

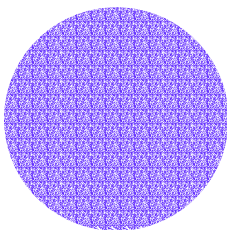
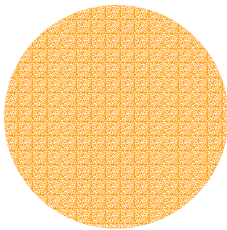
Newsletter May 2003  
Volume 2, Issue 5

## Welcome to Business Building News

**Business Support Network (BSN) 03 9858 2894**

### Special Interest Articles:

- Live Life to its Fullest
- Emotion Versus Logic
- Our Greatest Enemy



**"Your state of mind creates your state of results."  
- Mark Victor Hansen**

## Live Life to its Fullest

Someone once said, "Everyday you stay in your life what do you get? More of the same, only with less life".

Everyday that passes is one that you can never retrieve.

That's why it's so important to create the life you want. It takes just as much energy to lead a bad life as it does a good one. Yet millions allow the days to slip away without ever taking action.

What you get out of life tomorrow will be in direct proportion to what you put in today. If you go through the same process tomorrow as you did today, you will get more of

the same result. And if that's not a result you're happy with, then you need to make a change.

We live in a world of cause and effect. Good cause, good effect; bad cause, bad effect. It's that simple. Newton's laws of physics hold true - every action has an equal and opposite reaction.

It stands to reason that if you want to achieve something, you must take action.

Make everyday count. Don't react - act. Take Control.

You only have one shot at tomorrow so make the most of it.

## Emotion Versus Logic

The most common thing I see when I visit a business is their material focuses on the features rather than the benefits.

The business owner tries to convince the consumer to buy by using logic, only to be left confused when the prospects leave without purchasing.

In this marketing equation the sum does not add up. Here the business owner adds 1 + 1 and comes up with 3.

Human beings are emotional creatures. Our decisions to purchase are almost entirely an emotional one.



## Emotion Versus Logic (Cont'd)



Choosing to buy something doesn't always have to make perfect sense. Just like falling in love you do it because it feels right; not because it's logical.

Charles Revson, founder of Revlon, once said: "In the factory we make cosmetics, but in the shops we sell hope". He understood buying is an emotional decision.

Test your marketing material. Are you focussed on the features or the

benefits of your product or service?

For example, if you were selling a car, a feature would be it has power steering. The benefit would be it's easy to drive and handles well.

Review your marketing material now and transfer your features into benefits.

Remember features tell, but benefits sell.



"Genius is 1% inspiration and 99% perspiration."

- Thomas Alva Edison,  
US scientist



## Our Greatest Enemy

Who is your greatest enemy? You may think it's one of your competitors, the bank, government, spouse, neighbours, or even your customers.

The truth is our greatest enemy is ourselves. It is our own doubt and fear that prevents us achieving our full potential.

Often our fear of possible failure immobilises us and we begin to question our abilities. This doubt can in turn reduce our self esteem and further erode our self belief in our ability to succeed.

James Allan, the English Essayist, wrote, "They who have conquered doubt and fear have conquered failure. Their every thought is allied with power and all difficulties are bravely met and wisely overcome".

Don't let your fear of failure stop you from achieving. It is worth noting that all of the world's greatest successes are also the world's greatest failures.

Thomas Edison failed some 10,000 times on his way to producing the electric light bulb. At the time all the experts said it couldn't be done. After 5,000 attempts a young journalist asked Edison why do you continue to try when you have failed 5,000 times and everyone says it can't be done? Edison replied, "Young man, I have not failed at all. I have successfully identified 5,000 processes that don't work.

Failure depends on the way you look at something. Focus on what you want to achieve and you will succeed.