

Discover How to Have a **LIFESTYLE** in Business

*A 10 step business building
program which is guaranteed
to give you more life!*

“

My weekly net income increased by 100% in 120 days thanks to James McNamara and Impact Factory, and I did it without spending any more money on advertising. What's more he knew nothing about my industry prior to working with me!

”

Damian Cook
Digitech (QLD)



10 STEPS

to a **LIFESTYLE** in Business



Access business building information which has been tested and refined in Australia for over 11 years

Now there is a fantastic new way to access world class business education. The concept is based on small group sessions of enthusiastic business owners who want more time and more profit from their business. In addition to following a proven recipe for business success, business owners have the opportunity to work on common challenges and learn from each other's experience. This 10 Step program is a fresh approach based on proven methods in Australia.

Step 1 Owning Your Success

Head down, bum up and running fast! Sound familiar? This is what most of us do as business owners each day, but are we making *progress* towards a better lifestyle with more time and money?... that's what matters most. What do those who are extremely successful do? They develop a crystal clear **vision** of what they want first then they set their mind to achieving it.

"What ever the human mind can conceive and believe it can achieve."

This Step takes the strategy of vision building out of the clouds and puts it into perspective for your business. Once you get clear on what your business needs to provide *for* you for a lifestyle, you are ready to look at the strategies to improve your business. In this Step you'll be introduced to a magic **business growth formula** that will help you make smart strategy choices for increased profit and more free time.

"...the most beneficial training I have done in the past 10 years. Perfectly related and specific to my current role and situation. A genuine eye opener."

Comments of previous workshop participant.

Step 2 Relationships in Business

So much of your business is about people – employees, customers, suppliers and partners. What if there was a way for you to instantly understand another person's preferences and behaviour? You could use this information to give more effective instructions to your employees, to sell better to your customers and negotiate better with your suppliers.

This Step looks at one of the most famous personality profiling systems in the world... and it is so easy to use to great effect. You will never look at communicating with employees and customers in the same way again after this Step!

Step 3 Discovering Internal Opportunities

This Step determines what the specific Key Performance Indicators are for your business. In every business, any improvement always comes down to a measured number going up or down. So this workshop will reveal powerful measuring systems whereby you'll be able to investigate what's really going on in your business and determine things like, your conversion rates, your Supply and Demand ratios, how many customers you are getting, and how many you need each week to achieve your goals. You'll learn a lot about the power of numbers that give you the answers on where you need to focus on your business each and every week. From this knowledge you'll be amazed at what can happen when we move into Step 4...

Step 4 Improving Conversion Rate – In Bound

Now that we have measured your conversion rates and determined your KPI's, its time to improve your conversion rates. This workshop explores the best strategies you can apply in your business to increase conversion rate from inbound calls. You'll learn how to master the art of selling, without people thinking you're a sales person! This information on conversion rates has been used to double the monthly turnover of numerous businesses in less than 60 days and is guaranteed to increase *your* sales too!

Step 5 Improving Conversion Rate - Outbound

This Step looks at getting results from your approaches to customers. It covers the art of cold calling and appointment setting as well as how to run an effective sales meeting.

What would it mean to your business is you could achieve another 5 sales from qualified prospects per week? This Step will show you how to easily achieve that.

Whether it's improving your own sales performance or that of your sales person or preparing to employ a sales person, this is an extremely valuable session.



Here's your chance to network, share ideas and learn with other switched on business owners



Step 6

Accessing the Power of USP's and Guarantees

"The best mouse trap doesn't always sell the most." Marketing is about *packaging* and putting a gold paper wrapper around your product or service. What is it that makes you sound unique and different? What can you guarantee that others don't? Higher profit sales comes from telling your target audience exactly what it is that makes you great and what you guarantee. When Federal Expresses original Australian arm coined the slogan "When it absolutely, positively has to be there overnight!" do you think they were the only overnight courier service in Australia... NO! They just did the best job *marketing* themselves. The best *marketing* sells the most mouse traps.

This Step shows you how to distinguish your company in the market place by using Unique Selling Propositions and designing guarantees. This Step will show you how to remove the price from customers' mindset.

Step 7

Lead Generation – Choosing the Best Strategies

Once you have implemented strategies to increase your conversion rate, its time to generate more customers. Implementing strategies to increase inquiries before increasing your conversion rates is like trying to put the cart before the horse... you just won't get very far!

In this Step you'll be introduced to the secrets of the 11 best lead generation strategies and little known secrets of optimising them for your business. You'll also learn how to match the best strategies to your business with the most suitable strategies in priority order.

Step 8

Lead Generation – Creating the Marketing Piece

In this Step you'll be given copywriting secrets that generate customers that practically *beg you to take their money!*

You'll also be shown how to develop *costless* marketing strategies in the form of Strategic Alliances and Networking, as well as improving your website. These are fantastic no/low cost marketing strategies.

Step 9

Leveraging Your Time With Systems

This Step introduces the concept of leveraging your time with documented business systems. Specifically it covers how a system is developed, what systems matter most, all aspects of systems needed in a business using an organisational chart.

4 template business systems will be introduced – An Employee Recruitment System, Induction System, Job Description System, Sales System and Production System. By the end of this Step you will have a detailed understanding of putting systems in place in your business and you'll have 5 of the most important business systems ready for implementation.

The recruitment system including the ad, interview questions and selection criteria replaces the need for outsourcing recruitment, which saves you thousands of dollars!

Step 10

The Psychology of System Implementation

Once you have your systems designed, how do you get your team to use them consistently and consciously forever? This Step is even more important than the previous one as having systems your team doesn't use won't help your business.

In this Step you'll be shown the *6 Steps to Delegation* that reduces or eliminates the frustrations you can have with employees using systems!



18 REASONS

Reasons to Get a Lifestyle Education

- 1.** You'll receive 10 workbooks packed with valuable business building information
- 2.** You'll receive 4 spreadsheets for measuring the most important KPI's in your business
- 3.** A copy of James McNamara's new book - "Master Keys to Leadership Success"
- 4.** A template system for running effective team meetings
- 5.** Secrets to the 11 best lead generation strategies for small business
- 6.** A template system for writing effective job descriptions
- 7.** Powerful sales strategies
- 8.** A template system for recruiting great people
- 9.** Effective appointment setting strategies
- 10.** A template induction system for new employees
- 11.** Strategies for conducting effective sales meetings
- 12.** A template sales system to make selling easy
- 13.** Develop your unique selling proposition to set you apart
- 14.** Develop a powerful guarantee to get customers buying more
- 15.** A template production/service delivery system
- 16.** Learn superb copywriting secrets to use in all of your marketing materials
- 17.** The *6 Steps to Delegation* system
- 18.** A plan with effective strategies to build your business to give you the time and profit that you deserve



Here's what others have said about
James McNamara and Impact Factory



"He's fab – brilliant – great and inspiring!"

Worldwide Online Printing

"Who says there is not such a thing as a quick fix? I can't believe you covered over 30 easy strategies to increase our profits in the 40 minutes that we had you. Every week we hear speakers who have the answers to increase sales, profits and success. Your presentation was addressing real businesses in the real world who need solutions now."

Chris Balkens President Brisbane Business Swap

"Our sales people respond to you very positively in both group training and one-on-one coaching situations. Your credibility is very high due to your experience. Your knowledge of communication skills, sales processes and effective sales systems is fantastic and you make it easy for people to understand. You provide great motivation to inspire people to action."

Andrew Robertson (2007 FCA National Franchisee of the Year)



Call us today on **1300 790 150**