

What does your LOGO say about your business?

An awesome company logo becomes synonymous with its identity. All you need to do is think about Macca's golden arches, Coca-Cola's cursive typeface, Apple's well, apple, Nike's swoosh, the list goes on.

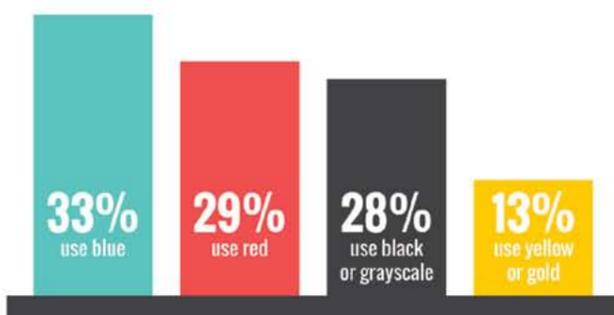
Your logo is your calling card, identity, manifestation of your company and will only usually get changed, to reflect new products or depict the next chapter of a companies evolution so it is important

to get it right the first time.

But what does your logo say about your company? Did you know colours and typeface affect the way people feel about your brand?

Take a look at the info graphic and you may be surprised.

COLORS COMPANIES USE



FONT TYPES



95% use only one to two colors



41% use text only



9% don't feature the company name at all



5% use more than two colors

WHAT'S BEHIND THE COLOR



Well that brings us to the end of the Bird Dog Chronicles, hope you've enjoyed it and learnt something. And more importantly you've taken a bit of inspiration to get out there and tweak your business to attract more clients and boost your profits.

Till next time...
Bird Dog



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BIRDDOG CHRONICLES

CONTACTS US FOR A FREE CONSULT

Issue 1



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"Take a Peak Inside" Eagle Insurance go from 4 - 616 million during GFC

What does your brand really say about your business?

Does your website really do what you think its meant to?



BIRD DOG'S RANT

Hmm, they say it's a dog's life...and for most mortal dogs I can imagine it really would be.

But when you're a super hero, taking up the fight on average profits and poor performance for businesses, my days are pretty chock-a-block.

That's not to say that I don't get to share in the odd day of lying around, chasing birds and balls at the beach and sniffingah, sorry.....the boys keep reminding me you humans find it a strange way to say hello.

But hey, even super hero dogs have to do what dogs do.

Anyway, guess I should get on with what the boys asked me to write about.

But 1st, I gotta share with you, I ain't much of a writer (paws just weren't made for that) - and besides that's more Rich's gig - but I reckon I can rant pretty darn well, so they gave me the latest Iphone and it's great....

I just call this lass called Siri and tell her to take notes.

So I don't even have to type this. She does it.

Love it.

So here we go with the.....

1st ever Bird Dog Marketing newsletter.

This is super exciting for us. And I also gotta tell you....

To hold on to your hats as these newsletters are going to share some great advice on how to grow your biz and make sure you don't fall victim of my nemesis...

The evil, sinister, Professor Poor Profits (more on him in another episode).

Better not get me started on him, I'll bark for hours on that matter.

Where was I, oh yeah..the newsletter.

So over the coming months, we're going to share bits and pieces of profit boosting advice, insiders tips on some of the strategies we use, interviews with successful small to medium businesses and other random stories.

And next month, I'm going to let you in on exactly how I discovered my super powers.

But you've got plenty to devour in this months newsletter, so I'm going to love you and leave you.

Till next time. And remember to throw a dog a bone.

Bird Dog

P.S. Make sure you take a look at this months "Take A Peak Inside" interview....it's from another special animal. An Eagle, no super powers, but by all reports they sure help a lot of people.

Random Facts

This month since it's Bird Dog's 1st chronicle, we're running with Dog Facts.

Female dog bites are twice as numerous as male bites.

Hmm..... no wonder males act so sheepish around the lasses.

The canine nose works one million times more efficiently than the human nose.

Nuff said....

Stranger Facts:

It's impossible to lick your own elbow. (UPDATE: It seems some remarkable people can actually do it)

75% of people who read the previous fact will try and lick their elbow. (Probably close to 100% after the update...)

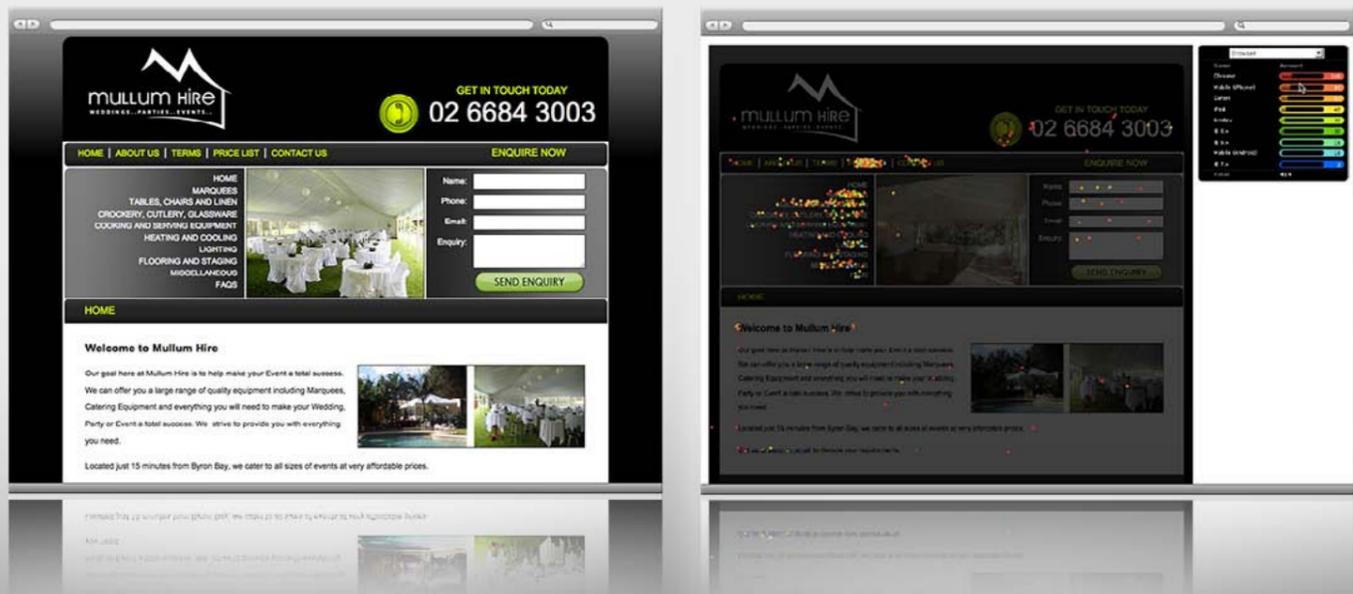
"Mr. Mojo Risin" is an anagram for Jim Morrison.

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Here's what really happens on your website.



SO YOU GOT A WEBSITE... IS IT REALLY DOING WHAT IT IS MEANT TO?

Remember the Kevin Costner movie Field Of Dreams?

You know the one where he builds a baseball pitch in the middle of his corn farm. All because he heard voices....

"Build it and they will come, build it and they will come".

Yeah, I hear you... but it wasn't as bad as his movie water world.

Anyway, so he builds this baseball pitch and sure as day turns to night, these dead baseball legends come and crack a few innings with him.

Bizarre right.

But stick with me, there is a point to this.

You see most of us are very similar to good ol' Kev... and I'm sure we all hear the odd voice telling you to do things - in my case it's often my wife's - but most of us have heard this...

"You've gotta get a website and you'll get more business".

So off we go and clear the cornfields and build a website.

And then we wait... and wait... and if you're lucky, you will get some visitors to your site.

Now here's where it gets tricky.

10 years ago you coulda slapped a simple web page up with your phone number and "Bob's your uncle" people would marvel that you had a website.

Not today though.

Today's consumer demands a lot more respect.

Your website needs too not only look professional, it needs to quickly communicate the message that your clients are looking for.

And meanwhile they have their finger cocked on the mouse ready to shoot for a quick exit if they do not find what they are looking for.

And you've only got seconds to pull this off.

So the question begs...

How do I really know if my potential customers really like what they see?

Sure getting enquiries is 1 way to know. But what about how many enquiries are you getting to actual visitors, if you don't know that you could be really missing out.

You can get that data pretty easy, but what about going one step further....

What if you can actually see what is happening on your site

See where they're clicking, and where they not.

Are they even seeing pieces of information that are vital to help them make a decision to engage further with you?

Knowing this information, can be the difference between a successful sales tool for your business to a website that acts like a rotating door with clients leaving as fast as they came in.

Which, your competitors would be thanking you for.

Seriously, you could be missing out on a lot of money.

The good news is that you can put the detectives hat on, and discover if there's holes in your boat and your leaking clients.

Yep, you can actually legally spy on your customers and quickly find out if your online sales tool is actually performing the way it should.

Now without getting to techy, you can get all types of powerful data to show you what your site's doing. And the 1st thing you should do is install Google analytics. This is a free platform Google offers that shows you everything that is happening on your website.

From how long the average visit is, how clients found you, what pages they have gone too, are they using mobile phones to find you and more.

Incredible data that many a savvy business owner find fascinating.

But that doesn't let you see what's happening on your site. For that there's a lot of different software that you can use to see what is happening on the site. See the images and their description.

And yes, you can do this yourself. You will need a little bit of tech saviness or you can use services such as ourselves - which we encourage - to do this for you (we've got a shameless self promo for this service included in this newsletter).

Either way.

You need to make sure you pay attention to what is happening on your site or get someone else to. It's too much of a valuable piece of real estate to ignore.

It really should be your fine-tuned sales machine. Your secret weapon you turn too to get the phone ringing, get an enquiry or even make a sale.

It does take a little effort but what success story has ever been told with a little of that.

TAKE A PEEK INSIDE EAGLE INSURANCE

HOW THIS BUSINESS GREW FROM \$4 MILLION TO \$16 MILLION... DURING THE GFC!

This month we are very excited - or as Bird Dog would say stoked - to interview a good friend and great businessman Matthew Denehy from Eagle Insurance and grill him for his wealth of knowledge.

Now get this... Mathew built his insurance broking business during the GFC from \$4 million to \$16 million

So it's safe to say, that as our very 1st take a peak inside episode is a good one.

Mathew has not only shared his insights once, but twice... Yep, he's very thorough.

Firstly we sent Matthew some of the questions we may ask in the interview and Mathew being the champion he is proceeded to answer them that evening and he didn't hold back.

And what's better for you, dear listener, is that freed us up to go free form with the interview. So you get a mountain of information.

Now we can't put all the answers in this newsletter as we just can't afford to print out that much content.....so we've taken some of the gold nuggets from the interview and given the to you here. But if you go to www.birddog.com.au/newsletter you can not only download the full article and listen to the interview - which was conducted over a couple of the local wonder "Stone and Wood" Pale Ale.

Upwards and onwards.

So here are a few of the main points:



An interview with Eagle Insurance Director Matthew Denehy

What are the core actions that you have taken that have helped grow your business into what it is today?

I asked my father what happens during a recession and or a depression, what do we need to do to survive and he answered... Never stop selling! Sounds a bit heavy handed but when you understand selling like we do, you'll get the reason why we say that. Its not manipulating people for our profits, its solving peoples problems and helping them through situations of complex nature, it just happens we sell insurance to do that

Why do you believe your company has continued to grow?

The leaders of the business continue to work in the business providing leadership for the staff with a desire to grow the company as we know when we are doing this, we are helping people and solving their problems.

Do you set goals for your business?

Plenty. Our original vision was to grow a \$40mil Insurance brokerage in 10 years which would have provided employment for at least 30 people across eastern states of Australia. We are in our 4th year and we are on the right track laying the right foundations. Like any good build, the foundations are the most important regardless of how long they take.

What are the most important lessons you have learned building Eagle Insurance?

- Patience, I've works with my family from 1999 to 2008. That certainly takes patience.
- Persistence, I've never given up, just found better ways of doing things.
- Preparation, I never used to plan and prepare, but its absolutely necessary.
- Cash Flow is King, we went for some months not paying ourselves so that the business would continue.
- You need mentors, I have had 4 business coaches since 2007. All of them were great and all of them added a different dynamic to the business. One coach was to help understand me and what drove me, one coach as helping me build a business plan, one coach was helping me with sales and sales management and I still use a coach today since 2006 that helps me on a management level.

Now Matt grew his business from \$4 mill to a \$16 million business since 2007, yep during the GFC... so reckon he knows something... yep.

So head on over to www.birddog.com.au/newsletter to get your hands on the rest of the info.



DOG OF THE MONTH