

Introducing

The Management Secret

How to DOUBLE your business' PROFIT without spending
a dollar more on marketing!

By Tim Stokes

Managing Director



www.profittransformations.com

This information contains secrets to enjoy a **super profitable business**.

This content has changed the lives of hundreds of business owners...

*And it **can** for you too... if you have one necessary ingredient!*

Does this Sound like You?

You went into business for yourself to make a LOT of money and to have a better life with perhaps more time... not to think about work when you're not at work at night and weekends. But have you achieved these 2 outcomes? Do you have a rock solid plan of how to achieve the outcomes in the next 12 months?

Life as an employee prior to becoming a business owner, didn't prepare you for owning and managing your own business. So without *professional* training is it any wonder you struggle with running a very profitable business that works hard, *so you don't have to?*

Thanks to this Report it will show you the path forward to put an end to struggles with time...

With it you **can** put an end to struggles with money...

You **can** put an *end* to staff related challenges...

You **can** increase your profits... easily and with no risk at low or *zero cost*, and...

You **can** give yourself a big FAT pay rise of \$50,000 to \$100,000+ despite the economy! Our clients' results are the living PROOF!

All it takes is for you to **learn** the *secrets* of one specific subject... **management** because *only* management training will put an end to all of these challenges.

Introducing the Most Important Number in Any Business – The Key to Unlocking Your Hidden Profits

Cash is the biggest challenge in nearly all businesses and more *effective* management skills with your business can unlock LOADS *more* money. Money challenges create *time* challenge because when you can't afford to pay the staff necessary to replace some or all of your work, *you* don't have any time!

There's more to solving your time challenges than just money though – systems, recruitment skills, leadership and teaching skills to name a few all play a part as well.

Management is all about how efficiently *your* business does its' work and not just about *how much* work it does. So whatever level of turnover you have now, your business must be *efficient* at that level.

Business management is about increasing your profits, *without spending more* on marketing, staff, equipment or anything else. The better you manage a business the more profits that you can 'find'.

The real challenge is... **business owners falsely think they just need to increase sales to increase their profits.**

More sales mean *more* customers, which come from increasing enquiries, or converting more of the existing enquiries.

Our research and training with many hundreds of SME businesses show only 2% of all businesses consistently measure their conversion rates (from enquiry to sale) and so this area is rarely how the business owner aims to win more customers using strategies. That leaves *enquiries* as the only strategy source of growing their business and generally costs money.

This way of thinking leads to dead ends and no real growth. Business owners can get stuck because they try various forms of advertising, find it doesn't work (often after wasting *thousands* of dollars) and then they simply struggle with customer fluctuations (or fail) because they see no other strategy option. No one has introduced them to better business **management strategies** to increase their Net Profit Margin.

It's one of the myths of business and a broken model of thinking... *that you have to spend money to grow a business or to increase profits.*

That thinking is **Non-sense!**

That myth is believed by people (or marketers) who think advertising is the *only* way to grow a business. It is a fallacy stated by people who don't know how to make BIG profits in a business without asking you to spend money - *with them!* It seems very few people can or do *educate* business owners on better **business management**.

That is until now.

When it comes to *business management*, there's a very important, *magic* number that strongly indicates how efficiently your business does its work (or how well it's being

managed). You can compare your business to all others with it, not just in your industry, but in all industries.

This *magic* figure *isn't* your turnover. It *isn't* even your Net Profit.

The problem is, both of these may be increasing each year, but you can still struggle with money. (Very few business coaches or advisors understand this)

The **relationship** between your turnover and net profit is what matters most in any business and it's your most important number. This relationship is described as your **Net Profit Margin**.

From our research conducted with hundreds of SME businesses, about 20% of all business owners actually know their Net Profit Margin. And if they don't know it, it generally won't be very high.

How Gross and Net Profit Margins Relate

In any service or manufacturing business, you have a Cost of Sale.

What that means is, you sell something and it has a *direct* cost of selling it. Internet marketers sell digital products, which don't have a cost of sale, but all offline businesses tend to.

In a service or manufacturing business technical employees time is needed to perform the work involved in the sale.

And in the majority of businesses there are materials that form part of the sale.

Let's look at a bathroom renovation business for an example.

It has the joinery/timber work involved in supplying a new bathroom. It has the bathroom components, such as the vanity, sink, taps, shower head and possibly a bath.

The joinery company may build the vanity in a factory using technical employees (carpenters or cabinet makers). On site the technical employees are needed to pull out the original bathroom, disconnecting the plumbing as they go and then build the new bathroom.

The onsite work may require a plumber, tiler, carpenter, electrician and even a builder. One or more of these trades may be performed by a contractor, not an employee.

All of these people doing the work are a Cost of Sale.

The timber that goes into building the new bathroom – called the materials are also a cost of sale and so are the bathroom components.

In the business' Profit and Loss Statement it should have a heading showing Cost of Sales, and then the above items – including employee labour – are listed as Costs of Sales, individually as line items.

The Profit and Loss Statement should look something like this...

Total Income	\$1,000,000
Cost of Sales Items	
Labour Cost	\$225,000
Materials Cost	\$100,000
Component Costs	\$100,000
Sub-contractor Costs	\$25,000
Total Cost of Sales	\$450,000
Gross Profit	<u>\$550,000</u>

Unfortunately, that's where a lot of Profit and Loss Statements stop. They don't specifically state the Gross Profit Margin.

It is calculated by dividing the Gross Profit into the Total Income or Revenue...

$$\$550,000/\$1,000,000 = 55\%$$

The Gross Profit in any business is meant to be enough to pay all the Expenses or Overheads and still leave a Net Profit.

In this sample business, let's say the Total Expenses is \$500,000.

That looks like this...

Gross Profit	\$550,000
Total Expenses	\$500,000
Net Profit (or Operating Profit)	\$50,000

Sometimes the above final figure is called Operating Profit, then the next line it has Other Income, then Other Expenses and then Net Profit.

There's no one standard how this is displayed, so keep that in mind if yours is different.

Then some financial figures include Income Tax paid as well. It can be a bit confusing to keep up with it all the EBIT different terminologies.

What matters is simply this, if your gross profit isn't high enough, you won't cover all your expenses, so your net profit is too low.

The figure that is most important here is the Net Profit Margin.

Again, this super important figure is NOT shown on the majority of Profit and Loss Statement Reports.

You have to work it out yourself, unless you have a percentage column next to every dollar figure or item listed on the Statement.

In the above example, to calculate the Net Profit Margin, it's the same process as calculating the Gross Profit Margin...

$$\$50,000/\$1,000,000 = 5\%.$$

There's a formula to understand here that makes it easy to understand the relationship between the 3 most important figures...

Gross Profit – Expenses = Net Profit

Here's another valuable formula, similar to that one...

Gross Profit Margin – Total Expenses (as percentage of Turnover) = Net Profit Margin.

Using the above figures, it would look like this...

$$55\% - 50\% = 5\%$$

The Expenses percentage is simply calculated the same as Gross or Net Profit Margins.

The Total Expenses in the above example was \$500,000. As a percentage it is divided into the Total Income/Turnover of \$1,000,000 to obtain 50%.

The above example was where the Cost of Sales include employee labour costs. Unfortunately, very few Profit and Loss Statements have been setup to reflect that labour is a Cost of Sale.

If you didn't have the employees doing the work, there would be nothing to sell in a service or manufacturing business!

You can change your Chart of Accounts to include technical employee as a Cost of Sale however there are some tricky questions to answer in regards to that, such as do you include Superannuation in Cost of Sale? Do you include taxes, over time etc.?

Without an expert with years of experience supervising this, you may not learn much from this process.

It took me (the author) many years of hands-on experience to understand what is best to be considered a Cost of Sale and what isn't, and that was after numerous conversations with experienced accountants.

This is a fascinating and important subject, which is all included in the Academy of Business Mastery training. In fact, it's a one on one discussion with the experienced Trainer where your own Statement is reviewed, analysed and assessed before making any suggestions.

Why is all this necessary or relevant to you?

Without knowing your true, accurate, professionally calculated Gross Profit Margin, you don't know the minimum sale price of anything you sell!

Is that important?

It's **absolutely critical**, because otherwise you're *guessing* if you are making profit on any service or manufacturing work you do!

Less than 5% of all service and manufacturing businesses know their true, minimum gross profit margin and sale prices for everything they sell.

Those who *do* know their (accurately calculated) figure, stop making losses on what they sell – an extremely common outcome for 99% of all service and manufacturing businesses.

Using the above formula...

Gross Margin – Total Expenses percentage = Net Profit Margin

You can work backwards to identify what your minimum gross margin needs to be.

In the above business figures shown, where Total Income/Turnover is \$1,000,000 the Net Profit Margin was 5%.

That's way too low – from my professional experience to be able to save money and build cash reserves.

If the figure being aimed for was 15% (a very highly recommended target – to begin with), then the formula would look like this...

Gross Margin – 50% = 15%

The Total Expenses would be the same at 50%.

By working backwards, you can see the Gross Margin (target) needs to be 65%.

That means the selling prices would be much higher too.

This is where business owners can panic, or simply state “I can't sell at that much higher price, I would lose a lot of sales”.

This is where strategies are critical to know.

Like all things in life, “***It's EASY when you know how***”

Thanks to intense 25 years of researching, learning and applying *hundreds* of strategies with over **1,000** businesses, and measuring dozens of figures in the business – both before and after introducing any strategies, there's no more guessing about choosing strategies because ours WORK!

Take a cabinet maker client - that was in *dire straits*.

When first talking to them, these were their figures...

Total Income	\$1,800,000
Gross Margin	17%
Total Expenses	24%
Net Profit	-\$126,000 (Loss)
Net Profit Margin	-7%

They were near bankruptcy as it was a cash-flow deficit business, which means they receive cash for work, after costs are incurred like materials and labour.

The issue was their selling prices were all too low.

The thought of raising their prices concerned them, but I pointed out a few important truths...

1. Their turnover was irrelevant.
2. Their Net Profit paid the bills, not income
3. They needed to sell at a LOT higher prices, even if they lost sales
4. You can raise prices and maintain sales – to a point

With a (lengthy) discussion about all these, it was agreed...

- The total turnover didn't really matter as much as profit, so even if it halved, but the business made a good net profit it was better than where they were
- To rearrange the Chart of Accounts so labour became a Cost of Sale
- The true, minimum gross profit margin needed to be identified
- More sales (from strategies) were needed to counteract loss of sales from higher prices

With these important points outlined, we worked together to grow the business and implement a whole bunch of strategies, after careful analysis from putting in place various measuring tools (all supplied in the Academy of Business Mastery).

The short story is, here were the businesses figures after 10 months...

Total Income	\$1,800,000
Gross Margin	27%
Net Profit	\$181,000
Net Profit Margin	10%

A lot of very *diverse* and powerful conversion rate strategies were put into the business, to boost sales, while higher prices were introduced. This had a tremendous effect on increasing profits, as you can see from the figures.

However there were some ups and down some months. It wasn't all '*smooth sailing*', but the owners of the business (who had mortgaged their home to buy the business, and were about to lose both), were willing to put the strategies in place (they didn't have a lot of choice!).

Next, after reaching this fantastic goal a general manager was advertised for and selected to manage the whole business – without the business owners needing to be there.

This is just one case study of increasing profit margins. It's a regular occurrence with the majority of clients now in the *Academy of Business Mastery*. ☺

Do you know what your business's Net Profit Margin is?

Your Net Profit Margin is the *percentage of net profit* your business operates at. If you had a \$100,000 Net Profit and a turnover of \$1Million the Net Profit Margin would be:

$$\$100,000 \div \$1,000,000 = 10\%$$

Divide your own business's Net Profit figure into Turnover to get your Net Profit Margin.

The Net Profit Margin is not so much how well your *business* does work; it's how effectively all of your employees carry out *their* work because your employees do the actual work, not your business.

All of your staff affect your Net Profit Margin. Every individual as well as the sum of all people working together (teamwork) affect it.

Your staff are just one of the *variables* that greatly affect your Net Profit Margin. There are hundreds of factors or reasons why the Net Profit Margin in a business is low.

If you have poor or average performing staff, it will seriously affect your Net Profit Margin.

Poor performing staff cost you *more* money to do the work so you are burning money up and your Net Profit Margin will be lower. Therefore your team building and people skills have a great affect on your Net Profit Margin. If you aren't highly skilled at recruiting great staff and teaching them to do work as well as you, it hurts your Net Profit Margin.

Here's another example of how your staff can affect your Net Profit Margin...

When people contact your business to buy something and say only 30% of those contacts turn into sales, you are paying for 100% of (sales) staff time when they are only making you money 30% of the time. This is an example of how your conversion rate directly affects your Net Profit Margin. Few business owners measure conversion rates or understand the impact of conversion rate on the Net Profit Margin. If they did they would be measuring them and learning strategies to increase their conversion rate.

The higher the Net Profit Margin the more *efficient* your employee's will be in their area of the business and better optimised areas contribute to a higher Net Profit Margin.

This is just a very simple example of one of the *hundreds* of factors that can affect your Net Profit Margin. Yes, there are *hundreds* of areas in your business that affect it and the majority (but not all) have a lot to do with the quality of people you have employed and how well you lead, teach and empower them to do brilliant high quality work.

You can always increase your Net Profit Margin; it just depends on how keen you are to learn the **management strategies** necessary to unlock the profits lying dormant in your business.

Learning about **management** is how you personally, and your business earns more, *without increasing your turnover.*

How to Manage Your Business Better to Increase Your Net Profit Margin

Believe it or not, it's harder to increase the turnover in the majority of businesses by 50% than it is increase the Net Profit (or Margin) by 50%.

Let's use the previously mentioned numbers to understand this principle ...

Turnover	\$1,000,000
Profit	\$100,000
Net Profit Margin	10%

With a 50% increase in Net Profit *Margin* only the figures would be...

Turnover	\$1,000,000
Profit	\$150,000
Net Profit Margin	15%

To achieve this, no additional advertising is needed (as turnover or the amount of customers being served hasn't increased) and no more staff are needed, in fact some of our clients' businesses increase their profit and turnover increased with less staff.

Business management training results in achieving this type of outcome. It's like getting lots of **free money**! And every business has this free money waiting to be unleashed.

And the best news is, to increase the Net Profit Margin it nearly always costs **nothing extra**. You don't need to hire more staff, you don't need to spend any more on marketing and you don't need more equipment or tools, vehicles or anything else. That's been the case in 98% of all SME businesses we've met and worked with!

Here are some sample figures of **Net Profit Margin improvements** of clients' businesses in various industries

An **engineering** company with \$6.2Million turnover with 4.8% Operating Profit Margin increased it to 9.8%. A \$388,400 increase in Net Profit.

A **plastering** company increased turnover from \$1.7Million to \$3.2Million while the Net Profit Margin increased from 1.6% to 11.5% - a \$340,800 increases in Net Profit.

A **bathroom renovation** company increased turnover from \$800,000 with 17% Net Profit Margin to \$1.4Million and 22% net profit margin from 2009 to 2010 – a \$172,000 increase in Net Profit.

An **accounting firm** increased the Net Profit Margin from 12% to 23% and made more profit in 6 months than the previous 12 months - without hiring any more staff or by spending a dollar more on marketing.

These are just a few of the dozens we've seen achieved. See more awesome results and **videos** of clients on our [website](#).

All of these results were achieved from *The Academy of Business Mastery course*, our 7 month **business and management training program**.

There are dozens more results similar to these from our training programs. The results demonstrate the power of our management training to unlock profits without spending more money on marketing.

Our management training works because it focuses on teaching business owners the “3 Skills” of better business management...

Business Management is about 3 Essential Skills

Prior to starting out in your own business you probably worked in your industry for someone else for years. This industry work gives you the *technical* know-how necessary to operate in the industry.

This *technical* know-how is like your trade, degree or training specific to your industry and when you become a business owner it's what you can hire and pay someone else to do.

Your *technical* skills have little to do your *business's profitable* success.

You could be brilliant - technically speaking - but one person doesn't make a business very profitable, a whole team does and there are a LOT more factors and skills that will determine if you are very successful in the business or industry you operate in.

Some of the other *management* skills you need for great success in business are...

- Knowing how to *price* everything you sell with a Net Profit Margin
- Knowing how to identify and hire great attitude staff (*before* you hire them)- who work as hard as you do
- Knowing how to *teach* your staff to do the work as well as you do
- Knowing how to read and understand financials like P & L Statements
- Knowing what should and shouldn't be deemed a Cost of Sale in your business
- Knowing how to put systems in place and get staff to use them
- Knowing about technology; cloud computing, CRM's etc.
- Knowing how to avoid or overcome price shoppers
- Knowing how to win sales/quotes at higher prices than competitors
- Knowing how to write ads, letters, flyers etc and to market your business
- Knowing how to setup KPI's for team members for individual accountability
- Knowing which 50 strategies are best for growing your business
- Knowing how best to effectively implement all the strategies
- Knowing how to synergise team building with measuring and systems to liberate big healthy increases in net profit margins, without any cost increase

These are just some of the skills of dozens of business management subjects you need to learn and master to have a highly profitable business.

To develop your business, so it works hard and makes you – the business owner – a LOT of money it starts from developing your skills outside of your *industry* skills.

There are “3 Skills” to learn and master in business and management. These 3 skills are relevant to all industries and all businesses, which are...

- 1. People skills**
- 2. Measuring Skills**
- 3. Systemisation skills**

These 3 skills of management include many other *subset* skills. Notice they have little to do with skills you learned from working for someone else prior to going into business for yourself?

Did your last boss teach you how to measure, advertise, interview staff for great attitudes, or to price your services with predetermined or minimum Net Profit Margins?

Management as a subject isn't about an industry; it's about the subject of profitable business *operation*.

Technical skills relate to an industry. Management skills are the necessary skills to learn to become an entrepreneur (unless you are one of the 2% born that are naturally 'wired' that way.)

Richard Branson didn't become a pilot before launching Virgin in Australia. He set up a great management team (with his people skills) that knew how to operate an airline profitably and number crunched his operation to identify how to make the margins necessary to be successful. He also knew for a fact that one airline company would *fail* after he started Virgin. It wasn't Virgin, it was Ansett!

Have you ever noticed how the CEO of a *public* company is recruited from *outside* the company? Rarely are CEO's former employees who worked there for a decade or more and worked their way to the top. Sometimes they use an existing employee, but often as not they just go and recruit a new CEO with no real industry experience. *Why is that?*

The answer is, because the person they recruit has excellent *management* skills. Their industry or technical skills may be fairly poor or completely missing. It doesn't matter as the CEO can hire people to hire people who have technical skills.

Management skills are 10 times more valuable than technical skills as they are the hardest and rarest of skills.

You can go bankrupt in business while being technically talented; in fact most businesses that fail were run by technically talented business owners – with poor management skills.

How many businesses have you heard about that failed that had BIG Net Profit Margins? Low Net Profit Margins is the number one reason why businesses struggle with money, before failing. Cash flow is the other reason, but that relates to Net Profit Margin as well.

If your business is frequently *struggling* with cash reserves, just how far off failure are you?

No one intends to fail in business, but the facts are it happens fast when it does happen and low Net Profit Margins have a lot to do with it, that and getting money owed to you into your business bank account, which is another skill of management.

The lack of management skills is by far the number one reason why all businesses fail. Management skills solve the money challenges all businesses face.

The "3 Skills" of management can be broken down into more specific skills (discussed in more detail in our **Free Management Training Webinar**). The key is to *synergise* each of these 3 skills. When they are synergised (combined effectively) higher profit margins are the natural result!

When you learn and start to master these “3 Skills” **amazing things will be evident in your business...**

- ✓ Your team work with less supervision, with less going over the same task, less mistakes happen, therefore less time is wasted - which just adds up to more work being done for what you pay – i.e. the Net Profit Margin increases!
- ✓ You free up your time as you can rely on others to do some or all of your work
- ✓ You manage your business with *numbers*, to remove all the guess work. That means your decisions become extremely accurate and powerful.
- ✓ You sell your services with a minimum accurately identified Net Profit Margin, so you know in advance what Net Profit Margin your business makes, even before you win the sale. You’ll also be able to see your actual profit margin after doing the work (or sale outcome) and share the results with your team. Then your team become part of the solution to growing your business, not part of the problem and partly the reason why you don’t make a high Net Profit Margin
- ✓ Your team become by-products of systems, so your systems grow your business and profits as staff may leave and be replaced
- ✓ You have more cash in the bank, to grow your business, spend more on marketing to increase turnover, or to pay yourself more money
- ✓ You start to have the choice to work hard, or not at all (when you give these 3 skills your serious attention and you are committed to this goal)
- ✓ You choose where and when you take holidays and for how long!

If you’d like to have a better lifestyle as a business owner, with more choices, **more time, less frustration, less stress, more time, money and freedom** to live the life you want... then look no further as you’re in the right place at the right time reading this!

If you want to solve your time, money, staff and business growth challenges you won’t just by working *hard*.

If you’ve worked hard for year, has that strategy actually worked?

**The definition of insanity is to keep doing what you are doing
and *hoping* for a different outcome!**

‘*Hope*’ isn’t an effective strategy in business. Neither is *wishing*. Have you *wished* for more sales or *hoped* more money would come in soon? How did you feel at the time? *Un-empowered?*

Stop *hoping* and start *living*! There is a better way to live your life as a business owner and a wise many once said...

If you want to change some things in your business, you need to... *change some things in your business!*

Radical improvement comes from a *radical* change of action, which comes from a *radical* change of thinking.

A radical change of thinking is to adopt **management** thinking and to start learning more about it, not to keep using *hope* and *wish* thinking.

How to Radically Improve Your Business and Life!

All you need is time allocated to some management **training** and your business and life will radically improve. Not years of training, only months, to set yourself up to benefit and put an end to stress forever!

Think about this for a second...

If someone who started a business in your industry with no technical training or qualifications at all, how well would that person perform in your industry?

Extremely poorly.

So is it any wonder business owners struggle with money, time, staff performance etc (management) when business owners aren't trained in *business* and *management*?

The difference with that education is a **transformation**, with not just your business, but also your state of mind, family time, quality of life, holiday destinations and duration!

Is that outcome worthwhile and attractive enough for you to consider the months of effort to achieve it and live it, for the rest of your life as a business owner?

Our clients have said "YES!" to this, however they were cautious, sceptical, and slow to decide on their decision to allow us to work with them, but not one client has said they didn't get the value they wanted from the *Academy of Business Mastery*.

My company *Profit Transformations* has been training business owners since 1997, in fact **thousands of business owners**, from start ups, to ones with \$20Million in turnover with over 120 staff. Business owners in retail, service, manufacturing and wholesale industries have been our clients over the years and **we've taken all the guesswork out** of growing your business and increasing profit *margins*.

When you understand business management, you can make money effortlessly not just in your current business, but any business you will ever own. You'll be able to set any business up with high net profit margins, higher than the benchmark for the industry, enjoying high cash reserves... and a *big salary*.

The best thing about our **management training** is you learn how to turn your business into one that works in part, or completely, without you! Yes, with our training it can be prepared for operation completely without you and we'll even teach you how to hire a general manager to replace you!

With some clients businesses operating interstate to where they live and have lived for years, while they enjoy a **passive income** they do no work for, anything is now achievable from business ownership thanks to the *Academy of Business Mastery*!

For a no-obligation chat about your business, get in contact by email info@ptrans4m.com to arrange a meeting. You'll be glad you did. ☺

Want Answers to Your Questions about Increasing Profit Margins?

[Book in for a Breakthrough Session!](#)

A Breakthrough Session is an in-depth brain storming discussion about your business right now, to identify what's holding it back and the strategies necessary to DOUBLE your profits in 6 to 9 months.

Yes, you can DOUBLE your business profits in that time frame, with a few conditions...

1. You need to be open-minded – to new ideas and strategies
2. You need to be willing to discuss measuring tools in depth (your current ones to produce better reports, or new ones we can supply)
3. You need to be committed to working ON your business for months. Not days a week but definitely hours per week consistently

The good news is, you don't need to do any of that just yet, but that's just a heads up of what it takes to actually see \$50,000 to \$498,000 more Net Profit in your business, without spending \$1 more on advertising.

Some people say 'that's impossible' and when they do videos of clients who have achieved it are then sent their way to review. You can even look up and business and the owner online and if you still don't believe the results, you're welcome to give the business owner a call to confirm it.

Those who say you can't increase profits by that are the ones that don't know how, but it's DEFINITELY achievable for those who are willing to do what's needed as per the 3 points above.

You've got nothing to lose to have a Breakthrough Session, but so much to gain!

What difference would it make to double your business profits, or add \$50,000 or \$498,000 to your bottom line?

That's something else we will discuss in the Session as this one goal can totally transform your LIFE, not just your business!

Imagine not having to work every day. Imagine being able to take a 2 month holiday anytime during the year. Imagine not having to work hard any more ever again. If you can imagine it, then you can achieve it.

[Click here to book in for a Breakthrough Session.](#) If you're reading this you *want the results* so are you prepared to explore the *opportunity* like successful entrepreneurs do, to make an informed decision? *Success is a choice.*

More FREE Books & Business Courses

[Visit this webpage](#) to access another FREE book on marketing, team building/communication, and management with our complements!



The Marketing Fast Track Workshop

This half day workshop with 10+ hours of video training will amaze you. It contains the quality content you need to improve your lead generation – all without spending a dollar more on advertising. From cutting edge website design, Facebook PPC, to SEO and even the special science of back-linking, this course gives you exactly what you need to increase leads, sales and customers – yourself, for free!

Find out more here: www.profittrans4mations.com/effective-marketing

The Entrepreneurs VISION Workshop

This is a half-day workshop designed to stimulate the entrepreneur in you that works smart and not hard. You'll be shown how to see the golden opportunities in your business with your mind. You'll become clear of your business' goals by writing them down and the strategies to achieve them with confidence. This is a mind expanding workshop that has had fantastic feedback from all attendees.

www.profittrans4mations.com/training-courses/entrepreneurs-vision-workshop

The Academy of Business Mastery course

This is a complete business management training system to give business owners *certainty* with all their decisions and total control of their business and life. The training provides *complete* systems for recruitment, team building, measuring, business planning, systemising, selling, marketing and setting the business up to operate without you (including a full system for hiring a general manager).

Find out more here: www.profittrans4mations.com



For further information or enquiries about any courses or training, email our office on info@ptrans4m.com or call 1300 778 377 (Australia)



About the Author – Tim Stokes

Tim Stokes is the Managing Director of *Profit Transformations* a company based in Brisbane that conducts business training courses for business owners in Australia.

Tim does not call himself a business coach, yet that was what he started as in 1997. When he entered the industry he already had a great education with 18 years of business experience and *tens of thousands* invested in training with super successful entrepreneurs.

With a massive passion for *contributing* to other people's lives, Tim attended dozens of personal growth workshops and business workshops. He was a client of *Results Corporation* in 1994 where he learnt the little known *secrets* of advanced sales and marketing. He was quite shocked when he realised the power he had to increase his prices *and* win more sales afterwards and his profits soon soared as a result.

Tim started coaching with his powerful knowledge with some spectacular successes. In 1998 one of his early clients **tripled** his sales and profits 2 months after starting with him. It proved to be detrimental to the business and Tim realised few businesses could handle rapid growth with the power of his strategies applied because tripling sales means hiring 3 times more staff to do the work.

As the months went by Tim was determined to solve and anticipate *every* major growth limitation in business and devise a plan to overcome them so constant growth was easily achieved. He went about his vision to achieve this goal over the next 10 or so years.

Tim succeeded and developed *systems* for solving the common challenges in business of; lack of time for the owner, poor cash flow, low profitability, not being able to find good staff, low team building/training skills, business planning, advertising, marketing, overcoming price shoppers, winning sales at higher profit margins than competitors, how to implement systems and have staff use them and much more.

Tim's results were made public in 1999 by "*My Business Success*" magazine and also in 9 additional issues featuring real clients achieving real results. Tim was awarded the impressive title of "***Worldwide Business Coach of the Year 2000***" for his training of not just business owners, but dozens of other business coaches.

Tim created the ***Academy of Business Mastery course in 2007*** as an effective *business management training* solution, beyond business coaching in scope and depth. This systemised training provides the management skills necessary to turn hard work and *busyness* into a business that is setup for management so the business owner has the choice to work less, or not at all!

Since 2007 it's fast becoming the smart choice for business owners wanting to make money without spending a small fortune, or for business owners who had a business coach and are still open minded to learning effective, profit increasing business management at very affordable prices.

Find out more about *the Academy of Business Mastery* on the website:
www.profittrans4mations.com