

GET
OFF
YOUR
ARSE

BRAD BURTON
VOTED BEST BUSINESS BOOK 2009*

* BY MY MUM

GET OFF YOUR ARSE

Straight-talking business advice:
Brad Burton shows you how to be successful,
by using guerrilla marketing, networking and
a GOYA attitude.

BRAD BURTON

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Dedicated to my wifey Kerry, my three boys Donavon, Ben and Brandon, and my little girl, Bonnie.

A parent's aspirations are lived through their children, so thanks to my wonderful Mum Brenda, who sacrificed so much so that I didn't have to.

Roy Hurley – who believed in me when no one else did.

BRAD

Get Off Your Arse and do something. Anything. TODAY.

GOYA is not just the title of this book, it's a rousing call to action. As a result, since **GOYA** was first published in 2009, the response has been incredible:

- Dozens of 5★ reviews on Amazon: **GOYA** averages 4.9 out of 5!
- The launch of the *getoffyourarse.biz* site, with reviews, reaction and people posting on the *Get Off Your Arse* forum, now over 50,000 postings!
- Brad Burton touring the country and delivering the **GOYA** message to packed audiences at networking events, exhibitions and seminars.
- Brad's profile rising steadily in the media, with appearances on the BBC's *Working Lunch* and Radio 2, in national newspapers and in the business press.

Read reviews on Amazon and on the **GOYA** site (+ add your own!) Here's a small selection:

Exceptionally honest, frank and real and very funny! I haven't laughed out loud whilst reading for years. Sound advice and very motivating. I just GOMyA.

Nick Hill, Binary Vision

It is truly THE most inspirational read I have EVER read and as a coach I have read lots of material.

Scott Dwyer, Motivations Business Coaching Services

There were parts of the book that made me laugh out loud, others that made me shout "that's so true" and others that brought a lump to my throat. This was definitely the best book I read in the whole of 2009.

Danielle Fagot, Richmond House

Wow! Talk about straight talking. How refreshing to read a business book without the theoretical BS that no one ever uses anyway. It is a book with so many practical ideas that we can all use.

Emma Lodge, Balance Accounting Solutions

"Aggressively waiting for the phone to ring": that phrase will haunt me for the rest of my business life – it made me feel like a school kid who had been caught smoking or something, gave me the kick up the ass I deserved. In case I haven't mentioned it Brad – THANKS!

Rob Wilkinson, Call Centre Connect

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Foreword

94% of business fail within the first decade.

This book was originally written in 2008. The following words were written in 2019...

I made it.

The truth is, I honestly didn't know if I would, when I wrote GOYA back then.

Over the years I've been been laughed at, had the piss taken out of me, told my ideas were unworkable countless times, but I kept going. Choosing to turn the volume down on those that said I couldn't and turning my own internal voice that said I could up.

My ideas, vision and belief kept me going.

I captured them and how I felt as a start up all within this book. Follow the steps within these pages, and in doing so you'll also give yourself the best chance at still being here in ten years' time. Ready to join me and the 6% of businesses that DO succeed?

It's time to get off your arse!

A handwritten signature in black ink that reads "BRAD" above a stylized arrow pointing to the right.

BradBurton.biz

GET OFF YOUR ARSE

CHAPTER 1

Are you sitting uncomfortably?
Then we'll begin

This book is the kind of self help/business book aimed, quite frankly, at anyone...

It is a must-read if you own a business of any size or are in a rut in your life.

You'll soon see it's written in a different style from most. I'm the kind of guy who is honest, brutally so, sometimes to my own detriment. But I hope you'll find that I'm true to my values and as a result, honest to you, the reader.

You'll find stuff in this book which makes so much sense that you'll find yourself nodding in agreement. Amongst the many things we'll be looking at differently are sales, people, networking, motivation, goals and money.

I'm just a working class lad with (I'm often told) a unique approach to life and business. Throughout my life I've made

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some bad decisions and, more recently, some pretty good ones.

This book will help you take yourself from inaction to action: sitting on your arse feeling sorry for yourself is not an option. Understand? Right – that's you told, so let's get on with the fun, and it will be fun. However, before we begin, I'll give you a quick CV of my life.

You might already have learned a little about me, but here it is: my life in a nutshell...

Born Manchester, adversity, flashes of brilliance, adversity, heroic failure, dole, dotcom e-brand leader, marketing genius, more heroic failure, adversity, pizza delivery man, MD of largest joined-up business breakfast network in the UK! The lot, inside 36 years.

If you want important sounding three letter acronyms, cufflinks and lengthy reports, I'm the wrong fella. If you're after straight talking, no bullshit, effective business advice from a marketing genius who has been there and done it and is committed to making a difference, you should stick around.

Like you, I've had a fair dollop of adversity in my life, serious adversity. I wasn't sure if I would share it, but I've decided to do so later in the book, to allow you to get a perspective on just how great life can be one moment and how shit things can turn in the blink of an eye when you win 2nd prize in a metaphorical *Monopoly* beauty contest. See, you can't live in fear, we all have one life and the idea is to live it.

If you are in employment, this book will give you some answers to some burning questions. You know the ones. Should I leave? Should I get another job? Should I start my own business?

These are questions only you can answer, but through reading this book, some answers will come to the surface. About business – if you're not making money it's called a hobby.

Private number plates & fish tanks don't make for a successful business. Oh no. Finding yourself *dicking about**, wasting time shopping at the IKEA business centre, deciding whether to buy a red or a blue 99p glass sphere called a *Markta*, instead of undertaking the tasks you need to do in order to succeed.

Back in the bad ol' days towards the end of my PAYE employment in 2004, I lived and worked roughly 150 miles away from my family home. Each evening, before going home to my London digs to do nothing of interest, I used to stick around the office with another disillusioned staffer, having our dinner. We called it 'bleat & two veg'. Have you ever found yourself in a staff canteen or outside with the smokers, whining about life or a job and how things are not happening? Naturally it's always "somebody else's fault." That's 'bleat & two veg' for you.

Once, indulging myself with another helping of 'bleat', I was gassing with my comrade-in-arms about the fact that whether we worked 80 or 100 hours a week for the company made not one jot of difference to outcomes that held any interest for us. The unattainable house I wanted for my family would still be unattainable, along with the brand new BMW in the drive and the electric gates. Then the penny dropped. Things had to change.

So what was going to change? The company which employed me? Were the directors suddenly going to recognise what an awesome powerhouse of unique talent I represented?

* **Dicking about:** the things you do when you're avoiding doing the productive 'something' you really ought to be doing.

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How, if they played to my strengths, what an amazing difference I would make to the business and its bottom line? No. That would suggest the organisation might be obliged pay me what I was worth. So instead, like the rest of the staff, I pretended to work to fill the time, disillusioned with my lot.

In some businesses, dynamic talent is recognised, but not readily embraced. New ideas? We tried those back in 1986 and they didn't work, so we won't try them again.

Maintaining the status quo as an employee means you'll be safe when the next round of redundancies comes up.

I recall the directors asking me to come up with a marketing plan, which I duly did. I broke it down into all the elements needed and I kept it as lean as I could spend-wise, but with adequate investment to make it effective. A few days later, in a meeting where they considered the plan, every single point was thrown out at board level. Why bother asking for something when you don't want the answer?

So the slide began. Resentment building. As head of marketing, I knew my stuff and I knew it would work. Yet everything was dismissed out of hand as “daft” marketing ideas. True, I’m a marketer who has some pretty wacky ideas; they are wacky ideas which work, but require 100% powering through, not 90%. The frustration grew as the bean-counters whose job it was to say “NO” without question, said “NO” at every turn. When you’re a staffer in business, it rarely pays to be innovative,

as this means sticking your neck out, taking a risk. What if you get it wrong? As a result, most people in corporate businesses just keep their head down, reinforcing a risk averse culture.

Trouble is, it's innovation that keeps a business ahead and there are plenty of hungry competitors out there prepared to take some risks in order to win.

There would be times when the whole team would go to lunch and ask "Are you coming?" My standard response was "Nah, I'm going to finish off this {insert any old task here}." I'd have loved to have gone to lunch with the rest of them, but I could no longer afford it. Microwave rice was on the menu every day I worked in London. Running a home in Somerset plus paying for my London digs plus commuting costs really put a strain on the finances. I was living a hand-to-mouth existence, raiding the 2p jar and explaining to the shopkeeper that I didn't have any coin bags to go to the bank to change them.

Look, let's put this into perspective.

This is not like living in a third world country.

Yes, you may be hungry, but you're not going to starve to death. However, it was certainly less than pleasant.

Ever had this experience? You hear the doorbell ringing and answer it to find no one there. Puzzled and slightly uneasy, you are just about to turn round and close the door, but glance down. To your amazement you see a large sports bag and decide to take a sneaky look inside. Eyes flicking from side to side, you check that no one's watching and unzip the bag. Wow, it's full to the brim with £50 notes and orders!

Has that ever happened to you?

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No, I didn't think so.

Me neither. Why?

Because it just doesn't happen. Money doesn't just land in your lap.

Ever since Noel Edmonds popularised cosmic ordering, the belief is that individuals can use their desires to "connect with the cosmos" and make those desires become reality...

I assume their fulfilment team has been flat out since then, trying to fulfil all those cosmic orders; I'm still awaiting delivery of my Daytona Yellow Lamborghini *Murcielago* which has been on cosmic back order since 2004.

So, if I really wanted to achieve the things I wanted in life for myself and my family, I had to take control – I needed to start my own business.

A brief aside. If you are reading this, are currently employed and thinking about starting a business – try to get a soft landing. Do your thinking and planning during your employer's time. From my experience, being skint with three days to go before the bank takes the mortgage payment isn't perhaps the best foundation to work from.

So back to my employee story – I walked. On a point of principle, on Friday, December 17th 2004, I told my employers to shove the job up their arse. I'd had enough. A wonderfully liberating and fulfilling experience, until of course I arrived home.

I turned the key in the door, to be faced with my 'supportive' wife, baby son in her arms. She said, "you're home early, is it to look after Ben while I do the shopping?"

That's one way of looking at it.

Another way is that I just quit my job...

Kerry responded, "*You're an idiot! Why couldn't you just have kept your mouth shut for another five days? You could have had your Christmas holiday pay and then sorted out what you*

wanted to do in the New Year,” she shouted ‘supportively’.

Why? I’m a bloke, that’s why. That’s what we do: we make split-second judgments that create ripples well beyond that split-second deciding moment.

Anyways, in the New Year, I’d be setting up my own business; this was clearly the way forward. After all, how difficult could it be? I’m an award-winning marketer. Oh yes boys and girls, back in 2000 at the height of the dotcom boom, I won an e-brand leader award. Granted, not really that relevant as we went into 2005 and yet for some bizarre reason I felt this badge of honour would pave the way to my success.

Where are you in your life right now? What’s really pissing you off and yet you’re choosing to do nothing about it?

**You've a pebble in your shoe: it
won't just magic its way out, you've
got to do something to get rid of it.**

Strangely, for me, it was when the chips were down and I had **too much month at the end of the cash**, I’d come alive and perform. So, peak performance only came when I was up against it. Crazy. It’s almost like the pressure allowed me to work. For most people that doesn’t apply, but in my own case the pressure would either build me up or knock me out. Please don’t wait until it gets to that stage. Act now and get off your arse.

Go back to being a child – what did you want to be? I wanted to be a car salesman but fortunately that dream was never realised.

Fast forward 20 years and I just wanted to be happy!

Unhappy with life, unhappy with business, what was going to change? I had no control over anything, apart from choosing

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my actions. Same goes for you. What can you do today to make a difference to your circumstances?

You'll get loads of "no"s in your life, but they don't matter. "No" is different for everyone. It's the "yes"s that matter. The amount of "this time next year we'll be millionaires" I've said in my life make Derek Trotter look like a pessimist.

So I started my first business in 2005 and then... and then... nothing. My standing for a point of principle which had got me to reach this point was now behind me. Now what? I'm self-employed with no real idea of how to make it happen, no 'Janine on reception' to talk to and no support team.

I know what I'll do!

I'll lie on the sofa paralysed with inaction for three days a month.

'MD' – what a great title! I couldn't work out whether those letters stood for 'Managing Director' or 'Managing Depression', as I lay on the sofa, wet flannel on forehead.

I went to the doctor for anti-depression tablets. You know what? In the last three years I've not been 'depressed', as I assumed I had been. So what's changed? Have I been prescribed some miracle new wonder drug that has no side effects?

I'll let you into my secret: I've been self-medicating.

Are you ready for this? I got off my arse. It's that simple. No whining about how the world had it in for me, nope,

I GOT OFF MY ARSE.

Over the course of this book we're going to go on a journey, one which will make a massive and positive difference to the way you think, the way you act and the way you perform. We're going to set some outrageous goals. I've made a career of setting outrageous goals.

I attribute this to being active. To stave off that depression

To read the whole book
you can **buy a copy here**.

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and networking

THINGS TO DO TODAY

**GET
OFF
YOUR
ARSE!**

Brad Burton takes us on a personal **rollercoaster ride**, from telling his employer to shove his job up his arse, £25,000 in debt and no income, to MD of a fast-growing national business.

Starting his own business, he found himself working from his boxroom **in his underpants**, aggressively waiting for the phone to ring, whilst fobbing off his 'supportive' wife with non-existent irons in the fire – before **delivering pizzas at weekends** to keep his house and business afloat.

Fast forward three years: Brad's **MD of the largest joined-up Business Breakfast Network in the UK** and a **top motivational speaker**.

**How did that happen?
What changed?**

From bored room to boardroom, it's a **must-read inspirational story** that provides hope and guidance, and tried and tested advice, for businesses of all sizes.

Brad's a master at cultivating luck and as long as you **get off your arse**, this book will show you how you can do the same.



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