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1. Your Business – Your Money-Making Machine

Have you got a dream to one day be free from your JOB (Job stands for **Just Over Broke**) and a boss who doesn't appreciate you – no matter how much you give of yourself?

What about financial freedom – where you can have passive income straight into your bank account without you doing the actual work – even when you are on holiday sipping cocktails on a beach in Bali or playing golf at your favourite resort?

Have you ever desired to provide a great lifestyle for yourself and your family – living in your dream mansion to the envy of your neighbours, driving the car you've always wanted, giving your kids quality education at a private school or just being able to travel twice a year without worrying about money?

Are you sick of not having enough money – living week to week on a pay-check that isn't even enough to pay for immediate expenses leave alone enough to put something aside for a rainy day – always in debt and having to pawn your stuff?

Of course, to live a better lifestyle **you need money!**

Now you can wait to win the lotto (stats tell us your chance is one in 14 million), save a percentage of your salary if you can afford to sacrifice some essentials (that will take forever given the current high cost of living) or hope someone in your family suddenly passes away leaving you a vast fortune (unfortunately we don't all have rich grandpas)

Your business can make your dreams come true – that is if your business is built for that purpose.

It all starts with you planning for your future – say you want one million in income every year for the rest of your life – how are you going to get that sort of money? **Your business can fulfil your goal by breaking down how many sales you need per day/per week/per month and what you need to do in order to make those sales and the income you deserve**

Or you may want 5 million in 10 years – how are you going to get that money? **Your business can fulfil your goal if your business is profitable – then you can sell if for up to 10X the turnover**

But it all starts by **YOU** setting personal goals and business goals, then having **the uncompromising discipline, ferocious hunger for success and a single-minded determination to achieve your goals**

You **MUST** have a **GRAND VISION** for your life because without a **DREAM** and **GOAL** of **EXACTLY – Step – By – Step** how you will achieve your dreams, you will have a hard time achieving your ultimate lifestyle.

Your Ultimate Vision for your life is the **GLUE** that will bind you to where you are now to where you want to be, and **YOUR Business is the vehicle** that can take you there!

2. Welcome

Firstly: CONGRATULATIONS on starting your own business!

Welcome to the Exciting Journey of Being Your Own Boss and let me take this opportunity to wish you the Very Best and Every Success with your exciting new Venture!

We value your trust in our company, and we will do our best to meet your service expectations.

Rest assured, with your new business, you can make your entrepreneur dreams come true, increase your revenue, enjoy the benefits of running your own successful business, being your own boss and enjoying the freedom of choosing your own destiny!

First, this is not a get rich quick scheme. You are going to have to do the work if you want a profitable business

What we're going to cover in this workbook and in the course of your business coaching and mentoring sessions are real business strategies and tactics that are all proven and tested.

They are real, authentic strategies you can implement for your entire business life over and over to give predictable marketing results.

They have been used successfully to create sales and income for several of our clients.

This Business-In-A Box Package is **for people who want to work hard and are serious about creating and operating a successful business.**

Of course, it won't be easy, there will be challenges along the way – however rest assured we are with you on every step of your journey – to give you support, mentoring, advice, and reassurance!

Although you purchased a website with Google ads activated that will provide you with some leads and inquiries – you still need to market your business using various other marketing strategies outlined in this manual.

Without your marketing efforts nothing will happen because without a constant flow of incoming clients your business will not be sustainable!

Also, it's essential to understand that marketing is NOT an expense – rather an INVESTMENT because you are in the business of BUYING Customers.

Understand that the sole purpose of your business is acquiring and retaining customers and, in the process, to provide you with the profit you deserve. For clarification on this statement and understanding how a business truly works please read [The E-Myth by Michael Gerber](#)

The 1st stage of your business journey begins with the planning of your goals, both for your life and your business, then you start doing the work – lawn mowing, house cleaning, pet sitting etc. Here you learn and gain knowledge of the skills needed to service your clients, operate your day to day business, get your equipment, etc This is the infancy stage of your business

The 2nd stage of your business is the adolescent stage where you now have some existing customers and are ready to scale up by getting more inquiries and possibly a team member to assist you with the work. You learn systems development and recruiting strategies.

The 3rd stage is the growth stage where your business is run by your team members and you can then look at expanding in different locations. Here you start working ON your business more than IN your business

The 4th stage of your business is the maturity stage and is usually when you can leave your business to run **without you** so you can either seek new businesses opportunities or go on that long holiday knowing your general manager is taking care of things. Or you can sell it.

We will endeavour to assist you from start right up to the last stage, should you want us to - **through our ongoing business coaching and mentoring program which I highly recommend.**

I Wish You Every Success with Your Business! Sincerely,

Neil Singh

Why Start Your Own Business?

Starting your own business is the absolute best thing you can do **right now**, because your future **depends on your one decision to change your life** – that is if you want a better lifestyle.

Whatever your reasons for starting your own business, be it earning extra income or freedom to live a better lifestyle, only you know why you want to do this and we are here to assist you to succeed.

In this manual we going to discuss the things you need to start your business and grow it into a profitable revenue generating enterprise quickly.

In this manual we cover topics that include how to get started, getting your 1st paying customers and getting those customers coming back to you repeatedly.

Discover ways to start your business like a lean mean machine with minimum start-up costs so you can reserve your cash flow for growing your business and make more profit

Plus, you get several strategies on how to set goals that are important to you and how to manage your time on a daily basis super effectively.

But before that, I'm also going to show you how to rewire your brain and become a completely different person.

I know this sounds kind of weird, but this is one of the biggest breakthroughs I've made in my entire business career; it's really going to help you.

And it won't cost you a cent!

Most people starting their own businesses don't have a vision and goal for their business nor for their lives.

This makes it hard to aim for a target – **if you don't know where you're going – how will you get there?**

Most successful business are started by planning for business success through a strategically planned and detailed road map because.....

Failing to Plan is Planning to Fail

Enclosed in your Business-In-A-Box is a Business Plan, please take the time to fill it out and discuss with us your future vision of your business.

3. You Are Not Alone – Why You Need A Business Coach & Mentor

“A business coach will assist and guide the business owner in running a business by helping them clarify the vision of their business and how it fits in with their personal goals. Business coaching is a process used to take a business from where it is now to where the business owner wants it to be”

Say you want to lose 20 kgs. You join a gym and start your workouts, knowing you have a goal to lose 20 kilos in 20 weeks

You eagerly go to the gym every morning and you start you see results. Today after your gym session and weighing yourself you notice you’ve lost 1 kilo! Great you say, if I lost 1 kilo every week – by week 20, I’ll have lost 20 kilos! Your psyched!

You’re up early in the morning the next day and head off to the gym – “I’ll work out extra hard today and maybe I’ll lose 2 kilos this week”, you say to yourself

After your intense session every day - at the end of the week you weigh yourself, only to your shock horror of noticing you haven’t lost any kilos this week!

“Unbelievable”! You say – even after putting that extra work in the gym – all that effort to no avail!

You get disheartened and start to lose your confidence, so you start missing your daily gym sessions. “What’s the point”, you think to yourself

Then you realize that if you are to stay true to your goal and your mission, your vision of yourself in a lean physique, feeling great in your new tight fitting clothes, confident in your new body that’s the envy of your friends - you cannot do this on your own, so you hire a personal trainer – a coach.

To keep you motivated, hold you accountable if you divert from your daily routine, make sure you are eating right, make sure you are disciplined enough to turn up to the gym, push you to complete those extra reps, keep you on track with your daily and weekly milestones, and ultimately push you to accomplish your goal of losing 20 kilos in 20 weeks and start living in your dream body.

We all experience situations where we lose some confidence, clarity and vision.

And we need someone to hold us accountable, motivate us, hold our hand and guide us.

Every world class athlete, superstar and top performing CEO is surrounded by coaches and advisors.

For your business, your coach can see the forest for the trees.

Your coach will make you focus on the game.

Your coach will make you run more laps that you feel like.

Your coach will give you small pointers.

Your coach will listen.

Your coach will be your guide in marketing, sales direction, your partner, your confidant, your mentor, your best friend – and help you make your dreams come true.

Your Business Growth Club business coach and mentor will guide you on how to get enquiries, turn those enquiries into sales, get those clients coming back, build your team plus much more and most importantly keep you focused on your **Ultimate Vision**

4. A Bit About Me

***Quote: “The basic difference between an ordinary man and a warrior is that a warrior takes everything as a challenge while an ordinary man takes everything as a blessing or a curse”
Don Juan in Tales Of Power***

Hi, my name is Neil Singh and I’m the founder of Business Growth Club

I help new entrepreneurs earn extra income and enjoy the freedom of being their own boss by starting their own profitable businesses using proven marketing systems.

I have started several businesses in the past including a retail shop, eBay & Amazon store, importing & wholesaling company, massage business, restaurant, mobile app, website development and digital marketing business, plus more – all over the course of 35 years – a few successfully and some failures.

Yes, that’s right – failures - not only did I lose tons of money, but the failures had a devastating effect on my personal life – both emotionally and physically.

Damaging my families and friends’ relationships with me not to mention the severe financially blow that comes from not understanding the flow of money.

Despite that, my entrepreneur dream and my deep graving to be my own boss and a successful businessperson did not die.

Getting up, dusting yourself, learning from your mistakes and trying again, failing, getting up again over and over until you finally succeed is the name of the game of life!

That’s how I see it anyway.

Here’s my story, briefly. (I’ll try not to bore you 😊)

Newly arrived in Australia, I could not find a job, so I decided to offer my services for free. I had a background in door to door sales, so when a wholesaler accepted my resume I was thrilled.

The job was visiting retailers to sell them a range of homewares products – and my pay was by commission only

Working to targets set by my boss, I quickly learned how to get stock into the retailer store and how to ensure our products sold fast by merchandising which of course made my boss happy.

My income increased, but so did my curiosity – “why could I not import products myself, get retailers to re-sell, and I make more money”?, I’d ask myself daily – “I mean if my boss can do it – so can I”

So, I started my 1st business – funding it with a personal loan, while still working in my job.

Over the next 2 years my business grew, and I was able to quit my job to concentrate on growing my business.

Everything was going along smoothly, I even landed a good distributor, who became my biggest account.

Until my distributor went bust!

Which put the brakes on my business's cash-flow.

Because by now, I had relied on this distributor to service all my past customer and therefore I would supply him 90% of my stock – all on a 30 days account.

For those of you, who have been in business would know, 30 days accounts usually end up 60- and 90-day accounts. Which means I didn't get paid for 90-150 days!

My bank started demanding repayments, my suppliers demanded to get paid, and my customers wanted more stock, which I could not get because the suppliers needed payment of past stock that they already supplied to me.

I just didn't have any money left!

I had no option but to shut shop.

Lesson learned – don't put all your eggs in one basket and watch every dollar GOING OUT OF YOUR Business with a Hawke's eye!

I still had some stock left over so I decided to open a small retail store, and add daily consumable products to my range

But I would use a different strategy this time – I would not purchase stock – I would get suppliers to give me consignment stock – stock that I would sell first, then pay for it after it sold.

Happy with this new strategy I contacted several suppliers, some of whom agreed to supply me with consignment products.

Again, my retail business started growing steadily, and I thought I was doing OK. After all, I had customers coming in to purchase daily.

Then, the rise of the dollar stores started.

Big brands like Overflow, Crazy Clarks and Dollar & Sense opened in my area.

I started to lose customer – mainly on price points as I could not compete with the big boys on price

I asked my supplies for further discounts, which they could not provide.

My shops rent, staff wages and other overheads started to accumulate causing me to stress like crazy.

All my income seemed to be spent on the overheads – “was I working 7 days a week just to pay rent and wages – this cannot be right”? – “I mean where is the money going” - I would question myself every night

Finally, the landlord sent me an eviction notice – and again I had to shut shop

Lesson learned – poor money management: profit margins, markups, competition analysis and profit & loss statements should be reviewed monthly if not weekly.

Back to a sales job for me. Where I worked for the next 3 years

So, I asked myself why aren't my businesses working and what don't I know about operating a successful business?

Why are some business so successful, what do they know that I don't?

While working in sales, I enrolled in business studies, concentrating on business development the Emyth Mastery program.

I also joined EBC – Executive Business Coaching where I learned business coaching and marketing consulting.

That was my turning point and an eye opener to the true discipline of operating a successful business.

I never had any intensions of becoming a coach, rather I wanted to find out how to run a profitable business.

In this time, I also dabbled in the restaurant business, ebay and Amazon stores and a digital marketing business, all of which I started from scratch, scaled to profitability and sold for a good profit

Today I have a successful marketing consulting business as well as a business coaching firm

As per the Australian Bureau of Statistics, more than 60 percent of small businesses stop their operation within the first three years of their start-up journey.

Now many factors contribute to this fact including cashflow issues, getting the right staff, growing too quickly, lack of business development knowledge and no planning among many others

For me in particular, it was my lack of business development & marketing knowledge plus unplanned financial management that caused my last two businesses to collapse.

So, I'd like to share my knowledge and experiences with you so that you can avoid the many pitfalls of operating your own business.

You see if you went to a doctor and asked him, “what do you know about medicine, what are your qualifications, where did you study or have you cured this illness before” and his reply was “I'm not an actual doctor, I just prescribe what I found on Google and I didn't really study medicine”

Would you take medication prescribed from this crazy person who's never studied medicine?

The same goes for business – a business owner must understand cash flow, profit and loss, acquisition costs, psychology of selling, ideal target market, buyer personas, systemization processes, lead channels and how each works to maximize revenue, KPI- Key Performance Indicators, cash flow management, break even points, recruiting using the DISC personality traits when hiring your team plus way too many other subjects to describe here

Because business development is an intense practiced and applied study where you need to completely understand every aspect of your business, if you want to succeed – where every single component of the business is tested and measured for maximum efficiency.

It is thus an ongoing study, ever evolving, changing and innovating.

Because – what you cannot measure, you cannot manage and what you cannot manage you cannot control

And ideally you want **to control each and every aspect of your business** – and not the other way around by letting the business control you, otherwise you are just working IN your business (like a job), when you should be working ON your business (like an entrepreneur)

According to E-Myth Mastery there are 7 Components of every business: Leadership, Marketing, Money, Management, Client Fulfilment, Lead Conversion and Lead Generation

We don't teach you any of these programs, you can learn that from [The E-Myth Program](#)

Alternatively, there are basic programs like NEIS that are provided by the Australia Government

We do however work with you by mentoring you on the process of Business Development

Now that you've purchased your business-in-a-box package the next step is signing up for our monthly business coaching and mentoring program, where we will endeavour to guide you to the success of your business.

Many strategies explained on this manual are complex and require guided assistance

I encourage you to contact me with questions anytime on **0400 720 129** or at www.businessgrowthclub.com.au for an orientation of this manual.

Plus, I can answer any questions you might have at that time.

The one-on-one support may be the most valuable part of this program, so please take the time to book your one-hour FREE consulting session today

Your success is very important to me, so please stay in touch.

Sincerely,

Neil Singh

5. Agenda

This manual comprises of several marketing and business development strategies – so when you sign up for your business coaching and mentoring program, we will discuss each tactic in detail and how we can implement that into your business

ALL CLIENTS

- **1st Meeting: Orientation** – (*week 1 & 2*). This is a phone meeting where you are welcomed into the program and is a general meeting to provide you with your website draft, Google Ads campaign details, get your business profile filled, show you how to register your domain name, hand over your agenda, workbooks and plan for your business goals. We also get to know each other, and you can ask any questions you may have. You can also decide if you want the help of your business coach or go for it alone.
- **2nd Meeting: Website and Google Ads go Live** – (*week 3-4*). Now that your website is live and Google Ads setup, we also get your Business Cards and Flyers printed. We discuss getting initial customer for your business and address any concern you have. Plus we post a hard copy (printed version) of our ClientsNow Marketing Manual & Workbook to your physical address, no matter where you are in the world.

BUSINESS COACHING CLIENTS ONLY

- **3rd Meeting: Ultimate Vision** – (*week 5 & 6*). Once accepted into the business coaching program we will discuss your Ultimate Goal then create a plan on how to achieve your Ultimate Vision, including developing your business UPS, Your Business Company Story, Your Business Mission, Vision Statements and Business planning. Here we work on the **Now – Future – GAP** and how to close the GAP. ***This is one of the most powerful tools you need in your arsenal.***
- **4th Meeting: Essential Key Skills** – (*week 7 & 8*). If you haven't got the experience of the physical work your business services provide before, we work with you on getting you trained in your chosen profession. **NOTE: we do not provide you with skills training nor do we purchase your equipment.** What we do however is mentor you on how to build a successful business
- **5th Meeting: Getting Started** – (*week 9 & 10*). Once you are confident that your newly acquired skills are developed sufficiently enough to start selling and providing your services, and you have all the equipment you need, we then together develop and put into action various marketing strategies
- **6th Meeting: Sales Training** – (*ongoing weekly/monthly mentoring*). At the heart of every successful business is a proven sales system. We work with you to perfect your lead generation skills, closing and objection handling skills and client fulfilment skills. At this stage

we also start testing and measuring strategies that are working and how to improve them. Plus address any concerns you may have.

ONGOING MONTHLY MEETINGS

These include monthly coaching/mentoring sessions covering the following topics, email and phone support, filling out of worksheets and KPI's, brainstorming marketing strategies specific to your business, analysing business growth opportunities, addressing concerns and roadblocks, troubleshooting marketing & growth strategies etc plus much more.

Some topics we will cover include but not limited to:-

- Time Management
- Business Planning
- UPS- Unique Selling Propositions
- Developing Vision & Mission Statements
- Target Marketing & Positioning
- Company Sensory Package
- Business Financial Systems
- KPI – Key Performance Indicators
- Business Organization Charts
- Position Agreements
- Business Processes & Systems
- Marketing Planning & Strategies
- Recruiting Systems
- Operations Manuals
- Lead Generation Strategies
- Lead Conversion Strategies
- Client Satisfaction & Retention Strategies
- Hiring Managers/ Controlling Calendars
- Management Styles
- Business Control Dashboard
- Closing the GAP – Getting Closer to Your Vision
- Plus, more

6. Introduction

BUSINESS GROWTH CLUB'S Confidential Operations Procedures Manual is the manifestation of extensive research, testing, trailing and evaluating our unique system many times over. We have made many mistakes and learned along the way – hence everything outlined in this workbook manual has resulted from practical, tried and tested methods.

The strategies discussed in this manual can be complex in nature so we highly recommend you sign up for [our business coaching and mentoring sessions](#) where we will brainstorm and implement each tactic into your business to produce growth results

You will receive a printed version of this manual, so you gradually implement as many marketing strategies as you possible can. Keep it as a reference guide.

The following reasons are why we have designed this manual to help you succeed in your business:

1. As a guide for you and your team members to have a clear reference point for direction on how to run your business on a day to day basis.
2. To enable you to make notes and brain storming sessions with your team and your business coach on any new ideas you might have on improvements, growth and development in your market. You can make notes for each strategy in this manual in the section provided.
3. As a tool for improvement where you could add your own contents as you discover them to turn your business into a turnkey operation.
4. To ensure your business is operating uniformly and consistently and keeping on track with your KPI's , Goals and Ultimate Vision
5. Develop this manual as an added value to the equity of your business should you want to sell in the future.
6. Use the **ClientsNOW Marketing Strategies** discussed in this manual to ensure you have implemented the maximum amount of marketing tactics as possible working simultaneously to ensure your business success. Please note that the marketing tactics outlined in this manual are not exhaustive – there are several more and we'll cover them in your business coaching sessions

Although you may be buying a lawn mowing or car detailing or pet sitting business, the marketing strategies are similar and can be applied in any business. Hence, I encourage you to get in touch with me so we can customize each strategy to suit your particular business choice.

It is important for you to use this proven system to your advantage. You are now not only in the service business of your choice but more importantly in the **people business**.

Use this workbook manual as a working reference and be sure to discuss each strategy with your business coach.

WELCOME to [BUSINESS GROWTH CLUB](#) and I wish you all the best and success on your exciting and rewarding journey!

Neil Singh 😊

7. Templates

You will have received several templates when you purchased your Business-In-A-Box package however wherever possible you should create new templates for each document you use – whether frequently used or once a while.

Try to systemize each aspect of the business as much as possible as this will save you repetition work.

An example is saying you send email quotes – you could create a template for the cover letter – then all you have to do is change the clients name, address and the quoted price.

Templates are housed in folders and included in your business-in-a-box kit are:-

| Folder | Template |
|---------------------------|--|
| | |
| Admin | Invoice Template Generic |
| | Job Description Templates |
| | Daily Duties – Office Admin |
| | |
| | |
| Business Dashboard | CAC-LTV – Lifetime Value Of client Calculator |
| | Weekly Schedule |
| | Weekly Snapshot – KPI – Key Performance Indicators |
| | |
| | |
| Business Planning | Business Start-up Checklist |
| | Business Plan Template |
| | Business Health Checklist |
| | Prepare Your Business Checklist |
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|--------------------------|--|
| Client Fulfilment | Excel Manual Customer Database |
| | Customer Acquisition Calculator |
| | Customer Survey Sample |
| | |
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| Day To Day | Daily Sales Sheet Retail Products Excel |
| | Daily Sales Sheet Services |
| | Daily, Weekly & Monthly Time Tracking Log Excel |
| | Daily Planner JPEG |
| | Daily Planner Excel |
| | Weekly Task List Excel |
| | Do To List |
| | Weekly Planner – 5 Weeks Excel |
| | Weekly Task List – Self and/or Employee |
| | |
| | |
| Finance | 12 Months Cashflow Forecast Excel |
| | Accounts Receivable Aging Workbook |
| | Bank Reconciliation Ledger |
| | Accounts Receivable Template Day To Day Excel |
| | Accounts Payable Template Day To Day Excel |
| | Bank Reconciliation Template Daily |
| | Personal Budgeting & Banking Template with Example Excel |
| | Cash Book Monthly with Daily Entries Excel |
| | Cash Flow Forecast Excel |
| | Cash Receipts Template Excel |

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|----------------|--|
| | Simple Business Mileage Log Excel |
| | Sales Invoice Service Template Excel |
| | Bill Payment Schedule Excel |
| | ETF Direct Deposit Form |
| | Profit & Loss with Cash Flow Yearly Template Excel |
| | Income & Expense Pivot Tables Excel |
| | Service business Job Costing Template Calculator Excel |
| | Profit Projection Forecast 3 Years Excel |
| | Schedule Budgeting Projection Per Item with Example of Pizza Busi |
| | Service/Project Coasting Template with Example Cafe |
| | Start-up Cost Template PDF |
| | The Small business Accounting Checklist |
| | Balance Sheet Template Excel |
| | |
| | |
| General | Customize these templates to suit your business – they are examples of procedures that you would need for your business |
| | Car Cleaning Procedures Checklist For Car Detailing Business |
| | Auto Detailing Checklist For Car Detailing Business |
| | Landscaping Contract Form |
| | Lawn Maintenance Invoice |
| | Lawn Mowing Procedures Checklist For Crew |
| | Lawn Mowing Equipment Checklist |
| | Lawn Services Business Estimate Quote Template |
| | Residential Cleaning Checklist |
| | Social Media Checklist For Small Businesses |

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| Human Resources HR | |
| | Employment Recruitment Procedure Overview |
| | Time Sheet Template |
| | Training Attendance Form |
| | Employee Standard Letter Of Employment |
| | Blank Roster Sheet |
| | Contract Of Employment Template |
| | Disciplinary Interview Record |
| | Employee Details Form |
| | Employment Application Form |
| | Employee Induction Overview with Restaurant Example |
| | Termination Checklist |
| | Uniform Issue Form |
| | Incentive Program with Nett Profit Calculator Template |
| | Incentives Calculator Excel |
| | Job Description Template |
| | Applicant Information Release Form |
| | Applicant Rejection Form |
| | Employee Meeting Coaching Template |
| | Disciplinary Notice Form |
| | Job Applicant Interview Script |
| | Job Description Template for Hiring New Employees |
| | New Employee Checklist |
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| | |
| Management | Break Even Analysis |
| | Break Even with Projections Worksheet – Restaurant Example |
| | Cashflow Template |
| | Calculating Hourly Charge Rates For Your Business |
| | Employee Meeting Coaching Template |
| | Detailed Leads Tracker Excel |
| | Disciplinary Notice Form |
| | Employee Attendance Record |
| | Employment Reference Phone Script |
| | Exit Interview Checklist with Script |
| | Hourly Rate Calculation Sheet Excel |
| | Calculate Employee Turnover Rates Worksheet Excel |
| | Ideal Schedule Management excel |
| | Job Requirements Checklist |
| | Leave of Absence Request Form |
| | Marketing Activity Planner |
| | Marketing & Business Planning Guide and Worksheet |
| | Promotion Tracker – Restaurant Example |
| | Promotion Record for KPI |
| | Non – Negotiable Time Evaluation Management Excel |
| | Time Management Tool – Tracking Time Wasters |
| | On-The-Job Training Chart |
| | Management Weekly Cash Flow Analysis |
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| Marketing | \$\$\$ Voucher Template |
| | Competitor Analysis |
| | Marketing Campaign Break-Even Analysis |
| | Headline Test Tally Sheet |
| | Calls To Make Planner & Tracker |
| | Gift Certificate Voucher Template |
| | Detailed Lead Tracker |
| | Direct Mail Analysis |
| | Doorhanger, Flier Planning Worksheet |
| | VIP Member Mailing Data Card Template |
| | Marketing Activity Planner Excel |
| | Detailed Marketing Calendar Worksheet Wall Planner Excel |
| | Monthly Special Template with Example |
| | Phone Scripts for Reaching Out to New Commercial Cleaning Clients – Example – Please Contact www.businessgrowthclub.com.au to custom design your sales script |
| | Press Release Template |
| | Customer referral Card Template |
| | Referral Program Email Invitation Template |
| | Referral Script |
| | Template Flyer with Tear Off with Example |
| | Weekly Marketing Assignments Schedule |
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| Personal Development | |
| | Your Twelve Month Goals ... Business |
| | Blank Time Log Template Time Management |
| | Diary Of Self |
| | 24-Hour Activity Log Template |
| | Action Plan Worksheet |
| | Daily Planner PDF |
| | Project Goals & Objectives |
| | Daily Task Tracker Template |
| | Weekly Task Tracker Template |
| | Performance Planner & Tracker Yearly |
| | Daily Planner with Weekly Goals & To Do List |
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| Start-up Planning | Estimating the Cost of a Start-up Worksheet |
| | Detailed Opening Checklist with Example |
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