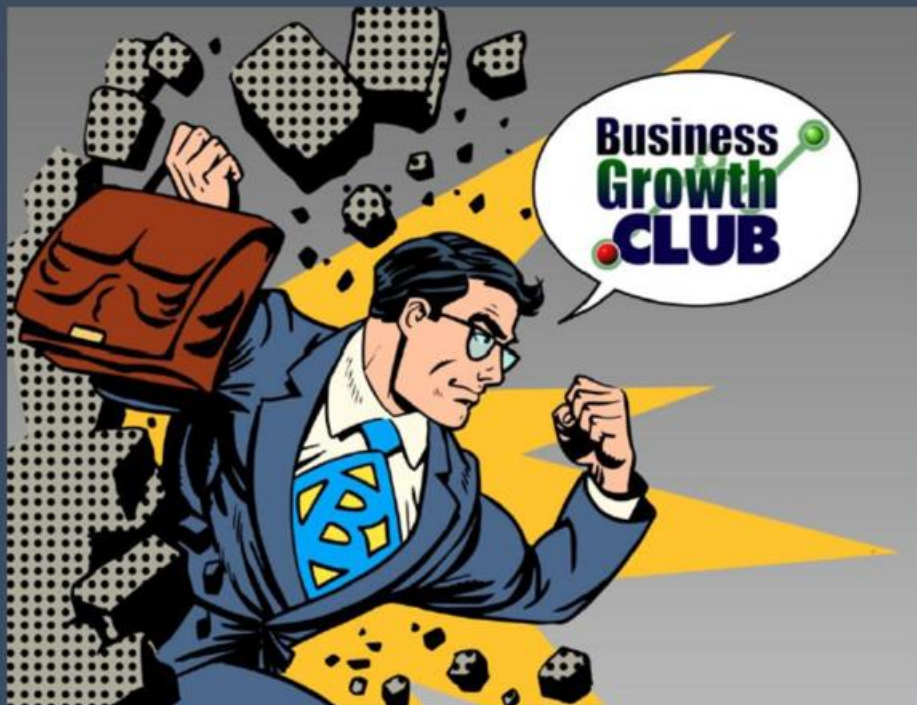


HOW TO

FREE
GUIDE
SERIES

Create a business breakthrough blueprint

How a turnaround roadmap can work
well for business owners



3 Things Business Owners Must Know

BusinessCoachingHub.co.za

If you're like most business owners, you've sacrificed a lot for your company by working long hours, juggling payroll and vendors, and missing family events. The business did okay and provided you a nice income...but the business landscape has changed.

Business owners today are in the fight of their lives. The global economy is in shambles, they have no additional revenue sources they can tap into for financial support during lean times... and perhaps worst of all, marketing and advertising just don't work as well as they used to. In fact, for many small business owners, marketing isn't producing any results for them at all... and their financial situation is growing more desperate by the day.

What Now?

A turnaround roadmap works well for business owners who realize that trying something different is better than continuing the present course and risking their business and ultimately their lifestyle.

Are you tired of going it alone when it comes to building your business?

Do you spend countless hours attempting to generate leads, attract new clients and increase your revenue and profits... but see very little in the way of results?

Business Owners Don't Know, What They Don't Know!

This is one of my favourite sayings and this has been confirmed during my initial consultations with my clients. Most small businesses started from one of two needs...

1. A need to generate an income.
2. A need to follow your passion.

The individual then gets right into starting and growing their business and while it may initially work, over time they hit a ceiling they cannot seem to push through and... in most cases, this is the breakeven point where the business owner is able to draw a salary leaving no profits to speak of.

This is as a result of getting into business without having the right foundation and business fundamentals in place and this is where business owners don't know, what they don't know.

3 Things Every Business Owner Must Know To Be Successful...

There are 3 structural components that every business must have to attain success. The business must be unique (foundation)... it must offer value (structure) to prospects and clients... and it must be able to communicate (components) that it's unique and offers value.

The main reason prospects buy what you sell is that they "want" it. Prospects want to feel special, so they will buy a product or service that meets their "unique wants." Then they will buy it from you, but only IF you offer them the most value. If you aren't unique, and you don't offer extraordinary value, then you're forced to compete solely on price. A business simply won't thrive unless it's unique, offers exceptional value and communicates both to prospects and clients.

Why You Need To Know This...

Highly successful businesses find ways to separate their business from their competition. They find ways that enable them to literally dominate their market. They learn the process that can make them unique; help them create extraordinary value and be able to communicate both of those in every marketing message they create.

Building a highly successful business is simple. In fact, it's nothing more than a step-by-step process. However, it does take some effort on the part of the business owner. Unfortunately, they don't know what they don't know, so they must find a way to gain the specific knowledge, skills and support they need to be successful.

The Cost Of Not Taking Action...

Do you want to spend the rest of your life competing on price?

Do you know specifically what your prospects "want" from your business?

Do you know how to properly innovate your business?

Do you have any idea how to tell if your proposed innovations will produce a positive Return On Investment (ROI)?

If you don't innovate, and are forced to forever compete on price, what will be the future costs to your business if that happens?

The problem that most small business owners have is they don't understand how to make their business unique... create extraordinary value... or properly communicate their message to their prospects.

Are You Tired Of Going It Alone When It Comes To Building Your Business?

Have you finally made the decision it's time to get help from true professionals who do this every day... do it successfully... and have a proven track record for helping businesses just like yours?

Coaching is NEVER an expense and with the right turnaround specialist, your return on investment far exceeds expectations. It's one of the smartest investments any small business owner will ever make when it comes to building a successful business.

However, let's put investing in coaching aside for now.

The Business Breakthrough Blueprint...

A turnaround specialist can provide an immediate impact in your revenues by showing you how you can generate:

- More Leads
- More Conversions
- More Transactions
- Higher Prices
- More Profits

We understand how to...

- Generate immediate sales
- Create competition-crushing marketing
- Develop compelling offers
- Map out your entire sales process so you know exactly what to do and when to do it

We're passionate about helping you maximize and solve your financial opportunities and challenges. Our business is your business, and your success is our focus.

What Next?

If you were looking to treat a life-threatening condition, you'd naturally want to find a medical specialist who knows what he's doing. We've been doing small business turnarounds for a long time and have the expertise and industry credentials to prove it. Our long list of clients have successfully turned their companies around and regained their profitability. It's a reasonable bet you can, too.

The *E-Learning Marketing System* will enable you to find ways to literally dominate your market. You learn the process to make you unique, help you create extraordinary value and be able to communicate both in every marketing message you create...WITHOUT...spending money on marketing or advertising.

The process to learn these skills is actually quick and easy through the *E-Learning Marketing System Business Coaching Program* which includes ALL the basics and fundamentals of successful businesses such as...

- How to create a market dominating position.
- How to identify your perfect target market, what they want, and how to sell to them.
- How to create a compelling message your market will respond to.
- How to create a competition crushing sales process.
- How to write persuasive marketing.

- How to create an elevator pitch that generates leads on demand.
- How to design a lead generating website.
- How to create your companies SWOT analysis.
- How to generate your go-forward marketing plan and schedule.
- How to create an online presence.
- How to generate leads using compelling emails and sales letters.
- How to create and benefit from joint ventures.
- How to create strategic endorsement partners.
- How to use webinars and teleseminars to generate leads online.
- How to create incentives and so much added value that you Out-Market & Out-Sell your competition.
- How to raise prices without losing a single client.
- How to use our 5-Step Networking Strategy to generate all the leads you can handle.
- How to stop discounting through bundling.
- How to create a drip campaign that will skyrocket your revenue and profits.
- How to reactivate stale clients to start buying from you again.
- How to increase transactions and customer revenue
- *And...Much...Much...**MORE!***

What Separates Us From Other Business Coaches & Consultants?

We will not only teach you the strategies your business needs to grow to the next level and beyond but, unlike our competition, we offer you additional services to ensure you are able to implement these strategies as quickly and effectively as possible to start seeing immediate results.

We do not leave you on your own to get graphics designed, lead capturing landing pages created, digital information documents written and made available, correctly setting up your social media profiles on your own or leaving you to hire expensive services to help you create or edit videos. We offer this to you at cost and designed in line with the strategies we teach.

You will **NOT** find a more complete or comprehensive business turnaround package **ANYWHERE!**

Your **ONE STOP Business Turnaround** Service Is Now Here!

These additional services will ensure we are able to implement the strategies we agree on as soon as possible so that we can start monitoring progress and the impact it has on your business.

By keeping all these services inhouse, it not only makes us **UNIQUE** but, allows us to ensure your business growth plan is implemented in the correct manner to have the desired result in your business in the shortest possible timeframe.

STOP wasting time and money on business coaching that does not serve your specific.

“The Biggest Mistake A Small Business Can Make Is To Think Like A Small Business!”

“Time To Start Thinking BIG!”

Visit the Business-Growth-Network.co.za for more information on exactly what you can get access to right now!

For more valuable **Free Guides** for business owners visit our guides page by [clicking here!](#) No email is required and you can download all the free guides you want.

Your Success Is My Focus!



Business Transformation & Growth Specialist

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