

advanced business skills

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by Philip Sigglekow



Advance your business knowledge with leading edge strategies and techniques. Increase your business turnover by 500% without spending any money.

72 pages

How to Master and Improve your Business Skills

Notes from the 3-Day Workshop

Do you have a desire to earn BIG MONEY?

- ♦ Earn \$500,000 plus per year working from home using only a lap top computer
- ♦ Franchises = systems = support = knowledge
- ♦ A franchise will give you back up and a proven system that works
- ♦ Don't RISK starting a business and losing your money, take on a franchise and start making profits immediately
- ♦ China 1.2 billion people
- ♦ USA 300 million people
- ♦ Australia 20 million people
- ♦ New Zealand 4 million people
- ♦ America and China are leading the world in franchising and networking strategies both of these activities have proven to make millionaires faster than going it alone.
- ♦ Do you 'stack up' to becoming a franchise owner of APIN – contact admin@apin.com.au

Other full colour eBooks by Author Philip Sigglekow:

Finance:

- ♦ The Loan Process
- ♦ Asset Protection & Trusts
- ♦ Building Capital
- ♦ Wealth Creation Formula
- ♦ Investing Strategies
- ♦ Forms & Insurance
- ♦ Finance Principals
- ♦ Capital Gains Tax
- ♦ Real Estate Tax Answers
- ♦ Positive Cashflow
- ♦ Budgets & Worksheets
- ♦ Pay off your home loan sooner

Real Estate:

- ♦ Property Management
- ♦ Property Dynamics
- ♦ Advanced Property Strategies
- ♦ Negotiation Skills
- ♦ Negative Gearing
- ♦ DIY Developer
- ♦ Rental Properties
- ♦ Rental Dynamics
- ♦ Investors Booklet
- ♦ Quantity Surveyors
- ♦ Property Investor Guide

Motivation:

- ♦ 7 ways to increase your bottom line
- ♦ Creating Change
- ♦ Glossary of Terms
- ♦ Getting Started
- ♦ Discover Manual
- ♦ Financial Independence

Home Study:

- ♦ Wealth4Women
- ♦ Wealth4Teens
- ♦ 10 Keys to Success
- ♦ New Personal Goals Coaching Program
- ♦ Personal Finance Program

Secret2Success:

- ♦ Secret Vision Book
- ♦ Kids Dream Book
- ♦ Secret4Women
- ♦ Secret4Teens
- ♦ ePoems
- ♦ eAffirmations

Other websites owned by Philip Sigglekow:

www.cashbackhomeloans.com.au
www.wealth4life.com
www.apin.com.au
www.positivecashflow-properties.com.au
www.secretvisionbooks.com

Notes from the 3-Day Workshop on

How to 'Master' and improve your 'Business' Skills

1. Most important asset is TIME, irreplaceable.
2. Why have you decided to start your OWN business?
 - a). What ignited the passion within you in the first place?
 - Why do you want to start a business?
 - Marketing & Sales, Helping others, Share knowledge, Educate
 - b) Was your business your hobby?
3. Do you love what you do every day?
4. Are you passionate and excited when you go to work everyday?
 - Without pain, you won't achieve your goals.
 - Write commitment letter – with pain/penalty

Dear ABC Company,

I hereby acknowledge that I will donate \$X if I do not reach my target of \$Y to the Charity of my choice.

5. Do you look forward to seeing your work associates everyday?
6. Do you have a clear goal you are working towards?
 - Set specific targets, specific passive \$\$\$
 - A slave works for no purpose – indefinitely
7. Do your associates have a clear and defined goal they are working towards?
 - (Must have specific \$\$\$ terms and time frame)
 - Do your staff/partners have defined goals?
 - You are a reflection of everyone around you
 - Get your people to set goals too.
 - Get CREATIVE – if you don't achieve the target, give massive donation to charity. Make a letter of commitment, set time targets.
8. What social and spiritual rewards does your business provide you?
 - Business must provide you with rewards \$\$\$
 - Spiritual is important (your development – self awareness)
 - Why does your business make you feel good?

9. Why do you do what you do?
 - What motivates you?
 - *“Learn lessons to advance your life, to create a future where money does not matter and to do it within 5 years.”*
 - *“Miracles start in your head!”* – March 2001

10. Business is an Investment, not a job
 - You must always think and act as an independent investor, and not an employee of the business. You must always look at the business externally not internally.
 - ***“Working on the business, not in the business”***
 - An independent non-executive investor would look at the business in the same manner as they would on a property investment
 - You must analyse your business like an external investor who is about to make a large capital investment in your business.
 - **Is your business providing the highest possible return on TIME and CAPITAL invested?**
 - Every cent you spend is not spent, it is an INVESTMENT used to grow your business
 - Money is only made in CAPITAL GAIN – you must spend money
 - Two roles:
 - (a) Investor – capital growth, not rent, dividends etc.
 - (b) Job – do the best you can (business owner)
 - The cashflow pays the expenses – most money is made in CAPITAL GROWTH
 - Investors can make more money in cashflow
 - If you focus in CASHFLOW, you are doomed
 - CASHFLOW, can never make you enough money to retire
 - CASHFLOW helps you fund growth – you never see the money advertising, lease, increase staff
 - Support your NEW LIFESTYLE
 - Focus on CAPITAL GAIN
 - Make maximum possible CASHFLOW the way you systemise the cashflow
 - CASHFLOW = SLAVERY
 - Too hard to make massive CASHFLOW
 - To make your business an asset, you won’t make as much money in CASHFLOW
 - PSYCHOLOGY – Get the mindset

- Must make your business UNIQUE
 - We must estimate the interest cost on our capital to take account of the lost opportunity cost of not having our money invested in another asset/investment.
 - The minimum return on your capital (your up-front cash or debt funded outlay) in a business should be 50% p.a. after paying yourself a salary income you truly deserve – based on time and effort.
 - BUSINESS is the riskiest INVESTMENT!
 - Other people can rip you off – things can and do go wrong.
 - How much am I making on my capital investment (ROI)?
 - Amount you borrow
 - Credit from supplier
 - Debt
 - Any outlay
 - Calculate your NET profit?
 - How much you put in your pocket after your NET profit?
 - MUST make 100% on your INVESTMENT
 - Why? Because you can easily obtain 25% p.a. return on SAFE property related investments.
 - Sometimes your business or industry might not be the best use of your capital and most importantly of your **TIME**. It could actually be worth more money and less stress to you and to close (yes, shut the doors) your business, rest and start something new, fresh, and exciting...something you are extremely passionate about rather than continuing with a business that's a noose around your neck
 - **Remember, first and foremost, Business must be FUN!**
 - Make your business unique, focus on capital growth by systemizing to increase cashflow through effective marketing strategies
 - It's not your industry, it's your BUSINESS
 - Is there one person in your industry that is doing well? Then learn how?
 - **GOODWILL = amount people will pay for your business**

11. As you can see the largest proportion of money made from a properly structured investment is from Capital Gain not cashflow. Actually most businesses make the vast majority of their money from “goodwill” sales. Selling franchise and license rights.
- People buy shares for capital gain, not dividends
 - The value of their customer base, technology, licenses, intellectual property is the value of their Business
 - These companies are worth billions but have never made any real cashflow profit
 - Investors believe that once company’s expenses and growth have stabilised in the future, the profits will begin and hence value the company of future earnings
 - Unfortunately, this logic is fallacy
 - What can we learn from all this?
 - Ave P/E is over 800 times on NASDAQ
 - Based on potential future valuation turnover
 - Best businesses are ones that can be duplicated rapidly through franchises and licensing. If you systemise and prove that your system works, you can do it too.
 - SELLING A BUSINESS relies on what a similar business sold for and a willing buyer. Make your business unique so that you can demand the price.
 - **When reading, Find companies that:**
 - Profit (2 year) how long?
 - Find if any have NET profit after TAX?
 - How many make NET profit after TAX?
 - What is their value? (by investors)
 - How many Shareholders?
12. Your business must be set up to allow you to exit the business at any time either through:
- (a) Private sale
 - (b) Part sale (private)
 - (c) Management buyout (never do it)
 - (d) Selling all or part of the company to a Public company
 - (e) Listing on the Stock Exchange
 - (f) Management without your daily input
 - (g) Licensing
 - (h) Franchising

- (d) is second best way
- if you have passion in your business, you can **PART-SELL** your business
- The key to selling your business – sell your buyer
- Find out about **FRANCHISING** companies (20-50% goodwill)
- E.g. \$100,000 shp gets % of profit i.e. 5% royalties, 5% advertising – all lead to passive income
- Focus **TURNOVER**, not **PROFIT**
- There are no rules – **BE CREATIVE**
- Know your structure e.g. split after sale profits
- Sell the **CONCEPT!**
- Check out the **INDUSTRY**
- Get a structure to **FRANCHISE**
- Take **MASSIVE** Action

13. Selling all or part of your business will allow you to cash in (cash-out) on the capital growth you have created in your business
- The main aim should not be making as much money as possible year to year (cashflow), instead they should focus on growing their “goodwill”; the asset value of their business as much as humanly possible.
 - Your business is an investment, just like property and shares, and by far the largest proportion of wealth created from virtually all investment assets is from their Capital Gain.
 - Cashflow pays for all the expenses and provides investors with a small dividend; “Capital Gain” provides investors with the real Profit.
 - Most people enter their own business to make more “week to week” cashflow money as a PAYG employee. What they don’t think about, is that if their business was properly established and structured the amount of money they could receive for their goodwill would be worth 3, 5, 10 even 20 times the profit they made in their best year of business.

For Example:	Business Net Profit (before Tax)
	\$100,000
	Sale price 3 x Goodwill (3 PE)
	\$300,000
	Sale price 5 x Goodwill (5 PE)
	\$500,000
	Sale price 10 x Goodwill (10 PE)
	\$1,000,000
	Sale price 20 x Goodwill (20 PE)
	\$2,000,000

- You can sell your business and “cash-in” on the equivalent dollar value of 20 years worth of hard work after working smart for only 1 or 2 years.
- *...but that’s not the best part*
 - Microsoft workers own small part of company – huge \$\$\$
 - To get the knowledge – you need the hours in the beginning
 - Lay the FOUNDATION

14. After you have sold your business, you can re-invest your goodwill money towards PASSIVE mortgage related investments which can virtually be 100% risk free and create profits returns of up to 30% p.a. with no headaches, no staff etc

- You can make money doing the things you love, with the people you love as many times as you want while your money works for you even when you sleep and without any stress.

15. Preferred Property Related Investments

	<u>Return p.a.</u>
(a) Bank Guarantee Second Mortgage	12% to 35%
(b) First Mortgage Investments (70% LVR)	9% to 12%
(c) Maximised Residential Property Investment	50% to 200%
(d) No Equity/No deposit Property Trading	1000% +

- With the right up-front business investment strategy you will make MASSIVE ongoing profits after only 1 or 2 years in business.
- You will make more money in “retirement” than by working your “butt off”
- Your **DREAMS** and your **FREEDOM** are only a stones throw away, if you **OWN** the knowledge. Get the knowledge and apply it. Test, test, test!
 - • Valuation is just a WORD!
 - • Be realistic, get the knowledge
 - • How do you make your money work? Find best passive investment.
 - • Be afraid to talk to someone who charge too little
 - • You must pay for knowledge \$\$\$
 - • Get cashflow every month
 - • Before you give money Æ be active, due diligence – do your work

16. What about the return on **TIME**? Most business owners and entrepreneurs work 10 to 15 hour days 6 to 7 days per week. They start their business life being passionate and excited, but after “slaving away year after year, their passion subsides and the business becomes a chore...just another job.
- **The “time equation” is thus vital to your business success**
 - Because most business people don’t have a “final” outcome for their business – they never properly evaluate the amount of time they need to spend on their business to achieve their desired Monetary and Social RESULT.
 - Most entrepreneurs don’t “put in” enough effort through the Start-up and Building phase of their business, and thus get “stuck” working year after year 50-80 hour weeks etc. They work without an “end” in sight.
 - • Work ON the Business, gain the knowledge
 - • Must have end in sight
 - • Work within your timeframe
 - Instead, if there was an all out, MASSIVE immersion based effort in the first 1 to 2 years of their business, working 12 to 15 hours per day on creating the ultimate business model which could be sold for the highest goodwill amount possible, the profit return on total time spend working in the business would be dramatically different.

“BUILD THE ULTIMATE BUSINESS MODEL”

Example A: Standard Business Model	
Avg hours p/week spend working in the business:	55
Total working weeks per calendar year	50
Total years in business:	30
Goodwill:	0
Total hours spend on/in business:	82,500
Return on Time/Effort:	

Example B: Maximised Business Mode	
Avg hours p/week spend working in the business:	90
Total working weeks per calendar year	46
Total years in business:	2
Total hours spend on/in business:	8,280
Return on Time/Effort:	

← Need more breaks, more intense

- **TIME not MONEY is the most important component of business**

17. How much time should you invest in your business?

3 Main Stages:

(a) Start-up Phase

- don't know what your doing?
- Need to acquire the knowledge.

(b) Building Phase

- growth

(c) Maintenance Phase

- sold or passive phase (sell it to yourself)

- Your business is ALWAYS in the START UP phase until you sell it.
- No building phase
- **It's quick or nothing**
- You need a similar **PSYCHOLOGY** to your **PARTNER/WIFE**
- **WORK** = doing something to add to your business
- **WORK** – ideas 24/7 – always **ON**

18. What about FAMILY?

- In order for you to succeed in business you must have the full support and trust of your family. They must be “on board” with you.
 - If not, your relationship is DEAD or your business will fail.
- You can achieve this by clearly defining your goals and objectives to your family and most importantly the time frame you WILL achieve them in.
Your objectives should be the same as your partner's and your family's.
They love you and want the best for you. As long as your work doesn't consume you indefinitely, your family will happily make whatever sacrifices (within reason) are needed in order for ALL OF YOU to achieve your goals.
 - Give a TIMEFRAME (the key) – tell them how, why, when, etc
- The world's most successful, wealthiest, and most passionate people all have a family. They achieved all their dreams and desires, so why can't you. Stop using your family as an excuse.
 - If you manage people, you have lots of KIDS!
 - No more WHAT IF's?
 - Know the HUMAN BEING & their PSYCHOLOGY

19. Why does it take so much time? Isn't the key to your success, working smart and not hard?

- You need to spend all this time becoming an expert in your business. You need to become a “master” of your industry.
- If you want to maximise the capital gain potential of your investment (business) you will need to Gain **extreme expertise** in the following areas;
 - a. Sourcing products
 - b. Marketing
 - c. Sales
 - d. Customer Service
 - e. Human Resources – Recruitment and Management
 - f. Psychology
 - g. Negotiation
 - h. Creative Finance

Need to know all these

- You need to get the knowledge – spend the time to get the best out of people.
- This is not going to happen overnight. You will need to exert a MASSIVE and CONSISTENT effort into your education to gain the knowledge you need quickly.
- You can easily do it, if you know that our outcome is the life you have always dreamt of. Wealth, passion and joy beyond your wildest dreams
 - It's all about EDUCATION

PSYCHOLOGY

1. Your Wealth Psychology Training is the Key

- Have you attended seminars in the past?
- How many seminars have you attended?
- How much of the knowledge have you specifically implemented?
 - Most people (90%) are in passive depression
 - Seminar is just MASS education
 - Most people don't have focus, pain, "busy", negative
 - How can people be happy with you if they're not happy with themselves
 - When someone you know gives you knowledge & it makes sense – you MUST ACT on it!
 - How do you own the knowledge Æ by implementing the knowledge in your life!
 - People must IMPLEMENT it yourself Æ do your due diligence
 - You always learn from other people's mistakes
 - Listen to someone who has achieved the results you want...consistently
 - You need lots of references – spend the time to get the references so that you understand
 - If it makes sense IMPLEMENT
 - Start with one IDEA – gives reference
 - Find another TEACHER – nothing will change in your life until you change.
 - You can't learn from your MISTAKES – model someone

2. The definition of Wealth

- Doing what you want
- When you want
- With whom you want
- Wherever you want
- As much as you want
- As soon as possible
 - The younger you are – the better you are!
 - If I'm wrong, prove me wrong through results.
 - This is where I want to END UP!
 - Gives you the options to do what you want
 - Give you FREEDOM
 - It's not about MONEY

3. What are Your Goals...How would you design your extraordinary wealth lifestyle?

- What would you love to do if money was no longer a problem?
- What would be your true purpose and passion for life?
- What work have you always wanted to do?
- What would your wealth lifestyle look like?
 - There is no TIME to waste!
 - We have no TIME, it will END!
 - Work hard to achieve your goals now and enjoy your rewards \$\$\$

4. What social, spiritual and financial outcomes do you want your business to bring into you life?

- What home have you always dreamt of?
- What car have you always wanted?
- What clothes have you always wanted to wear?
- What hobbies have you always wanted to pursue?
- Which “toys” have you always wanted to buy?
- Where in the world did you always want to go? How many months per year did you want to travel?
- Who have you always wanted to take with you?
- What charities have you always wanted to help? How much money have you always wanted to give?
- Which family members and friends have you always wanted to help? What help would you “give” them?
- **What is your real passion?**

5. How much money does your business need to make to fund your Extraordinary Wealth Lifestyle?

- a. \$500 per week / \$25,000 per annum
- b. \$1000 per week / \$50,000 per annum
- c. \$2000 per week / \$100,000 per annum
- d. \$3000 per week / \$150,000 per annum
- e. \$4000 per week / \$200,000 per annum
- f. \$5000 per week / \$250,000 per annum
- g. \$10000 per week / \$500,000 per annum

Pick a level where you
are comfortable
*based on 50 wk/yr

6. So the aim of financial life is to earn a passive income of \$_____ per week...which would give you the freedom to experience your EXTRAORDINARY LIFE.

- How many years from NOW do you want to start living your EXTRAORDINARY LIFE?
_____ (1, 5, 10, 15, 20 years etc)

7. Retirement Lifestyle Calculator

Assume you are able to conservatively achieve a return of 5% per annum, what level of assets will you need to provide your desired net income per week?

Income desired (today's dollars, after tax)
= \$1000 per week X 52
= \$52,000 per annum X 1.6 (approx pre tax income)
= \$166,400

Income desired
= \$83,200 per annum X 20 (based on 5% return)
= \$1664000 investment lump sum required
= 5 years to retire
= \$332,800 yearly investment required ÷ 52
= \$ 6,400 weekly investment amount required

<p>= 3000 x 52 = 156,000 x 1.6 = 249,600 x 20 (@5%) = 4,992,000 = 5 years = 998,400 ÷ 52 = 19,200 p/week</p>

8. Your "Retirement" Plan, your "Personal business plan" – Your DREAM PLAN.

- a. Write your specific month-by-month economic business goals for the next 2 years. Make them specific.

YEAR 1		
Month	Revenue	Net Profit (before Tax)
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

- What would like you like to make profit/revenues in two years?
- Consistency is BAD – only good when GROWTH is consistent

YEAR 2		
Month	Revenue	Net Profit (before Tax)
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

- b. Create a written list of what your “WANTS” are. You must make this list extremely specific. (include timeframe...when, include date?)
- Write down the colour and model number of the car you want
 - Which suburb do you want your dream house to be built
 - What colour will your house be
 - How many days per year do you want to be on vacation
 - Which cities do you want to visit
 - What are the name of people you want to take with you

- vii. How much money (specifically) will you donate
- viii. Beside each “Want” write the precise date by which you WILL obtain these goals
 - Why do you want to help?
 - People judge life by how they live not by how by money.
- c. There must be a visual pictorial example of what you want
 - i. Dream car
 - ii. Dream house
 - iii. Dream boat

Create a colour DREAM CHART

DREAM CHART

- Thank you, that’s for me FILE
 - Must “DREAM” much, when
 - Most people – dream + wants are really UNREAL (time)
 - Make what you want a REALITY How much
 - Cut out pictures of what you want, who you want to help revenue
 - Stick to your goals and dreams and make them a reality How much you
 - Two copies – one at home & work must sell it for?
 - Don’t forget the reasons why your working.
 - You need to experience your dream
 - If you experience it, you will desire it more
 - If you want something so much – you will make it a reality
 - INVESTORS more interested in growth
- d. Visit and experience your future “goals” today for a minimum of 30 minutes.
Go to a car dealer and test drive your dream car
1. Visit the house of your dreams and walk on the front lawn
 2. Spend a FULL day shopping
 3. Visit your travel agent and discuss your dream holiday
 4. Visit the charity of your choice. See & talk to people you want to help
 5. You must always have your “Personal Business Plan” with you. Every morning, before you go to work, at lunch time and every night before you go to bed, look at your Dream Chart and visualise yourself doing and owning each and every Want, Dream and Goal in your plan.
 6. Visualise the smell, taste, touch, feel. This is a must. You need to know what you are working for. Especially when stress is around you, you are overwhelmed and it’s all just too much. When you know your exact outcome, stress immediately dissipates. Your subconscious mind can’t distinguish between visualisation and reality. “It” must always happen in your mind first, before it happens in the physical reality.

“People work hard on their business and on their job, but not on the most important part of life – their future” Henry Kaye

- e. If you had enough reasons you could do the most wondrous and incredible things. What reasons do you head?
 - Find a compelling reason for you to be active
 - E.g. gun to your head, serious health problems
- f. Write a list of reasons why you NEED to succeed. Make this list part of your Personal Business Plan.
 - Why do you need to succeed?

What would it take to make you do what ever it took?

- g. It’s funny, but we only seem to act when we hear bad news. We don’t realise that every day “wasted” is another day we won’t live, another day we can never get back.
 - i. Would you work with massive passion, with heart, with vigor if you absolutely knew that you could make enough money in 2 years to GUARANTEE your DREAM life forever?

“You must live and try everyday as though you only have 10 years to live” Henry Kaye

- 9. What are you currently earning?
 - i. What’s wrong with out wealth psychology and why is this so?
 - Just need hours for the education
 - Systemise your business & make it unique/better
 - Sell 10x goodwill
 - Key to selling your business
 - Help people to buy it
 - Give people opportunity
 - Make it affordable
 - What are you currently earning \$?
 - What is stopping you earning more \$?
 - DIVERSIFICATION will KILL you.
 - Successful people focus are thing
 - Must show profits in prospectus, not consistency

10. How much money do you invest in your Business Education?

- No one can teach you what they know unless they are currently achieving what you want. Model someone successful.
- Model someone who has achieved what you want.
- Only talk to people who can help you
- Must SPEND to receive information. (Make sure its quality & useful)
- “Education with a guarantee is an INVESTMENT”
- Consultants with real knowledge will guarantee results everyone is ripping you off.
- Rip off is not giving you the full value
- Don't share with people with negative people, it will just put negative thoughts in your mind.
- Don't focus on the profession – focus on the human being

11. The amount of money you and your business are currently earning have a direct relationship with the time and monetary investment you have made in your business education

12. Who do you ask for advice on how to create wealth through your business?

- i. Family, friends, financial planner, accountant, consultants, books, newsletters, seminars and workshops, professional or expert advisors
- ii. Do they have a “world of hard knocks” business degree or a bachelor of investment?

13. You must read SUCCESS books on the following topics for a minimum of 60 minutes a day to educate and **INSPIRE your mind**;

- i. Marketing
- ii. Sales
- iii. Customer service
- iv. Human resources – Recruitment
- v. Negotiation
- vi. Creative finance
- vii. Personal development
- viii. Make sure the author was/is a “doer”, someone who has personally achieved phenomenal success in business

- Program your MIND – success is possible. Make it quick. Read books about people who have achieved personal success.

“If you wish to be Wealthy & Successful, study wealth and success”

14. Read recommended books and magazines or listen to tapes for a minimum of 60 minutes a day to educate and INSPIRE your mind.
 - Must read book like MANUAL
 - Highlight/write idea – implement the strategy & take notes.

15. Recommended newspapers & magazines for you to read: **(find TRENDS)**
 - Business age
 - Aust Financial Review
 - BRW
 - Forbes
 - Entrepreneur
 - Fortune
 - Aust Fin review essential – business & company sections
 - Find business that is doing things you want to be doing!
 - Learn business lessons
 - Find stories, get ideas, learn mistakes
 - Learn ideas + implement ideas
 - Read magazines/paper for ideas to learn
 - If you don't know something – ask someone else
 - MUST learn from people who have done it.
 - Develop PASSION to learn stories of those who have done it.

16. You must become a ferocious reader to be successful in business
 - Gather, create and implement ideas to formulate a strategy to secure your life. Plan to succeed.

17. You must read books like a manual. Read at least 3 times. You will get a new distinction every time you read the book
 - i. Have a pen and notepad with you. If you read about a great idea, or read about something which can implemented in your business or your life write in down. You must implement the ideas you've obtained from books, otherwise reading is just a "fruitless" exercise. Take action on what you have learned.
 - ii. **Real knowledge is learnt only through implementation, not by reading text from pages in a book**
 - Must implement ideas Take MASSIVE ACTION

18. Reading opens the “doorway” to your creativity. By reading the right books you will begin to think of many incredible and creative ideas for improving your business
- e.g. grow you body by doing weights
 - You have all the answers/knowledge when your mind is ACTIVE
 - Must ACTIVATE your brain
 - Knowledge is the Difference
19. The key to learning from other people is to apply and IMPLEMENT their ideas in your life or business by taking IMMEDIATE, MASSIVE and DRASTIC action.
- If you think of something – take MASSIVE ACTION
 - Must integrate + implement it immediately

For example:

- i. If you have learnt a unique telemarketing technique which can massively help you increase your sales “hit rate” don’t test it by half-heartedly calling one or two people
- ii. Get excited, get passionate. What you have just learnt might double or triple the profits of your business within one month. Get on the phone the next morning and call 100 people using this new technique, constantly monitoring, adjusting and improving your performance every time you call
- iii. If you red about a great idea for your advertisements, implement it immediately. Write the advertising copy immediately after “discovering the idea”...or at the latest, do it the next day. Get a graphics artist to design a brochure. Place the new advertisement in next weeks paper. Do a mail out to your customer database immediately. TEST the idea NOW!

Test your idea
Advertising copy
Design brochure
New advertisement
Mail out to customer base

“The KEY to your business success in the new millennium will be your ability to instantly implement and integrate ideas learnt form the success of others.”

20. If you learn only 2 or 3 great ideas per year and take instant MASSIVE action by implementing and integrating them into your business, you will triple your profit every year.
- i. Instead on growing your business 10-15% per annum, your profits will increase by 300%
- Must integrate immediately – getting OUT is the key
 - NETWORK MARKETING – great business as long as you love it.
21. Protect your mind from negative thoughts. Do not listen to ideas, comments or remarks from people who are negative and who don't have the results YOU want.
- Make your PRIMARY BUSINESS successful
 - Get the 1st business well/establish
 - The least they pass you for your business, the easiest it is to SELL
 - Don't sell the business in the traditional way, GET CREATIVE

“For fear of taking a chance, I've missed a lot of fun from all the things I could have done and all the things I've never done” Philip Sigglekow

YOUR DREAM INDUSTRY

1. The key to your business success is the PASSION level you have for your business. If you are excited by;
 - i. being a leader
 - ii. passionate about your products or service
 - iii. genuinely concerned for your customer's well being
 - iv. excited that your products will have a huge positive impact on your customers, your associates and family's lives Then YOU know that you are in the right industry and the right business

2. You must understand that in many instances you are far better of selling or even closing the doors of your current business if you find;
 - i. You are not making the money you want
 - ii. The business and/or industry is boring
 - iii. The business is a chore
 - iv. The business and/or industry is not suited to your beliefs and morals
 - v. The business and/or industry is not suited to your personality type
 - vi. The business and/or industry is not suited to your leadership skills

3. The most precious asset you have is time
 - i. If you sell your current business, even at a loss, and start a new business where you can't wait to get up every morning and go to work, not only will you make far more profit in the short term (if you have the right knowledge) and quickly recover all your losses, but most importantly you will work without all the stress and with a smile on your face.
 - ii. If your new business is established "properly" from the start, not only will it be far more profitable for you in terms of immediate week to week cashflow, but you will also be able to massively maximise your Capital Gain (goodwill) potential.
 - iii. It's the money you'll make form the capital gain which will give you the lifestyle you truly want...the real reason why you started your business in the first place

4. To establish what type of business and industry is best suited to you, you will be required to perform a comprehensive and extreme due diligence survey
- i. What if you could save yourself years, even decades by finding a business which will make you double, triple even 10 times the profit you are making now in only half the time?
 - ii. What if you discover a “virgin” industry which is not as competitive as yours, where most companies provide atrocious customer service, where customers distrust the companies they deal with, but have no choice because of industry monopolies

“You must only spend time in a business which you truly love, one which has one final outcome – your extraordinary lifestyle. Otherwise you might as well be an employee.”

- iii. What if you discover a niche market or niche product which is in huge demand by consumers overseas and no one in Australia has secured the exclusive distribution rights?
- iv. What if you find an industry or product which has 5 to 10 times greater margins than you are currently making, with far less competition.
- v. What if you could use the skills you have developed in a new “in-demand” industry which is so “hot” that after working only 1 to 2 years you could take your company public or sell the business to a public company for 10 to 20 times your revenue (turnover). What if you could INSTANTLY become a MULTI-MILLIONAIRE, even if your company is making a loss?
- vi. What if you could sell a percentage of your current business for a huge Capital Gain profit and make more money than you ever did previously, by spending less than 1 day per month working?
- vii. What if you sold your business, rested, re-ignited and “re-educated” yourself for 1 year, and came back invigorated with a different “passionate mind set” and a new set of skills and build a new business 3 times bigger and more profitable than your current one in less than 90 days? What if you could then sell it for a Capital Gain profit 30 times greater than your current yearly income?
- viii. What if you could then reinvest all the money you’ve made in an “Investment Strategy” which will create you more weekly passive profit (without any stress or effort) than you are currently earning now

What if you could have your New-Life in less than 2 years time?

5. In order to make a giant “leap” forward in your business, even if you

currently believe you are already in the right industry, you must still carry out the due diligence steps as outlined below

- i. It is time you really started to work ON your business not IN it...that's where all the money is made

6. Fast track RapidXcel Business Due Diligence System

a. Interview "Business Masters"

- i. Find and interview a minimum of 30 business people who have achieved the financial and social results that you want, that you aspire to.
- ii. These "masters" should be in different industries. Their business or them personally should be making a minimum net profit of \$500,000 per annum. They must also own \$1 million in net assets.
- iii. Where else can you find them? You need to "pick" their brain, to access the wisdom they have learnt over the "many years of struggle" to finally end up in the extraordinary financial position they are currently enjoying.
- iv. In only one hour's time, (if you ask the right questions and listen with real intent) you could learn a "secret" which could change your life forever.

b. Telephone the person you want to interview and ask them for only 30 – 60 minutes of their extremely valuable time.

- i. Tell them how you found their telephone number and reason you are calling
- ii. Explain to them the massive difference they will make to your life if they could just give you 1 hour of their time. Tell them about the respect you have for their achievements and the "pain" you are currently experiencing; "they must have experienced the same pain at some point of their career"
- iii. Tell them that you really need their help and that you would be happy to repay them in any way you can in the future. You will forever be grateful for their contribution to you and your family.
- iv. Tell them about your goals, your dreams, and how your family will be massively and positively effected by your success.
- v. Tell them that you are extremely serious, that you are ready to make a massive "shift" in your life and you need their advice and wisdom to do it. Successful mentors want to educate those who'll truly benefit from what they have to say, through the implementation of their suggestions.

"There is nothing that gives a human being more joy in life than to truly

help another, to positively and permanently effect the life of another person.”

- c. Write up a list of questions you want to ask during your interview and offer to fax the list to your “mentor”

Questions to ask:

BUSINESS MASTER QUESTIONNAIRE

Name: Age: Occupation:

Family: Yes/No

Children:

1. What motivated you to start in your business and industry in the first place?
2. How did you get started?
3. How much time do you spend working in and on your business now and when you first started?
4. How much time do you spend with your family now and when you first started?
5. How much time do you spend on yourself – doing the things you love – now and when you first started?

6. Are you passionate about your job, your business?
7. How long have you worked in your current business?
8. How old were you when you started your business?
9. What position do you hold in your business?
10. Were you involved in any previous business?
11. Were they successful? How successful?
12. Did you experience any failure in business or with previous jobs?
13. What was your first ever job?

14. How many jobs and what type of jobs did you have before you started your business?

15. Did you buy your business or did you start it from “scratch”?

16. How much money did you start your business with?

17. Did you ever have to “raise” extra money for your business, and if yes, how did you go about doing it?

18. “Roughly” what is your business revenue and net profit?

19. What would your business be worth if you sold it today?

20. What are the main reasons why you have “made it?”

21. What makes you different from other people who are not as successful?

30. What is the benefit your products and services provide to consumers?

31. What is the main reason your business has been more successful than that of your competitors?

32. What are some of the biggest mistakes you made and how did you rectify them?
How long did they take to fix?

33. What unique marketing strategies do you use, and how did you learn about them?

34. What are your USP's?

35. How did you source your current products?

36. What unique customer service techniques does your company use?

37. Does your company have a high staff turnover?

38. What do you look for when you recruit new people?

39. How do you reward your staff?

40. What makes a great leader?

41. Would you consider yourself a great leader?

42. How much money do your top 20% of associates earn?

43. What do your top 20% of sales people earn?

44. What makes a great salesperson?

45. What qualities do you look for in people and what type of person would you always (immediately) hire on the spot?

53. What would you do different if you started all over again?

54. If you had to choose another industry to work in, which would it be and why?

55. Who are some of the business people whom you personally know and admire? Why?

56. Do you admire any businesses?

57. If you started all over again with no money whatsoever, how long would it take you to build your personal wealth and your new business to your current financial position? Why?

58. What are your final tips for success?

Attain priceless insight and wisdom

- Can you imagine the insight and the knowledge you will gain from interviewing 30 masters using the above process?
- As a bare minimum, you will gain an invaluable insight into which

industry and what business might be right for you. You might even learn about industries you have never thought about previously.

- REMEMBER: when you “interview” these mentors do not spend any time talking about yourself...no one is interested. Your only goal and objective is to get the answers to the questions you NEED to ask. If wisely spend, this will be the most interesting and exciting 1 hour you have ever had.

d. Program your mind for success

- Transcribe your interview on computer, date and keep the interview in your file for future reference for ideas and most importantly MOTIVATION
- The most important part of these interviews will not be the massive wisdom and knowledge you will gain, but the many references you will establish that people just like you have TRULY “made it”.
- People with no university education, people who have not even finished high school, people who started with no money or even started as bankrupts, people born on the “wrong side of the fence” from underprivileged and ethnic backgrounds, people who started their careers in the later part of their lives, People JUST LIKE YOU.
- The main reason we do not become successful, become everything we were BORN to be, is because we do not REALLY believe its possible for us. Yes it’s possible for that person on TV, its possible for that person in the magazine, but not us. We are too fat, to young, to small, not educated enough, we started with NO money, our parents are poor and didn’t provide us the knowledge blah, blah, blah.
- People never start to really try because they have no references in their lives that they CAN do it. YOU can DO IT if 30 – 50 people just like you did it...people JUST LIKE YOU.

What’s your excuse?

- e. Interview side effects: your dream contacts, your dream mentor, your dream partner, unlimited venture capital, your dream job
 - i. The other huge positive “side-effect” of the interview process is that you will get to network and connect with large numbers of successful and influential people.

“The majority of Australia’s wealthiest people do not have university education, came from ethnic underprivileged backgrounds, and started in business with absolutely no money”

People whom, if they like you, can help you with:

1. Invaluable contacts such as accountants, solicitors, suppliers, customers, financiers etc. They could personally introduce and recommend you to people who could accelerate your business growth and profitability one hundred fold.

“it’s not what you know it’s who you know.”

“This is the smartest and most efficient way you can ever develop the contact you need to instantaneously further your personal and business development.”

2. Ongoing mentoring and knowledge. You can have access to invaluable advice, which could make you hundreds of thousands of dollars and save you decades of pain, stress and discomfort
3. Some of these mentors might like and believe in you enough to take you “under their wing” and invest in you and your business. They could become your business partner and provide the necessary VENTURE CAPITAL and expertise to make your business successful much faster than you could have done so alone.
 - Remember the last question you asked...“If you started all over again with no money whatsoever, how long would it take you to build your personal wealth and your new business to your current financial position?”
 - What if one of your mentors chose to do so, THROUGH YOU!
 - Can you imagine the benefits of having a partner of that calibre and experience

Even if no one offers you a partnership, you should very seriously attempt to “convince” one or more of your mentors to go into partnership with you. The benefit would be “out of this world.” Convince them you are the type of ethical, passionate and committed person they want as a partner.

- Every successful business person on earth wants to grow and expand their business, recognition and influence and most important they want to see their wisdom and knowledge passed on to others who carry on what they started.
4. If you are the right person they may even offer you a partnership or job in their own business.

- If you are inspired by them and what they do offer them an opportunity to employ you for “FREE”, on a trial basis. If everything works out pre-agree on a partnership. They have nothing to lose, everything to gain – a passionate, committed, honest and “do what ever it takes” partner!
 - The “job” could give you an entry into a new, exciting and highly profitable industry which you would have never otherwise known about.
- a. Learning from failure
- Not only can we learn a lifetime of knowledge form people’s success, but we can learn lessons just as valuable from the “failure” and the pain of others.
 - Find 10 people who have “failed” in their business and interview them – so that you can learn from their wisdom and avoid their mistakes.
 - Explain to these “kind people” that you want to interview them to learn from them. To learn about the mistakes you should avoid you must also learn from the wisdom of their failure.
 1. Why did your business fail?
 2. Did you close or sell your business?
 3. If it was sold, how much for?
 4. How much time did you spend working in and on your business when you first stated and then towards the end of your business?

Compare the answers from your two interview lists.

After finishing the interview process you will need to “de-brief” your notes.

- i. You should use the internet as a search and “ideas” tool. Gain information on:
- ii. The industry you are thinking of working in

7. Unearth the Internet Goldmine

- i. Which industries, businesses and products are “in demand” by consumers. Why are some industries growing aster than others. You can access this data by accessing web sites of different research companies
- ii. What type of industries and businesses are out there that you currently don’t know of?
- iii. Which industry and what business has the biggest margin and the biggest opportunity?

Have you considered a FRANCHISE in APIN?

80% of all businesses and partnerships go broke in the first year! However with a franchise you have support – systems and experts to help guide you to building your own franchise business.

SECOND MORTGAGES

- Earn 20% - 48% cashflow profits
- Use a Bank Guarantee “lend” equity funds to developers, builders & investors secured against property or your business (Ideal for Commercial, Residential & Developments)

House \$500K

Borrow 80% = 400K

Need \$100K deposit - can't pay, find second mortgage lender

For \$100K will pay 12% - 25%

At 20% of 100K , 10K for you

- If they don't borrow, they can't get the money
- (Not for owner-occupier, only investor)
- Bank checks them out
- Get solicitor to check applicant;
 - Current/Past credit history
 - Employment details (stable, current, past)
 - Business partner
- Get them to sign personal guarantee & you have property
- Main thing , it must be the right deal
- Must research property market
- Property must go up – capital gain
- Must have stable group
- Must be stable work – must be able to work another job if they lose current job

THE BUSINESS ACCELERATOR

9 Ways To Massively Propel your Business Revenue, Profits and Goodwill

1. **Increase the number of customers you sell to**
 - You will never be free if you sell on TIME (services),
 - You are limited in selling your business
 - CHANGE YOUR MINDSET – FREE YOUR MIND
 - Ask WHAT CAN I DO WITH THIS INFORMATION?
 - When you sell business, you sell on projection
 - Start off easier - Achieve small results - How can I grow the profit?
 - Learn concepts but lack skill to apply it - Marketing seminars are useless - Don't know how to apply it - Market segments Æ- Professionals not good leaders – educated by society
 - Advertising helps get you prospects - Focus on sales-marketing second - Learn how to make people buy from you
 - How do you make sure they buy? (What is your conversion rate?)
 - MARKETING & SELLING is ONE
 - Marketing consultants don't know how to sell. Must have a system to sell.
 - Must create a system to get the customers to buy
 - Make sure customers don't walk away without buying
 - SKILL is to get people to buy
 - Marketing is getting the customers to buy from YOU only!
 - The key to selling your business is the future potential earnings of your business

2. **Increase the frequency of transactions**
 - Make sure customers buy all their products from you
 - FORCED SELLS – get them to come back
 - Must be aware of COST of sale – future COST of customer not immediate SALE
 - You need to create a software for your BUSINESS
Every business can be a SOFTWARE business
 - GOODWILL – future potential – e.g. communications company = “once we get the customer, they never leave us...NOT TRUE”

- MUST DESIGN A SYSTEM!
- E.g. A \$5 profit translates to \$50 at 10 times a year & \$500 for 10 years
- Types of mortgage Æ Interest is their profit
- Transactional value of customer goes up

3. Increase the gross dollar value of products purchased

- Get associated products cheaper & create packages
- Must source the product overseas that can be bundled with your product line
- In Printing – volume gets costs down
- Packaged deals is the way to go
- MUST change your MINDSET

4. Increase the profit margin of your products

- Need to be source for increase profit margin
- Why do you do what you do?
- Focus on what important to your customer
- The key to your strategy is to make the maximum profit with the best possible service
- Must do good service to you & your customers
- Must be persistent – be pushy until they say “NO”
- NB. Overheads are fixed - increase NET PROFIT
- Not in Service Industry

5. Increase the “product lines” your business sells

- Know your exact costs
- Ally’s people’s perception
- E.g. DVD – lease DVD machine with DVD store

6. Acquire other businesses

Profit = \$170K

Therefore at 3 X GOODWILL = \$540K

- You only have to find one person to buy your business
- Maximise the business and CASH OUT

7. Establish new companies which work “in-line” with your business and have the capability to cross-sell products and services to your other businesses.

- How many owners?
- How many hours?
- What is their market value for job?

- What else do people sell? (think what else my customers buy?)
- Do your customers want to make more money?
- Do you know another supplier?
- You MUST train your PEOPLE

Don't think you're a CHIROPRACTOR, think like a BUSINESS PERSON!

8. Establish Joint ventures with other companies which can provide products and services your customers need

- It only sounds insane if you never think about it
- Think of other services/business your patients use
- HOW DO YOU TRACK YOUR REFERRALS?

9. Establish Joint Ventures with other companies whose customers you can sell your products to.

- What companies can sell your products?
- Who else needs you?
- You need to demonstrate how you can help them, demonstrate – add value, help people to help their lives
- You need to know how much you can give away before you make the sale
- You give away something that adds perceived value to your product or service
- Work out the COST OF GOODS
- Referrals – are empty
- Need people to DRIVE them to YOU
- You want people to SELL your SERVICE
- You need to compel people to REFER
- Every business is identical - you are selling your product/service to another human being
- Marginal increase (good, helps increase capital gain = GOODWILL)

PRE-EMPTIVE MARKETING

The Guarantee Concept

- Whenever a salesperson 'tries' to 'sell' a customer any product or service each party wants the other party to take all the responsibility and all the risk.
- The customer is unsure about their decision to purchase the product and part with their hard-earned money unless they have NO RISK. Virtually every consumer has a horror story to tell in regards to purchasing faulty products, or products that did not perform in the way they were 'supposed to' as explained by the salesperson
- Consumers have even purchased products that did not even perform the function they were supposed to, all as a result of the salesperson lying or not taking duty of care to make sure they were selling quality products and making sure that the products they promote truly benefit the individual customer's life (the customer they are talking to at the time)
- We as consumers have all been burned
- In general salespeople also want the other party to take all the risk. Unfortunately in most companies salespeople have been taught to 'sell at any cost.' This means that they promise the customer whatever they feel will get the customer 'over the line'...the best possible service...that they'll be there for them whenever the customer needs them...the product is the best possible quality.
- As soon as the customer hands over the money, the salesperson 'doesn't want to know them.' The salesperson wants the customer to TAKE ALL THE RISK.
- This is the main reason why consumers take such a long time to make a purchasing decision .
 - They want to check every company selling the product they need .
 - They want to purchase products that have a combination of the best price, best quality and the best service and after sales support
 - As soon as they find a company and product which they believe will satisfy all their criteria they make the final decision to buy
- The key to growing your sales and profitability is to make sure that when a

potential customer walks through your door they become your client. You spend so much money and time marketing and selling your products you want to make sure that every lead 'gets converted' on the spot.

- You must understand that as soon as a customer leaves your premises or puts down the phone you have probably lost them forever. If they visit another company which can satisfy all their needs you will have lost an opportunity for a lifetime client, a client with the potential to refer hundreds of other clients in the future, a client who could have purchased hundreds of thousands of dollars of products from you.
- The most profitable business you'll ever have is repeat customers, as they already trust you and they are the ones who will purchase the latest highest margin products from you.
- If you want to 'close' the majority of your clients on the spot, be it in person or phone you must take all the RISK out of the customer's purchasing decision
- **TAKE OUT ALL THE RISK**
- They must have no risk in dealing with you
- In order to do this you must provide a GUARANTEE for every fear your customer might have in dealing with you and your company.
- You must use Pre-emptive thinking to establish what fears the customer might have and 'wrap' each fear with a specific guarantee to make sure the customer's risk is covered.
- In most cases, irrelevant of the company or product, consumers are worried in regards to the following
 - a.) Not getting the best possible price
 - b.) Not getting the best possible quality
 - c.) Not getting the best possible service
 - d.) Dealing with 'back yard' small companies
- If you can cover the above risks you will be on your way to becoming a leader in your industry and completely transforming your company
- If you are starting a new business, by creating a marketing and product development strategy around the Pre-Emptive Guarantee Concept you could become a premier

company in your field within a very short time frame.

1. (a) Provide a minimum of a 30 Day Money Back Unconditional Satisfaction Guarantee for any product or service you sell or distribute

- Try to provide a 60 to 90 day money back guarantee on your services as this will show that you have ‘absolute belief’ in your products and services
- This type of guarantee allows the customer to purchase your products and services with absolutely no risk (except if your business disappears) and thus you will make it very easy for your customers to make an immediate decision to purchase as they have no risk
- In essence it is a ‘try before you buy’ concept which lets the customer test your products and then make a decision whether the product is of superior quality, service and price, and whether the product will benefit the customer’s life

(b) The Money Back Guarantee will also allow you to differentiate your products and services so that of your competitors

- The Guarantee will prove that you totally believe in the quality of your products, your ability to support the customer in the future, your price competitiveness, and the fact that you believe that your product is the ‘best’ in the marketplace.

“Our products are obviously of superior quality to that of my competitors because I’m willing to guarantee you the quality and the result and they are not. Why? Even though they say that they are the best, as you can obviously see they don’t believe it, they only say it.”

(c) It will also prove the fact that you really do care about the...

- ...customer and that the product or service you are promoting will really be useful to the customer and will have a true benefit for them
- It will prove that you are not just ‘flogging’ any product just to make a sale, but you really do want the customer to obtain the best possible solution for their

problem...for their needs.

- (d) **In order to qualify for this refund the product does not need to be faulty**
- Even if the product is in perfect condition, all that happened is that the customer changed their mind you must immediately refund 100% of the money. “If the customer didn’t like the smell, the feel or even the colour, as long as they returned the product in original condition they get their money back...period.”
 - For this Guarantee to work you must refund the customer’s money in FULL without any unnecessary delays. **You must give them a FULL and IMMEDIATE refund.**

2. Provide customers with a Better Than Money Back Guarantee

- If you want to demonstrate to the customer your absolute commitment to service, quality and customer care provide your customer with a Penalty Guarantee if your products, company or services are not up to “the customer’s standard”.
- Show the customer that you have the absolute belief that the product they are purchasing from you will be of massive benefit to their life, and if your wrong, thus your expertise ‘wasn’t up to scratch’ you are prepared to compensate the customer for ‘wasting’ their valuable time.

3. Provide the customer with a Service Turnaround Guarantee

- You must guarantee the speed within which you will service or repair faulty products or ‘redo’ unsatisfactory services
- The guarantee should be for the minimum possible time frame. If you can’t ‘repair’ your service or product in time you must provide the customer with a valuable benefit

Example:

“We guarantee to repair your television your television within 24 hours or we extend your warranty by a further 6 months (valued at \$300)”

“If we can’t finish your tax return on-time, you don’t have to pay for it”

4. Provide a Product Quality Guarantee

- You must guarantee the quality and reliability of your product. Provide the customer with a maximum time frame within which their product will absolutely 'get repaired'. Then if you find that you can't repair the product within the guaranteed time frame you must replace the product for one of equivalent or better value
- *"If we can't repair your handbag within 1 week, we will replace it with a new one"*

5. Provide an Extended Warranty Guarantee...3 yrs, 5 yrs, 10 yrs

- Provide your clients with a long-term guarantee for their warranty service. This demonstrates your belief in the quality of your products and creates a massive differential selling point in your marketplace
- If every other company in your industry is only providing a 1 or 2 year warranty the quality of your products will be judged by the length of your service guarantee.
- Even if you are competing against 'brand name' products and companies you will be able to convince the customer that your quality is superior due to the fact that you are prepared to give a longer warranty, thus you are actually saying that your product lasts longer and is far more reliable.
- *"The only way to prove quality and reliability is by the length of the warranty, and if my competitors products are so reliable and are of such high quality how come they aren't prepared to back themselves with their money."*

6. Provide a 'A' Rate Insurance Guarantee

- What makes a company a Brand Name is the fact that they can demonstrate to the customer their long term history in regards to quality and service
- By purchasing products from large companies, the consumer believes they will be receiving a quality product and most importantly the company will be around to service it if something unforeseen does go wrong.
- Consumers will pay a premium for products which they believe will be there to support them in the future
- You can instantaneously establish yourself as a 'brand name' company by getting your products warrantied by a large well known company, preferable an "A Rated" Financial Institution.

- You can point out to your customer that even the largest companies manufacture their products in the same countries and are of a similar quality as your product . The brand name has the back up support. Thus if your back up is provided by a Billion Dollar Company the consumer will be entitled to the same ‘iron-clad protection’.
- Even though you cannot obtain an insurance company to warranty, service or financially guarantee your products or services, you can obtain other large, well known organizations to do the job.
- Wang for a small fee provides support for big name products. This particular guarantee can provide you with a massive differentiation from that of your competitors, and allow you to sell your products as a far higher margin...just like the Brand Names!

7. Provide an On-site ‘Convenience’ Warranty

- Provide your customers with an onsite at their premises guarantee for your products and services
- If something goes wrong with your product or service make it easy for your customers to obtain service from you.. Organise for your ‘technical’ people to fix the problem at the customers premises. This provides them with a ‘convenient’ solution to their problems they cannot obtain from any other company
- If you don’t have anyone who can go to the customer’s premises, subcontract another company to do the work

8. Provide a Best Price Guarantee

- The main reason consumers don’t make decisions to purchase products “on the spot” is because they believe they can obtain the same or similar product CHEAPER Elsewhere
- Provide a Price Protection Guarantee to your client that allows them to check whether you have provided them with the best price for up to 60 days from the purchase date
- If they find EXACTLY THE SAME product elsewhere cheaper, match the price or better it by a significant margin
- This UNIQUE point proves to the customer that you have the absolute best price for this product in your jurisdiction.

9. Clearly Sell ‘The Satisfaction’

- Customers do not know what satisfaction looks like. Explain all your guarantees in detail.
- “Sell” the benefit of each UNIQUE guarantee to the customer in a step-by-step process. Paint a picture of the product’s performance, quality and the immense benefit the product will bring to the lives of the customer, their family and everyone around them.
- *‘If you don’t fall in love with...’*
- *“If it’s not everything yo wished or hoped for...”*

10. Write down all the things your customers DISLIKE about your industry and products.

Why won’t people purchase your products on their first contact with you?

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11. Write all the solutions you can think of by using the 8 Customer Protection Guarantees

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THE 10 'GREATEST SOURCES' of Business Revenue

10. Direct Mail

- i. Specific Mail Lists and personalised direct mail
 - Always use "handwriting" on envelopes
 - Follow up direct mail with a telemarketing campaign

SPECIAL HEADLINES: (TEST TEST TEST)

- Your health is in jeopardy!
- Refund check enclosed
- We take 50% off our clothes
- Open this envelope & we guarantee you \$10,000 immediately
- If you throw this away, you could lose \$1000
- Get customer to open envelope
- Nothing on envelope
- Sales is a TRANSFER of energy
- Are you doing it? EXACTLY
- Target your market
- List brokers have list of targeted audiences
- Mail it to people who have an interest in what I sell
- Don't JUNK MAIL – mail it to your name
- Target potential clients – IMPORTANT – with Joint Venture
- If database if not correct, sell it back – get your money back
- You give a guarantee to create more customer – Primary aim
- Does it create extra profit

i. Fax Broadcasts

- Fax lists – Fax your ads (make sure it's one page)

11. Strategic Alliances with associated companies

- You will receive instant credibility. You will get the value of millions of dollars spent on overhead, staff, goodwill...all at a cost of a letter!
- **Enrol the 'head' person**
 - Must approach joint venture with positive
 - What else have you done/bought over the last year
 - I am the BEST because _____ list, I live by my products & service
 - If you give referral – how safe is the customers from being stolen + burnt
 - Everything is subject to terms & conditions
 - "Don't you want....., I will get it from another supplier...."
 - Sign CONFIDENTIALITY AGREEMENTS
 - OPEN DAY – Few patient drop ins
 - I'm doing all the marketing for you

- Endorsed Direct Mail – by someone they trust
- If your product is good enough, offer a public demonstration
- **Enrol the staff**
 - Must make staff excited by your product/service
 - Final goal – get them to speak to their customers
 - Staff information night
 - Get key people involved
 - Offer the benefits at your cost or free or one month...something in reason
 - I want you to test me (1 month)
 - Enrol these people in the process
 - CEO is head of company Find Who sells the product?
- **Enrol the customers**
 - You must have answer, if not, say YOU DON'T
 - Do the mail out
 - Rapid generation of NEW customers if you enrol STAFF & CUSTOMERS
 - ACTION STEP
 - Get 1 JV company – no money, low overheads, unlimited customers
 - Cover your overheads
 - Happy customers are extra customers
- **Enrol the staffs and customers friends and customers**
 - The longer the guarantee – the more chance people will take it back
 - Open hundreds of businesses
 - Buy LISTS from List Broker
 - Get a GOOD lawyer & set up terms & contracts and you can didn't at any time
 - Go to LAWYER & tell them points

12. Sell your customers to other companies...even your competitors

- **Refer your customers to other companies which have products which benefit your customers lives**
 - Competitors sell other products
 - "I wasn't able to sell to these customers..."
 - "...I believe you have the skill to sell"
 - Give the database & profit (50/50 or similar or % profit)
 - And you should agree to audit at any time each others business
 - Any commissions must be disclosed
 - Tell them you have a joint venture but don't tell them how much
- **DO JOINT VENTURES**

REVENUE - RISK - OVERHEAD

- Sign a JV contract to make sure your customers aren't 'stolen'

- Main part of contract
- Ensure it is specific
- Can only market their product
- Put clauses & penalties
- Must be open but you must protect yourself
- Make sure they don't enter industry
- Cannot enter specific business in 2-3 years
- Also specify in TERRITORY

13. Create a 'forced' systemised referral system

- a.) Why should customers refer to you?
- b.) The rewards must be 'significant' but should not be cash
- c.) Document the 'referral' system in a high quality brochure
- d.) Offer the 'referral system' to each customer at the point of sale
- e.) Create a 'minimum' referral system which allows the customer to 'pay nothing' for your product or service.
- f.) Create a 'newsletter' and constantly mail your customers and host special nights and dinners with your customers

14. Increase the "product lines" your business sells

- Create a small ticket item 'free giveaway' loss-leader product so that your customers can test your company, products and service without risk
- Give away first consultation. Create a 'try before you buy' special offer and 'bombard' advertise the offer through advertising, direct mail, JV, referrals and bulk mail-drops.
- Up-sell customers to your profitable products and services once you have gained the trust and 'goodwill' of the customer

15. Create a 'consultancy exchange' business

- Charge your competitors a license fee or a consultancy fee to use your 'wholesale' buying power
- Sign a 1 - 5 year contract
- Use your expertise and skills in business, sourcing, service, marketing and contracts to assist others in your industry. Generate 'wholesale' revenue without buying or selling any products.

16. Become a Sales Master

- 1.) Create an expert customer focused sales team
- 2.) You must 'create products which are so exclusive, so powerful, so

beneficial to the consumer, and so risk free, that even a 'monkey' could sell them. That's the key to your business success. BUSINESS SUCCESS

- 3.) You and your sales-team must have massive product knowledge and passion for 'what you do'.
- 4.) If you can clearly demonstrate the unique and exclusive features and benefits of your product, and provide a guarantee for each and every fear the customer might have, the sale will be a foregone conclusion.
- 5.) Tell them a so try... tell more about your company... tell more about your products... tell more about the process of manufacturing your products... tell more about your expenditure costs and your overhead costs... tell more about the cost of education of you and your associates'... Create an Immense Perceived Value
- 6.) Your exclusivity and 'branding' is of vital importance

17. TESTIMONIALS

Powerful testimonials reinforce and provide massive belief and credibility to your customers and associates.

- Create a testimonial file on every satisfied customer
- Create a testimonial video and play it at reception. Give the video/CD-ROM to your clients for viewing
- Use testimonials as a 'super-powerful' sales tool
- Use testimonials as a 'super-motivating' tool for your staff

18. Seminars and Introduction nights

19. Advertising

- Newspaper
- Trade Magazines
- Radio
- Television
- Internet
- How to create the OPTIMUM advertisement
- Write editorial type advertisements – write as you speak
- Use "human" photos in your advertisements

LEADERSHIP

...the key to your business success

- The loser always has an excuse and says it's difficult, it's not possible and blames everyone else. A loser doesn't take full responsibility.
- A winner says it is doable, but may be difficult
- A leader says 'follow me and do as I do'. Leaders don't make excuses; they take full 100% responsibility for 'everything' and make things happen.

...Incentives Program

Create a 'partnership' incentive program for your business

1. Provide your staff with huge incentives for specific results;
 - Leased Car
 - 4 week trip to destination of choice
 - Lease a home of their choice

Find out what your people want...specifically. Human beings will excel if they work for a specific, short-term goal.

The costs will be paid for by the new 'bonus' results!

2. Your staff must become your partners
3. Use property as a 'golden handcuff'
4. Hire associates who guarantee results
5. Create a 'mastermind group' ... a board of 'directors' of extremely successful individuals who can massively help your business

FUND YOUR BUSINESS WITH 'NO MONEY DOWN'

What type of business, cash flow & marketing plan do I need to professionally approach investors?

Should I use a broker?

- Lawyers
- Accountants
- Financial Planners
- Merchant Bankers
- Financial Advisors

THE ULTIMATE BUSINESS PLAN

- Before you approach anyone, you need a business plan (2 – 3 years) for every product
- You must demonstrate:
 - i. MASSIVE TECHNICAL KNOWLEDGE
 - ii. PASSION
 - iii. GUARANTEE with forced penalty
 - Divide your company for each specific product/service
 - How are you different to your competitor?
 - What is the barrier to entry in your product?
 - How hard is it to duplicate your service/product?
 - How are you going to sell?
 - How many hours a day will you work until the result happens? 24/7
- How will you reach your projections – must be conservative
 - i. You must back up with guarantee – with penalty
 - ii. Explain why others support you
 - iii. Be honest about the past
 - Tell how you stuffed it up in past jobs
 - Explain why you've changed
 - Whether make or lose – you guarantee the return
 - You take someone's money, you give it back
 - What is the market share currently
 - This is what my competitors are currently doing?
 - Who has the largest market share?
 - How are you going to market yourself?

- Market survey results
- Testimonials
- Revenue – show your results
- Don't bullshit, be conservative
- Your disaster scenario – will you back it up
- Will you offer the guarantee – take away all the risk
- You need pictures, your guarantee & what it looks like
- Worst risks possible
- Talk about what can go wrong
- What will go wrong & how will you fix it
- If your economy stuffs up, will you still make money
- You should put everything on the line
 - i. Even partner's asset
 - ii. What is the pain
 - iii. If you make it happen
 - iv. What is the pain?
- ADDENDUM – Put your dream chart
- Ask yourself the question – what would you want?
- The people who stay the longest & don't get the results
- What do you think when investors come to you?
 - i. Do your Due Diligence
- Pre-empt the customer – RIP OFF's
- No personal guarantees – they don't believe
- Whatever it take, I am going to make it happen
- Must do your research first
- Demonstrate you will treat other people's money better than your own
- The least successful are scumbags who lack education
- Get to the truth - Need to be hard on yourself

20. Use 'dead equity' to fund your business by extending the credit terms

- You must obtain 60 – 90 days credit or LC (letter of credit) terms from your vendor
- NO BUT's – every pre-empt has been covered.
 - Equity in home – give interest or percentage of profit
 - Need security for bank guarantee
 - Asset protection is against everyone else – not you
 - How much do you spend on your education?
 - Words & adjectives to give you pain
 - Experience much pain
- Provide a bank guarantee or an insurance bond as security
- JV and Funding Agreement with people you know who have 'dead equity' residential property, commercial property or business.
- This will be a far cheaper and easier alternative to dealing with banks and "alternative financiers".

21. Raise capital from your suppliers by giving them 'free equity'

- If they give you money, they “TRUST” you
- Get 6(12) months credit with interest, give you 10% a year, I’ll give you 20% of my business

22. Use factoring companies

- Company who buys your invoices
- Mainly works if you sell to other businesses
- It’s basically consumer finance
- Give you the money up front 12 – 36%
- It’s only part of your margin 1 – 3% per month
- Stop thinking about interest rates
- Think about ROI and Rate of return
- Get order up front – get money to buy computers in the first place – get 7% finance
- Include guarantees
- You can factor any business provided that they don’t have bad record
- Look up internet under “factor finance”, Capital at AGC, Banks 5 – 8% at 12% per annum
- Renegotiate your deal or go to another factoring companies
- You can tell your customers – “I use a factoring company & you will pay the outstanding balance per month”
- Factoring company will pay on time

23. Barter your services

- Fixed time is your overhead
- Exchange value (only thing you lose is time, but that’s free to you)
- The more skill you have, the more you can barter
- Type - Every employee who takes shares is bartering

24. Do joint ventures with companies in associated industries

- They make money for you because they buy up front
- Mail the database & get orders

25. Approach business angels

- Investors looking to invest – Ready-made investors

- Looking to invest
- Better to add value to your supplier
- Try to get an investor who can help you in your business – due to knowledge
- Want to take active part to protect their money
- Nothing but active investor

- Business plan without presentation is waste

26. Can you avoid bankruptcy?

- You don't have the knowledge
- Don't liquidate me – convert your debt into equity – give 50 – 70%
- Create new business plan & conviction
- If I make it happen, you make.....
- Back door listings -> bankrupt companies
- Take bankrupt compare – I've got a business to take over this shell, I'll give you 10-20%
 - i. Go to shareholders
- Iron-clad agreements – get guarantees/penalties
- Massive action, passion, knowledge, pain
- Harder to work with banks
- Prove you can trade your way out of trouble

OWN YOUR OWN PREMISES WITH 'NO MONEY DOWN'

KEY TO STRATEGY

- As an investment – commercial property has increased, traditionally not good
- Good investment is owner/occupier
- The value of commercial property is linked to the lease and the quality of the tenant and the length of the lease
- USP – you own your own premises
 - i. All big companies own their premises
- Helps with investors
- Commercial property = 30 – 35% deposit
- Learn to save your money
- You need to save every cent
- If you are going to sell it, do it yourself

HOUSE
\$200K
5% - \$193 p/w rent
\$276 to bank mortgage
Real costs = \$400
Capital Gain is a bonus
Taxes landlord pays

OFFICE
\$200K
7.5% - \$288 to bank
11-12% - \$423 p/w week
Landlord makes \$134
NET
Tenant pays everything
Every cost
Approx 90% costs

Make money in capital growth.
The more secure the tenant, the less you pay

Due to depreciation + negative gearing benefits, Tax Department helps pay the rent

\$50K – rent per year
X 5 X 5

LEASE OPTIONS 10 yr X 5 yr option

Your costs to bank = \$37,500

Have clause to increase rent by 5% per year

- Don't start HOME-BASED business – Hard to motivate – too many distractions
- Mentally – discipline
- Purchase premises with 'value-added' potential in a company name

- Use a bank guarantee as deposit and obtain a long-term settlement
- Refurbish the premises before settlement using “development money” or “builder’s terms”
- Sign a long-term 10-year lease at the ‘high-end’ of the leasing market with substantial yearly rental increases
- Revalue the property for 100% finance
- Redevelop property – add value
- Borrow against the value
- For BRAND NEW COMMERCIAL BUILDING
 - i. Do you figures
 - ii. How much your cost
 - iii. What is a similar property & its cost
 - iv. As long as you can re-value the property
- If you own the title, it works
- Check availability
- How much it costs
- Interest rates going down
- Obtain a ‘non-recourse’, no-risk debt loan
- You don’t have to give no personal/company guarantee
- Bank not lending you as much money, there is less risk due to tenant
- Only guarantee is over property
- No liability – bank taking more risk – Bank will lend 60-65% value
- Bank doesn’t lend over financials – it’s the deal & the quality of the tenant (unlike residential property)
- It’s not part of your balance sheet
- Also affects business balance sheet to INVESTORS
- Nothing happens – Worse happens
- Safer to borrow banks at specific structure than renting off landlord
- Save with benefits over 50%
- Can negotiate interest ONLY
- They can only take interest only portion
- 7.5% - can negotiate
 - i. no extra cost, they only lend your lease
- Your commercial property is your Retirement Fund
- I’m taking a non-recourse loan, what’s the deal?
- Get high rents to prove your reference
- Make sure – Due diligence, Research.
- Everything is the deal
- How good is the deal?
- It’s not based on you
- It’s based on property + tenant + quality
- Your leasing payments will be reduced due to negative gearing and interest based repayments
- Property is sold 2 to 3 years before the lease expires to maximise the price
- You can sell the business, not the lease
- Try and maximise rental based on references to maximise your return

TRADING BUSINESSES FOR MASSIVE CAPITAL GAIN PROFITS

“Every business is for sale. It’s only a matter of price”

- Everything’s wrong in every business
- Efficiency of sales – cutting costs due to fixed costs & cut staff

PROFESSIONALS

- They get into a routine, they think they’re above everyone else
- Lifestyle management + education
- Same people, same problems – who wouldn’t get bored?!?!?
- No room for creativity – no creativity in what they do

BUSINESS

- Improve efficiency systems
- Ask for 1 year settlement terms
- Get deposit or option to buy – option fee 10% or price
- The easiest people to negotiate are people who are not selling
- “If I buy the business from you for the year:
 - i. I will have all the profits
 - ii. I will pay you a salary – what are you worth
- In one year;
 - i. You take all the profits
 - ii. I’m going to improve your business for free
 - iii. Must have credibility – must have results
 - iv. Make sure your profits can pay salary and overheads
- It’s easier to pay more – high multiples for people Æ increase goodwill
 - i. Will pay if they think it’s a good long term asset
 - ii. It starts with expertise – do one well

1. Source business from business brokers, accountants, solicitors, specific publications and the internet.

- I want to buy a business in this industry
- What’s the goodwill?
- Are they systemised?
- How much are they making?
- They are only making 2 – 10% of what they can
- The easier it is to improve, the better for you
- Stick better to your expertise/industry

2. Approach 'great' companies and offer to purchase the business
3. Obtain an 'option' to perform your due diligence
4. Use an 'Option' or 'Bank Guarantee' as your deposit
5. Pay more than the owner expects, but obtain vendor terms 1 to 3 years
6. Purchase only 80% to 90% of the business. The remaining shares are to stay with the current owner/management
7. If the current owner must exit, 20% of the shares must be sold to "the management" on vendor's terms
 - o You can turn asset into cashflow if you know how?
 - o There are many creative things to do – think outside your goal
 - o You need EMPLOYMENT AGREEMENT
 - i. Protects you against ripping you off
 - ii. Confidentiality agreement
8. Motivate staff and management with the possibility of 'listing the company' or 'selling to a public company.'
 - o Must have employment agreements with everyone
 - o Defines relationships & prevents them doing the wrong thing – penalty
 - o AGREEMENTS – may pay for much for good service professionals
 - o JOINT VENTURE – They can't touch your customers, they can't touch anyone. Must set up agreements . If they do, they are stealing – can take injunction
 - o You only buy businesses that can run without the owner
 - o Before you pay the owner – he must find a replacement as good as him
 - o Must have end goals
 - o Must motivate them – double the money in options, shares, equity
 - o Show that the general manager can perform
 - o Renovation is the general manager & management team
 - o Sell business for 80% X 10 years
 - o The easier the business to run passively, the more you can sell it
9. Use advanced business and marketing techniques to increase the profits of the business so that profits generated pay for the acquisition cost.
 - o You give them options – option to purchase shares
 - o Don't give any equity in the business you buy
 - o I'll give you an option to buy the shares at a discount – don't buy it now
 - o I'll give you a option to buy in now and profit later
 - o They will help build the business so that they get the issue price
 - o You pay the cashflow – owner does not have idea of capital gain
 - o Do it smarter, better and more intensity
 - o If your staff work there, they should believe in you
 - o I'll improve it more than you can...guarantee

- If they have goodwill – give shares to the owners
- No money in business, only CAPITAL GAIN
- Need good Franchise agreements
- Competitive clauses
- Your contracts affects the value (sale) of your business
- Confidentiality agreements
- If they look at your material
- If they won't sign it, they will take advantage of you
- You can't stop people doing things – add costs if it's worth it
- Learn to stop people breaking contracts
- Renegotiate agreements
- Define the intellectual property
- Legal insurance \$100 - \$10,000 up to a limit
- Ask insurer -Do you supply LEGAL INSURANCE?

‘SELLING’ YOUR BUSINESS FOR MASSIVE CAPITAL GAIN PROFITS

a.) Establish a non-listed public company

- Has 3 – 4 directors
- Better amounts – better systems
- Key to largest capital gain is to sell small part of your company first
- Must have all contracts in place – must have staff with options
- Investors always willing to pay more than anyone else
- You must put all the skills TOGETHER – massive multiples must MAXIMISE
- Don't touch for more than \$10,000
- Someone is willing to pay more for a reason
- MUST sell the BUSINESS
- The money goes to a trust fund/bank guarantee
- Don't touch the money. Use it as a marketing tool
- Shares is only a PRODUCT
- Offer to buy it back
- Give a guarantee profit
- Try before you buy
- Unlimited investors at 20% return
- Give 1 year option

b.) Sell a small percentage of your company to multiple ‘investors’ to establish the company’s value

- There's no valuation for company
- It's the buyer on the other end
- Someone else wants to buy it

c.) Establish an independent board of directors, who have the skill to ‘help you’

- Better board – more goodwill
- Give options for being on a board
- Company shares higher by board of directors
- Brand name of your directors & partners get you more money
- They increase your multiple of business
- Need your investors for marketing and business experience – buy knowledge – don't learn to make mistakes yourself
- Affects your goodwill factor
- Get board for option – Increase brand name, therefore increase price
- Don't focus on amount of shares – gives 1%
- Obtain valuation at every level

- Can be valued by industry or what people/investors are prepared to pay for it
 - The valuer – puts the prospectus/broker
 - There's no valuation in a company
 - Give logic without reason
 - The ultimate sales still is selling your company
 - Same products – just more expensive
 - Levels of experience Æ with each sale
- d.) The easiest way to sell your business for the highest price possible is to provide 'vendor terms' and a 'financial guarantee' to your buyers.
- e.) Obtain property, bond or bank guarantee security from the purchaser
- Make sure they give you security and guarantees
- f.) Obtain a personal guarantee with a debenture charge over all the assets
- g.) Sign a 1 year consultancy contract with the 'new buyer'
- h.) Sell your business to your 'staff'
- i.) Sell your business to 'consolidators' or to your competitors
- j.) Sell your business to a public company for shares
- k.) Become a public company and escrow your shares
- l.) The key to your capital gain profit is not just your net profit
- i. Your future growth potential
 - ii. Your overall revenue
 - iii. The number of customers
 - iv. The unique features of your business and product
 - v. The barrier to entry
 - vi. The quality of your management and staff

SPECIAL BONUS REPORT # 1

“10 Ways to Sell Your Business – on Your Terms – to Your Ultimate Customer!”

Quick Summary Box

1. Get Them to Fall in Love with Your Business
2. Create Brightness of the Future
3. Involve Emotion
4. Get them to see themselves running the Business
5. Set a very high price
6. Make sure it runs without you
7. Sell it yourself
8. Look for an Employee with a pay-out
9. License or franchise
10. Give vendor finance

1. Get Them to Fall in Love With Your Business:

Tell me you've never bought anything just because you LOVED it! You haven't? Don't believe you – or you're a very cool customer because you've already learned that lesson.

People buy more often than not, based on their emotional reaction to something! When you apply this philosophy to selling your business, it can work wonderfully well in your favour! Take off your "Owner's" hat for a moment and scrutinise your business for things that could trigger emotion in a person considering buying it from you. Some of these things might be ... this business has afforded you a wonderful lifestyle, with loads of precious time to spend with your children or your spouse. Or the décor is beautiful and stimulating / restful / easy to clean / environmentally friendly ... etc. Perhaps the location is close to suppliers, a popular café strip where you conveniently meet with clients or friends for lunches. Does it give you a certain perceived standing in the community, does owning it give you prestige? Does it involve working with something people commonly have a passion for?

You get the picture. Once you start making a list you might find it far outstretches the length of your arm! The point is that when you are talking to your prospective buyer about the business, you go out of your way to highlight these 'trigger' points.

2. Create Brightness of the Future:

This business you are selling is already a great business – BUT IT CAN BE EVEN BETTER! You've set up some systems, you have a good client base that you keep in touch with regularly with other offers, but the systems could be even *further* refined to make everything even easier! You do keep in touch with your database, but you could do it *more often* and with better systems to free you up you could focus on packaging up even *more offers* to make them! What else could your prospective buyer apply to this business to make it a money making MONSTER? Highlight and underline the potential for massive success which could be achieved with even one or two smart marketing strategies you just haven't quite got around to implementing, because those systems just needed tweaking to free you up to take it to the next level!

People love to put their stamp on something! Don't underestimate the motivating power of "painting the picture" to see just what the possibilities can look like.

3. Involve Emotion:

Again, have a close look at your business – *with your feelings!* What has owning this business provided for you in the way of the most powerful and motivation of emotions – love, lust, greed, fear? What do you love about it? Does it fulfil a passion for you? What about good old greed – does it give you LOTS of something you crave – money has got to be right up there at the top of the list. Can you aggravate the emotion of fear by pointing out that by owning this business, you can relax about providing for your family.....?

4. Get Them to See Themselves Running the Business:

I'm really saying “paint them another picture”! Instead of focusing on yourself when you describe the process of conducting business here, put your prospect in that role. Suggest they think about doing this or that. Use them in examples such as “When you open up in the morning” – or “When you are leaving early to ...” Use YOU words rather than “I”!

5. Set a Very High Price:

You already know this! Once the price has been set you can't go higher! And if you set your price too close to what you really want for the business, you probably won't get near enough to it. If you set it high, you can afford to come down. If the other strategies for selling your business are in place, any one of them has the propensity to support this one. Imagine if your buyer has fallen in love with your business already – their emotion is likely to influence their decision more than the issue of how much it will cost them.

And there is that other funny quirk of human nature, that causes people to undervalue what they don't pay a lot for! If you start too low, there is a chance that your prospect will suspect the business is not “worthwhile” anyway, because YOU don't even value it.

6. Make Sure it runs Without You:

I define a successful business as one that is a commercial, profitable enterprise that works without you. If you need to be working in it every day, then the very foundations of your business are dangerously UNSTABLE! but you can secure them simply by firstly *creating systems and then implementing those systems!* This is so vitally important a part of the whole formula for

success that I want to say that again!

The only way to have a profitable enterprise that works without you, that is a business which still rakes in a profit every day WHETHER YOU ARE PHYSICALLY PRESENT OR NOT, is to create a system that allows that to happen! The other part of the success equation is to have a pilot in the business – a manager – who oversees the whole process in your absence!

If you don't take care of the systems you do not have a money making machine and you cannot charge as much for it, when you want to sell out, as you could if you did! This is logical. As a buyer, which business would you have your sights on? Which one would you be willing to invest more money in, the one that obviously relies on the owner being there for business to run effectively or for any sales to occur at all, or the one that has smart efficient systems in place that allow the owner the time and space to focus on the big picture?

7. Sell It Yourself:

Who knows your business better than you do? Who cares about your business more than you? It's true to say that even though I have enjoyed good working relationships with business brokers, when the time has come for me to sell out, I have usually been the one to close the sale with my prospective buyer. I put this down to simple things. Firstly, I know my businesses inside out. And because I never assume the deal is done until the money is in the bank, I stay fully focused on the business at hand. I also enjoy people and I want those who buy my businesses to continue to trade well, so I am happy to share information openly. I continue to enjoy wonderful long term relationships with many people who have bought my businesses over the years.

8. Look for an Employee with a Pay-out:

These are the days of the “redundancy pay-out”. And many thousands of people for all types of industries are cashed up and ready to buy! A large proportion of these people are in the position where they are too old to be easily employed and one of the only options available to them is self employment. This is your opportunity!

9. License or Franchise:

This represents a potential gold mine! When you sell a license or a franchise, you quite literally sell your business many times over! Maybe even thousands of times!

One enormously lucrative leg to my own business involves the selling of licenses to selected products. And I basically take two or three approaches to doing this. My clients have the opportunity to buy a product or products from me at 80% off retail and on sell them to their own clients. This means that I have no further direct advertising costs having procured the licensee in the first place, but I continue to supply them with products for as long as they carry on the business. Over time and multiple sales, this represents a nice profit to me, while the licensee still makes a good profit without having to get into the duplication side of things. They do the work, we both make a profit!

Or I can sell a Master license for a few hundred, a few thousand or many thousands of dollars to a client who have the right to duplicate the products and on sell them. I have sold master licenses to my products packages in various countries around the world and the buyer mostly has exclusivity in their country. These licenses are more expensive to the buyer, to the tune of anywhere between \$34,000 and \$50,000 and \$100,000 or more, with the advantage that the licensee can simply reproduce copies on demand and have greater control over their business.

We are talking about LEVERAGE! The ability to do more with less! When you are selling licenses to your business or franchising your business, you are creating a situation where everybody profits, but you are not the person doing all the work – someone ELSE is! If you are not using leverage, you are simply trading time for money – and there are only so many hours in a day, only so much one person can achieve in 24 of them!

So you can look at leverage in several ways. You can leverage using systems or through other people. Marketing is also a way of leveraging and so is money! I only had to write this book once to produce multiple sales – that's leverage!

The people who don't use leverage are the ones you can liken to the miners. They are the ones rushing from site to site panning madly for precious minerals or gems. The rich person is the one who realizes that there is a huge market for pans and so he stops panning himself and instead, meets the huge demand, fills a need – by selling the pans to the miners!

10. Give Vendor Finance:

Often people will possess all the credentials necessary to drive the business to higher levels, but they lack one thing – MONEY! If you consider it an option for you to provide a buyer with vendor finance, you will expand your market of potential buyers considerably.

Marketing Proposal TimeSheet

	MARKETING PROPOSAL	DATE STARTED	RESULTS
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

ANALYSIS: