



NEWSLETTER OCTOBER 2013

NEWS-AGENCIES

YESTERDAY TODAY AND TOMORROW

There is no doubt that business is under siege. Under siege from a lot of different perspectives however the main one is investment or should I say the lack of investment. It's Global and it's local.

What is causing this? Confidence or again the lack of financial confidence.

Is it the return on investment? Surely not, with interest rates at an all-time low and Term Deposits returning 3.68% with the threat of even lower rates in the future and small retail businesses and, well newsagencies returning from 20% to 40% with qualified owner participation. It can't be the lack of alternative. So, the problem is uncertainty. Uncertainty is always connected to anticipation, the future if you like in comparison to the past. It usually doesn't last long for the resolve usually becomes obvious once things go into decline. Well, there is nothing too obvious about this uncertainty except to say : it's uncertain, it's Worldwide, it's Country by Country, Continent by Continent, Province by Province, Suburb by Suburb and finally Household by Household. One only has to look at the big picture housing market to see this is so.

To narrow it to retail results, under consumption has kicked in. As people are choosing to save or pay down their mortgage they are making retail today very different from retail yesterday. This retail under consumption is across the board from cafes to florists, chemists to shoe shops and newsagents to bottle shops. Some say it is the on-line-factor that dictates there is no recovery . yesterday is gone they say, finito, finished, over and out, print books are finished, newspapers are no longer wanted since ipad, e readers and computers. Lotto, etc is also online. Woe is me!

There seems to be many who wish to spread the gloom and doom of today in comparison with the glory years of yesterday with promising Ma-ha-ya-na for tomorrow.

Tomorrow never comes. After all, it is always tomorrow.

So much so, that it reminds me of the saying: **“if you've got one foot in yesterday and one foot in tomorrow then you are messing on today”**

So many people I know and others that I read say, yesterday is gone, we must move into tomorrow and do it now before we miss out. They quote Kodak, the Music industry, and Print Media, Classified Ads to name a few very good examples. What is not explained is that in every case those people **ignored today** by NOT looking after their customer in the **NOW!** They missed the transition phase altogether.

In a newsagency we have the greatest opportunity to graduate change, to move our customers from one product to another or one service to another. Why and how is the Key!

Why, because we can; we have customers, daily and in abundance compared with other Bricks and Mortar real estate. **How**, we can move them into new products whilst we have them, simply by introducing the product of choice to them. Creating newly defined departments, giving new services, filling suburb, town and regional vacuums where they exist, whether it be a Bank Agency, an LPO or an exclusive retail agency - look for them they are there. Many an agency built a business especially newsagencies where the foundation of agencies built the community impact that we have today.

Nurture today, build and tomorrow will take care of itself. Use the today traffic flow to invest and business will evolve from yesterday without too much anxiety from the **wed!** all be rooned+negative. Somebody very wisely said **if you live in yesterday, you are depressed, if you live in tomorrow you are full of anxiety and if you live in today you are real and happy+**

Aspire to inspire before you expire+ is a very good saying providing all things are connected.

Cheers,

Graeme Day