

# Brief Summary Of Contents Plus Your Business – Your Money Making Machine

## Contents

- All Rights Reserved.....
- Disclaimer And / Or Legal Notices.....
- Non-Exclusive and Limited Use License .....
- Types Of Businesses Available .....
- 1. Your Business – Your Money-Making Machine .....**
- 2. Welcome .....
- 3. Why Start Your Own Business?.....
- 4. Your Ultimate Vision .....
- 5. You Are Not Alone – Why You Need A Business Coach & Mentor .....
- 6. A Bit About Me.....
- 7. Agenda .....
- 8. Introduction .....
- 9. WHAT BUSINESS ARE YOU REALLY IN? .....
- 10. Others Are Making Money As Your Read This .....
- 11. READ THE EBOOK – HOW TO START YOUR BUSINESS .....
- 12. Why You Should Plan Your Business First – Before Starting It .....
- 13. Components of a Good Business Plan .....
- 14. Finding Your Unique Selling Proposition (USP).....
- 15. Write a Powerful Mission Statement That Resonates .....
- 16. VISION STATEMENT WORKSHEET .....
- Vision Statement For (Your Business Name.....)
- 17. LEGAL REQUIREMENTS .....
- 18. BUY YOUR EQUIPMENT OR USE YOUR EXISTING.....
- 19. ACCOUNTING & ADDITIONAL DOCUMENTS.....
- 20. KNOW YOUR COSTING & PRICING YOUR SERVICES.....
- 21. Suppliers Contact Details .....
- 22. Administration – Tips On Organizing Your Admin Work.....
- 23. Accounts.....
- 24. Manual Accounts – Receivables (money paid to you) .....

25. Manual Accounts - Payables (money you have to pay) .....

26. Payables – Utilities etc .....

27. Small-Business Bookkeeping Basics .....

28. What is bookkeeping?.....

29. Understand business accounts .....

30. Set up your business accounts.....

31. Decide on a bookkeeping method .....

32. Record every financial transaction .....

33. Balance the books .....

34. Prepare financial reports .....

35. Stick to a schedule .....

36. Store records securely .....

37. Don't go it alone.....

38. Typical Modules and Features in Accounting Software Programs .....

39. Other Useful Documents .....

40. Banking – Banking Process – Cash .....

41. Cheques.....

42. Sign Up For Online & Mobile App – Paypal NOW / SQUARE / ZERO – Accounting Software.....

43. Customer List – Your Most Valuable Asset .....

44. Admin – Computer Hardware and Software .....

45. Admin-Filing Procedures ( Manual) .....

46. Over 132 Templates, Checklists and Sales Scripts .....

47. YOUR WEBSITE.....

48. Registering Your Domain Name .....

49. Website – Build on WordPress .....

50. SEO- Search Engine Optimization .....

51. Keyword Search Optimization .....

52. Initial Setup .....

53. Get Your PayPal API Credential.....

54. Set up a Gmail account. ....

55. Adding New products on your website.....

56. How to change Price in Woocommerce :.....

57. Adding and Managing Products in WordPress: .....

58. More Detailed Info on How To Set Up Products, Change Descriptions etc in Wordpress :

59. Set up your MailChimp Emailing Account:.....

60. Set up Your Facebook Business Page Account : .....

61. Set up Your Instagram Business Page Account : .....

62. Set up Your Pinterest Business Page Account : .....

63. Facebook Advertising Made Simple:.....

64. Instagram Ads: .....

65. Adding Products.....

66. Add Images.....

67. Add / Change Product Descriptions.....

68. Edit Your Pages On Your Website .....

69. How To Edit Content on Your Website .....

70. How To Add A Image Module To Your Page.....

71. MARKETING 101 : YOUR INVESTMENT .....

72. KEY METRICS TO MEASURE FOR YOUR MARKETING & INCREASING REVENUE EFFORTS .....

**73. 38 TIME TESTED STRATEGIES TO GET MORE INQUIRIES (Increasing leads) .....**

74. Advertising using Pay Per Click ( PPC ) – How to advertise using Google Ads.....

75. Word Of Mouth Advertising .....

76. Benefit From Your Car Signage/Car Wraps.....

77. FREE Stuff – Give It Away!.....

78. Attract Them with Coupons & Discounts.....

79. Offer Specials & Promotions.....

80. Luring Customers with Competitions & Contests.....

81. Pass It On – Viral Marketing.....

82. Maximize Your Signature File.....

83. Advertise In Local Newspapers .....

84. Try Some Local School Newsletter Ads.....

85. Get Some Free Press Release.....

86. Neighbour Hood Letterbox Drops.....

87. Put Flyers in Customers’ Hands .....

88. Get Online with Online Directories.....

89. Why Not Barter and Trade Your Services? .....

90. Do Some Direct Mail/Email.....

91. Smart Reasons Your Business Should Sponsor Local Events .....

92. Have You Tried Door-to-Door Marketing?.....

93. Free Clients with Active Referral Marketing.....

94. Lead Providers and Pay Per Lead Services.....

95. Lawn Signs – If Politicians Can Use Them, Why Not You? .....

96. Maximize Leads with Lead Groups (Network Groups) .....

97. Focus on Local Search Engine Optimization (Local SEO) .....

98. Use Targeted Ads on Facebook.....

99. Focus on Creating Content with a Local Focus .....

100. Promote Positive Customer Reviews Through Your Website, Social Media, eMails and Online Ads

101. Maintain Your Google/Bing My Business page.....

102. Posters, Flyers, Fridge Magnets and Promotional Marketing Materials .....

103. Groupon Discounts .....

104. Events and Exhibition.....

105. Local Business Networking Card Shares and Local Partners.....

106. Team Up with Another Business.....

107. Advertise on Gumtree.....

108. Source Leads from Airtasker .....

109. Business Cards.....

110. Exposure with Shopping Centre Kiosks.....

111. How To Sell On Facebook .....

**112. 34 Time Tested Ways to Increase Your Sales And Profits (Increase Your Conversion Rate) .....**

113. Sales Scripts Designed to Get Customers Saying “YES” .....

114. Use Auto-responders .....

115. Building Your Database & Mail List.....

116. Email Marketing Using Constant Contact, ZOHO CRM or Mailchimp.....

117. Communicating with Your Mailing List .....

118. Re-Marketing Advertising .....

119. What’s Your Guarantee?.....

120. Sell Your Own Exclusive Product Lines.....

121. Increase Your Range Of Services.....

122. Testimonials & Reviews .....

123. Use Before – After Images To Convert Leads .....

124. Quality Presentation Kits .....

125. Promotional Offers. ....

126. Sell On Your On-Hold Messages.....

127. Use Prospect Questionnaires & Customer Surveys. ....

128. Maintain a High Dress Standards And Uniforms.....

129. Puppy Dog Close .....

130. Build Trust For Effective Communication .....

131. Educate on The Value – Not Price.....

132. Increase Your Product Knowledge. ....

133. Up-Sell.....

134. Emotional Selling.....

135. Follow Up and Follow Up Again. ....

136. Don't Be Shy - Ask For The Sale. ....

137. Entertainment As An Opportunity .....

138. Sales Training for A Super Selling Team.....

139. Team Incentives For Greater Performance.....

140. Get Customer Insights From Surveys.....

141. Provide a First Buyers Incentive.....

142. Going, Going ...Almost Gone. ....

143. Improve Your Direct Mail Pieces.....

144. Collect ALL Prospects Details. ....

145. Target Better Prospects. ....

146. A Gift Cheque Towards Purchase.....

**147. 17 Powerful Ways to Get Your Customers Coming Back Repeatedly  
Error! Bookmark not defined.**

148. Under Promise Over Deliver .....

149. Deliver Consistently and Reliably.....

150. Keep in Constant Communication .....

151. Let Customer Know of Your Entire Range.....

152. Irresistible Offer on Your Next Purchase .....

153. Send Greeting Cards to Build a Loyal Customer Base.....

154. Telemarketing Outreach .....

155. Keep Clean Data On Your Customers.....

156. A Human Touch.....

157. Personal Notes .....

158. Put Together Your Great Team .....

159. Active Listening .....

160. Sell Exclusive Products .....

161. Engage with customers on social media .....

162. Create A Friend...For Life.....

163. Value Adding For Extra Sales .....

164. Give Away Perceived Value.....

**165. 27 Best Kept Marketing Secrets to Boost Your Online Traffic and Grow Your Audience**.....

166. Follow the Mobile First Trend .....

167. Create a Flexible HTML structure.....

168. Build Fast-Loading Pages.....

169. Set Up Your Google Analytics Account .....

170. Focus on Organic Search Ranking .....

171. Set Up Google Webmaster Tools for Your Website.....

172. Set Up Bing Webmaster Tools for Better Insights .....

173. Format Your HTML Code Properly .....

174. Create a Clear and Complete XML Sitemap .....

175. Focus on Keyword Research and Long Tail Keywords .....

176. Use Relevant WordPress Plugins .....

177. Build a Strong Community on Facebook.....

178. Share Engaging Content on Twitter .....

179. Interact with Your Followers on Instagram .....

180. Develop Catchy Albums on Pinterest.....

181. Do Not Forget Your Google Plus Page.....

182. Share Professional Content on LinkedIn .....

183. Use Blogging to Provide Useful Information for the Users.....

184. Create Optimized Landing Pages for Higher Conversion Rates .....

185. Create and Monitor Google AdWords Campaigns.....

186. Target Specific Audiences on Facebook Ads.....

187. Drive Awareness with Instagram Ads .....

188. Increase Your Followers with Twitter Ads .....

189. Bring Potential Leads Back with Retargeting .....

190. Interact Constantly through Email Marketing .....

191. Publish Online Press Releases .....

192. Set Up Your Google Local Business Account.....

193. Interact in Forums and Q&A Websites .....

**194. 25 Tactics To Cut Your Overheads & Turn Your Business Into A Lean Mean Money Making Machine .....**

195. Work Out A Plan.....

196. Always Ask For The Price First, Then Ask For a Cheaper Price.....

197. Ask For A Discount For Customer Loyalty .....

198. Get Three Quotes.....

199. Shop Around for A Bargain .....

200. Rethink Standard Office Space.....

201. Buy In Bulk.....

202. Tap Into Business Automation .....

203. Smart Hiring Policy .....

204. Shape Up Or Ship Out .....

205. Monitor Expenses .....

206. Encourage a Thrifty Culture .....

207. Get Sponsored .....

208. Plan for Contingencies .....

209. Spend Less.....

210. Lower financial expenditures.....

211. Use efficient time strategies. ....

212. Harness virtual technology. ....

213. Subcontract Instead Of Employ .....

214. Focus on quality. ....

215. Don't Spend a Cent Month .....

216. Plan Your Purchasing .....

217. Lease Versus Buy.....

218. Going, Going Gone!.....

219. Cash is King.....

**220. Time Management – Time – Your Most Precious Resource.....**

221. Start By Logging Your Time Effectively .....

222. Identify Your Big-Time Wasters. ....

223. Time Management Issues In More Detail.....

224. Strategies You Can Use To Manage Your Time.....

225. Use the Pomodoro Technique.....

226. Apply the 80/20 Rule.....

227. Delegate But Don't Abdicate.....

228. Beware of Shiny Object Syndrome.....

**229. Guide To Goal Setting.....**

230. Take Control of Your Life.....

231. The Importance of Goals.....

232. Get Maximum Results.....

233. The Kinds of Goals to Set.....

234. Be The Best You Can Be.....

235. Monitoring Goals.....

236. Live Your Best Life.....

**237. Discover A New You.....**

238. The Mind is The Seat of Thought.....

239. Finding My Primary Aim.....

240. Visualize the success that you want.....

241. I WISH I HAD.....

242. Have a Specific Vision.....

243. S.M.A.R.T Goals.....

244. Engage in Affirmations.....

245. Meditation.....

246. Engage in Positive Self-Talk.....

247. Behave as Though Your Dream Has Already Been Fulfilled.....

248. Create Your Own Life Blue-Print.....

249. Starting Your Daily Life of Purpose Journal.....

250. Daily Ritual – Your Blueprint.....

251. Your Vision Board.....

252. Create Your Ideal Day To Work And Play.....

253. Daily Performance Tracker.....

254. Daily Planner.....

255. Your Daily Goals.....

256. Weekly Log To Do & Done Activities.....



257. The Behaviour Tracker .....  
258. The Monthly Review .....  
259. The Remember Page .....  
260. The Chore/Event Tracker .....  
261. Getting Into Action.....  
262. Ongoing Education.....  
263. NOTES: .....

# 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 achieves its annual targeted sales – then you can sell if for the amount you want**

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!