

Attract, followup, retain.

Far too many businesses simply don't get the results they want or expect and worse, fail totally and more often than not it has nothing to do with the product or service you sell or how good you are at marketing that product or service. It has more to do with what you don't do, than what you do, that determines the success your business will have.

- 80% of all new businesses fail in the first five years.
- Most businesses operate on the "one sale model."
A customer walks in, maybe buys and never or rarely returns.
- And 80% of customers that leave, do so because of service related issues, not the product!

The objective with all businesses should be to attract as many customers as possible, but then to hold onto them, get them coming back often, spending more and referring others to do the same.

It's much easier than most businesses owners think, in fact it's uncomplicated! But if you don't know what it is, what steps to take, it can be frustrating and challenging.

The solution is easy!

Mybusinessnow is a complete business training program, that focuses on the eight key drivers, too often completely missed by businesses (and most other training). It enables the business, owners and their teams to access skills and develop confidence in areas they currently lack, have access to integrated and partner solutions to tools they need and ongoing follow up and support.

Learn, promote, connect.

Our business training, solutions and support programs are delivered via live workshops, online video training and weekly email/video programs.

- Business training that focuses on the right things
- Access to integrated and partner solutions, recruit and plan better, marketing to attract more clients and manage and grow staff and client relationships
- Followup and support to ensure you use what you learn
- Information and education through our Mybusinessnow magazine, e'news and business events.

Uncomplicate your business

New skills, integrated solutions, ongoing support

Developing a set of skills that all businesses and their teams need. Having the integrated tools and systems at easy reach to business owners and their staff when they need and the ongoing support to really take advantage of everything a business needs to grow.

It's not just about what you do, make or sell, or how well you market it alone, it's everything. Everything has an effect and it's often the little things that make a huge difference to your business and its success.

Uncomplicate your business now.

Welcome to Mybusinessnow.



Smart People
Planning
Possibilities



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Mybusinessnow Maximised



Build any
business faster,
easier, simpler.

Building a successful business is much more than just a great product or service and in fact, that often has little to do with how well it will go. Some will say it's about the best at marketing that product, but it's even more than that. It's more often than not what you don't do, that causes the lack of success you have. Not the quality of the product or service.

Mybusinessnow is about uncomplicating the fundamental things that every business regardless of size, type or location need to do, to grow. Understanding the maximised potential is often the first part to ongoing growth.

Welcome to Mybusinessnow.

What stops business's from having the success they want? What are the biggest challenges that businesses and their owners have?

There are fundamental reasons that cause the problems that well over 90% of business's have, that in turn are the cause that more than 80% of all new businesses fail in their first five years.

The way those businesses attract and retain customers, the effect thier staff have on the ultimate success of the business and the strategy and structure to everything the business does and how well it's all managed.

Everything has an effect, it's not just about a great product, nor is the best at marketing that product and it's more often than not, what businesses don't do, that chase the lack of success they experience. But all that can be changed.

Listed below, are ten of the most common issues that directly effect a businesses success and ongoing growth. Put the number 1 to 10 in each of the boxes to prioritise what you believe is the most important thing in your business, or the biggest challenge your business has righ now, to grow. If more than one aspect is high priority give them both a ten (maybe all)

- Cashflow/money
- Lack of customers
- Sales growth
- Business growth
- Customer retention
- Staff skills
- Marketing results
- Business, staff and client management
- Product uniqueness. USP
- Lifestyle

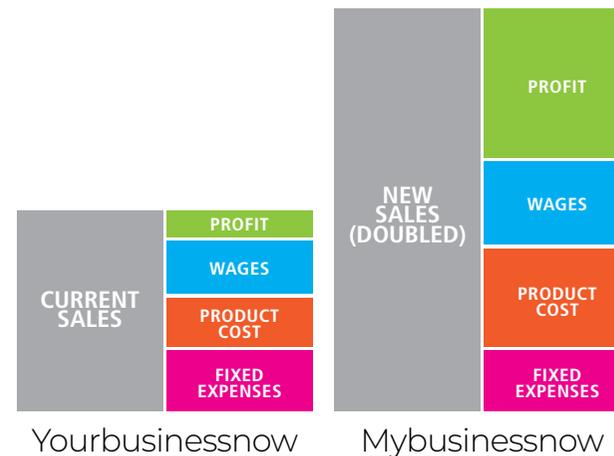
It's not just about one thing. Everything has an effect on the ongoing success and growth of any business.

Not everyone wants to be the best, but we all want a better result and if you do nothing more than do it better than your nearest competitor, your miles ahead.

The concept of maximised potential is simply about understanding where your business has been, where it could go and what it will take by simply improving the results in some of the key drivers that effect attraction and retention in any business.

To the right is a graphical representation of a business, it could be Yourbusinessnow and after key drivers have been improved to become Mybusinessnow.

Sales have doubled, fixed expenses have probably remained the same, wages may have gone up slightly, product cost will have gone up in line with sales and the standout is how the nett profit/your income will have gone up dramatically.



Mybusinessnow maximised potential and profit.

Just about any business could double in 12 to 24 months, some even sooner, some even more than double!

Part 1: Maximised potential.

There are eight key drivers in the Mybusinessnow, Business360 program that effect the way a business performs. There are six key performance drivers that can directly influence results, performance, sales, customer attraction and retention. Increase and improve what you do and how you do it in one or all and the results are staggering. Improve the six performance drivers by only 20% each and the result is a potential 298% increase in your businesses results and a dramatic result in profit.

Try the Mybusinessnow maximised profit test below.

Your current turnover	\$	_____
Image x 1__%	\$	_____
Sales x 1__%	\$	_____
Service x 1__%	\$	_____
Staff x 1__%	\$	_____
Product x 1__%	\$	_____
Marketing x 1__%	\$	_____
Your new maximised potential x 1__%	\$	_____

Simply multiply your current turnover, by each of the increased performance drivers. (You don't even need to increase them all and see the result at the end!

Part 2: Maximised profit.

Now just a little more data needed here to give you a clearer idea of the potential profit. Above is the new maximised potential of your business.

From your current business you will know:

- The product cost, as a percentage of the sale. (This also gives you the gross profit.)
- Your current fixed expenses, everything that doesn't change regardless of sales.
- Your total wages bill of other staff.
- Your current income, wages, or drawings.
- Net profit.

So from there:

New maximised potential:	\$	_____
Less cost of goods (____%)	\$	_____
Less fixed/misc expenses	\$	_____
Less other wages	\$	_____
Your income	\$	_____
NEW Nett profit	\$	_____

This is a simple way of identifying what's really possible. If we were able to get better results from a few of the key drivers, they have a direct effect on not only overall results, but also on income and profit. Improving performance in just one area will get a better result, improve them all will continue to grow any business.