

LEVERAGE

How to Grow Your Business *Faster*, AND Work *Less* Hours

**Insights into *unlimited* business success,
to achieve *more* by working *SMARTER***

By

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Ever feel like all your hard work *isn't* improving your business *significantly* every quarter?



Frustrated with **fluctuations** in cash flow?



That can all change when you apply the secrets of
LEVERAGE

What this Book Will Give You

This book will provide you with a simple and deep understanding of the **power** of **LEVERAGE** and the 'key drivers' to leverage.

You'll learn some aspects of *leverage* to apply immediately to see more CASH in your bank - and more spare time in your week.

This book is based on **FACTS** and **RESULTS** spanning over two decades from one-on-one business mentoring of many different types of businesses.

My experience includes '*hands-on*' experience in business gained from 34 years of building 5 successful businesses and working with dozens of entrepreneurs.

What You'll Learn and Benefit from

You'll be introduced to 5 powerful ways to LEVERAGE, so your business grows faster, while your time is freed up more and more in the coming weeks and months.

QUESTION:

If you had the choice of whether to work *every* day, or work *zero* days a week while your business grew fast without needing you, how many days a week would you actually *want* to work?

It's important to begin *with the end in mind*.

NOTE:

I recommend you keep an *open mind* while you read this book, because some of the tasks recommended may seem out of the ordinary, boring or a waste of time (at first glance).

If the contents were *ordinary* it wouldn't achieve the *extraordinary*!

Two LEVERAGE Sample Results

Builder

Shane, a builder, got out of commercial fit outs - with some encouragement and purchased an operating kitchen renovating business in Sydney.

He had decided from the start, that he didn't want to work *in* it at all in one year's time, and after working together to systemise the lead generation, sales process, production and installation processes, the business was ready for a general manager.



The GM was hired and in 6 weeks Shane stopped working *in* his business completely, and took a 60-day around-the-world holiday. That goal of replacing himself in the business (with the GM) was achieved in 11 months.

He sold the business 2 years later, for 5 times what he paid for it.

Electrical Contractor

Chris Hislop, owner of *White Light Electrical* was working 55 hours a week, and had for decades.

Thanks to my management mentoring a few years ago, his business grew by \$520,000 the first year on a \$1.5M revenue and net profit percentage increased by 10% adding \$150,000 to the net profit. It's since grown by \$4 Million.



Last year Chris took 3 months off from September to November while his business operated smoothly and worry-free without him.

He's just now hired a General Manager and will soon stop working in his business *completely* and enjoy freedom of choice with his time.

Want some *inspiration* on your own potential success in business?

See fantastic **results on videos** with business owners and also accountants:
<https://www.profittrans4mations.com.au/testimonials/>

How to LEVERAGE!

LEVERAGE can be a hard concept to understand.

So let's start with a simple definition of LEVERAGE...

“Achieving more, with less effort”

In reality this means you work (*invest* your time) ONCE - and then benefit for months or *years*.

There are *multiple* ways to LEVERAGE and this book will discuss some of the most powerful ways to LEVERAGE.

What you can **LEVERAGE**...

1. Education
2. Marketing
3. Intentions
4. Systems
5. Technology

Education is by far the greatest form of LEVERAGE.

You had an education about your industry as an employee and then started a business from that education that now makes you money. That industry *education* has therefore been very *valuable* with a *LEVERAGED* benefit.

Business is a subject unrelated to employee skills so that role doesn't teach a person how to manage a business. *All* business owners benefit greatly by learning from a mentor, instead of finding out the hard way, how *not* to do things.

The best thing is, an EDUCATION on business is something you invest in just *once*. And then you benefit... *for the rest of your LIFE!*

Doesn't that make a practical business ownership education a SMART thing to invest time in?

The 7 Topics of “Business” to Learn and Master to *LEVERAGE*

There are 7 essential topics to learn about business, so you’re in control of it, to grow it fast and even set it up to grow on “*auto-pilot*” – without you...

1. **Marketing**
2. **Entrepreneurial thinking, *Vision* and mindsets**
3. **People skills** – motivation, selling, recognising attitudes of employees and prospects, aptitudes of employees, leadership and teaching skills
4. **Figures and KPIs** - marketing, service work and financials
5. **Business Growth Planning** - e.g. how to double profits in 1 year
6. **Systems** – using technology to create digital versions
7. **Management – how to prepare to step-back safely**

To learn *all* these topics - to master them all doesn’t take 5 years or even 2 years. You can knock it over in just 8 months.

That’s if you’re **serious** about LEVERAGE and want to achieve an *uncommon* level of success.

8 months may seem like a LONG time, but consider how many years you intend to own a business, is it really that long? Especially if you have true ***freedom*** and happiness in all aspects of your life?

And it’s possible to set a business up to operate without the owner in just 10 months.

That’s the record for clients, achieved by Clint, an electrical contracting business owner in Townsville, QLD.

He didn’t have it easy either because he was working 80 hours every week when we met. 10 months later Clint was working **ZERO hours**.

His business was operating ‘*under management*’ and, with his family, Clint moved over 500 km away to live. They didn’t go back to live in Townsville again for over 6 years, and travelled Australia (and did 3 laps of it) for his first 3 years of ‘*freedom*’.

Clint was receiving a ***passive*** (or *leveraged*) income from his business while he travelled, and built an asset portfolio of properties and other businesses with his free time.

Here's a (candid) photo of Clint and his family with their *motorhome*...



QUESTION:

If you were able to **conquer** all your business growth challenges – permanently, and were able to set your business up to grow smoothly and profitably... *would you still work in it every day?*

That's an *important* question I'd like you to think about - while you read this book.

But now let's begin with discussing LEVERAGE with the second area - marketing.

Leverage with Marketing

Marketing is the simplest way to leverage, but often not very well executed.

With regards to leverage let's discuss the *Lead Generation* aspect of marketing.

The first important ingredient to LEVERAGE with lead generation is to get a *practical* education on it.

If you *haven't* paid for one, you're seriously missing out on HUGE benefits because no one knows aspects of your business better than you!

Let's start with some valuable, quality info here and now...

The first and most important topic of education on lead generation is to know your *numbers*.

One of the most important numbers to know is your “**Allowable Acquisition Cost**” – i.e. how much can you afford to spend in ‘\$’ to ‘acquire’ a new client.

By understanding numbers, it's possible to create an “*unlimited marketing budget*”.

Here's how that works...

Every business needs to make a Net Profit as a *percentage* of revenue to generate surplus cash (and the *higher* the percentage the better).

The net profit *percentage* of all businesses (over \$700k revenue) needs to be at least 10% on annual revenue.

Ideally it should be over 15% – even if that figure seems *too* high, because that's when cash flow issues start to disappear in the majority of businesses.

NOTE:

When you learn and **master** each of the ‘7 topics of business’, a **15%** net profit on revenue percentage is actually very achievable (seen by the high volume of clients who are regularly achieving and exceeding 15%).

Even though **10% net profit is the minimum** (over \$700k revenue), that figure is ideal to work with, to achieve an “unlimited marketing budget”.

Your goal with lead generation should be to get 10 times your lead generation/advertising cost back as income, *to pay for it* – along with every other cost in your business.

If a business spent \$100 on advertising, it then needs to have get back 10 times that, or \$1,000 in sales.

Every cost of running a business has to (proportionally) come out of *every* sale.

When the 10 times cost as income back is achieved then the business has an “Unlimited Marketing Budget” – because as the cash from sales comes in, it pays for the advertising and the money can be reinvested into advertising again.

Would you like an Unlimited Marketing Budget?

Here’s how you can with Pay Per Click or PPC advertising...

PPC Advertising

A lot of businesses use Facebook PPC and Google Adwords for lead generation, however it may be making a LOSS for the business instead of being an *Unlimited Marketing Budget*.

Here’s some sample figures of Google Adwords to understand this better...

Cost Per Click (CPC)	\$5
Average “Response”	2% (1 in 50 clicks)
Ave. Cost Per “Response”	\$250 (Response is a phone call/email)
Conversion Rate - Response to Sale	33%
Cost to Acquire Customer	\$750

Using the rule that 10% of the sale value is the “Allowable Acquisition Cost”, that means the *Average Sale Value* needs to be *10 times* the Cost to Acquire the Customer amount, just to make a profit – i.e. \$7,500 in this example.

If the conversion rate from Response to Sale was 50% then the business would need an Average Sale Value of \$5,000 – which shows a LOT of businesses using Google Adwords are LOSING money from utilising this medium. Each sale

requires the Acquisition Cost to be deducted from the revenue. That's important to remember.

There are **variables** that affect the figures and ROI and also situations where the 10% Allowable Acquisition Cost isn't accurate. An example is when new clients spend more than the *Average* for a short time after the first sale. Then the Average Sale Value figure would effectively be higher. *Conversion Rates* of 'Response to Sale' greatly affect the ROI figures too (see below).

The point of this topic on PPC advertising is not to debate the figures, it's just to demonstrate the power of an education on lead generation with figures.

An education on how to improve figures with strategies relating to lead generation and conversion rates RADICALLY improves results.

The Power of Conversion Rates

In the above case, the conversion rate was 33% from leads (responses) to sales.

This important figure is often **NOT** what business owners *think* it is (unless they are measuring it, all the time).

The **ONLY** way to know the figure, is to **accurately measure** what happens with every single lead, to determine what percentage of them all results in sales, *over a period of a whole month*. Anything less than one month and the figures will usually be too variable.

Knowing your conversion rate is very important, as it directly influences the *allowable* Acquisition Cost figure from PPC. It also allows you to LEVERAGE out of the role by setting a benchmark for the employee replacing you.

Conversion rates can easily and rapidly be improved with the majority of businesses. Improvements have frequently been higher than 50% - with results seen within *days* or *weeks*, which increases turnover by that same percentage. Very few strategies can achieve a turnover increase that fast!

Often the business *owner* has a good conversion rate - even though it's not being measured. When they step out of the sales/quoting role and replace themselves with an employee, there's no performance "standard" for them.

With no KPI for the employee to strive for, that often results in *much lower* conversion rates, with a corresponding big income drop for the business.

That's one more of many reasons to be *measuring* conversion rates on leads.

Good management is about knowing your business numbers.

By measuring (and sharing results as targets for employees) you are **LEVERAGING your intentions.**

You *intend* for your business to be successful. Measured figures represent those intentions and that makes your intentions so much easier to communicate to employees (and marketing service providers).

There are many more aspects of marketing that when understood can rapidly increase your leads – without spending \$1 more on advertising.

I'd love to tell you all about the power of understanding both **Google Analytics** and **Google Search Console** however this book is about understanding LEVERAGE, not about explaining all aspects of marketing and measuring.

Here's a little known secret about marketing though...

It's quite *achievable* to increase leads for 95% of all websites by a staggering 50% to 200% for FREE – just by doing some simple, free changes to the website using just the admin access.

And you can see the improvements you're making using Search Console.

Do you know what Search Console is? Have any of your marketing service providers (website developer, SEO company, marketing company) told you about it?

It's the most powerful platform for measuring online marketing results there is!

You might want to look into it and set it up. It's FREE and very powerful because it shows you the FACTS about what you are paying for or spending time on.

And FACTS are important to LEVERAGE your efforts and *intentions*. Let's talk about that now...

Leverage of Your Intentions

Enormous **power** is to be had with LEVERAGE by using numbers.

Without having a collection of certain numbers it makes it harder to maintain a high net profit margin (over 15%) as your business increases in revenue beyond \$500,000.

It's very common to see the Net Profit Margin in businesses fall below 10% - as the revenue increases beyond \$700,000. The lack of accountability with KPIs or set 'benchmark' figures is a major reason this happens.

Having specific numbers as KPIs or benchmarks for performance of a role, allows you to step out of roles as your business grows, while holding the employee accountable. Over time, as more roles are delegated, it also allows you to completely step away from your business so you LEVERAGE yourself so effectively, ***you don't need to work at all any more*** – if you want that choice.

The Power of TRUST

Trust is an interesting word. When you trust someone it gives you confidence that they can take care of your needs. Trust in business is a very valuable commodity to have with others, such as suppliers, mentors, financial advisors and also with you and your company.

If I were to talk to you about a dozen results with clients, and how their net profits all increased and by how much - would you trust those results and that it's possible to achieve a similar result with your business?

I doubt you would and that's 'normal'.

However, if I showed you Profit and Loss Statements of every client, showing you "before" and "after" results, gave you signed affidavits from each clients' accountant, and the phone number of each accountant to talk to, so you can see the figures on their computers, would you believe the results then?

The use of *figures* makes it easier to trust people.

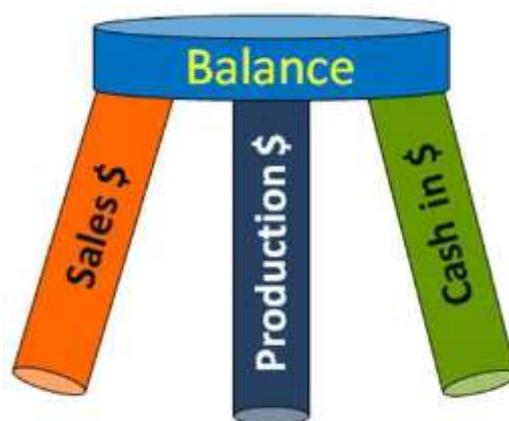
When it comes to growing your business, TRUST of your advisors and employees is essential. These are the people that will grow your business and keep it running smoothly and profitably.

Essential Figures to Trust to LEVERAGE

Business is about 3 main areas, which all need to *balance*.

In every business, you need to *win* the sales, *do the work* related to the sale and *be paid* for the sale/work. You obviously can't sell twice as much as the work you do and can't be paid more than the sales you make so they all balance.

This diagram with 3 'legs' shows this where the 'leg' are the 3 areas and the leg length is a dollar figure than can be measured each week (and month)...



In a \$500,000 per year revenue business, each week on *average*, it needs \$10,000 in new sales (50 weeks divided into \$500,000).

It also need to "*produce*" about \$10,000 in work (the outcome of the sale) and also *bank* the same amount on average each week.

Obviously businesses don't balance each week and get out of balance with more or less sales being generated in the week, relative to the number of employees or "capacity" of the business.

Most **STRESS** comes from *not* knowing the 'leg' length each week, measured in dollar figures.

STRESS has a LOT to do with ignorance, so business owners find out too late their leads dropped, which resulted in a sales drop, which resulted in not enough work for the team, so cash reserves drop.

Can you see how ignorance is the major cause in this situation?

There are essential figures to measure in every business, to virtually eliminate stress and to then enjoy freedom – to take more holidays worry free.

Sales Figures to measure (for each week)...

- No. of Leads
- No. of Quotes
- No. of Sales
- Average Sale Value
- Acquisition Cost from any advertising
- ROI of advertising to income

Production Figures to measure (each week)...

- Work Produced (in \$)
- Cost of Labour
- Gross Profit on Labour (labour income only & on Work Produced)
- Gross Margin on Labour (labour income only & on Work Produced)
- Gross Margin achieved on Labour on Every Finished Job
- Income from Materials
- Cost of Materials
- Gross Profit on Materials
- Gross Margin on Materials
- Overall Income Produced (Materials and Labour)
- Overall Cost of Sale
- Overall Gross Profit
- Overall Gross Margin
- Gross Margin on Every Finished Job
- Difference between 'Quoted' and 'Achieved' Gross Margin

Cash In Figures to measure (each week)...

- Cash banked
- Cash withdrawn
- Cash Balance
- Net Cash Position – (Cash Balance + O/D Receivables – O/D Payables)
- Cash flow Forecast – difference between Cash Balance & Net Cash Position

That's not *all* the figures to measure, however every business that is measuring all these figures will have a happy, *less stressed* business owner who has CONFIDENCE in the health and operation of their business.

I recommend you **just start measuring any of these** and then add one more to measure every week. That's another way to leverage your time because **starting is 80% of success**, it builds momentum.

Experience is a great teacher and only by experiencing the power of measuring will you want to MAKE time to do more measuring. Benefits are attractive!

Over time, if you were to measure most, or all of these figures, you would know **certainty** in so many areas of your business (and realise how uncertain you were in these areas before).

You'd be **CERTAIN** what your technical employees were doing on jobs, based on the time (labour cost) taken on each job during the week.

You would be **CERTAIN** your Estimator was accurate with pricing, by the difference between the *Quoted* Gross Margin figure and the *Achieved* Gross Margin figure.

You be **CERTAIN** if you were under-staffed or over-staffed at any time because you would know if you were selling more than your capacity (i.e. number of employees in production) or not.

If an income goal was \$10,000 for the week (for a \$500,000 revenue business) but it achieved \$15,000 in sales 3 to 4 weeks in a row, then the owner would be **CERTAIN** it was understaffed.

By measuring leads, if they dropped by 20% for 4 weeks then sales acceptances would also drop, thereby creating a situation of being over staffed, consuming cash etc.

It's easy to see the **power** of *numbers* and how they LEVERAGE *intention*.

Having KPIs for each area for each person in each role of your business is how you LEVERAGE your effort and TRUST the role is being carried out efficiently.

You can hold a person accountable to numbers much easier than you can a system or job description.

Numbers are the GLUE that holds employees accountable to using your business systems.

LEVERAGE Using Systems

Systems are obviously *essential*. Some are far more beneficial than others, so are you tapping into the power of the most beneficial ones?

Here's a list of areas of money-making systems...

1. **Production** (technical work)
2. **Admin/Finance**
3. **HR compliance**
4. **Induction/On-boarding**
5. **Team Building**
6. **Recruitment**
7. **Measuring and KPIs**
8. **Sales**
9. **Marketing**
10. **System for changing the systems**

You have a lot of experience as a business owner, which contributes to your ability to '*carve out*' a slice of revenue for the area your business operates in.

Your IP is valuable, but is it fully *digitised* to LEVERAGE your know-how?

Your ability to LEVERAGE greatly hinges on your ability to have your employees do things the BEST way or your way, not *their* way.

This becomes more and more critical as your business grows beyond 6 employees. It's essential to LEVERAGE your know-how and share WHY you want the tasks carried out the way you want and digital systems are how you do so.

That makes it very important to include WHY you want a system carried out that way you've digitised it (as a procedure or process) too.

Too often business owners document or *digitise* HOW they want tasks carried out, but not WHAT the outcome will look like by using the system. WHY a certain task is needed to be carried out a certain way is also missing – so people don't follow HOW systems are provided, or do so for a short period of time only.

Your wisdom is in **WHY** you do tasks a certain way, so make sure you share that wisdom. **Stating WHY makes employees comply.**

In regards to the systems on the list above, you'll make a LOT more profit by having systems for areas only a tiny percentage of businesses consider.

Systems that are often ignored that increase profit by *significantly* are...

- Recruitment
- Team building
- Induction/on-boarding
- Measuring (e.g. the 3 'legs' etc.)
- Sales
- Marketing

A **recruitment system** saves you money by attracting and selecting the best attitude and aptitude employees. You then avoid the cost of hiring an employee that takes a few months to recognise they don't have a good work attitude.

One poor attitude employee can cost a business lost income from clients, expensive mistakes – from breakages and/or rework, or lost productivity costing thousands of dollars.

A good recruitment *system* – including ads that *attract* great attitude, already-employed people, an articulated 'selection criteria' and a psychometric profiling system such as DISC Profiles - will contribute to identifying the right *aptitude* person for the role. This can be a significant cost saving system.

Once this system is created it can be used for years to save the business unnecessary costs.

A **team building** system is a profit increasing system too. It's used to train and motivate employees and includes leadership training to increase the happiness of employees through better communication styles.

One **simple, powerful team building strategy** - proven to make employees happier - is holding weekly team meetings. The meeting needs to be structured as a peer discussion meeting, not as a lecture where only the business owner speaks. Every person needs to speak, in turn, and *uninterrupted*.

Kicking off the first team meeting with a personality profiling tool is very worthwhile, as seen here with this mechanic's business...

"My team had a great response to the team meeting system and personality profile system I introduced. The productivity of the guys increased 50% in the next week. With the same wages, that was a big profit increase. I had been harping on about productivity for months, but your process did the trick."



Jeffrey Van Doore – Upton Motors

That's an effective **strategy** for you to increase your employee's productivity.

An **induction** system is where you intensively train new employees on the use of *their* new systems, for one to five days in an office, before letting them get into their work unsupervised. The difference in output *within weeks* is dramatic by doing so! It's a *proactive* instead of *reactive* way of training.

An induction system focus becomes a good 'attitude test' as well, as only good attitude employees are willing to learn systems before hands-on work begins.

It's also the fastest way to get new people up to speed in your way of doing things, which is more and more important when your employee numbers increase beyond 10. You only need to create this system once, then LEVERAGE and benefit from your time invested - for years.

Job/management software becomes important as your business grows beyond the \$700,000 revenue point.

SimPro, Aroflo and WorkflowMax are probably the 3 most well-known job management software systems online.

While they can save a business time and money with automation and onsite responses instead of trying to remember details, they are often not well understood – (which leads to in-depth conversations with clients as to *what* reports are essential to build in these systems and *why*).

Business owners paying for these job management software systems learn HOW to enter data and use it, but rarely fully understand WHAT it is telling them, WHAT reports they need to look at or WHY. Nor do they understand

what the reports can and should tell the business owner in terms of better decision making.

All of this is super important as FACTS are what business decisions need to be based on. The more facts the better, because then assumptions and 'hope' isn't effecting their decisions and profitability.

Very important decisions such as what **mark-up** percentage is needed, to apply to costs, to achieve a desired specific gross and net profit margin.

Knowing what *mark-up* will give what *gross margin* figure, and what **net profit margin** figure that will lead to, is the most important topic of management in service businesses there is.

Financials, ratios and margins often is a very confusing subject to the uneducated business owner. It all starts with knowing exactly what should and shouldn't be in the Cost of Sales on your Chart of Accounts.

For example, wages of technical employees in service and manufacturing businesses are actually a Cost of Sale, but are rarely listed as one.

When the business owner works sometimes or all their time in a technical hands-on role, then *some* if not *all* of their salary needs to be in Cost of Sales as well.

Without knowing exactly what needs to be in Cost of Sales, then the gross margin the business sells services at can't be accurately known as a way to work out mark-ups on Costs of Sales, to determine sale prices.

Unfortunately, too many businesses determine their sale prices based only on *some* Costs of Sale, with a *guess* of time (as a cost), how *lucky* they feel about winning the job, combined with how desperately they want the sale at the time.

That's all too frequently the way prices are calculated in a lot of businesses and this creates a lot of fear and anxiety with pricing - that potential customers often *feel* or *intuit* that they are being 'ripped off'.

Measuring using a thoroughly understood job management program - that generates meaningful and well understood reports - is absolutely essential as a means to increase profit *margins*, which leads to more cash in the bank.

Without great **confidence** in a pricing FORMULA that reflects a specific gross and net profit margin, there is often reluctance to tell prospects the price - so it is often emailed later in a quote, which hurts conversion rates.

How the price is given to customers is a very important part of a *Sales* system that strongly influences conversion rates. It's an opportunity to increase sales significantly, just by this one small component of selling.

A *good* sales system will increase sales and profits, and give the business the ability to **win sales at higher prices than most of their competitors.**

There is ALWAYS a large range of prices in any industry, which PROVES that people don't buy on price alone.

Where does your business *sit* in the price range with your competitors?

Are you winning most sales - by being the *cheapest*?

If so, you're missing out on BIG profit and cash flow increases by not having a great sales system – that **wins sales on value for money.**

What's your answer to this question – “Why should I buy from your business, and not your competitor?”

Can you answer this with confidence and be specific? Most people answer it with statements most of their competitors would say, which isn't persuasive.

Being clear as to the benefits of what you offer that is attractive to customers is one effective way to win more sales, at higher prices. Food for thought?

The next system is a marketing *system*. This needs to help to demonstrate why people should buy from your business.

A website, logo and business name is not really much of a system. That won't win sales at higher prices, which is what top QUALITY marketing helps with.

QUALITY marketing is seen in around 10% of any business in an industry.

Without an education on quality marketing which helps to optimise all aspects of a website a LOT of leads and sales are missed.

The majority of businesses are running on about 1/3 of the *potential* for leads and sales for the business.

Most websites are built by more “programming” experts than “marketing” experts and unfortunately very few business owners paying the invoice know the vast difference.

Here’s an example... do you know what is **statistically proven** overwhelming evident most popular image is to put on *any* website?

One with happy people.

Less than 10% of websites have this type of image.

To use this image is a BIG statement to visitors – as it demonstrates your business is strongly “people focused”.

This is a subtle, little known aspect that people feel subliminally, not consciously.

What type of people?

A couple is perfect. If your target market includes children then include them too. Make sure the age range in the image is a good match for you ideal client.

This is one HOT tip for you. There are **15 points** (on a checklist included in one of our courses) with ALL the necessary ingredients of a website to consider.

Most websites don’t include more than 4 of the points, because website developers are not marketing experts. They focus on learning programming and design layout principles, but design doesn’t really include content/image choices and text (copywriting) on pages which are SUPER important.

Having FACTS that *prove* what visitors like is just smart. Knowing what facts you need to know and focus on with your marketing, not your marketing supplier is also very SMART.

Unfortunately, *no one* cares about your success from marketing as much as you do. Most marketers these days are reliant on business owners’ **ignorance**, so they can charge a small fortune for *poor quality* service (poor/no results).

This is rampant as a practice with SEO and PPC advertising as well as social media management.

Without an education on quality marketing, so you learn the secrets of marketing and relevant figures to measure, it's too easy to **burn** *thousands* on marketing – without ever realising it.

You LEVERAGE your time, money and intentions with EDUCATION on selling, marketing, and business.

LEVERAGE using Technology

Technology is amazing how it can LEVERAGE time in business, if it's well understood.

Job management software is *essential* in business, to take your office with you, to access figures and client information while out of the office – (or on holidays in other countries.)

While it's good to learn from other business mates what they use, it's also recommended to find an expert on *business management* and talk to them about what suits your business best – because the reports from job management software is just as important as the day to day operation benefits.

It pays to put in days, weeks or months of time in some cases to identify what's best for your business.

Keep in mind the job management cloud solutions such as **SimPro, Aroflow** and **WorkflowMax** were usually built initially by tradespeople who recognised the need for software for how to run their business better. That's an *operations* point of view and benefit.

Management is a poorly understood subject by business owners, who are rarely looking at weekly figures, such as all those discussed previously. Reports from management can increase net profit, by simple decisions, much more than just working hard 40 hours a week in an employee role in the business.

A smart job management system will definitely increase the net profit of users' businesses because the management reports point out inefficiencies the owner didn't know about. They produce the necessary facts for confident and quality decision making.

If you made every decision with confidence and were right with every one of them, what would that do for your business in months?

A lot of job management systems are clunky and unable to be customised, unless the majority want a change made.

Keep in mind the wise saying,

“The majority of people in any group don’t know what they are doing.”

A small minority of businesses in any industry are super profitable (over 15% Net Profit Margin).”

NEW Business Management Software

There’s a new job management software solution being released to the market, built by very experienced business, management, marketing and accounting experts and tradesmen.

Why it’s worth considering is that it’s not just a comprehensive job management software solution, it’s possibly the first *full business* management software that manages leads, conversion rates and sales income including ROI on advertising as well.

The reports are way beyond anything you see in other software as it hasn’t been built from a tradesman talking to a software company and growing from there. It’s built from a management perspective to educate and build confidence in management decisions that increase net profit.

Inquire by reply email to info@ptrans4m.com or call the office on 1300 778 377 to discuss it and the application to your own business.

This software contains 27 years of my own experience in measuring to see the facts of results not just marketing, but all aspects of job management, profitability and cash flow with over 1,000 business owner clients.

It’s a single software solution business owners are looking for, that provides WHAT you need in reports and operations and WHY it’s relevant to the business.

To conclude this ‘first stage’ introduction on LEVERAGE there’s something you can do to take your understanding and education to a whole new level.

To LEARN more about LEVERAGE of your time, energy, marketing, cash and intentions, you’re invited to take another step – obligation and cost free to **invest 1 hour in an advanced training session...**

The 'Second Level' of LEVERAGE

Based on what you've read so far, are you ready to go to another, higher level of LEVERAGE and success now?

Would you be prepared to put one hour into learning far more powerful, more specific strategies of management, to increase your profits and to free up your time?

We all have the same number of hours in a week. How we use them by spending them, wasting them or investing them determines our progress in the next 3, 6 and 12 months.

I'd like to personally invite you to an **advanced management training** session.

It's a video containing some of the most powerful strategies and ideas related to business growth and "scaling" businesses there is in the world today.

This training even has the 'thumbs-up' of approval from *18 accounting firm owners*, after receiving the free training and/or advanced training with their business owner clients.

Ever heard your *own* accountant recommend any business course or mentor?

This training you're about to be given private access to, *isn't* for everyone. It's only for **open-minded, success focused business owners who value education and take responsibility** for their own success.

I won't make promises about the benefits of this training or wild claims as so many others do because that is out of integrity. And I believe **integrity** is as important as trust and one of the most valuable *assets* there is in business.

I will say, you'll definitely receive good *value* from the training.

You will almost certainly experience a significant, noticeable and even *measurable* improvement in your business and profit levels as a direct result of **applying** strategies in the advanced "Management" training.

This 'Second Level' FREE training is called...

The '7 Keys' that Unlock *Unlimited* Business and Life Success

You'll learn strategies and *mind-expanding* insights on the "7 keys" of management - that unlock and increase net profits in *any* business.

Here's a snapshot of results of business clients who learned the 7 keys...

- ✓ Milton, a **plumber** saw his company net profit increase from \$12,000 on a revenue of \$748,000 to \$229,000 on a revenue of \$998,000 in 4 months, and saw \$120,000 more cash in his bank account – *without more marketing*. 
- ✓ A **direct sales company** on the Gold Coast grew from a stagnant \$1.5 Million to \$10 Million in less than 12 months, then grew to \$15 Million the year after, \$18 Million and then \$36 Million (with a 12% net profit) just a few years later (operating in three countries)
- ✓ Brett, an **accounting** firm saw the net profit increase by 100% in 7 months – without increasing clients, and without using more marketing. He used systems to replace high paid employees and leveraged his time. 
- ✓ A near bankrupt **joinery** company, running at a loss of \$126,000 on \$1.8 Million revenue was turned-around. In 10 months it was making \$180,000 net *profit* on the same revenue, had a general manager running the business and the owners took a two month holiday
- ✓ Allan, a **powder coater** owner grew his company from one employee with a \$450,000 revenue to over \$1.6 Million in 4 years. With a general manager in place he can go on regular holidays, or choose to work or not. 

See more results: <https://www.profittrans4mations.com.au/testimonials/>

All these business owners were cautious and doubtful about achieving any result from the training, but that didn't stop them, because they were open and willing to discuss their business situation and wanted to see if there was value in proceeding. Being open is the key learning as all entrepreneurs know.

The important question is...

Are you open minded?

Being open minded is what set my clients apart - from all the business sceptical business owners who see this information, barely read it and then do NOTHING with it.

In this business management training you'll learn...

- what the 7 keys of management are
- strategies you can apply immediately for each of the 7 keys to see rapid profit increases
- The 3-ingredient "structure" that allows multi-million dollar business growth, year after year
- How to increase the most important KPI in every business
- How to set your business up to operate on "auto-pilot" – smoothly and worry-free
- Where to discover 'hidden profit opportunities' you never knew you had
- How to motivate employees, to work hard, even when you're not there

You've got nothing to lose to book in for this training now – it's yours **FREE!**

**Click Here to Access the
"Second Level" Training**

Click the button to go to the landing page where you can gain access immediately and take the benefits of LEVERAGE with education to a whole new level of unlimited business and life success!

About Me – Tim Stokes

First of all *congratulations* for reading this book! It can be hard to stay focused on a book with your day to day business challenges. With that focus you're likely to achieve more than most business owners as you obviously value *education*.



I've *passionate* about seeing real financial (net profit) differences in businesses, and seeing owners start to *love* their life thanks to the freedom and success they enjoy.

I believe *freedom* is a state of mind where stress, pressure and worry don't exist in a business owner's mind any more. They have the choice where, when and how long they take holidays too.

I enjoy a level of freedom, because I *chose* it decades ago. The education to achieve it was immense, and I'm still striving to go to the 'next level' of success.

My knowledge came from 34 years of *experience* gained from owning and building 5 businesses, plus paid-for learning from business world-leaders.

I am NOT a *business coach*!

I saw, and was a part of the industry as a pioneer, when no one had heard of those two words together from 1997. I saw it grow and slowly change into the commonly poor reputation it probably now deserves as an industry.

I officially stopped being a business coach in 2007 when I collated all the working solutions, effective strategies, systems, measuring tools and management reports that had been created with clients. That information was then delivered systematically to small intimate mentoring-training groups and achieved consistently remarkable results for business owners. It also brought glowing testimonials and endorsements from 18 owners of accounting firms.

This new, structured small group mentoring-training with its included systems and tools, is pioneering a powerful way of educating business owners to not only be successful in business, but to be free to choose to work or not.

See the company website for more info: www.profittrans4mations.com.au