

Bob Pritchard BSc. CSP. AISMM

International Marketer of the Year

bobpritchard.com

WOW—10,000 STRONG!

For the first time, our monthly Newsletter will be read by over 10,000 business leaders in 26 countries. If you would like to contribute to next month's Newsletter, send us an email.

2006—A GREAT TIME TO GROW YOUR BUSINESS ...

This year has been fantastic for business. Economies around the world are in good shape, access to international markets has never been easier and there is a lot of money around for the right idea. I am currently involved in eight really great projects of very diverse nature. And my public speaking is going from strength to strength.



DID YOU KNOW?

That apart from working as a consultant to major corporations such as The Coca-Cola Company, Pfizer Pharmaceuticals, American Express and many others, Bob Pritchard has been the part-owner of a football and basketball team, marketing director for Formula One motor racing, Legends of Tennis (Borg/McEnroe), World Heavyweight Champion Evander Holyfield, Katarina Witt & 18 Olympic Champions on Ice, and Skins golf with Norman and Nicklaus ...

Of course, working with major companies across the globe provides not only fantastic experience but even more important—exceptional contacts.

CHOOSE CONSULTANTS WISELY

There are some companies which represent themselves as "business consultants", who promise to appoint a great management team, prepare your IM (Information Memorandum), create a marketing strategy and raise investments funds, but who are nothing but a scam.

These companies give genuine business consultants a bad name. So if you are looking to grow your business and move it on to the next level make sure you do your homework. Make sure that any consultant you consider is reputable. Next month I will name one company which charges \$10,000-\$20,000 for these services and delivers nothing!

A Clear Channel senior executive said *"Pritchard's focus is perfect, on the bottom line. The information on why people stop doing business with you is unbelievably relevant. We have circulated this to all senior management, all our marketing team and even many of our customers. It is easy to lose sight of the big picture and marketplace realities."*



INTERNATIONAL OPPORTUNITIES ABOUND

There are a number of terrific ground floor opportunities for investment right now if you have some spare play money. You should always be very careful and do your homework first and realize that the reason these opportunities have such great returns is that there is a risk. But you minimize the risks by being prudent.

I am offered several new opportunities every day and end up selecting only about half a dozen each year. How do I choose which ones to work with? Simple—great concept, global opportunities and management who really know their stuff.

If you are looking for some great opportunities, drop me an email.

JEWISH COMMUNAL APPEAL

"Your presentation was educating, inspirational and motivational. It created an enormous urge to make our organisation more effective and efficient amongst the Jewish Community."

Gad Levy, Jewish Communal Appeal

MAKING YOUR ADVERTISING WORK!

Why do some businesses get 100 calls from an advertisement and others get 10? For example we increased the number of calls from a Yellow Pages ad for a catering company from 750 a month to over 3,600 a month.

How? By following time proven rules!

Every communication, whether an email, a letter, a radio, TV or print ad or a direct mail piece MUST contain the following in this priority:

Headline
Graphic
CPB
3 Benefits
Added Value
Risk Reversal
Call to Action
Test Test Test
NLP

Without the right balance, your communication WON'T work as well as it could!

THE MAJOR KEY TO BUSINESS SUCCESS? DIFFERENTIATE YOURSELF

Most businesses have many competitors and most businesses, in their presentation, from business cards to letterheads, from websites to advertising, all look like "me too".

The only way to stand out and dominate your category is to be different. Even if your product is the same, you can position yourself to appear very different. It takes a bit of research and a lot of creative thought, but it really is worth it.

If you don't differentiate yourself, you end up competing on price ... and that is a disaster!

PREVIOUS INTERNATIONAL MARKETER OF THE YEAR WINNERS

Bob was privileged to win this award in 1999. Others who have received the award are Jeff Bezos (Amazon); Andrew Oh (LG Group); Kenneth Strottman (Strottman); Steve Jobs (Apple), and Jorma Ollila (Nokia).

"Tell me and I forget. Teach me and I remember. Involve me and I learn".

Benjamin Franklin 1706-1790

FABULOUS AT 50, STILL SEXY AT 60!

This highly motivational fun book is one Bob is writing with 1960's rock legend, Dinah Lee. This is a total departure from his usual business tomes and inspires the over 50s to really live, get up the confidence and go for it. Released prior to Christmas for the Baby Boomers!



KICK ASS MARKETING .. NOW TO BE RELEASED AS A BOOK

This **8 CD set** has been a huge success over the past two years and copies have been sold into almost every country in the world. Due to requests, this 9 hour **"business degree on tape"** has now been updated and will soon be available worldwide as a book. We will keep you advised on the release date!



BOOKINGS, AVAILABILITIES ETC.

If you are looking for experts to help with your business, are considering a marketer for your board, require a speaker or just need some advice, give us a call on **1-818-346-0005** in Los Angeles if you are in the US or Europe, and **61-2-9380 2557** if you are in Australia, New Zealand or Asia. Or you can always get us on our email, bob@bobpritchard.com.



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