

Eureka! "I Finally Found Someone Who Understands Me And What Our Customers Business And Marketing Goals Are All About"

My name is Robert Dybala. I'm the Business Development Manager of Myconnect located in Victoria and we have been in business seven years.

Like a lot of business owners I have a mountain of marketing ideas and concepts in my head.

Of course I've wanted to get them off the ground and in the market place to test, but time and a lack of skills always stopped me. No excuse I know, but true and I'm sure some of you out there can relate.

Another thing holding me back was I had already worked with some other major marketing companies before but they just didn't get me, what our business, customers and marketing goals were about.

Anyway, after sharing my frustrations with a joint venture partner of mine she suggested I give Jaffaman Eddie a call.

I originally called Eddie to write us a single Direct Marketing letter and was so impressed we ended up using him to make a whole marketing package with two marketing systems for us.

The thing I liked best was that Eddie would follow up with me to keep the whole project on track, he really got me and he really knows his stuff!

When Eddie said he'd call at 2pm, my phone would ring at 2pm on the dot. Eddie's work pays for itself.

Thanks for all your help Jaffaman Eddie. You have given us a fantastic idea's to action and to work with.

We've got all our BDM's in on Wednesday to start training them on the new sales process and marketing systems you created so I'll keep you posted.

If you're time and marketing is worth anything to you, I strongly suggest you give Jaffaman a call to discuss copywriting, marketing or marketing systems and branding today.

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5 Simple steps for getting into the "zone" for greater success

- #2. Define what success means to you and the successful outcome you want to achieve.
- #3. Act as if. Start pretending to be the way you want to be and you will find that you become that way.
- #4. Move. Break the pattern. If you are sitting in a place where you are not getting into the zone, change your position and change your location.
- #5. Model the people who already do it well. Duplicate them.

The next step is to learn how to "anchor" this state of mind so you can access it instantly.



Wayne Donnelly is a Corporate Hypnotist, Speaker and MC based on the Gold Coast. For more information Wayne phone: 0416 929 636 or visit www.hypnosis-downunder.com.au

A POWERHOUSE Strategy to write marketing copy faster than ever before!

Published with passion and purpose by Jaffaman Eddie & the crew @ ECMC & Eddie's Enterprises

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The How To Action Magazine Helping Entrepreneurs, SME's & Businesses Market Smarter

ECMC

Choreograph Your Perfect Customer

5 Simple steps for getting into the "zone" for greater success

INTERVIEW

One-On-One With Robert Dybala, BDM

myconnect

Julie's Guarantee Blues!

"Thanks so much, this is what I would expect from a modern marketer."

Karen Francis, Search Engine Marketing Specialist
Kymodo

Business Habits

You need to drop quicker than a *hot* potato today

Writing Copy, Building A Brand & Marketing Your Business

Is a lot like playing a gig because...

FREE Issue

and over \$711 of marketing gifts, a FREE Moneymaker ad, 60-Day FREE Trial and a bonus chance to win a \$2,500 website

with every gold coin pack subscription

kymodo.
GROW WITH US



From Jaffaman...

Welcome to the spring edition of the ECMC MoneyMaker Entrepreneur magazine.

This edition is choc o block full of tips, techniques and strategies to help you get the tools, skills and expertise to build a better business and market your business better.

Enjoy it and if you have any questions contact me using the details at the bottom of this page.

Remember, **“Without marketing nothing happens.”**

A POWERHOUSE Strategy to write marketing copy faster than ever before!

The biggest things holding you back which results in you taking week's months or you giving up entirely when it comes to writing your own marketing copy is time, lack of skills and your internal self-editor.

Remedy – Instead of slaving over a blank piece of paper or computer screen for hours, weeks or months on end, voice record your copy on your phone, laptop or other voice recorder.

This eliminates, going back and changing comma's and words around and shuts your internal self-editor off.

Once you've recorded your copy, have someone transcribe it for you then re-read and edit accordingly or send it to me for review.

Once you're happy with it, send it test it

Published with passion and purpose by:

Jaffaman Eddie - ECMC
Eddie's Copywriting & Marketing Centre
A division of Eddie's Enterprises

- **Ph.** 0412 288 339
- **Email:** creativesolutions2@mac.com
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INTERVIEW... myconnect

One-On-One With Mr. Robert Dybala, БDM, myconnect

Slash Your Moving House Utility Connection Costs

FREE service eliminates the time and stress you spend organising utility connections before you move house... Guaranteed.

Speaking with Myconnect's Business Development Manager Robert Dybala, it's easy to understand why more and more Australians moving house are taking advantage of Myconnects free utility connection services.

“Over the past 7 years, we've realised that people moving homes have far too much on their mind and often forget to do some of the most important tasks like connecting their Internet, phone, gas, Pay TV and electricity,” says Robert.

“Most of us are extremely busy and many people find organising the reconnection of their utilities time consuming and even frustrating which is why Myconnect takes care of one thing. Connecting up the utilities you nominate before you move residence so you save time, money and hassle so you can move in to your new residence with no disruption to your life or your household and no out of pocket expenses.

Guaranteed on-time connection or your expenses covered...

“Some of the other benefits people love about Myconnects free utility connection service is that is 100% FREE. **You'll never receive a charge or bill for our services.** That's because we get paid by the Utility provider and only get paid when your connections are on time and successfully connected. On top of that **we guarantee electricity connection on the agreed time and day or your expenses covered and you can connect you with a number of service providers depending on (continued page 4)**

Start Your Own Business With Zero Start Up Costs & Create Additional Income On Your Terms

Wanted - I need more energetic people living in Coffs Harbour, Newcastle, Sydney, Victoria and South Australia regions area with marketing and business networking experience to help service and grow ECMC's clients and service divisions. You'll attend business - networking events at my expense. Receive a healthy commission on any projects you bring in and be able to create additional income on your time and terms as well as other moneymaking opportunities through the six businesses under the “Eddie” brand. No cold calling required. At this stage these are commission positions only however that could change. To express interest email me at creativesolutions2@mac.com

Continued from page 5

Do YOU or Your business place more value on business operations than marketing?

17 Reasons why that may be the case...

1. They haven't got the results they want or were told they would get
2. They're time poor and always looking for some magic bullet
3. They're under-resourced or not sure how to execute it
4. They're not sure whom their prime audience is or where they are looking
5. They buy advertising and marketing because someone walks through their door or calls them out of the blue and offers it to them so they think why not, I'm not doing anything else
6. They have no marketing systems in place to create qualified leads and convert those leads into sales, upsell existing customers or create referrals
7. They're reactive always focusing on getting new clients when they need to have a reason to advertise or market and support it with an important message and offer that is of use to their hottest target audience
8. They market where their hottest prospects **are not looking**
9. They're overwhelmed with choice and what will bring them the best result
10. They want instant results
11. Their marketing messages are product focused instead of being benefit and what's in it for me focused. The “who” it is for is always more important than the “what” it is.
12. They use people or staff with little or no marketing or direct response copywriting experience to save a few bucks, do it once and because of poor results say it does not work.
13. They see or read various types of marketing strategies and say that wouldn't work in my business without even testing it
14. They give up too easily
15. They try to be all things to all people. Riches and marketing success are in niches!
16. They focus on image advertising or brand building when they really need to focus on getting return on their marketing using direct response marketing, which you can track, and measure
17. They focus on paper pushing and other tasks instead of focusing on bringing new and repeat clients in and their top three money making tasks. **Remember you could be the best in the world but without marketing nothing happens.**

Choreographing your perfect customer

Here's a process to choreograph your perfect customer. Now I have a few businesses under the “Eddie” brand so I have different people as different customers on different incomes and so on. So for this exercise I'll choreograph the perfect customer who has been grabbing my \$2 gold coin pack so you can get the general idea and can choreograph the perfect customer for our business.

The perfect person to grab my \$2 Gold coin pack is just starting out in business or has been in business for eight years or less. He or she believes in their product or service, is passionate about what they do and how they help people. There are street-smart reasonably well educated, are goal orientated and realise they cannot be all things to all people and do not try to be. Some are single; married and some divorced. Some work from home, some at the beach and some work in offices and some even still have part time employment. Others have employee's others have a small team and some are solo. 99% of them are all seeking a better life and business on their own terms for themselves and the people they love most in their lives. When things go wrong they learn from it and move on. Many are on limited budgets, have limited resources and do everything in their business themselves not by choice but by necessity. Most have the technical skills in regards to their business which has got them to where they are now, however most lack the real world marketing muscle and know how on how to acquire new clients consistently and increase the lifetime value of their existing clients. Some have been burnt on generic advertising. Some have dabbled in direct response marketing and said it doesn't work and most are tired of doing the same old things and hoping for different results but are unsure about whom to trust and whom can help them escape their feast and famine marketing treadmill results for an affordable cost. Now give your perfect customer a name, cut out of photo of them and stick it on your wall. Oh and include income, name, social activities and other traits as well. **Go to it; let me know how you get on.**

Events & What's Been Happening News



I'm thrilled to have taken on the role as the new organiser for the Gold Coast Entrepreneurs Meet up group recently. Our first meet up was early in early Sept over coffee n cake at ECMC HQ and all had a good time.

• **2 hr. Private Sessions** - Learn the stepping stones to building a Rock star kick ass Personal Brand for your business

• **2 hr. Private Sessions** - Discover How to create an additional income from your existing business

• **2 hr. Fast-track Private copywriting and marketing coaching** – Fast-track your skills and start writing profit pulling copy, offers and more for your own businesses with one-on-one copywriting coaching from me.

• **Webinars /In-house events & Gold Coast Entrepreneur Meet Up events**– see events page at: www.creativecopywriting.com.au

For additional information and to book email me at: creativesolutions2@mac.com

* After hour weekday and Saturday morning sessions available.



(continued from page 2)

INTERVIEW...myconnect

Slash Your Moving House Utility

Connection Costs

the area you are moving which makes it a win /win for everyone.

No lock in contracts and no out of pocket expenses...

“Also, there are no lock in contracts with Myconnect which customers love. We’re 100% Australia owned and operated with a customer service support centre located right in Australia. You can speak to the same person and ask for them by name and we’ve successfully taken the stress, cost and confusion out of utility connections for over 35,000 Aussies who moved into houses, apartments and townhouses in NSW, VIC, SA and QLD.

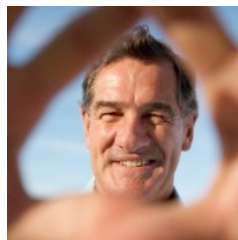
“To have the **utilities of your choice connected FREE** all it takes is one simple phone call. Once we know what utilities you want we’ll arrange the connection at your next residence. This not only frees up your time but gives you the peace of mind that when you do move in all the utilities you’ve asked us to arrange to be connected will be operational.”

For more information about Myconnects free utility connection services, give Robert and the Myconnect team a call on: **1300 857 743 NOW**. If you’re pressed for time, email Rob at rdybala@myconnect.com.au or visit www.myconnect.com.au

myconnect



5

 simple steps for getting into the “zone” for greater success

Courtesy of Corporate Hypnotist ★ Speaker ★ MC Wayne Donnelly, Gold Coast

#1. Define the mindset you want. What is the state of mind you want to be in? What does it feel like, what does it look like, what does it sound like?

continued page back page



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How many marketers does it take to change a light bulb?

A. None, we automated it!

Does YOUR business place more value on business operations than marketing? 17 Reasons why that may be the case...

Last month I was asked in a marketing mentoring session (there was also a LinkedIn discussion kicking around on this topic as well) as to why a lot of people in business seem to place more value on their day-to-day operations than the marketing of their business? (Continued page 7)

Writing Copy, Building A Brand & Marketing Your Business is a lot like playing gigs because:

- YOU must engage and connect with your audience
 - YOU must get out of your comfort zone
 - YOU must love what you do or it will show
 - YOU must attract the right type of people
- YOU must not buy into personal or audience negativity
- YOU must practice and invest in improving your skills
 - YOU must back yourself & put yourself out there



From the archives myself (lead vocals) Mr. Troy, Sop Craig & Martyn out of shot from Khufu, rockin up a storm onstage at one of our many Playroom gigs on the Gold Coast – Year Unknown

WIN A \$2,500 BUSINESS WEBSITE WITH ALL THE TRIMMINGS

Three years ago I had a dream. To help as many start -ups, solo and entrepreneurs get the marketing support, advice and guidance they need to cut through the marketing noise and clutter without it costing them a fortune. Why? Because I’m an Entrepreneur too and small business and Entrepreneurs like us are the backbone of this country. I also know first hand the challenges small businesses and Entrepreneurs face because I’ve either suffered from them or still may at times. So the \$2 gold coin marketing pack with over \$711 of goodies was born.

While the information and marketing gifts have changed over the years the goal and purpose hasn't. Today when you subscribe you'll not only receive my proven referral marketing system, a \$90 copywriting critique certificate, a personal discovery BIG IDEA'S call with me valued at \$127, a free ad in my MoneyMaker Entrepreneur magazine, a 60 day FREE trial, a CD and more **you'll also go into the draw to win a brand spankin new website valued at \$2,500 website with all the trimmings**. Plus you get my “Love it Or Leave It” 60-Day Guarantee so it's risk free when you pay the \$2 postage and handling. If building a better business with better marketing with me by your side sounds good with 60-days to try me out get your \$2 Gold Coin pack at: creativecopywriting.com.au

Dear Jaffaman...

Julie's guarantee blues



Julie writes, “I’ve never offered a guarantee with my services before and I think I should but am not sure what type of guarantee I can offer. Do you have any suggestions for me?”

Hi Julie. You haven't told me what type of product or service it is that you sell or provide so I'll do the best I can to advise you with the information you've given me.

First, why have a guarantee at all? After all you and I both know lots of businesses don't guarantee their products and services and that's exactly why you should have one so good on you!

As for the types of guarantee's you can offer I only have limited space here so here's a few of the more traditional ones for inspiration that you can model or benchmark from.

#1. **The money back guarantee** – don't let it scare you off! Based on my own experience in 12 years of business I have only had two requests for a full refund, which I was happy to return

#2. **Free trial guarantee** – this one works well too. This is where you give the person the chance to try your product or service for FREE then after a period of time you debit the customer.

#3. **Risk Eliminating Guarantee** – Example: We provide the finest <cosmetics/product or service> available. If you are not fully satisfied for any reason, just return your purchase <within 90 days> for a full refund of your purchase price.

At the end of the day by guaranteeing your services or products you remove the risk for the buyer. This gives them peace of mind and a way out if they want one. On top of that, by offering a guarantee you boost your credibility because you're showing people that you stand behind (and believe in) your products and services as well. Just spell out the terms clearly, believe and stand behind it and the longer your guarantee is, the better.



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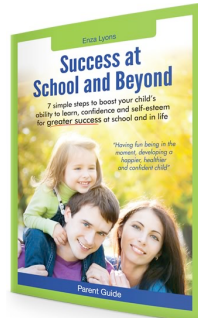


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NEW Book Release! Success at School & Beyond

Success at School and Beyond shows you seven simple steps how to boost your child's ability to learn, to have more confidence and self-esteem, for greater success in school and in life



With over 23 years of experience, Enza has taught parents and educators how to assist their children and students to perform better at school, get along better at home, and form healthy relationships.

She is also the author of the enlightening book, 'ADD/ADHD Breakthrough' and licensed Brain Gym® teacher specialising in learning and behaviour in child development and kinesiology

Be one of the first 10 Moneymaker readers to order your copy and you'll receive a copy for half price with free postage.

To order phone Enza Lyons on: 0413 697 692, email her at: enza.lyons@dlhc.com.au or visit www.dlhc.com.au



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3 Business Habits

You need to drop quicker than a *hot* potato today

As an Entrepreneur myself I'm the first to admit that I've made plenty of mistakes, spent a lot of money making those mistakes and that I'm far from perfect.

Fact is bad habits rob us of our creativity, happiness, motivation, living a fulfilled life and even money. So from the list below see if you any of these are holding you back and start working on them so you can drop them ASAP!

1. Focusing on not having enough. Instead of focusing on what you don't have, focus on what you do have. Energy attracts like energy
2. You listen to everyone else instead of your own intuition. Somewhere along the way many of us have lost our intuition. The first internal response you have is usually the right one so trust it and use it.
3. Build your people system. If you're all tied up in knots about constantly trying to get new clients and new business STOP! Get back to basics and invest in your people system. After all that is what business is all about. People doing business with people. When you make people the purpose and focus of your being, business, income, clients and money flow on as the result.

Congratulations and welcome...

Below are just some of the people who grabbed their \$2 gold Coin strategy pack with all the bonuses and 60-day FREE Trial who've evolved into fully-fledged Eddie Marketing Club members in the last quarter.

- Peter Thornston – NSW
- Kae Bullock – Qld
- Julie Thomas – ACT
- Al Taylor, Eye Catcha – Qld
- Michael S - NSW
- Hans Gerberts – VIC
- Monica Jennings – TAS
- Ross McKenzie – SA
- Vicky Howard – SA



Don't forget as fully-fledged members you can automatically receive 'one-off' and monthly payments on qualifying sales from referrals and a range of other "Eddie" products and services with no out of pocket expenses.

Congratulations, it was great speaking with you on our Jaffaman support discovery call and it's awesome to have you in the club. Talk soon. Jaffaman Eddie out!

Eddie's Marketing Club



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*Non-disclosure and confidentiality agreement will apply before meeting can take place. **Phone me on: 0412 288 339** for more information and to arrange a confidential briefing – Interstate enquiries welcome. Phone NOW.

90 Day EGMC Project Review...

Here's some of the projects we've done over the last 90-Days for people in trade, white collar professional and corporate businesses across Australia

- 6 x Website copy rewrite projects
- 2 x Lead generation Diagnostic surveys
- 1 x 12-step email follow up and convert auto responder series
- 4 x Press Releases
- 3 x Direct Mail acquisition letters
- 2 x BDM PowerPoint presentations
- 1 x BDM Lead generation Discovery pack with inserts, copy and marketing system supplied
- 2 x six-step After meeting follow up marketing systems with content
- 6 complete website design and copywriting projects
- 3 x Six-step non-respondent marketing systems
- 2 x Lead generation print ads
- 3 x Facebook Lead generation banner ads
- 4 x Get more business strategy sessions

