

**REVENGE** *creative*  
creative.com

## ABOUT DUXROE

Just like all great ideas, DuxRoe was born out of necessity. After working with clients year after year, each with the same problem, Jeff and the team decided it was time to take action.

The problem? A lack of knowledge and experience in the area of Wills & estates, leading to crucial details slipping through the cracks. The damage? Immeasurable.

See, while most people view Wills & estates as an afterthought or minor detail, we at DuxRoe understand that they are essential and can be the difference between comfort and conflict during what is an already difficult time.

We're here to set a new standard. A standard that means clocks aren't being watched and clients aren't being overcharged. With 12 years' experience in tax law & estate litigation and in-depth understanding of super, insurance & financial strategies, DuxRoe are experts in everything from small business to personal Wills & estates, so you can rest assured knowing that both you and your business are in the most capable hands.

Oh, and did we mention that there are no robots on the team? It's true! All of us at DuxRoe are animal loving humans who love a good joke - yes, even ones about lawyers - so you can forget about scary conference rooms and over-complicated legal terms. We're more than happy sit with you in your living room and chat over a cup of tea (we'll bring the biscuits!)

...Thinking all of this sounds too good to be true? Give us a call. We'd be thrilled to prove you wrong.

## MEET THE TEAM

Meet **Jeff**, DuxRoe's fearless leader. Now before you judge him for being a lawyer (and an over qualified one at that... think B.Bus, B.Laws (Hons), M.Tax and Chartered Tax Advisor), you should know that he is extremely good at his job. More than that, he is passionate (yes, it's possible) about the wellbeing of his clients and their Wills & Estate Planning. For instance, did you know your Will should cover things like super, insurance, family trusts & other such items? No? Don't worry, Jeff has all of that covered. He's also a big fan of plain english, so you can rest assured that you'll actually know what he's talking about.

**Jo**, DuxRoe's Senior Paralegal aka "the boss lady", is what you'd call a sucker for punishment. Not to be outdone by Jeff's abundance of qualifications, she's been casually completing her MBA whilst taking on a law degree. Yes, this is on top of managing DuxRoe - a natural progression due to her background in retail management & business ownership. In true DuxRoe style, Jo also hates "lawyer speak", preferring to connect with her clients on a human level... and on the rare occasion that she gets to relax, she chooses to do so at the beach with her two crazy dogs (oh, and Jeff).

The infographic is split into two vertical panels. The left panel has a teal background and is titled 'ESTATE PLANNING'. It features a cartoon man with a purple shirt and tie, looking confused with question marks above his head. The right panel has an orange background and is titled 'STANDARD WILLS'. It features a cartoon man with a white shirt and tie, also looking confused with question marks above his head. A large 'VS' is placed between the two panels. The text in the teal panel lists benefits of estate planning, while the orange panel lists limitations of standard wills, with some items crossed out with an 'X'.

ESTATE PLANNING	VS	STANDARD WILLS
Protects your children's inheritance against their later divorce		Does not protect your children's inheritance against their later divorce
Protects your children's inheritance from your spouse re-marrying		Does not protect your children's inheritance from your spouse re-marrying
Can save your children tax		Does not consider any tax saving options. <small>Oh! you know your long play up for 11% for your super - how about you do!</small>
Can save your children's inheritance from a challenge to your estate		Does not protect your children's inheritance from a challenge to your estate
Can include super, family trusts and insurance money to save administration costs and delays		Does NOT include any super, family trusts or insurance money
Can include overseas savings and assets		Does not include overseas assets
Can protect your children from wasting their inheritance		Does not protect your children from wasting their inheritance
Is prepared by experienced lawyers who understand what can go wrong with estates		Usually done by non-lawyers or junior lawyers

## CERTIFICATE III: FITNESS

So you want to get started in the fitness industry and are thinking about doing a fitness course? Awesome! You're in the right place. Here at Academy of Fitness, we eat, sleep and breathe fitness and love nothing more than taking your passion and turning it into a career! Of course you'll have to be prepared to work hard, but we promise that you won't have to do it on your own. From everything to filling out your enrolment form, all the way to setting up your personal training business, we are here to help!

### Why choose a career in the fitness industry?

If you're reading this right now, there's a good chance you're aware of a lot of the benefits of being a fitness professional, such as...

- You can be a personal trainer whether you're 18 or 72
- It's a career you can take with you around the world
- You won't be stuck behind a computer all day
- You can live a fit & healthy lifestyle 24/7
- It's both challenging & full of variety... no two days will be the same
- The ability to be your own boss and work flexible hours
- The potential to earn a fantastic income
- The opportunity to change people's lives for the better!

But did you also know that the Sports, Fitness & Recreation (SFR) Industry is growing, meaning that fitness professionals are becoming more in demand by the day? Yep! It's actually predicted to be the 17th largest employment sector in Australia by 2017, so now is the perfect time to get qualified!

### What does it mean to have a Certificate III in Fitness?

The Certificate III in Fitness is the first stepping stone towards a career in the fitness industry. If you're wanting to become a personal trainer, this fitness course is essential! You'll learn all the basics to get you started and qualified to land a job as a Gym Instructor, Group Exercise Instructor and/or Aqua Instructor at any gym, fitness or community facility.

This fitness course will give you a solid understanding of how to teach clients to correctly use gym equipment and help them to achieve their goals using the latest in exercise science techniques. The best part about the Certificate III in Fitness is that you have the ability to get paid "work experience" while you continue studying to become a personal trainer!

Some of the subjects you'll cover in the Certificate III in Fitness are...

- *Anatomy & Physiology (aka the human body!)*
- *Nutrition (food & how it affects the body)*
- *Sport & Recreation (yup, all the fun stuff)*
- *Exercise Programming & Prescription (creating custom-made programs for your clients)*
- *Exercise programming for special populations (like kids & older adults)*
- ...not to mention *Core Stability, Workplace Health & Safety and so much more!*

### Who is eligible to enrol in the Certificate III in Fitness?

Everyone. There are no prerequisites for this fitness course, so if you want start learning today, there is nothing stopping you! At Academy of Fitness we're all about flexibility and affordability, which means that as long as you're super keen to study fitness, we will do our best to make that happen. We don't believe in "too young", "too old" or "too busy"... we just want you to reach your potential as a fitness professional. If you're still unsure about whether it's doable, please just give us a call so we can put your mind at ease. We promise we don't bite!

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## What makes the Academy of Fitness so special?

1. Every single person that works at Academy of Fitness is a fitness professional themselves and eats, sleeps & breathes fitness. We know what we're talking about and LOVE what we do.
2. We don't spend money on expensive TV advertising or famous brand ambassadors. Why? Because then we'd have to raise the price of our courses and we don't want to do that... we love being able to offer our affordable fitness qualifications to EVERYONE.
3. We don't up-sell expensive "add-on" courses which get you stuck in massive VET Fee debt. We've heard all the horror stories and refuse to play that game. We'll provide the perfect qualifications to get you started in the industry, nothing more. If you want to further your studies or branch out down the track, that is YOUR choice and should be made once you're ready.
4. We're super flexible here... ballerina flexible! From the study options to the payment options, we can fit around your schedule AND budget. Don't believe us? Give us a call!

## Is the course expensive and do I need to pay upfront?

We work very hard to keep our prices competitive and affordable so that absolutely anyone can pursue a career in fitness. If our pricing wasn't impressive enough already, we also offer payment plans so you can safely work the costs into your budget! If you're wanting to know more about this, the best thing to do is call one of our friendly career advisors on 1300 650 198.

For more information on the Certificate 3 in Fitness and the other Personal Training courses we offer at the Academy of Fitness, request your obligation-free information kit [here](#).

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REVENGE CREATIVE | WEBSITE CONTENT: BUSINESS COACH

## ABOUT THE STARTUP STABLE

The StartUP Stable was formed to assist businesses in identifying "pain points" – weaknesses, issues within structure, faulty systems, communication problems, staff conflict, the list goes on! Lemonade stand or multinational corporation – no business is exempt from these potential problems. Whether they are systems or staff related, these cracks in the foundation often go unnoticed or unattended, leading to bigger picture problems down the track.

Our job is to provide the prevention AND the cure. With proven systems in place, The StartUP Stable will design a customised strategy for you – one that is simple, practical AND achievable – to eliminate these pain points, giving you and your business the best chance of success.

OUR SERVICES INCLUDE BUT ARE NOT LIMITED TO:

- Small Group & Team Workshops
- YB12 Corporate Coaching
- Life Coaching
- Business Mentoring
- Onsite Staff & Management Training
- Business Consultation
- Business Planning Guidance
- Small Business Advice
- Administrative & Secretarial Services

WHY THE STARTUP "STABLE"?

A stable probably isn't the first thing that comes to mind when you think about business, but we believe there are a lot of parallels between running a business and running a race. See, to train a racehorse, you require a certain amount of time, discipline, coaching and drills. It's highly structured, constantly monitored and at times very

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tedious... most of the work happens in private, the public having no idea what is involved. But when the horse gets out on the track and performs beautifully, that is when all the hard work pays off.

We want you to view your business as a potential Melbourne Cup winner. The level of commitment is high, but your reward will be even greater. You will achieve things most business owners and entrepreneurs only dream of.

## THE SIX STEPS

### WHAT WE DO AND WHY WE DO IT

You know what they say about judging a book by its cover, right? It's the same with businesses. Regardless of the number of employees, the type of industry or the length of time they've existed for, all businesses require the same foundations to run smoothly and successfully. Any cracks in these foundations can lead to unhappy workers, a lack of productivity (and therefore profits)... even legal problems. We're not trying to scare you; we simply want to highlight the importance of sorting these things out before it's too late.

But that's going to be boring and time consuming, isn't it? No! Not if you call in the right kind of help. (Yes, we're talking about us!) We love this stuff – believe it or not, we actually find it exciting. Not only that, we also figured out how to get maximum results in minimal time. It all comes down to our 6 step process...

### THE SIX STEPS OF THE STARTUP STABLE

#### ANALYSIS

This is where we'll sit down with you and take a look at the bigger picture stuff. For instance: Where you are right now vs where you'd like to be, how your business (or career) is running, where you're struggling and what your strengths are. Heard of a SWOT analysis? Don't worry, you'll know what it is by the time we're through with you!

#### GOAL SETTING

This is the fun part. Together, we'll set some exciting, yet achievable goals for you and your business (short, medium & long term). These goals won't just help to motivate you, they'll also help us form an effective strategy for you to follow. We'd like to note that this is where most people fall off the wagon because they're not sure what they need to do to actually achieve them!

#### MAPPING

Otherwise known as your action plan. We'll answer questions such as, "What needs doing?", "Who needs to be involved?", "How long will it take?", and "What resources will I require?". If, during your analysis, we identified some areas of weakness that could be solved with additional coaching, training or consultation with The StartUP Stable, this will be integrated into your plan.

#### MICRO-STEPS

Micro-steps are the bite sized tasks we set for you to follow on a regular basis (whether hourly, daily, weekly or monthly) to ensure you achieve your goal within the timeframe set. Example: "I need to write that press release by Friday." Micro tasks: Call Jerry for interview. Get contact details & photos from Sue. Write outline. Write draft. Send to PA for proofing. Submit to client for approval. Suddenly the task is broken down into less overwhelming pieces and it becomes achievable!

#### ACCOUNTABILITY

Accountability and finding ways to track progress are crucial steps in any goal setting strategy (whether you're aiming for a weight loss goal, a career milestone or even the dream of winning a hotdog eating competition). Sometimes these are hard things to maintain if you're going it alone. If you choose to bring us on board, we'll be able to give you a higher level of accountability, but more importantly, we'll teach you how to set up your own systems for staying accountable and aware of your progress. It's that whole "teach a man to fish" thing!

#### MAINTENANCE & REASSESSMENT

For most people, the greatest challenge of all the steps is maintenance, but don't worry, this isn't the part where we say "Good luck!" and kick you out the door. Our mission isn't successful until you see results AND maintain them. We will give you any assistance we can in keeping momentum, assessing your progress and deciding if/when your plan needs adjusting. Yes, that's right, you're not stuck with one rigid plan for the rest of eternity – it will continue to grow and evolve as you do!



## CONTRACTS: THE INSURANCE POLICY FOR YOUR BUSINESS

The pen has been said to be mightier than the sword. When it comes to protecting your business, a well prepared contract is the best first line of defence you could ever ask for. Think of it as your armoury, ready to be used against potential attacks against your business. What do we mean when we say “well prepared contract”? It’s been created just for you by a professional. It wasn’t a template downloaded from the internet. It’s up to date. You understand it.

It’s a common misconception that lawyers overcharge their clients when preparing your contract. But like insurance policies, and it’s not until you need to rely on it for protection that you realise how important the “little details” are. See, even though most disputes don’t go to court, having a strong solid contract can save you time and money from people are out to get you and your business.

### WHAT IS IT THAT A CONTRACT CAN COVER?

You’ve probably heard the old saying, “when you assume something you make an a... out of you and me.” How many times did you think that some things are included in a service but only to discover that it is not? Contracts can clearly define what you are and aren’t responsible for which will save the anxiety and the time dealing with an irate customer. *Example: If you deliver goods to your customers, you can say that you’re no longer responsible when the goods leave your warehouse or that the customer is responsible for insurance once the goods have left your door.*

Contracts can also limit what people can sue you for, how long they have to start the process of suing you and the maximum amount you have to pay if they are successful... they can even specify where the suing must take place! Having the ability to cap the maximum amount of damages you have to pay someone if they successfully sue you is very powerful. This is something you should take care of before anything else if you are genuinely interested in protecting the value of your business. *Example: In the Apple App Store, it is written in Apple’s terms & conditions that their liability is limited to a refund of the cost price of their app. It’s very important they limit their liability in this case as most apps are created by third parties.*

Contracts should clearly stipulate how you can end the arrangement. Again due to lack of clarity, most disagreements happen because the parties aren’t sure if the arrangement has ended. Usually one party thinks it has and one doesn’t. Being clear about this could save you a long and expensive argument or worse, being found liable because you weren’t clear from the start. *Example: If you have not heard from your customer in two weeks then then the contract is automatically over.*

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## WHAT KINDS OF CONTRACTS WILL I NEED TO USE?

The two following contracts are the most common agreements you'll find in businesses and represent the bare minimum you should be using with your own business. If you're having trouble understanding how they relate to your specific business, we suggest chatting to a professional who can give you more tailored advice based on your unique business structure.

### **The Supply Agreement**

This is the agreement you'll have with all of your supplies and it covers (but is not limited to) the following:

- Who is responsible for the goods during transit
- What happens if the goods supplied cause damage to your customer (they need to cover your damages)
- A returns policy and who is responsible for the associated costs (and any loss suffered due to delay)

### **The Services Agreement**

This is the agreement you have with your customers which covers (but is not limited to):

- Terms of payment (when, where, how)
- Your responsibilities and what you will do
- What you will NOT do
- What damages you will cover (this should be in line with your insurance policy)

Whatever you do, don't panic if you've been running a business without the proper contracts in place until now. We would much prefer that you take action with this newfound knowledge! If you've managed to avoid any major conflicts until now, that's fantastic, but don't use that as an excuse to be complacent. Whether it's a sole operated startup or a multinational corporation - contracts can be the difference between life or death for your business. Don't wait any longer - talk to someone today and get your business the protection it needs.

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REVENGE CREATIVE | BLOG POST: FITNESS EDUCATOR

## IS THERE A SECRET TO EARNING MORE IN THE FITNESS INDUSTRY?

It's the million dollar question that every budding personal trainer is sure to ask. "How much can I earn as a personal trainer?". A good question too, because personal training isn't your typical day job and the options are virtually endless when it comes to how you can structure your business!

Something you may have noticed when searching seek.com for personal training opportunities is that no two job ads (or their corresponding earning potentials) are the same. Between gym instruction, personal training management, employment vs paying rent... it's enough to make your head spin! So let's break down the options.

## THE DIFFERENT WAYS YOU CAN WORK AS A PERSONAL TRAINER

### **The Contractor.**

This is where you'll sign an agreement with a gym or fitness facility that allows you to train clients and build your business within the gym in exchange for paying rent. The rent can sometimes be subsidized (or replaced) by working on the gym floor as a gym instructor, but every agreement is unique, so be sure to talk directly to the gym manager about the details as contracts can even vary from trainer to trainer.

*Side note: Keep in mind that you don't need to work at a gym to be a personal trainer! Outdoor training is becoming increasingly popular (we're setting up a fantastic outdoor training facility at our Academy of Fitness campus right now!), as well as mobile training (visiting clients homes or offices)... and for more experienced personal trainers, setting up a personal training studio is often the goal.*

### **The Employee.**

This arrangement means you are hired directly by the gym as a personal trainer (and could also include gym instruction and group fitness teaching). This can be a great option for newly graduated personal trainers to gain experience in a safe environment. Often the gym will provide clients and marketing for you and in some cases, you will be paid based on your rostered hours instead of how many clients you train. These benefits come at a cost, however, as the hourly rate is much lower than you would charge as a self-employed personal trainer.

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## TIPS FOR REACHING YOUR MAXIMUM EARNING POTENTIAL AS A PT

### **Become your own boss.**

Yes, it's hard work and will involve longer hours (especially in the beginning) than if you were an employee, but the benefits are huge! You can charge what you want, set the hours you want and market yourself to your heart's content. Continue studying beyond your Certificate IV in Fitness (i.e. a Diploma of Fitness or even a degree!) and you'll be able to increase your rates accordingly.

### **Become a specialist.**

Believe it or not, advertising that you're "good at everything" is unlikely to gain the trust of your potential clients! It's important that you find a speciality or "niche market" (even if you ARE a jack of all trades) to help give your marketing an edge. Think about it... if you were looking to achieve a certain goal or were a special population (pregnant, older, previously injured) and had to choose between a few different personal trainers, don't you think you'd want to go with the one that specialises in whatever you're looking for? Don't worry - this doesn't mean you'll only train those clients, it will just give you a good place to start!

### **Learn how to market yourself... or hire a professional!**

There's a quote that says "you can't sell a secret!" and it couldn't be truer. What good is being an incredible personal trainer if no one knows who you are? When you run your own business, you ARE your business. Don't be afraid to "sell yourself" (have business cards on hand at all times!) and make sure you look the part. Set yourself up with a website & Facebook page so people can find you online and use them to showcase your knowledge, experience & point of difference. If writing & marketing isn't your strong point, get someone to help!

## SHOW ME THE MONEY

Okay, now we've got the important stuff out of the way, we'll cut to the chase. If you're happy being more secure as a personal training employee, you're looking at earning anywhere from \$30-\$45 per hour + super and don't have to worry so much about marketing and prospecting. However, if you're hungry for success and desperate to be your own boss, there's good news! A standard wage for personal trainers is about 60-80k per year (pretty awesome for a job that only requires a Certificate IV to get started!) but it's not uncommon to earn 80k-120k+ in Australia and some very high achievers are earning upwards of 200k\*.

Ultimately, it is up to YOU how much you earn as a personal trainer. Believe it or not, there IS a "magic" formula to success in the fitness industry. We at Academy of Fitness believe it looks something like this:

The right education (we can help there!) +  
heaps of determination & hours of dedication +  
a kick-butt marketing strategy +  
a positive attitude that your clients love +  
openness to keep learning & growing.

Are you ready to take the first step? Contact us today!

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## REVENGE CREATIVE | PROFESSIONAL PROFILE: CAROLINE

"He who has a why to live can bear with almost any how" - Friedrich Nietzsche

It is my belief that if you have a calling to do something, life will get you there - even if the path doesn't seem like a particularly straight one! I'm so grateful for the path I've been on and can see that every challenge I've faced in the lead-up to this has equipped me to truly embrace my "why". And what is that, you ask? To guide and educate the next generation of brilliant, creative and entrepreneurial minds in the hopes that they will find the long-term success they are capable of!

Getting started is relatively easy. In the beginning, everything is fresh and exciting and it's so easy to get carried away with all the "fun stuff", because who wants to think about something as dry as an administration structure? I get that! However my 25 years in the corporate world means I also understand that, like a body without bones, a business without an administration structure cannot move far or fast!

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This is where I come in. From my own past experience (and yes, even mistakes!), I'm able to play devil's advocate with your business, proactively highlighting potential pain points that could lead to bigger problems down the track. Through a mix of knowledge, systems and hands-on training, I will give you and your business the tools you need to survive and - more importantly - thrive. It won't be boring or tedious; I teach real life stuff that isn't recited from textbooks. In fact, you'll probably find that you're even more excited about the future of your business once you fully understand its potential!

No matter what stage your business is at, don't worry - it's never too soon or too late to get these things right. So whether you're a startup entrepreneur, long-time business owner or simply a kindred spirit, I would love to connect with you. Let's create a powerful network on the Gold Coast (and beyond!) where like-minded people can meet, share their stories and help empower each other to achieve their goals. I look forward to hearing from you!

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REVENGE CREATIVE | SOCIAL MEDIA: BUSINESS COACH



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REVENGE CREATIVE | DIRECT MAIL: REAL ESTATE AGENT

Dear [client],

You have already guessed just by looking at this letter, but I'm writing to tell you that I made a very exciting change to my business this month! No reason to be alarmed - the main difference for you will be that I'm branded black & blue rather than black & yellow... For me though, this change means a lot, so I thought I should share with you my reasons for making it and answer the questions that are probably running through your head!

Q. Who or what is @realty?

A. @realty is a modern and forward thinking real estate agency that is growing FAST. They are high tech, ultra mobile and are helping to redefine the real estate industry by ditching shop fronts and old-fashioned systems that tend to distract agents and get in the way of them being fully available for you, the core of their business.

Q. Why did you make the change?

A. I have been getting more and more frustrated lately about the mentality of most real estate agencies who want to label people as "data" and believe in quantity over quality. As you are probably aware, I love what I do and it's all because of the wonderful relationships I build while selling your home (or helping you and a new one!) so my goal was to find a company that would embrace and encourage my way of doing business because when I'm enjoying what I'm doing, I'm more likely to be able to help you out!

Q. So what does this mean for us?

A. It's the same Robyn, but with a marketing makeover and a wonderfully supportive, family run and owned business to back me! I'm still on the Gold Coast (travelling anywhere from Currumbin to Hope Island and beyond!), always keen for coffee catch-ups and will of course offer the same thank you gifts for referrals... so be sure to keep them coming! If you have any other questions for me, please don't hesitate to get in touch and pick my brain. Your support means the world to me and I hope you'll see that no matter how I am "branded", I will always be on the other end of the line and ready to lend an ear.

I look forward to catching up soon!

EMAIL FOLLOWING CLIENT'S FIRST APPOINTMENT

**SUBJECT:** \_Name\_, was it "aaaah" at first sight?

Hello \_\_\_\_\_,

Just a little note to let you know how delighted we are that you allowed us to indulge you for the first time at Fifth Element Day Spa. It's not always easy to allow yourself time to unwind, so we hope the experience was as an 11 out of 10 on a scale of 0 to "heavenly".

No matter which treatment you immerse yourself in at Fifth Element, our desire is that you walk out of our doors feeling refreshed and renewed, having been treated like royalty. And so, because we can't relax until we know *you* are (relaxed, that is!), we would love if you'd answer a couple of questions about your experience [here](#).

To show our gratification (and to entice you back for further splendour!) we have an exclusive gift to give you for answering those questions. We were supposed to keep it a secret, but... oh, okay, we'll spill: It's a \$20 voucher for you AND a friend to use with your next appointment ! You deserve it.

Thank you again - we hope it's not too long before you return for some more bliss!

From the team at Fifth Element Day Spa x

# HOW TO CHOOSE THE RIGHT HEALTH ATTORNEY



**YOU TRUST THAT THEY WILL ACT IN YOUR BEST INTERESTS**  
Choose someone who knows you well enough to put themselves in your shoes and won't let their personal opinions & experience get in the way of making medical related decisions on your behalf.

**YOU KNOW THAT THEY WILL BE THERE FOR THE LONG HAUL**  
It's very important to choose someone close to you who you're sure will stick by you for the rest of your life. Family members or partners are a common choice, but only you can know what is best for you.

**THEY HAVE TIME TO TALK TO DR'S & LINE UP AT THE PHARMACY**  
Doctor's waiting rooms, on hold music and lines for prescriptions at the chemist are inevitable, so choose someone who has both time AND patience to handle it.

**THEY CAN COPE WITH HOSPITALS, DOCTORS & MEDICAL ISSUES**  
Dealing with hospital visits and talking to medical professionals can be confusing at times. If possible, choose someone with an understanding of medical terms and maybe even a strong stomach!

**THEY CAN MAKE LIFE CHANGING DECISIONS UNDER PRESSURE**  
Some situations may require very fast decisions to be made on your behalf which could potentially change your life. Choose someone who will keep a level head and won't panic if the situation arises.

RESOLVING COMPLEXITY