



marchantdallas
CONSULTING

*Your Springboard
to The Next Level*

Business, Leadership & Life

LEADERS are READERS

The BOSS factor library versus the Internet:

Which is Faster?

TREVOR MARCHANT & EVE DALLAS

Business & Performance Coaching

THE BOSS factor- eBook Series



The only thing you absolutely
have to know is the location of
the **Library** — Einstein

LEADERS ARE READERS

We need to talk about

The BOSS factor Library

–It's a Game Changer

If you're looking for a way to:

- Get your team motivated, get them on the same page, and get them wanting to increase their productivity
- Increase your Revenue and Profits and
- Attract and Retain the Best People ...

...and do it simply and easily then here you go...

The old is new again. At last, a method that's helped build some of the biggest and most powerful businesses on the planet adapted and cleverly customised to work for any business. It's simple, proven, easy to use and it 'piggybacks' on Sir Richard Branson's idea that **employees come first**, clients second and shareholders third.

Sir Richard's idea suggests that if you put your employees first - they will work harder and ultimately become your most important brand ambassadors with your client base.

The theory makes sense, employees that are happy and smiling are going to pass along this contagious joy to the people you serve.

Other CEOs, like Sir Richard Branson, such as Craig Jelinek of Costco are finding similar success by putting their employees first, and that's really saying something since Costco goes head-to-head with brands like Walmart, Amazon, and Target.

In fact, Costco is now the second largest retailer in the USA behind Walmart which has brought with it the attention of Wall Street who has watched the retail giant's stock double since 2009.

Both Walmart & Amazon are struggling to keep their employees engaged with major strikes taking place within the past two years. This is not the case with Costco.

In fact, when companies were laying people off during the recession a couple of years ago, it was Craig Jelinek who was systematically implementing wage increases and refusing to cut healthcare benefits. This is the kind of leader and CEO that inspires his employees and he's beginning to reap the fruits of this type of approach to business.

So, if sustainable growth, more predictability, and control over your revenue is important to you then it makes sense to have a strategy that supports the view that **team members come first.**

Central to this strategy of putting team members first is that leaders not only have to inspire their teams and give them freedom to grow and make decisions, but also provide easy access to a range of personal and professional development resources to encourage and support them to always strive to be better.

Better People = Better Employees.

As you know, personal and professional development is a lifelong process.

LEADERS ARE READERS

It is a way for people to assess their skills and qualities, consider their aims in life and set goals in order to realise and maximise their potential.

Investing in personal and professional development allows you to be proactive in bringing your goals to life, giving you a sense of self-awareness and direction and accomplishment.

When it comes to personal and professional development you can't have one without the other.

You must work on both ends at the same time. This is because the effort you give on one end can draw energy from the other.

That said, there are probably hundreds, maybe thousands of ways you can find relevant personal and professional resources to develop your team ...it's all there somewhere on the internet – isn't it?

But what if it was simpler than that? What if it was just a couple of keystrokes away?

What if nine times out of ten you could easily access the information you want for almost any given situation to create leaders in your business and show you how to improve and grow your business. Information that has been developed specifically for leaders, business owners and any person wanting help to improve their knowledge and skills ...and its been tried and tested thousands of times with over 5000 business owners.



We've long been advocates – including many famous leaders – that Leaders are Readers.

For example, Oprah Winfrey credits books with much of her success: “Books were my pass to personal freedom.” You may already know how she has shared her reading habit with the world via her book club.

- Warren Buffett spends five to six hours per day reading five newspapers and 500 pages of corporate reports.
- Bill Gates reads 50 books per year.
- Mark Zuckerberg reads at least one book every two weeks.
- Elon Musk grew up reading two books a day, according to his brother.
- Mark Cuban reads more than 3 hours every day.
- Arthur Blank, co-founder of Home Depot, reads two hours a day.
- Billionaire entrepreneur David Rubenstein reads six books a week.
- Dan Gilbert, self-made billionaire and owner of the Cleveland Cavaliers, reads one to two hours a day.

Harry S. Truman (the 33rd President of the USA) said, “not all readers are leaders, but all leaders are readers.”

The Bottom Line: the busiest, most successful people in the world find at least an hour to learn EVERYDAY. So, if they can, we can...

There are just three steps you need to take in order to create your own learning ritual:

1. Find the time for reading and learning even if you are busy and overwhelmed.
2. Stay consistent on using that 'found' time without procrastinating or falling prey to distraction.
3. Increase the results you receive from each hour of learning by using your own ideas or what you learn from others to help you remember and apply what you learn.

...and if that's not enough, we thought some of these ideas might inspire you...

- It is what you read when you don't have to that determines what you will be when you can't help it." – **Oscar Wilde**
- "The more that you read, the more things you will know. The more that you learn, the more places you'll go." – **Dr. Seuss**
- "Books are the quietest and most constant of friends; they are the most accessible and wisest of counsellors, and the most patient of teachers." – **Charles W. Eliot**
- "Let us read and let us dance; these two amusements will never do any harm to the world." – **Voltaire**

- “It is books that are the key to the wide world; if you can’t do anything else, read all that you can.” – **Jane Hamilton**
- “There is no friend as loyal as a book.” – **Ernest Hemingway**
- “There is more treasure in books than in all the pirate’s loot on Treasure Island.” – **Walt Disney**
- “Today a reader, tomorrow a leader.” – **Margaret Fuller**
- “Reading brings us unknown friends “– **Honore de Balzac**
- “Reading is to the mind what exercise is to the body.” – **Joseph Addison**
- “Reading for me, is spending time with a friend.” – **Gary Paulsen**
- “I think of life as a good book. The further you get into it, the more it begins to make sense.” – **Harold Kushner**
- “You can’t buy happiness, but you can buy books and books can make you happy.” – **Eve Dallas and Trevor Marchant**

- “We read to know we are not alone.” – **C.S. Lewis**
- “No matter how busy you may think you are, you must find time for reading, or surrender yourself to self-chosen ignorance.” – **Confucius**
- “A person who won't read has no advantage over one who can't read.” – **Mark Twain**
- If you are going to get anywhere in life you have to read a lot of books.” – **Roald Dahl**



So, accepting that leaders are readers for a moment and what we want to do as business owners is encourage our team to grow and develop and become leaders...

- leaders who show initiative,
- leaders who don't watch the clock,
- leaders who treat your business as their business and
- leaders who go that extra mile – with every client

...then it would be time-saving and useful to have a **ready reference** to 'what to do and how to do it' as a leader at our fingertips. We don't have time to go searching for information – what we need is a **'library'** of relevant information to help our people realise their potential and become leaders in our business.

Imagine, just for a moment, a team of people whom you can totally rely upon to do what needs to be done in any circumstance.

A team of people who

- treat your clients the way you like to be treated and they like to be treated. That is, with respect, politeness, and common courtesy. They treat every person the same way – no exceptions.
- Have a 'can do anything' mindset – and are always looking to go that 1% further...
- Flourish and thrive in a culture you and they have created – one where people say, 'I love it here,' and others are lined up to join...and
- Understand that this is a business, and the purpose of business is to create a customer and ultimately make a profit.

How would that affect your business?

What would that mean to you personally?

Unfortunately, up until now there hasn't been a *ready reference*- a business and leadership ready reference, a library, written in simple, easy-to-follow thoughts and ideas to help you make better decisions.

Well, that's all changed.

Now, there is an answer and it's called

THE BOSS FACTOR LIBRARY.

And it's faster than the Internet because it's all in one place, easy to find and it has the answers...



It's a ready reference of **shortcuts** to most answers to create leaders in our business and support Sir Richard Branson's view that we should look after our team first – knowing if we do that well then they will look after our clients.

It's a new and different way of adapting a remarkably successful idea that's been around for hundreds of years and shows you how to turn your team into your most passionate promoters and seeing them happily doing what needs to be done to drive up your revenue and your profits.

Remember that famous line from the movie *Wall Street*...

When trader Gordon Gecko said...

"You're either on the inside or the outside."

Well, many business owners (and most business leaders for that matter- including us) have always been 'on the outside.'

Now, what I mean by that is, there is a key that unlocks the door to more ideas and strategies to help you build your ideal team but for whatever reason no one has taken the time to give you the key to this simple idea and shown you how to use it. No one has taken the time to make it simple, easily accessible and affordable.

For example.

After 30 years of helping business leaders and owners achieve their goals, dreams and ambitions I've witnessed a common thread running through a handful of businesses who are just bursting out the top – all the time.



They are meeting and exceeding their goals.

They are realising their visions and aspirations.

They are always over and above expectations ...and these robust, energised, continually successful businesses seem to have a secret.

And frankly, we've studied it, we've gone to school, we have consulted, we've done everything we can to find the formula that says-

‘We will be one of these businesses in this very small, select group that achieve perpetual success.’

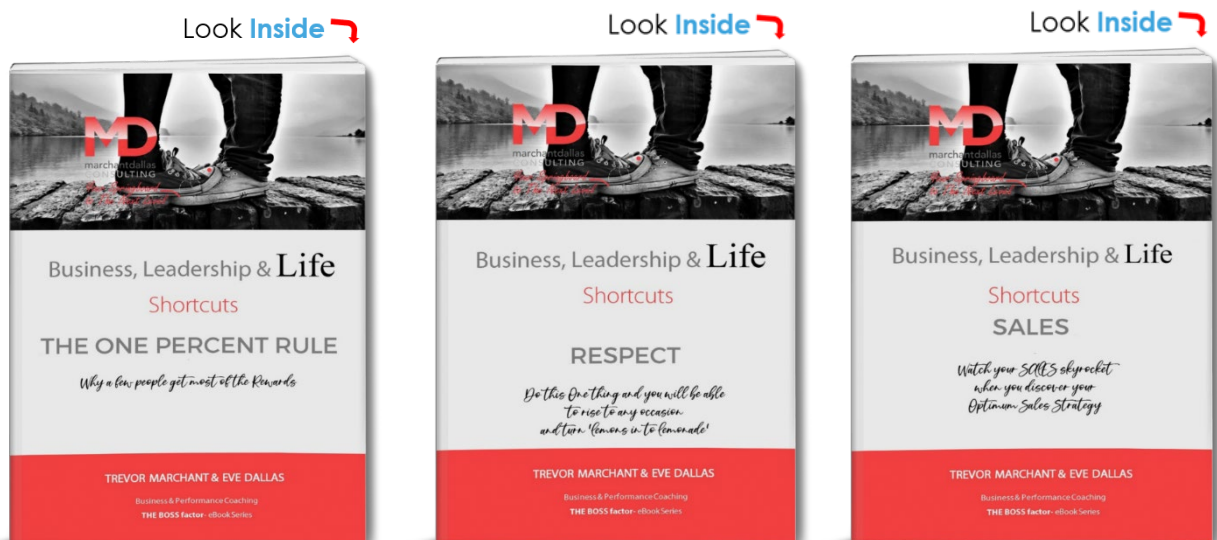
The secret, the clue, the common thread is three-fold.

1. Firstly, it is simply **how you treat people.**
2. Secondly it is about how to **improve everything from sales to service to delivery by a minimum of 1% everyday** and
3. Thirdly, every team member from the owner to the newest employee are totally **focused on creating a winning sales and service culture...**and they all get that **‘nothing happens until something is sold.’**

...and as it happens these 'common threads' and the answers to hundreds of questions like this are in the:



Questions and Answers like these:



Why have we put the library together now?

It used to be that the end of the calendar year was a valuable time to reflect on the year that's just been, and what we would like to achieve moving forward.

We cannot wait that long anymore. **Now** is a good time to review the past and preview the future. Anytime is a good time for reviews and previews.

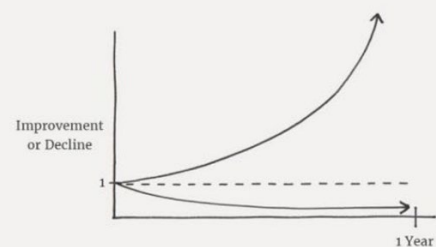
Why wait to improve...just imagine, if you improve one thing every day by 1% ...

So often we convince ourselves that change is only meaningful if there is some large, visible outcome associated with it. Whether it is losing weight, building a business, traveling the world or saving for a home or any other goal, we often put pressure on ourselves to make some earth-shattering improvement everyone will talk about.

Meanwhile, improving by just 1 percent isn't notable (and sometimes it isn't even *noticeable*). But it can be just as meaningful, especially in the long run.

The Power of Tiny Gains – the 1 Percenters

1% better every day $1.01^{365} = 37.78$
1% worse every day $0.99^{365} = 0.03$



In the beginning, there is no difference between making a choice to be 1 percent better or 1 percent worse. (In other words, it won't impact you very much today.) But as time goes on, these small improvements or declines compound and you suddenly find a noticeably big gap between people who make slightly better decisions daily and those who don't.

Here's the punchline:

If you get one percent better each day for one year, you'll end up thirty-seven times better by the time you're done.

By the same measure, if you 'slacken off' by 1% each day – at the end of twelve months you will be 1500 times worse-off.

We can't hold back on our growth – we can't hold back on our personal and professional development.

We know that professional development involves developing yourself in your role so you clearly understand your job and how you can improve.

It involves enhancing the necessary skills to fulfill your role as effectively as possible and is something that will continue throughout your working life.

Training people well enough so they can leave and treating them well enough, so they don't is how I feel leaders should approach personal and professional development in their companies.

Admittedly, I'm biased given I have spent almost a lifetime in 'adult education' since my days as Head of Training, Education and Development at Westpac.

If you're scared to develop your people because they might leave you, then to me it's a sign your culture has some deficiencies, and you have bigger problems to worry about.

The knowledge and skills gap has been a hot topic among business leaders, educators, and politicians over the last several years.

According to a recent study by Career Builder, a company on average loses more than \$14,000 for every job that says vacant longer than three months.

Rather than waiting for the perfect employee to come along, we suggest you consider utilising personal and professional development to build the skill sets you need in your organization and where better to start than our **BOSS factor library** of personal and professional development publications.

Here's 5 amazing benefits of the BOSS factor library and the Personal and Professional Development it delivers:

1. Increase Retention

In an era where more and more employers are cutting costs for opportunities like training, your organisation can stand out from the rest by offering and promoting some professional development options. Offering professional development shows your workers you care about their career progression and are interested in keeping them at your organisation long-term.

2. Build confidence and credibility

No one likes to feel like they are missing important skills in their job.

Providing professional development training opportunities allows your staff to build confidence in the work they do. It also helps them to build credibility as they continue to gain new skill sets and certificates.

3. Make succession planning easier

Professional development programs are great tools for training future leaders at your organization. Rather than hiring outside the business, promoting from within is a great way to show your staff they can have a long career with your organisation. It can also reduce the knowledge gaps that are inevitable with turnover and outside hires.

By choosing professional development programs that help your employees master skills they need to progress, you can shape the development of your future leaders.

4. Re-energize your staff

Professional development can help break up the monotony of everyday work and re-energize your staff's creativity. Providing periodic professional development can also help your staff gain new skills and perspectives, which can translate into how they approach their jobs.

5. Improved efficiency

Not only does professional development offer new skill sets, but it also allows your staff opportunities to learn from others in the training. As other professionals share their experiences, your staff can pick up new ideas and perspectives. This can lead to greater efficiencies for your organization.

It's for all these reasons we have developed **The BOSS factor library**...a collection of 50 publications (with more being added each month) to train, educate and develop you and your team so you will become 'better' at business, leadership and life.

These publications are 'shortcuts' to ideas that will save you time and money and give you what you are seeking in clear, precise detail.

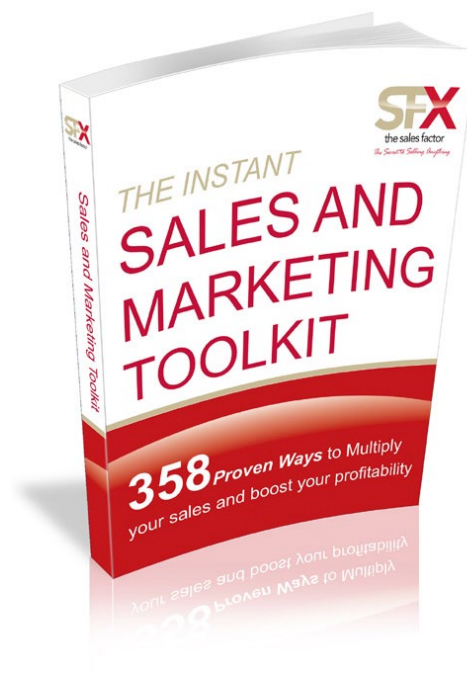
In addition to the library there is an easy-to-follow **LEADER'S GUIDE** you can use with every publication to conduct training and development sessions if you wish.

All you do is go to www.marchantdallas.com.au/bossfactorlibrary and sign up.

We'll then show you the catalogue of existing publications and what we've got in the pipeline.

The cost of the library is \$495 - includes taxes. Once you own the library you can access all fifty of the publications...download them all or download as you want them.

And what's more - you will also receive a FREE copy of our best-selling 'Sales and Marketing Toolkit' containing 358 ideas on how to attract more clients; how to get them to buy more from you and how to make sure they keep coming back to you.



The upside to the BOSS factor library is there is no downside...it's a win for everyone.

Having now taken the time to read this letter you may have already decided this is not for you and of course that is perfectly okay.

Over the years I've found many people initially feel a little unsure about new opportunities and change and probably felt like they either needed more time to think about it or consult with others but what they've found once they start using the library and see the results ...**everything changes.**

My experience is you have
three options...

Option # 1. Do absolutely nothing and stay exactly where you are right now.

If you are happy with what you are doing to support your team in their quest for personal and professional and you feel you are doing everything necessary to improve your leadership, improve your business and revenue growth then maybe The BOSS factor library is not for you.

This might mean however that you're actually going backwards...As you know, time, never stands still.



But if you want to turn your team into your most passionate promoters and support them as they improve your business and start growing your firm exponentially and move beyond the norm – then that leaves you with these two options.

Option # 2. Do it yourself.

Look for ways to treat your team first, support their personal and professional development and keep doing the research and copy other firms as they also look for ways to do it themselves.

This is a viable option providing you're willing to spend the time and learn what needs to be done. There's always a chance you might be able to make it happen.

Option # 3. Let us do the 'heavy lifting' for you. In fact, we've already done it.

The BOSS factor library is already in place and waiting for you to download a range of ideas, strategies and tools to take you from where you are to where you want to be.

All you need to do is 'get involved,' access the library, involve as many team members as you wish and use the publications we've developed.

Live well, Lead strong and (always) Good Selling

TREVOR MARCHANT & EVE DALLAS





LIST OF PUBLICATIONS

A		
01	ACCOUNTABILITY	Here's 7 Vital Truths you must know about Accountability
02	ALIGNMENT	The Top 5 ideas to align your team, get them all on the same page and focused to achieve your best-ever results
03	ATTITUDE	What is the number one choice you must make to have any chance of success in any area of your life?
04	AUTHENTICITY	Discover the Gold Standard of Leadership
B		
05	BE DECISIVE	Do you make these mistakes when making decisions?
06	BUSINESS GOALS	The shortcut to financial success
07	BUSINESS GROWTH	A Bird's Eye view of the Art and Science of Business Growth
08	BUSINESS SUCCESS 1	How to build your More Time, More Money, and More Life Plan
C		
09	CLIENT SATISFACTION	What an Applied Mathematician can teach us about Marketing and Selling and How to create a Client for Life

10	COMMUNICATION	The Secret of Great Leadership
11	COMPETITION	If you've ever felt stuck and feel the competition is beating you, then find out how to get 'un-stuck' and take the lead
12	COURAGE	A defining characteristic of Great Leaders
D		
13	DELEGATION	Are you ready to move from doing to leading?
14	DIFFERENTIATION	50 Ways you can create a meaningful difference for your brand
15	DIPLOMACY	Ignite your curiosity and develop the tact, skill, and finesse to be a master diplomat – an essential skill for successful leadership
H		
16	HEADLINES THAT SELL	Tried and true 'Headline Hacks' that will always get your Reader's attention – guaranteed
17	HOW TO THINK ABOUT YOUR BUSINESS	Change your thinking – Change your results
I		
18	INNOVATION	Discover and learn more about ONE of the two most important functions of business
19	INSPIRATION	The number one goal of every leader – Inspire your team
20	INTEGRITY	Here's how you can demonstrate Integrity with everything you do
K		
21	KEY PERFORMANCE INDICATORS	The 13 most important key performance indicators for your business
22	KEY RESULT AREAS	The reason why these 7 key result areas are all you need

L

23	LEADERSHIP	Why General Colin Powell chose these 18 Principles as the rock-solid foundation of his Leadership
24	LIMITING BELIEFS	The 5 Limiting Beliefs that will stop you and your business from achieving greatness

M

25	MARKETING TIPS	The 20 most important Marketing Tips for any business
----	----------------	---

P

26	PASSION	How Passionate Leaders get you 'hook, line and sinker' and why that matters
27	PATIENCE	Quite Simply- This could be the greatest business asset ever
28	PEOPLE MANAGEMENT	How to get your people enthusiastically engaged in what you want them to do
29	PRESENCE	The key must-know to help you influence your people for improved morale and productivity
30	PRODUCT PRICING	How to price your products and services to meet any market conditions
31	PROFIT	7 Ways to increase your profits
32	PURPOSE	How to create a lasting and inspiring purpose for your business – one that goes way beyond creating clients and making money

R

33	RELATIONSHIPS	Find out why Great Leaders are Great Relationship builders
34	RESPECT	Do this one thing and you will be able to rise to any occasion or situation and turn 'lemons into lemonade'
35	RESULTS	MORE, might power our economy, but MORE may not be the best way to lead your life or your business

S

36	SALES – YOUR OPTIMUM SELLING STRATEGY	Watch your sales skyrocket when you discover your Optimum Sales Strategy
37	SELLING PRINCIPLES	Introducing Trevor and Eve’s secret 13.5 Selling Principles to help you sell more to more people
38	STRATEGY	Why strategy is not planning, and planning is not strategy

T

39	THE GROWTH FACTOR	The best business advice you will ever get
40	THE ONE PERCENT RULE	Why only a few people get most of the rewards
41	THE SAME PAGE I	How to get everyone on the same page and keep them there
42	THE SAME PAGE II	How to plug the biggest leak in your profit bucket
43	THE SECOND GLASS	Why sell ONE glass when you can easily sell TWO
44	TRUST	Why TRUST is the one thing that changes everything

V

45	VALUES AND CORE BEHAVIOURS	How to use your core values as the ‘bedrock’ of your culture and build a business where people can only do one thing – SUCCEED
46	VISION	How to create a compelling Vision for your business – one that keeps you and your team focused and inspired

Y

47	YOUR CORE TALKABLE DIFFERENCE	Here’s the answer to why it is important to differentiate yourself in the market and take full advantage of what you have to offer
48	YOUR IDEAL CLIENT	Unless you know who your ideal client is then you can’t ask the three crucial questions that lead to increased revenue and improved profits

49	YOUR ONE WORD	Discover the word that describes you and the personal and professional power you can leverage from it
50	YOUR SALES STORY	How to get your prospects attention every time – guaranteed



DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

THE MARCHANT DALLAS COMPANY

www.marchantdallas.com.au

TREVOR@marchantdallas.com.au

0416 13 81 85