

Turn Your Newsagency Into A Net-Profit Machine, And Enjoy Going To Work When You Want To!



Fun, Simple Strategies to boost your Newsagency Profits

How to have staff work and act as if they owned your Business

How to increase your Greeting Card sales by 50%

Have Flyers to hand to customers that result in added sales and return visits every time

Find out how easy it is to turn your profits around using the Business review questionnaire that is simple and easy to understand

How to ensure your customers never want to shop at your opposition.

Have every one of your Home delivery account customers pay by your trading terms, on time

How to get your Bank to give you the best interest rates and then help you keep up with the latest cost saving practices

How to have each supplier line up to help you grow and support your business

Find out how to have your best customers spend \$20,000.00 in your store, guaranteed, and then refer their friends to shop at your store as well.

How to see the future in your Business.

Have written Trading terms for all account customers ready to hand out.

Use the Timesheets that staff fill every day accurately, after they have signed off, that give invaluable data to help you make plan your wages costs.

Prompt card system that ensure your staff have responsibilities that can be measured

A system that has your staff want to promote something new every day as part of their role in your Newsagency

Find out how to SIMPLY double or triple your Stationery sales in your store

Have easy to follow checklists for all the key areas of your business

Create written systems and procedures that can make it possible for you never to have to work in your business again

Systems that will allow you to balance all your registers to within 20cents every day

Find out how to use your Newsagency to become WEALTHY. Insist on success, why else are you in it?

Learn how to make your staff superstars and rid yourself of ineffective employees

Use a License system to have your staff do every task the same way... have consistency throughout your whole business that your customers will appreciate

With just one of these systems you could recover your investment in one week.

YOU WILL SPEND less time, money and effort than you are spending in your Business now. We want to completely guarantee your success.

Here's our \$10,000 no-risk guarantee: If you make a diligent effort to apply the systems, procedures and strategies in The Newsagents Manual©, We guarantee you will make at least \$10,000 in extra profits.

We will e-mail simple and fun strategies weekly that you staff will want to implement which will increase your profits.

"The Newsagents Manual©"

A comprehensive procedure, planning, policy and marketing guide includes 12 months mentoring via phone and email to aid implementation of the systems and monthly marketing promotions from News to Business.

newstobusiness\$

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Comments from News to Business Clients

I used to think, "why would I pay another Newsagent to tell me what to do?". Well, it took me about 8 weeks to pay for the course from increased profits. Using one strategy we increased our turnover by **\$11,000** for the week. That extra commission of approx **\$750** went straight to the bottom line.

Graeme Baker, Macarthur Newsagency, Campbelltown NSW

I joined Brendan and News to Business nearly a year ago, ran a couple of very successful promotions based on advice and support. **Recently I went through the Newsagents Manual© again and realized just what a gold mine it is.** I'm currently working on the next strategy.

Rod Hurst, Nambour Plaza Newsagency, QLD

Using the joint venture letter provided by News to Business, I have been able to offer my customers rewards each month – without costing me a cent! Already I have 700 members in our newly established loyalty club and absolutely love this program. I was sceptical at first but I owe it to your support and your systems for increasing my Business and profits.

Dennis Kennedy Batemans Bay, NSW

We sent out the thank you letter with our accounts last month. We had a fantastic response.

Cyril, The Pines Newsagency, VIC

My tills balance correctly every day, which was my first priority. We increased our newspaper sales by 170%. **All the systems work and now, 12 months later, my net profit has improved by several tens of thousands of dollars.** I have gone from working 90+ hours a week with staff headaches to working 20-25 hours a week, when I want to, and not only am I enjoying myself, so are my staff.

Andrew Fennel, Kurri Kurri, NSW

We have set up our stationery platinum Business Club. It's working well, with 11 new members! Their orders are already being placed. We have been working hard to cleanup magazines, displaying them better, returning oversupplied. We are working very hard with 3 subbies - sales increasing. All subagents are paying on time, with the main papers & magazines on counter and rotating.

Terry and Shirley Howland, Emu Park News, QLD

We are ecstatic to say the least. We have been building our card sales now with fantastic results for 2 1/2 years. I honestly thought we'd be lucky to get a 10% growth this year for Father's Day but went out on a limb & secretly hoped we could reach 25% but at close of business today after tracking our sales for two weeks for Father's Day we have attained a 39.5% growth!!!!!! Are we excited or what!

Peter & Sally Murphy, Emerald Village News, QLD

Our card sales are going through the roof (as well as out the door) as a result of the Mother's Day promo we are running. Our card rep. is coming in this morning to re-stock! We scored a really neat basket of soaps, lotions etc from a local shop, and a big floral arrangement. I have noticed a definite upswing in the general "vibe" in the store since we began implementing the News to Business strategies. Customers realise they can actually have fun whilst paying their paper bills. All good news for the bottom line!

John and Aloas, Calwell Newsagency, ACT

The Magazines, Newspaper and Lotto promotions are all still going well and achieving great results! We have a 20% increase in magazines, 16% increase in Newspapers and 4% increase in lotto this month.

Nicola Rigney, Mount Sheridan News, QLD

We sold 106 3 games Oz lotto's, (up from 46 last week) using the "we got 2 numbers" brochure

Glenn Major, Ocean Keys Newsagency, WA

VISIT OUR WEBSITE: www.newstobusiness.com

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