



/ac·cel·er·ate/

*to move faster; to gain speed;
to cause (something) to happen
sooner or more quickly*

WELCOME TO ACCELERATE LIVE!

WELCOME to ACCELERATE LIVE! 2020 We are excited to have you here.

You've made a wise choice venturing away from your business and home for a couple of days to devote yourself to personal, professional and financial growth.

Accelerate LIVE! is designed with only TWO things in mind: 1) To help YOU make and keep more money in your business and... 2) to help you design a business that works for YOU, that SERVES you and your family.

We take our responsibility of helping you grow your business and your profits very seriously - that means we are here to work, and we expect the same from you. Your participation will make the difference between this event being a success for you... or a waste of your time.

Over the next 2 days you will be actively working ON your business at the highest levels - with other like minded home improvement business owners.

There will be exercises - both individual and group - designed to not only give you the strategies you need, but the real-world tactics, tools, action plans and resources you need to make 2020 your best year yet.

To get the most out of this event:

- Please be on-time for all sessions;
- Be an **active** participant in all of the sessions;
- Be open-minded;
- Be prepared to do the work that we know can take your business exactly where you want it to go;
- Please turn your cell phone off before coming into the workshop room;
- Laptops and iPads are allowed, however, PLEASE NO CHECKING EMAIL or Social Media;
- Finally, we will be covering a lot of material, material that has the opportunity for changing your business and your life, It will not be fair to the other participants if you are distracted in any way. And, it won't be fair to YOU. Please stay focused on the material being covered.

You will find STAFF available at all times throughout the 2 days for any questions you may have, and if there is anything we can do for you, please don't hesitate to ask!

We are...

Dedicated to YOUR Success,

Brian and Adi Kaskavalciyan
gFour Marketing Group Inc.





SCHEDULE

WEDNESDAY, FEBRUARY 5

7:30am - 8:15am | Registration and breakfast

8:30am - 12:00pm | In session

12:00pm - 1:30pm | Lunch

1:30pm - 5:00pm | In session

6:00pm - 7:30pm | Beach Bash

THURSDAY, FEBRUARY 6

7:30am - 8:15am | Registration and breakfast

8:30am - 12:00pm | In session

12:00pm - 1:30pm | Lunch

1:30pm - 4:30pm | Conference conclusion

6:30pm - 9:00pm | Customer Experience Workshop Begins with Special Dinner Field Trip. Meet in the Lobby at 6:30p -

FRIDAY, FEBRUARY 8 (BONUS DAY)

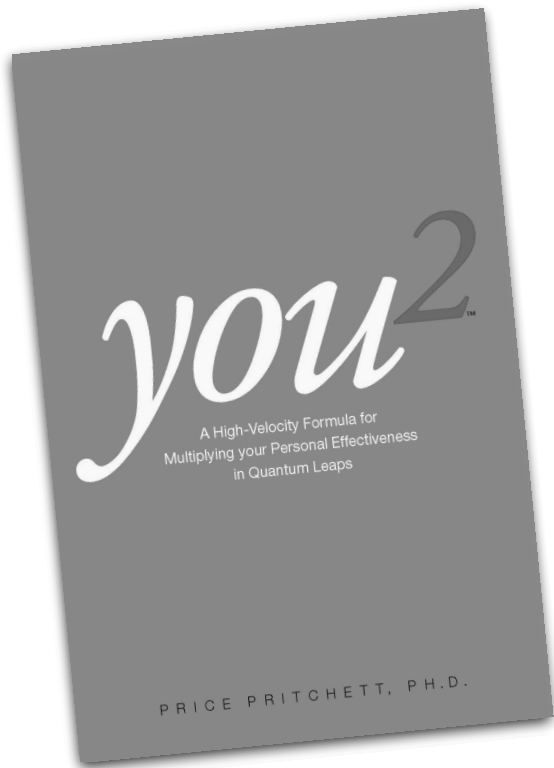
7:30am - 8:15am | Registration and breakfast

8:30am - 12:00pm | In session

12:00pm - 1:00pm | Lunch

1:00pm - 4:00pm | In session

Please note: all times are approximate.



“Right now, in this moment, you are capable of *exponential improvement* in your performance. You can *multiply* your personal effectiveness, hit new highs, and shatter your old achievement records. The results you can have will be hard for you to imagine.

You don't have to settle for things as they are now. That can change. Dramatically. If you're ready, life is prepared to give you a breakthrough experience.”

Price Pritchett
From the book - you²

Is it going to be easy?

NO.

But, it's going to be worth it!



Our time together is about...

PROGRESS

NOT

PERFECTION



EVENT DESIGN

Accelerate LIVE! is brought to you by The Wealthy Contractor™. The Wealthy Contractor is about living a life of abundance and wealth in all areas of your life. It's about being the best version of you.

Ultimately, as a Wealthy Contractor you'll design your business to provide you the means to live your best life – **whatever that means for you**. Done right, you'll have the opportunity to also improve the lives of your family, your team and the people you care for most.

Regardless of where you are on the “wealthy” scale, Accelerate LIVE! is designed to not only give you the motivation, confidence, courage, and direction to get where you want to go, more importantly the event is designed around 2 core outcomes:

- 1) Help YOU **MAKE** more and **KEEP** more money...
- 2) Help YOU design a business that works **for YOU**, that **SERVES** you and your family - to provide you with the means to live your best life.



OUR PROMISE TO YOU

You will only see practical, “real-world” strategies and tactics. Everything you will see is in use and working TODAY by successful home improvement companies across North America.

There will be...

- **NO** theory
- **NO** assumptions
- **NO** opinion
- **NO** Bulls##t



A Look Back at 2019



Achievements / Wins / Successes

Personal | Professional | Financial

1	2	3	4	5

What Worked?

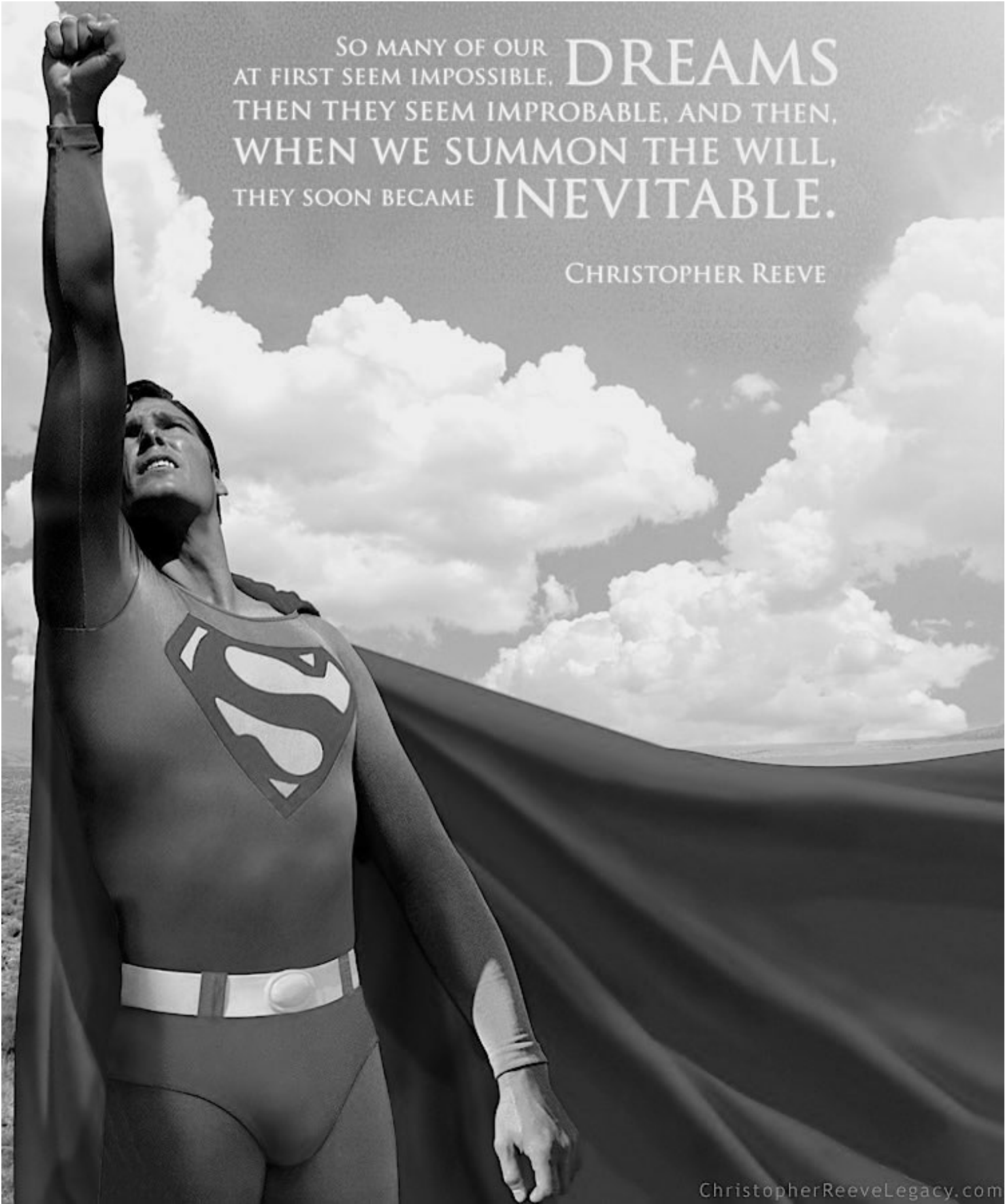
Marketing/Lead Generation	Sales	Financial
Customer Satisfaction	People/Team Development	Personal

Challenges, Opportunities & Strengths



BEST FIRST ACTIONS

Three Biggest Fears/ Challenges To Be Eliminated in 2020	1	
	2	
	3	
Three Biggest Opportunities To Focus On & Capture in 2020	1	
	2	
	3	
Three Biggest Strengths To Be Reinforced & Maximized in 2020	1	
	2	
	3	



SO MANY OF OUR DREAMS
AT FIRST SEEM IMPOSSIBLE, THEN THEY SEEM IMPROBABLE, AND THEN,
WHEN WE SUMMON THE WILL,
THEY SOON BECAME INEVITABLE.

CHRISTOPHER REEVE

ChristopherReeveLegacy.com



WHAT IS THE PURPOSE OF A BUSINESS?

1	My Business Exists To
----------	------------------------------

WARNING: A business has a dangerous tendency to take on a life of its own.

Like many business owners, you may have started out with the idea that if you had your own business, it would afford you some new level of control over your life. But as your business grew, you got pulled in many different directions. And pretty soon, you found yourself working for IT, rather than *it* working for YOU.

People don't realize that a business has a dangerous tendency of taking on a life of its own. If you're not careful, the entity that you gave life to and kept alive with your blood, sweat and tears, will turn on you and trap you. It will make you its *servant*, while *it* becomes the *master*.

2	My Business Does <u>Not</u> Exist To:

It may have to do some or all of these things, to achieve its purpose. But the purpose of the business is not to do any of these things.



WHY DOES MY BUSINESS EXIST?

3 *My Business Exists To Give Me The _____ To:*

[] _____

[] _____

[] _____

[] _____

[] _____

[] _____

[] _____

Where does my business need to be in order for me to have all of the above:

ANNUAL PROFIT

\$

ANNUAL GROSS SALES

\$

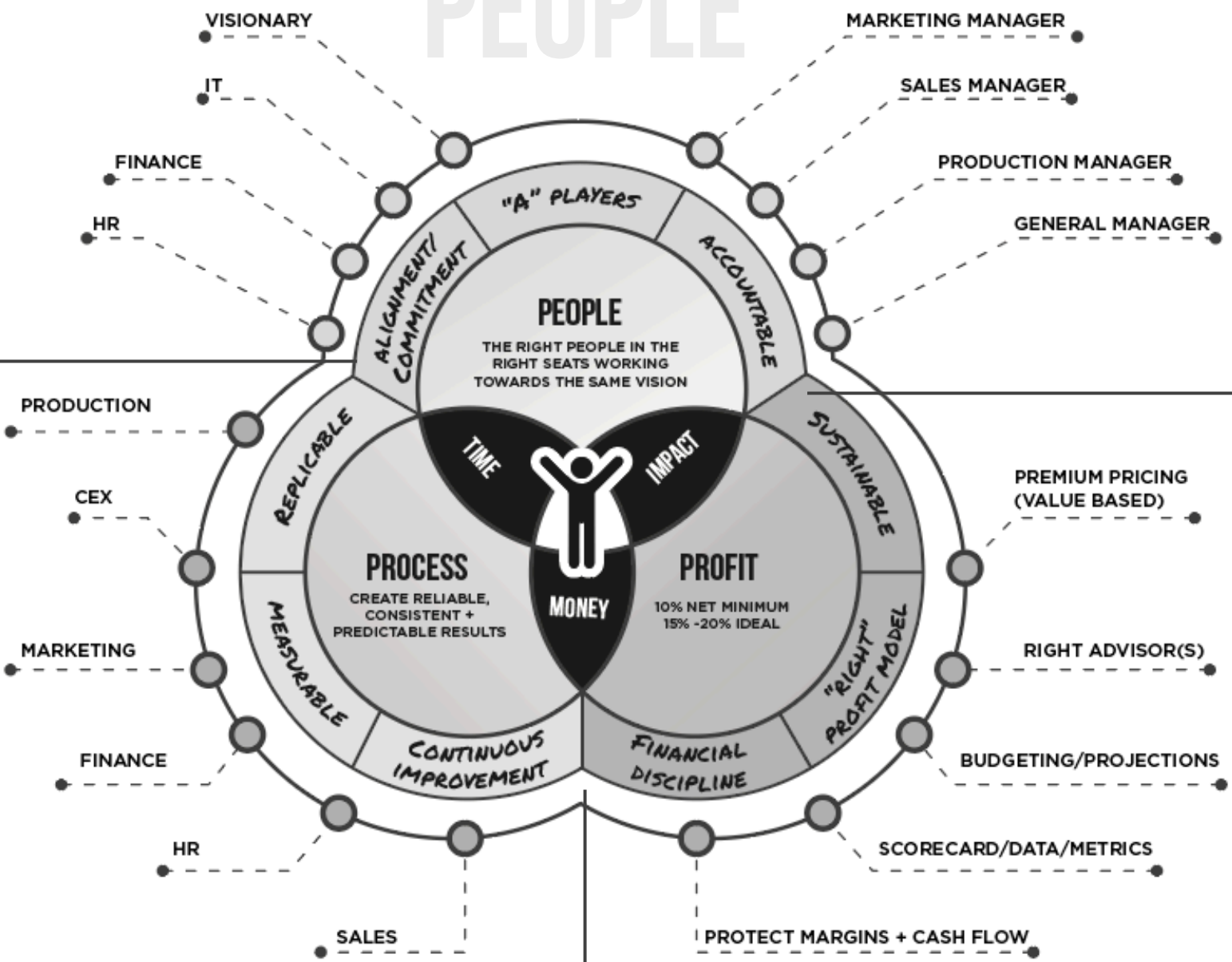
OF DAYS OFF

--

The Wealthy Contractor Success, Wealth & Freedom Framework™



PEOPLE



PROCESS

PROFIT

The Wealthy Contractor Income, Wealth and Freedom Pyramid™



PEOPLE	PROCESS	PROFIT
What's Working	What's Working	What's Working
What's NOT Working	What's NOT Working	What's NOT Working

20% NET Profit Plan

A BIG THANK YOU to Bob Quillen from Quillen Bros Windows for providing this framework.



“Profit is not something

EXAMPLE

you can get in for in the beginning.”

2019 Sales volume or 2020 Projected volume

	\$ 3,400,000			
	IDEAL (A)	YOUR ACTUAL (B)	DIFFERENCE (A-B)	NOTES
Materials/ Product Cost	25% \$850,000	\$1,176,600	-\$326,600 +/-	
Installation/ Service Cost	12% \$408,000	\$623,950	-\$215,950 +/-	
Sales Cost/ Management	14% \$476,000	\$475,000	+\$1,000 +/-	
Marketing Cost “Fully Loaded”	12% \$408,000	\$345,000	-\$63,000 +/-	
Overhead & Salaries	17% \$578,000	\$624,325	-\$46,325 +/-	
Total	\$2,720,000	\$3,244,875		
NET PROFIT	20% \$680,000	\$155,125	-\$524,875 +/-	

20% NET Profit Plan

A BIG THANK YOU to Bob Quillen from Quillen Bros Windows for providing this framework.



“Profit is not something to add on at the end, it is something to plan for in the beginning.”

2019 Sales Volume or 2020 Projected Volume				
	\$			
	IDEAL (A)	YOUR ACTUAL (B)	DIFFERENCE (A-B)	NOTES
Materials/ Product Cost	25%		+/-	
Installation/ Service Cost	12%		+/-	
Sales Cost/ Management	14%		+/-	
Marketing Cost “Fully Loaded”	12%		+/-	
Overhead & Salaries	17%		+/-	
Total				
NET PROFIT	20%		+/-	

15% NET Profit Plan



“Profit is not something

EXAMPLE

n for in the beginning.”

2019 Sales Volume or 2020 Projected Volume

\$ 3,400,000				
	IDEAL (A)	YOUR ACTUAL (B)	DIFFERENCE (A-B)	NOTES
Materials/ Product Cost	27% \$918,000	\$1,176,600	-\$258,000 +/-	
Installation/ Service Cost	13% \$442,000	\$623,950	-\$181,950 +/-	
Sales Cost/ Management	13% \$442,000	\$475,000	-\$33,000 +/-	
Marketing Cost “Fully Loaded”	12% \$408,000	\$345,000	-\$258,000 +/-	
Overhead & Salaries	20% \$680,000	\$624,325	+\$55,675 +/-	
Total	\$2,890,000	\$3,244,875		
NET PROFIT	15% \$510,000	\$155,125	-\$354,875 +/-	

15% NET Profit Plan



“Profit is not something to add on at the end, it is something to plan for in the beginning.”

2019 Sales Volume or 2020 Projected Volume				
	\$			
	IDEAL (A)	YOUR ACTUAL (B)	DIFFERENCE	NOTES
Materials/ Product Cost	27%		+/-	
Installation/ Service Cost	13%		+/-	
Sales Cost/ Management	13%		+/-	
Marketing Cost “Fully Loaded”	12%		+/-	
Overhead & Salaries	20%		+/-	
Total				
NET PROFIT	15%		+/-	



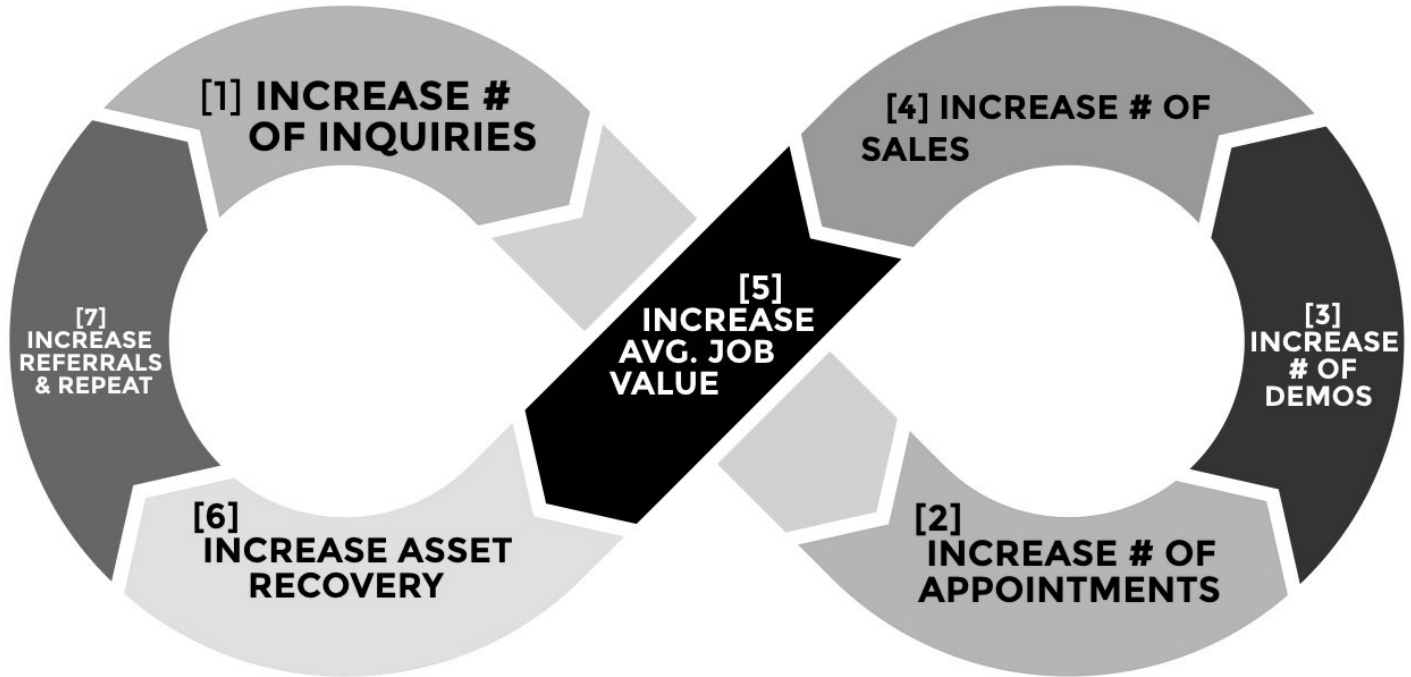
7 PITFALLS THAT PREVENT PROFITABILITY

Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		

Profit Multipliers



THE 7 SALES & MARKETING PROFIT MULTIPLIERS™



Small improvements to any of these areas can have a huge impact on your bottom line.

Which 2 or 3 multipliers could be leveraged in your business?

PROFIT MULTIPLIER	NOTES

Profit Multipliers



PROFIT MULTIPLIER	NOTES
(1) Increase the # of Inquiries	
(2) Increase the # of Appointments from Inquiries	
(3) Increase the # of Demos	
(4) Increase the # of Sales from Demo's	
(5) Increase Average \$ Value of Each Sale	
(6) Increase the # of Jobs Sold From "Rehash"	
(7) Increase the # of Jobs From Referrals & Repeat	

Price & Profit 2020 (Exercise)



What can you do starting TOMORROW to add more value to what you do?

WHAT SETS YOU APART FROM YOUR COMPETITION?

<input type="checkbox"/> Warranty(ies)	<input type="checkbox"/> Expertise	<input type="checkbox"/> Type of Customer
<input type="checkbox"/> Financing	<input type="checkbox"/> Presentation Style	<input type="checkbox"/> Education
<input type="checkbox"/> Guarantees	<input type="checkbox"/> Social Proof	<input type="checkbox"/> Unique product offering
<input type="checkbox"/> Unique PROCESS	<input type="checkbox"/> Customer Experience	<input type="checkbox"/> Product(s) Selection

Product Value	**Experience Value**	Peace of Mind Value



Now that you've added more VALUE, how much can you increase your prices tomorrow?

%

HOW MUCH \$ COULD THIS BE WORTH TO YOU THIS YEAR?
\$

WHO Will help you get this done?	
WHEN By what date will this be done?	
HOW What exactly needs to happen to get this done?	
NOTES	



EOS™ The Entrepreneurial Operating System Based on the book Traction by Gino Wickman

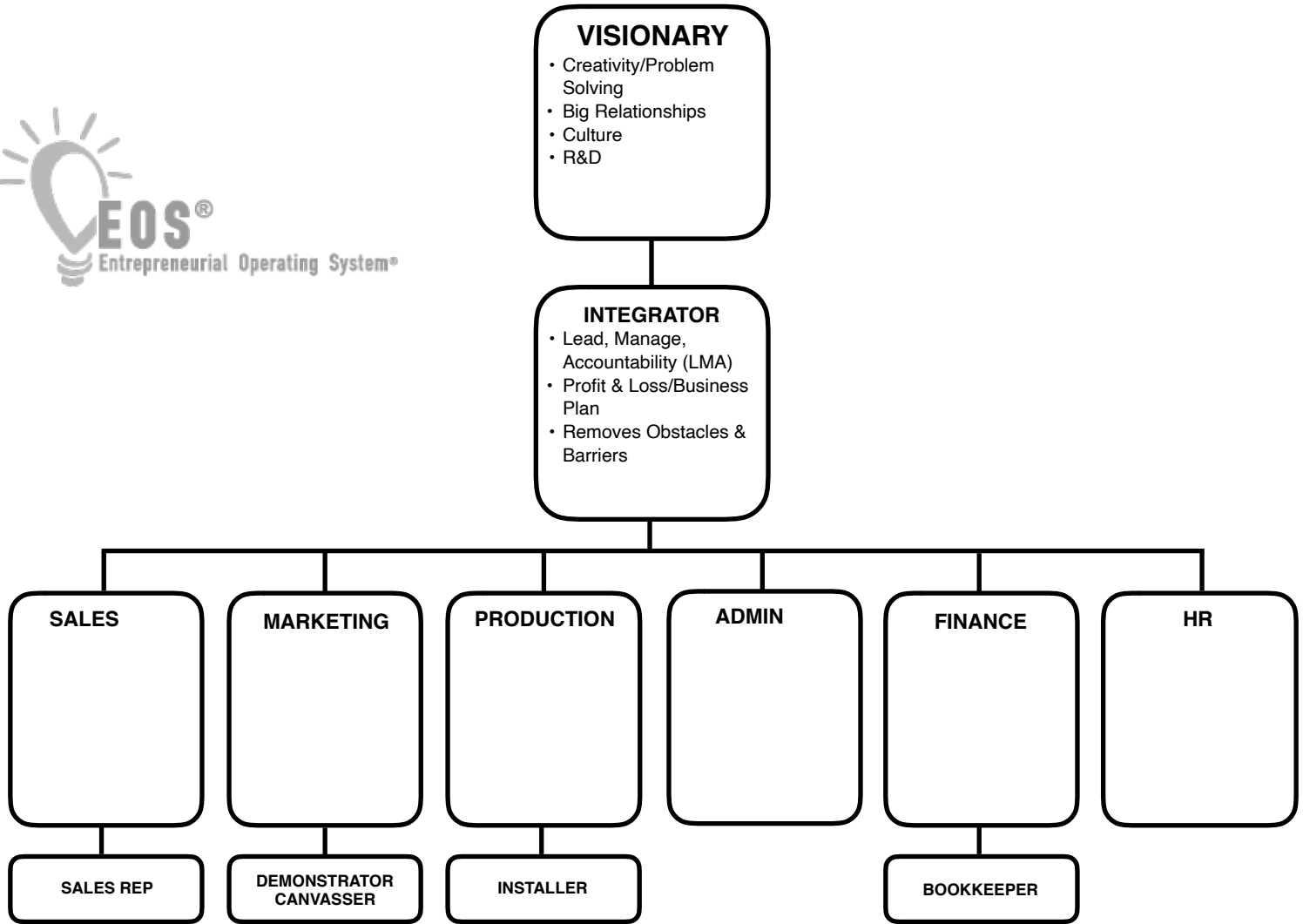
Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		

The Accountability Chart



“If your business depends on you, you don’t own a business - you have a job.
And it’s the worst job in the world because you’re working for a lunatic”

Michael Gerber, The E-Myth Revisited



Want information about implementing EOS in your business? cesar@fit2gomeal.com | (786) 222-6296

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CREATING RAVING FANS

Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		



MARKETING 2020

Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		



MASTERING USE OF THE TELEPHONE TO CONVERT LEADS TO SALES

Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		



THE \$100 MILLION DOLLAR ROUNDTABLE™

Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		





BUILDING YOUR BUSINESS TO LAST

Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		



THE SALES SYSTEM THAT NEVER FAILS

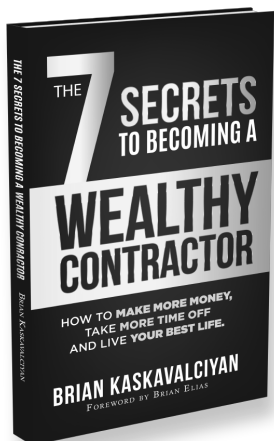
Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		

The 7 Secrets To Becoming A Wealthy Contractor



SECRET #1

The Wealthy Contractor Knows What He or She Wants AND Reverse Engineers Their Business to Deliver Those Results

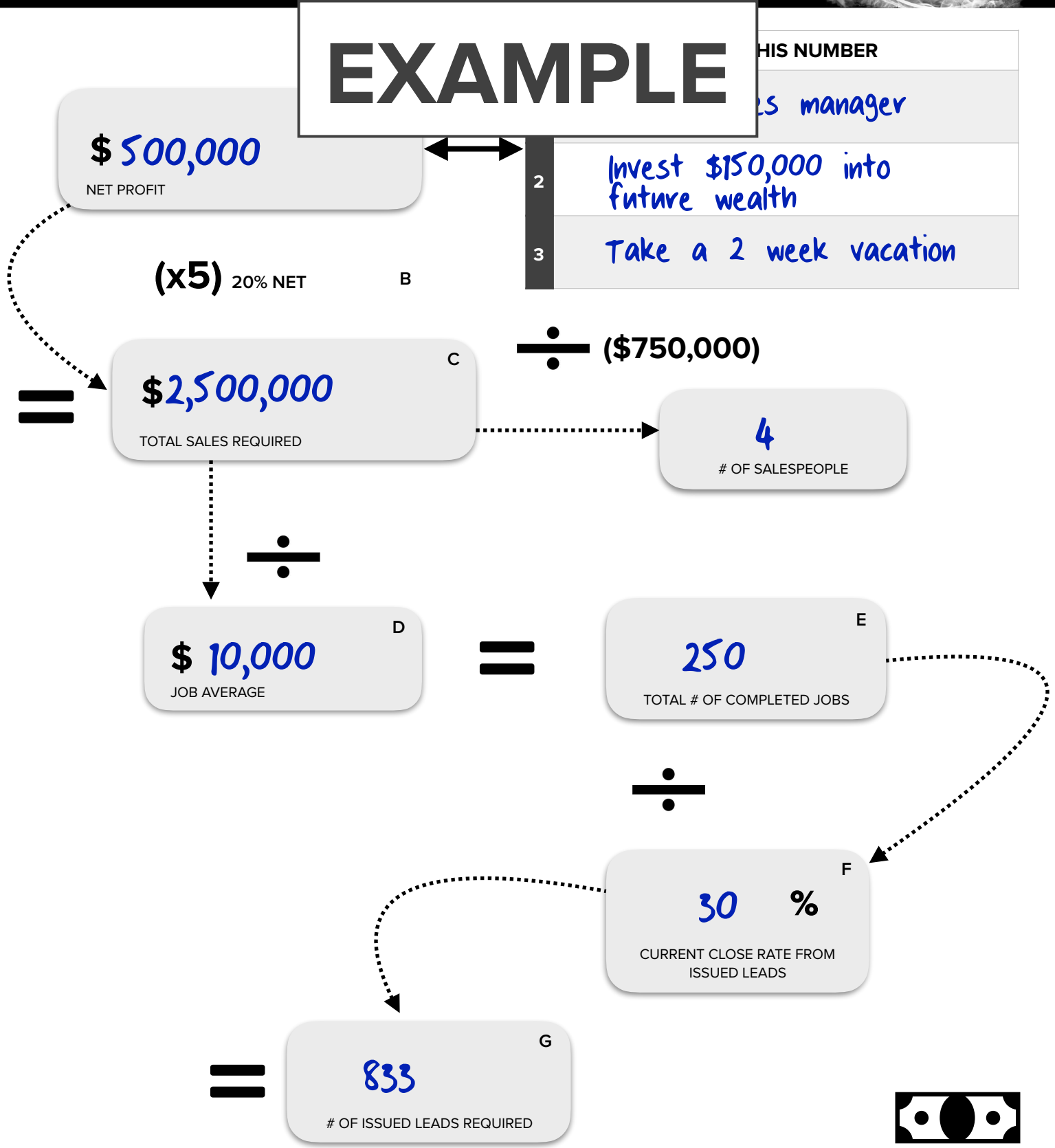


“Every Wealthy Contractor I know is clear about where they are going and what they want, and they don’t apologize for it.”

Income Engineering (Exercise)



EXAMPLE

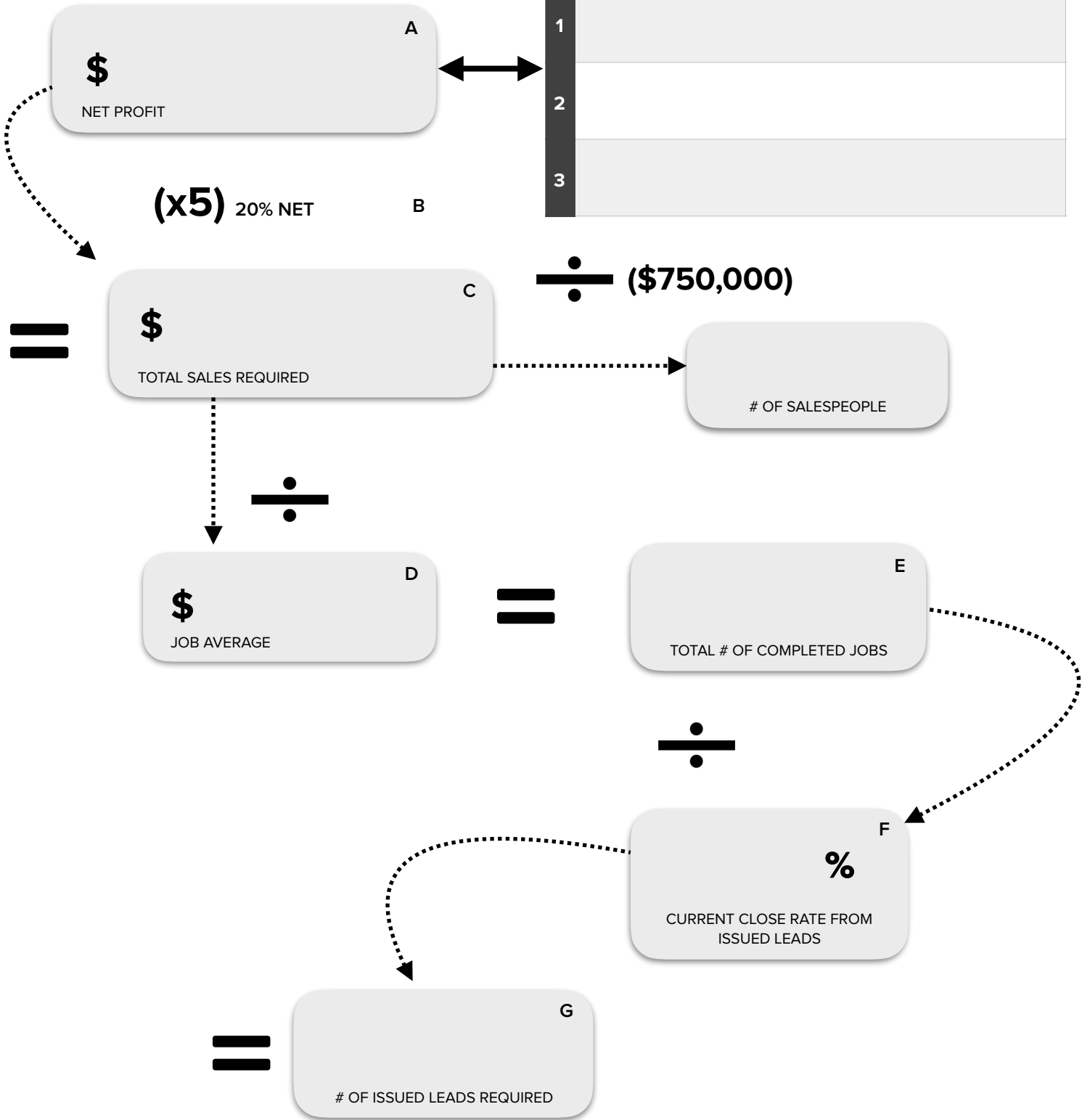


Income Engineering (Exercise)



BEGIN WITH THE END IN MIND

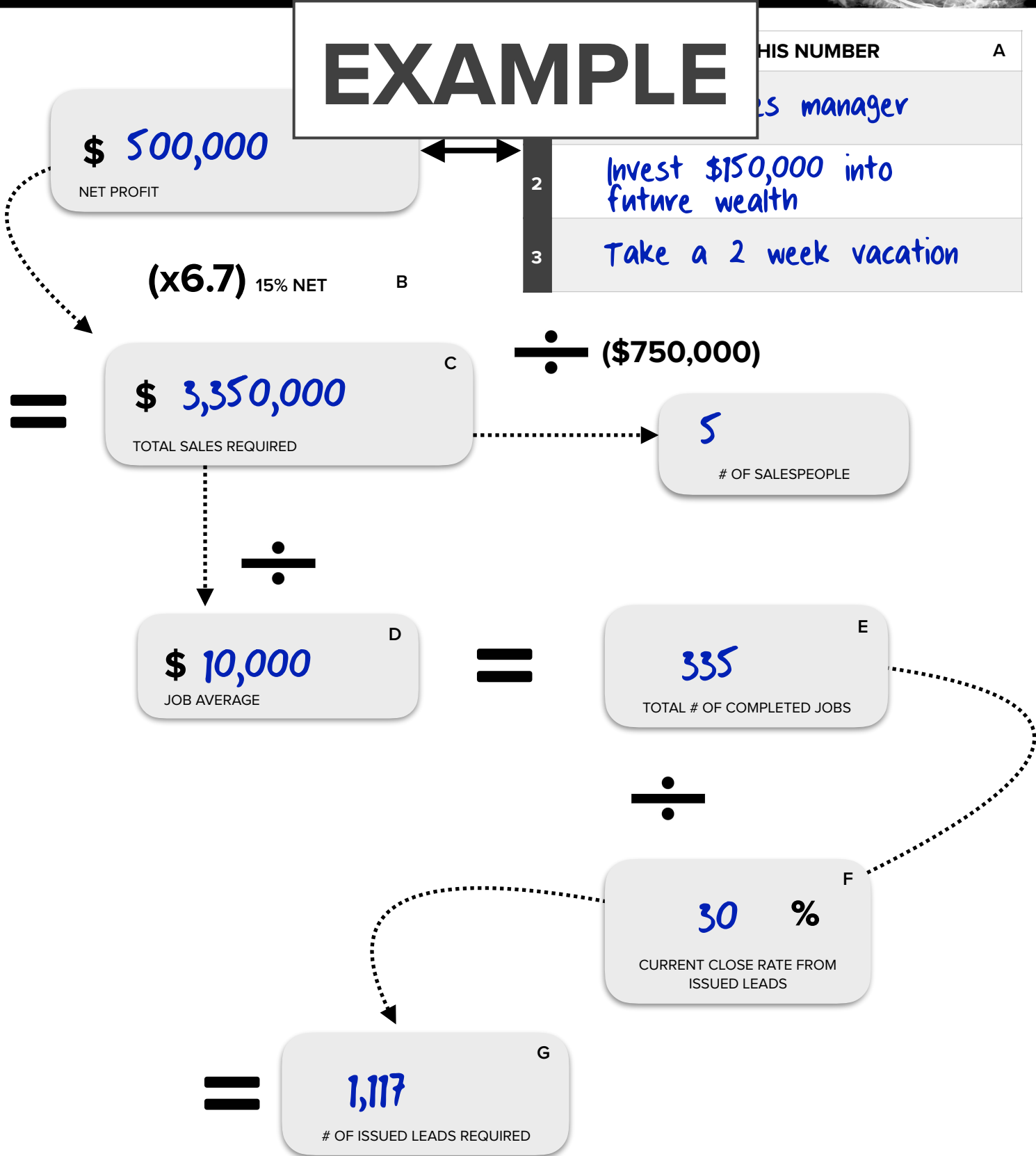
TOP 3 REASONS <u>WHY</u> THIS NUMBER		A
1		
2		
3		



Income Engineering (Exercise)



EXAMPLE

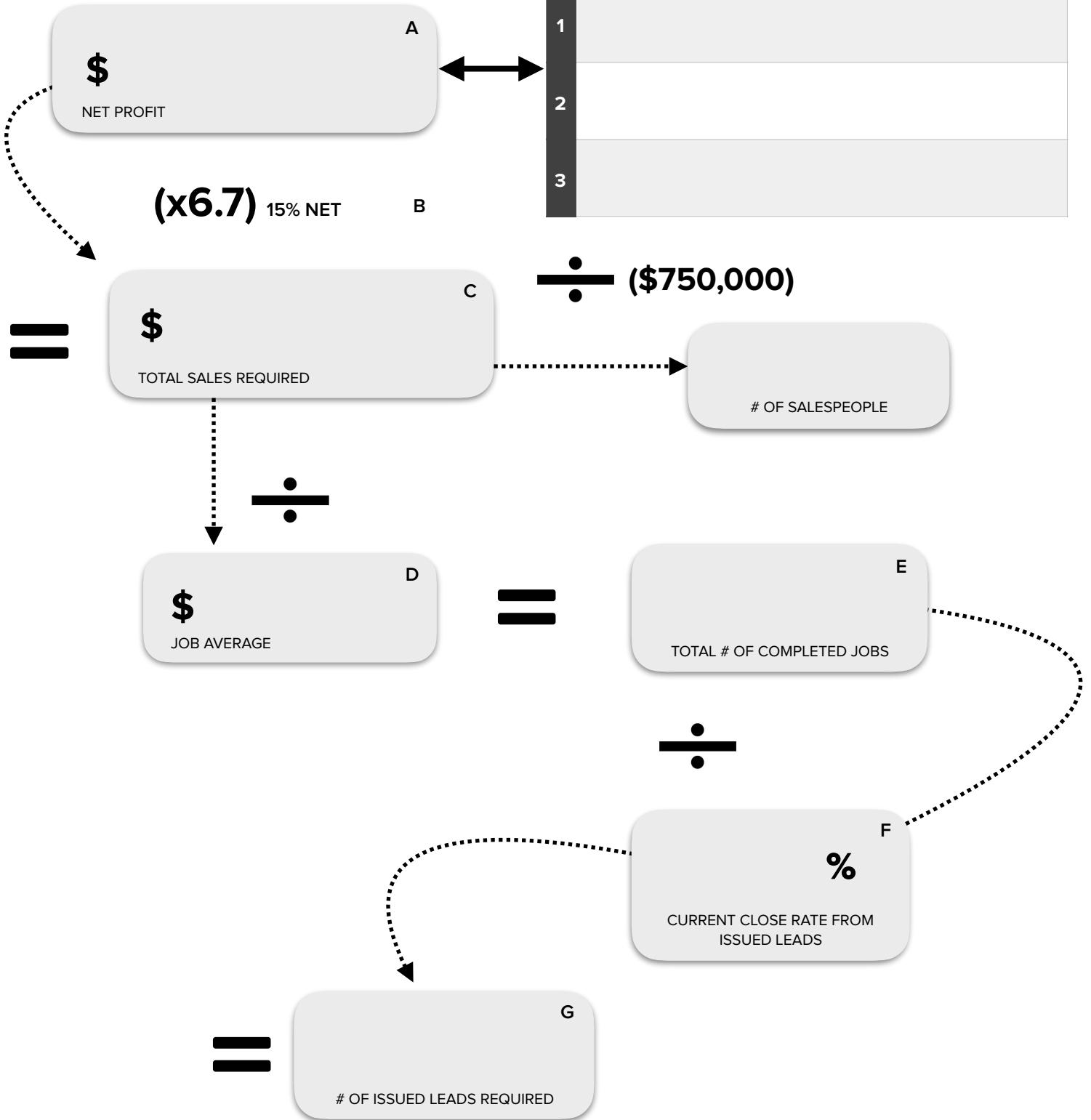


Income Engineering (Exercise)



BEGIN WITH THE END IN MIND

TOP 3 REASONS <u>WHY</u> THIS NUMBER		A
1		
2		
3		

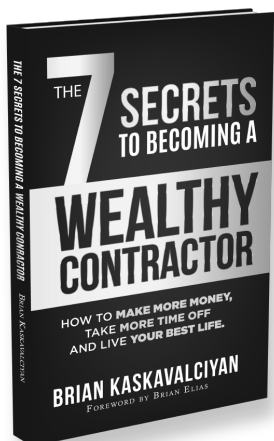


The 7 Secrets To Becoming A Wealthy Contractor



SECRET #2

The Wealthy Contractor Takes TOTAL Responsibility for Every Outcome In Their Business and Their Life



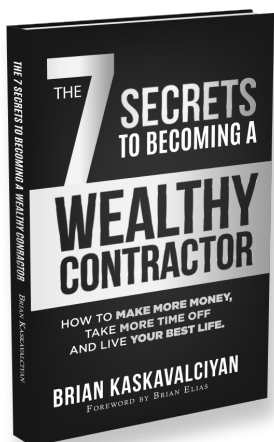
“We aren’t waiting for something outside of us to provide – we’re relying on our own hard work, determination and will to make our lives better.”

The 7 Secrets To Becoming A Wealthy Contractor



SECRET #3

**The Wealthy Contractor Is 100% Committed
– No Matter What**



“Success without commitment is virtually impossible - what are you committed to; excuses, disappointments, and setbacks, or living the life of your dreams? Either way, you get to choose.”

How Committed Are You To Your Success?

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness.

Concerning all acts of initiative and creation, there is one elementary Truth, the ignorance of which kills countless ideas and splendid plans: that the moment one commits oneself, then Providence moves, too.

All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in ones favor all manner of unforeseen incidents and meetings and material assistance, which no man could have seen come his way."

W.H. Murray



THE 7 “SECRETS” TO BECOMING A WEALTHY CONTRACTOR

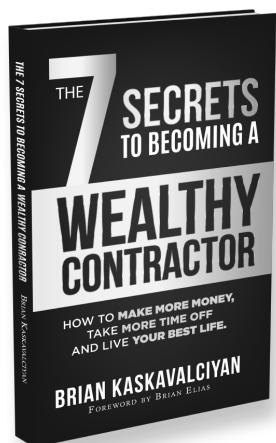
Profit Accelerator	Best First Action(s)	NOTES
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		

The 7 Secrets To Becoming A Wealthy Contractor



SECRET #4

The Wealthy Contractor Understands the Business They Are Really In



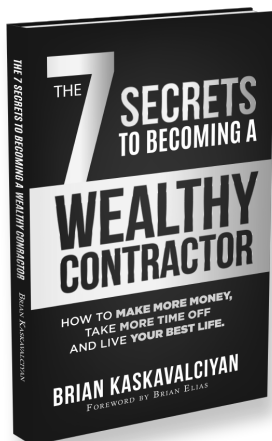
“You’re in a SALES & MARKETING business that happens to sell (fill your product(s) or service(s) here).”

The 7 Secrets To Becoming A Wealthy Contractor



SECRET #5

The Wealthy Contractor Takes Control Over Their Time



“You must begin thinking of yourself as a business investor and business builder – not the owner, a producer, an employee, or a gap-filler.”



**YOU MUST
WORK LESS
TO
MAKE MORE**

ON THE WRONG THINGS

TIME, MONEY & FREEDOM

Time, Money & Freedom (Exercise)



You will never make what you want to make if you don't take control of how, where and with who you spend your time.

The faster you figure out that it is actually costing you more (in terms of time, money and freedom) NOT to hire, to delegate, outsource and automate - the faster you can proactively, strategically create the business and/or life that you want.

MY TOP 3 20% ACTIVITIES WHAT I SHOULD BE DOING	
1	
2	
3	



“80% of the effects(results) come from 20% of the causes (effort). This means that if you’re doing ten tasks, two are going to be vastly more important than others.” ~Brian Tracy

MY 80% ACTIVITIES WHAT I SHOULD <u>NOT</u> BE DOING	WHO? (not HOW)	BY ELIMINATING THIS ACTIVITY WHAT IS NOW POSSIBLE?
1	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	
2	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	
3	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	
4	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	
5	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	
6	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	
7	<input type="checkbox"/> HIRE <input type="checkbox"/> DELEGATE <input type="checkbox"/> OUTSOURCE <input type="checkbox"/> AUTOMATE	

The 7 Secrets To Becoming A Wealthy Contractor



YOUR JOB AS OWNER (VISIONARY)

- **Vision (BIG PICTURE)**
- **Direction (STRATEGIC THINKING)**
- **Motivation & Leadership (STEWARD OF “CULTURE”)**
- **Establish Priorities**
- **Allocate Resources**
- **Create Leverage**
- **Hold Team Accountable**
- **R&D (WHAT’S NEXT?)**
- **Solve Big Problems (STAY AHEAD OF COMPETITION)**
- **Profit Optimization**
- **Big Relationships**
- **Big Sales**

DELEGATE AND ELEVATE™

Love/Great

Like/Good

Don't Like/Good

Don't Like/Not Good



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Toolbox

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WHAT ARE YOU TOLERATING?

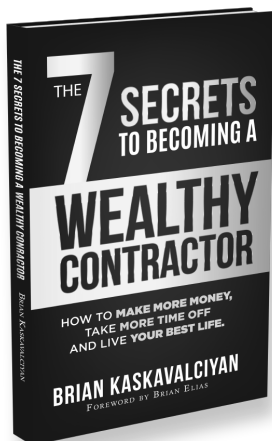
PEOPLE	THE RIGHT PEOPLE IN THE RIGHT SEATS WORKING TOWARDS THE SAME VISION
PROCESS	DELIVER RELIABLE CONSISTENT + PREDICTABLE RESULTS
PROFIT	10% NET MINIMUM. 15-20% IDEAL
PERSONAL	SELF MANAGEMENT

The 7 Secrets To Becoming A Wealthy Contractor



SECRET #6

The Wealthy Contractor Takes Control Of Their Mind



“If you want a different result, you need different thinking – it always starts there.”

The 7 Secrets To Becoming A Wealthy Contractor



“The quality of your thinking will determine the quality of your life. Change your thinking, change your life.”

“In any given moment we have two options: to step forward into growth or to step back into safety.”

- Abraham Maslow

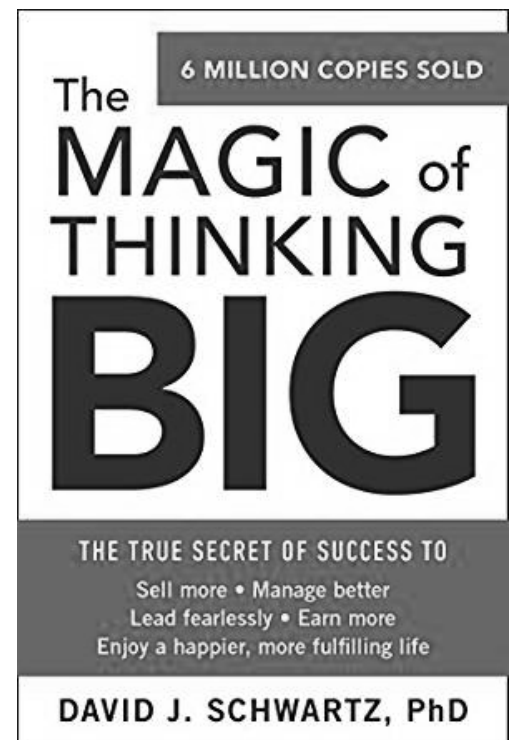
“Faith is expectancy. You do not receive what you want; you do not receive what you pray for, not even what you say you have faith in. You will always receive what you actually expect.”

- Eric Butterworth

The 7 Secrets To Becoming A Wealthy Contractor



**“The size of
your success
is only limited
by the size of
your thinking.”**





**“Poor people have big TV’s,
rich people have big libraries.”**
- Jim Rohn

Here are some of my favorite books on success and money MINDSET.



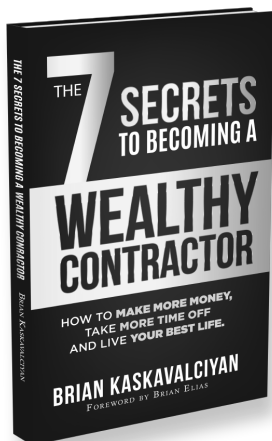
* Top 3

The 7 Secrets To Becoming A Wealthy Contractor

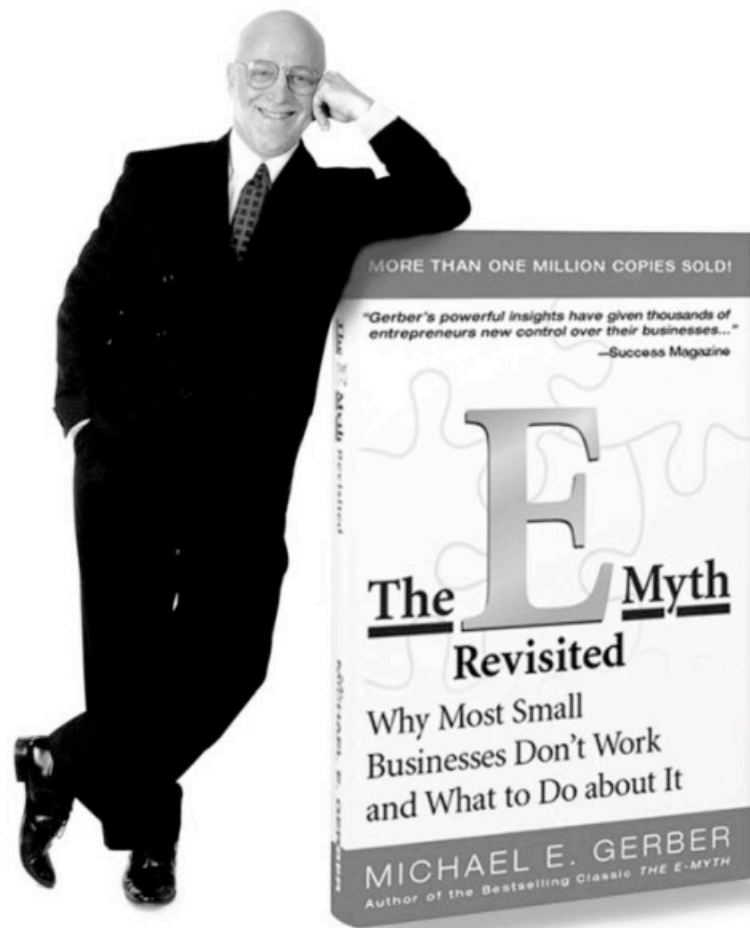


SECRET #7

The Wealthy Contractor Takes Massive, Unrelenting Action



“It’s not what you know – it’s what you do – that counts. Ideas are powerful. However, ideas alone are NOT enough...”



“The difference between great people and everyone else is that great people create their lives actively, while everyone else is created by their lives, passively waiting to see where life takes them next.”

- Michael E. Gerber, The E-Myth Revisited

Best Ideas



BEST IDEAS	IF IMPLEMENTED IN THE NEXT 90 DAYS HOW WOULD THIS IMPACT YOUR LIFE? WHAT DOES SUCCESS LOOK LIKE?
1	
2	
3	
4	

Which idea on this page, if implemented, would have the biggest positive impact on your business and/or life? #

WHAT ARE YOUR SECOND AND THIRD OPTIONS? # #

The 90-Day Results Accelerator™

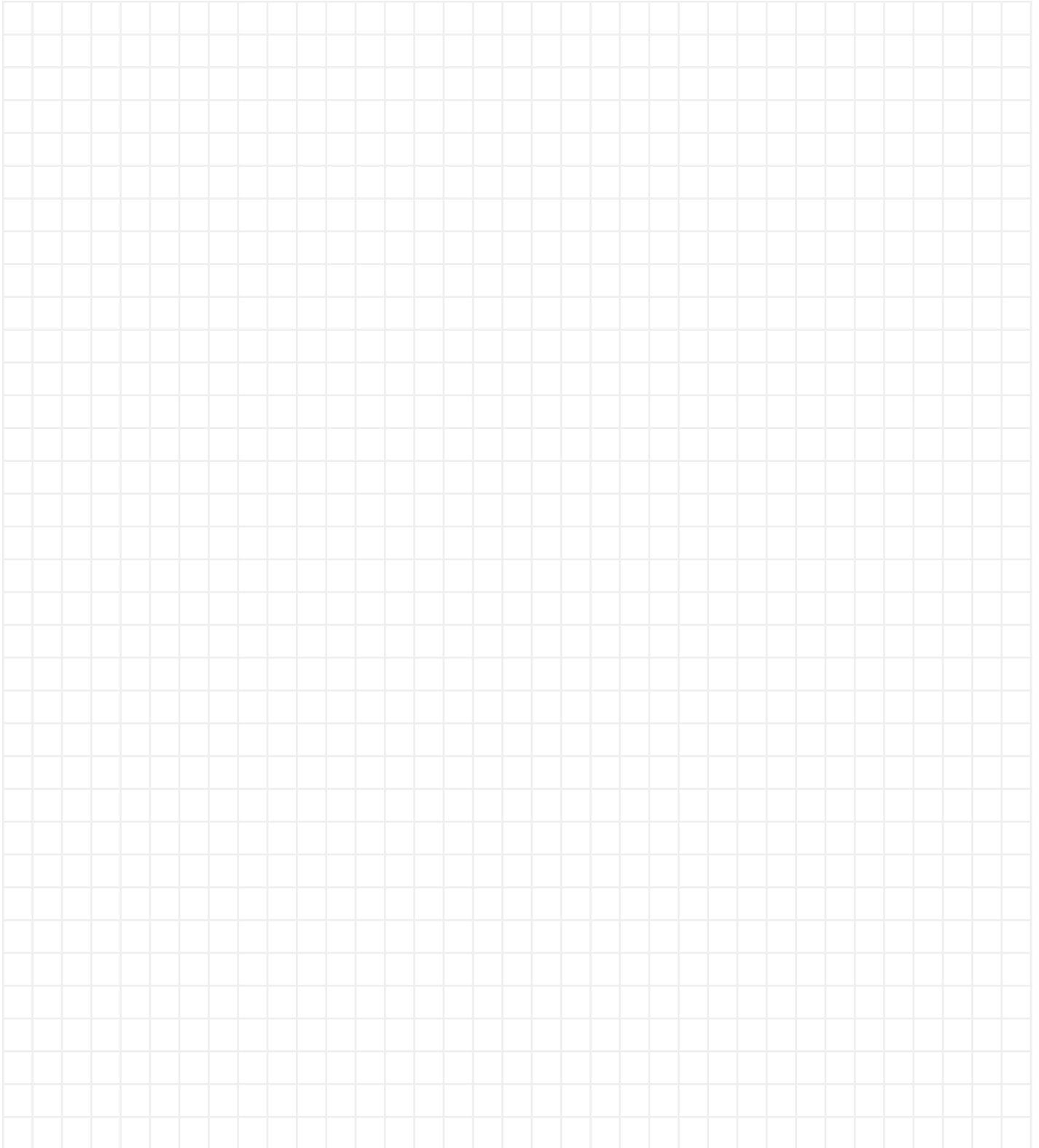


Over the next 90 DAYS, I commit to taking these actions in order to reach this outcome:

What this outcome will be worth to me in MONEY (specific amount)	
What this outcome will be worth in TIME (hours gained, saved)	







ACTION STEPS <small>List the actions, tasks or steps you'll need to accomplish your outcome</small>	TIME <small>How much time will you need?</small>	MONEY <small>How much money will you need?</small>	WHO <small>Who can help you get this done?</small>	WHEN <small>By what date will you get this done?</small>
1				
2				
3				
4				
5				
6				
7				

Notes






TWC Podcast Guests



	<p>Charlie Gindele Renewal by Andersen</p>	<p>Ep. 2 - How Can You Maximize Your Profits?</p> <p>Ep. 61 - Goals Are Only Attainable If There's A Plan Behind Them</p>
	<p>John Anglis CareFree Home Pros</p>	<p>Ep. 3 - How The Right Sales Presentation Can Boost Your Sales, Help You Build A Winning Sales Team And Free You Up To Grow Your Business!</p> <p>Ep. 57 - It's Not About The Price...</p>
	<p>John Rogers Rogers Roofing</p>	<p>Ep. 5 - How To Minimize Your Hours And Maximize Your Profits</p>
	<p>Shawn Feurer Shawn Feurer Consulting</p>	<p>Ep. 11 - The Top 3 Things Holding Contractors Back</p>
	<p>Ger Ronan Yankee Home Improvement</p>	<p>Ep. 26 - How Giving More Makes You Make More: The Law of Reciprocity</p>
	<p>Justin Bartley Next Door & Window</p>	<p>Ep. 35 - Lessons From A \$16MM / YR Window Company</p> <p>Ep. 74 - Taking 'Free Days' Has Got To Be A Regular Goal</p>

TWC Podcast Guests



	<p>Bob Quillen Quillen Bros Inc.</p>	<p>Ep. 41 - How To Achieve Over 20% Profitability - Year, After Year, After Year</p> <p>Ep. 78 - Happier People Make Better Employees</p>
	<p>Jason Phillips Phillips Home Improvements</p>	<p>Ep. 42 - Breakthrough Growth Ceilings In Your Home Improvement Business</p>
	<p>Victor Smolyanov Victors Roofing</p>	<p>Ep. 67 - Getting The Right People In The Right Seats For Massive Business Growth</p>
	<p>Bryan Miller & John Gwaltney Outback Deck, Inc.</p>	<p>Ep. 79 - How To Build And Nurture A Business Partnership The Right Way</p>
	<p>Patrick Readyhough Pond Roofing</p>	<p>Ep. 85 - Revenue For Vanity, Profit For Sanity</p>
	<p>Bill McGraw Quality Home Products of Texas</p>	<p>Upcoming</p>
	<p>Scott Berman Florida Window & Door</p>	<p>Upcoming</p>



EXTRA's



MAKE NO MISTAKE... THE ROAD TO BUSINESS IMPROVEMENT IS THROUGH SELF IMPROVEMENT.

**[MISERABLE SUCCESS
BROKE OR WEALTH
IMPRISONED FREEDOM]**

EITHER WAY... YOU GET TO CHOOSE

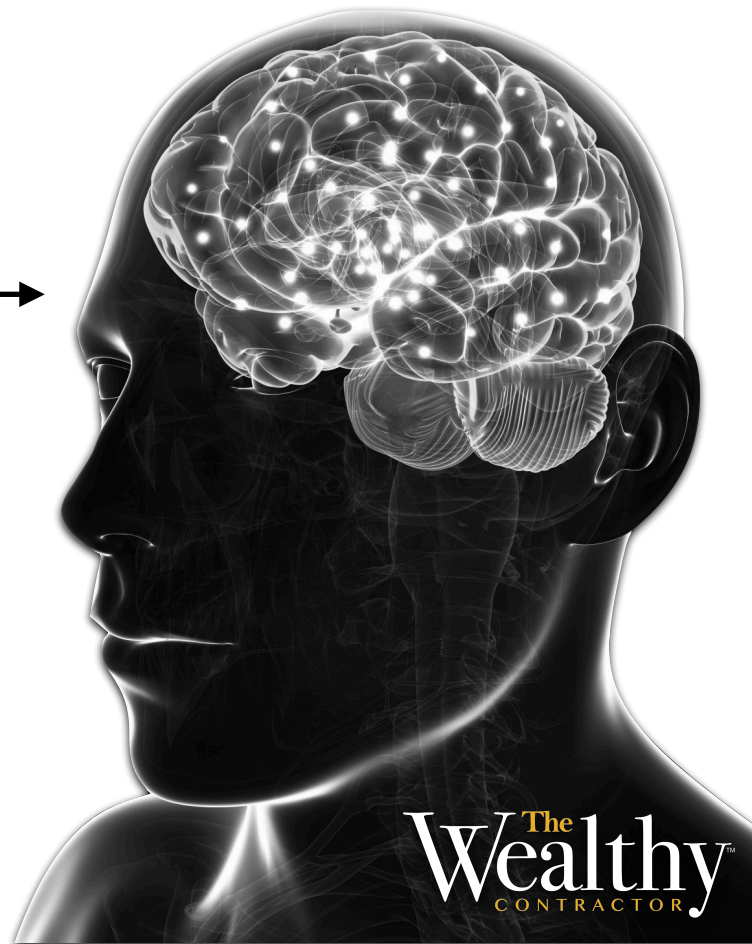
If you want to change the RESULTS in your business and/or your life, it all starts here →

With:

- The THOUGHTS you think
- The BELIEFS you hold true
- & The ACTIONS you take

“What the Mind of Man Can Conceive and Believe it Can Achieve.”

-Napoleon Hill



The Wealthy
CONTRACTOR



TIME | MONEY | RELATIONSHIP | PURPOSE

Dan Sullivan from the Strategic Coach*, says that there are 4 Freedoms That Motivate Successful Entrepreneurs; here is how he describes them.

★**Freedom of Time.** You want to spend your working life doing what you really enjoy doing, and you also want the freedom to spend time not working too, so you can have a full life and pursue your other interests.

★**Freedom of Money.** You don't want a ceiling on how much money you can make for doing a great job, or for coming up with valuable new solutions or inventions. And if your efforts generate money, you don't want anyone dictating how much of that money you can keep.

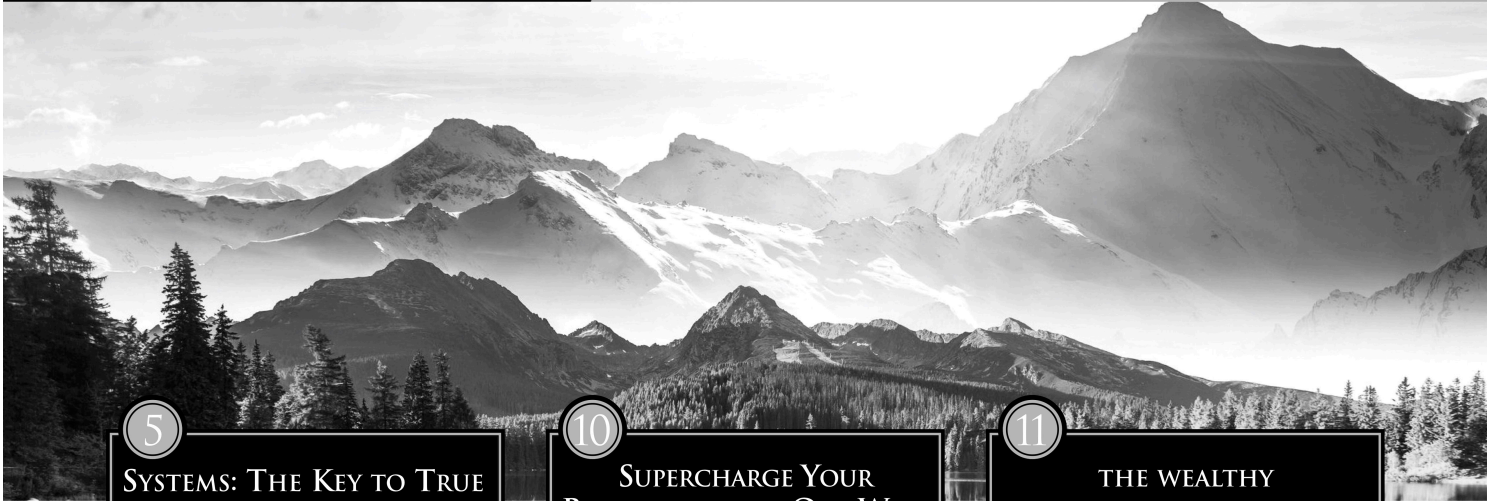
★**Freedom of Relationship.** There are certain people you love working with—both inside and outside your business—and you want to spend more and more of your time surrounded by the people you click with – those you appreciate and those who appreciate you.

★**Freedom of Purpose.** This entrepreneurial company you've created is not just a job or a career; it's actually a vehicle to all sorts of things that relate to your fundamental values and ideals in life. It allows you to have a tremendous sense of purpose for being on this planet.

TIME	
SCALE OF 1-10 - HOW WELL ARE YOU DOING HERE?	
WHAT WOULD HAVE TO HAPPEN FOR THIS TO BE A 10?	
MONEY	
SCALE OF 1-10 - HOW WELL ARE YOU DOING HERE?	
WHAT WOULD HAVE TO HAPPEN FOR THIS TO BE A 10?	
RELATIONSHIP	
SCALE OF 1-10 - HOW WELL ARE YOU DOING HERE?	
WHAT WOULD HAVE TO HAPPEN FOR THIS TO BE A 10?	
PURPOSE	
SCALE OF 1-10 - HOW WELL ARE YOU DOING HERE?	
WHAT WOULD HAVE TO HAPPEN FOR THIS TO BE A 10?	

<https://resources.strategiccoach.com/the-multiplier-mindset-blog/the-4-freedoms-that-motivate-successful-entrepreneurs>

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5
SYSTEMS: THE KEY TO TRUE
ENTREPRENEURIAL FREEDOM

10
SUPERCHARGE YOUR
PRODUCTIVITY IN ONE WEEK

11
THE WEALTHY
CONTRACTOR LIFESTYLE

HOW TO *PREVENT* YOURSELF FROM BECOMING A WEALTHY CONTRACTOR

By Brian Kaskavalciyan

I have been on the “inside” of hundreds of home improvement businesses, and I know that many – if not most – are not making anywhere near the kind of money they should be (or could be) making.

You see, being in business is about earning a profit. Period.

Everything starts from there. Unfortunately, too many times business owners mistakenly believe that activity or being busy is an indicator of success. Sorry, to break it to you, but activity for activity sake and revenue for revenue sake is not being successful. Nor does it contribute to you creating a successful, sustainable and profitable business that builds real wealth for you, your family and your team.

For the amount of work and risk you take on being in a home improvement business, not only do I believe you are entitled to MINIMUM NET PROFIT of 10%, I also believe you are setting yourself up for trouble if you are making anything less than that. (NOTE: You are obviously only entitled to profit if you are providing real value, confidence and peace-of-mind for your customers, your team and your community.)

Why Such a Focus on Profit?

You see, PROFIT is the fuel of your business. Without profit, not only does your family not eat... but, you don't have the resources you need to grow your home improvement business. Sure, you can go out and borrow money to grow your business, but many of us have learned the hard and painful way how bad debt can be.

(CONTINUED ON PAGE 7)

Powered by



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- 5 Systems: The Key to True Entrepreneurial Freedom
- 6 Developing Strategic Partners
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HOW TO *PREVENT YOURSELF FROM* BECOMING A WEALTHY CONTRACTOR

(CONTINUED FROM PAGE 1)

And, quite frankly, I can point you to a number of people in this industry that have fueled their growth (in many cases from zero to over \$10M) from cash flow alone... without any debt.

When I started in business, I kept a close eye on my profit numbers; I got excited when I made money. I had a little bit of debt, but it was very manageable. I used the profit my business earned to buy more trucks, hire more people, do more advertising. I even used my profits to start a new, complementary business.

Everything was going well until I put my attention on *top line growth-at-any-cost* versus *calculated growth through strong profitability*. I took on more debt than I should have. I risked our savings, our home and our livelihood. It was a gamble, pure and simple, and I busted. Needless to say, I'll never do that again.

NET Profit = REAL Profit

As I've said before, the purpose of The Wealthy Contractor Program™ is to help you build a successful, sustainable and profitable business so that you can build real wealth for you, your family and your team.

In order for your business to be successful, sustainable and profitable, we must first be very clear about NET profit or REAL profit. Net profit is what is left after everything and everyone has been paid. Obviously the goal of your business should be to earn a healthy profit. If it's not... you probably shouldn't be in business for yourself.

One big problem I see is that many contractors aren't clear about what NET profit actually is.

This article is by no means an accounting course, but here is a simplified way to determine NET profit:

COMPANY XYZ

Income \$100,000
COGS (\$50,000)
Gross Profit \$50,000

Overhead (\$40,000)
NET Profit \$10,000

Income - (Total money collected)
COGS - (Material, labor and sales commission)
Overhead - (Office expenses, salaries, advertising, rent, insurance, etc.)

Pay Yourself First, You Deserve It

Now, just to be clear, if you work in your business in ANY capacity - salesperson, sales manager, general manager, installer... anything, your net profit is the number AFTER you have paid yourself a reasonable salary and/or commission for the job(s) you do in your business. That salary is part of your cost of goods sold or overhead. Too many contractors mistakenly think they are making money when they really just have a job.

For example, I recently asked the owner of a \$2 million dollar company (replacement contractor) how much his business made last year; the conversation went like this...

HIM: "about \$150,000."

ME: OK, I said, how much of the \$2 million were you responsible for selling?

HIM: About \$1 million

ME: Did you pay yourself a \$100,000 in commissions?

HIM: Yes.

ME: Was that part of the \$150,000 you claim as profit?

HIM: Yes.

ME: Did you pay yourself a reasonable salary for being the general manager of your business?

HIM: That's part of the \$150,000.

ME: So, I hate to be the bearer of bad news but, your business made ZERO money last year. In fact you have a \$350,000 problem in your business.

As you can imagine, at first he wasn't very happy with me.

However, to his credit he also realized what I pointed out. You see, the reason the business made no money is because if he had to pay a salesperson to run his leads (which he should be doing by the way, but that is for another day), he would have had to pay them about \$100,000, which would leave him with a "profit" of \$50,000. But wait... he is also the general manager of the business and he deserves a salary for that, too.

So, in the end, he has a \$350,000 problem (\$100,000 sales commission + \$50,000 manager's salary + \$200,000 profit). Now, there are a number of strategies for fixing this problem, and over the next couple of months we'll dive deeper into this topic.

For now, make sure your business is set up TODAY to make a profit... at least 10%. Doesn't matter how much sales volume you did last month, at the end of the month make sure you have at least 10% left over.

In fact, you should set your business up so that you are pulling out your 10% and moving it to a separate account on a weekly or bi-weekly basis. This is paying yourself first and making sure the rest of the business operates in a healthy way after your profit has been pulled out.

This will likely mean things have to change. In most cases, the thing that is preventing you from earning the right profit is your price. When calculating your price you must make sure to ENGINEER your profit into your price. There is no other way.

We can provide you with worksheets to help you determine the RIGHT price for your products/services. Just reach out to us.

Remember, your business exists to serve YOU and your family first; the only way it can do that is if it produces a profit. So, take some time now to examine your NET profit and ask yourself – am I producing enough profit to become a Wealthy Contractor?

PROFIT FIRST

One-Sheet

One Time Setup

- STEP 1 SETUP THREE BANK ACCOUNTS WITH YOUR CURRENT BANK.** We'll call this bank, *Bank 1*.
1. Income (Checking); 2. Owner's Pay (Checking); 3. Operating Expenses (Checking)
-
- 2 SETUP TWO NEW ACCOUNTS AT A DIFFERENT BANK.** We'll call this bank, *Bank 2*. The purpose for these accounts is to remove the temptation of "borrowing" from these accounts. 1. Profit (Savings); 2. Taxes (Savings)
-
- 3 DETERMINE THE TAPs** (Target Allocation Percentages) for your business using the Instant Assessment (available for free download at www.MikeMichalowicz.com/Resources). But, start with percentages that your business can reasonably do for each account the remainder of the quarter. The percentages you determine are called your *Allocation Percentages*.

Daily

- STEP 1** All receipts from sales go into the *Income* account at *Bank 1*.
-
- 2** If you are doing Advanced Profit First, deposit receipts for things like reimbursable in the respective account.
-
- 3** Spend a minute to review your account balances at *Bank 1* daily, to see cash flow trends for the key aspects of your business. That's all the time you need to see where things stand!

Every 10th & 25th

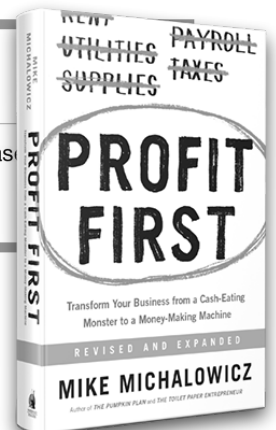
- STEP 1** Transfer all funds that have accumulated in the *Income* account at *Bank 1* to the other accounts at *Bank 1* based upon the *Allocation Percentages* you are using.
-
- 2** Transfer all the money in your *Profit* account at *Bank 1* to the *Profit* account at *Bank 2*. Transfer all money in your *Taxes* account at *Bank 1* to the *Taxes* account at *Bank 2*. This will leave a \$0.00 balance for *Profit* and *Taxes* at *Bank 1*.
-
- ***3** If you are doing Advanced Profit First, transfer Employee Payroll or other fixed dollar amounts from *Operating Expenses* to the respective accounts.
-
- ***4** Disburse the salaries for the business owner(s) from the *Owner's Pay* account.
-
- 5** Pay your bills from the *Operating Expenses* account.

Every Quarter

- STEP 1** Take 50% of the money that has accumulated in the *Profit* account at *Bank 2*, as profit distribution. Remember this money is for the business owner's and not to be used to "plowback" into the business.
-
- 2** Pay your tax liabilities from the *Tax* account at *Bank 2*.
-
- 3** Meet with a Profit First Professional and adjust the *Allocation Percentages* for the *Profit, Tax, Owner's Pay* and *Operating Expenses* to maximize your financial health.

Every Year

- STEP 1** Review your financials with your Profit First Professional accountant and financial experts.
-
- ***2** Make year end contributions to the *Vault* account, retirement accounts, or make capital purchases determined by you and your Profit First Professional.



Sales (minus) Profit = Expenses

5 STEPS TO MAXIMUM PROFITS IN YOUR HOME IMPROVEMENT BUSINESS

By Bob Quillen

Take a minute to think about it...why did you start your own business? Most of us would probably say things like:

- Have Fun
- Make Money
- Make a Difference
- Buy Back Our Time (Freedom)
- Get Out of Debt
- Travel
- Become Financially Free
- Have More Lifestyle Options.

As you noticed, most of these goals are focused on Time and Money. So let's talk about how you can make more money and build your business to be more PROFITABLE.

First, I'd like to take the opportunity to explain why I feel qualified to talk about this topic. I have owned my window replacement company for 18 years and have been very profitable at every stage of my journey. Since year one, my bottom line profit (after my salary) has always been 20%+. My worst year was 20% and my best year was 27%.

When I first started the company in 1999, my CPA suggested that I set my profit margin goal at 20%. In fact, he suggested that if I couldn't reach that target every year, I should give up and go work for someone else. (That's a true story!)

If you want to accomplish this in your business, follow the following 5 steps.

Step #1: Start with the end in mind.

How much money do you need to make in the next 3-5 years to be totally debt free and enjoy the lifestyle you want? Lifestyle is determined by a time vs. money ratio. Questions you need to ask yourself include:

- **Are you Time Poor:** Do you work 50 hours +/-/week?
- **Are you Money Poor:** Do you have some freedom, but are not making enough money?
- **Are you Both:** Do you fall into this worst-case scenario?

During my 18-year journey, I have built a business system where I work average 3-4 days/week in my business, working an average of 20-25 hours/week, while making a 7-figure per year income. I call this my "sweet spot".

The misconception of "more is better" is not true. I would much rather own a business that produces a \$5 million volume at a 20% bottom line profit, than a \$12 million/year company that only yields an 8% bottom line. Finding the balance in "Time Off" and "Sufficient Income" is called FREEDOM.

Step #2: There is only 100% in 100%.

You can't get 115% out of 100%. What do I mean by this? Here is the formula that my CPA established when I started:

Materials/Product Cost	25%
Installation/Service Cost	12%
Sales and Manager Cost	14%
Marketing Cost	12%
Overhead and Salaries of (owner-finance-admin)	17%
OPERATING INCOME (PROFIT)	20%

So for example, if your marketing cost is 18% (6% too high), where do you make up the difference? Decrease margins in other divisions? If your material/product cost is 30%, then you either need to increase your prices or rob another division of 5% points. As I said: You can't squeeze 115% out of 100%.

Another thing to understand is that these costs are based on NET CASH DEPOSITS in the bank on a 30-day cycle, not on the amount of sales that month. My CPA and I set aside 30-45 minutes each month to review the monthly Profit and Loss Statement, going through it line by line. We compare the current month's numbers to the same month last year, and then take it one step further by reviewing a 5-year history of the same month.

Step #3: Get rid of the misconception that everything will be okay if you JUST SELL MORE BUSINESS or THROW MORE MUD ON THE WALL.

This misconception is wrong on so many levels! As a business owner, you have to learn how to manage your budget - throwing money at the problem is NOT the answer. Understanding your benchmarks and Business Profit and Loss Statement - along with managing your business by the numbers - is crucial for long-term solid growth.

My CPA told me 18 years ago that if I can't manage \$500,000 then I have no business trying to manage \$1,000,000, and if I can't manage \$1,000,000, then I have no business trying to build it to \$2,000,000.

Don't throw money at the problem - instead, identify the real problem and solve it at the root level. Slow-steady-planned-prepared-profitable growth is the only way.

Step #4: Find a CPA who is knowledgeable in your industry.

It is very important to find a CPA who has a good working knowledge of how your home improvement business operates and a solid understanding of your business model and the margins. Do not do business with a general accountant who has no working knowledge of the industry your business is in. My CPA specializes in only 3 types of business models: Home Improvement Companies; Restaurant Owners; and Medical Doctor Practices. He understands all 3 business models and specializes with those clients.

Step #5: Understand that your home improvement company is nothing more than a vehicle to take you from point A to point B.

You probably didn't start your business because you love people or even home impro-



ABOUT BOB

In November 1999 Bob launched a home improvement business called Quillen Bros Windows. They specialize in replacement windows and have annual sales volume in excess of \$7 million. In 2007 Mr. Quillen started Quillen and Associates, a Personal Leadership and Business Development Company. Today Quillen and Associates specialize in personal development, sales training, goal setting, and business structuring for profitability and sustainability.

vements. You started your business to buy back your freedom, give yourself more options and live the life of your dreams.

Your business is a vehicle that allows you to get to point B as quickly as possible. The questions you have to ask yourself are: "Is my vehicle built like a sports car (Lamborghini) or more like a school bus?"

It doesn't matter how hard you push on the accelerator, if you are driving a school bus it probably has a governor on it that will prevent it from exceeding 55-60 mph. You may get there eventually, but it's going to be a rough ride.

So, I suggest you dissect your business and follow the margins suggested by my CPA and follow these 5 steps to rebuild your vehicle and make it profitable. You might as well enjoy the journey and earn your freedom as quickly as possible.

Potential Profit Growth (Exercise)



	# OF ISSUED LEADS	% SALES CONVERSION	# COMPLETED JOBS	AVERAGE JOB \$\$	TOTAL SALES	GROSS PROFIT
2019 RESULTS	650	25%	160	\$6,500	\$1,040,000	\$414,000 ^{40%}
INCREASE # OF LEADS	770	25%	192	\$6,500	\$1,248,000	\$499,200
INCREASE CLOSE %	770	28%	216	\$6,500	\$1,401,400	\$560,560
INCREASE AVERAGE \$\$	770	28%	216	\$7,000	\$1,512,000	\$604,800
GROWTH	+120	+3%	+56	+\$500	+\$472,000	+\$190,800

	# OF ISSUED LEADS	% SALES CONVERSION	# COMPLETED JOBS	AVERAGE JOB \$\$	TOTAL SALES	GROSS PROFIT
2019 RESULTS						
INCREASE # OF LEADS						
INCREASE CLOSE %						
INCREASE AVERAGE \$\$						
GROWTH						

POTENTIAL SALES GROWTH

\$
\$

POTENTIAL GROSS PROFIT GROWTH

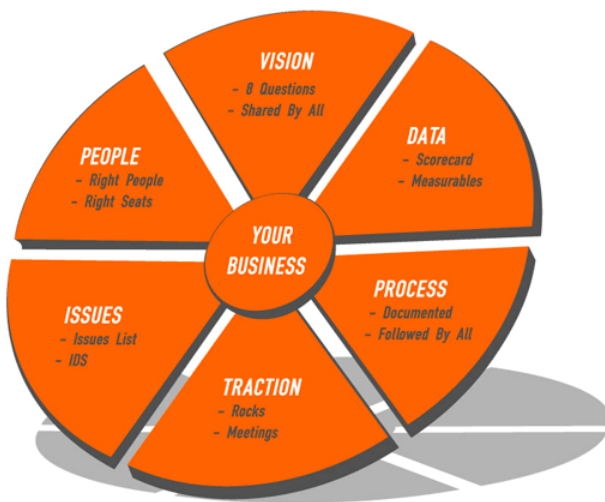
WHERE WILL THESE RESULTS COME FROM?

- MARKETING
- SALES
- AVERAGE \$\$
- GROSS PROFIT

THE EOS MODEL

The EOS Model™ provides a visual illustration of the Six Key Components™ of any business that must be managed and strengthened to be a great business. This model applies to big and small businesses alike, in any industry.

The Six Key Components of Any Business



Vision. Strengthening this component means getting everyone in the organization 100 percent on the same page with where you're going and how you're going to get there.

People. Simply put, we can't do it without great people. This means surrounding yourself with great people, top to bottom, because you can't achieve a great vision without a great team.

Data. This means cutting through all the feelings, personalities, opinions and egos and boiling your organization down to a handful of objective numbers that give you an absolute pulse on where things are.

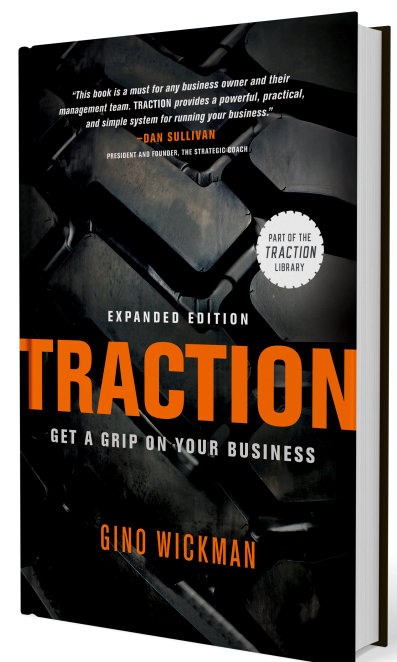
With the Vision, People, and Data Components strong, you start to create a lucid, transparent, open and honest organization where everything becomes more visible and you start to "smoke out all the issues," which leads to...

Issues. Strengthening this component means becoming great at solving problems throughout the organization – setting them up, knocking them down and making them go away forever.

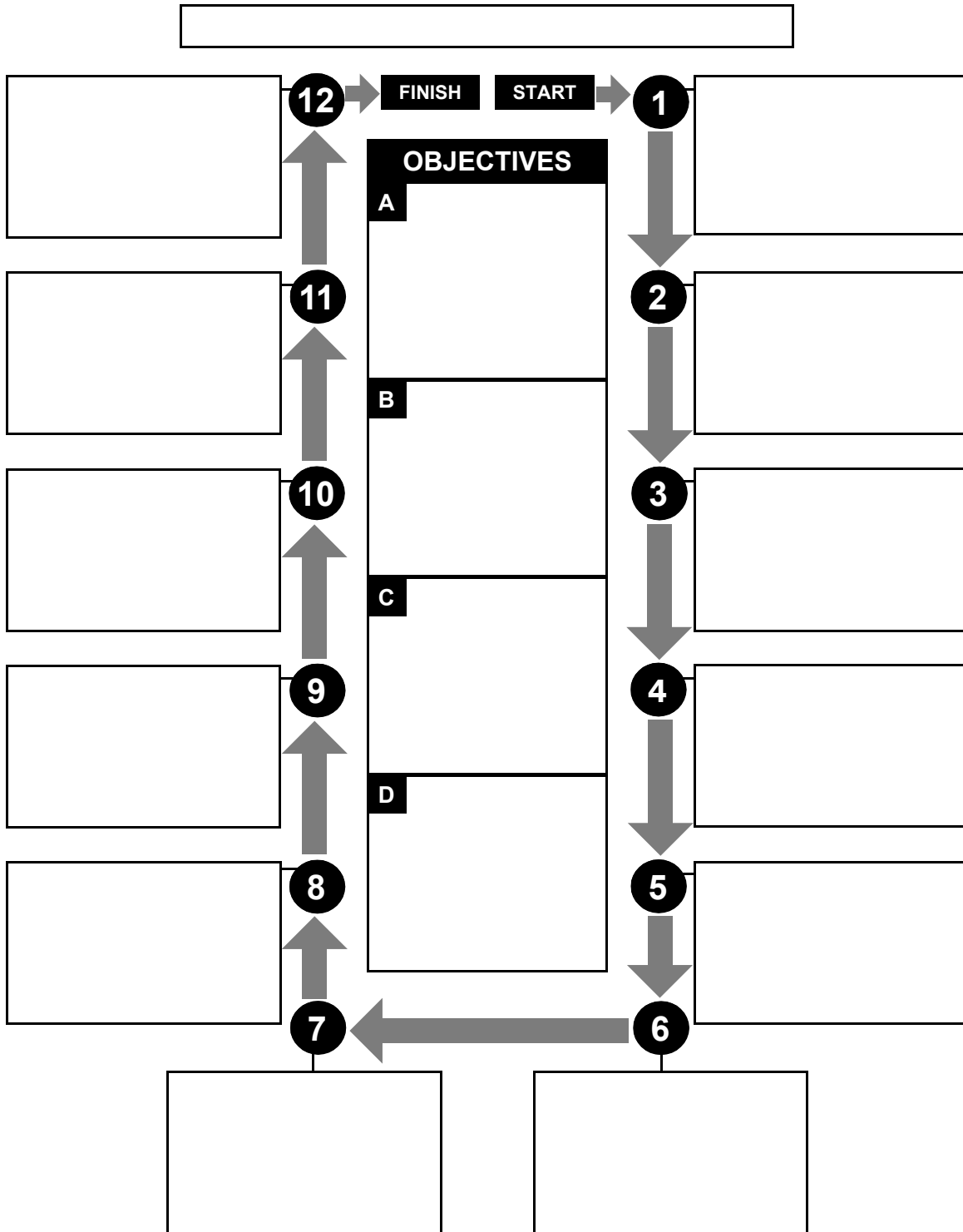
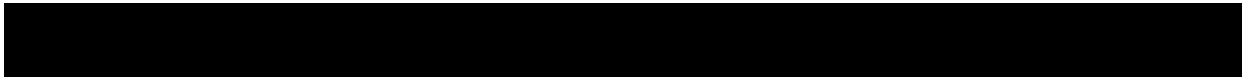
Process. This is the secret ingredient in your organization. This means "systemizing" your business by identifying and documenting the core processes that define the way to run your business. You'll need to get everyone on the same page with what the essential procedural steps are, and then get everyone to follow them to create consistency and scalability in your organization.

Traction®. This means bringing discipline and accountability into the organization – becoming great at execution – taking the vision down to the ground and making it real.

"To the degree you focus on strengthening these Six Components as leaders and managers, everything will fall into place. That will move your business into the top 5 percent." -- Gino Wickman, Founder of EOS



Process Builder

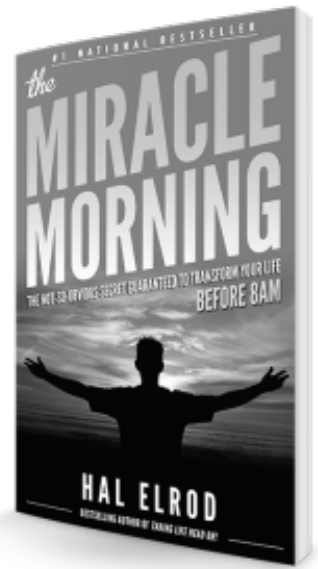


The Miracle Morning

The Not-So-Obvious Secret Guaranteed To Transform Your Life Before 8 AM

www.miraclemorning.com

This is really a great book and great system. In the book he recommends getting up one hour early each morning and spend time on the SAVERS (see below). There are 6 so you can take just 10 minutes for each. If you don't have 60 minutes, you can start with 30.



S	Silence. Clear your mind and start your day in peace - meditation, prayer, reflection, deep breathing, gratitude
A	Affirmations are positive statements, which you repeat to yourself in a way to support your success. The repetition of affirmations leads to belief.
V	Visualization. Close your eyes, or look at a vision board of inspiring images, and use your imagination to create mental pictures of what you want in your life, who you need to be to create what you want, and what you need to get there.
E	Exercise. When you exercise in the morning it significantly boosts your energy, enhances your healthy, and improves self confidence and emotional wellbeing.
R	Read. Mirror the people and the stories which you admire. Read something that inspires you and will enhance and area of your life.
S	Scribing (or journaling). Journaling allows you to document your insights, ideas, breakthroughs, realizations, successes and lessons learned.

Your Ideal Customer



PAINS & FRUSTRATIONS

GOALS & DESIRES

DEMOGRAPHICS	
Age	
Generation (ie. Baby Boomer, Gen X)	
Relationship Status	
Education	
Work	
Income	



FEARS & IMPLICATIONS

OBJECTIONS



Pains & Frustrations

- o Roof leak, missing shingles, ugly appearance
- o Can't get a contractor on the phone or to return their call
- o Need to get a problem or issue resolved
- o Too busy to deal with it
- o Worried that the situation at the house could be unhealthy or unsafe

Fears & Implications

- o Being ripped off or overcharged
- o Paying too much for something they could have gotten elsewhere
- o Having home damaged by faulty workmanship
- o Having to wait around for the contractor to arrive at the home
- o Being inconvenienced trying to coordinate with the contractor
- o May cause a disaster in the house
- o Final bill will be too high or more than expected

Goals & Desires

- o Get the problem fixed
- o Having the issue behind them
- o Having a well kept home
- o Taking care of their family
- o More income, money, wealth
- o Live in a nicer, more luxurious home
- o Kids healthy, happy & successful
- o Spend more time with family
- o Travel & have fun with family
- o Respect and approval of friends, family and relatives
- o Peace of mind

Instant Ad Makeover

4 Quick Strategies For Improving the Effectiveness of Your Advertising



1 - Add A Compelling Headline

Here are a few fill-in-the-blank templates you can use to create your own headlines:

TEMPLATE 1:

If You're _____
(describe the prospect want), We Offer
_____ (Benefit #1)
_____ (Benefit #2)
_____ (Benefit #3)... Plus...
(Bonus Benefit)!

EXAMPLE:

If You're Tired Of Your Old (Windows, Roofing, Bathroom) and Thinking of a Change, We Offer an Excellent Selection, Helpful Design Consultants and a Comfortable In-Home Shopping Experience - At The Guaranteed Best Price!

TEMPLATE 2:

(State the prospects problem as a question)? Here's a _____ (proven, time-tested, 100% safe, guaranteed) Way To _____ (get the ultimate benefit)

Stressed Out Every Time You Step In Your Bathtub? Here's a 100% Guaranteed Way To Get The Bath Your Dreams, In Less than 2 Days - At Price You Can Afford!

TEMPLATE 3:

How To _____ (get the ultimate benefit) Quickly & Easily 100% Guaranteed!

How To Make Your Home Stand Up to Category 3 Hurricanes - Quickly & Easily... Guaranteed!

*PLEASE NOTE - the example headlines are for demonstration purposes only. As with all marketing - if they are used they should be tested, tracked and measured closely.

2 - Have A Compelling Offer

You want people to see your ad and take action NOW. Make sure that every ad includes a great offer.

In 2019, and now going into 2020 the "Save XX% on Installation Before _____ (deadline)" offer has been good for many of our clients.

Another offer to test is the "PLUS" offer. 1-800-HANSONS does this all the time. It looks something like this:

Save XX PLUS, get a free _____ (tablet, Echo Dot, Kindle Fire) just for getting our price!

3 - Use A "Story"

Too many companies use generic stock photos of people and/or product in their ads. Most of the time that is a complete waste of space. Instead why not feature actual customers? Use their picture in front of their house. Include their full name and city. Then include their "story" of their experience with your company.

Another option is to include yourself in your ads. Your picture, your name and possibly a little bit of your story.

Add "Guaranteed" To Your Copy

What do prospects hate about doing business with companies like yours? Make a list and then create guarantees around them and use them in your advertising.

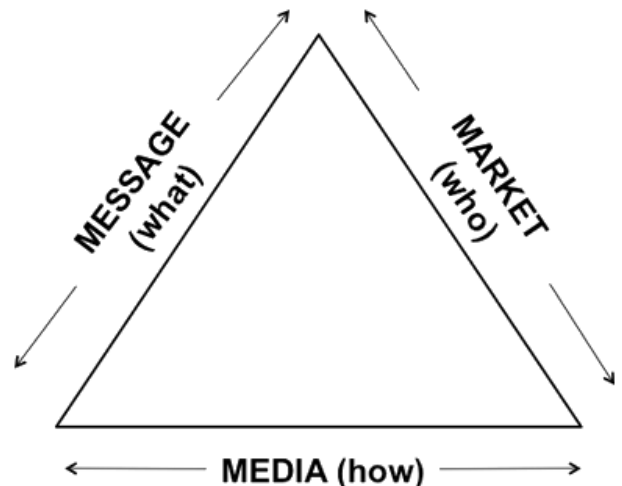
For example, I know people hate waiting for someone to show up. So in my company we guaranteed we'd show up on time. I even had a penalty. It would be something like this.

"Your _____ (technician, sales consultant) will be on time, or you get \$25... guaranteed!"

Marketing Success Checklist



- Don't think or act like your competitors
- Have a plan
- Have a budget
- Do not rely on just one source for leads - DIVERSITY = STABILITY
- Always have marketing in place
- Leverage every job site
- Track everything
- Give your marketing a chance
- Right Message to Market Match - ALWAYS remember the Kennedy Results Triangle (see image below)
- Always use a compelling, benefit-driven HEADLINE
- Always have an offer
- Avoid using we, our and us. Instead make all copy about the PROSPECT.
- Use customer "Stories" (testimonials)
- Effective marketing shows up to your *right* WHO, at the *right* time, with the *right* MESSAGE and compels them to contact you to learn more.
- Test, Test, Test
- With each test - Monitor and Evaluate, Adjust if necessary-then decide to Keep, Kill or Scale
- Know your numbers
- Don't forget to stay in touch with and continue marketing to your past and existing customers



The 3 Ms of Successful Direct Marketing Campaigns

If you can get your message, market, and media right, you'll be on your way to marketing dominance.

The following excerpt is from Dan S. Kennedy's book *No B.S. Direct Marketing*.

There are basically three components to marketing: a message, a media to deliver it, and a market to receive and respond to it. None can function without the others -- each feeds the others.

There are a number of ways to render the marketing triangle powerless, but there's only one way to get it right: Right Message, Right Market, Right Media.

Now let's look at getting all three parts functioning effectively and in sync with the others.

Markets

When you choose and use media, it's vital to know who you're trying to reach, attract, interest and persuade, and how they prefer to be offered and receive information and offers. When you craft your message, you need to know who it's for (and who it isn't). The who you want as a customer gets to govern everything.

Yet most marketing remains product-centric, not customer-centric, and most marketing is very broad, vague, and generic, not narrow, focused and specific. Sadly, most businesspeople cannot accurately and completely describe exactly who they want to respond, who their ideal customer is or who their current customer is; for the most part, they're playing blind archery.

I have dealt with many, many examples of this over the years. Let me tell you about one example that's instructive.

I was doing a lot of work with a particular chiropractor, and we meticulously analyzed his records and surveyed his patients, to discover the majority of his fee-for-service cash patients had two things in common: One, they paid using their American Express cards, rather than Visa or MasterCard, and two, they subscribed to *Prevention* magazine. The majority.

In the commercial mailing list marketplace, you can rent the list of *Prevention* magazine subscribers by zip code (as well as by gender, age, etc.), and you can rent the list of American Express cardholders by zip code.

My client took only the duplicates, the people in his market area on both lists. Because he had to rent 5,000 names from each list as a required minimum, it cost him about \$700, and he only found 27 prime names in his area -- a cost to find them of about \$26 each. A lot of business owners would scream "Too much money!" But from sequential mailings to the 27, he got 11 into the office (40 percent response -- vs. a 1 or 2 percent norm from mass mail); nine became patients, producing \$27,800 in immediate revenue, plus long-term value, plus referrals. That's the potential power of laser beam targeted marketing.

If you're new in business and have no backlog of data about your market, check your trade association or even competitors for some clues. Or start out with your own preferences. Who do you want as client or customer? One way or another, get out of the anybody 'n' everybody place at your earliest opportunity.

Message

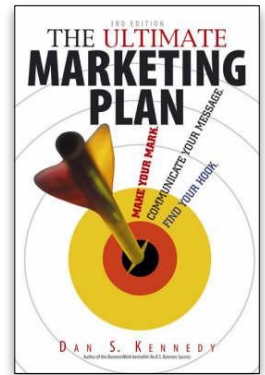
People are most easily and quickly interested in *information* directly related to what interests them -- especially information that promises fascinating secrets, solutions to problems, prevention for dire threats, promises of seductive benefits or timely "breaking news." This is the breakthrough prescription for magnetic communication.

A good way to think about information you may create and offer is as bait, and a key principle is "Match bait to critter." In marketing, "bait" means two things: your message and whatever "thing" you offer to spark direct response, whether that's literature and information, a free service, or a gift of one kind or another.

Most businesspeople get poor results to their advertising and marketing because they either put out no bait, lousy bait or the wrong bait for the critters they hope to attract.

No bait, that's ordinary image or brand advertising, rather than direct-response advertising. Lousy bait is boring, uninteresting, unappealing bait. A free report on *How to Buy Insurance* is lousy

bait. A free report on *How to Outfox the IRS and Legally Avoid All Estate Taxes* might be better bait -- for the right critter. Wrong bait for wrong critters -- the free report on estate taxes, if you want to attract young married couples.



Then, there's a bigger issue regarding bait: Most business marketing is generic, one size fits all. Most marketing is done with generic tools: one brochure, one catalog, one website for everybody. But one size never fits all. What's magnetic is a message just for me! As soon as I see it, I jump out of my skin because it's clearly for me, about me, matches me and my pain, fear, passion, hopes.

Media

Your list of media choices is long, and they keep expanding at a rabbit-breeding pace. So how do you decide what will work and what's essential?

First, it varies a lot by business. But more importantly, it has to do with who you're trying to reach. Do they pay attention to and respond to the media? The one sure thing is this: If the media can't be used to deliver a *direct response* message, skip it.

A warning: The media you prefer using, the ways you communicate and access information and entertainment, and your ideas about what *nobody* does anymore or what *everybody* does now don't mean squat. Only what your target customer audience actually prefers and engages with matters.

Your mandate is to try to find ways to use as many different media as you possibly can. Most business owners become lazily dependent on only one, two, or three means of getting customers, leaving themselves vulnerable to sudden business disruption and entry of more aggressive

PRIORITIZING GROWTH STRATEGIES

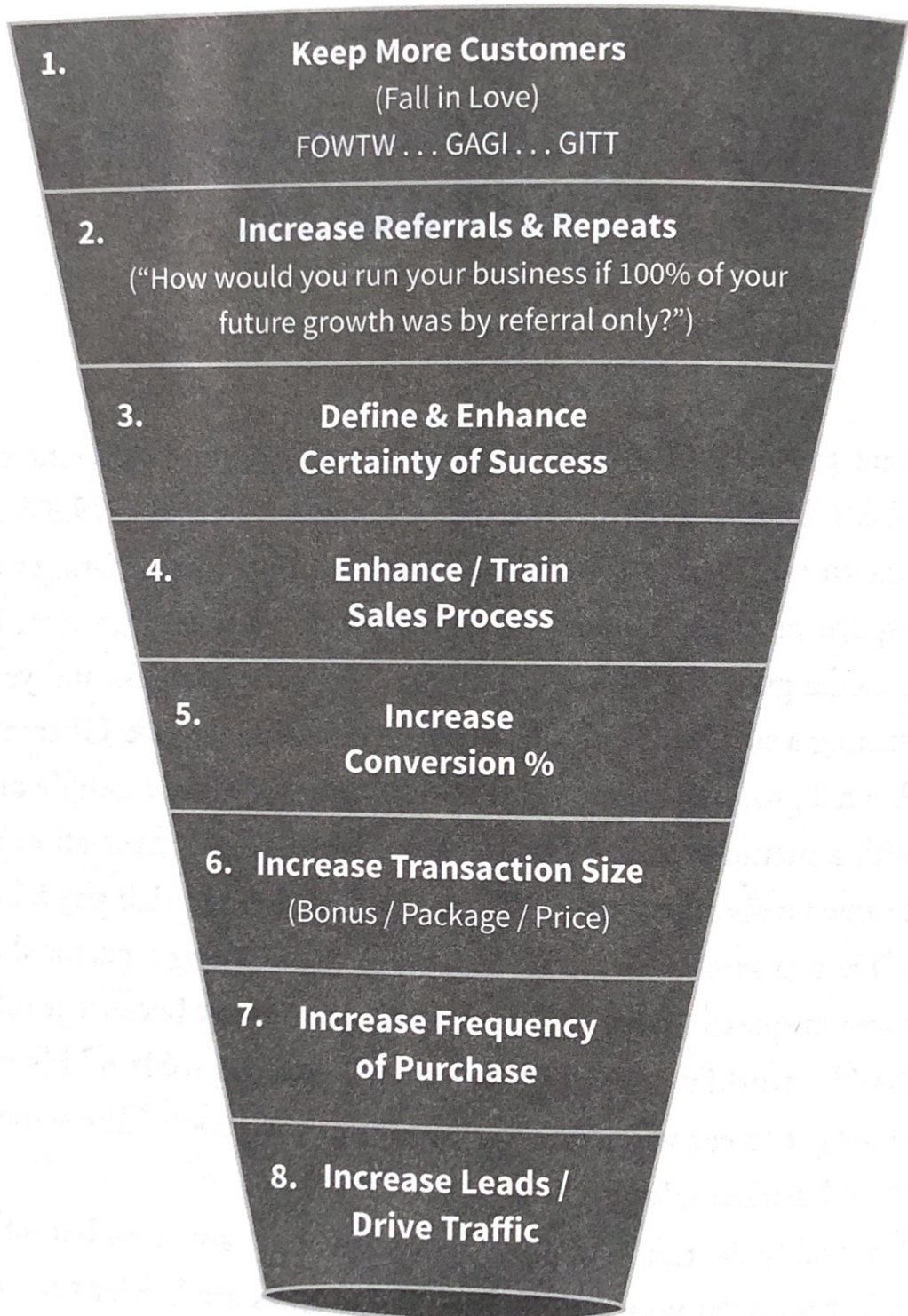
Different problems in different environments require different strategies. Ask a website expert if you need a new website and 99.9% of the time the answer is yes, regardless of whether or not your existing website is adequate or even relevant to driving your business's growth. Ask a social media guru for advice about growing your business and you will be retaining a social media consulting firm within a week. Guaranteed.

A small group of friends and I were having dinner a couple of years ago with a member of the Forbes 400. During the conversation something came up about nutrition and eating healthy. The rich guy asked the table, "Do you know the biggest problem with having a personal chef?" An innocent question, but it struck all of us as funny because it told us a lot about his world vs. ours. I said, "No, tell me the problem." He replied, "You only get to eat what the chef knows how to cook." The same thing is true for business advice.

The reality is that you can drive revenue any number of ways, depending on what your problem is. Some ways are harder than others, but here's the bottom line: It makes no sense to try to get more when you are not optimizing what you've already got. I'll repeat that: It. Makes. No. Sense.

When it comes to growing revenue, there are eight primary ways (the Growth Funnel chain itemized below) to immediately impact the top line. You should carefully think about how to mix and match these levers to yield the most dramatic results.

GROWTH FUNNEL



1. **Keep More Customers:** Business owners are notorious for falling in love with their products and the genius of their ideas. The *product* does not have the money, though. The product does not care who owns it. The *customer* has the money. The customer has a specific problem and unmet needs that she wants addressed. She is searching for a solution and someone to do business with that will meet or even exceed her expectations. The primary key to growth is to fall in love with the customer, not the product. (See “Mommas Love Their Babies” if you need more convincing.)

The most common reason businesses fail to grow is *not* that they aren't adding enough new customers; it's that they aren't keeping the customers they've got.

Don't believe me? Ask yourself this question: “How big would my business be if I still had every customer who ever tried me?”

If your growth initiatives are exclusively focused on how to get new customers to try you, you are not focused on meeting and exceeding your current customers' needs and expectations. Adding a new customer is great if you simultaneously keep all your existing customers. But adding a new customer and losing an existing customer is a strategy for treading water and getting tired.

Keeping customers can be boiled down to three things:

- a. **FOWTW—Find Out What They Want.** Customers do not really care about what you want to sell them, nor do they care how much you love your product. Customers care about having their needs met. The customer gets to define success. We make a mistake when we assume that the genius of our product and our “passion” for our idea are THE most important things. The genius of a great business is a maniacal focus on the customer and his outcomes, frustrations, and success. Steve Jobs said it best: “One of the things I've always found is that you've got to start with the customer experience and work backwards to the technology. You can't start with the technology and try to figure out where you're going to try to sell it.”

- b. **GAGI—Go and Get It.** After you are clear about the pain, frustration, needs, and expectations of your customers, your job as a business Owner is to find the pain reliever (solution) that meets their outcomes and definition of success. This means designing a solution that specifically addresses your target market's problem in a way that is meaningfully different from what is currently available.
- c. **GITT—Give It to Them.** It does no good to find out what customers want, to go and get it, and then not to deliver it to them. GITT is really about the “how” you do it, not the “what” you do. You can give someone a great tasting meal, but an inattentive waiter (or an overly attentive one who interrupts your conversations) will spoil the evening. Alternatively, you can receive an average meal, but the service, atmosphere, and ambiance are so outstanding, the evening is a stupendous success.

(In the “O Baby!” chapter you’ll find more customer-centric Thinking Time questions to reflect on.)

2. **Increase Referrals and Repeats:** Here’s a question for you: Name me one business that could survive a year without any referrals or repeat business. It’s hard to do. I have found that most business owners get so excited about adding new customers they fail to appreciate and show the love to their existing ones. Why offer discounts only to people who have never tried you before? The customers that have been paying our bills for the last ten years are the ones we should be bending over backwards to take care of.

Here it is on a bumper sticker: Sustainable growth requires two things: keeping the customers you’ve got, and adding new ones.

A great growth question that will help you get clarity on this idea is this: “How would you run your business if 100% of your future growth was by referral and repeat business only?”

Before you decide to start a “Let’s grow by adding new customers” initiative, keep in mind it does no good to add them and not keep them coming back. You want raving fans and addicts as customers, which simply means they love doing business with you (because you are successfully meeting their definition of success) and will tell others about their experience.

- 3. Define and Enhance Certainty of Success:** The clichés “add more value” and “value proposition” are incredibly overused by marketing experts to describe what your business should deliver to your customers and, thereby, differentiate yourself from your competition. I think about this concept a different way . . . a “success proposition.” What has to happen to give your customers *certainty of success*? (I elaborate on the notion of success propositions in “If You Want to Grow . . .” as well.)

Your customers get to define success, not you. They don’t really care about what you want to sell them or how excited you are about your product. At the end of the transaction, they just want to be able to say, “Yes!!! That’s exactly what I wanted and I loved it . . . I’ll be back!”

The fundamental success proposition question you should design your business around, especially if you are interested in growth, is: “What has to happen so the customer will say ‘I’d have to be crazy to do business with someone else!’?”

Answering this question will grow your business exponentially!

- 4. Enhance/Train the Sales Process:** Most amateurs in business, especially in sales, attempt to “wing it” when it comes to the sales process and presentation. This is a truly bad idea because you will always produce inconsistent results and have no clue what is causing them.

The best people in the world at sales and sales training have a formula, a script, a process, or a recipe they use. They rehearse and practice that process . . . repeatedly. They rehearse simulated

sales processes, ask the toughest questions, raise the worst objections, and then design answers and responses to all of them.

Here it is on a bumper sticker: Mastery = Practicing the right thing in an effort to get better. When the training stops, so does the progress. Candidly, I have found that I am not talented or smart enough to be unprepared.

Attempting to get more leads before training or retraining on the sales process is likely to result in wasted money and burnt leads.

5. **Increase Conversion Percentage:** Obviously, if you get the same number of leads but do a better, more consistent job of closing them, your sales will increase. We know we want to increase the number of customers we have. The low-hanging fruit solution is to increase the closing percentage. If you are currently closing 25% of your leads, a 5% increase in your close ratio is the equivalent of increasing your leads by 20%. (Increasing your conversion or closing ratio is dependent on the training idea outlined immediately above in #4.)
6. **Increase Transaction Size:** Sometimes we have multiple products or services that can be packaged together. When the price of the package is less than the total of the à la carte prices, customers perceive a deal and tend to buy the bigger (higher-priced) package. This is the McDonald's theme of "Do you want fries with that?"

Perhaps you can offer a high-margin, low-cost "bonus" of an ancillary product or service, which would enable you to increase your overall price to the customer but incur relatively minor increases in your expenses.

Here it is on a bumper sticker: Increasing revenue and sabotaging profits is a formula for poor.

The central idea is to design a package that will, for example, increase revenue by 10% and increase profits by 15%. Sometimes the transaction value can be increased with something as simple

as a modest price increase. If you have a 10% profit margin, a 2% price increase will have the same bottom line impact on profits as a 20% increase in revenue.

7. **Increase Frequency:** Many successful businesses increase the frequency of customer purchase by helping the customer see the value of shopping exclusively with them. A rewards or frequent buyer program is often used for this purpose. Southwest Airlines does not expect you to fly more frequently as a result of their frequent flyer program, but they are incentivizing you to fly with *them* when you book those next tickets. Loyalty is very powerful because it drives repeat business. Repeat business does not have the usual customer acquisition costs and, therefore, is much more profitable.
8. **Increase Leads/Drive Traffic:** You will immediately notice that this link in the Growth Funnel chain is last on the list. The reason is because it is usually the highest-hanging fruit and consequently the most difficult to attain. In most circumstances, the first seven strategies to impact the top line should be executed and optimized prior to allocating resources to drive the number of leads. **Here it is on a bumper sticker:** Optimize before you maximize.

No one likes to hear this message, because designing websites, writing advertising copy, devising PR campaigns, and creating social media strategies are way more fun and exciting than working on sales scripts, referrals, and repeat business.

When the time is right to work on increasing leads and driving traffic, it is critical to optimize for quality, not quantity. We do not need more eyeballs or visitors to our website; we need to reach our target market with a compelling message.

Here it is on a bumper sticker: Getting big is the result of success. Success is not the result of getting big. One of your jobs is to carefully consider the various strategies available to you for growing your business. Lurching for the “more leads” lever is rarely the best or most effective alternative.

A word of caution: Developing a strategy to grow revenue is important, but growing revenue without growing profits and cash flow is dumb. Successful businesses have figured out how to do both. (“Correcting the Business Model” describes the nuts and bolts of this process.)

Thinking Time

Keep More Customers

- Why do people buy from me in the first place? What value do they seek? Expect? Hope for?
- What is their TRUE pain/problem/frustration?
- What is the compelling promise of our brand?
- Is the message (promise) I am delivering to customers clear on what we can do for them that the competition cannot or does not do?
- What must happen to cause a customer to buy from me?
- What must happen to keep a customer coming back?
- Does the value we are delivering to the client exceed the price we are charging? How do we know?
- What changes do I need to make to my business to ensure my continued relevance to my customers?

Increase Referrals and Repeats

- What percentage of our business comes from repeat customers? Is that percentage growing? By how much?
- What are we doing to ensure that customers will come back for seconds?
- What could we do (that we are not currently doing) to cause our customers to want a second helping of what we are serving?
- How can we get them to come back more frequently?
- How would I run my business if 100% of my future growth was by referral and repeat customers only?
- What promise do we make to our customers?

- Where do we need to realign our internal operations to consistently deliver on this promise?
- What can I do to delight and amaze my customers?
- What can I do to cause my customers to become addicted to buying from me?

Define and Enhance Certainty of Success

- What is my “success proposition”?
- What does my ideal customer consider “success”?
- What are we doing to give our customers “certainty of success”?
What else do we need to do?
- What are we doing to meet their expectations?
- What expectations do my customers have that we are not meeting?
- What expectations have I set for my customers, and how are these different from the expectations I am delivering?
- What can I do to cause my customers to say “I would have to be crazy to do business with someone else”?
- Where have we compromised on the trade-offs necessary for my business to deliver on our success proposition?
- Where have we compromised or homogenized our niche by blurring our uniqueness in an attempt to grow?
- What are the activities we perform that are not aligned with each other? Where are we producing a result that is inconsistent with our message?
- What needs to happen for all my employees to know exactly what our success proposition is?
- What are the specific activities each person must consistently perform to deliver this success proposition?
- Where does my dashboard need to be rebuilt to make sure I am measuring and monitoring this performance?
- Where does my compensation structure need to be adjusted to reward performance that delivers on our success proposition?

Enhance/Train the Sales Process

- What is our existing script and process to enroll new customers?
- What is our current internal sales training process?
- What does a first-class training process look like?
- What is the curriculum we need to teach and train in order for our staff to be more effective at initiating and closing a sale?
- What books, videos, manuals, and audio training does our sales team have in their library, and how are these resources getting reviewed and mastered?
- How can we create a “best practices” process in which our team shares the best ideas and methodologies we discover?

Increase Conversion Percentage

- What is our current conversion percentage, what is the target conversion percentage, and what must happen to close this gap?
- What training process do we need to create to increase the likelihood that prospective customers start doing business with us? (Also see the many questions in “If You Want to Grow . . .” on risk, friction, the difference that makes the difference, and certainty of success.)

Increase Transaction Value

- If the formula $\text{Value} = \text{Benefits} \div \text{Price}$ is true, what must I do to dramatically increase a customer’s perception of value?
- What high-margin product can be bundled with our current product offering that would increase the retail price to the customer and yield an asymmetrical profit margin increase?
- Is it possible to increase my retail price by 2 to 5% and retain our current customer base? (Coca-Cola sells 2 billion units per day. A 1-penny increase in price yields an incremental \$20 million/day bottom line profit. Not too shabby!)

- How have we educated our customers about the value of what we do? What needs to happen differently?

Increase Frequency

- What might a loyalty or rewards program for our frequent buyers look like that would cause us to become our customers' preferred vendor?
- What is our niche/specialization/area of excellence, and how can we more effectively communicate this distinction?

Increase Leads/Drive Traffic

- Who is my target market?
- Who can I create an alliance with that also touches or influences this target?
- Where can we find pockets of target customers who are frustrated with our competition? What are we doing to communicate to them that we are the solution they are looking for?
- What is my competition doing that is causing my ideal target customer to do business with them and not with me?
- What is my compelling message to this audience?
- What is the promise of our brand and what must happen to consistently deliver on this promise?
- What do I do for customers that no one else does?
- What can I do for customers that no one else does?
- What should we do for customers that no one else does?
- Do my ideal customers REALLY care about these differences?
- What is my reputation? What am I known for? What is my claim to fame?
- How do customers think and talk about my business?
- How would I like for them to talk about my business?
- What must change for them to talk about me that way?
- What must they be convinced of to start buying from me?

- Why aren't my ideal customers using me now?
- What is the message I need to communicate to cause my target customers to engage with us?
- What are the best communication channels available to communicate this message?

NOW . . . Go Think! You will thank me later.

KJC



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RESOURCES



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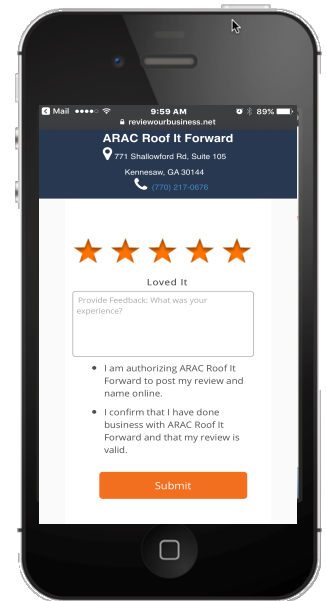
REPUTATION MANAGEMENT & REVIEWS

Are Bad Online Reviews (Or Not Enough Reviews) Sending Your Best Leads To Your Competitors?

Discover the lead-generating, income-creating power of online reviews in your business – to drive multiple leads (and thousands of dollars in revenue) to your business daily... and even steal them away from your competitors!

- ✓ Take control of your online reputation.
- ✓ Protect your company from bad Online Reviews
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RESOURCES



Profit
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RELATIONSHIP MARKETING

Get More Referrals. More Repeat Sales. Close More Sales & Earn Higher Profits.

You don't have to let another customer "fall through the cracks" every again. Since 2009 gFour Marketing Group has been working behind the scenes as the Marketing Team for hundreds of companies just like yours. We help you use your current and past customers to get new leads, sales and profits.

For less than the cost of a part-time, minimum wage employee, our professional team will do all of this for you so you'll get better quality leads, close more sales and make more money:

- ✓ Make each customer feel special by saying thank you, the right way, every time.
- ✓ Get feedback from your recent customers and turn those reviews into raving 5-star reviews online.
- ✓ Keep in touch with your customers with email and your own company newsletters so you're always asking for more business and/or referrals.
- ✓ Have a professional Referral Rewards Program, to generate a steady stream of referrals.
- ✓ And so much more!!

Get great results at an affordable price. Schedule your one-on-one Strategy Session to learn more.



RESOURCES



Strategic Marketing & Profit Solutions

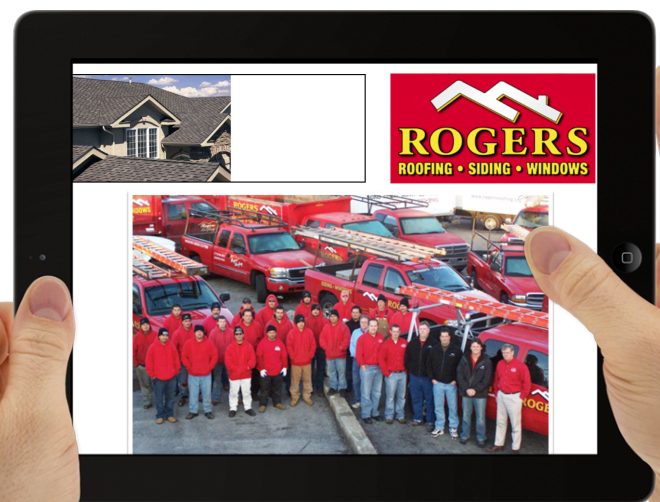
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Having the Right Sales Presentation Can Boost Your Sales, Help You Build a Winning Sales Team and Free You Up to Grow Your Business.

Too many home improvement contractors/business owners are held back because they don't have an effective **SYSTEM** for selling. They wonder why sales are inconsistent. Or why they can't hire good salespeople. Or why they're **STUCK**.

Introducing a selling **SYSTEM** designed for roofing, window, siding & one-day bath businesses. This system:

- ✓ Follows a structured, choreographed, step-by-step order
- ✓ Is delivered from an iPad, NOT a bundle of pitch books
- ✓ Can be effectively taught in a classroom
- ✓ Can be learned by a new salesperson – even one *without* home improvement experience
- ✓ Will engage the prospect and completely separate you from the low-priced competition
- ✓ Will help attract good salespeople
- ✓ Will consistently and predictably close more sales
- ✓ And so much more...



**MADE AVAILABLE IN PARTNERSHIP WITH SALES TRAINER & OWNER OF CAREFREE HOME PROS
JOHN ANGLIS**

RESOURCES



Profit
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Marketing



THE ETHICAL ROOFER MARKETING SYSTEM

Who Else Wants a Sales and Marketing Tool So Powerful, It Magically Unlocks the Doors (and Wallets) of Your Toughest Prospects and Positions You as The OBVIOUS Roofing/Replacement Window Expert In Your Market?

Crush your competition by being the ONE roofer/window contractor in your market that wants to provide local homeowners with information, advice and education about how to hire the right roofer!

Are You An Ethical Roofer?

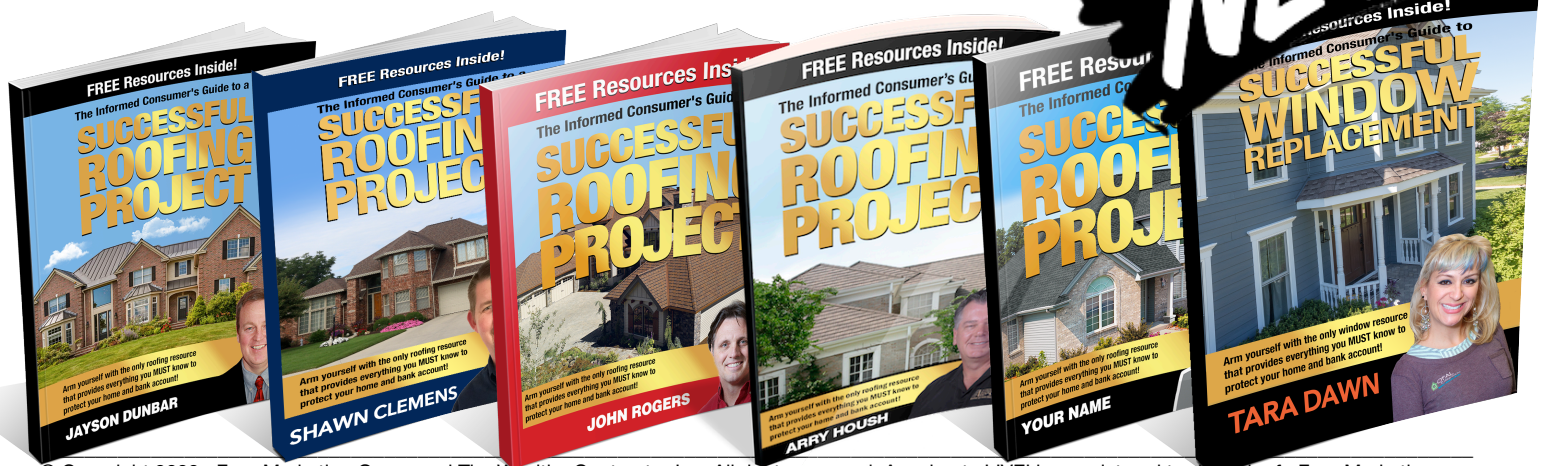
As an Ethical Roofer author, your book will differentiate you from every other competitor in the your marketplace.

✓ Your book will instantly position you as **THE EXPERT** on roofing in your market - and the one all of **YOUR** competition is judged against

✓ People are always impressed by **AUTHORS...** “you wrote a book?” they’ll ask!

✓ People will throw away brochures... they don’t throw away books

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