

The Wellington Business Success Guide

Proven strategies and advice to help make
your business far more successful



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Introduction



The good news is that making your business far more successful is simple to do when you have knowledgeable people giving you the right advice.

And that's the purpose of this short booklet.

The booklet was created by a number of businesses who each share useful information on a wide range of topics.



All the businesses are based right here in Wellington. In the next few pages you'll find helpful ideas to quickly improve your business results.

I invite you to read through this booklet and look for the advice and ideas that seem to be most appropriate for your own situation right now.

Then put some of these ideas into action in your own business.

I know you'll be delighted at how well these ideas actually work when you try them.

Feel free to make contact with any of the businesses in this guide to get further information on the services they offer.

And let me know which of the tips and ideas in this guide you found most useful.

Kind regards

Gareth Foster

Managing Director

Private Box

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- 4) Virtual Office provider

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How to use Keywords to attract ideal clients and customers

By Phil Donaldson

Have you ever watched children play with building blocks?



Watched their faces contort with concentration, tongue between their teeth, as they try to figure out which block goes where.

Hearing an occasional adult offer motivation (like “it’s easy”) without giving their child any helpful instruction of how to go about completing the build.

Have you ever watched the difference when an adult gives “helpful hints” that enable the project to be completed and watch the child bathe in the success of their achievement?

What are Keywords?

Keywords are like those building blocks - they are the blocks to good SEO (Search Engine Optimisation).

Keywords are the “helpful hints” we give to our customers to enable them to either:-

1. find a product they have been looking for
2. find a service they have need of
3. find information to help them complete their project

More importantly Keywords aim to direct the visitor to your website to fulfil their need.

Remember: **The right Keyword attracts the right customer.**

You need to ensure that the Keywords you have on your website, title tags, Google+ Account etc. are the Keywords/Phrases that your **customers actually use** and not what you think they use.

You’d be surprised how often our keyword research shows the keyword customers search for are not the ones the business owner think they use.

It can be trickier than it sounds!

Keyword Research is something you can do yourself (if you have a mind/time to):

1. Start with a brainstorm list. What are the Keywords/Phrases you think are the main ones for your business.
2. Utilise a good keyword research tool e.g. you could use the Google Adwords Keyword Planner - utilising the “Search for new Keyword and ad group ideas” - add in your brainstorm Keywords/Phrases
3. Refine your list using suggested keyword phrases from your selected analysis tool. This will give you the Keywords/Phrases your **customers actually use**.



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4. Verify Keyword phrase relevance - utilise the "Get traffic estimates for a list of keywords". What you are looking for here is Keywords/Phrases that are low/medium in competition percentage whilst high in monthly visit numbers.
5. Analyse the competitive space to make sure you and your prospect/customer think the Keywords mean the same thing
6. Ensure that your Keywords are not placed inside an image - it cannot be indexed from there or in rich media (Adobe Flash Player, JavaScript etc.)

Are Keywords worth all this effort?

Yes! Talking your customers' language is always worthwhile and helps attract your dream customers - this is the difference the right Keywords can make.

That's the difference choosing the right keywords can make.

Getting "your head" around the right Keywords/Phrases for your business takes time.

Whilst certainly worth the effort, if time for you is at a premium or you would just rather hand it to a specialist in this area, then we are more than happy to work with you to ensure that you get the best exposure for your business.



Remember the wonderful quote from Mary Kay Ash over 10 years ago:

"There are three types of people in this world; those who make things happen, those who watch things happen and those who wonder what happened."

If you need help with your Keyword Research or getting found in Google – Call us or see our ranking packages: www.anyware.co.nz/rankings

Phil Donaldson is the owner of Anyware Web marketing in Wellington. Anyware help their clients to engage prospects, convert them into customers and grow their businesses.

Find out more at www.anyware.co.nz

Quick business productivity improvement

By Gareth Foster

In this article I will briefly describe my top tips for increasing your personal productivity as well as reducing your stress.

1: Become a single-tasker

Studies conclude that humans are much better at executing a single, simple task at a time. Indeed, repeating a simple task over and over is the fastest way of completing things efficiently. So – batch your work together.

For example, if you have some outgoing calls to make, declare your time from 9am – 10am is for outgoing calls. Batch them together.

We do this normally if we are running errands in town – get my hair cut, pickup some flowers, buy a present. This is because it is smart to do all the things in shops at once. Try to bring this same discipline when you are sitting at your desk.

2: Have an Empty Inbox

I remember a friend gasped when they saw my email inbox was empty and I had completely forgotten that I used to store all emails in my inbox (over 4000) and if it was “read” meant I had actioned it. There is a ‘psychic cost’ when your inbox is loaded up – you feel that you have something unquantified to do and this causes stress.



So – when processing your inbox follow these simple steps to get your inbox to zero.

Before we start you will need to create some new folders to hold your action items.

Folders needed are:

Archive folder – this is where stuff goes that you might need one day but there is nothing for you to do

To do – this is where stuff that needs doing goes.

Waiting For – if you ask someone else to do something for you. Put it in here to remind you to follow up.

Read – anything that you need to read. Put it in here for when you have a quiet moment.

Someday / Maybe – this folder is for stuff that you might get around to one day or you might not.

The workflow is:

1. Is there an action to take?
 - a. No – then either delete it, archive it (for reference later) or put it into your someday / maybe folder. Done!
 - b. Yes – goto 2
2. Will it take me less than 2 minutes to action it?
 - a. Yes – just do it and archive the email. Done!
 - b. No – goto 3

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3. Do I have to do it?
 - a. Yes – goto 4
 - b. No – delegate it and put it in your “Waiting For” folder. Done!
4. Defer it
 - a. Requires a specific time, day or location – put it in your calendar. Done!
 - b. Put it your To-Do file. Done!

So – you will need some new email folders.

These are: Archive, To Do, Projects, Waiting For, Read & Someday / Maybe.

All you need to do now is schedule time to review your To Do, Waiting For, Someday Maybe folders at least once a week and you are now set! Of course if you find you have spare time you can look at your To Do folder and use your own intuition on what you need to do first. [This tip is based on the Getting Things Done methodology by David Allen]

3: Break your email habit

Are you addicted to email? You are not alone. Putting email into a batch is one of the easiest way to get more time in your day. Close Outlook! Turn of notifications! Email was created for sending deferred messages – so don't feel bad, defer it!

Have a set time to clear your email. This could be once (or twice) a day or once a week. Imagine just clearing your emails once a week? How much extra time would you have?



4: Don't be available to everyone all the time

Have a set time each day when you will receive visits and phone calls. If you don't have a receptionist to make appointments for your customers you can use Time Trade (<http://www.timetrade.com/>) in order to have the customer book a time that works for them (and you).

And if you work with other people why not block out part of your day that you are available for 'chats'. For example I have 9am – 915am available internally to my staff for “urgent” matters. Otherwise there are 2 hours in the afternoon available for my customers and team to interact with me.

About Private Box: If you're interested in automating and efficiencies - Private Box can provide a digital mail room service for you and your business. We can receive your postal mail and make it available online. We can even have it scanned and sent to your email. We also provide Virtual Receptionist services as well as phone numbers.

Think Virtual Office and get your mail sorted!

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An easy way to improve your business cashflow

John Greenwood

A healthy cashflow in business is important, however despite best intentions, there are times when things aren't running quite as planned.

You may have your capital tied up in stock or you're anticipating payment on a large contract, yet you still have creditors knocking, operating expenses to cover and salaries to pay.

Without the ability to purchase new stock, cover overheads or expand your business, you limit your potential for growth or risk causing damage to your relationships or reputation.



There are some low-cost ways to work towards improving your cashflow, including:

- Sending out invoices promptly, rather than waiting until the end of the month for billing. This means your payments are staggered throughout the month, so you are not waiting on bulk payments.
- Include shorter payment terms on your invoices, such as 10 days rather than 30 days, and ensure these terms are clear on your invoice.
- Asking customers for partial payment upfront ensures that you still receive a payment, even if the debtor delays or defaults on payment of the remainder. For larger invoices you may want to divide the invoice into thirds, with the final instalment due after completion.
- Offering an incentive for prompt payment, such as a discount on the invoice will encourage debtors to make payment on time. For example if your payment terms are 30 days you may wish to offer a discount on invoices paid within 14 days.
- Paying your accounts only when they are due, rather than making early payments which can leave you low on cash when you need it.

However, there may be times when you're still in need of a quick cash injection – but overdraft facilities are not always accommodating, and taking out high-interest loans can be an expensive and time-consuming option. This is when invoice discounting is an ideal option for quickly improving your businesses' cashflow.

What is invoice discounting?

Invoice discounting, also known as debt factoring, invoice financing or cashflow financing, is an easy and sensible way to get short-term working capital by leveraging your existing assets – your invoices. This allows you receive an advance of up to 95% against your outstanding invoices quickly – often you can get the money you need in just a day or two. Invoice discounting can work alongside your usual credit arrangements such as bank loans, but it allows you a little extra freedom when you need it without the need to refinance or rearrange existing credit facilities.

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Put simply, the invoice discounting company will 'buy' your debt, typically advancing around 80-90% of the value of an invoice. This releases working capital to you that would otherwise not be accessible until the invoice is paid by your debtor, allowing you to pay your own creditors or use funds for growth.



This can either be done with a single invoice, or with all your outstanding accounts (that is, business to business invoices). When the debtor makes payment, the remainder is paid back to you, minus the invoice discounting agent's fee. The fee depends on a number of factors such as: your industry, the length of time until the invoice is paid, the debtor's creditworthiness, your trading history with the debtor, and the amount of the invoice; but might typically be around 5%.

Who can make use of an invoice discounting service?

Invoice discounting is available to any business that needs a short-term business working capital. Businesses who make use of this service are typically those that are in a period of growth or expansion, or those requiring short-term funds to meet creditor and staff payments. The reasonable and cost-effective terms of the arrangement make invoice discounting an accessible option for businesses of all sizes.

The benefits to your business:

Invoice discounting has a direct positive impact on your bottom line. It provides a flexible and fast option to help you meet financial obligations, ensuring you preserve your own relationships with creditors. Other advantages include:

- Your access to funds grows as your sales do – no need to apply for limit increases
- You can confidently expand business operations or offerings without the fear of insufficient cashflow to fund the expansion
- You can purchase stock in larger quantities and take advantage of volume discounts when they are available
- You stay in control of your sales ledger and accounts
- There's no need for locked-in, long-term agreements with high interest rates
- You can avoid having to provide property as security
- There are no set-up fees, exit penalties or hidden charges

Need some help with financing for your business?

John Greenwood is the Director of Fifo Capital Wellington, a company assisting business owners realise their goals through a cost-effective, flexible type of debt factoring known as single invoice financing. Fifo Capital are innovative in their approach, and do not require long term contracts or property security. Get in touch with John for a no-obligation consultation.

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A brief guide to commercial leasing

Lauchie Griffin

For a tenant, leasing a commercial property is often the largest fixed cost of their business.



It is a complex process, and it is important that it's done right to protect against unforeseen costs.

For a landlord, they often have a large number of tenants in their commercial building, so it is important that the leasing arrangements are fair and consistent to attract the highest calibre tenants.

The form of lease most commonly used for commercial leasing throughout New Zealand is the Auckland District Law Society Deed of Lease ('ADLS Lease'). The most current version is the 6th edition, which was released in November 2012. There are therefore a large number of ADLS Leases in the market place that are written on earlier versions.

TERMS OF THE LEASE:

Apart from the obvious provisions around the description of the premises, annual rent and the term of the lease, other important provisions of the ADLS Lease are:

- Property outgoing.
- Permitted use of premises.
- Assignment & subletting.
- Rent reviews.
- Insurance obligations.
- Lease renewals.
- Maintenance obligations.
- Damage & destruction of premises.
- Guarantors.

The ADLS Lease addresses each of these issues. However, one size invariably does not fit all and it is important, whether you are a tenant or a landlord, that you understand the provisions of the lease that you are proposing to enter into, so there are no surprises down the track.

TENANT'S ISSUES: It is not uncommon for tenants to enter into an agreement to lease without first seeking professional advice. By doing so, a tenant is not always fully aware of their obligations, which can lead to unanticipated costs.

Issues in the ADLS Leases that are not commonly understood by tenants include:

- Rent review provisions and, in particular, the 'rent ratchet clause', which prevents the rent being reduced on a rent review, even if the current market rent for the premises on review may have gone down.
- Tenant's repair, maintenance and reinstatement obligations, which can lead to significant and often unforeseen costs.
- Failure to notify the landlord that they want to renew the lease within the specified time frame in the lease.
- Difficulty assigning or subletting the premises because of a narrow 'Business Use' definition or onerous conditions imposed by the landlord prior to consenting to an assignment or sublease.
- Liability to pay the reasonable legal costs of the landlord in respect of preparation of the lease, any renewals, rent reviews and/or variations of lease.
- The effect of the 'Improvements Rent' provision.

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LANDLORD'S ISSUES

For landlords, the most important consideration is to attract and retain high quality tenants, so as to maximise the yield from their commercial property. This is not always as easy as it sounds and there are many challenges for landlords along the way.

Some of the more important considerations for a landlord include:

- Whether a personal guarantee should be obtained and from whom, or alternatively, whether a bank bond should be required.
- Tenant's fitout and any costs for the landlord associated with this. If the landlord is going to carry out these works, then consideration also needs to be given as to how those costs will be recovered.
- Consideration of the landlord's maintenance obligations, which includes weather tightness.
- Whether or not the landlord can meet its insurance obligations. This is particularly important considering the changes in the insurance industry following the earthquake events in both Christchurch and Wellington.
- How a landlord can cancel the lease in the event that the tenant is in default of its obligations.
- How the landlord can apportion property outgoings and whether, for example, the landlord's management costs can be factored in.

There are many things to consider for both a landlord and a tenant prior to entering into a lease and the costs of getting it wrong can be considerable. It is always recommended that professional advice is sought, so that the obligations contained in the lease are fully understood by both the tenant and the landlord.

Disclaimer: *This information is intended as a guide only. We always recommend you speak with a lawyer regarding your specific situation and needs.*

Call us now for more information:

Phone: +64 4 970 3600 Email: info@legalplanit.co.nz

or visit our website: www.legalplanit.co.nz



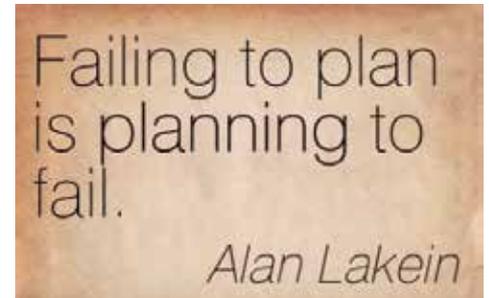
Financial Planning – Personal and Business

John Killick

When it comes to sport whether individual or team, at junior or senior age group the selection of a trusted coach, with experience and expertise, is fundamental.

Even the greatest athletes use mentors and coaches.

Yet seldom do we follow the same principles through our life – individually, for our family or in business. Financial planning is misunderstood and therefore seriously underdone.



Daily decisions and daily disciplines will collectively determine our own journey and destination. Without vision or aspiration we will continue to live life on the fly and the habits we form around money, health and relationships will determine the life we live – how long we live, how on purpose we live and how enjoyable the lifestyle. That's hard to do for 40 years on one's own.

The major aim of a good financial adviser (financial planner) is to align people's goals with the products and services necessary to achieve them.

To get people making smarter decisions around investment, tax, insurance, debt, retirement, business succession planning – for the achievement of short, medium and long term goals. People of all ages and life stages will benefit from 'planning'.

The goals and aspirations may differ from a 25 year old to a 65 year old but the strategies will not. Budgeting is not financial planning. Investing is not financial planning. Insurance is not financial planning. But all three may be part of a successful life stage plan.

The 25 year old might want to change financial habits, repay debt and learn what to do to get into their first home. The 65 year old might want to determine what investment strategy and estate plan is necessary to fund a 30 year retirement and pass their estate onto family in a constructive way. The business owner might want to get some balance back in life and align theirs and their life partners personal aim with their business's strategic objectives.

The financial planner is required to determine: -

- A. Why the client wants a plan
- B. What outcomes are expected in the short and long term
- C. What resources (money, assets, debt, income, expenditure) are current
- D. Who the plan includes
- E. What the levels of priority are – and in what time frames
- F. How often the plan is reviewed

How does personal financial planning integrate with Business planning?

One of the greatest challenges for the self-employed or the small business owner is the allocation of time. The business can become the new 'love of their life'. Business owners don't have this on their own of course – many executives and professionals suffer the same fate. Unless the family and the business

Financial Planning – Personal and Business

John Killick

become aligned – something will give. Either the family situation or the business – it is inevitable. It starts with understanding that business is the vehicle used to achieve ones chosen lifestyle – not the other way around.

Planning in business should start therefore with planning at home. What's the primary aim for the family, the time out, the travel, the shared roles, the responsibilities, the budget required to run the house, educate the children, pay off the mortgage – to have a life and to live life on purpose.

The business and the business plan then becomes the means for achieving one's personal journey, the special goals and outcomes.

Business plans are better 'short' than 'long'.

The nature of people in business does not lend itself to complexity in planning.

We advocate 'one page' plans (A3) on the wall, and reviewed every 90 days. We can help our clients achieve a business plan in two hours.

Knowledge is power – and planning should provide updated and ongoing personal and factual information. Taking the time out to separate strategic planning (leadership) from statistical analysis (management) whilst wanting to get 'today's' urgent tasks completed (technician) is a challenge. But all successful business owners get this.

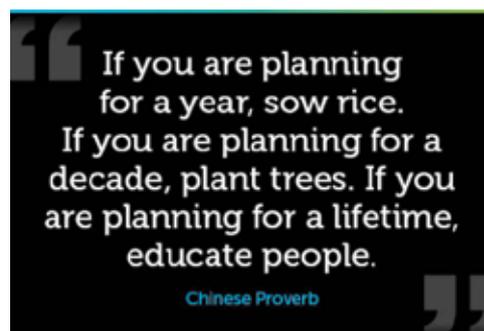
Most impartial financial planners are fee based, professionally qualified and maintain long term relationships with their clients.

In fact they grow with their clients over the years and like all professions develop specialties of expertise through experience and professional development.

Most financial advisers and planners will provide obligation free initial discussion and engagement. All must provide a written scope of advice, disclosure, fees and service agreement prior to engagement.

Finally, in these times of share market euphoria nationally and the property market speculation in Auckland, it is well to remember: -

All successful investing is goal oriented and therefore planning driven whilst all unsuccessful investing is performance oriented and therefore market driven.



John Killick – financial wisdom – is a 40 year veteran of the financial services industry. You can read his blogs at www.johnkillick.co.nz or www.fsb.co.nz

A disclosure statement is available on request and free of charge.

What W.E.A.L.T.H do you Want?

Trish Love

Have a conscious awareness of the type of WEALTH you want, it's an acronym, representing the following areas to create balance across business and personal lives:

Work- including \$ generation and also risk management of your income sources

Enjoyment –what activities, situations do we want to have more of so we feel like we are having fun?

Achievement - why are we doing what we do? And what are we wanting to achieve; both for ourselves and for others?

Love – what type of relationships do we want to have and how do we want to operate within our relationships? To whom do we want to give?

Time – where do we want to spend our time – work versus other activities?

Health – how do ensure our overall well-being ?



We all need to learn how to create LUCK in business. This is also an acronym: Leadership Understanding Connections Knowledge

When we aim for a certain combination of WEALTH, we also need to understand which of the above LUCK areas might be inhibiting progress.

WE need to both diagnose and improve the gaps.

To achieve overall success, the two most important areas in the LUCK formula are high 1) Leadership and 2) Knowledge.

Leadership - There are many varying leadership styles and one is not necessarily better than another. As long as you can 1) maintain a stable effective workforce and 2) get sustainable results from your team, then your leadership style probably matches the needs of your team/personnel reasonably well.

If you either of these is lacking, there may well be a leadership style in your business (somewhere senior, not necessarily your own) that is counterproductive to what your current personnel want/need. Sometimes it may simply mean you need a change in your staff rather than a change in your leadership style. It's important to discern which is actually correct.

Knowledge - To successfully grow business, each of us needs to grasp a wide range of growth issues. We all have shortcomings somewhere on the knowledge front. Examples might include a lack of knowledge in strategy, marketing, branding, HR, systems, operations, psychology, sales, management, risk, legal issues, finance, succession planning. We can seek knowledge, or we can delegate any required tasks within our own team, or to advisors.

When we have sound Leadership and Knowledge present in our business, it is much better equipped to achieve a status of 'Mission Accomplished'. A lack of leadership skills or knowledge will result in a business operating from a position of 'Mission Critical', Mission Impossible, or Mission Failure. See the diagram on the next page to understand the impact of high and low rankings in each of these two factors.

What W.E.A.L.T.H do you Want?

Trish Love



Adequate Leadership and Knowledge in a business allows a much quicker path to creating the other areas of LUCK. It follows there it is also much easier to generate the WEALTH you want when you first improve your LUCK.

Consider these questions:

1. Specifically which areas of your WEALTH areas do you want to be different?
2. What is one action you can take to improve each of these areas ? When will you do this by?
3. What higher levels of knowledge are needed in your business? Consider knowledge issues that relate to strategy, marketing/branding/sales, client service delivery, people management, wider team building (e.g. including advisors in your team), systems management, operations/production management, finance, administration, governance, legal, risk management.
4. List the knowledge issues to improve under three headings. 1) entrepreneurial tasks; 2) business management tasks; and 3) core operational tasks. Mark the tasks you a) want to continue, b) things that are critical for you to do and also c) things you want to get more knowledge in. Delegate these tasks over time.
5. Compile a 90-day plan that includes a schedule for improvement in the more important knowledge areas such as 1) strategy/marketing, 2) team/HR, 3) systems/operations and 4) finance/compliance/risk
6. Make a list of the attributes of a great leader. Compare this list with your own leadership behavior. Be kind to yourself but also realistic.
7. What are 3 things you want to do to improve in your overall leadership and knowledge over the next 90 days? Discuss these with your financial intelligence advisor to consider what impact this will have on your results.

Trish Love is an internationally published author through Morgan James Publishing New York.
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Five key benefits of cloud computing

Anthony Lummis



Cloud computing is an exciting development in the evolution of the internet, and it's shaping up to be the way of the future.

In a nutshell, the 'cloud' is a secure online space where everything from computing infrastructure to working documents and applications can be stored.

This is accessible at any time, from anywhere – provided you have an internet connection – and essentially globalises your workforce.

Moving into cloud computing is a sure-fire way to increase your company's productivity – and it's cost-effective too.

Here are five key benefits of joining the revolution and switching to cloud computing:

1: Increased productivity

There is an abundance of ways in which cloud computing can increase productivity. Perhaps the most important one is that with the cloud you can streamline the systems and processes that your business uses. This reduces the time and potentially the number of people it takes to complete tasks. It creates a collaborative workspace that increases efficiency through the ability to share and access documents easily.

2: Accessibility

This is one of the biggest benefits and undoubtedly adds to the increase in productivity that moving your business to the cloud offers. You can access all of your data stored in the cloud from anywhere at any time, provided you have an internet connection.

You could have employees in different countries completing a project concurrently while you supervise from your laptop at home. This has the potential to break geographic barriers and open up your business to the world. It also allows you to offer your employees flexibility with working hours and locations – a definite pulling-point for potential workers.

3: More bang for your buck

There is usually no large upfront investment with cloud computing. In the past it was a guessing game in which companies had to estimate how much server space they would need, and pay for it first.

However with most cloud providers you have predictable monthly costs based on the space that you are actually using at the time, and as the business grows so does the server space.

Once you have the cloud up and running, you will notice a decrease in software costs. This is because you usually don't have to worry about paying to update software as this happens automatically in the cloud, and continues to happen whenever new features or improvements are available.

Five key benefits of cloud computing

Anthony Lummis

You can also customise systems and applications to suit your business without paying additional fees. As an added bonus, if you're switching from your own server you will also notice a decrease in electricity costs.

4: Easy and safe to use

It can be counter-productive when new systems are complicated, hard to understand and hard to train staff on. Luckily, using cloud computing is just the opposite.

Because cloud systems can be easily streamlined and structured in line with your business's needs, they are usually straightforward, simple and easy to use. Plus the need for paperwork will be reduced – what's not to love about that?

Cloud computing offers security that ensures your data is always kept safe. Not only does it make sure that external events such as fire or flood damage have no impact on your important data, it also means that your work is always backed-up, synced and secure.

5: Flexibility



Growing businesses need flexibility with their computing to ensure they have the right amount of storage capabilities.

Cloud computing takes out the guesswork with practically unlimited storage available and the ability to scale it up or down quickly and easily to meet your needs at any given time – a flexibility that generally was not available on previous storage systems.

As well as the flexibility within cloud computing systems themselves, there's also the flexibility that it offers employees – the means to work from anywhere and not be tied down to a desk.

Company info

At Neos our job, as your outsourced IT department, is to take care of your IT systems and maintain them so you can focus on running a successful business.

We provide expert IT solutions for small-to-medium businesses.

We also offer expert cloud computing advice and assistance under our Cloud3 service.

For more information call us on 0800 022123 or visit www.neos.co.nz and www.cloud3.co.nz

The secret of the monkey's fist

Richard Petrie

Two years ago my uncle (a tour operator) invited my wife and I on board a large cruise ship docked in Wellington.

While standing on the deck of a ship I noticed that the ropes needed to moor a ship to the dock were huge.

I wondered how any seaman, could ever lift such a heavy rope, let alone hurl it so that it would reach the pier.



So we waited

We discovered that the crew doesn't even try to throw the heavy rope, known as a "hawser." Instead a solitary crewman hurled a little iron ball, called a "monkey's fist," which was attached to a thin rope to a longshoreman standing on the pier.

The longshoreman then collects the monkey's fist and starts to haul the line in until he grabs the hawser and then pulls the hawser onshore.

Throwing a hawser is too big a first step for any sailor, just as it's too big a first step for any marketer to approach ice-cold prospects and instantly persuade them to buy.

The first step in the relationship between buyer and seller has to be easy.

Unlike my friend you don't start off asking for the 'full Monty' until trust and mutual attraction have been well established.

Small steps, like a series of dates are more likely to lead to a 'yes'.

Gary Bencivenga, tells a story how coffee salesmen in the early 20th century would sell door to door.

The selling rate was around 4% of every door knocked on. Imagine what a tough job that would be with doors constantly being slammed in your face.

The coffee marketers tried many different approaches but they ultimately found a winning formula.

They threw the 'monkey's fist' and made the first step in the sales process irresistibly easy.

The coffee salesman would knock on the door.

But rather than launching into a pitch the salesman would hold back and say, "Good afternoon, madam, today I bring you a special gift, a free half-pound of our finest coffee. Please accept it with my compliments. In about a week, I'll return to see what you think about it. Fair enough?"

How could she refuse?

The following week he would return with another gift if she placed he first order.

The secret of the monkey's fist

Richard Petrie

What happened by design was that the salesman had bypassed the automatic rejection he would surely get if he tried a hyped-up sales pitch. This made the sale so easy, because the salesman made the first step easy.

The conversion rate went from 4% to over 40% using this new approach.

Could you offer a smaller commitment that is easier to get started with you?

How to apply this concept

Offering free problem solving information is one of the most successful ways to apply the Monkey's Fist.

A recruitment company discovered that offering a guide for teachers about getting a new job was 30 times more effective than simply placing a branding ad (as was typical for the industry).

An architect discovered that providing a report on 'Mistakes people make when renovating' was 20 times more effective than her traditional brand advertising.

A tourism company went from self-promotion to the promotion of free useful educational resources not only captured more enquiries but also opened the door for permission to start a conversation.

Selling works best when the buyer only needs to make a series of small risk free steps.



Former international cricketer Richard Petrie now specializes in building systems that generate leads and appointments for salespeople and consultants.

His non-traditional approach allows sales people to spend more time meeting with qualified prospects and less time prospecting and cold calling.

Download a free copy of Richard Petrie's latest book at www.30daychallenge.co.nz

The golden rule of HR - CLARITY

Lyncia Podmore



I've been thinking about the best HR tips to give you all, but in the end I believe it comes down to one key point.

I like to think I am being economical and efficient rather than mean-spirited! If you keep this one thing at the top of your mind in all your dealings with staff and anything that impacts staff management, you will increase the likelihood of getting great results from those you employ.

That one tip is **CLARITY**.

At every step your business takes, create clarity along the way. Do you have a clear message that tells everyone what the business is about and what you want to achieve? This is the first step if you want to involve clarity in every aspect of the business.

Every HR process hinges on clarity – from before recruiting even begins to dealing with any issues that may arise.

Clarity in planning

Do you take the time to plan your workforce, taking into consideration things that you know or anticipate may lay ahead for your business?

To do this, you must have a clear assessment of your current resources and some kind of analysis about the things that could impact your business, such as public holidays or wet weather. This way your business will have a clear plan for all likely scenarios.

Clarity in the recruiting process

Are you really clear about what you are looking for in an employee for a certain role? When recruiting, clarity in respect to skills, experience, qualifications and expected outcomes will likely attract the calibre of candidates that you need.



Sometimes it is easy to get bogged down with thinking about people and not what it is that we want them to achieve, but by clearly defining what it is you are looking for, you are more likely to find it.

Selection is a long process and an expensive one if you get it wrong. There are lots of things you need to have clarity around when you are selecting staff.

When it comes time to choose, what are your criteria? Will you be doing any testing? Do you have clear thoughts about a 'best fit' for this role? Do you have clarity around what this role has to offer in terms of growth and development? Keep asking yourself these sorts of questions and you'll achieve clarity.

The golden rule of HR - CLARITY

Lyncia Podmore

Clarity in induction and training

Inducting new employees is all about clarity. Take the time to settle people into their roles and your organisation. Make sure they know how things work, what the rules are and what their goals and objectives are. Make things really clear so that it is easy for them to effectively pick up the job. Be sure that they know what is expected of them right from the get-go; this will minimise the chance of any performance issues arising down the track.

In terms of training clarity is one of the most important aspects. Training needs to ooze clarity if you value consistent standards.

Clarity in roles

Is everyone clear about how the things they do impact the business and contribute to its success? If employees have a well-drafted position description not only will they have clarity about the job they're doing, but they will also have a good idea of how the work they do fits into the business strategy as a whole.



Clarity in addressing issues

We know that when staff are not performing as expected it costs your business in many ways, but especially in productivity. Consequently it is vitally important for performance issues to be addressed as soon as they occur. Clarity is important here – you need to be specific in your feedback to the employee and make sure they understood what was good or not so good about what has occurred. Moving forward the employee needs to be fully aware of what is expected of them in order to avoid a repeat of this situation.

In summary: always be clear

Keep things simple and relevant to what the business is all about.

Take the time to work out your essential messages and work on them until they are clear and concise.

All your messages from here on in, whether it is a job description, a performance review or a casual workplace conversation with a staff member, will have context and relevance, and as a consequence – clarity.

At Boost Productive People Ltd we work alongside SMEs to help them get the best out of the people they employ. Our subscription programme **3 FLEXI** offers businesses choice. We have developed an HR menu that includes everything from Employment Agreements to Coaching and Mentoring. You can choose the components that you want us – your part-time on-call HR department – to provide for a fixed monthly fee. Alongside this, we also offer on-call contract HR advice, as and when you need us, for any HR project.

For more information call Boost Productive People Ltd on 04 903 4867 or 0508 ASK BOOST (275 266) or visit www.boostpeople.co.nz

Why should you consider using an off-site storage facility?

Mike Price



An off-site storage facility provides a cost-effective solution, both short and long-term, for a wide range of problems faced by space-strapped businesses.

With a dynamic, changing or seasonally fluctuating business, it's likely there have been times when you've felt in need of a little extra space or additional storage.

Perhaps you need storage to cope with seasonal demand of stock or merchandise, or your operations are expanding and you need more storage space, or you are down-sizing but still need some additional storage space for stock, files, merchandise or materials.

However with the cost and hassle of relocating to a larger office or warehouse often just isn't an option.

Alternatively, off-site self-storage offers easy access to items when you need them – without the need for a long-term lease or contract, so your storage requirements can adapt as your business does.

Because of the flexible range of storage options and sizes available within a self storage facility, your storage space – and its cost – can be scalable to your needs as they fluctuate due to operations or seasonal demands.

What is a self-storage unit exactly?

Self-storage provides you access to a secure storage space in a specialist storage facility. It is locked, alarmed, monitored and securely housed with CCTV cover, so is an extremely secure option for storing product or merchandise.

You have access to your unit whenever you need it, and access is controlled by you – so only you, or someone nominated by you, has access to your goods or files, allowing for optimal security and privacy.

Storage unit sizes and options vary, so you can choose a unit that suits your space requirements and your budget.

Contrary to what many people think, you do not have to be locked in to long-term or fixed-term contract.

Units are available as both short and long-term solutions, so whether you need storage for a month or 12 months, you can find an option that suits your business needs.

Why should you consider using an off-site storage facility?

Mike Price

Some common reasons that businesses choose to use an off-site self storage facility include:

- Makes storing and organising inventory easy for retailers with a spacious storage unit
- Small businesses and home businesses can store paperwork, records, invoices, materials and equipment that is easily accessible if needed
- Sales reps and distributors can store products, samples and point-of-sale material in a central secure location
- Temporary storage of furniture
- Storage of bulky client records
- Storage of additional materials or tools for tradesmen

How do you choose the right storage facility?

It's very simple. Just follow these simple steps...

- 1: Check out at least three different storage facilities. Personally visit each storage facility and ask a number of the questions that we've suggested in this guide.
- 2: Ask to speak to at least 3-5 existing business clients that have used the facility for a year or more.
- 3: Ask for written testimonials from a number of business clients who currently use this storage facility. These testimonials should talk about why they chose this facility, why they like using it and how it's helped their business.
- 4: Ask for a storage consultation from each storage facility. Explain what you are looking for and tell them about your business. See what helpful information each facility gives you.
- 5: You should now be in a good position to make an informed decision about choosing the right storage facility for your situation.



Store-it Self-Storage

Phone 0800-66-55-22

Website: www.store-it.co.nz

Ngauranga – 5-7 Lower Tyres Rd
Lower Hutt – 111 Eastern Hutt Rd



Ready, set GROW your business!

Peta Walker

Just like a plant needs care and attention to grow, so does your business. Once you have a solid framework around process in your business – you'll fly!



Here are three keys to get your business humming!

1: Why systems and processes save lives!

Do you feel you are juggling all the parts of the business you own, all at the same time? You are trying to handle it all, and be everything to everybody.

You neglect to take time out for yourself, there is little or no time for family and friends, and there is little or no time for holidays.

Think about your role in the business objectively and ask, "How can I improve my business without working harder?" How could you do more but in less time? Ask yourself, "Without me, what would happen to this business"? What could you do with that business so you have time for family and friends and that trip you have always dreamed about?

Starting with the end in mind and working backwards will get you some good answers to work with. Imagine what the end goal really looks like, then work backwards to identify the steps it took to get there. This is where planning for the business comes to the forefront.

By now you might be thinking "Developing systems takes time, I simply do not have the time right now".

The truth is, 80% of what we do is repetitive and we can systemise that 80%. Think about that statement very carefully before you discount it. There are enormous benefits to be gained from systematisation in your business.

2: Why billing is the new black – invoice fast, get your bill out!

Here's a fun factoid for you... Billing your customers for the work you've done gets you paid! AND, when you get paid, you can pay your bills! And eat!

One of the most important things about running a SME is to get your invoices out as quickly after the job is done as possible.

Simply put, people won't pay you if you don't bill them.

Invoice fast and often is best. I know I'm hearing you say that it's the last thing you feel like doing after spending all your time on the job, you're just too busy and it becomes a chore for the end of the month, or a wet day. But that sort of business practice is what gets you a gigantic debtors list and believe me, chasing that up is a far worse chore!

Bring positive
cash flow into
your life!

Ask us how!



Ready, set GROW your business!

Peta Walker

Be upfront about your terms of trade. It's OK to ask for payment in seven days if you're really clear at the start that that is what you expect.

Use technology to help. There are lots of accounting systems out there that WILL make your billing life a breeze! Systems like Xero, gives you a tool to reconcile your debtors on a daily basis, so you always know exactly who still owes you money!



3: Is your business sustainable?

And I don't mean are you eco-friendly and "green?"

I mean, would your business carry on if you weren't there, working in it day after day.

You might have started your business from nothing or you could have bought it from someone else. Are you a business owner, or are you self-employed? Did you get involved with this business to buy yourself a job, or are you planning on growing it to something bigger with an exit strategy? Mostly, we are self-employed. The reality is that if something happens to you, the business would not survive. The years of hard work and effort you've put in, would essentially be in vain, without you – the business would grind to a halt. You are the business, if you wanted to sell it, it has limited or no value.

Can you sell yourself as a going concern?

If the answer is 'No' here's how to change that.

1: See a business coach. Business coaches have years of experience in identifying ways of building your business from a self-employed job, into a growing, sustainable entity with value.

2: Create a succession plan. If you've acquired your business to sell on to family in the future, there needs to be a plan in place for purchase, early on. What if no one in your family wants your business?

3: Work with a great accountant! The success of your business depends on having a great business advisor to help you understand your financial position and what the next steps are to grow your business with a healthy profit.

BW Chartered Accountants are a team of professional business advisors and coaches dedicated to meeting our client's needs and pride ourselves on being much more than a compliance tax shop! Getting to know you and your business is paramount for us. This means while we are taking care of your compliance requirements, we are also looking at the bigger picture, working with you to achieve your goals and get what you want from your business. By joining us, along with a great accounting service, you'll get accessibility approachability, responsiveness and proactivity. We have a realistic and pragmatic approach to business and we can't wait to start working with you to achieve your dreams! You can contact us at www.bwaccountants.co.nz

Insuring things that bleed; a specialist business insurance advisers guide

Warwick Walker

WARNING!

Caution: Contains nudity, sex themes, violence, bad language and insurance advice.

Most business owners never take the time to look at their business from a risk management perspective because it's just not as sexy as making the next sale, as seemingly urgent as the busy week ahead of them or the pressure of juggling a business and home life.

Furthermore, laying your business systems and financials bare can be very uncomfortable, like having a mammogram or prostate exam.

However just 1 hour a year with a business insurance adviser who specialises in insuring the key component in every business, (people), may well save your business and your financial life.

Nudity: Just because you don't like what you see when you hold your business or personal financial position up in front of the mirror, you can't ignore it in the long term; the issues don't just go away.

It might also be a bit embarrassing to lay bare your P&L and balance sheet to a stranger to critically review potential issues should a key person die or get seriously ill or injured. Whether you like what you see or not it is a fact that most small business will not survive loss of the owner and resulting loss of sales, key customers and decline in revenue.

Guide note 1: In many cases, at a cost of less than an a third of one percent of revenue, Key Person cover can replace lost revenue for a struggling business enabling it to survive until the owner is well again, a replacement can be found, or the business sold. Premiums are also tax deductible.

Sexually transmitted debt: It is common for business owners to use the family home for low cost capital for their businesses and security for business overdrafts, lines of credit and leases.

While many of the business contracts will be signed by you as a company director if you die or get seriously illness and the business cannot pay, the debt or liability does not just stay with the business. It is transmitted to your spouse, via the debt security provided over the family home, for them to pay or risk losing the home to satisfy creditors.

Guide note 2: Ensure debt or liabilities, which the business owner has guaranteed or secured against the family home, are insured and owned and paid for by the business rather than being owned and paid for by the family. That way it is paid with pre-tax dollars and ensures the money is used to keep creditors hands off the family home.



Insuring things that bleed; a specialist business insurance advisers guide

Warwick Walker

Violent death or injury: Each year many business fail because of illness, injury or death to business owners.

Some had wrongly assumed that ACC would cover lost business cashflow issues.

But less than 14% of hospital admissions are due injury, 86% are illness related and not covered by ACC. What's more ACC only pays some of your lost income, not consequential loss of revenue to the business.



Guide note 3: The good news is you can legally reduce your ACC premiums. Then often for the same cost as what you had been paying ACC, you can get comprehensive insurance, for illness and injury.

#\$%&* insurance companies!! Just like your businesses terms of trade and product specifications, insurance contracts are legal documents with limitations and rules. Unlike buying a physical product you cannot immediately see if it will perform the function you want it to, that is pay at claim time. Like all products there are good ones, cheap ones and occasionally good cheap ones but claim time is not the time to discover which one you have. Researching and understanding what is and is not covered before you buy is critical to making a good decision.

Guide Note 4: While most insurers in NZ have some reasonable or good policies not every contract they sell will be the best in the market. So comparing price is not research. Before you buy ensure you know what is and is not covered, what the insurer will want to know before they sell you the product and most importantly what they will want to know before they will pay a claim.

A specialist business insurance adviser will be able to advise on all insurers products, and not just represent or sell one insurer contracts.

They will be able to assist by showing you what independent research says about the strength and weaknesses of various policies and give you their experiences of dealing with multiple insurers at claim time, all before you start comparing price. That way you are much more likely to purchase a policy that will 'pay at claim time'.

Warwick Walker CFP^{CM}, AFA is a director at FSB⁴ Financial.

Warwick specialises in working with business owners and the self-employed to enable them to make smart decisions about their risk management.

A disclosure statement is available on request and free of charge.

Find out more about Warwick at www.fsb.co.nz

I dislike going backwards and I'm passionate about progress.

One of my strongest beliefs is never go to bed the same person that you were when you woke up.

Learn something, do something, stretch yourself, you must GROW each day.

This is so important. Make DAILY PROGRESS a strong belief you hold.

But here's something that is crystal clear in my life.

Do you want to get to the next level in your life and business?

Here's how I do it.

You see, there's always a CONSTANT, there's always something that must happen before you can move to the next level.

Every time I do 'this', I move to another level in what I'm pursuing.

Your next level always starts by making a DECISION.

Usually, this decision is a bit scary as well.

Most people's best friend is indecision and that's why their growth is slow. As slow as turtles walking across Main Street.

You MUST start making more decisions. (read this again)

DECIDE today to start something new, do something that makes you a bit uncomfortable.

You should be doing AT LEAST 1 uncomfortable thing a day in your life or business.

Decide to MAKE YOUR MOVE.

Make a decision today and then do this. TAKE THE FIRST STEP.

That's it. Ask yourself this question:

What decision have I been putting off that if decided today could move my life and/or business forward?

Remember, you don't have to get it right; you just have to get it going.

By Mike Litman – Conversations with Millionaires