

The 10

Roadblocks

that Stop

Business Owners

having the Business

of their Dreams



Keith

The 10 Roadblocks That Stop Business Owners Having the Business of Their Dreams.

Special Report ...

Over the past 16 years in working with hundreds of business owners around Australia that our research finds that all of them fall into 3 distinct groups of people ...

Survivors

This is the vast majority of business owners in the market place, approximately 80% from my research. Who all look the same, sound the same and talk the same. They are struggling to truly capitalise on the wealth and high incomes the industry has to offer. These men and women, have no plan, they lack direction and do not apply the success factors to move from struggle street to the business of their dreams.

Successful

These men and women are successful, they are professional, they give great advice and they earn a great income. However they are weighed down with the burden of now having to be not just a great sales person but now they have to run a successful business with all the complexities that come with that challenge ... staff, systems, strategy, structure and succession planning.

What I have also noticed about this group is they have all the toys ... boats, cars, units on the coast but no time to enjoy the fruits of their labour or they are suffering from burn out or serious health issues or some of them are just plain bored with their profession.

Significant

This group is made up of the top 5% of business people in our country, who have it all ... a great

business and a great life! It has not come easy but at some stage during their business career they decided to break away from the pack and do it different. They have a clearly defined direction, their business is a turn key operation, they have maximised the value of their client base and are doing the roles they love doing in their business. They broke away and are now laughing all the way to the bank and beyond.

This group of people mastered what I believe are the 10 key components to creating the business of their dreams that is right for their set of circumstances. In studying this group of business owners they are not doing the low paying, unproductive paperwork, they are doing the activities they love to do, like talking to clients and using your expertise to make a real difference.

You Have Seen It All & Heard it All Before ...

Like you I have been to hundreds of conferences all over the world and heard it all before, so I am not telling you anything new but instead we will be working with tried and proven methods that have been time tested by professional significant business builders in your industry. By mastering these 10 areas you will not only grow your business but you will be given back the time to enjoy your life.

As I often say to business people just like you, "You don't need any more information, you need insights!" None of this formula's components are new, however when they are applied to your business, it will literally amaze you with the results your business will achieve.

So let's complete a quick analysis of what your specific needs are ... just answer YES or NO to the following questions ...

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Do you lack a long term strategic vision and direction for your business?

YES or NO

Do you lack enough time to implement your ideas?

YES or NO

Do you spend too much time on low paying activities?

YES or NO

You feel like your business has become too complex and complicated?

YES or NO

Do you find it difficult to recruit great people to support you in business?

YES or NO

You don't feel like you have a life or your life is out of balance?

YES or NO

Do you get bogged down in the day to day, rather than high pay off jobs?

YES or NO

Do you have great clients that are only using some of your products?

YES or NO

Do you lack desire or don't feel Passionate about your Business?

YES or NO

You lack a specific sales & marketing plan to capitalise on your database?

YES or NO

Do you lack an exit strategy and succession plan for your business?

YES or NO

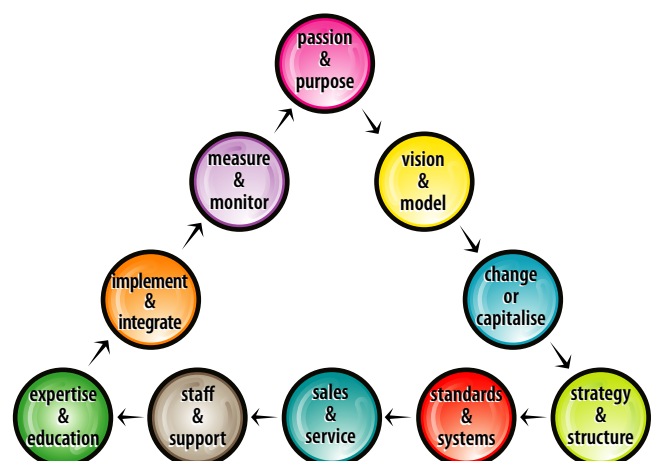
Do you worry about not getting the full value for your business if sold?

YES or NO

If you had more YES answers than NO, then you need a plan and a strategy to move forward or do you just put up with the pain and frustration? Over the next couple of pages of this special report, I will not only provide you with information but also insights. How long before you do something about it? You see if you don't take the first step, then who's going to do it for you?

Introducing the 10 Areas of the Business Transformation Model You Need to Master ...

Here is the business formula that makes your success all possible ...



Each one of these components play a key role in your future success however 1 or 2 of these areas are critical for you to master now in your business. Let me take a moment to explain each area to you ...

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1. Your Passion – Business Purpose ...

I believe this is the foundation for everything we do in life and business. You need to spend time clarifying your personal passion and the professional direction of your business with all your key stakeholders ... family, partners and staff. Get back to basics of why you are in business and what lifestyle do you want your business to provide for you and your family. We sometimes lose our way and become unfulfilled with the direction we are travelling in or the life we have created for ourselves, so this is critical to be driven by our own direction.

Here are 5 questions you need to answer “Yes or No” to ...

If someone woke you up in the middle of the night and asked you what your #1 goal was to achieve in the next 2 – 5 years, could you tell them in clearly defined terms?

Could you tell me one thing that you are most passionate about without having to think about it?

Do you make things happen in your life? Are you a do-er?

Do you honestly feel you are working and making progress towards your long term goals?

Are you happy, satisfied and fulfilled in where you are going in your life?

If you have some “No” answers, then your homework is to spend some time and think about what you need to do to answer “Yes” to these questions ... you deserve it!

Take time to work your way around this 5 part model ...



2. Business Model – Business Vision ...

Have you experienced this in your business? When you first got into business for yourself, you had a picture in your mind of what you wanted to achieve and how you were going to achieve it. Somewhere along the way, things changed without you knowing it. You got taken away from doing the things that you love to do ...

Now is the time to clarify your Vision for your business, maybe it is as simple as thinking about what your business will look like in the future with regards to the numbers that form your business ...

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	2007	2008	2009	2010	2011
Total Revenue					
Profits					
Total # Clients					
Total # Clients at Full Potential					
Total # of Team Members					
Renewal Commission					
Fees vs Commission %					
Your Roles					

The other option is to start to create a physical picture of what your business may look like by mapping out on the diagram on the next page...

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income

fee for service ←-----|-----|-----|-----→ commission only

client base

hundreds ←-----|-----|-----|-----→ tens of thousands
 thousands

office locations

single office ←-----|-----|-----|-----→ multiple locations
 2-3 offices

expertise

process specialist ←-----|-----|-----|-----→ product specialist
 balanced knowledge

depth of relationships

many ←-----|-----|-----|-----→ few
 some

business systems

almost no systems ←-----|-----|-----|-----→ turn key operation
 some systems

service standards

inconsistent service levels ←-----|-----|-----|-----→ high level of exceptional service
 acceptable service levels

no. of product types

sell 1-2 types of products ←-----|-----|-----|-----→ sell the full range of products
 few

service offering

one ←-----|-----|-----|-----→ multiple services
 few

staffing numbers

couple ←-----|-----|-----|-----→ many
 few

personal attitude

bored ←-----|-----|-----|-----→ happy & excited
 satisfied

income streams

totally dependent on me ←-----|-----|-----|-----→ multiple income streams
 some other sources

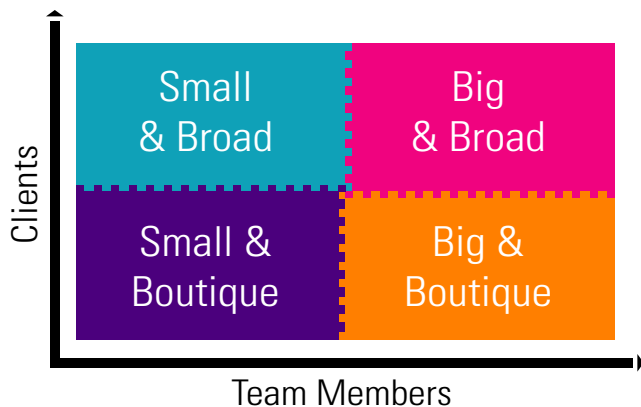
market place

niché market ←-----|-----|-----|-----→ mass market
 some broad market

Here is one of the great tragedies that I see happen with business people. They go to a conference and gain some great ideas and they are truly great ideas but they don't work in their business because they are trying to apply this great idea to their business model and it does not work.

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What is the right model for your business?



Your business model will fit into one of these 4 areas.

Small means small number of team members.

Boutique means you only work with a select group of clients or work in a specific niche market.

Broad means you serve broad based markets ... the general marketplace.

Big means you have created or purchased a large client base ... thousands of clients.

The challenge is if you don't define your business model, each idea becomes a band aid solution rather than a strategy towards significance! So, what you need to do is get back to doing the activities that not only have a high payoff, that you will love to do and that serves your business model best. Secondly, you need to clarify what the right business model is to suit your personal and professional vision, so that the model will support your business exit plans or succession strategy.

3. Time to Change or Capitalise ...

At this point of time you may already have the right business model in place, so all you need to do now is capitalise on the assets of your business ... your client database, your expertise, your niche markets or your selling time.

So let me ask you ...

How much money is left in your client base?

How many of your clients really know what you do?

How many of your clients have pigeon holed you... you sell product x...

How many hours a week do you work and how many hours a week do you actual sell for?

How many Centres of Influence do you have and how many referrals do they give you each week?

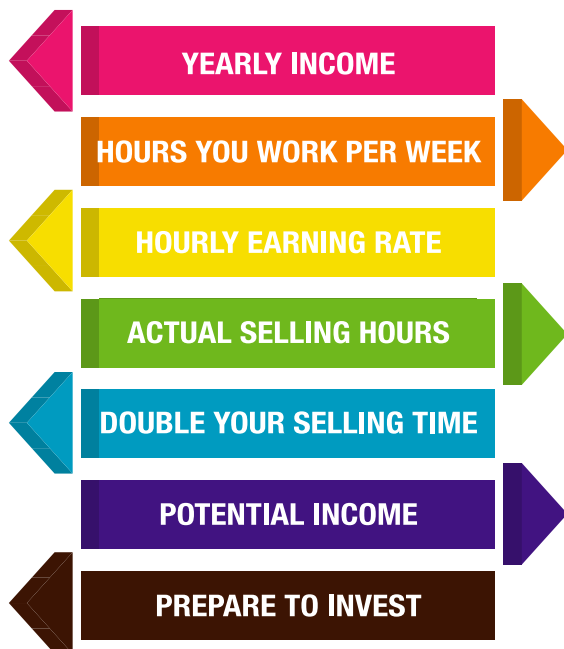
How many referrals do you receive from each client?

Do you have a referral gaining system in place for your business?

Let's look at one of the biggest roadblocks that most business people have a challenge coming to terms with ... spending time doing the \$25 per hour jobs rather than doing the \$2,500 per hour work in their business. Take a moment and complete the following table and then answer the following 4 questions ...

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Increase Your Selling Time...



So in most cases your income will double if you double your selling time. This being the case ...

What are you going to stop doing?

What tasks do you need to delegate or outsource?

Do you need to employ a Part-Time Implementer in your office to do some of the \$25 per hour jobs?

What are you prepared to invest so that you can increase your income?

Spend time looking at the roadblocks holding your business back from reaching it's full potential and you can start to create an easy to implement time sensitive strategy on how to create solutions to capitalise on your potential.

4. Strategy – Structure ...

Your business will not change overnight, but it will change if we work the right strategy and apply that to the right business structure. This is where you should involve your people, as you will need to obtain their buy in and have them focus on the activities that best serve your goals and business vision.

The best plan moving forward is to create a 1 page Business Plan, following the 3 step process much like the one below ...

Step 1.

Put your business name here.

Step 2.

Write down your key goals for the next 12 months in each of the 4 business areas.

Step 3.

List down the action steps you need to take over the next 90 days to achieve this 12 month goal in each of the 4 business areas.

Too many people make the business planning process complex and complicated. It does not need to be! By having this business plan, you can always come back to the True North for your business.

5. Standards - Systems ...

Using these two components you will become more consistent and organised in your business. It is critical to look at ways to give yourself back time, energy and to decrease your efforts. As the old saying goes ... "It is not about working harder, but smarter." Take sometime to look at your business processes and determined what systems need to be created and which ones need to be revamped. Review the following areas as a start ...

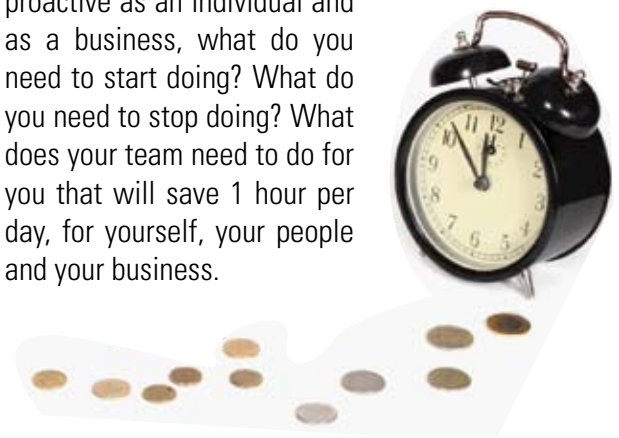
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- Email – Set Up Your Files
- Voice Mail
- Client Files
- Client Database
- Mobile Office
- Office Set Up
- Pocket PC or Palm Device Set Up
- Diary System
 - Appointment Booking Process
- Monthly Reporting
- Planning for Client Visits
- Client Contact Program
- Mobile Phone Address Book
- Accounting
- Staff Training
- New Client Induction
- Admin for New Business
- Sales Process
- Service Experience
- Review Process
- After Sales Follow Up
- Referral Gaining
- Documentation
- SOA Follow Up
- Niche Marketing
- Client Relationship Building
 - Activities
- General Business Operations
- Staff HR Admin & Training

Becoming Personally & Professionally Your More Effective Challenge ...

Here is your challenge...

If you are going to become more effective, efficient and proactive as an individual and as a business, what do you need to start doing? What do you need to stop doing? What does your team need to do for you that will save 1 hour per day, for yourself, your people and your business.



6. Expertise – Education ...

I love the quote from Lee Iacocca ... The speed of the business, is the speed of it's leaders. As you can appreciate, in the fast moving industry you work in it is critical that you are not only known for what you are doing, but continue to develop yourself professionally. Now more than ever you need to be not only great at your role but also a great business person as well. The business people who have built significant businesses have been able to make the transition from Sales Person to move to being a business person running a sales focused business. You need to look at what specific skills you need to enhance if you are going to keep pace with industry and the needs of your clients. There are 4 key areas you need to focus on for your business and life ...

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Ask yourself these questions ...

What Do You Do Well in Your Business Role?
(Achievements)

What Do You Need To Improve in Your Business Role?
(Changes)

What Strategies, Skills or Solutions Do You Need To
Develop To Improve Your Business Role? (Actions)

How Long Before These Strategies Will Be
Implemented into Your Business Role? (Deadline)

7. Staff – Support ...

Have you got the right people with the right goals, heading in the right direction? It is often said that staff members are the X-Factor in any business. If you have great people then you need to make sure that they are focused on the key areas and direction you now want to take your business. Your role as the leader is make sure you are providing all 4 components for your business ...

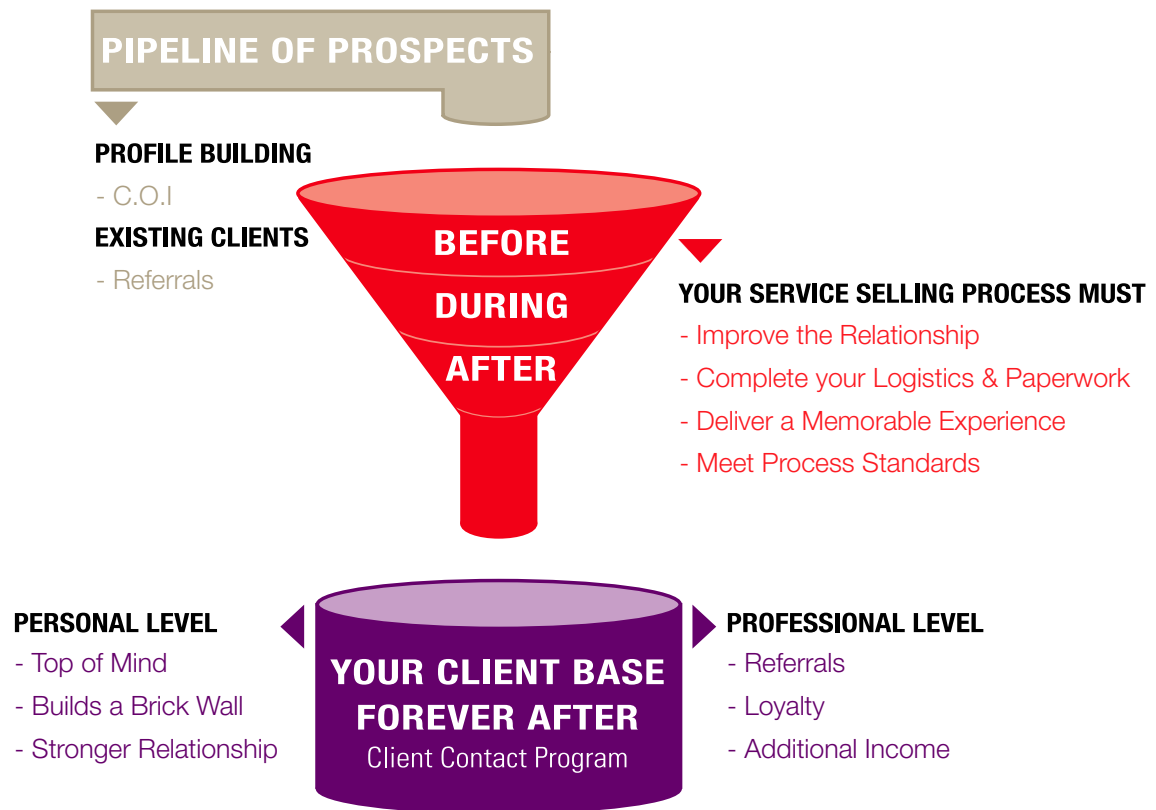
The challenge is make sure you create loyal profitable team members for your business and to create a great support team of people around you who work with you but are not for you on your normal payroll.

It could be ...

Copy Writing Specialist
Graphic Artist
Great Printer
Advertising Specialist
Public Relations Consultant
Advanced Accounting Advice
Internet & Website Designer
Brand & Image Consultant
Technology / Innovation Specialist
Human Resources Specialist
Business Growth Coach
Part-Time Implementer – Executive Assistant

The next step is to determine what assistance you need and then source the best people to help you tap into your potential.

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8. Sales – Service ...

Have you noticed that your clients are more astute, more demanding and have more choices than ever before? So now more than ever before you need to be providing a world class service selling experience. The emphasis is on creating an experience for your clients, that not only keeps them coming back but singing your praises to their friends and associates. You need to take some time to determine what you can do in these 4 components of your sales process ... Before – During – After – Forever After ... (See model above.)

It is important that you design some great marketing campaigns to capitalise on your existing client base and unlock some of the hidden profits of your business.

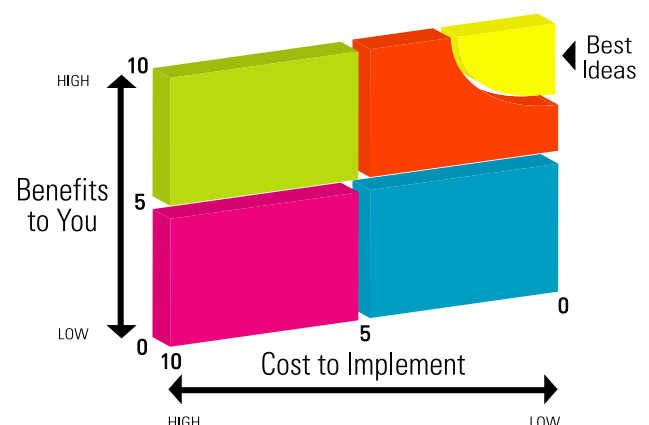
9. Implementation – Integration ...

We are never short of ideas, but just the time to implement them. Every short term and long term strategy is created from your key ideas. What are the

ideas that are going to take your business forward. You need to create a list of projects and business building ideas for your business. Then apply this model to evaluate which idea you should be working on right now ...

If your idea is of the highest benefit to your business and it is of a low cost to implement, then that should be a priority for you to do right now!

Priority Matrix ...



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10. Measure – Monitor ...

What get measured gets maintained! It is so true, that what you spend time focused on each month gets done. What are you going to focus on each month and each week to become significant in your industry? You already know what needs to be done at this stage, so you just need to make sure that you are kept on the right track. By measuring and monitoring the key performance areas of your business you will be able to maintain your momentum and capitalise on your successes.

Remember ...

A good plan started today is better than a perfect plan started tomorrow. Your goal is not to get it right first, but to get it going and then get it right!

Special Reader Offer ...

If the information or insights of this Special Report Read has hit you in the head or hit you in the heart, then feel free to contact me on 0411 64 80 or keith@keithabraham.com.au and we will sit down for a no obligation 1 hour review of your personal and business needs. At this point of time I will give you some suggestions for moving your business forward and you can decide on whether this is the right course of action for you.

About the Special Report Author ...

Keith Abraham is highly regarded & respected by business owners around Australia for his practical, easy to implement ideas and time proven strategies.

He has a record second to none when it comes to achieving tangible results for business owners. Whether that is helping tap into the profits that is in their existing client base, enhancing individuals productivity or creating a world class service experience that clients are willing to pay for time and time again.

Over the past 16 years Keith has been working closely with business owners, assisting them to achieve some outstanding results in less time, with greater satisfaction and with higher profits through his unique tools, programs and mentoring programs.

It is no wonder why he has become one of Australia's most in-demand business growth and client retention experts, which finds him working with clients like Lexus, Toyota, Tower Australia, Toshiba and IGA.

He is a best selling author of the highly practical business books "Creating Loyal Profitable Customers" and "Living Your Passion". Couple this with Keith's informative, insightful and inspirational approach to business and it's no wonder why everyone that meets Keith walks away with practical solutions to use in your day to day financial services business.

What do Business Owners Say About Keith Abraham ...

Thank you immensely Keith for helping me stand back and take a closer look at my business and where I would like to be in 5 years time. You have made me realize that the practice I have now is vastly different to the one that I began some 19 years ago. I now know and recognize some of the issues that have stopped me from growing my business to its full potential. With your methodical and planned approach the future looks decidedly clearer.

John Tiberi

"Business Accelerator" certainly gets you thinking about taking your business to another two or three levels. The two day workshop certainly kept flowing so that it kept your thoughts process ticking over and gave me many ideas to grow my business.

Keith Coles
Coles Financial