

## New Year, New Start, New Systems.

Welcome to a shiny, brand new year. Now the silly season is over we hope everyone has come back refreshed and rejuvenated for a successful 2018.

We use January to reset our intentions for the year and do some planning for our marketing activities throughout the year. We know that many of you do the same. But actually, a larger number really don't get into the swing of things until after Australia day. Some not until Easter when we know the year is getting away. We know who is ahead of the game. Chat to us if you need a hand getting things in check for the New Year.

For those of you that are looking to get some better systems happening for your business in the New Year

here are a few things to carefully consider:

1. **Online ordering portal.** If, like most businesses, you need to order regular print products, such as business cards, letterheads, with comps slips, note pads and you're currently manually ordering them each time. Let's make a time to talk about a better system. One where your staff can order their own from your own personalised portal. You still get to be in control and can have approval rights but no need to be the piggy in the middle all the time.
2. **Referral system.** Our business community really could do

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- Successful employee mentoring strategies
- The secrets to getting more referrals (like you don't need them)
- 53 years of Avonde Calisthenics concerts

with a shift in mentality and share connections organically, genuinely and more often. We have certainly been the beneficiary of this over the years. As well as reciprocating the favour. But generally, in our experience, referrals need to be incentivised. Think about the lifetime value of a client to your business. This is an awesome place to start thinking about **investing** in a referral program. Because that's what a referral program is – an **investment** – in your business.

We must say a big thank-you to all of you of course for being such active referrers and supporting our small Aussie business. We're doubling our referral bonus for the rest of summer. So that's \$100 per referral. Get networking and making \$\$\$ to pay off those Christmas credit card bills.

Cheers,

*Blair Cariss*



## Quotes of the Month

*All that passes for knowledge can be arranged in a hierarchy of degrees of certainty, with arithmetic and the facts of perception at the top.*

—Bertrand Russell

*Arithmetic tells you how many you lose or win if you know how many you had before you lost or won.*

—Carl Sandburg

*When the heart is at ease, the body is healthy.*

—Chinese proverb

*A person cannot accumulate a fortune very well when he is sick.*

—P. T. Barnum

*It is only by risking our persons from one hour to another that we live at all.*

—William James

*Trust your own instinct. Your mistakes might as well be your own, instead of someone else's.*

—Billy Wilder

*Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.*

—Conrad Hilton

*Stop chasing the money, and start chasing the passion.*

—Tony Hsieh

*The greater the scientific advance, the more primitive the fear.*

—Don DeLillo

*Human beings are infinitely fallible, completely unreliable. Science is not. Science is absolute. Under strict principles, if you do A and B, then C will occur. This rarely happens if you inject the inefficiencies of humanity into the process.*

—David Baldacci

# Focus On Essentials When You Mentor Employees

When you become a mentor, you take on a delicate role with an impact that can last throughout an employee's entire career. Make sure your influence is positive. Remember this advice:

**Spell out the protégé's responsibilities.** Don't try to make decisions for the employee. Your job is to provide coaching and assistance, not to take over the employee's career.

**Balance the short- and long-terms.** Create a loyal relationship by helping the employee succeed in his or her current job. At the same time, keep the person alert to opportunities for gathering skills and experiences that will make him or her more profitable in the future.

**Leave performance appraisals to others.** You're a mentor, not a supervisor. Stick to working on the employee's personal and professional development, and let his or her real manager perform the evaluations.

**Act as an agent.** Think of yourself as a referral agent. Part of your job is to direct your protégés to the right training programs and introduce them to people who might be helpful to them—and vice versa.

**Emphasize knowledge as well as advancement.** Rapid upward progress isn't the only route to success and job security. Help your protégés become experts in specific subjects, and they'll have more career opportunities as time goes on.



# Hands Up If You Are Getting Enough Referrals!

By Blair Cariss.

I'm sure not everybody put their hand up. Are you getting too many referrals? Not enough referrals?

When copywriter and direct marketer Dan Kennedy was doing a lot of consulting to the Chiropractic niche he could forecast the overall health of the practice with just one marketing metric:

**How many referrals do you get per patient?**

*(if you aren't a medical practice, how many referrals do you get per client/customer?)*

If that answer was high enough, then he was certain that the practice was healthy and growing. If not it was usually in all sorts of financial trouble.

Think about this if you want to double your business in the next 12 months – the easiest way I can think of to achieve this doubling by **doing just ONE THING**, is to figure out what you need to do in order to get every client/customer/patient to clone themselves in the next year. 500 customers and 500 referrals is 1,000 customers – business doubled.

It's worth remembering that referrals are more likely to buy than other types of leads. They are less price resistant more loyal and the most likely customers to refer others – better customers in every way so they are more valuable than any other source of leads.

**If you want to get more referrals**, the first step is to get your customers engaged enough to remember your business. Statistics estimate a person is exposed to 3,000 marketing messages a day. That is 90,000 a month. You are going to be forgotten quickly when you are faced with that kind of noise.

I'm assuming that your products and services are actually good. Nobody is going to refer business to you when you are providing substandard products or customer service. It needs to be outstanding.

**Next you need to give them a reason to refer.** The easiest thing to do is offer a gift with each referral. Think of it as a marketing expense. We offer a \$50 bonus for each referral. Just our way of saying thanks. We appreciate the recommendation. From a marketing standpoint this is a lead generation investment, just like flyers, print ads, direct mail, or pay per click advertising... The only difference is the lead quality is so much higher.

**Then you need to tell your customers about it.** No point in having an offer for referrals if you don't tell anyone. This is why we point it out in our newsletter, (good reason for you to be doing a newsletter too – get in touch we can

## Got A Big Client To Refer???

We realise that in many cases, including ours, some clients and referrals are worth more than 50 or 100 bucks.

If you have the capacity to introduce us to a key decision maker whose company produces a high volume of print. Then let's talk about what that incentive looks like. Your networks could be worth more than you think.

help you get a newsletter going that actually makes you money too), post purchase thank you cards, postcards, email footers – don't be shy.

Referrals should be the lifeblood of your new customer acquisition. If it isn't, do the work to fix it.

**We're doubling our referral bonus for the rest of Summer. Refer someone to us and you'll get \$100. Not \$100 worth of print, that's a bit cheap. \$100 cold hard cash, \$100 voucher or \$100 to charity. You name it, we'll pay it. It's the least we can do.**



Welcome Aboard!

Thank you to following clients who placed their first order with us in the last month.

- Europe Organisation
- Gazzola Civil Construction
- Hughes Legal
- RTM Traffic Solutions
- The University Of Sydney

Welcome to the Cariss Printing Family!

# 53 years & Counting

That's how long Avonde Calisthenics have been going for – 53 years!

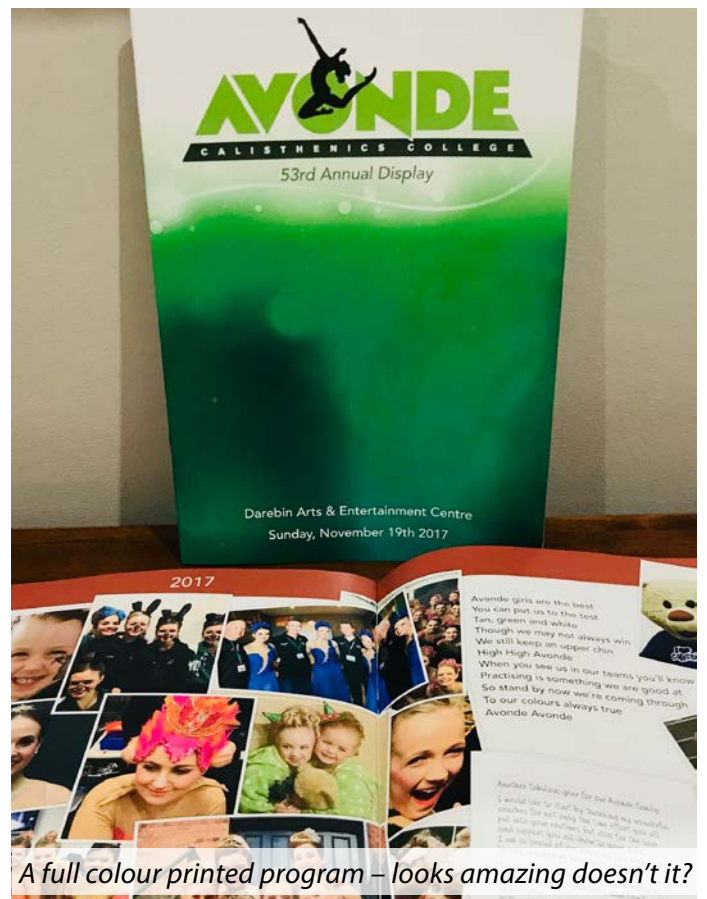
We've been doing their print programs for their annual concert for a large chunk of those years.

Every year we select a few charities and local groups to support. We were a silver sponsor for Avonde last year and given our long association with the club we will continue to do so.

Most years Avonde produce an A5 size booklet with mostly black and white pages. In 2017 they went all out, full colour in A4 size. It came up a treat! **A special thanks to Mike who designed this one from scratch.** One for the keepsake box of many of the Avonde faithful.



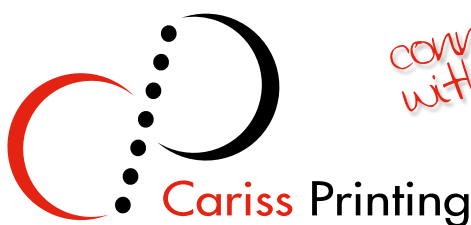
Asha in front of our sponsor banner at the concert.



A full colour printed program – looks amazing doesn't it?

Paper supplied and donated by **K.W.DOGGETT** Fine Paper. Printed on 128gsm Sovereign Silk

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