

Seven Simple Secrets To Having A Successful Balloon Business



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Introduction and Background of the Author

The purpose of this E-book is to show you how to easily attract customers for your balloon business and to teach you 6 incredible techniques to be successful in all aspects of your life.

Before we start I would like to sincerely thank you for visiting our balloon training website. If you have any questions or need further information please do not hesitate to contact us at help@balloon-training-online.com.

I have been a professional balloon decorator for 15 years. I also teach a balloon decorating course throughout the United Kingdom and teach people all throughout the world via our online training course.

I enjoy helping people to setup a successful balloon decorating business and most people that I teach have no previous knowledge or experience. Balloon decorating is actually quite easy to learn. However, making a living as a balloon decorator requires a clear strategy backed-up with determination and persistence. It is the intention of this book to provide you with this 'plan' to succeed. It will tell you exactly what you need to do and hopefully motivate you at the same time to take action.

I'm assuming at present you have very few customers. Perhaps you are only thinking about setting up a balloon business and are not sure if this is the right business for you. If that is the case this book is perfect for you. I started out exactly the same. Then, after attending a very expensive marketing course with several business and marketing gurus I used the advice given to develop a very simple strategic plan to get customers for my own business.

PART 1 – How to get customers without spending money on advertising.

Most paid advertising does not work for small businesses. This includes press advertising, leaflets through doors, radio etc. Most of it does not work and if you are setting up a new business money will be tight and every penny counts.

What should you do instead? The marketing professionals call it 'Strategic Alliances'. The rest of the world calls it 'word of mouth'. Word of mouth is basically when someone recommends your product/service to someone else. This recommendation is very powerful because people like to use a product or service which is endorsed by someone they know.

Here is how I managed to get over 50 businesses in the wedding/party industry to recommend my balloon decorating services and I recommend you do exactly the same: Firstly, I put together a list (this was before Google so I used the Yellow Pages directory) of every single hotel, social club (or anywhere with a function room to host parties), bridal shop, restaurant, wedding cake maker, DJ, caterer, event organiser, photographer, wedding hair/makeup etc. I then called everyone on the list and asked to speak to the owner/manager and said the following "I'm a local balloon decorator and just wondered if it would be possible to come and see you for 5 minutes to discuss the possibility of working with you".

I knew they would not do this for nothing so I offered them 10% in commission. Some said "yes", others said "no" and I averaged around a 1 in 3 success rate. I wanted around 50 businesses to recommend me so I needed to contact around 150 businesses in the wedding/party industry.

I realised that this sort of networking was a win-win for myself and the company recommending me. I benefit by getting all the customers I need without spending upfront on advertising which may be ineffective, the business recommending me benefits by getting money for doing very little work.

Why do people like to go with a company that has been recommended to them? It gives security because people do not usually recommend someone if their work is not up to standard. Also, people tend to go with recommendations because most people are very busy and do not have the time to shop around.

The good news here is that people are willing to pay a higher price to a recommended company. People do not tend to go for the cheapest option. As I write this the average cost of a wedding is £24,000. This would not be the case if people bought the cheapest of everything.

People perceive price and quality to be related. Of course this isn't always the case but if you are cheap it will probably be assumed that you are inferior to one of your higher priced competitors.

Here is a list of the types of businesses who can recommend your new balloon decorating business:

- Hotels
- Social clubs / village halls / church halls
- Restaurants
- Golf courses / rugby clubs (anywhere that people may celebrate a special occasion.
- Bridal shops
- Wedding dress shops
- Wedding invitation companies
- DJ's
- Limousine drivers
- Hairdressers (particularly ones who specialise in wedding hair and beauty)
- Wedding photographers
- Caterers
- Marquee hire companies
- Event organisers / wedding co-ordinators

Also, we do balloons for corporate customers including the following:

- Schools (Proms are a big business)
- Car dealerships
- Local councils
- Supermarkets
- Furniture stores who have promotions on a regular basis
- Shopping Centres

We even have funeral directors who recommend us. If someone passes away we provide balloons for the family so that they can attach a note and let it go into the sky.

Hotels are very lucrative when you establish a referral system with them. But they can be difficult to persuade. I recommend starting with all the social clubs, bridal shops etc. I find local businesses run by the owner-manager are the easiest to persuade. I also find that if you approach someone who runs their own business they are more willing to help you.

If you are paying commissions to people/businesses you must do the following: Every time you get an enquiry ask the following question: "How did you get my details". This will tell you exactly who is recommending you. Never take this for granted and be sure to let these people know that you appreciate their efforts. I find a bottle of wine or even a thank-you card goes a long way especially when they recommend you for the first time.

Social Media

A lady called Lisa subscribed to our online training course and as we do with all our students we provided complete help and support every step of the way. Three months later and we chatted about her new balloon decorating business and she was already doing around 5 events a week and the only marketing Lisa had done was to promote herself (for free) on Facebook. She uploaded the pictures that we provide on our online course, ran competitions, asked her friends to share her page and within 3 months was averaging 5 new bookings a week.

If you are using Facebook to attract customers the best time to post your message is at 12:30pm (lunch time) as this is when the highest number of people check their Facebook accounts.

There is no doubting that social media and in particular Facebook is brilliant for getting customers and when you combine this with networking with existing businesses in the wedding/party industry it is a recipe for success.

PART 2 – How to Be a Successful Person

Whenever I run my training course in the United Kingdom we talk for around 30-60 minutes on the different ways to make a balloon decorating business successful. In a lot of ways it is the most important part of the day as it is vital that people leave with a positive attitude and determined to make a success of their new venture. The topics I cover come from years of experience of running my own business and research into hundreds of incredibly successful people to discover the 'secret of success'.

Goals

Harvard University did a study of their students in their graduating year and found only 3% of people had written goals and a further 13% of people had goals but they were not written down. The remaining 84% of Harvard students had no goals what so ever.

10 years later they interviewed the same group of people and they found that the 13% of people with goals which were not written down were earning on average twice as much as the 84% of people without any goals. But, they were shocked to discover that the 3% of graduates with clear written goals were earning more than 10 times than the average of the other 97%. By having clear written goals it will help give you the clarity you need to be successful.

I can personally tell you that setting goals on a regular basis (daily/monthly/yearly) has given me more focus, determination and clarity than anything else. Also, setting goals and achieving them will increase your overall happiness immensely knowing that you are achieving your full potential instead of just waiting for the world to hand you opportunities on a plate (which rarely happens). Goals should be written down on paper and on display somewhere that you can see them every day. Also, re-write your goals on a regular basis.

You need to decide what your goals in life are and what you really want from life. If you are writing your goals for the following year your list may include the following:

- To spend more time with the family.
- To increase my income by 50%
- To start a balloon decorating business working from home.
- To lose weight and increase fitness.
- To make new friends.
- To have a more loving relationship with my partner.
- To do more in the community.
- To buy a new car.
- To have a holiday abroad.
- To join a gym.

I am going to tell you exactly how you should set your goals: Get a blank sheet of paper and write your goal at the top of the page. Your goals should be very specific and not vague. If you want to lose weight your title should be like 'My Goal is to lose to lose 20lb over the next 12 months'. Underneath the heading list all the reasons why it is important to lose the weight. For example, write down how it will improve your confidence, improve your health, enable you to wear better fitting clothes etc. Then, write down all the things you will do to lose weight such as reduce your calorie intake to 2000 calories, walk for 60 minutes every day, go to the gym 3 times a week. Finally - take action immediately.

This 3-step process of writing down your goals, listing all the benefits of achieving your goals and finally the steps you will take to make your goals a reality is used by the world's most successful people.

Goals must be realistic for them to work and to be accepted by your subconscious mind. If you currently earn £30,000 it would be unrealistic to expect to earn £500,000 in 12 months time. Your subconscious mind knows this goal is unrealistic and it will never happen. If you are earning £30,000 now then set your goal at £45,000.

Technology can be fantastic but there is no need to be overly clever. There are goals related software and apps out there but all you need is a blank piece of paper and a pen. Success is basically the ability to do anything out of the ordinary. The process of setting goals followed by a simple but effective plan will instantly make you one of the most successful people in your reference group and people will be amazed at your ability to improve yourself.

Persistence

There is an amazing book called 'Think and Grow Rich' by Napoleon Hill which many people believe to be the greatest success book ever written. It is an excellent book and basically filled with real-life stories of successful people and the purpose of the book is for the reader to discover what it is that links all these incredibly successful people together. The answer is 'persistence'. The secret to success is persistent positive action towards your goals.

Any worthy goal will encounter problems along the way. You may get ill for a while and have a family problem which is urgent which takes you away from your goal. But, the important thing is to return to your goals as quickly as possible. And, that is why persistence is so incredibly important and by having clear written goals will help you with this.

There will be days when you really can't be bothered but you must persist anyway. Successful people do what needs to be done even when they really don't feel like it. Everyone has good days and bad days but the important thing is to keep on going even when things are tough with a burning determination to succeed in achieving your goals.

Time Management

To be successful you need to use your working time wisely. This means knuckling down and doing the jobs necessary to achieve your goals. Think of work as a 'friend'. After all, working pays your bills and gives you

money to enjoy not only your own life but also improves the lives of your family and friends.

Again, just like with goal setting I personally need a clear written plan to give me focus. The second thing I do every morning at work (after I've written my goals for the day) is to write my 'to-do' list. I use the 'ABCDE method' which I believe is the best method out there:

'A' tasks are something very important which must be completed or there will be serious consequences for not doing it. For example filing my tax return to avoid getting a penalty.

'B' tasks are important but not urgent. Replying to a new customer enquiry for example would come under this category.

'C' tasks are all these things which waste time during a typical work day. On average 40% of the day is lost because of C tasks. These include personal calls at work and reading the newspaper which should be done outside of the working day.

'D' tasks are my personal favourites. This is any task you can delegate to someone else and includes all the things which stop you from doing an A or B task. These include all the routine jobs you may be doing would be much better being reassigned to a junior person. Going to the post office to post a letter is a D task. You may not have someone you can delegate to but you will as you become more successful.

'E' tasks consist of anything that should be eliminated. These are often tasks that you have been putting off for a long time which really will not benefit you to help you achieve your goals. There will never be enough time to do everything which is why successful people prioritise their time by working on 'A' and 'B' tasks.

After you have written your to-do list and assigned each item ABCDE you then have to assign an order of priority. Never ever do a B task before an A task. If you have 3 x A-Tasks put a number '1' next to it and so on. Then do the same with the B-Tasks and this piece of paper is your priceless daily planner and will make you the most productive and efficient person in the office.

Problem Solving and Idea Generating

This section is very exciting and I could literally talk about this for hours. This technique is used by senior executives throughout the world and is so powerful it will make you one of the most productive people in any

organisation. Let us imagine it is the first of January and you work for a company with a profit of £50,000 a year and you want to increase this figure by 20% to £60,000. This is what you do: Get a piece of paper and write the following heading '20 ways we can increase our profit by 20% from £50,000 to £60,000'. This exercise can be done by yourself but is better done in a group of 2-4 people and you MUST generate a minimum of 20 ideas. It doesn't matter how long it takes but this process will really make you think out of the box. Go round the group in order and when the first person comes up with an idea write it down. Move to the second person and so on. If someone can't think of anything they say "pass" and onto the next person.

I once did this exercise with 4 people and we came up with 118 ideas. Some were very sensible and some were silly (this is supposed to be a fun activity). When you have your list choose the best 5-10 ideas and write them down on a separate piece of paper. Between the group choose the very best idea (have a vote if necessary) and write this down on a separate piece of paper. Then, immediately write down all the steps you will need to take to make this a reality and write down the names of the people who will be involved in each step in the process.

Please try this the next time you want to solve a problem or generate new ideas and I guarantee you will be amazed by the results. If your marriage is not as successful as you would like write down a list of 20 things you can do to improve your relationship and utilise this powerful technique at home as well as at work.

Always Go The Extra Mile and Positive Attitude

I want to talk to you about one of the most important principles for success. Many years ago I was a manager for a big national company and during my time there we employed a young man called Andrew who worked in the accounts department. Andrew's job was basically to do the small jobs which were considered to not be important enough for anyone more senior. These jobs included photocopying, setting up tables for meetings etc. Andrew had very few qualifications but had the most positive attitude I had ever seen in the workplace. Nothing was too much trouble for him and he never complained. If someone else was being lazy and wasn't pulling their weight he would simply take on the extra workload to ensure the job was completed well and on time.

Was Andrew always thanked for going the extra mile for people? Of course not, but he carried on doing it anyway. Over the next couple of years Andrew basically made himself indispensable to everyone in the company and even the Managing Director would openly praise his

positive attitude. Andrew is now in his 30's and is one of the highest paid people I know simply because he was willing to go the extra mile even when it isn't asked of him. If there is one lesson that I try to teach to my own children this is it.

It is important to always have a positive attitude and of course this can be difficult at times. I find that reading 20-30 minutes a day really helps me to stay focused and positive. The following are 4 of my favourite books:

- 'The Richest Man in Babylon' by George C Clason.
- 'The Science of Getting Rich' by Wallace D Rattles.
- 'The Strangest Secret' by Earl Nightingale.
- 'How to Win Friends and Influence People' by Dale Carnegie.

I also like to read the autobiographies of successful business people and the insights into their lives are inspiring and motivating. Autobiographies of sports people are also excellent as you realise that their success is due to hard work and persistence and very little to do with natural ability.

Gratitude

I have saved the very best for last. This will not only improve your business/financial lives but will also make you a much happier person. And, what is the point of being successful if you are not happy.

Get a spiral notebook and write the following title 'Gratitude List'. Then write down a list of everything in your life that you are grateful for. List all your family members, friends, home, possessions, holidays, jobs etc. If you enjoy watching a certain television programme then include them on the list. Basically, include anything that makes you happy. Your list should have at least 50-100 items and whenever you need motivation or feeling down read your list and it will transform your day.

The world really is full of miracles that we take for granted and you need to take a minute sometimes to step back and appreciate them. Every night as I am going to sleep I run through in my mind all the things that I am grateful for and this guarantees I end the day in a fantastic state of mind. I wake up at 6:30am and come down stairs and read my gratitude list which instantly creates positive feelings and emotions.

It's very important to do especially when you turn on the news and it is filled with doom and gloom and a gratitude list really does put you in a positive frame of mind.

I am personally grateful that you have taken the time to read this book.

Please do not hesitate to contact me if I can ever help you in any way.

Kind Regards

Adam Hunter
Training Manager
www.balloon-training-online.com