

How to Become a **Great CEO**

Business Success by Design



John Laurenson

powered by



Why use a Business Program?

The vast majority of new business owners wander off track, go broke and never achieve their dreams because they have not implemented a solid business program.

Therefore it is imperative to know why you have to build the bedrock of this foundation.

Knowing what is essential to put into your business structure can be a challenge if you have not done it before.

Then finding a reliable source of business knowledge that is easy to follow is the next problem.

New businesses fall over because they have skimped on vital policies, procedures, and infrastructure.

Knowing how to apply these fundamentals to the foundation prevents cracks from appearing which would otherwise lead to our inevitable failure.

Whether you are an existing business owner or are dreaming of starting your own business this booklet will guide you through this process and get you started on your journey to become a Great CEO.

What Business Program to use?

Start up businesses fail at the astonishingly high rate of 80%. This high failure rate confronts the novice business owner, not an experienced CEO. This is purely because they have learned the information and the rules to succeed. They are able to stay focused on the right task at the right time.

For your business to succeed you must have this knowledge.

Finding a clear pathway to build our successful business that achieves the aim we have in mind

What is the difficulty with finding the right business knowledge? We discover a multitude of solutions promising massive returns for little to no work. These programs lack any substance. Or we are confronted with text books worth of information that are too difficult to decipher and far too complex to implement.

All this leads to overwhelming frustration and eventual fatigue that leaves you wondering why it is so difficult to get your product in front of the right market, so you can serve your intended customers better. You even question why you started out in business anyway and getting a regular job begins to have more appeal.

The problem is that you lack the right information for the stage of development you have. You are desperate to act quickly with ease, to implement the right knowledge that gets you on with why you went into business in the first place.

THE SOLUTION

The Great CEO Program© is a reliable, complete and concise set of prioritised business instructions that are clear and easy to follow. It simply explains why we need to build the specific essential functions into our business, so it performs the way we planned it would.

The Great CEO Program© facilitates how to market and sell your unique service style into a system that is utilised by our team to attract and satisfy more customers of the qualities we require.

The Great CEO Program© also supports you to make a profit by taking us inside financial responsibility, in a way that is easy to understand so we can operate at a profit, and if we choose, double our profit.

The Great CEO Program© provides us with very simple tools to install the crucial capacity our business needs for us to reach and uniquely serve our clients better than our competition, and fulfil the dream we had prior to going into business.

The difference with ***The Great CEO Program***© is the surprising clarity and stunning simplicity of function, to get us moving smartly to produce the results we have been craving. This is what sets ***The Great CEO Program***© apart from any other technique or strategy.

Everything a Great CEO needs and nothing else

The simplicity of ***The Great CEO Program***© is a remarkable breakthrough. Everything is included to implement our business idea in only four small booklets that guide us “how” to do it. Everything is explained in generic terms using universal principles that are true for all businesses all of the time. It does not matter how much we already know. It works for anyone. All we need is our business idea.

Another remarkable and unique aspect of ***The Great CEO Program***© is the consideration of our mindset and feeling capacity, to encourage us to think and realise for ourselves what is important for our business to thrive.

The Program has been constructed using knowledge and experience of universal principles that are common to any business of any size.

Only what is essential has been included for a business to succeed.

Running a successful business is a learned skill. Therefore, the only ingredient required to succeed is knowledge and dedicated persistence.

The Great CEO Program Overview

The Great CEO Program© defines the pathway for your business success through four essential responsibilities.

MARKETING - FINANCE - SYSTEM - HUMAN RESOURCES

MARKETING

Client Desire© explains why these critical steps must be followed to create a marketing strategy that works to get us the business we need to thrive. It also shows us how to get in touch with the clients most likely to invest with us. Using universal marketing principles with simple templates that ensure we say the right things, to the right people, in the right places, to tap a flood of prospects eager to experience our product or service.

FINANCE

Double Profit© introduces a simple but effective approach utilising the 5 levels of profit. This help us build a profit model to run our business in the black, so we stay in business and continue to serve our clients at the level of satisfaction we dreamed of doing.

SYSTEM

Normal Line© is a simple, clear and organised way to build structure into our business process, so you can share our journey with a team who can extend our reach to serve more clients than we can on our own, even at multiple locations.

Human Resources

Team Spirit© shows us how to recruit and retain the right talent for our business, so they operate our system above the standard, to get consistently high levels of satisfaction across the board, even when we are not there.

Workbook

The Great CEO Program© workbook contains all the templates that when completed (with the help of the guides) create an unstoppable manifesto that gives us massive clarity to drive success.

These Four manuals and the Guidebook each form part of ***The Great CEO Program***©.

The Great CEO Program Framework



It is the CEO's first great Responsibility to invest in skilfully bringing new clients to the business, this is the Marketing function. This is covered in my guide; ***Client Desire®***.

Next, we track our Finances to learn how to gain transparency, and then learn how to double our Profit. This is covered in my guide; ***Double Profit®***.

Then, we create a quality System that is effective, reliable, and leverages our unique service processes. This is covered in my guide; ***Normal Line®***.

Lastly, we attract, train, and retain talent that consistently improve our Human Resources. We encourage a healthy Team Spirit through our core values, so they continue to perform well, and make our business thrive without us always being there. This is covered in my guide; ***Team Spirit®***.

1. MARKETING - **CLIENT DESIRE**©

Client Desire© handles the marketing function for our business and takes us through how to create an effective message that engages our prospects to buy our product or service.

Client Desire© describes exactly how to achieve these results in the shortest time in five easy-to-do steps.

Five core principles must be mastered to harness market desire IF we want to grow our business by attracting more people.



1. Client Profile



We begin the process of harnessing market desire with research to build a client profile that ascertains; who, why and what they really need and want - this is the fuel that we must be able to tap into.

2. Market Analysis



Next we analyse our market's characteristics, including our competition to highlight how we are uniquely different, and to find an unfulfilled need or gap in the market.

3. Product Analysis



Then we analyse our product or service to calibrate its relevance and to highlight the genuine value that creates a foundation of resonance for *how our client feels when they own our solution*.

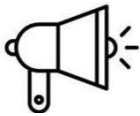
4. Top 10 Reasons



Now, we take the unique analysis of our product and service, and synchronise it with our client and market info, to produce a carefully crafted list of 10 reasons “why” it solves our dream clients’ problem and provide them with what they want.

These reasons build resonance that tap into our dream clients’ pre-existing desire in our prospects’ mind, so they get “we understand” how they feel, to build trust.

5. Advertise



Finally, we construct a highly attractive offer (Lead Magnet) that is too good to refuse, and imbed it in a carefully crafted message.

We use a proven, simple-and-easy structure to create a direct-response advertisement that entices our dream clients to accept our offer in exchange for their email that uses the *Law of Reciprocity*.

Using our advertisement and compelling offer, we pitch it to our market and capture-to-convert leads in a carefully crafted follow up campaign using an effective email service application or sales funnel.

Having created a marketing system that harnesses our clients' desire and attracts all the business we can handle, we need to master how we manage our finances to empower our business through **Double Profit**© mastery.

2. FINANCE - *DOUBLE PROFIT*©

Double Profit© handles our finance function. This can be more of an emotional challenge than a mental one. Although, the mental challenge can be enormous, the emotional one is even more confronting because the foundation principle is based on one ugly truth:

“NO ONE IS COMING!”

Five Profit Levers

Invest your time in understanding how the Five Profit Levers work individually, and then use them as building blocks to double your profit.



1.

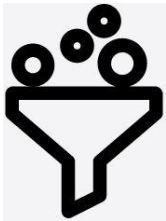
2. **Number of Leads**



Number of Leads is the count of “hits or signals” by individual interest, in any one time frame - day, week, or month - directly resulting from marketing effort.

Number of Leads is the metric we use to confirm which marketing combinations - of channel and message - work strongest to generate leads for our business.

3. Client Conversion Rate



Client Conversion Rate measures how well our sales process plays out, by counting the Number of Sales we make when people are attracted to our “store”.

Client Conversion Rate = Number of Clients
/ Number of Leads

We primarily use Client Conversion Rate as the basis to adjust and improve our sales technique.

4. Frequency of Sales



We must know how many repeat sales we are making with each client, to measure. how we are influencing the quality of our clients experience to re-engage with us.

When we motivate our clients to increase their buying frequency, we automatically increase our profit without incurring extra marketing expense. It's free business!

5. Average Sale Price



Average Sale Price tells us how much each sale is worth. We use it to increase the dollar value we achieve for each item sold.

Total Sales Revenue is the sum of all \$ sales in a given period of time.

Average Sale Price = Total Sales Revenue / Number of Sales

We can split our Average Sales Price metric by “New Clients” and “Repeat Clients” to monitor the most successful buying behaviours, and adjust our systems to include any differences.

6. Expense



Expense determines our margin of profit, and can very much influence our Profit result.

There are two types of Expense in our business process: Cost of Goods Sold and Fixed Expense.

Upon understanding how our finances work, we can now embark on creating a system that leverages our time to serve more clients better.

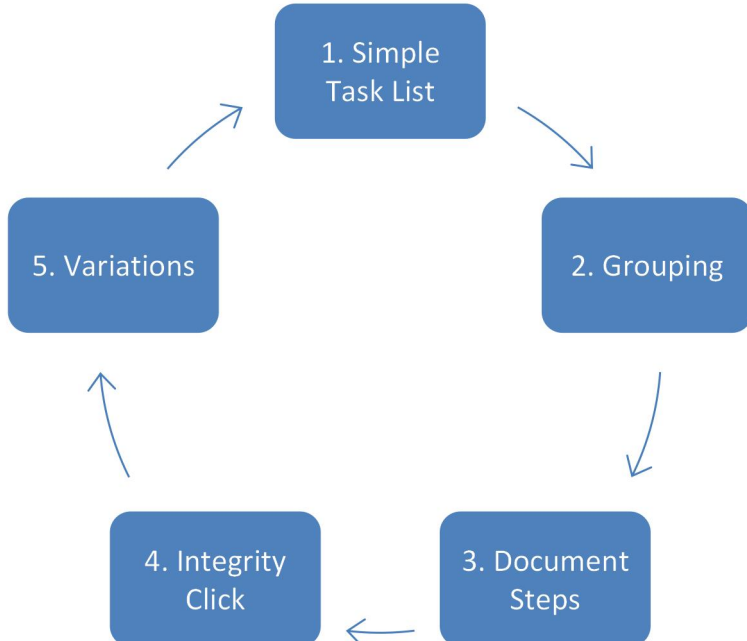
3. SYSTEM - ***NORMAL LINE***©

Having a system is essential to getting more done and is the solution to leveraging functions or tasks without us being there.

Normal Line© is the process we routinely follow inside our business, to happily deliver our product or service to our ideal client, without exception or problem. It is what we “normally” expect to happen.

Normal Line© booklet explains simply how to document our service delivery system from scratch, in 5 easy-to-follow steps.

How to Document Our Client Service



1. Simple Task List



We make a list of all the *known* tasks - meaningful headings only – that we need performed throughout our client service delivery process.

2. Grouping



We organise our “required tasks” into three to five natural groups. Any more is too complicated, for someone new to cotton-on straight away, and we want immediate comprehension, not delayed shenanigans.

3. Document Steps



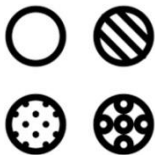
We write one to three sentences about “what” each phase does, first, and then write one to three sentences that describe “what” each step does.

4. Integrity Click



We work towards refining our system draft, by making sure every aspect sings from the same song sheet. We make small adjustments within our document, to align it with our high level Vision statement.

5. Variations



We make a straight list of all the known, relevant variations, and exceptions, we have encountered in our past experiences, when dealing with service delivery for our clients.

Remember, to succeed in business we need a system and this is clearly and simply explained “HOW-to-do” in more depth in the easy guide Normal Line©, as the third responsibility of a Great CEO.

Now let's look at how to build Team Spirit© who will run our system to produce results beyond our wildest dreams.

4. HUMAN RESOURCES - *TEAM SPIRIT*©

Having a motivated team to organise and run all our business functions is our ultimate aim. *Team Spirit*© proposes successful strategies to recruit and retain talent who create results beyond our wildest dreams.

The main purpose of having a team with spirit is to deliver great results for our clients, consistently, anywhere, anytime, without us being there. This principle is called leverage.

The process of employing people can become complex and hairy if it is not organised properly. When the balance gets out of kilter our team becomes more of a management challenge that severely restricts our ability to produce great results for our clients.

Stark differences are obvious between a great team and a poorly lead one. Great teams are motivated through a sense of purpose and order. Whereas, teams driven by threats pervade with fear and anger that cause chaos and unhappiness. Great teams achieve more and are fun. Poor teams are time-consuming endeavours, endured as a means to an end and produce limited results.

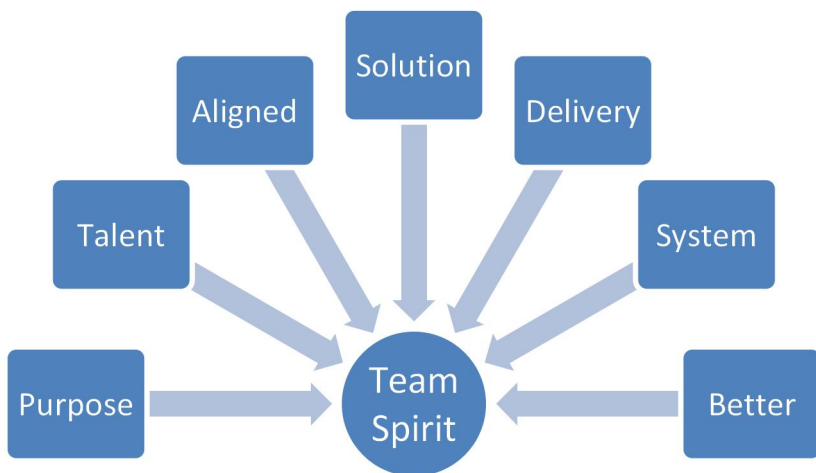
It takes skill and effort to create a team with spirit and this interactive achievement can take up to 10 years of dedicated effort. But when we know what the rules are we can accelerate our learning iterations that gain successful traction to build synergy, sooner.

Team Spirit® explains the principles to adapt for our own style of recruitment and talent retention to successfully deliver our service beyond existing levels.

Team Spirit® guides us to quickly take the sweat out of “what to do” when adding a team to our business. After that it comes down to our own experiences.

What is Team Spirit?

Team Spirit is characterised by having the right mix of talent happily aligned to a common purpose, who deliver our high-value solution resourcefully to our clients across a wide range of requirements, using a system designed by us and doing it better than we can, even when we are not there.



Importance of Purpose Alignment

Nothing is more important to team spirit than selling the vision. When every team member is fully invested, so that they really care about our vision, half our battle is won because we will have achieved alignment to a single purpose. This gives our team a meaningful target to aim for.

Leadership

Leadership is the quality of our obsession and grit to succeed in creating a business that delivers on all our promises.

We need to become more than who we are now to achieve the results we want. Leadership defines the behaviour we must consistently demonstrate to our team and clients.

EXPECTED RESULTS

FOR NEW AND EXISTING BUSINESS OWNERS

The Great CEO Program is for you if you are struggling with an existing business you own, or you are just starting up and do not know what to do.

The Great CEO Program provides amazing results beyond the ordinary for new and experienced business owners alike by creating clarity of purpose and function.

The easy-to-follow steps allow you to prioritise more easily, and confidently follow a structured and proven path to realise your dream as a business owner.

If you have been struggling, upon using *The Great CEO Program*© you feel a new energy and purpose with each step forward you take.

Introducing John Laurenson

John Laurenson is Creator of *The Great CEO Program*© and Founder of Goals Projects Systems business coaching service for more than a decade. He works to solve age-old business problems by evoking clarity for new or inexperienced business owners.

John's passion has always been to expose and simplify business processes so anyone can use them to achieve their goals. He studies profusely, attends seminars, and uses a coach and mentor today.

John has worked in the personal development industry for over three decades, and has experience in

rental property investments. He is able to share his vast professional and life experiences with everyone he works with, to provide empathy and break down barriers that prevent success.

John believes successful business principles can be common knowledge to all people. He aspires to have *The Great CEO Program*© taught in schools.

Introducing Goals Projects Systems

Goals Projects Systems deploys a high integrity business coaching service dedicated to your success, by supplying the right business knowledge at the right time. We help business owners transform through clarity of purpose and function.

Goals Projects Systems has problem solving capability to solve any problem.

Time to Act Now

If you do not act now you will never learn how to realise your business dream.

With each beat of your heart, the moment is passing you by, but if you want, an effective and simple business program to follow then the time to act is now.

It is easy to get started on *The Great CEO Program*©.

If you do not get the results you are aiming for, because we do not offer false hope, ask for a refund under *My Value Promise* - see below, and you will be no worse off.

What is the best that can happen? You invest \$147 in *The Great CEO Program*© and your business becomes successful very rapidly. You will wish you tried it six months ago.

Thank You

We have covered a lot of ground quickly, but this draws us to the end of this guidebook. However, if you wish to continue this journey by investing in *The Great CEO Program*©, enrol now and just follow the instructions.

The Great CEO Program© contains all the essential templates you need to create your business manifesto. With clarity, you can surge forward rapidly to build your successful business.

Knowledge and accountability is a great way to become more effective sooner.

All high performers have a coach. Business Coaching removes blocks and blind spots to create clarity that drives better results sooner, and this can make all the difference between success and failure.

If you are looking to accelerate your success to fulfil your business dream then experiencing *The Great CEO Program*© can get you there.

It is easy to get started today.

Order now at:

www.thegreatceoprogram.com.au

Thank you
John Laurenson

My Value Promise

We are so certain that this program will work for you but when you diligently use the principles as outlined in the guides and you do not get the results you seek, we will refund your money.

BONUS

We invite you to buy now and you will receive a complete copy of *The Great CEO Program*© including the four concise guides and workbook of all templates for only \$147.

If you would like to know more about how to implement the Great CEO Program we invite you to order online at:

www.thegreatceoprogram.com