

Introducing

The Academy of Business Mastery

*A 16 session business program to enlighten
and empower business owners for financial
and lifestyle success*



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What is the *Academy of Business Mastery*

A complete, *practical* business program to solve growth challenges and free the owner up from working in their business. It empowers with strategies, tools, systems and detailed know-how to achieve significant results fast.

The *Academy* mentoring program contains common, beneficial strategies, which is why it can be delivered to groups of 3-4 business owners. The program also includes tailoring of additional, unique strategies for each business as well.

All content is explained, discussed in detail how to implement it, and then reviewed in the next sessions. One on one discussions, customisation and support is also provided as often as needed.

16 live, half-day, interactive sessions, once every fortnight



Profit or Revenue?

Revenue growth is important, however a healthy Net Profit is more so.

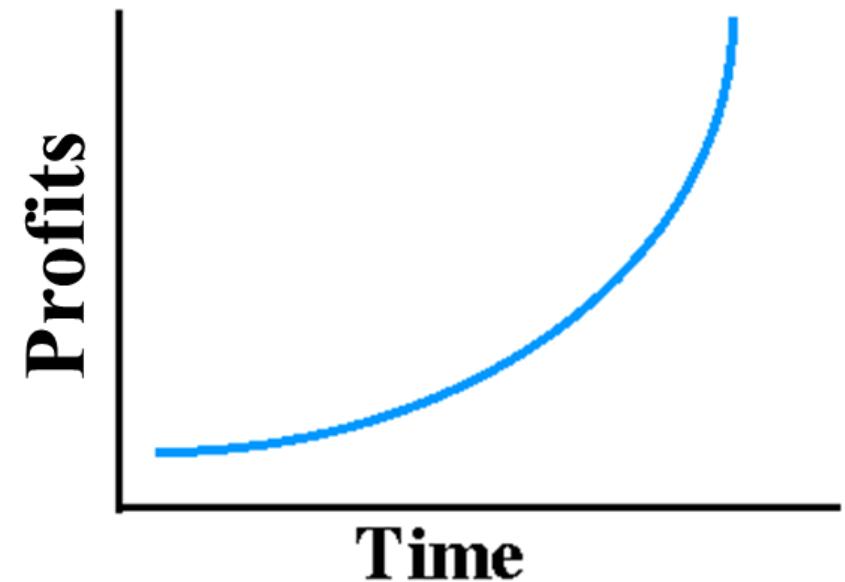
Increasing net profit margins, without increasing leads and sales is not only very achievable, it requires less guesswork, or financial risk. This then increases cash in the bank levels substantially.

The *Academy of Business Mastery* has a strong focus on cash flow improvement and then rapid revenue growth. This is achieved using strategies for “plugging profit leaks” that increases the most important financial figure in any business...

The Net Profit Margin



J-Curve Growth



J-Curve profit growth is where an increase is slow at first but then accelerates as weeks and months go by.

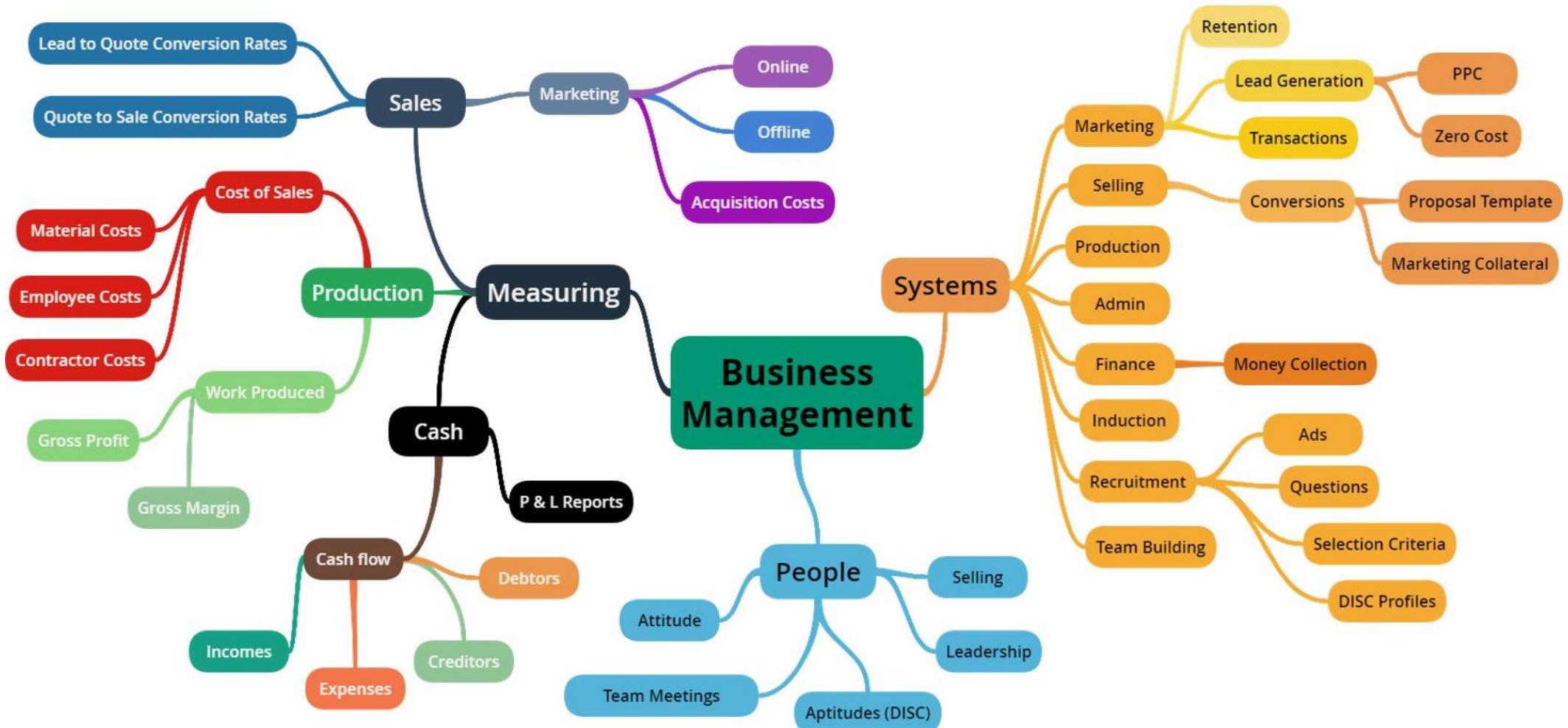
This curve epitomises the *Academy of Business Mastery* experience, by putting in place long term growth foundations as well as a structure for growth, This is like building a skyscraper where rock-solid the foundations are put in place first.

Clients have regularly increased profit and cash by tens or hundreds of thousands in months, or grown by multiple millions in revenue, year after year, all while the business owner works less hours or days per week.



The Academy of Business Mastery

Mind-map overview



This mind-map identifies various topics discussed in the *Academy* and the 3 areas of management McDonalds developed skills in to build an empire - Measuring, Systems and People.

The 8 Foundations of the *Academy of Business Mastery*

1. The Marketing Fast Track
2. Building Your Vision
3. Team Building & Recruitment
4. The Magic of Measuring
5. Planning to Achieve Your Goals
6. Systems for Profit Growth
7. The Secrets of Sales & Marketing
8. Management - the Final Phase

These foundations and this sequence of delivery leads to clarity and confidence with decisions and growth, a happier workplace environment, a reduction of stress, and more time for the business owner.



Foundation 1 – The Marketing Fast Track

This first session introduces advanced digital marketing tactics that increase leads for free from websites organically with social media, PPC ads, and SEO.

Measuring is the foundation of all marketing success and in the session you'll be introduced to powerful free tools, and given access to additional educational 16 instruction videos.

One Session



Foundation 2 – Building Your Vision

This session inspires the entrepreneur in you with a clearer *vision*, to see with your mind what's possible and achievable for your business as a 2 and 5 year goal.

You'll understand what to focus on to invest your time, so you can leverage it to succeed faster, in less time and with less effort.

One Session



Foundation 3 – Team Building & Recruitment

This session explains the benefits of team meetings, which inspire and hold employees accountable, so they take more ownership and need less supervision. It introduces DISC Profiling one of the most beneficial topics there is in business.

As your business grows you'll need good attitude employees and in this session will receive a full system to hire them.

Two Sessions



Foundation 4 – The Magic of Measuring

By building customised business reports with our guidance, you'll have the essential weekly figures and KPIs required to grow your business with certainty.

You'll be introduced to powerful ways to measure, using your platform or our tools, to find hidden opportunities to increase profit margins, sales, income and cash in the bank fast and for free.

Two Sessions



Foundation 5 – Planning to Achieve Your Goals

Every business can increase its Net Profit by 50% or more in 6 to 12 months. This session introduces a ‘Business Growth Planner’ tool to plan that out with accurate revenue and net profit goals.

Using this tool you’ll know how many more employees you’ll need at your revenue goal, to make growing your business easier.

Two Sessions



Review One

This Review is to remind attendees of key ingredients covered so far and to check they have been applied and understood.

New content on entrepreneurial thinking is introduced plus an important, often overlooked key to building a long-term, stress-free business that can operate without you.

One Session



Foundation 6 – Systems for Profit Growth

Systems leverage your time and the 9 essential systems for profitable growth are discussed, to find the highest priority ones that can be created fast and easily using video technology.

KPIs for roles and each person will be identified so that your whole team is accountable and contributing to growth.

Two Sessions



Foundation 7 – Secrets of Sales & Marketing

This session discusses strategies to win more sales even at higher prices, including how to define your Unique Selling Proposition.

142 marketing strategies are considered for your business, from lead generation, conversion rates, average sale values and transactions, to take the guesswork out of growing your business.

Two Sessions



Foundation 8 – Management: the Final Phase

These two sessions are about how to set your business up to operate smoothly and stress-free without working thanks to weekly and monthly reports.

How working can become completely optional is discussed as well as or how to dedicate days more time to expand your business nationally or internationally.

[Two Sessions](#)



Final Review & Celebration

This final session is to touch on key ingredients covered as well as writing Vision and Mission Statements for your business.

Wins for attendees from the program are discussed, shared and celebrated to conclude the experience as well as the action steps for the next stages of business growth.

[One Session](#)



Program Delivery Schedule

The *Academy* is conducted live every fortnight in half day sessions, typically delivered to a group consisting of 3 to 4 business owners using (Zoom) video conference style meeting. This allows each person to see and talk to others in the group and participate in interactive discussions.

At the start of each sessions experiences of what has been implemented is shared with others, discussed and results reviewed. You also receive support one on one through the entire program.

The program is delivered to this fortnightly schedule...

Week 1 – The Marketing Fast Track

Week 3 – Building Your Vision

Week 5 & 7 – Team Building & Recruitment

Week 9 & 11 – The Magic of Measuring

Week 13 & 15 – Planning to Achieve Your Goals

Week 17 – Review

Week 19 & 21 – Systems for Profit Growth

Week 21 & 23 – Secrets of Sales & Marketing

Week 25 & 27 – Management: the Final Phase

Week 29 – Final Review & Celebration



Examples of Businesses the Academy of Business Mastery Suits

The *Academy of Business Mastery* is ideal for established service and manufacturing businesses with 3 or more employees, such as...

Kitchen renovators

Accounting firms

Aged care services

Steel engineering

Joinery companies

Fibre optic providers

Hydraulic service provider

Car exhaust manufacturer

Electrical contractors

IT service providers

Mechanical engineers

Bathroom renovators

Flooring companies

Vehicle radiator services

Powder-coat manufacturer

Home builders

Plumbing contractors

Blind manufacturers

Software companies

Light manufacturers

Direct sales

Plastering service provider

Glassier

Stone floor services



12 Reasons to Consider the *Academy of Business Mastery...*

1. You've tried a business coach, marketers etc. and now want *real results*
2. You want a full understanding of major topics of super profitable business success
3. You'd like to save 100+ hours of working *on* your business
4. You want life-freedom and cash in the bank to save tens of thousands
5. You'd like to experience increased happiness in your workplace - with less stress
6. You want *practical* strategies that actually work with time-saving 'how-to' details
7. You want to grow your business big and/or fast
8. You'd like an affordable, quality education with no 'lock-in'
9. You want full measuring/analysis tools and a full understanding of management
10. You want guidance, support and/or feedback on everything you implement
11. You want relevant-to-your-business-improvement strategies
12. You'd like to see a solid ROI in net profit increase



Key Objectives

The *Academy of Business Mastery* has these objectives built into it...

- ✓ Fast to implement content – with ready to use measuring tools, complete systems and templates
- ✓ Cash in the bank increasing strategies to end cash flow crises or fluctuations
- ✓ Time saving shortcuts for all aspects of implementing and working on your business
- ✓ How to have a structure to grow your business fast, without any dependency on you
- ✓ Clarity on mindset that align you to success so you know how to think and act to get results
- ✓ Net Profit Margin increases - with the goal to increase it 5% to 18% during the program
- ✓ How to completely free up your time so that working becomes optional
- ✓ Greater happiness, confidence and clarity of exactly how to build a super profitable, fast growth business.

Next Steps?

Make an *informed* decision. Few of our attendee business owners were looking for the *Academy's* content or delivery structure, but by being open to it they enjoyed the program and outstanding, life improving results.

The program completion rate is 98% since 2007 even with a no 'lock-in' commitment policy. We believe the quality of content should keep you in.

To make an *informed* decision have a no-obligation talk to Tim Stokes, the program creator, about the suitability of the *Academy* to your business.

Not every business is eligible to join the program so this may or may not be the right choice for you. One on one mentoring may be better.

Book in for a breakthrough meeting to explore the opportunity.

www.profittrans4mations.com.au/apply