

It Only Takes 6 Steps to Build a Better Business.

As a business owner, working less and achieving more is a goal that we all aspire to. Here's a coaching program that will make the realisation of those goals a whole lot simpler for you ...

Thousands of businesses in 21 countries around the world follow the same system that I'm about to show. If you're wondering how business coaching can help you, then I would say this: **Your business may be unique, but I have no doubt that this system will help you to achieve your full profit potential.**

A Bit About Us

The business coaching industry started just 14 years ago and it is one of the fastest growing on the planet. Given that many business owners want to work less and make more, it's easy to see why.

My name is **Ryan Jarvis** and I trained directly with **Brad Sugars**, an Australian billionaire.

Brad started coaching business owners in his strategies for success in 1993. Since then he's been voted the 9th most admired entrepreneur by readers of Esqy magazine, alongside the likes of Rupert Murdoch, Henry Ford, Richard Branson, Anita Roddick and Robert Kiyosaki. He's written 17 books and co-authored many more with big names like Bill Gates and Donald Trump. He's taught more than half a million people in seminars, and spoken on stage with Tom Hopkins, Brian Tracey and Allan Pease.

Generally speaking, he's a respected authority on how to make a business a real success, and it's from him that I learned the 6 Steps that I want to share with you now.

The Program

So, let's take a look at our **6 Step Program** and gain an insight into why every business owner, including you, needs to follow it step by step.

First things first, what is a business? Well it starts with a simple ideal that as a business owner, you bought yourself something more than just a job. As a business coach, I perceive your business to be a **commercial, profitable enterprise that works without you.** But to understand where you need to go in business you need to realize what motivated you to begin with. Did you want more time, more money, more freedom?

You see, in reality, most businesses don't work but their owner does, defeating the object of the original ideal. Take the owner away and the business invariably dies. For a business to be able to work as it should, it needs to be **commercial and profitable**, so let's begin.

Step 1 – Mastery

Moving from chaos to control, from breaking even or losing money, to truly making a bankable cash profit. It's about keeping customers happy and, most importantly, it's about taking back control of your time, your most valuable asset.

Building profit into the business is the essence of everything we do at this level. I will work with you through each area until you're back in control and taking home profits:

- **Money Mastery - Boosting your knowledge and profits.**
Take control of your profits and cash flows. Understand your company's Key Performance Indicators. Step by step, we'll devise strategies to boost your profit margins and your bank balances. Only then will you know exactly how well you're doing every month, and be able to make financial decisions.
- **Time Mastery – Taking back control.**
With a few simple, yet powerful, time management strategies you and your team's productivity will accelerate. Regaining control of your time and using it effectively is one of the central benefits of working with the Profit Club.
- **Delivery Mastery - Getting your company on track for growth.**
It's no use getting more customers if you can't deliver! We'll find ways of getting your team to deliver your products, services and offers to your customers in a way that's both profitable and productive. You'll be back in complete control and ready for your company's upcoming growth.

Sure, **this may not be the most exciting part of the program but it's undoubtedly the most vital.** You need to make sure that your foundations are strong before you increase your sales.

Step 2 – Niche

Working your niche is about making more money through new leads and by reworking your sales conversion rates. By getting more repeat business you can really boost your sales.

With more than **282 profit based strategies** in our marketing tool-kit, together we will turn your business around. There are 4 major areas that have the biggest impact on your customer numbers, total sales and, of course, your bottom line. They are:

- **Average Pound Sale**
Together we'll pick some of the 58 profit boosting strategies to boost this area. We'll also look to fix 3 or 4 of the one's you've already got in place. So, as your coach, I will not only teach you new strategies but also show you how to get more from what's already there.
- **Number of Transactions**
We'll use the most relevant of our 78 strategies to boost your repeat business. It may be as simple as one or two ideas, but we may well put 5 or 6 repeat business campaigns into place to get your customers flooding back, year after year.
- **Conversion Rate**
We have 83 conversion rate strategies at our finger tips that will get your sales team converting more prospects into buyers. From sales training and scripting right through to marketing and sales tools for face to face and phone selling.
- **Lead Generation**
With the back end of your marketing machine running, we'll turn to our 78 lead generation strategies to get new prospects flooding in. We'll invest in getting your external marketing to bring more new prospects through the door with tested and measured campaigns.

So, what's next?

Step 3 - Leverage

Systems are all about working 'ON' your business and not just 'IN' it. From now on, you'll start to see your business moving from being 'people reliant', to being 'systems reliant'. You gain more free time and control over the growth of your business.

If your business doesn't function properly, you as the owner will have to work harder and harder as it grows. Many fall into the trap of trying to leverage and systemize before they've finished building their profits and cash flows. Sadly, this only results in a company that knows how to do the work but has only a few customers to do it with.

There are **9 parts** to this step that will get your systems running like clockwork:

- **Vision Statement** - Create and write a guide to the future that tells your team where you're going.
- **Mission Statement** – Designing the roadmap that makes your vision a reality.
- **Culture Statement** - Give your team clarity with a definition of what you believe in.

- **SMART Goals** - Define the road ahead with a clear vision of the goals you need to focus on.
- **Organisation Chart** - Get a picture of how your company will look when it's finished; with the right people in the right seats.
- **Positional Contract** - Give your people a guide to their jobs, their expectations and the way you want them to work.
- **Key Performance Indicators** - Define your outcomes with positional and company-wide indicators. They are the business management tools that help you to begin stepping back.
- **How-To manuals, videos and audios** – We'll show you how to get through it simply and quickly.
- **Management Milestones** – Most important as they show you that your systems are really working. Get them running and manage them from afar.

Remember, this is a process you will go through with your coach which means you'll avoid making the usual mistakes, and stay on track.

Step 4 – Team

When you've already got your Mastery, Niche and Systems in place it's time to lead a team that will ultimately run the company without you.

This is probably the most exciting stage of the program; all that growth and hard work is really about to pay off. It's time to apply the 6 Keys to a Winning Team:

- **Strong Leadership** - From the strategies of management to the techniques and styles of leadership you'll need one for every person in your business. We'll work on everything from the basic people leadership ideals to the long term process of handing over the running of your business to your team.
- **Common Goal** - Bringing your team together is about sharing a goal that you all believe in and will work for.
- **Rules of the Game** - From your 'company culture' as outlined in your system building, through to the basics of how people work together and communicate, we'll give them clear rules that allow them to start running.
- **Action Plan** - You'll already be working your **90 Day Plans**, so now it's time to bring the whole team on board. We'll walk you through the system to get your team up to speed.

- **Support Risk Taking** - Now it's far more about the culture and how the leadership works with the team. To grow you'll need to break new ground. With your Coach and your leadership strategies you'll have your team breaking new ground with you.
- **100% Involvement and Inclusion** - The simple systems you'll follow allow you to include every member of the team and teach them about their need for 100% involvement. With it your team's productivity and performance will amaze you, and will have a massive impact on your bottom line.

Understanding these steps is relatively easy but implementing them is an art form. I've helped over 100 businesses execute these important stages so I'll be on hand to guide you through each and every one.

Step 5 – Synergy

From here on you can start to hand over control. With everything working it's time to do it bigger, better and more often; while keeping an eye on your team, systems and company to make sure it can handle the growth.

As your business grows, you'll find that some systems that worked in its infancy will need updating and upgrading. You'll find better, faster and more productive ways to run your company and serve your customers.

Once you take a step back you'll start to see things from a different perspective and most importantly, you'll begin to understand that all the hard work was worth it.

Step 6 – Results

This is about you enjoying the fruits of your labours but also about diversification and investment.

Now it's all working, you can start to invest more time with your family or hobbies. Perhaps you want to work on investing your income or buy other companies where you can use everything you've learnt all over again?

Whether you choose to work with me as your coach at a one to one level, or join one of my group coaching programs, either way you'll be on track to achieving your goals.

My team and I look forward to coaching you to your success.