

BUILDING PROSPERITY

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AUDIENCES ARE INCREASINGLY CONSUMING DIGITAL CONTENT

2X CONTENT VISITS HAVE DOUBLED YEARS, BUT LOOK AT THIS... WE NOW NECK-AND-NECK A FAR AS DECISION MAKING VS. CONVENIENT INTERACTION WITH SALES REPS.

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THIS IS WHY WE KEEP BRINGING THIS UP IF YOU'RE NOT CREATING ENGAGING CONTENT, YOU'RE SURELY LETTING YOUR COMPETITORS DRAW MORE ATTENTION TO THEMSELVES. WHY WOULD YOU DO THAT?

Reach out for a free assessment. Email: THE.SUPPORT@PROSPERITYPLUS.COM OR CALL 431.382.7742

BEST PRACTICES IN MARKETING

Want to be Relevant? Video Content is the Tool You Need to Reach For Today

In today's fast-paced digital landscape, businesses are constantly competing for attention. Whether you're a small business or a large enterprise, keeping your content fresh and engaging is essential for growth and long-term success. One of the most effective tools at your disposal? Video content.

Reach Us Once Again

If you've heard me say this before, but haven't changed your mind, then it bears repeating. Video has become a dominant form of communication. According to recent studies, more than 80% of all consumer internet traffic is done by video. This isn't surprising when you consider that video engages multiple senses, making it easier for viewers to understand and retain information.

Engagement That Sticks

But why is it so valuable for businesses coming to remain relevant to their working clients? So glad you asked.

In a world where attention spans are shrinking, video offers a dynamic way to engage your audience. It conveys your message clearly and effectively, and more importantly, it holds viewers' attention longer than text or images alone. When clients see fresh, informative content, they're reminded of your value, which strengthens their loyalty to your brand.

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SO YOU'VE BUILT A SUCCESSFUL BUSINESS.

READY FOR THE NEXT PHASE?

Change isn't only inevitable, it's necessary. Making the right support makes all the difference. Prosperity Plus is the most respected M&A firm in the business systems industry with more than 20 years of success in helping dealerships achieve their personal and business goals.

CONTACT US TODAY OR TAKE A FEW MINUTES FOR YOURSELF WITH THE EXIT READINESS TOOL

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PRODUCTION & THE EXECUTIVE

BY JIM KAHRS

One of the biggest problems facing many executives and manufacturers is how to get people who can really work and produce at the level required, whether it's a sales rep, a service technician or an administrative staff member. The "blame" for this lack of work ethic is often attributed to the lazy employee or society in general. The problem with this explanation is that it leaves the dealer owner and management team all but powerless to fix it. There are things everyone should learn to do to solve these problems.

That business has a "blame" responsibility for as much as we see as management and executives in our business. But you can't blame them. A good executive can get people excited and producing. It means that they're likely to have a team that's motivated, and the results when applied will be seen when you support the challenges of a worker who doesn't want to work in a system that puts people that they don't know to produce.

In many of my articles I outline some principles of the Hubbard Management System. This time around, I'll outline how to use it for you, based on your own business. The following passage is a condensed version of a Hubbard Management System Tip that I've written. It's from Hubbard's 1982, "How to Apply the Hubbard System to Your Business Today" (I did it again to help business leaders just as much as I did back then 40 years ago).

WHAT IS AN EXECUTIVE?

"What is an executive? It is someone who is responsible? Who gets more and who has authority? Perhaps. But there are not the real reasons that each person want.

Many successful executives can generally do more work than other people. Their output is greater, in one way. And though this is often necessary, that isn't the reason either. Let us take the meaning of the word "executive." It is derived from the word "execute," which means "to put into effect something that is planned." The word comes from the Latin ex- "completely" + agere "to follow, and means "to follow through to the end" in other words, to get something done!

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PROFESSIONALISM

FROM L. RON HUBBARD

SOFTENED SO CERTAINLY IS THAT YOU WERE AN EXECUTIVE. Anything you do, do it as a professional to professional standards.

If you have the idea about anything you do that you just dabble in it, you will wind up with a dabble life. There'll be no satisfaction in it because there will be no real production you can be proud of.

Seeing the frame of mind that whatever you do, you are doing it as a professional and live up to professional standards in it.

There is to be said of you that you had an intention. Professionals use intention and they handle what they want. They use not intention abilities.

So learn this as a fact lesson about life. The only successful people in my field, including my staff, are those who have a professional intention and make themselves and all professional.

Vol. 12 No. 5 | November 2024





BEST PRACTICES IN MARKETING

Want to be Relevant? Video Content is the Tool You Need to Reach For Today



In today's fast-paced digital landscape, businesses are constantly competing for attention. Whether you're a small business or a large enterprise, keeping your account base engaged is essential for growth and long-term success. One of the most effective tools at your disposal? Video content.

Here He Goes Again

If you've heard me say this before, but haven't changed your mind, then it bears repeating. Video has become a dominant form of communication. According to recent studies, more than 80% of all consumer internet traffic is driven by video. This isn't surprising when you consider that video engages multiple senses, making it easier for viewers to understand and retain information.

But why is it so valuable for businesses aiming to remain relevant to their existing clients? So glad you asked.

Engagement That Sticks

In a world where attention spans are shrinking, video offers a dynamic way to engage your audience. It conveys your message quickly and effectively, and more importantly, it holds viewers' attention longer than text or images alone. When clients see fresh, informative content, they're reminded of your value, which strengthens their loyalty to your brand.

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VIDEO RELEVANCY

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Building Deeper Connections

Video creates a sense of human connection, which is harder to achieve through other media. Whether it's a behind-the-scenes look at your company, interviews with team members, or customer testimonials, video fosters trust and transparency. This emotional connection helps businesses build relationships with their account base that go beyond the transactional. Search your feelings; you know this to be true!

Easily Digestible Information

Not everyone has time to read long articles or dig through pages of product information. Video simplifies complex concepts, demonstrating products, services, or solutions in a more visual, straightforward way. A well-crafted explainer video can effectively communicate key points in just a few minutes, saving time for your clients while keeping them informed. And the production itself can be an easily digestible experience that doesn't require a studio, or professional videographer. And having an editor who's done it makes a big difference.

Boosting Brand Authority

When you consistently provide valuable, high-quality video content, your brand stands out as an industry leader. Videos showcasing your expertise—whether through educational content, webinars, or thought leadership—position your business as a go-to source of information. This reinforces credibility and keeps your account base looking to you for insights and solutions.

Improved Retention Rates

Studies show that viewers retain 95% of a message when watching it in video form compared to just 10% when reading it in text. Read that again please in case you missed it – 95% retention. If you want your account base to remember key updates, services, or value propositions, video is a great way to ensure your message sticks.

Optimized for Mobile

With over half of all video content consumed on mobile devices, creating mobile-friendly videos ensures you stay accessible to your clients wherever they are. Whether they're on the go or checking updates in between meetings, mobile-optimized video keeps your business top of mind.

Versatile and Shareable

One of the biggest advantages of video is its versatility. It can be shared across multiple platforms—your website, social media, email newsletters, and more. The shareable nature of video also increases the chances of organic reach, expanding your message beyond your current account base and attracting potential clients.

Real-Time Feedback and Insights

Videos allow you to collect valuable feedback in real-time. Through analytics, you can see how many people watched, how long they engaged,

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VIDEO RELEVANCY

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and where they dropped off. This insight helps you tailor future content to better serve your account base, keeping them engaged with content that resonates most.

How to Incorporate Video Into Your Strategy

If you're not already using video content, now is the time to start. Consider these ideas:

- Product Demos: Showcase how your product or service works in action.
 - Customer Testimonials: Feature satisfied clients sharing their success stories.
 - Behind-the-Scenes: Offer a peek behind the curtain to build transparency.
 - Educational Videos: Provide industry insights or practical advice relevant to your audience.
- Live Streaming: Engage with your audience in real time, answering questions and building community.

Video content is no longer a “nice-to-have” but a necessity for businesses looking to remain relevant in a competitive marketplace. It strengthens client relationships, enhances engagement, and makes your brand memorable. By leveraging the power of video, you ensure that your business stays top-of-mind and continues to deliver value to your account base.

In a world full of noise, video content cuts through, keeping you connected to the clients who matter most.

Interested in some help on this? Reach Tim at tvotapka@prosperityplus.com or call 631.610.1445.



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A PRACTICAL GUIDE BY TIM VOTAPKA
VP AND DIRECTOR OF MARKETING

MARKETING BEST PRACTICES

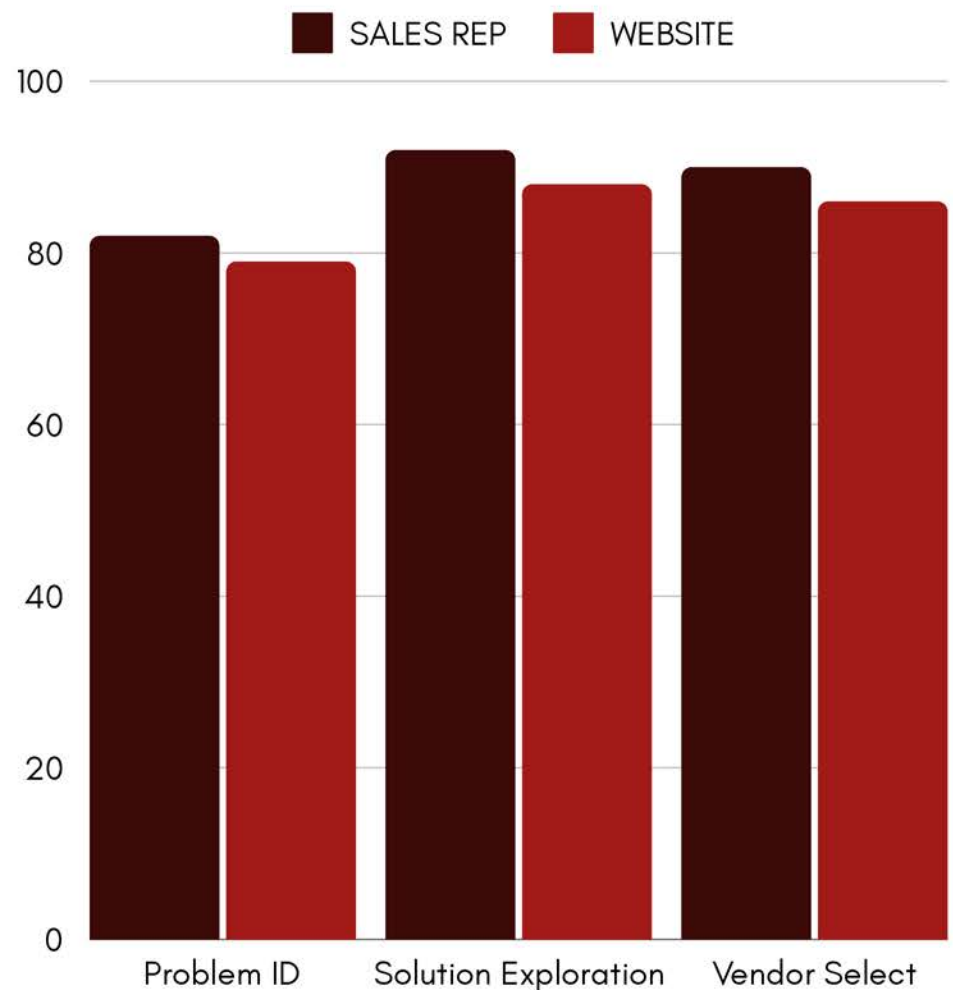
AUDIENCES ARE INCREASINGLY CONSUMING DIGITAL CONTENT

2X

CONTENT VISITS HAVE DOUBLED IN RECENT YEARS, BUT LOOK AT THIS - WEBSITE CONTENT IS NOW NECK-AND-NECK AS FAR AS INFLUENCING DECISION MAKING VS. CONVENTIONAL INTERACTION WITH SALES REPS.

INTERNET USERS SPEND 1/3 OF THEIR TIME WATCHING VIDEOS. YOUTUBE SAYS VIDEO CONSUMPTION RISES 100% EVERY YEAR. IN 30 DAYS, MORE VIDEO CONTENT IS UPLOADED TO THE INTERNET THAN THE MAJOR US TELEVISION NETWORKS PRODUCED IN 30 YEARS.

THIS IS WHY WE KEEP BRINGING THIS UP! IF YOU'RE NOT CREATING ENGAGING CONTENT, YOU'RE JUST LETTING YOUR COMPETITORS DRAW MORE ATTENTION TO THEMSELVES. WHY WOULD YOU DO THAT?



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PROFESSIONALISM

FROM L. RON HUBBARD

DON'T EVER DO ANYTHING AS THOUGH YOU WERE AN AMATEUR.

Anything you do, do it as a professional to professional standards.

If you have the idea about anything you do that you just dabble in it, you will wind up with a dabble life. There'll be no satisfaction in it because there will be no real production you can be proud of.

Develop the frame of mind that whatever you do, you are doing it as a professional and move up to professional standards in it.

Never let it be said of you that you lived an amateur life.

Professionals see situations and they handle what they see. They are not amateur dabblers.

So learn this as a first lesson about life. The only successful people in any field including living itself, are those who have a professional viewpoint and make themselves and ARE professionals.



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HOW TO GET MORE PRODUCTION FROM YOUR TEAM

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If you truly want to learn how to improve the efficiency and productivity within your organization, or department, this webinar is for you. Learn how to use Key Performance Indicators (KPIs) to better manage your operations, how to empower your staff to run a more efficient department or post, and what operating formulas you can use to create a saner, more productive environment. Presented by Jim Kahrs, President and Founder, Prosperity Plus Management Consulting, Inc.



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PRODUCTION & THE EXECUTIVE

BY JIM KAHRS

One of the biggest problems facing many dealerships and manufacturers is how to get people who can really work and produce at the level required, whether it's a sales rep, a service technician or an administrative staff member. The "blame" for this lack of work ethic is often attributed to the lazy employee or society in general. The problem with this explanation is that it leaves the dealer owner and management team all but powerless to fix it. How can we change someone who doesn't want to work or even worse shift the viewpoint of an entire society?

True success lies in taking responsibility for as much as we can as managers and executives in our businesses. Did you ever notice how a good executive can get people excited and producing? It seems like magic. Luckily this magic has a basic formula, and this formula when applied works even when up against the challenges of a worker who doesn't seem to want to produce or a society that tells people that they don't have to produce.

In many of my articles I outline basic principles of the Hubbard Management System. For this particular topic I felt it would be best to let you read it directly from the source. The following passage is excerpted from a Hubbard Management System Policy Letter written by L. Ron Hubbard in 1982. I think it applies to many businesses today just as much as it did more than 42 years ago.

WHAT IS AN EXECUTIVE?

"What is an executive? Is it someone who is important? Who gets more pay? Who has authority? Perhaps. But these are not the real reasons that such posts exist.

Most successful executives can personally do more work than other people: their output, quite usually, is very large. And though this is often necessary, that isn't the reason either. Let us take up the meaning of the word "executive." It is derived from the word "executor" which means "a person who gets something done or produced." The word comes from the Latin ex - completely + sequi - to follow, and means, "to follow through to the end." In other words, to get something DONE!

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WHAT IS AN EXECUTIVE?

From previous page

In any business or production organization, its prosperity depends upon GETTING THINGS DONE!

The executive is there to ensure that the people produce what they are supposed to produce and in viable quantity and acceptable quality.

And that is why an executive is there and that is what he is supposed to do...

One sees the TV commercials and reads the paperbacks and they tell him that his goal is expensively bought leisure and that the ideal is to lie beneath the palm trees and do no work. Whole ideologies get built around this beautiful dream of a world in which no single person ever lifts a finger and sighs away his days in loafing bliss.

Unfortunately, this does not align with the facts. The unhappiest little kids in the world are those who have nothing to do: They whine and mope and quarrel and are quite a burden to their mamas.

People on relief or living on social security are the most miserable lot, morale-wise, one ever collided with: they will tell you they would rather have a job. The death rate of men who have retired is startling: cast aside and feeling purposeless, no longer producing anything, they, as insurance companies will tell you, mostly pine away and die.

In short, people who don't produce are very unhappy people...

A certain amount of lying in the sun is a good thing. A laborer should not be worked to death...

Of course, there are penalties connected to getting people to produce. They are often green and unhatted [not trained so that one can produce the products expected] and need somebody to show them where to put what when. They are often bewildered and don't understand why these papers have to go in the right folders. And when one tries to get them to do some work, they sometimes snarl

back or walk off and won't play pool with one anymore. But if one thinks that by taking it easy on staff he will make points, an executive is VERY mistaken. Usually such an executive is actually despised. Down deep the staff knows what he SHOULD be doing with them and if he, having the title, doesn't do it, they see him as a fake.

It is interesting that staffs respect competent executives who get the job done. They respect the one that makes them work and they trust him.

It is a maxim [a concisely expressed principle] that crews, staffs and employees respect only those in power who do their jobs and get them to do theirs. Oh, yes, they will elect people who tell them they don't have to work. But it's interesting that the first ones they blame when things go wrong are these worker-oriented softies: in the chaos of their wake, the next one people will support is a tough, strong one who knows his business.

The only executives that staffs and crews really respect are those who get them to produce and get the job done...

However one tries to coat the pill, there is no substitute, in an executive, for the ability to get the crew to produce.

The fire-breathing executive will be followed and supported when the wishy-washy old pal guy will be stepped all over in the rush to follow a real leader...

It is not hard to detect a happy, cheerful organization: its statistics are up. And it is not hard to detect executives who are NOT making their crews produce: there's lots of conflict and trouble in the place and their statistics are down.

Management looks everywhere for executives who can get their crews to really produce. And oddly enough, so do the crews. If you don't believe it, try it."

- L. Ron Hubbard

BUILDING PROSPERITY

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YOU CAN USE TO IMPROVE PROFIT, CASH FLOW
AND GROWTH



BROWSE THE ARCHIVE



2024 BEST PRACTICES WEBCASTS

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HAPPY & LUCRATIVE EXIT

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FINANCIAL STATEMENTS

BUSINESS SALE STAGES

COMPANY VALUE DRIVERS

INCENTIVES FOR
ADMIN/SERVICE

BUSINESS VALUE/SELLABILITY

EXIT STRATEGY

TAX PLANNING

PRODUCTION

BUDGET PLAN

