



# The Marketing X-Factor

By Nic Clark

## 'X-Factor' your business in 2010

Virgin has it. Google has it. And so does Apple. It's the X-Factor – that indefinable characteristic that makes businesses absolutely irresistible to consumers.

For some of us, the X-Factor is that elusive characteristic we all want for our own business but have no idea how to conjure up.

I've spent years working with high-performance businesses across the world – both small and large – and the good news is that achieving the X-Factor in your business doesn't require a magic wand, or a million dollar marketing budget.

All it takes is a close look at what is occurring behind the scenes in an X-Factor business to understand and appreciate the individual aspects that combine to achieve an X-factor result. By breaking down the tangible measures that define X-Factor performance, you can examine each

area and make it your marketing objective to apply similar results and measures in your business. Let's start by looking at what separates businesses with the X-Factor from the mediocre performers.

### Businesses with the Marketing X-Factor all excel in the following areas:

- They have an irresistible, addictive brand that everyone wants to be associated with
- They have a unique selling proposition (USP) that sets them apart from their competitors
- They give customers an extraordinary experience each and every time they encounter their organisation

As part of the exclusive 10X business network, we've secured copies of The Marketing X-Factor's limited first edition – which means that you can be one of the select few to get a copy of the book hot off the presses **before it hits the market!**

Call us now on **1300 855 109** to secure your copy of 'The Marketing X-Factor' and start implementing marketing strategies right away that will literally transform your business results this year.

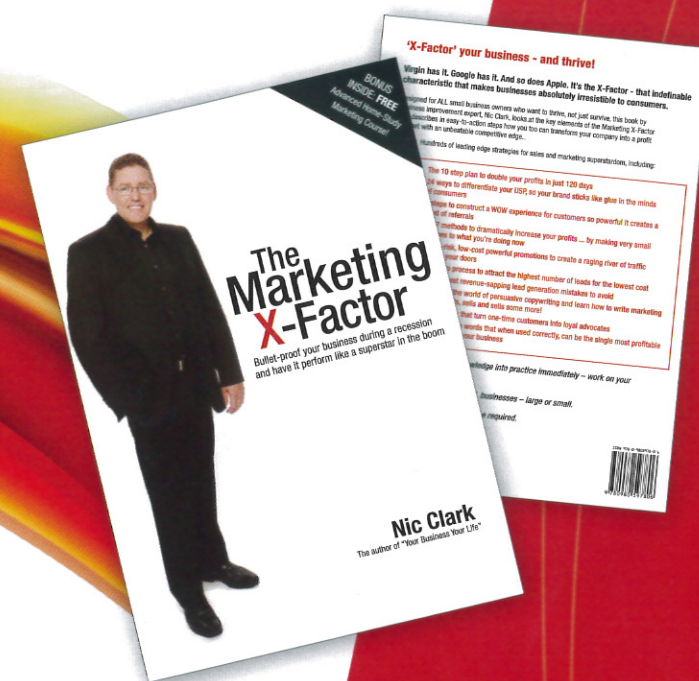
- They are masterful at maximising the amount of money customers spend (average sale value)
- They are skilled at generating leads and tapping into potential customers
- They always have irresistible promotional offers
- They are skilled at writing words that sell
- They enjoy excellent customer loyalty and strong repeat sales

These eight vital factors all reflect key performance measures and areas of focus in your business, such as lead generation, sales conversion, client retention, sales frequency, average dollar sale and so on. These core metrics should become buzzwords in your sales and marketing department, and the pillars upon which your business foundation is built. They ultimately determine your sales, profitability and potential for success, and therefore contribute to your X-Factor transformation.

There are countless ways that your business can make improvements within each of these key performance measures – which I'll be covering in my new book, *The Marketing X-Factor*. Some strategies are surprisingly easy, and give you massive bang for your buck. Incrementally, and over time, these small improvements all start to add up – and the resulting effects on your business are truly compounding.

The important thing to remember is that achieving the Marketing X-Factor in your business is truly achievable – it's not about theoretical strategies or extravagant advertising campaigns but simple, practical actions that can be applied in your business today and will impact your sales and profitability tomorrow.

I look forward to sharing my X-Factor secrets with you throughout the year and hope that 2010 is the year that you decide to make marketing your focus and take your business to extraordinary new heights. ■



Nic Clark is the CEO of 10X Limited, a public company specialising in the setup of business development divisions within accounting firms across Australia and New Zealand. Nic has had 16 years hands on experience advising hundreds of small to medium sized businesses throughout Australia, New Zealand, the USA, Canada and the UK. He has assisted in the completion of over 890 comprehensive business plans covering a broad range of business areas such as Management, Marketing, Operations, Human Resources and Finance.

Nic is dedicated to providing accounting firms with the tools and support mechanisms to grow their clients businesses in both revenue and cashflow.