

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 perform. 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.

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.

Welcome to Mybusinessnow.
people, planning, possibilities.

Don't forget:

**Business growth is simply about having enough customers,
that buy enough stuff, at a high enough profit. Thats it!
That's Mybusinessnow!**

Mybusinessnow

Just about any business could double in 12months!

Business shouldn't be
complicated and in fact its not.
But if you don't know what
you don't know,
nothing changes.

92.3% of businesses fail.

But they don't have to!

Skills, solutions and support is needed to grow!

80%

80% of businesses
fail in the first five
years

80%

And of the ones that
made it, 80% of
them fail in the next
five

17%

Yet, less than 17% of
all businesses do any
form of structured
planning

34%

But on top of that,
34% of business
owners earn less than
\$50,000 a year

50%

And only a further
50% earn between
\$50,000 and
\$100,000 per year

16%

Therefore less than
16% earn over
\$100,000

15%

And additionally,
almost 15% of
business owners work
a second job, to make
ends meet.



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The problems

To grow a business these days many people think it's about simply having a great product or service. It's not! You can have the best product or service but if no one knows about it, you won't sell a thing.

Others believe it's about the best marketing that gets the best result. That's not it either. You can have a great product that's marketed brilliantly but if the service, delivery and followup don't match, then you might sell one thing but they probably won't be back again or refer anyone else.

Businesses need to acknowledge that they need to do something different, to get a different result and if you don't, you end up looking like far too many businesses that have gone by the wayside.

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And of the ones that made it, **80%** of them fail in the next five

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Yet, less than **17%** of all businesses do any form of structured planning

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But on top of that, **34%** of business owners earn less than \$50,000 a year

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And only a further **50%** earn between \$50,000 and \$100,000 per year

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Therefore less than **16%** earn over \$100,000

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And additionally, almost **15%** of business owners work a second job, to make ends meet.

The solutions

The solution is easy. Focus on the the right things that make any businesses standout and not the same that every other business does.

It's fundamentally about two primary objectives.

1 Client attraction.

Finding more customers.

2 Client retention.

Keeping more of those customers, getting them back more often, spending more and referring others.

In order to do that though, key aspects of any business needs to perform different and the objectives need to be clear:

- An image that attracts
- A sales process that guarantees growth in customers
- A service experience that ensure clients stick, buy more, more often and refer others. That's followup, client retention 101.
- A staff recruitment and onboarding process that helps build the right team.
- A product that continues to evolve, improve and innovate to keep clients interested.
- An ongoing but simple marketing campaign that creates awareness with prospects and engagement with clients.
- A plan so everyone knows where the business is going and how it will get there.
- A management and review system that ensures every part of the business and team are doing what needs to be done.

That in fact is an uncomplicated business. One where there is a simple structure and strategy, to everything that's done. A designed yet simple and straight forward outcome. Rather than constantly chasing your own tail trying to find the next idea, the next advertising campaign or the next discount that entices another one time buying customer.

Mybusinessnow is a process that simplifies the process of business growth.



The outcomes

The ability to dramatically change the performance and result of any business is much easier than most people realise. A simple change to the way key drivers of the business are done, can have a massive impact on sales, cashflow and profitability.

At the core of Mybusinessnow, is the Business360 program. Fundamental basic business skills, that most businesses don't do, totally neglect, don't care about or worse, don't know!

There are eight key drivers in the program all of which are delivered via either live workshop or online webinar training,

workbook and checklist followup and ongoing support.

Everything in Business360 is built to do two fundamental things.

- > Attract more customers.
- > Keep those customers.

Far too many businesses follow the most common business process and that's "the one sale model". Someone walks in, maybe buys and never comes back. Or someone walks in, clicks on or maybe buys once and there's simply no followup. EVER!

- 80% of businesses that go elsewhere do so because of one thing only. A perceived lack of indifference, they simply thought the business didn't care, the service was poor, or they just didn't follow up.

Everything in the business needs to change slightly, in order to change the mind set of the client. The ambience and feel of the business, the look and professionalism, the sales and

service experience and the product and marketing.

- A 5% retention rate in clients can have up to a 125% effect on income.
- It's seven times easier to keep a client, than it is to find a new one.
- Existing customers on average will spend 33% more each time, compared to a one off customer and come in more often.

Here's a simple example of changing three key areas by only 10%.

- A small business has 500 clients, that spend \$100 a month and come in every month.
- $500 \times \$100 \times 12 = \$600,000\text{pa}$
- Now a simple increase of only 10%
- $550 \times \$110 \times (1.1 \times 12) = \$798,600$ that's a 133% increase.

The little things can make a huge difference. But what do you do and how do you do it?

Better client attraction and improved client retention.

That's simplified business growth.
That's Business360.



Mybusinessnow: people, planning, possibilities.
Simplifying business growth.

Every business is only a few steps away from doubling its performance, results and income. What steps do you take?

All businesses, their owners and teams need to know what to do! They may only be a couple of steps away from doubling their business but what steps do you take, if you simply don't know what to do.

- Skills and knowledge. What to do and how to do it.
- Integrated solutions. Access to the tools they need retain clients and build relationships, recruit the right staff, market better.
- Ongoing support and coaching. Use the tools they've learnt to grow their business.
- Time and cost effectiveness. If it takes too much time away from their job, it won't get done.
- Business community, you're not on your own.

How Mybusinessnow and the Business360 program work.

- Regular live national workshops.
- Subscribe to the monthly webinar series.
- Access to integrated solutions plan, recruit better, manage staff and client relationships and marketing to attract more customers.
- Ongoing support to ensure you use what you learn.
- Information and education through our Mybusinessnow magazine, enews and business events.

Mybusinessnow

People, planning, possibilities and potential

- Clarity & direction
- Skills needed
- Connect
- Marketing & promotion
- Support, followup and accountability.

The objective, concept and content of everything Mybusinessnow, is about real business growth, success and improving the return on investment for the business owners. But how is that done?

- Attract as many customers as possible
- Getting them coming back often
- Spending more where possible
- Referring others that do the same.

This introduction to Mybusinessnow and the Business360 program will take you around 30 minutes to read through.

Complete the QuickCheck360 and EzyPlan360 and maybe another hour on top of that.

Make notes as you go in the ideas/benefits and objectives pages that follow each section.

You'll then have the basics of what holds most businesses back, the foundations of what's need to grow and a little more clarity on what might just be possible with your business.

The steps you take next, determine where your business is going.

Welcome to Mybusinessnow.

Mybusinessnow, skills, solutions, support. Build any business better, faster, easier, simpler. Business360, the program

Mybusinessnow

People, planning, possibilities and potential

How the Mybusinessnow program works and how to use this workbook

- This is the introductory part of the complete Business360 program, which contains the fundamentals of section 1, Image360
- You will be supplied a dedicated folder where month by month, additional sections are supplied, as they are covered, to be added to your folder and which will become the complete Business360 program.

How it all starts.

Before you join one of the group programs, we complete a 90 minute get to know and review.

1. Understand the business and what it does.
2. Review the business performance, results and potential
3. Identify where you, the owner, want the business to go
4. And what skills and changes might be needed for that to happen.
5. We cover the fundamentals of the KickStart360 process, which is simply an overview of some key aspects of Business360 and that helps to be aware of them from the very start.

Then the skills, solutions and support begin.

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How the program works.

Mybusinessnow is a group skills, solutions and support program. Each month the group meets to work through a part of the Business360 program. Workshops run for 90 minutes enabling you to get back to work and put the new skills into use.

- Monthly workshop
- Structured process that follows the Business360 program
- Monthly strategic followup so you know what needs to be done these next two weeks
- Monthly phone support to ensure what gets learnt, is being used with additional support where needed.
- Each month we also spend time on business promotion and skills development.
- Brainstorm discussion with the group, advice from your peers and ideas.

The program follows a complete 12 month process that covers all eight key drivers and two additional management drivers, plus a quarterly review month, where we focus on reviewing the three areas we have covered that last quarter and ensure all business are moving forward and getting the results they want.

Additional to that is the ongoing education, information and promotion opportunities in Mybusinessnow.

- Mybusinessnow magazine comes out quarterly
- And the MBN e'news and social media postings weekly, that promote our members, their businesses with the opportunity to market your business and attract additional customers.

The objective of Mybusinessnow and the Business360 program is simple.

- Help businesses grow dramatically!

By simply developing the core skills and focusing on what actually gets businesses growing and keeping the, growing.

Mybusinessnow, build any business better, faster, easier, simpler.

- People, planning, possibilities
- Skills, solutions, support
- Learn, promote, connect
- Attract, interest, capture, engage, retain.

Questions create clarity and with most businesses they're simply never asked or worse most business owners simply aren't aware that they could achieve more, get a better result and build a better business just by changing a few simple things. Questions like,

- Why would someone buy from me anyway?
- What sets me apart, what makes my business unique?
- What would this business or my life look like, if everything in the business fired on all cylinders.

The idea and objective of building a successful business is simple:

- Attract as many customers as possible
- Keep them coming back (hold onto them)

- Get them spending more each time with you
- And then referring others, to do the same.

When you understand your business better, have a clear vision, idea or objective where it's supposed to go (or where you want it to go) then you've got a much better chance of getting there.

The fact that 80% of businesses fail and yet only 17% of business owners do any form of planning is a clear indicator that knowing where your business is going, having a clear understanding and a plan of what to do and how to do it, has to make building a successful business much easier.

The QuickCheck360 is a micro review done in less than five minutes, the quickest and easiest mini business plan ever. Complete the sections in each area and you will be ahead of 80% of other businesses that have absolutely zero idea about their business, or where it's going. After completing this, you'll already have a clearer idea of the potential, what needs to change and how to start the process of doing that to take your business further.

Business360 is all about uncomplicating your business and the QuickCheck360 is the first step to clarity in your business.

Welcome to Business360now.

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Business360

Can a business really grow,
by simply focusing on the
key eight drivers, to get a
dramatically better
result?

Yes it can!

Simply improve the 6
performance drivers by
only 20% and you end up
with potentially a 298%
increase in results.



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Business360

Business360 is the complete and comprehensive “key driver” program, that creates real growth. Focus on the solutions and actions that work and not on what doesn't!

Can a business really grow, by simply focusing on the key eight drivers, to get a dramatically better result? Yes! Simply improve the 6 performance drivers by only 20% and you end up with potentially a 298% increase in results.

It's often easier to see what goes wrong, to actually identify what it is that needs to be focused on, to get the result we want.

The problems, statistics and facts.

- According to recent statistics, 92% of businesses that start fail. On average they last only three years.
- But traditionally we have heard that 80% fail in the first five years and of the ones that made it, 80% of them fail in the second five.
- Now we know that 60% fail in the first three years and on top of that:
- 60% of all SME owners earn under \$50,000 a year
- Less than 16% earn above \$100k and around 15% actually hold down second jobs to make ends meet.
- Most businesses have no structured sales, service or followup system, so hence on average around 80% of businesses customers go elsewhere each year
- And of those, around 80% do so for no other reason than a perceived lack of indifference, they thought the business didn't care, the service was bad!
- Staff turnover is at an all time high and in fact around 49% of all staff are looking for a new job right now, at work, so they are disengaged.

- It can cost up to 500% of that staffs actual cost in replacing, retraining and not too mention lost production.
- A recent survey has identified that sales and service staff fail to handle or answer enquiries with a positive outcome over 50% of the time. A simple lack of quality training.

You could go on all day!

The point is, we know somethings wrong! But we also know what it is, but the owners of most businesses don't, or are too busy focusing on attracting more customers through ongoing advertising and dropping prices and actually believe what they are doing, works!

Most businesses are simply focused on the one sale model, hope another customer walks in, maybe buys, then leaves never to return again. And if the service, delivery and followup aren't what they expected, they deffinatly won't be back and they certainly won't refer anyone either.

It's not just about client attraction, it's actually more about client retention.

Looking closer at what businesses don't do, gives you the answer to exactly what it takes to get the result that most businesses want, regardless of size, type, location, startup or established. Even corporate and franchised aren't immune to the problems.

The solutions are in fact relatively simple, but you have to know what they are! Just about every business could massively increase and some could even double and in fact many are only a few steps away from doing that, but what steps do you take, if your just doing the same thing and getting the same result everytime, nothing will ever change.

Here's how simple in fact it could be:

- If you had an image that attracted better, you might attract more customers

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Introduction to Mybusinessnow and Business360

- If you had a better sales process, you might in fact convert more sales
- If you had a better service process, you might just retain more customers that came back more often.
- If you had better trained staff that could handle any enquiry that would probably get better results more often.
- If your product or service had a USP that stood out above all, more people might want to buy yours.
- If you had a better marketing campaign, more prospects or potential customers might be aware of you.
- If you planned, you would have a better idea of where you were going and how you would get there.
- And if you managed the business and reviewed all aspects more often, you would get where the plan said you would.

If you didn't do any of those things, you could guarantee that nothing would change, the business would stay the same, but if you did, things would have to improve and getting dramatically better results.

Here's a real world example of how this actually works!

- Let's say you have a sales team of two. Pretty typically they have only basic training and certainly not managed as well as they should be. There job is direct sales and they do that, but not particularly well.
 - On average they do around six appointments each per week, which result in an average of just over 3 new sales a month each. Or six new clients a month total.
 - At least it's something, but what could happen by tweaking key areas of the sales process.

- We simply improve a few key aspects
 - Better training, give them better skills to present and handle objections better
 - Better quality leads and capture interest better
 - More appointments, there job is selling, so maximise the activity
 - And followup better. 99% of businesses and sales people do absolutely no followup.
 - Changing these key aspects to maximise appointments to 20 a week, (4 per day) changes the sales result to 21/week. Continue with better followup could potentially double that.
 - Therefore, at two sales people, we could go from 6 sales per month, to at least 42 or much more with better followup. That's a 700% increase, by simply improving key aspects of the sales process and managing better.

There's an objective, sell, so do it!

Now imagine doing that with every key driver of the business. Can a business easily double? Yes, and possibly much more!

The strategies to real business growth faster, easier and simpler aren't that complicated, but you still need to know what they are.

- Businesses owners, leaders and their teams need to skills and understand the expectations of the business and their roles
- They need the strategies, structure, systems, solutions and support to enable them to maximise their role
- The business needs the ability to continue to learn, educate and be informed of new ideas and trends that can continue the growth

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Introduction to Mybusinessnow and Business360

- Plus they also need the support and network from other businesses through not only additional business opportunities, but supplies and additional support from people just like them. They aren't alone in business growth.

Simple facts give a clear picture of what's going on.

- A recent survey identified that 76% of consumers had entered a store based on the signage, their image. Therefore if they couldn't see the business or the signage didn't reflect who they wanted to do business with, do those potential customers walk past, or go elsewhere? Yes!
- If 80% of customers leave and go somewhere else because of service, then simply fix the service. And especially based on surveyed clients that said they would actually pay more for the same product, if it came with a better service experience.
- The overwhelming reason that most staff leave is frustration and lack of direction. Poor training, followed by poor results through low skills and confidence and a lack of management, is the primary reason staff continue to move on and at some point they eventually find what they're looking for. Training, clear expectations and management.
- Lack of followup is probably the single biggest killer of small business. A sale is made once, then that's it. It has been identified that loyal repeat customers spend between 133% and 1000% more, come back more often and on average refer 4 others, that will do the same.
- Missed opportunities, the lack of capturing potential interest and then developing that client is common place. No business cards, no

branding, no information, no data capture. It's all about attract, capture, retain.

Again, you could go on all day.

Fix the problems, focus on the key drivers that get the growth result you want, and defocus off the rest. But, not everyone wants to be the biggest, but everyone wants to be better and definitely get a better result, with a better return. It's also gives you choices. The clients you want to deal with for starters, rather than just having to accept every customer that walks in. Not that there's anything wrong with that.

Regardless of where the business is at, brand new and even pre startup, short term and well established and even corporate and franchised, all have the abilities to improve key aspects if not all the key aspects that drive business growth.

Far too often it's simply a case of not wanting to step on the eggshells, or talk about the elephant in the room. We don't want to upset the people that are doing the job now and maybe not getting the greatest result they could be, or even suggesting that someone doesn't actually know how to do what they should be doing better. In order to grow businesses successfully we can't be worried about breaking eggshells and if there's an elephant in the room, maybe they need to leave!

- Skills, solutions, support
- Learn, promote, connect.

Getting a business to grow better, isn't complicated, in fact it's easy, but the owners, leaders and teams of the business need to know how. If they don't know what they don't know, nothing changes, the results stay the same, if not get worse. If your not growing, you're going backwards.

Businesses need skills, but they also need solutions, strategies, and support to ensure what they learn, they use, so that the business grows.

Mybusinessnow, build any business better, faster, easier, simpler.

- People, planning, possibilities
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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 perform. 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.

The first real step is understanding. Where are you now, what could you be, where do you want to be. Just about any business could double in 12 to 24 months, in fact they're probably only a few steps away. This is the first step to identifying how to do that.

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GET READY: SIMPLIFYING THE BUSINESS REVIEW/ PLANNING PROCESS.

The fundamental objective of a business plan is simply to identify what you want to achieve and outline what needs to be done to achieve it and set achievable time frames and review points to know you're on track.

Business plans, depending on who they're produced for, can and sometimes should, include a huge amount of information. If your writing one to support financing a business project, your going to need more information than where you want to be in twelve months.

But for 90% of "owner and staff" situations, you know your business and the fundamentals about it, the key components needed are more about understanding how your clearly going to get your business to the next point you want it to get to and what's needed in terms of staff, skills, marketing, and product development.

All too often, most businesses owners simply open the door and start doing what they do and hope that it all goes the way it should and more often than not, it doesn't!

Less than 20% of all businesses do some form of fundamental business planning. Part of that is often it's just all too hard to go to the effort, spend days compiling all the information and then never look at it again. There's no surprise that coincidentally 80% of all businesses fail in the first five years, and the statistics don't get better.

The process has to be simple to do and quick to complete and easy to update and review. And it can be by simply eliminating the secondary components and focusing solely on the primary aspects that directly effect the businesses results. Keep in mind though, if your preparing a plan for a bank or advisor, than your going to need more information, because they don't know your business.

With over 30 years in business, by far the majority of my business plans revolved around a simple one or two page process of understanding some basic key information.

- What's going on:
- Customer and product/service review
- Key driver review. Things that directly effect attraction, retention and growth.
- Basic SWOT analysis
- Where are you planning to be
- Key driver review part 2: Changes to grow.
- Skills and training needed.

Clarity creates questions and it also forces you look deeper at key drivers and aspects of your business to ensure what your saying or doing is actually the right thing, it's done the right way or even clearly defining what you do, so your prospects get it fast.

A clear review of what your doing is the first step to understanding where you want to be no how you get there.

Simply complete the details of the of all seven sections and you are now miles ahead of 80% of other businesses. You have a plan! No all you have to do, is do what you said you'd do.

Welcome to Mybusinessnow.

QuickReview360

What's going on now?	
Last 12 months turnover/sales	
Maximised potential. If your business ran at 100%, what would that number be?	
Lost potential, the difference between the maximised potential and what you do now.	
12 month objective. Turnover you'd like to achieve next 12 months.	
Average number of new sales/customers per month	

Customer and product/service review	
How many customers do you have: Regular Occasional	
What's the average spend of a customer	
What's the average frequency. How often do they come in?	
Top client review (the 80/20 factor) How many clients are in your top 20? Whats their average spend?	
Product/service review	
1	
2	
3	
Profitability	
Gross profit percentage	
Nett profit percentage and dollar figure last year	
Break even point (sales that cover costs)	

QuickCheck360

Key driver review.
Rate each section out of ten and what's the biggest challenge.

Image	
Sales	
Service	
Staff	
Product	
Marketing	
Planning	
Management	
Data	
Money	

SWOT analysis

Strengths

Weaknesses

Opportunities

Threats, competition analysis

QuickPlan360

Where are you going to be, income, sales in:

3 months		12 months	
6 months		24 months	
9 months		Futher	

Key driver review. What do we need to grow?

Image

Sales

Service

Staff

Product

Marketing

Planning

Management

Data

Money

Skills and training review. What do we need to know?

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!

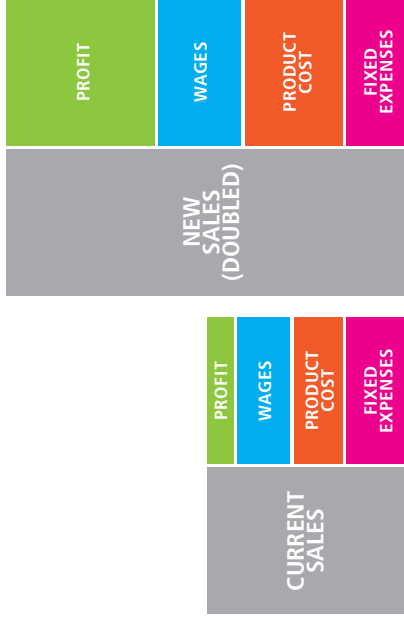
Part 1: Maximised potential.

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__% (eg 110, 120% etc)	\$
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!



Yourbusinessnow

Mybusinessnow

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.

[illegible]

Get started Business360



Build any business
faster, easier, simpler!

Get Started360

Business owners want businesses that grow and that continue to give a return on investment that they thought they would get in the first place. A great income, lifestyle and a business that would continue to grow.

The idea of business should be to:
Attract as many clients as possible
Get them coming back often
Spending more each time
And referring others to do the same.



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Get started Business360

Business owners want businesses that grow, that continue to give a return on investment that they thought they would get in the first place, when they first went into business. A great income, lifestyle and a business that would continue to grow. But that doesn't always happen! In fact it rarely happens.

Recent statistics over the last couple of years have shown that:

- There are currently just over 2,000,000 businesses in Australia
- Entry rate is around 285,000 pa, 13.4%
- Exit rate is around 263,000 pa, 12.4%
 - Therefore around 92.3% of all businesses that started, close!
- Average lifespan is around 3 years
- 89% employ under 4 people (61% have none)
- SMEs under \$1,000,000 turnover, have under a 9% growth and 13% actually decline.
- 60% of SME owners earn under \$50,000 a year according to the ABS and in fact 15% hold down a second job to make ends meet.

But it doesn't need to be like and shouldn't!

The fundamental reasons that this is the case is surprisingly simple.

- 99% of business owners believe their product or service and their customer service is what attracts a customer, yet know little, if anything, about their competition.
- 95% of businesses focus on advertising and marketing as the primary solution to attracting new customers, yet do nothing to keep them. They focus on what's known as the one sales model only. A potential customer walks in, maybe buys, maybe not and works out,

probably never to return again and certainly never refer anyone else.

- Most businesses do little to attract a prospect and if they do, do nothing to capture their interest.
- Most businesses have no strategic sales process that helps grow the business by customer numbers, or any service experience program, that helps keep the client.
- Most staff are seriously under trained, causing customers to leave because 50% of the time even simple questions can't be answered or never get followed up no then the reason staff turnover is at an all time high, is because of lack of training, clear understanding of their role and no management.
- Their product or service never changes, no innovation, no development, clients get bored and go elsewhere.
- Most marketing revolves around social media (because it's free!!!) and spending the absolute bare minimum so nothing really works.
- Less than 17% of businesses do any form of planning, hence probably 90% of businesses fail. You need a plan to get to where you're going and then simply follow the plan.

Businesses simply don't focus on the primary aspects of a business that would grow any business dramatically from startup, to a large business that's been around for 20 years plus. They all miss the same fundamentals.

- Client attraction.
- Interest capture.
- Retention and relationship.

Businesses, their owners and their teams, simply don't know what they don't know, so nothing changes. Businesses all need:

- Skills development
- Access and support with solutions that help build relationships and grow businesses.

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- Ongoing followup, support and coaching where needed.
- The ability to connect and develop relationships with other businesses and potential customers
- And ongoing education, information and ideas about consistent business growth.

That doesn't come from training alone, the fundamental difference that comes from Mybusinessnow.

The reason that most training courses, online training and reading material alone doesn't work is simply the lack of followup, support and accountability. Most training gets forgotten five minutes after the trainings completed. The objective should be to immediately put those skills to use in your business and that's done with support.

Frequency is also important. Once every now and then isn't enough to develop a habit of constant skills improvement, even once a month isn't enough, but weekly is probably too much for most businesses to commit to. Mybusinessnow follows a unique skills, solutions and support structure.

- Fortnightly morning training program in a group setting.
- Focused monthly structured training
- Followup so you know exactly what to do first and next
- And weekly support to ensure you know how to do it.
- As part of Mybusinessnow, integrated members directory and the ability to market a product or service to other members and businesses outside of MBN
- Weekly Mybusinessnow e-news
- Quarterly Mybusinessnow magazine ensuring that the education and information process continues and can always be referred to throughout the group.

Learn, promote, connect.

There are primarily three key aspects of a business that effect it's sales and turnover.

- Number of customers
- Frequency: how often they shop/buy from you
- Average transaction value.

Simply put its about attracting as many customers as possible, getting them back often, spending more and referring others.

Increase just three of those key drivers by 10%, customers! frequency and average spend and you get a 133% increase in turnover, by doing just those things along.

- Increase those three by 25% each and your close to doubling that business.

If you don't think it can be done, try this little test:

- Take your current turnover and multiply it by:
 - A 10% increase by improving the six performance drivers:
 - Image
 - Sales
 - Service
 - Staff
 - Product
 - Marketing
 - Let's say the turnover is \$100,000 (to make it easy)
 - $\$100,000 \times 110\% \times 110\% \times 110\% \times 110\% \times 110\% \times 110\% = \$177,156$. And that only a 10% increase in those six performance areas. What if it was 20%?

There are eight key drivers that directly effect those three key aspects. Each have a massive effect on the direction of the business, get them wrong and the business goes no where, get them right and any business could dramatically grow.

- Image
- Sales

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- Service
- Staff
- Product
- Marketing
- Planning
- Management.

It's not complicated, in fact it's easy, just not that simple if you don't know what to do. Focusing on the right things gets businesses growing, focus on the wrong things and they all too often flounder and eventually collapse, or worse, keep going for years and years and just not making the money you want or expected in the first place. Nothing changes if nothing changes!

Far too many businesses continue to focus on the one sale model. Maybe attract a customer, maybe they buy maybe they don't and they walk out, never to be seen again, except by your competition. Business focus too much attention on client attraction, without considering client retention.

- Discount advertising through daily deals, vouchers, scoopin type deals do nothing more than just attract another single, one time buying discount customer, that simply goes out looking for the next discounted deal. (The only ones getting rich from the discounted deals are the discounting people)
- You can spend a small fortune (or a large one) on an ongoing advertising and marketing plan, but if the service, delivery and followup doesn't match, they won't be back and they certainly won't refer anyone else.

Ongoing consistent business growth is simply about getting the fundamental drivers right, focus on the areas that actually get results and simply follow the plan that was designed in the first place.

Just about everything that causes business "lack of success" revolves around missed opportunities, not getting the fundamentals

right and focusing on the wrong things. Missed opportunities in areas like:

- Poor image, people aren't even aware you exist.
- No sales growth strategy
- No service experience strategy, it's all one sale at a time.
- No interest, or capture data points
- No followup
- Staff poorly trained if at all, so therefore they haven't got the skills to handle 50% of the enquirers if they come in.
- A product that stays the same, no innovation ever
- Zero marketing other than social media, so no basic process of attracting prospects.
- No business plan, so no I'd ea of where there going other than luck.
- And definitely no management or review process.

When you realise and understand the effect that minor improvements have on the turnover and profit of a business, it just makes you think about doing things a little different.

- Image: minor improvements in signage, branding, awareness and website, could double the current enquiry rate.
- Improve the sales skills of all your team, could again double the sales result.
- Improve the retention rate by only 5%, through better service experience processes, can improve the result to turnover from 25% to 125%
- And statistics and customers surveyed have shown that 50% of all sales and service enquirers are never completed, answered or followed up on.

Just improve those areas alone and the increase in sales and turnover could easily be 10, 20, or even 30% easily and more than likely much more.

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But what do you need to do, what needs to change, in order for that to happen.

Here's a question. What would it take to grow a business on referrals from existing clients only. Meaning that your business could double every year, if you had just one referral from every client once a year. What would it take to make that happen?

- It would require a service based experience that ensured clients never went anywhere else, other than your business.
- Built a level of trust, confidence and belonging that would make them want to refer others to you, that did just what they do.

But again, that doesn't always happen and it should.

Businesses, their owners, leaders, managers and teams need skills levels above what most currently have, and understanding as to why we do what we do and are part of the plan, that ensures you achieve the result you planned for.

Common sense business growth, focused on the right things that actually create business growth:

- An image that attracts
- A sales growth strategy that continues to bring new business in
- A service experience process and journey that holds onto every client, getting them back often, spending more and referring others.
- Staff that are recruited and trained well so they have the communication skills your clients want.
- A product that has an ongoing innovation and development program to keep clients interested.
- Marketing that creates awareness
- A business plan that everyone is part of and knows how we get to where we are going.
- And a management and review process that ensures we get there.

Its simple and uncomplicated.

The fundamental objective of every business should be to:

- Attract as many clients as possible
- Get them coming back often
- Spending more each time
- And referring others to do the same.

It starts with understanding.

- Where is the business now
- What is it capable of doing
- What do we want it to do
- And what will it take to do that.
- Skills, solutions and support

Any business, regardless of size, product or service type and even corporate and franchise, all miss the same things and all have the ability to dramatically grow and in some instances even double. Many businesses are only a couple of steps away, but what steps do you take.

- People, planning possibilities
- Learn, promote, connect
- Attract, followup, retain
- Experience, energy, engagement

Build any business better, faster, easier, simpler.

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- Uncomplicate your business and grow.

MBN Maximised Potential

Multiply your current turnover, by each of the six, key performance drivers, image, sales, service, staff, product and marketing, by whatever you think possible. Lets say 10%, that's a 177% increase!



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Ideas/Benefits/Objectives	Date/Priority



Ezyplan360

Build any business
faster, easier, simpler!

EzyPlan360

EzyPlan360 is the simplest, straight forward, stage one of business planning, so that the business owner and their team can easily review, understand what's possible, what we want to do and what we need to do, to do it!



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QuickReview360

People, planning, possibilities and potential

Understanding what's possible! The maximised potential!

Questions create clarity and with most businesses they're simply never asked or worse most business owners simply aren't aware that they could achieve more, get a better result and build a better business just by changing a few simple things. Questions like,

- Why would someone buy from me anyway?
- What sets me apart, what makes my business unique?
- What would this business or my life look like, if everything in the business fired on all cylinders.

The idea and objective of building a successful business is simple:

- Attract as many customers as possible
- Keep them coming back (hold onto them)
- Get them spending more each time with you
- And then referring others, to do the same.

When you understand your business better, have a clear vision, idea or objective where it's supposed to go (or where you want it to go) then you've got a much better chance of getting there.

The fact that 80% of businesses fail and yet only 17% of business owners do any form of planning is a clear indicator that knowing where your business is going, having a clear understanding and a plan of what to do and how to do it, has to make building a successful business much easier.

The QuickCheck360 is a micro review done in less than five minutes, the quickest and easiest mini business plan ever. Complete the sections in each area and you will be ahead of 80% of other businesses that have absolutely zero idea about their business, or where it's going. After completing this, you'll already have a clearer idea of the potential, what needs to change and how to start the process of doing that to take your business further.

Business360 is all about uncomplicating your business and the QuickCheck360 is the first step to clarity in your business.

Welcome to Business360now.

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QuickCheck360 and EzyPlan360

EzyPlan360:

Understanding, awareness, clarity creates questions.

OK, so you're probably wondering, why am I doing this again? The first version or attempt was a rough draft, (completed in the QuickCheck360 document) now you've had time to think about it. This is the next twelve months serious EzyPlan360!

The objective of the EzyPlan360 is stage one of the planning process.

EzyPlan360 is the simplest, straight forward, stage one of business planning, so that the business owner and their team can easily review, understand what's possible, what we want to do and what we need to do to do it!

It's simply a step by step process that asks a series of questions to review where the business has been and where's it's going and when it will get there.

QuickReview360:

- The review of what's happening right now
- What would the business look like at 100% capacity
- What the lost potential is costing the business now in lost income
- The initial 12 month objectives in sales
- And current average sales per month

A quick overview of what the business looks like and what it could look like.

A closer look at the customer base

- How many customers does that business have in both regular and not so regular clients
- What's the average spend
- How often do they frequent the business to buy
- Then look at the top clients. Top 20, 40, 60%
- Gross profit
- Nett profit
- And break even point.

Understanding these areas allows a business to know what it needs to do and what it could make.

QuickCheck360: Review all of the key drivers right now.

- How does every driver rate to the owner and other people.
- How do they see the image, sales, service etc.

A simple SWOT analysis to determine what are the strengths, weaknesses, opportunities and threats of the business.

- What's the local market share.

QuickPlan360 looks closer at the goals at a more micro level.

- 3, 6, 9 and 12 months and further.
- To understand what the objectives are and what's needed to achieve them.

The key driver review 2: what do we need to do to change.

- Look at each key driver to determine what's going to be needed to get the results we want in the QuickPlan360

Skills and training review, what the management and team need to grow.

- Owners, managers
- Staff
- What's skills and support do they all need to develop the skills needed to get the results we want.
- What staff may need changing?

The result of a completed EzyPlan360 is a micro one page plan, that should be reviewed regularly, at least monthly, but preferably weekly, to determine:

- Are we on track?
- Are we doing everything need to get to where we are going?
- And if not, what needs to be adjusted?

It will identify shortfalls in:

- Performance
- Results
- Staff
- Skills shortages and changes that may be needed.

Mybusinessnow, Business360 and EzyPlan360

- People, planning, possibilities.

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EzyPlan360

GET READY: SIMPLIFYING THE BUSINESS REVIEW/ PLANNING PROCESS.

The fundamental objective of a business plan is simply to identify what you want to achieve and outline what needs to be done to achieve it and set achievable time frames and review points to know you're on track.

Business plans, depending on who they're produced for, can and sometimes should, include a huge amount of information. If your writing one to support financing a business project, your going to need more information than where you want to be in twelve months.

But for 90% of "owner and staff" situations, you know your business and the fundamentals about it, the key components needed are more about understanding how your clearly going to get your business to the next point you want it to get to and what's needed in terms of staff, skills, marketing, and product development.

All too often, most businesses owners simply open the door and start doing what they do and hope that it all goes the way it should and more often than not, it doesn't!

Less than 20% of all businesses do some form of fundamental business planning. Part of that is often it's just all too hard to go to the effort, spend days compiling all the information and then never look at it again. There's no surprise that coincidentally 80% of all businesses fail in the first five years, and the statistics don't get better.

The process has to be simple to do and quick to complete and easy to update and review. And it can be by simply eliminating the secondary components and focusing solely on the primary aspects that directly effect the businesses results. Keep in mind though, if your preparing a plan for a bank or advisor, than your going to need more information, because they don't know your business.

With over 30 years in business, by far the majority of my business plans revolved around a simple one or two page process of understanding some basic key information.

- What's going on:
- Customer and product/service review
- Key driver review. Things that directly effect attraction, retention and growth.
- Basic SWOT analysis
- Where are you planning to be
- Key driver review part 2: Changes to grow.
- Skills and training needed.

Clarity creates questions and it also forces you look deeper at key drivers and aspects of your business to ensure what your saying or doing is actually the right thing, it's done the right way or even clearly defining what you do, so your prospects get it fast.

A clear review of what your doing is the first step to understanding where you want to be no how you get there.

Simply complete the details of the of all seven sections and you are now miles ahead of 80% of other businesses. You have a plan! No all you have to do, is do what you said you'd do.

Welcome to Mybusinessnow.

QuickReview360

What's going on now?

Last 12 months turnover/sales	
Maximised potential. If your business ran at 100%, what would that number be?	
Lost potential, the difference between the maximised potential and what you do now.	
12 month objective. Turnover you'd like to achieve next 12 months.	
Average number of new sales/customers per month	

Customer and product/service review

How many customers do you have:	
Regular	
Occasional	
What's the average spend of a customer	
What's the average frequency. How often do they come in?	
Top client review (the 80/20 factor)	
How many clients are in your top 20?	
Whats their average spend?	
Product/service review	
1	
2	
3	
Profitability	
Gross profit percentage	
Nett profit percentage and dollar figure last year	
Break even point (sales that cover costs)	

QuickCheck360

Key driver review.
Rate each section out of ten and what's the biggest challenge.

Image	
Sales	
Service	
Staff	
Product	
Marketing	
Planning	
Management	
Data	
Money	

SWOT analysis

Strengths

Weaknesses

Opportunities

Threats, competition analysis

QuickPlan360

Where are you going to be, income, sales in:

3 months		12 months	
6 months		24 months	
9 months		Futher	

Key driver review. What do we need to grow?

Image

Sales

Service

Staff

Product

Marketing

Planning

Management

Data

Money

Skills and training review. What do we need to know?

Ideas/Benefits/Objectives	Date/Priority



KickStart360

Build any business
faster, easier, simpler!

KickStart360

KickStart360, the complete process of what's about to happen, what to get ready for, start planning and what to do.

What comes first, what does every business owner need to start thinking about from day one to ensure the process is on the right track.



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KickStart360:

(What's first)

KickStart360, the complete process of what's about to happen, what to get ready for, start planning and what to do.

KickStart360 is also the concept behind being prepared for what you'll need even before you start a business. Get the basics right from the start and you're moving forward from day one!

What comes first, what does every business owner need to start thinking about from day one to ensure the process is on the right track.

You don't have to do everything at the one time, or on the one day, but a little awareness is a good idea.

Mybusinessnow+growth and the Business360 program is all about getting the fundamentals that effect business growth right. Whether it's a brand new startup, changes to an existing business, small, medium or corporate, the fundamentals are all the same.

- Attract as many customers as possible
- Get them coming back often
- Spending more wherever possible
- And referring others to do the same.

The focus in all key areas consists of:

1. How we attract customers
2. How we convert and capture them
3. How we service and retain them
4. How our staff are trained and managed
5. How we develop the product
6. How we ensure everyone knows about us
7. How we know where we are going and how we'll get there.
8. And how we'll manage the entire process.

Mybusinessnow, skills, solutions, support. Build any business better, faster, easier, simpler. KickStart360

Nothing's really completed, in fact much is incredibly simple, just not done by 99% of businesses.

Far too many business focus attention in doing whatever they can to attract customers in a once only sale process, through some discounting method, that then probably never return.

It's not just about client attraction. The secret is in retaining those clients so they keep coming back.

KickStart360 is all about getting prepared now:

- Start reviewing the image, is it creating awareness and attraction
- Does our sales process create regular new business, are we collecting leads?
- Do we maintain contact with our enquiries and customers, build relationships. How do we maintain that contact?
- Staff review, skills, changes.
- Product innovation, changes, developing the product range
- Marketing, web, social, advertising review.
- Planning (that's already here right?)
- Management and review processes. Outlining expectations, what's about to happen.

Everyone needs to be on board.

Build any business better to dramatically increase performance and results is simple, just not easy if you don't know.

Your about to begin the process to change the way your business grows, by simply following a proven step by step system of skills, solutions and support that can grow any business.

Mybusinessnow

- Learn, promote, connect
- Attract, followup, retain, grow.

[illegible]



Mybusinessnow

Build any business
faster, easier, simpler!

Don't forget:

**Business growth is simply about having enough customers,
that buy enough stuff, at a high enough profit. Thats it!
That's Mybusinessnow!**

Mybusinessnow, build any business better, faster, easier, simpler!

Running a business, the right way and getting a much better result than you do now is much easier and in fact closer than most business owners think. They're just currently not doing some of the things they should be doing!

They are all too often focused only on attracting more new clients into the business, rather than working on how to retain those customers.

Why don't businesses get the growth they want?

- Average businesses growth rates are under 9% and many less than that, if any growth at all, with around 13% actually declining.
- 60% of new enterprises cease operating in the first three years (80% fail in the first five and 80% of the balance fail in the next five)
- Almost 60% of small business owners are paid under \$50,000 (get a job!)
- Far too many businesses just don't get the result they want or expected with their business and more often than not, it has nothing to do with the product or price, but everything else you don't do!

Business success and growth in particular, has to do with eight key drivers that effect every business and not solely the product, or best at marketing it, or the price or location, but everything.

- Image: Do people know you exist or what you do?
 - Are people walking past your business not aware your there?
- Sales: Is there a dedicated sales process or channel that guarantees new customers on a regular basis? Growth.
 - Do you and your team know what to do with either reactive or proactive leads, how to handle them or even followup at all?
- Service: Here it is, the next BIG thing! 99% of all businesses don't service. They'll, sell you something, often badly, but they don't service.
 - 80% of customers that leave you do so because of service, not the product or price.
 - 65% of customers say they are willing to pay more if it came with better service.
 - 99% of businesses never (ever) followup!
- Staff: Do your staff have the foundation abilities, no then the trained skills to confidently communicate and answer 100% of customer enquiries.
 - A recent survey conducted revealed that 50% of all questions asked of sales and service reps weren't answered!
- Product: Why would someone buy from you anyway. What's the standout factor, the USP?

- With most, it's price! Most claim great service. In fact 80% of businesses claim they give their clients great service, but when the same clients of those businesses are asked that question, the answer is 8%

When you understand the simple fundamentals of the reason we are all in business and the potential of your business, it all becomes clearer, or at least it should.

Most people are in business for one of three basics reasons.

1. Money. Create a lifestyle that income from a job, won't do.
2. Lifestyle. Create a business, that gives you back your life, more time to travel, have fun, spend with family. And that takes skills, solutions, systems and support.
3. Build something, leave a legacy. But that takes more than just being good at the thing you've into business to do.

Business and the fundamentals behind it are simple.

- Attract as many clients as possible.
- Get the, coming back more often.
- Get those customers spending more.
- And develop the confidence that they refer others, to do the same.

Not everyone wants to be the biggest, or even the best, but most people want to at least be better and get a better result than they are now. That takes focusing in the key drivers that help to directly grow a business and that requires, skills, solutions and ongoing support, to do that.

Any business can grow, many could even double in 12 to 24 months, some even sooner, but what steps do you take?

Mybusinessnow, build any business better, faster, easier, simpler.

- People, planning, possibilities
- Learn, promote, connect
- Attract, engage, followup, retain.

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Uncomplicate your business

New skills, integrated solutions, ongoing support

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 and business360.



Smart People
Planning
Possibilities



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