grow the business, you have to grow the business owner. **If 2021 is going to become your best year ever**, we have to grow you.

Anyone can set up a business

And the UK is the easiest country to do so.

Which is brilliant. But once you set up your business, you're just left to your own devices, and no one teaches you properly what will make your business a success. In rudimentary terms, your business success will come from your ability to get and keep customers. It's that simple.

When you've got enough customers, everything else gets taken care of. But when you haven't got the right flow of customers, everything else is a problem.

FACT TWO:

Businesses whose owners are constantly 'doing-the-do' don't grow much.

They tend to stay where they are in the pyramid. The reason? When you are working IN your business, you haven't got the time to think **properly** and **accurately** about what needs to happen to move your business up the pyramid.

A lot of you will be nodding your head at that, I know. Because you're committed to your business, you care about it, and your customers; and you want the best for them. So you work ridiculous hours to try and achieve that.

But the price you pay is being unable to deliver.

The exact opposite of what you're trying to achieve. Because you haven't got the time to think, let alone do the things that would move you up the pyramid. So the people down the bottom of the pyramid, which is where most people are, are the people stuck with a day job in their business—no more than that.

They think their business won't function unless they're leading the troops, doing the work on the front line, whatever their frontline is.

Not wanting to sound arrogant, but **if I were to spend some time in your business, I would grow it better than you.** Because I haven't got a day job in it.

So I would have time to focus on how we

get your business into the right markets, the right way; creating the right offers to attract the right customers and bring in the sales at the right margins that will grow the profits that will move your business up the pyramid.

Maybe you're starting to join the dots now?

I don't need to understand your services or product's intricacies to make it a better business.

And this is why the current lockdown presents such a great opportunity for so many of you. And why I need you to realise:

lockdown gives you the time to take action.

Many businesses right now cannot function as they normally would. So, you've been reprieved from the day-to-day treadmill you were on. Fantastic!

You're not facing all the problems and challenges that usually take up your time. Fantastic!

Suddenly, those have stopped, **and you've got time to think accurately and think properly.** And do the right things.

Want to know the most genuinely useful question ever used in business?

I've used this for a long time, and it can be applied in so many circumstances. In sales conversations; negotiations; hiring staff; or building your business plan: this question comes up time after time.

When it's used properly, it's an absolute 'writer-downer'. It's this...

"What needs to happen in order for me to ___?"

All you have to do is fill in the blank at the end with whatever you want to achieve.

For example,

"What needs to happen in order for me to make 2021 my best year ever?"

As I said, you can apply it to any situation. So if you look at it from a sales perspective, and you've got a specific number to hit to make a profit, you would ask,

"What would need to happen in order for my profits to be bigger than X in 2021?"

Great, you've got a starting point!

When we understand what needs to happen, we can start to answer that question. It will rarely be a simple, straightforward answer, but neither will it usually be very complex either.

In my book, *Botty's Rules*, I say...

"Making money and making excuses are mutually exclusive. They are wholly incompatible. You can do one, or you can do the other, but you can't do both."

If you want to **make 2021 your best year ever**, you can embrace it and commit to making good things happen, or you can find excuses.

They're not difficult to find. They're all over the place. Dozens of them.

Pandemic, lockdown, furlough. Oh, the problems that are going to stop you in achieving the best year ever are EVERYWHERE!

But you could ditch all those excuses. You could embrace the responsibility. You could recognise that what happens to your business this year is all your fault, and you can kick it on from there.

One more thing before moving on...

A lot of people are very slow at making decisions, particularly in times like this. But when you wait until everything's all lined up, and all the ducks are in a row before making a decision, you slow yourself down and keep yourself down the pyramid.

One of the characteristics of people in those top three segments of the pyramid, the 15%, 4%, and the 1% is, **they make the decisions first.**

They don't always get the decisions right, but because they make them quickly and commit, they make progress, whereas people down the bottom tend to wait before making decisions.

To paraphrase it further: people at the top are playing **to win**, and people down the

bottom are playing **not to lose**.

The lifestyles they enjoy are therefore very different.

The route to 2021 being your best year ever is massive action.

This may not be appealing, but I promise you it's true. **You just need to get more stuff done.**

But let me tell you: massive action doesn't necessarily mean massive work. It's possible to take big action without a lot of work.

You can make 2021 your best year ever, but you've got to believe that's possible, and you've got to take responsibility for getting your head in the right place. When you do, the rest of what you'll read below will start to fall into place and will make a difference.



No. 2: Your Goals

The second point on our checklist is 'your goals'.

What's today's date?

Whatever it is, whenever you are reading this, if you haven't already, now is **'go time'**. We're already several weeks into the year. Now is the time for you to kick down the door of 2021. Don't wait for the pandemic to end. Don't wait for Boris or bloody Hancock to tell you there are 'restrictions'...

Let's start thinking NOW!

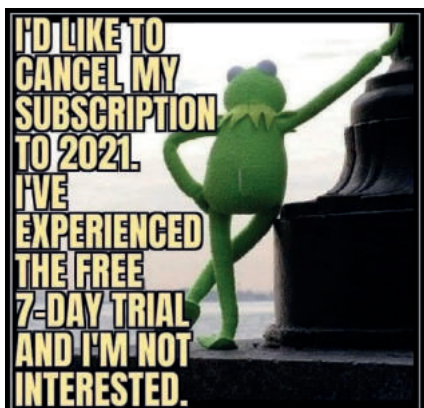
You've got to be on the start line when the gun goes off.

The PM, the health secretary, the scientific advisors we've heard from throughout this are only the guys with the starting gun. That's all. They're not the ones getting you in condition, or in the changing rooms helping you dress in the right gear. Or warmed up properly and ready to go.

What I think has been lost on many people, is that this is our life. For all of us.

We don't get to rerun the last 12 months. We've had it.

Don't waste any more.



I saw a meme earlier in the year (below) that made me smile. It's quite an entertaining concept, but obviously, it's not helpful. We're here NOW. There are certain things we cannot change. 2021 is here. We are in lockdown; we have to deal with it. It's just another problem, let's fix it.

That's how entrepreneurs think, remember!

Now is the time for you to get real.

Time for you to look in the mirror and recognise, honestly, where you are in that pyramid.

It's time for you to face up to some of the hard questions, especially if you've been in business for a few years and you're not where you want to be.

Why is that? Really...why is that?

Why are the one's who've 'come to the show' later, doing better than you?

Why are you allowing them to do that? Because it's all fixable, all you have to do is take control.

And controlling the controllable starts with your head.

So let's get clear on what it is that you want to achieve. But, oh my goodness me, the clock is ticking. The life is ebbing out of every one of us as that clock ticks.

We can sit back and wait a few months. BUT those days are precious. We can't waste them!

Because **when that gun goes, and the economy explodes in exciting and**

incredible ways, you need to be on the start line, especially if you're going to get up that pyramid.

So, we haven't got any time to waste.

Peter Drucker was a big management consultant who died a few years ago. A very wise man.

“All profit”, said Drucker, “is derived from risk.”

I think a lot of people in business have forgotten that. Lots of entrepreneurs now are not willing to give anything up, not willing to risk anything. They're playing not to lose, which is fine in the short term, but **when you are playing not to lose you stay where you are.**

Now, if where you are is where you want to be fantastic, great strategy, good luck to you.

But if you want to be somewhere else, playing not to lose is a dumb strategy, really dumb. You can't sit back in your comfort zone and still move ahead, especially not in times like these.

Are you going to play to win, or are you going to play not to lose?

The person you were last year is not capable of reaching your 2021 goals, not capable of propelling your business to the best year ever during a pandemic. **You need to be different. You need to grow. You need to take responsibility.**

This is where goals start to come in.

To grow any business, the business owner must first grow. And your growth starts with you writing down some goals. Ideally, goals that scare the sh!t out of you. Sometimes I have to use profanity to make my point, and that is one of them.

Why would you want to compromise on 'life in the bigger picture', especially on the back of the 12 months we've just had? Why would you want to do that? This is the perfect time to look beyond the usual horizons. To plant your flag, and say,

“I'm going to achieve this. This is the lifestyle I want for myself, for my family, for all my loved ones. This is the difference I wanna make. This is the contribution I wanna make.”

It's not all about the money; but there's never been a better time than now to choose big, bold goals. Goals that set your soul on fire; goals that make you bounce out of bed because you can't wait to get stuck in. Goals that keep you up all night with excitement. Goals that move you meaningfully, measurably up that pyramid.

YOU get to choose. It's your life. They're your goals.

I can't tell you what they should be. But I want to help open your eyes and recognise what you could achieve. You don't have to settle for what you've had in the past. And you don't have to settle for the mediocrity the pandemic has thrust upon you.

You can set out a bigger goal.

No. 3: Your Plans

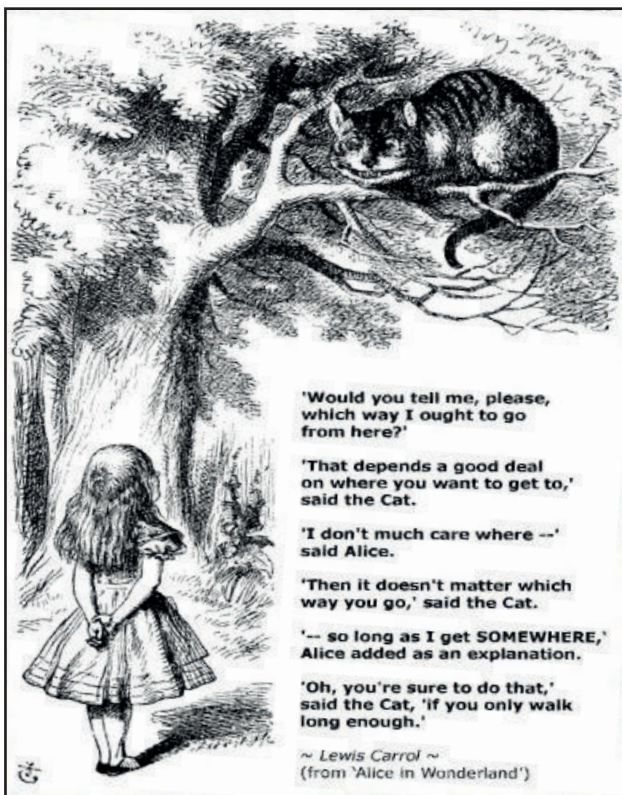
You can **control the controllables**, and nothing is more controllable than your plan.

But, the plan, if you're playing to win, is a very different plan to when playing not to lose.

So we've split this section into two plans to be very clear on what you have to consider.

PLAN 1 - Your 'big picture' plan

There's a beautiful quote from Alice in Wonderland where Alice meets the Cheshire Cat for the first time:



So many businesses owners spend their entire lifetime in that Alice in Wonderland mode, just walking somewhere. No specific

purpose or deliberate aim of where they want to get to.

When we've got a goal in place, our 'big picture' can start to move us towards our goal.

And the way we work towards our big goal is we create two versions of our business.

Version ONE is literally the numbers for our businesses as they are right now. An accurate representation of where the business is at TODAY.

In Version TWO, we map out our business as we want it to be. What does that business look like when we fulfil the goals that we've talked about?

And in moving from Version ONE to Version TWO, we have to answer some questions. Questions like:

- How much profit do we make in Version TWO compared to Version ONE?
- How many sales does that need to make that profit?
- How many customers do we need to deliver the revenue and the profit?
- How many staff will that mean?

When we ask those questions, we get an accurate picture of what our business will look like when we've achieved our goal.

But for that to happen, you have to know your numbers. They're critically important when going from Version ONE to Version TWO.

Here's a quick example:

This business is in one of my Mastermind groups, so it is a real example:

Version 1.0 to Version 2.0

	<u>Version 1</u>	<u>Version 2</u>
Sales	£1,000,000	£1,500,000
Cost of Sales (<i>Variable – 30%</i>)	£ 300,000	£ 450,000
Gross Margin (<i>70%</i>)	£ 700,000	£ 1,050,000
Overheads (<i>Fixed costs</i>)	£ 600,000	£ 700,000
Profit	£ 100,000 (10%)	£ 350,000 (23%)

Beyond breakeven for every extra £1 sold, 70p drops to the profit

thebestof

Operation INOCULATION 2021

The business owner wanted to achieve certain goals in life. He worked out that to achieve them, he needed more than 3 x that profit. He needed to go from a £100,000 profit to something closer to £350,000 profit.

Now, ill-informed business owners would instinctively think that if they want to get 3.5 times their profit, they would need to make 3.5 times the sales. That's a big old jump! From a million pound to three and a half million pound of sales.

But actually, we don't need to do that.

So, our profitability goes up to where we need it to be. The business owner can now say

“I'm just half a million pound of sales away from my ideal life. Oh my goodness me! I know exactly how many customers I need to get half a million pound of sales, and it's nothing like as big as I thought it would be”.

Suddenly, this particular business can see their goal is much more doable, much more achievable.

As I said, **this is a real example, and we made that happen over the last two years. And last year, in 2020, during the big pandemic, he busts through £350,000 of profit.** And that's been life-changing for him and his family.

Because you mustn't forget, **once a business gets beyond break-even; once you're making a profit;**

Every single penny of your gross margin flows straight to the bottom line. So, profitability increases, not quite exponentially, but it increases by your gross margin once you get to a certain level. There's a lot of depth to this exercise: I hope I'm not confusing people!

PLAN 2 - The next few weeks

This year will be defined by the next 8-10 weeks and what you do in that time.

We may not be completely out of everything after those ten weeks. I get that. But close to 27 million people will be vaccinated; the hospitals will ease up; easier; money will be starting to find its way back into the economy.

Everything will feel A LOT better. We're nearly there.

How you use your time over the next few months will be critical in defining what happens to your business this year; far more so than the time you spend in the third or fourth quarters.

You have to be on the start line, ready to go when the gun goes off.

What will you spend your working hours doing between now and the middle of March?

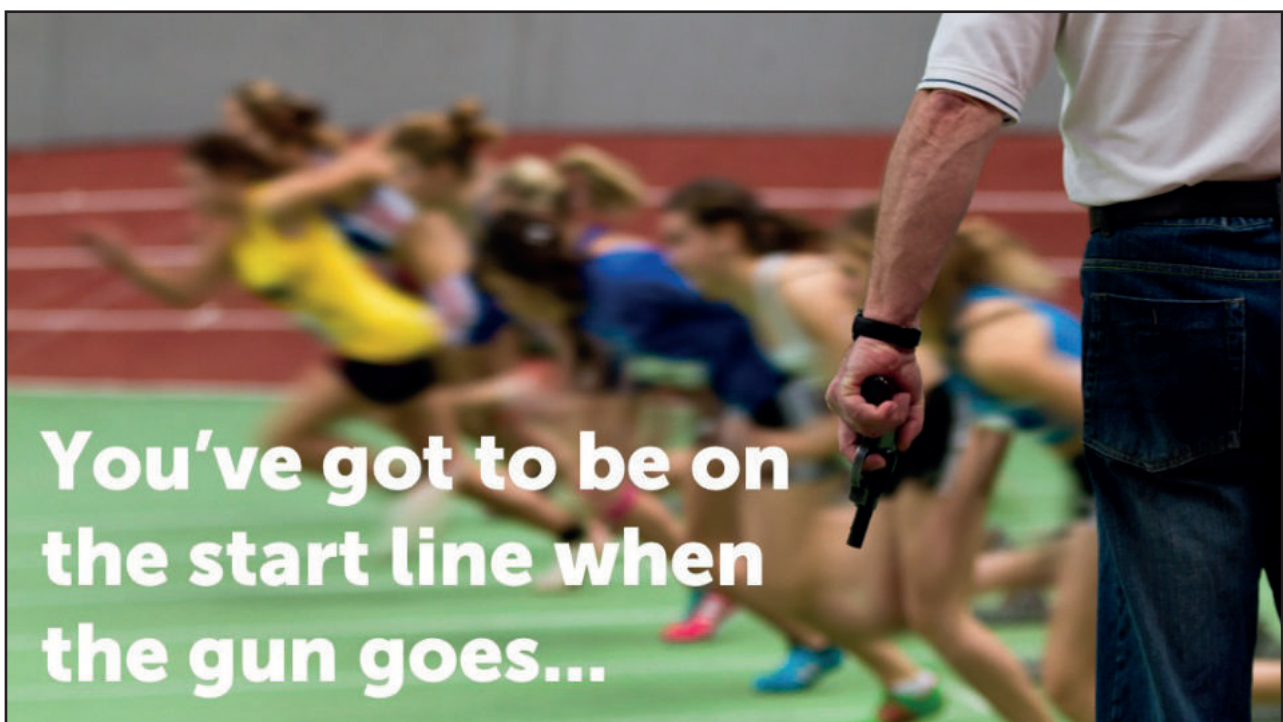
Lockdown gives you time to do the things that will move you up the pyramid.

If you don't have the time, maybe you can bring in resource and expertise to liberate your time to do those things? The people at the top of the pyramid are, typically, ruthless when managing their time. Whereas the people at the bottom of the pyramid don't know where their time goes. They've no idea.

Use the tools available!

We use a simple time management tool and break the day into 45 minute slots. So if you work from 9 am to 6 pm each day you have 12 slots to work with – 60 a week. That allows you to start planning your time properly, and when you do, you'll see that instead of letting every Tom, Dick or Harry grab your time, **you're** the one in control.

Suddenly, you have a huge capacity to get the right things done, and it will move you and your business forward.



You've got to be on the start line when the gun goes...

No. 4: Your Communication

I was born in the 60s, so I only learned about Brian Poole and The Tremeloes from the history books. They had a big hit in 1964 with **Silence is Golden**.

But, when it comes to business, especially in 2021, silence is NOT golden. It might be a nice tune, but The Tremeloes were talking bollocks. You have got to get out there.

What cannot happen is that you become invisible to your customers and your market during 2021.

If it's going to become your best year ever, this is NOT the time to hide.

Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."

- Walter Steward

Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does. Think about it. I mean, it is utterly stupid. It's dumb.

I was thrilled when my mum sent this from The Daily Telegraph because she thought I might find it interesting.



It's a Henry Ford quote. The point is about being out there, about people knowing what you do and understanding it. And, when it comes to 'being out there,' one of the biggest successes of 2020 was Joe Wicks.

I've never met this chap, but wow, I'm full of admiration for him. Because in the first lockdown, he started doing his PT classes at nine o'clock every morning.

He soon had millions following his classes!

He was 'out there' communicating EVERY day, and he became something of a phenomenon as a result. Very interesting then to see, in the week after Christmas, this news headline,

Joe Wicks 'made more than £9million in a week' as thousands signed up to new app

Joe Wicks has once again struck gold with his fitness workouts and regimes as thousands rushed to subscribe at £69.99 giving the PT instructor millions in the process

He's once again struck gold with his fitness workouts and regimes as thousands rush to subscribe at £69.99, and giving him millions in the process. **He reaped what he had sown.**

His efforts to create the free classes

on YouTube during the lockdown were harvested in the ten days after Christmas when everyone subscribed to his new app.

Because he had communicated with those people for months.

The sad tale of the ‘almost ran’...

Compare Joe’s story that of the personal trainer my wife used to go to with her friend. The two of them trained twice a week with him, then he had to stop during the lockdown. But even when the restrictions were lifted, they didn’t return to him. Because he’s never been in touch.

Oh, he talks a great story when you meet him. His ambitions. What he wants to do. But the guy’s literally full of sh!t because he does nothing. His customers were paying a decent amount of money, many of them twice a week or more, before being told, “Oh, I have to close, there’s a lockdown,” and never hearing from him again. Not once.

It’s a perfect example of two extremes, and I hope you can see the difference.

**Joe Wicks:
top of the pyramid.**

**Sue’s personal trainer:
bottom of the pyramid.**

Different communication, right?

Sales opportunities are awaiting you once you start to communicate better.

Think about this for a minute: **no business ever suffered because they communicated too much.**

And only good things happen when you communicate. I know it can sometimes feel scary, but I want to reassure you and give you confidence. There are opportunities and potential sales in your business awaiting you once you start to communicate better.

Your communication strategy plays a big part in whether you’re playing to win or playing not to lose.

So I want to share some practical ways you can communicate over the next few weeks and months to get some traction.

1. The 3 Line Email.

You send this to people who’ve inquired, but not yet bought from you. Here’s what it would say if I were sending:

*Hi, Bob,
Are you still looking for XXX...?”
(Fill in the blanks!)
Nigel*

Feels like a very personal note, doesn’t it? So don’t go frigging with it and adding stuff in there. It works because of its simplicity.

And you’ll get responses.

Some of those responses will say,

“No, I’m not, thank you, but I appreciate you getting in touch,”

and others will say,

“Oh, I’m ever so glad you reminded me. Yes, please.”

And you’ll make sales on the back of it, because every time that gets sent, that’s what happens; revenue gets generated.

2. The helpful message

This one landed in my inbox last week, and it quite touched me. It came from a ticketing agency for sports events.

*“First, we’d like to wish you a Happy New Year. 2021 must be better, and I’m sure it will be.” **Good.***

“Like many of you, we’ve struggled over these past nine months. For us, business has ground to a halt, and it’s had an impact

financially, mentally, and emotionally.”

Being very honest. I recognise that.

“Saying that, we’re still here standing strong and it means a great deal, having spoken to many of you who are excited to work with us again just as soon as events are up and running.

“We’ll be keeping in touch with you as soon as things change, and the onset of events with fans gets closer.

“In the meantime, we can’t do much work here so we’re trying to reach out to our community to see if we can help. If you’re feeling down and want to chat, if you’ve got any lonely neighbours or relatives who would like to hear a friendly voice or if you’re in the South East and need any food or medical deliveries, we’d be more than delighted to help. So please, please, please let us know.”

Well, I replied to the guy. I know him a little bit but never actually met him, although I have spent money with him many times. He was doing what he should and communicating with his customers. And he was blown away by the response he got to that email because he saw people cared about him.

3. The ‘we’re here for you’ email

We sent this email out last year when Jess took on her new role:

Hope you’ve been well.

Of course, in the same breath, I reckon I’ve got no real understanding of how this bloody pandemic might be affecting you, but please accept my wishes for your health and the health of your loved ones.

I’ve been part of Nigel’s team for six years now and recently taken on a new role making sure that we are doing all we can to educate, motivate, help, and inspire you and every other member of this amazing organisation.

I want you to know that we are ready to serve you whenever you’re ready.

If you need us now, we’re ready.

If you need us in the future, we will be ready.

And if you need us in an entirely new way, we’ll do everything we can to get ready.

So please tell us if there is a new or better way we can serve you, but please don’t feel any obligation to respond.

What matters most is that you simply know that me and the whole team are wishing you well and that we’re here for you if and when you need us.

Jess

Oh my goodness me. Jess got deluged with responses to that one!

4. Text Messages

These are a few examples our members have sent:

**Still not sorted for Valentine’s? Order before 1:00 PM tomorrow for Valentine’s delivery and let your love bloom.”
Click a link. To opt-out text STOP**

Bang. They got orders.

Fancy a curry? We’re still open for deliveries. Enjoy a free Naan with every order placed today. Plus free delivery.”

Boom. They got orders.

When we ran our live broadcast on the 13th of January, many of those attending were there because they received a text message.

You’ve got to use them sparingly, but text messages work REALLY well.

5. WhatsApp

Now, this isn’t right for every business, but when it is, it’s effective.

For example, one of our members, a letting

agent, is having huge success with it. WhatsApp is a brilliant way for her to communicate with her tenants and be super responsive.

So, if you have ongoing customer relationships, especially where services and deliveries are involved, WhatsApp can be the perfect communication tool.

They also offer a WhatsApp Business App for your office PCs so multiple people can access the accounts.

6. Use the phone!

Ring people. Kind of radical, eh?

Let me introduce you to Wendy Norman, (below) a member of thebestof for many years. She runs a company called LiveLink Resource. It's a virtual assistant business that's been going for 20 years and specialises in the health care industry.

When the lockdown was announced last March, Wendy says,

"I went into complete meltdown. I thought I'd lose everything. The business, my house. All my clients are clinics. They're mainly podiatrists, so they were all forced to close."



Against the advice of some 'doomsters' around her, Wendy decided against pivoting. Instead, she focused all her efforts on helping her current clients.

Here's what she did...

She set up a WhatsApp group and added all her clients from the same sector to communicate with them in one go, and so they could help and support each other.

She then called every client, telling them she was now offering cancellation and welfare calls. She and her team then called

every customer again, to cancel the relevant appointment.

They then followed up with those clients over the coming weeks, checking they were okay.

She sent personalised BombBomb videos, a brilliant tool to keep her customer up to date.

She used LinkedIn video messaging, which even bought in new clients.

BIG Results followed...

"What I didn't expect," says Wendy, "was the massive deluge of referrals and new customers. It seems that our service and focus on the client had a profound impact, and they were all talking about us on industry blogs and online networks."

Wendy's results:

- super strengthened relationships, she didn't lose a single client;
- she gained 25 new clients during the lockdown, all paying an average of £500 a month each;
- she had to hire two new staff to handle the additional work.

Fundamentally, Wendy achieved all this by communicating.

- **She embraced the need to be visible.**

She recognised that silence is NOT golden.

And she learned you make more sales when you don't actually sell: and making friends and helping people is a really smart strategy.

When you don't communicate, you go out of sight. And when you are out of sight, you are out of mind.

No. 5: Video

FACT ONE: people love to watch videos.

They do! All the evidence supports it. You know it.

So those of you who don't like being on the screen mustn't let your personal opinions screw up your business judgement here. People do love to watch videos. It isn't an opinion. It's a fact.

FACT TWO: video traffic now accounts for over three-quarters of all consumer traffic on the internet.

People are watching videos. YouTube is booming. Video is a big part of social media.

And, although this'll be a little bit controversial, and it'll take a little while to get your head around it, take a look at the following fact...

FACT THREE: your business is a media company now.

I mean it. That's what you've become.

Your future success, where you are in that pyramid, the extent to which you're able to win, depends on your ability to embrace this. **You are a media company.**

Let me recap. People love to watch videos. You, as a business, ought to be producing

videos. Here's why video is powerful:

It's educational. It allows people to process information faster. It's easier for them to remember, too.

It's engaging. When it's done well, we can get and keep the attention of our audience through storytelling.

It's entertaining. When I recognised the importance of video to my business several years ago, I invested in our studio. And what I've learned is, **the more fun you have with your videos, the more sales you'll make.** People like to be entertained as well as educated and informed.

It triggers emotions. We can show and receive empathy because it helps people relate to us and connect on a human level.

And that leads us to questions that might be a little bit difficult for you to answer.

How many pages on your website have got a video?

I'm going to make an educated guess here and say that it will be less than five for most of you – and more likely one – or none.

That's not enough. And you're missing out massively.

There's no better time to embrace video than right now in the lockdown because you can start thinking about and plan what could work for you. And you can get some of it done.

Let's be clear. You don't really have a choice in this. Not if you're going to play to win. Not

if you are serious about moving up the pyramid. Because it's **the most powerful marketing media that we have in 2021.**

So how do you use video then?

I tell everyone that a simple two or three minute "this is us" video is a must. Non-negotiable.

And because I got so much feedback that even something as simple as this was out of reach financially because video firms were charging too much, I've launched a new business specialising in films for businesses. Check it out spotlightvideos.co.uk you'll see a portfolio of every business type possible. We send a reporter out to you, they explain your business, what you do, why you're great and why people should want to come and see you.

We will be developing the Spotlight offering throughout 2021 to offer problem-solving videos too.

So, your customers will quickly understand how you solve their problems. Another opportunity to move you up the pyramid!

In general, your videos are the perfect medium to demonstrate why customers should trust you; why or how you use a particular process; how great your products and services are and how they work.

The possibilities for video are endless.

And if you're not comfortable with any of that, our **Spotlight team** can come and do it all for you - script it, film it, edit it, and produce it.



No scripts to learn.

No technology to argue with.

And a video that's way better than anything your competitors have!

Discover for yourself just how affordable getting a Spotlight Video for your business is at:

SpotlightVideos.co.uk



No. 6: Facebook Live

When I presented Operation Inoculation, 'live' on the 13th of January, I got the reaction I expected from this topic!

People do get really scared about this. But it's foolish to allow yourself to be put off Facebook Live when they work so incredibly well for so many businesses.

Nick Ash is one example. Nick won't mind me saying; he's not one of the young generation. He's been around the block a couple of times, has Nick. But he runs the most brilliant Facebook Live posts answering people's questions.

His business is Wills and Probate. It is not a sexy business by any means, but every time he does Facebook Live, he gets inquiries and gets sales and gets customers. Every single time.

This one I love. James at Java Cleaning Services.

James is in the gutter-cleaning business, and he does Facebook Live in the morning to let people know he's working in their area. And do you know what? He gets customers from them. Lots of customers.

Here's how he does it...

"Hi, guys. It's James from Java Cleaning. I'm in XYZ area today. The weather's great. I'm all set for a busy day cleaning gutters. And if you're thinking 'gosh, I need my gutters doing' then look out for the van or send me a message. Here's the number or get on Facebook, and we'll get you booked in."

A super simple way to utilise Facebook Live.

So come on. You need to grow a pair and embrace Facebook Live.



"You just need to grow a pear"

No. 7: Google My Business



Google My Business

You'll all know (or should know) about this. When people search, what Google throws up on your screen is all the relevant search results for the businesses listed on Google My Business in your area.

When you click on any of those businesses, it takes you through to their Google My Business listing. And, if you search for a specific business name, it will throw up your Google My Business listing down the right-hand side of the screen.

The more you put into your Google My Business listing, the more Google will reward you with traffic

And it can be a very significant traffic driver.

There's so much you can do with Google My Business. Post products, messages, images, videos. And the more you post, the richer you make your listing, the harder it will work for you and the more traffic you'll get to your website.

Your list will grow, the business will grow, and you'll get more inquiries: and you'll be making great strides towards having your best year ever.

If you'd like help with making the most of Google My Business then talk to your local thebestof franchisee.

No. 8: Facebook Ads

Did you know two billion people are on Facebook? But that's not all.

ONE in every FIVE minutes spent on a mobile phone in the UK is spent on Facebook or Instagram, and they're all powered by the same ad engine. The truth is

Facebook Ads can generate really high-quality leads for most businesses,

and you're probably not the exception.

The only criteria are that you've got to do them properly.

Now, for the uninitiated, the Facebook Ad has three elements to it. The ad's text, the image, and the headline, and they come in that order. The ad text can be short; it can be a little bit longer.

We use them a lot, and so far, we've run 42,734 different ads on our account.

By doing that, we've learned a lot about what works. Interestingly, at least half of the people attending the live event on the 13th of January were there as a result of a Facebook Ad.

Our most effective Facebook Ad is our Trojan Horse ad copy

In a Trojan Horse style ad, the copy is long, and it delivers value. It only pitches after

we've given some value and built some trust.

It follows a set format. First, you hook the reader in with an attention grabber. Then deliver some value. Then tell a story or build some trust, transitioning towards the offer. And then put a call-to-action at the end. We keep it fairly simple, but I can tell you, it does work REALLY well.

An even better way to keep it simple is to use what Facebook calls Lead Ads

Lead Ads don't need any landing pages or web forms at all. Everything sits within Facebook. It's a brilliant way to start your Facebook Ad journey, and a brilliant way to build your list and to identify people who might be interested in what you do.

It's so simple. You run an Ad, and if people are interested, they click one button. Facebook pre-populates the form based on the information that Facebook has about that particular user. And they say, "Yeah, that's right," and submit it. Hey, presto, you're done. Simple for the user and simple for the business.

Facebook targeting

People go wrong with their Facebook Ads because they don't understand the Facebook targeting engine's power. You can target all sorts of people if you're selling stuff online, including their purchase behaviour.

Engaged Shoppers

These are people that Facebook knows have a history of buying stuff or clicking on Ads.

They're a really powerful audience to reach. Because you can then target based on birthdays or anniversaries - and every business can find a reason to target people based on birthdays or anniversaries!

And if your target is parents, you can target even further based on their children's age.

Used properly, Facebook fundamentally becomes a money-making machine.

You get access to all the information the customer fills in. And you can also create videos for your Ads.

No. 9: Google Ads



Google Ads

Google Ads are much misunderstood and are far more complex now than when they started.

We were one of the 'early adopters' in the UK back in 2003. In fact, I think it was 2005 when Google flew me to Dublin. Little old Nige, working from his back bedroom at the time, was one of their top 50 European customers. It wouldn't be the case now, I'll tell you!

It's like having a personal cash machine.

That's why it's there. And never was this demonstrated better than by one of our members recently. They spent £877 on Facebook Ads, which generated £300,000 in revenue.

Yes, that's correct. A 34,000% return on Ad spend.

In the same period, they spent £655 on Google Ads and only generated a measly 36 and a half thousand pounds. Now, they're in a market that lent itself to a New Year promotion; it's a fitness business. But those figures are still staggering.

You *have* to be in on this! Get on that track and ahead of the gun!

When you do, the results can be transformative. **That business is well on its way to having its most successful year ever.** And you can, too, when you get these key marketing pillars in place properly.

And now, in lockdown, is the time to do it.

No. 10: Remarketing

So many businesses don't do this. But if you don't, you're leaving OODLES of cash the table.

And unless you're doing remarketing, you'll miss out. You become out of sight, and you go out of mind. So you need to remind people of what you've got.

Here's how remarketing works:

People come to your website, and they look at what you have to offer.

They then leave your website without purchasing because most people don't buy the first time they see it. But they continue to 'surf' looking at all sorts of other stuff.

And, because millions of websites worldwide allow Google to place the ads,

yours starts to appear on their screen. So they are reminded of you, they come back to your site, they buy.

It's a super cheap way to market your business.

40% of our sales come from our remarketing. Just think about that. That's four out of every ten sales that we wouldn't get if we didn't do remarketing.

It's a really important marketing tool, and if you're going to have your best year ever, you want to take control, play to win and move up that pyramid, remarketing has to be part of your plan.

As always, thebestof can offer you help and support.

No. 11: Your Response



When people do come to your website, how you respond will be very important. And this was wonderfully demonstrated to me by my wife Sue, just before Christmas.

Sue had been down to a friend's house, and because of the restrictions, they couldn't go in the house. But she was shown their fabulous garden room and thought, "This would be lovely in our garden!"

So she went onto their website, and after only a few minutes, a pop up appeared asking if she would like a free call back in 27 seconds. Yes, 27 seconds precisely. Quite helpful thought, Sue! And she clicked the button. Less than 3 seconds later, she talked to the guy, and soon after, she paid the deposit for a new garden room, arriving in March.

Make it quick and make it memorable

That firm's response is KEY to what I want to share with you. They were using a brilliant little marketing tool. It's a simple-looking button, and when your customer clicks, they leave their name and number. They get to set the parameters of their call back – 5 secs, 5 minutes, 5 days, up to them. Then they click submit.

And here's the clever bit...

When they hit 'submit' the system will ring your phone. And when you answer the phone, the machine says,

"We've got a call for you. Someone wants a callback." You hit one to say yes, and it connects you to their phone. Really simple, but really effective, especially if you're selling kind high ticket items

We've tried it, and it works really well: sending through calls, not in quantity, but quality.

A deal for you!

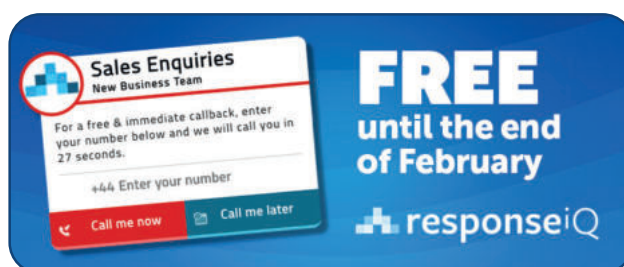
That brilliant little widget is from a company called response iQ. I have no connection to them, but when we spoke to them they said:

"We'd like to offer your people the chance to try it completely free until the end of February"

Go to the response iQ, site, click **'start a free trial'**, fill in a few details, and put Entrepreneurs Circle when you get to the **'How did you hear about us'** section.

Usually, it's a week free trial so a great offer for you. And you'll know for sure if it's worth spending the £50 a month.

Getting back to people quickly is critical if you want to capitalise on the interest customers are showing your products online. This tool is an effective and memorable way to do that.



No. 12: LinkedIn



LinkedIn is such a great tool, especially if you are a B2B business. But it can be a much-misunderstood platform if you don't know how to use it.

So in 2020, we ran a Masterclass on LinkedIn for B2B businesses. It was recorded and is now available in bite-sized format to guide

you through exactly how to use LinkedIn. Because when you 'get it' it can be hugely helpful.

It's very low cost, typically. Although if you are going to deploy LinkedIn, you'll want to subscribe to their sales navigator package. It's about £60 a month, but with that, it opens up all sorts of functionality that will enable you to make it work well.

And of course, LinkedIn has supported video for almost four years now.

No. 13: Offers

One of the reasons sales in many businesses aren't as high as they could be, is that the business owner doesn't make enough offers. They don't go out there often enough inviting people to buy.

And there is a direct link between the number and frequency of offers you make and the revenue and profit you'll bring into your business. Broadly speaking...

The more offers you make, the more revenue and profit you'll bring in.

They might not all work as well as each other, but the more you do, the more you'll get.

We do a lot of this. We've become good at it, **and it's one of the reasons our business has grown so much in recent years** because we do practise what we preach.

We often cover this topic in our Marketing Clinics, so if you can't decide what could work for you, join us, and we can work on it together.

No. 14: The Scorecard

This works alongside point No.1 your **'Big Picture Plan,'** the one that's moving you up the pyramid. Remember?

I would go so far as to say that the most valuable thing you could do in your business right now is put the right Scorecard. It will make a massive difference.

Now, the Scorecard is much misunderstood. I'm going to try, hopefully, to shed some light on it. Like so many things in business and especially marketing...

"It ain't what you do, it's the way that you do it. That's what gets results."

I would ALSO go as far as to say, Scorecards have been instrumental in the biggest breakthroughs amongst my Mastermind members last year. And you remember I said earlier, how 39 out of 41 of them had their best years ever.

Because what your Scorecard helps you do is to focus on the things that will make the biggest difference to you. The things that are going to move you to where you want to be.

But how do you know what those things are?

Let me use an Optician as an example.

They've got three stores. And what we helped them understand is that there are really only two measures that define the success of an optician's shop.

The first is the number of eye tests that they do each week. The second is the average

transaction that goes through the till.

Those two things are linked. If you get the right number of eye tests in, and you make sure your till turnover is the right level, **the business actually gets to where you want it to get it.**

If you're running that shop, it forces you to make sure you are booking out your eye tests and that you don't have blank hours or slots.

By completing the Scorecard, this particular Optician can see that 156 tests a week is the target in their biggest store. The average spend they need their customers to make is £450. That means that the turnover should be over £70k a week. And that target is the same every week.

If you have smaller stores, use smaller targets, but the same measures.

When the whole team can see the number of eye tests, average spend, and that the turnover is linked to them, they become more engaged.

In this particular case, they also used a green, amber or red code.

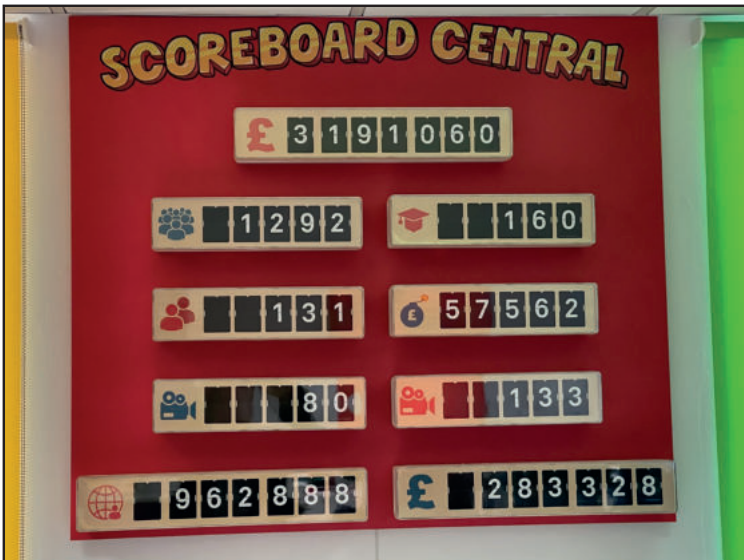
Amber, if it's close to the number needed.

Green, if it's hit or is above target.

Red, when it's off target.

Suddenly, with that visual prompt, everyone can see exactly what is going on because they've got the right Scorecard.

No. 15: SMIIRLS



we purchased NINE of these. They track all our important numbers, and they're constantly clicking and whirring in real-time because they're all connected wirelessly to the data that matters to us.

The beauty of these is: you can track anything that you usually put in a spreadsheet. Or they can pull out the analytics from your bank systems, all sorts of places. So really, really cool.

Serious about making 2021 your best year yet?

Once we'd completed our Scorecards here at thebestof HQ, we went a step further and put them on steroids!

How? We used **SMIIRLS** ...

We came across this product last year. It's brilliant.

They're three-dimensional, about three to four inches deep, they sit on the wall, and they're plugged in when they're working. And, a bit like the clapper signs you get in railway stations, they make a noise when they move.

It's hugely engaging and motivating!

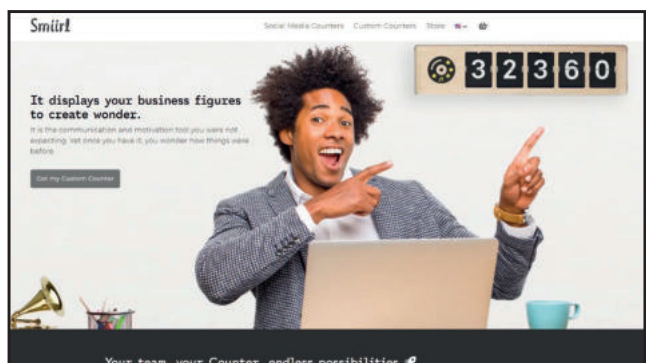
The company that came up with these originally targeted retailers who could use them to record their Facebook likes or their Instagram followers. But last year, when we introduced Scoreboard Central in our office,

Use SMIIRLS to record your key measures.

They'll last you years, will motivate your teams to achieve – and we've even arranged for a discount code for you!

www.smiirl.com

Use the code 'EC' at the checkout.



No. 16: Implementation

If you've managed to get this far, you've read a lot of information. So how on earth, are you going to do all this stuff?

Building a sustainably successful business and accelerating it through a pandemic, so you have **the best year yet**, will involve a lot of work. I'm not pretending it's going to be anything different to that.

And I'm not going to pretend that getting through the next few weeks, isn't going to be difficult. It is. But these next few weeks are when your year is going to be defined.

So don't do it alone.

Let thebestof help you not only with the plan and the outline you've just read through.

But with all the tools, the templates, the resources, the courses and the personal support you need to get through this.