

# REBELLIOUS AUTOMOTIVE BUSINESS SUCCESS & MARKETING GOLD NEWSLETTER...

September 2020. Valued at \$277.00



## By Mark

*Right now, there is a ton of hardship out there. You know it and I know it, this virus economy is costing Billions, Victoria alone is rinsing around \$400 million a Day down the drain. I am well known by many for my longevity in this Industry and these days my life seems like one I-o-n-g phone call, folks looking for insight.*

For as tough as it is right now, we must rise every morning and have a red hot crack. So for this month's Rebellious edition I give you my favourite little quotes displayed for my benefit in my office: "Every morning in Africa, a gazelle wakes up knowing it must have its wits, run faster than the fastest lioness or it will be killed. Every morning a lion wakes up knowing it must outwit and outrun (at least) the slowest gazelle or it and the pride will starve. It doesn't matter whether you consider yourself a lion or a gazelle. When the sun comes up, you'd better start running."

**Moving right on-** I have two big theories. One is nobody can be good at everything, and you, and those around you need to get over what you're lousy at, and make the best of what you're good at, and stop wishing it were otherwise and be done with it. Where ever and whenever I find myself in a situation where I am lousy with a particular task or skill, I go out of my way to purchase material or time from someone who is great at what I am not great at. This concept of constant and broad-brush self improvement approach is bulldust, totally over-rated and totally bogus. Two, is that successful rebellious business people fail and break stuff a lot of the time. Take Richard Branson, The Virgin Group has found plenty of success in planes and trains, but automobiles were a different story. In 2000, Branson decided to launch Virgin Cars, an online business that aimed to change the

way cars were sold. While the company started out strong, it soon lost steam and shut down within a few years. If you study Branson you'll soon discover he had seven major ventures turn sour. Sometimes it doesn't work out so well, so successful people just discard whatever mess they've made, they'll scrape the muck off their shoes, and move on. If you are not accustomed to or willing to step in sh!t, I don't think you'll get far playing safe all the time. *More to the point there is a lot of sh!t to dodge and step around, we have been majorly interfered with through no fault of our own and we find ourselves in an unpredictable economy and circumstances. But I say to you, just because we find the street overflowing with sh!t, it's no reason to pull back and stay home. It's time to put your gumboots on. The turtle must stick his neck out beyond the shelter of his shell, if he's ever to get anywhere.*

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The business I sold for real money in 2013, had our what we call **The '6 Million Dollar Commandments'**. Our target was *6 Million in revenue*. These threads/Commandments consisted of - Iron Clad Guarantees, Quality Production Systems, No Weasel Clause Guarantees, Phone Scripts, Cash Flow Systems, Our Reward System, "Buy 5 Get One Free" and a Marketing System, which was Reliable, Predictable, Consistent, that Affordably and Efficiently, provided an Abundant Stream of Quality Prospects, and Customers. These Commandments were not negotiable, not bendable, not done one day and forgotten the next. Not ever: "If you feel like it".

## IT'S Still Happening

### Paying Everyone But Themselves, First...

Be a million Dollar Thinker. I've written about this so many times, in the *April*, in the *June - Rebellious Newsletters*. Yet people are still, not taking care of their future. This needs to be taken a whole lot more seriously. I am seeing business owners and hearing from business owners who are still are not setting money aside for wealth creation, for savings and significant debt reduction.

**I sh!t you not there are "many business owners"** that are still refusing to pay themselves **'super for retirement!'** There is this notion that you'll get around to it... Some day. Many will and are getting closer and closer to retirement age and have little or nothing set aside. The government isn't going to look after you. A Business is a vehicle to take money out of, not something to accumulate money or more pointedly NOT to trap money in.

It's Crazy Stuff. They'll go buy a new piece of equipment or a new flash ute, hire another employee but No Money is set aside for what's important. Eleven months ago a couple I work with started setting money aside, and on the 24th of August they had built up a sizable war chest and paid \$80K down on their mortgage.

*"If you're so successful, why does it not seem like you are wealthy? Income is Not Wealth.* Please Don't ever forget this. I wish I knew more about this myself thirty five years ago.— I was dumb was about the different between income and wealth. Have you ever wondered or noticed famous Actors that star in crappy B & C rated movies or are the face of some crappy commercial? Movies so bad that actors won't promote it and they hope it fades the first weekend on the street. The reason great actors star in turd movies is FINANCIAL COM-PULSION.

**Everyone should be working on and know what their "Enough is Enough" number is!** This **E-I-E number** is the amount of money you need to have squirreled away so you'd never have to work again. More often than not people are doing something they don't want to do, or know is not in their best interest out of financial compulsion. A "Enough is Enough" number buys freedom from compulsion.

Some business owners would surrender to staff refusing to do what is required. I am seeing this play out with so many members at ABC now, they are layering their businesses with commandments. They have an expectation that it will get done. Some find it easier to turn a blind eye than it is to enforce adherence to all commandments, (stick to the system).

### Remember, "You Get What You Tolerate"

What I'm talking about here starts early in the process when someone like you arrives here. Some businesses must be taken apart and reassembled; others need slight tweaks, a little tuning and others are well. Regardless, in order to have a breakthrough, you got to break something. When commandments are not adhered to that's when wheel nuts come loose and wheels come off. Often resulting in the "leakage" of customers, sales, profits and even good staff. The luxury of negligence that just cannot be afforded or tolerated.

Furthermore, I get a lot of communication from business owners and leaders within our Industry, people sharing their horror stories, frustrations, calamities and hard lessons reluctantly learned... Many are appreciative of my prescriptions and input, many of them acting and implementing on the information given and now enjoying the benefits. Searching for, then finding and hiring honest, reliable, hard working, intelligent, understanding and cooperative employees - Not a new problem. It's older than God's Dog and not some sort of new phenomenon. I once had 44 employees, it took years to assemble a crack-shot and reliable team so I understand it, I've lived it... I'd like to highlight something you cannot separate from either your business or marketing. **Every person in your business is part of your marketing.** All employees that work on, comes in contact with, or provides goods and services to a customer, are very much a part of the business and must deliver to a high standard.

It is important to recognise that what ever eats at you, whatever frustrates you, is likely trickling down and frustrating your customers also. Without a shadow of a doubt they're on the lookout for excellence.

In the Movie business the term for this is, “F U Money”. It’s the amount of money that allows you to tell anyone to ‘F off’ that you don’t want to work with and not regret it one teeny bit.

You need this number because if you don’t have it, you have no way to measure your progress. With no target, you have no idea if you’re on schedule to being where you want to be.

This is why a big part of consulting with me is exit plans and what the endgame looks like. I like to see clients establish this end point. When you’ve reached your number, this doesn’t mean you’re gonna sit on your backside all day and coat your fingers, lips and upper torso with Cheezel or Twistie powder.

Something clicks inside of you when you hit this number. Your energy shifts and lifts, I see it all the time. Without this number you’re just drifting in the sea of obligation and ground hog day. Telling someone you’re “Doing Good” is vastly differently from saying, “I’m 24 months away from being Free of Feeling the compulsion to do anything for money.” Instead, this is the point when you know nothing you ever do from here on out will be the result of feeling compelled to do. **Choice**, is now bestowed upon you.

Most people measure their progress by how their income has increased. Some measure upon how their lifestyle has advanced – bigger house, fancier car, toys, etc. *The only way you know how much closer you are to freedom is if you have a number to measure against. The best target of all is the one that announces to you that you never have to do anything for money that you don’t want to do again.* This is the point when all your money choices are made purely from **preference vs. necessity**.

Almost no one, (even wealthy people), lives in this state of mind. Most people will be tempted to say, “I’ll know it when I hit it.” Not a Good Strategy. You want to measure where you are to this specific number day by day, week by week, month by month, year by year.

**Count a Lot.** The gambler who on a warm summer’s evening on a train bound for nowhere in particular said, “don’t count your money while your sittin’ at the table—there’ll be time enough for countin’ when the dealin’s done”. The gambler knew he was dead broke and that he hadn’t put anything away after each game, too many good people never put a little away after each game. One man took what the broke gambler said to heart, at the time of his death 82, Kenny Rogers had a net worth of **\$250 million**.

**Lack of Healthy Paranoia** When people are in the process of growing their business and have been doing so for consecutive years, it’s easy to think the good times will never end. Well guess what? Sh!t happens. On every corner of this great land. Every day.

One idea to keep close to heart is that there are a lot of things that will derail you. Life should never be underestimated. Weather, economic upheaval, terrorists from abroad, terrorists in the form of politicians, competitors, and more; are all in a race to tear down what you’ve built and destroy your dream and freedom. Every week I have client who’s dealing with some kind of immediate threat to their prosperity party. Sometimes it hasn’t reached the level of threat, it’s a definite annoyance and a distraction. Every piece of bad news is a piece of good news for someone else.

Being cranky and pessimistic doesn’t help anything but being aware of threats and being realistic about them is smart. Tons of people who wind up broke ignore the fact nothing lasts forever and are completely dumbfounded when they hit a ditch in the road. The person who consistently lets their lifestyle match their income or exceed it, is spending their future bank account. This is how people end up starring in all kinds of sh!tty movies — You’ve not only spent what presently lies in your bank account but you’ve also started spending money you don’t have. Most rationalise doing this by saying, “We’re gonna be okay, heck let’s go buy something today!”

I am constantly observing and studying smart people, there’s a very small percentage of society that will ever steps into the investor class. Most people die in the earning class. A small number escalate into the saving class.

I spend a lot of time speaking with smart investors and people who have squirreled away small & larger fortunes and the advice and intel I’ve been able to gather is YOU want to Make Money, Save Money, and Invest Money all at the same time.

**Prioritise Cash & Investments that give you choices vs. Luxuries that create obligation.**

So I ask, will your super be enough to retire on?

*Having a superannuation plan does not make you an investor but it's something and something is more than nothing.*

The Association of Superannuation Funds of Australia (ASFA) says that “many people will still retire with inadequate superannuation savings to fund the lifestyle they want in retirement” and that “most people retiring in the next few years will rely partially or substantially on the Age Pension for some or all of their retirement as they have inadequate super savings”.

The ASFA retirement standard estimates singles will need retirement savings of \$645,000 for a comfortable retirement, while couples will need combined retirement savings of \$740,000.

*I ask you to ponder this....* Chocolate cake tends to be way more delicious than eating steamed broccoli. Setting aside income for super and income producing investments is a lot like eating broccoli, spending income as it arrives on stuff is a lot like eating chocolate cake.

Although, if you eat chocolate cake every day versus eating steamed broccoli (along with other foods of course), you're probably going to be in bad shape physically and mentally. Broccoli is way less exciting and blander than the sugar rush of the chocolate cake, but in the long-run, it's the better choice. Same goes for creating wealth. Watch out for ongoing Big Sugar Rushes. What YOU'RE investing in is, hopefully, **Real Nutrition**.

My aim when I started out coaching was to create 30 Millionaires and get another big bunch to higher safer ground financially. Yet there's enormous resistance when someone is doing very well, when they're warm, cozy & cheerfully making a good sizable income. But thankfully some folks pay me to provoke, prod and be persistent. There is a lot here that should be **Re-Read**, some do—some don't, some highlight and write all over them as they should... You are over looking a lot, I can almost guarantee it.

### Quotes of the Month

“You only have to do a few things right in your life so long as you don't do too many things wrong” – *Warren Buffet*

“A simple fact that is hard to learn is that the time to save money is when you have some.” – *Joe Moore*

“Many people take no care of their money till they come nearly to the end of it, and others do just the same with their time.” – *Johann Wolfgang von Goethe*

“The quickest way to double your money is to fold it in half and put it in your back pocket.” – *Will Rogers*

## Set In Stone

There are oodles of people in business with a **set-in-stone premise**. A premise exists, into every idea or solution it must fit. Unfortunately under that existent premise, no new ideas, what might work or different solutions can work. Business owners have all sorts of **set - in - stone beliefs** meaning:

To be very difficult or impossible to change about customers, pricing, marketing, media, even ways their products or services can and can't be sold.

Most great businesses have breakthroughs that completely violate a long — standing premise. For example, an automotive parts supplier that created a reward system for mechanics *Buy 5 Get 1 Free*, with approximately \$2.8 millions dollars going back to workshop owners as bottom-line profit.

In other words, resistance to a different premise to business, to marketing, to selling diagnostic services, to obtaining hundreds of google reviews, to referrals and customer retention, to extract cash from a business to create wealth, and a premise to sell a business on the owners terms. And more.

Another example: the Capricorn Society co-operative that derives revenue from operating an automotive parts and accessories buying (Group) company, along with the products of travel, business risk, financial and technology services, that changed everything for the

automotive business owner and its suppliers, they created *A forever Profit Centre for its Members. (Capricorn is for the Little Guy in business).*

A different premise to business, marketing, to sell diagnostic services, to obtain hundreds of google reviews, to referrals and customer retention, to extract cash from a business to create wealth, and a different premise for selling a business on the owners terms.

Yes, somebody sat. pondered and discarded a long standing premise out where it belongs, put out for kerbside rubbish. Whoever first thought about and invented timeshares violated a longstanding, fundamental, governing premise about real estate ownership and how people might holiday, there are even time shares for super yachts and big motor boats.

I am almost certain there were **set—in—stone** granite heads telling inventors and leaders that there is no way that that will ever take off or work, that it can't be done, that it will cost too much and who and where are you going to find the finance for that? And so on it goes, boring empty chatter....

If the **set—in—stone** folks were in charge of all innovation, *Henry Ford would not have created the T Model Ford, or the V8 engine* and we would all be riding horses today and Edison would not have given us the lightbulb.

Without doubt the more discovery and exposure you have to a deep pool of ideas, examples, industry norms being questioned and violated and people who are willing to push boundaries to innovate, the more likely you are to investigate and query limiting premises. So belonging to this amazing group and discovering what is on offer here at *automotive business coach* means autonomy, freedom, protection, living without debt, wealth creation and resilience.

Ultimately, it is important to have a **set belief in discovery**, rather than **set in stone premises of resistance**. It is a proven fact that if you go about changing the premise, you will undoubtedly change your life, business and the outcomes.



"That's what I hate about being a caveman.  
Everything has to be carved in stone!"

CartoonStock.com

## Honest and Straightforward Talk For Business Owners

*I would remind you: There is not too much Kumbaya here, it is my intent with these articles to PROVOKE you and provide you with the Pathway, coupled with Safety...*

### ***A Handful Of Things No One Else Will Tell You About MONEY***

Thinking that having high moral standards or talent or a superior *product* quality or service, entitles you to business success is far-fetched. While all these things are important: like doing the right thing, being honorable and so on, these are a bare minimum for a good business and life. I know lots of business people who are really good people with great products and services but breakeven at best.

*Money doesn't have a conscience. It's paper. That's all it is. It's just paper. (Here in Australia it's polymer)*

Money is not concerned with who has it. You can't force it to go somewhere it doesn't want to go.

Another big idea was that money moves because of commercialisation, not invention. Those who commercialise an idea are the ones who get wealthy.

People become rich in business by doing the highest value work day in, day out and not the stuff you can hire someone to do. The implementation of systems and doing the marketing will take care of 99% of things, so don't worry if you don't have everything figured out yet – just keep doing the important stuff. Keep implementing stuff and you'll get there. And You have to get out of your own way when it comes to money, don't block the passages or flow.

This lead me to another really important subject, **{Cause and Effect}**

I can't think of a single person I know that wouldn't love to be wealthy, fit, healthy and in a loving relationship. To be blunt these are effects, and all terrific to want and have and easy to fall in love with. But if the key to these things was just to be in love with the end result, then everyone would already have these outcomes....

And sadly most don't, so it is not the key. There is a little more to it. Overtime you've come to discover that in life, the critical distinction is not about falling in love with the effect/outcome, it is all about consistently executing on the cause. I encourage you that whatever you desire in business and in life, check to see if the cause is in place and functioning to produce the desired effect.

The real key to the success that you desire is consistently executing on the right things at the right time. Consistently executing on the wrong things will not deliver the outcomes you want. To give more clarity... think of cause as critical drivers and the effects as key performance indicators {KPIs} Stepping on the bathroom scales is a KPI. And Diet intake and exercise are the critical drivers. Measure and manage the diet and exercise and there will be little reason to step back on the scales. KPIs are a powerful tool, although they are a lagging indicator of what happened after the fact (scales) and are not predictive of what needs to change to create the desired result in the future. Furthermore the predictor of your weight is directly correlated to intake {diet} and exercise.

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### The Federal Government is Doing a BIG Print Run Right Now... Borrowing & Printing Money

To Keep the Country afloat, some States more than others are printing money... with Job Keeper and Job Seeker, I thought it would be neat to explain what a Billion looks like.

Some people struggle to get their heads around what \$1Billion Dollars looks like. The following conversions might help everyone understand how much or what a Billion is.

**1 Billion Seconds = 31.70 years — 1,000 seconds** ago was equal to almost **17 minutes**. It would take almost **12 days** for a million seconds to elapse and **31.7 years** for a billion seconds.

**1 Billion Minutes = 1902 years — One Billion minutes** would be a bit over 1,902 years. To go back one **Billion minutes** would put us a few years after 100 A.D.

**1 Billion Hours = 114,155 years...**

## Uniquely Different/Unique Selling Advantage Vs. Silly Slogans That Customers Don't Care About.

**Advance thinking on how to create Market 'Separation'**. One of the goals of USA-based identity is separation; this is really important if you want to get richer faster and longer, separating yourself from the competition and clutter, so you stand out like a beacon on a high peak, with everyone and everything else distanced from you, far and wide. There are uniquely only five keys for this.

1. Product
2. Price
3. Process
4. Service
5. Marketing

Having a truly unique product is rare as hearing from Adam Bandt the leader of the Greens making sense about how natural gas is the new dirty coal. If you have one, you will not have that position for long. **#1** is not only a poor choice but a flawed marketing strategy. Price is the worst of all options, unless you are using that position to attract very affluent customers. Affluent customers don't necessarily like cheap

A Process being displayed can provide a basis for a (USA) Unique Selling Advantage, based marketing story. 'Process' is certainly a way of making what would be considered a bland or no-unique product feel unique to the customer. Many of you are doing this now. Most do not.

In a world where service is now poor and the new normal, service can certainly be a means of separation, and can be attached to serious dramatic guarantees. I recently spent time working with Nathan Crouch a *sand pit client* to construct a USA for his business. Nathan owns a building and renovation company. *As a builder he promises that when his guys are on site that they will not play loud music, will not swear, smoke, foul up the bathroom or leave a*

mess behind at the end of each day, and will show up when scheduled to do so. These promises are directly responding to what consumers hate about most builders.

Now if you're implementing our type of marketing, the type I encourage you to use that can in and of itself, is to create differentiation and separation. If your competitors look all the same, you win exclusively by appearing different. In a niche where everything is the same the one in red stands-out.



Working through one to five you'll need to develop real legitimate unique selling advantage{s} - at a minimum the feeling, impression that what you have is a unique advantage. **Your List to GET them to Buy Must be Greater than their List NOT to Buy.** This is a Biggie.



## Risk is A Two Sided Coin

My log and Insight on and about Risk!

Smart business people, automotive business owners, the butcher, the baker and the candle stick maker don't take risk so much as they manage risk, this is their modus operandi and a lot truer than most think. That doesn't mean every morning as they step up and push forward they are not in harms way or risking something. I can assure you they are.

I am constantly advising clients about the two sides of any coin, this is a vital role in the journey of business that must be travelled, this is done to avoid misguided, overly enthusiastic thoughts and moves, irrational lurches that create pain and slow value creation or create negative growth. From my

standpoint the majority of mistakes, missteps and self-inflicted taxes incurred are a direct result of having only one voice in the conversation when the original decision was made.

Seven years ago I took a risk selling my business to the new owner, I was concerned that the business we built and reinvented would not go to pot. It was my hope that the high standard of customer care would continue, that the profit centre that returned millions back to automotive works around Australia would continue, this caused me enormous anxiety, going back to that time people would say "why do you care = you've been paid?" The fact is. I've always cared.

I'm at risk producing new products, writing manuals and recommending others and their expertise into the fold. I am at risk investing money, time and reputation in major projects like the all New work in progress manual and system:

[BOOKED SOLID: THE ENDLESS CUSTOMER ATTRACTION & RETENTION SYSTEM: THE ONLY AUTOMOTIVE MARKETING RESOURCE IN A BOX YOU'LL EVER NEED.](#)

My reputation is always at risk and just like yours, its your my most valuable asset. When something blows up around me or in my face or someone I stand up for turns sour, becomes a problem or an embarrassment, I risk a lot of credibility and influence with people close to me that I depend on with Members and customers. I have lived with, and have been at risk for around 35 years. I had my failures. Business deals and investment {S} Gone from sweet wine to vinegar, I've even been stolen from by people I've dug out of ditches and given blood to. And over those 35 years, success has not reduced risk; success magnifies it. This is why I {strongly} suggest adding wise, experienced, thoughtful trustworthy voices to the conversation. This flushes out and exposes flaws and risk. No matter the failures, what matters is the successes. Same coin, two sides and the same behaviour produces both outcomes. Whenever you are about to leap ask yourself this **{What Don't I See?}**



## Million Dollar Business Lessons

### “Marketing with a Celebrity And The Use of Celebrity Leverage”

For Years now I have cultivated celebrity within my target markets, *I have infused people like comedian Joan Rivers, Country Song writer John Rich, Boxing Champion George Foreman, Donald Trump, Businessman & Author Robert Kiyosaki, Formula One Race Car Legend Jackie Stewart and more into my marketing, {Direct Mail Post Card DL}. As can be seen below this doesn't come without some small amount of risk, if they are a fallen Angel which happens from time to time—like once Hot property Chef George Calombaris, or Tiger Woods for that matter. The simple truth is, if you aren't deliberate, systematically and methodically – or rapidly and dramatically – establishing and positioning yourself as a well known identity; at least to your customers within your target market; you're asleep at the wheel, ignoring what is driving the entire economy around you and neglecting development of a measurably valuable asset”.*

*In essence, authority marketing helps business people leverage their knowledge to gain authority status in their industry. This authority status then allows them to dramatically amplify their message and convert their new audience into higher paying customers. Positioning, most importantly positioning yourself as an authority, is the single most important thing you can do to increase your perceived value to the market place, I have purchased dozens of George's Books and have given them away as gifts to clients, Knockout Entrepreneur was by far my favourite book.*

**Here's a Great Deal That Comes with a KNOCK-OUT PUNCH SAVING.**

It's Mark here with a really cool "Knock out DEAL" for you. There's no one who packs a bigger punch than 2 time heavy weight Champ George Foreman! So who better than George to help us launch our.....  
"Summer"KNOCK-OUT-DEAL"

Believe it or not The Champ turns 62 in January. So to help you make 2010 a winner and celebrate Georges birthday we're going to Knock Our Prices Down by \$62.00!!!

I personally promise these HUGE knock out savings... and you have George to thank for making sure I deliver!! As My Friend the CHAMP Says....

**For a "KNOCK-OUT-DEAL, The best on this Island" call the Champs at [REDACTED]**

**From Mark and The Boxing Champ & Entrepreneur, Mr. George Foreman!**

This Month when you purchase a [REDACTED] from us it will always be at a **LOW 'Knock Out Price'** We'll automatically knock **\$62 dollars OFF** either the price of the [REDACTED] OR the price of the [REDACTED] your choice

We're not pulling all punches... this great deal applies to [REDACTED]

### After 72 years GM Sinks to \$35million Loss in the calendar year 2019...

The estimated wind down of local design and engineering, the mountain of obsolete parts and accessories is left with a cost of \$159 million. The Holden brand became increasingly unpopular with Australian consumers after the group closed local manufacturing in late 2017. September 2019 the Holden Brand slid out of the top 10 car favourite brands in Australia for the first time as buyers lost trust and turned away from the new range of overseas made models. Holden sales had been in decline for sometime, in part because Australia had become a Car Super Market of Choice and buyers shifted towards SUV's which now make up almost 50% percent of the Market. I add one other point. If you were a Tradie, Owned a business or had a need for a Ute then buying a holden Ute was not dual purpose like most 4x4 SUV's, where tools could be quickly removed and used on long weekends, camping and 4WD Driving Trips. People buying Commodore sedans, station wagons and utes wanted more versatility. It is also reported that 90% percent of the 185 Holden Dealers have been locked in mediation talks with GM over the decision by US parent General Motors in February to dump the brand after 72 years. Source: The Australian Fin Review