

Dare to Dream

Congratulations! You've made a decision that sets you apart from 99.9% of all the other small business owners. You've set your sights on transforming your dreams, desires and goals into reality. And you are taking action!

There is no mystery why so many businesses fail. They lack effective strategies, systems and marketing knowledge and live and die by the fallacy, "Build it and they will come." You will set yourself apart from those businesses destined to fail.

Your program will be the cornerstone to your new business success. These manuals were the result of our 20 plus years of experience in marketing, sales and consulting to companies around the world. The strategies and techniques we will share with you have been tested and proven to work and get **results**.

What Can You Expect To Learn By Working With Our Program?

How to:

- Improve sales and marketing efforts
- Increase profitability
- Develop client relationships
- Structure day-to-day operations
- Provide effective staff training
- Maintain an up-to-date database
- Increase back-end sales
- Reduce unnecessary wasteful overhead
- Implement effective time management

Because every business is unique (whether they recognize it or not) we do not believe in using a strict methodology. The program is designed to allow you to focus on your uniqueness while building your business to its maximum potential.

We look forward to working with you and adding your name to the growing list of businesses we've helped to get to the next level. Let's get started!

Dream Fulfilment - Step One

"If you can dream it, you can do it." -Walt Elias Disney

There is nothing accidental about true success. It starts with a dream, develops into a plan, erupts into action and arrives at its desired destination.

Today is the start of a New Year for you and your business. It can be very helpful to identify what things are important to you in both your personal and business life. Running your own business can take a great deal of time and energy, so it's a good time to explore how your business is affecting your overall satisfaction. It also gives you the opportunity to alter your priorities for both your personal and financial success in the upcoming year!

Some clients want to brush this Chapter aside to jump immediately into new marketing campaigns and strategies. This is understandable but would be a huge mistake. We all know of people who climbed the ladder of success only to find it propped against the wrong building. You don't want to move too quickly. Together we will work to have you achieve your goals of more sales and higher profits by following proven successful business and marketing strategies.

Your program is far more than a set of business reference manuals. Imagine your program is a Limitless Profit Machine waiting to be turned on. With the guidance you will learn how get the most out of your program so that you and your staff can reap profits long after the program is over.

"If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it." -Albert Einstein

We agree with the genius above about the value and importance of questions to define what a client's problems are before we determine the best plan of action. We will be asking you questions that get you to think about success, effective marketing, smoothly operating systems and a powerful, profit generating machine.

In this Chapter we will encourage you to dream of what your business is capable of becoming with the right strategies, tactics and implementation. Once your dream has been established together we will utilize your program to bring it into Reality.

WARNING: The questions will increase in difficulty for many coaching clients as they begin to uncover areas of concern with your current marketing strategies, tactics and systems.

The Dream

Having a dream and day-dreaming are two completely different things. Day-dreaming is a waste of precious time while having a dream is seeing the big picture. Describe in detail what your life will be like when your business has achieved everything you believe it can. What would you be able to do that you cannot do now? Keep in mind Donald Trump's advice, "As long as you're going to be thinking, think big."

Who else will benefit when your business experiences greater success? How?

Every successful business, regardless of size, started out small. Are you willing to do whatever it takes to turn your dream into reality? Describe what “whatever it takes” means to you. Give an example of when you went after something you wanted and achieved it.

Your Business Purpose

What are your three most important business goals?

1.

2.

3.

Purpose

Carefully review your three most important goals. Select one that, if achieved immediately, would have the strongest positive impact on your business life. This is your Definite Purpose of Business at this time.

What is the deadline for achieving your Definite Purpose of Business?

Whose help and cooperation do you need to achieve your Definite Purpose of Business?

What are the most significant obstacles and frustrations standing between you and your goals?

Action Time

To build your business into an entity that will help you achieve everything you want for yourself, your family and your community requires having a solid foundation. You want your business to be as solid as the pyramids of Egypt, capable of withstanding any challenge. Your solid foundation will be a result of answering the following questions. Your answers are critical to your success.

Do this Chapter with as much enthusiasm, commitment and honesty as you can and your efforts will be rewarded many fold. Some of the questions may challenge you. Don't let that stop you. Treat them as areas that you and your coach need to explore.

Your Ideal Business Vision

If your business were "ideal" what would it look like? How many employees, offices, assets, hours worked each day, week or month, etc.

What would you be doing most of the time? What would you delegate or outsource?

Money is a great way to keep score. When you have reached what you consider to be a success level with your business how much would you be earning?

What one additional skill would help you to achieve your most important marketing goal faster than any other single skill?

What are the Business Strategy, Marketing or Sales books, cds/tapes you have listened to or read in the last year? *"The book you don't read won't help you."* - Jim Rohn

Taking Stock

Just like you wouldn't start building a skyscraper, fortress or home without taking stock of what building materials were available, we can't start creating your marketing machine without knowing what we have to work with.

Strengths and Weaknesses

List your positive behaviours or strengths on the lines below. Come up with at least 10:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

List your behaviours that could limit your success and stop you from achieving your goals. Come up with at least 10:

1. _____
2. _____
3. _____
4. _____

5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Your Focus

How has your business focus been in the last 12 months? Any distractions? Issues? Explain.

How can I as your coach help you to master your distractions?

How many hours per week do you spend working ON your business not just IN your business? How many hours per week do you spend specifically on marketing?

How much money did you spend on marketing? What was your ROI?

Your Business Today

What business are you truly in?

How would you describe your businesses' position in the marketplace relative to the competition?

What words do people use when describing your business?

What words do you want people to use when describing your business?

If you could wave a magic wand and have all of your business troubles disappear, in the order of priority, what would they be?

1. _____
2. _____
3. _____
4. _____

5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Your Customers

Who is your ideal customer? What makes them ideal?

What is the primary need or concern of your ideal customer?

How can you position your product or service to address this need or concern?

Which customers are you going to “fire”— that is, which should you stop doing business with?

There are over 100 effective marketing strategies available to your business. How many are you familiar with and which have you implemented so far?

What have you used as your Marketing Mix in the last 12 months?

What has been your most successful marketing strategy?

What has been your least successful marketing strategy?

Your Market

What are the demographics or psychographics of your current customer list? (Describe the ages, sex, income level and life-style characteristics of each market segment)

What market segments do you intend to serve?

Your Advantage

What is your Unique Selling Proposition—that is, what do you do that definitely benefits your customers that no other individual or company can offer?

What does your customer have to be convinced of to buy from you rather than from your competition?

Your Competition

Who are your most successful competitors?

What do you consider their strengths and weaknesses?

Why do your customers or potential customers buy from these competitors?

Your Business Growth

What were your annual sales for the last 12 months (ending today)?

What are your anticipated sales for the next 12 months (starting today)?

What improvements could you make in your products to make them more attractive and saleable?

How could you improve your customer service operations to make your business more client-friendly?

How could you alter or improve your sales and marketing strategies and processes to increase your sales?

What additional products or services might you sell to your existing customers?

How could you modify your pricing structure to make your products more attractive and competitive in the marketplace?

How can you increase the average size of each sale?

What could you do to elicit more high-quality referrals?

What changes could you implement to make your business more productive?

What steps can you take to increase the profit margins in your business overall?

Briefly describe 3 important goals that you've set for yourself at one time or another, but haven't achieved yet:

For each of these unachieved goals write out 3 main reasons why it hasn't been achieved.

Goal #1

Goal #2

Goal #3

Take a good long look at those reasons. Now make a commitment to never let excuses get between you and what you want in life.

Your Intention

Why have you hired me to be your coach?

What are you looking for from your coach? Support, Advice, Accountability, etc.

What should I know about you that will help me be YOUR best coach?

At this time, what are you bringing to this coaching relationship? (i.e.: motivation, willingness to change and grow, open mind, etc.)

I am committed to helping you succeed in your business. What areas of your business can I help you with the most in the upcoming year?

Anything else?

Take a few moments and write a letter to yourself, dated one year from today's date. This letter will describe your accomplishments, successes and achieved goals for this next 12 months. This letter must be written in the present tense looking BACK at what you have done in this year! Think of it as a Journal for the upcoming year, before the year begins...
