

This months password
camelot

May 2001

- ☑ **Masters of Networking**
(Book of the month)
- ☑ How to turn Complaints into Cash
- ☑ Better Brochures, Catalogs & Mailing Pieces
- ☑ No Rules – 21 Giant Lies About Success
- ☑ The Power of Outrageous Marketing

M-O-T-H-E-R

'M' is for the million things she gave me,

'O' means only that she's growing old,

'T' is for the tears she shed to save me,

'H' is for her heart of purest gold:

'E' is for her eyes, with love-light shining,

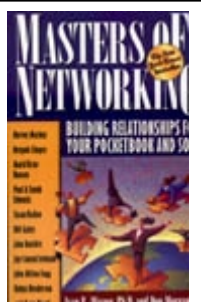
'R' means right, and right she'll always be,

Put them all together, they spell

"MOTHER"

A word that means the world to me.

- Howard Johnson (c. 1915)



Book of the month

Masters of Networking
By Robyn Henderson

\$27.50 (Incl GST)

A\$25.00 (O/Seas)

We all network, but some of us – the most successful of us – are networking masters. What is different about masters? How are their lives different? How do they become masters? What actions lead them to greater success than the rest of us? These are the questions Masters of Networking sets out to answer. The answers come from the masters themselves.

Learn the secrets of the masters, including:

- the characteristics of the most successful networkers
- why networking is the most effective marketing tool today
- how the world's best networkers leverage and maintain their networks
- the benefits that come to you through a successful networking lifestyle built on effective communication, long term partnerships, and word-of-mouth marketing.

Go to www.lemberg.com to order
"Faster than the speed of change"
and subscribe to Paul Lemberg's
FREE e-zine

"How to Turn Complaints into Ca\$h" by Michele Comeau (booklet)

\$9.95 (Incl. GST)

A\$9.05 (O/Seas)

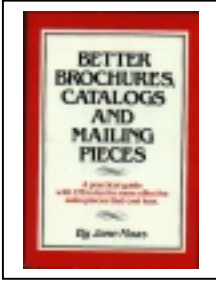
Most companies are losing a great deal of money and don't even know it simply because they don't know how to effectively handle complaints, explains the author of the new book "How to Turn Complaints into Cash."

Dissatisfied customers want to get even and one of the best ways to get even is to take their business elsewhere and encourage others to do the same.

"Research shows that an angry customer will tell at least 7 others about their bad experience," says author Michele Comeau. "This negative word-of-mouth advertising is the most powerful advertising on the face of the planet."

"How to Turn Complaints into Cash" is an easy to read pocket workbook that gives a 5 step method for turning dissatisfied customers into loyal supporters.

International Customer Relations Strategist, Michele Comeau, has an impressive track record helping companies increase profits at least 20% by turning shoppers into long time customers. She specializes in sparking enthusiasm within organizations to look for new and better ways to serve customer's needs. while making more \$.



Better Brochures, Catalogs & Mailing Pieces

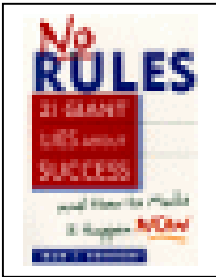
by Jane Maas

\$18.70 (Incl. GST)

A\$17.00 (O/Seas)

You will learn:

- The most important decision :Positioning and Strategy
- The 15 magic rules of better brochures
- The Layman's Guide to better layouts
- 10 ways to save money on production
- Hotel brochures – 15 secrets that fill rooms
- How to attract more tourists
- Brochures to gain members, to advocate to persuade, to sell
- And much much more.



No Rules – 21 Giant Lies About Success

by Dan S. Kennedy

\$28.60 (Incl. GST)

A\$26.00 (O/Seas)

Here are just a few of the “giant lies” Kennedy shatters:

- It takes money to make money.
Wrong. It doesn't
- Never mix business with pleasure.
You should. At every opportunity.
- You can't get anywhere without a college education.
You can. And get rich doing it
- The customer is (**not**) always right.
- Good things (**will never**) come to those who wait.

Places are still available
Rush your registration form back to us so you don't miss the 2001 Sales & Marketing Super Summit ... on the Gold Coast!

For more details contact:

Tel: 1800 800 246

Int'l: + 61 3 9569 1100

E-mail: info@bgrowth.com.au

The Power of Outrageous Marketing! By Joe Vitale

\$259.00 (Incl. GST) **A\$235.46** (O/seas)

Includes: workbook, 8 audiotapes, collector's edition of P.T. Barnum's speech, a special report ... plus Joe's book – 'The 7 lost secrets of success'.

You'll learn such powerful things as:

- how to write a book in only 6 days
- the top 10 keys to negotiating with anyone at anytime for anything
- how to give the greatest speech of your life
- how to get free publicity for yourself and your business
- how to write hypnotic ads that actually pull in sales
- how to create allies (for free!) that easily bring more business to you.

Order Form – May 2001

Product	Aust. \$	O/Seas A\$	Total
<input type="checkbox"/> Masters of Networking	\$ 27.50	\$ 25.00	\$
<input type="checkbox"/> How to turn complaints into \$	\$ 9.95	\$ 9.05	\$
<input type="checkbox"/> Better brochures, catalogs &	\$ 18.70	\$ 17.00	\$
<input type="checkbox"/> No Rules – 21 giant lies	\$ 28.60	\$ 26.00	\$
<input type="checkbox"/> The power of outrageous marketing	\$259.00	\$235.46	\$
Postage	\$ 7.70	\$ 10.00	\$
Postage FREE over \$200+ orders			TOTAL \$_____

GST included on Australian orders only

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