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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. 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 😊

5. 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

Client Fulfilment	Excel Manual Customer Database
	Customer Acquisition Calculator
	Customer Survey Sample
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

	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

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

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

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

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
Start-up Planning	Estimating the Cost of a Start-up Worksheet
	Detailed Opening Checklist with Example