



THE V-EDITION

MARCH 2019

Victory Monthly Update

Celebrating Our Third Sydney Location

Victory Offices have now officially opened their third Sydney CBD location on Level 10, 420 George Street. The launch of this new modern and light filled workspace has resulted in record sales with reaching 67% occupancy within the first month of it's opening.

Join the Victory Offices' Accelerator Series

This month has also seen the launch of Victory Offices' Accelerator Series, providing members with access to fantastic learning and networking opportunities with some of Australia's top industry experts. If you are interested in attending our masterclasses, click here to [RSVP to any of these events](#) and/or [view our latest masterclass here](#).

The Grand Opening of Victory Lounge Chadstone

Our Victory Lounge in Melbourne CBD has been an absolute success and a great addition to our portfolio. We are excited to announce the unveiling of the Chadstone Victory Lounge over the next month.

Get the first exclusive look into this amazing event space, the perfect place to network, socialise and unwind. To register your interest, or to become a member of the Victory Lounge at Chadstone, please click below.

WHAT'S HAPPENING

Victory Monthly Update	1
5 Reasons Why Every Business Must Be A Learning Business	2
Victory Motivation	4

Victory Lounge

BE ONE OF THE FIRST TO SECURE YOUR CHADSTONE VICTORY LOUNGE MEMBERSHIP

RECEIVE 50% OFF

IF YOU SIGN UP IN MARCH FOR A TWELVE MONTH MEMBERSHIP*

[enquire here](#)

*Only available in the month of March. Terms and Conditions apply.





5 Reasons Why Every Business Must Be a Learning Business

Article by [Jeff Cobb](#)

We are living in a golden age for “self-directed” learning. The Internet has empowered us to search and find information on nearly any topic imaginable, exchange knowledge with experts around the globe, and even study for free at some of the world’s top universities.

While all of this has huge implications for the world of traditional education, it also means that effective educational content marketing is more important than ever for businesses. Here’s why.

1. Shoppers are learners

We don’t tend to think of shopping as a learning activity, but it definitely is. When we shop, we seek out information. We “kick the tires.” We *educate* ourselves to make good decisions.

Providing your prospects with information about the products or services you offer is only one part of this process. Before they ever get to that point, prospects often look for more general information about whatever problem or opportunity is causing them to shop in the first place. Whoever does a good job of providing that information has a competitive edge.

Consider, for example, how Gary Vaynerchuk used WineLibraryTV to propel his family business from \$4M to more than \$60M in annual revenues. With this series of relatively simple, low-cost videos, Gary was able to educate his potential customers, make them more comfortable with wine – a daunting and confusing product for many – and win their business.

2. Customers are social

Customers talk to each other – on the Web, on their mobile phones, in person– about what they have bought or plan to buy. Really, “word of mouth” marketing is nothing more than customers informally teaching each other and learning from each other. It’s to your advantage to arm them well for this process.

Educational content is *useful* content. It gets read; it gets watched; it gets shared; it attracts more people.

In addition to creating content, providing a platform where people can share their content, experiences, and questions can be a powerful way to expand your audience. Think about what American Express has done with its OPEN Forum site, a vibrant learning community that is a magnet for the small business people the company serves.

3. Learning drives value

The relationship between education and marketing is like an ever-expanding virtuous circle. As customers learn more about the problems and opportunities your products address, their needs grow broader and deeper. And, of course, the opportunities for additional sales grow.

As part of this process, you and your business become the expert, the trusted resource that customers continue to seek out. Your perceived value as a business rises.

Articulate, a company that makes software for converting PowerPoint into online courses, has been very successful in using learning to drive its value as a business. By offering a continuing stream of highly useful how-to articles, its Rapid E-learning blog has attracted more than 80,000 subscribers and been instrumental in making Articulate the leading company in its niche.

4. Teaching sparks dialogue

The process of teaching and learning naturally sparks questions, conversations, and even debates. Over time, these kinds of meaningful interactions with your customers lead to deeper relationships and greater loyalty – invaluable assets to any business.

They also provide excellent opportunities for you to learn more about your customers' needs and to meet those needs even better. Forum participants often suggest the products, and Alan doesn't pull the trigger on creating them until enough other participants commit to buying.

5. You're already doing it

A final compelling reason that you should be in the learning business is that *you probably already are*. You probably already do a lot of teaching as part of your marketing and selling – you just need to be more conscious and deliberate about it.

Start mining your own knowledge in simple ways. Have someone interview you. Get the interview transcribed into a white paper. Start a blog and use it to address common questions in your market. Consider delivering an educational Webinar series.

The possibilities are endless, and the opportunity is large. Put yourself in the learning business, and you will transform whatever business you are already in.

**“IT IS NOT NECESSARY
TO DO EXTRAORDINARY
THINGS TO GET
EXTRAORDINARY
RESULTS.”**

- WARREN BUFFET

