

THE SECRET RECIPE





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How to make better money
in your Business without working
a whole lot harder than you
already do...

Better Money | Better Business | Better Lifestyle

The Secret Recipe will not make you rich beyond your wildest dreams. It will not get you working a four-hour week. It will not give you celebrity status with your customers.

But it will get you closer to all of those things ... if they're important to you.

The Secret Recipe will revolutionise how to make better money out of your business, without working a whole lot harder than you already do.

Everything that follows is EASY to make a start on and... you can get started immediately. As in, right now... immediately.

If, today, you're frequently busy with troubleshooting, or with checking up on your staff, or chasing quotes... if you spend your time worrying about where the next sale is going to come from or worrying about your cash flow then your priorities are skewed and this Recipe is for you.

These things are distractions that only matter once better money is being made. So before we start searching for a silver bullet, let's look at how you can make better money in your business. Don't be scared by the idea of making more money. The Secret Recipe shows you how it's much less effort than you imagined and much easier than the alternative ... which is destitution, misery and starvation!

Statistically, you probably won't follow the Recipe in its entirety. You've got loads of free stuff collecting dust on your hard-drive and there's no reason - yet - for this to be any different.

And even if you do read it and watch the Videos, it's a statistical likelihood that

you'll forget about it in ten minutes and never put anything into action. (Not you personally, but you as a figurehead representative of people who download things to "look at later.")

It will be a real shame if you're one of those statistical probabilities.

What you're about to read (if you read it) will drastically transform the fortunes of your business (if you apply it)... or all of your money back.

So PLEASE be the exception to the rule. Be the statistical anomaly, the sage that reads, implements and profits.

Dive straight in right now. It won't take you more than 15 minutes to read and complete, and only 15-30 minutes a day to start implementing.

Two Prerequisites...

We're going to work on the assumption that you've got a solid business foundation: a clear understanding of who you serve, what they need and what you do for them. You should be able to talk about what you do with clarity.

IN ADDITION, YOU'LL NEED:

1 An Open Mind I'm guessing that since you are reading this already that you have this nailed, so I'm probably preaching to the converted. But, just to be clear, the Secret Recipe is going to open up some options for you, some you'll be familiar with, some you won't, some may look easy, some may not. Just know that it's a well-proven (albeit Secret) Recipe, so as long as you are open to the options, then the sky is the limit for you and your business.

2 Thirty-Minutes a Day Work on the Recipe for 30 minutes every day, for 60 days, and you will see results. You might even see results more quickly than that. A guarantee on a free system is close to worthless. But if you do this for 60 days and for whatever reason you don't see a marked improvement in your results, then contact me and I'll get on the phone with you to see what's going wrong. If you want help faster than that, then just let me know.

So let's get started.



This Secret Recipe will help you to find the best places in your business where money is made or lost, so that you can get to work on the best things straight away.

To help you do that the Secret Recipe is broken into the 3 Key Ingredients

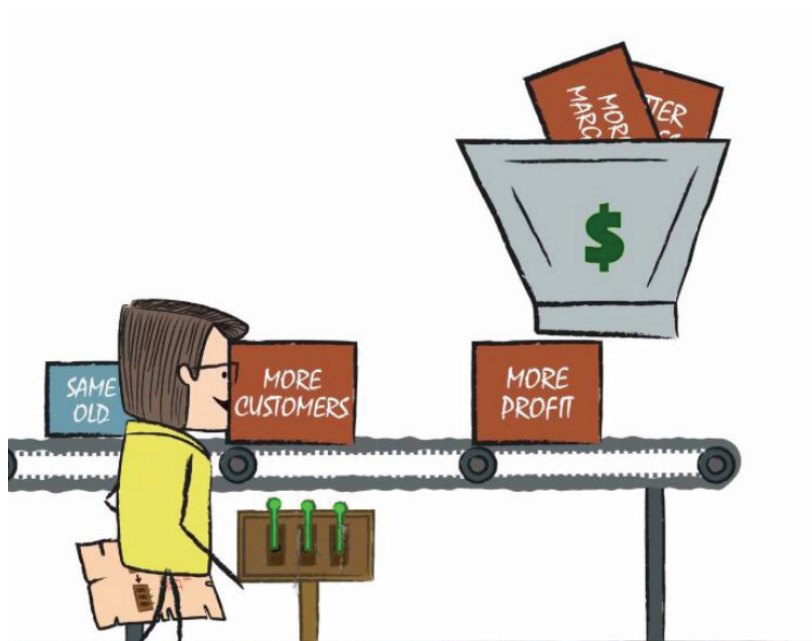
- ① MARGINS ② SALES & MARKETING ③ PRODUCTIVITY

You probably work on these already, but from now on you'll do it in a deliberate, purposeful and consistent way, which will produce better money for you, without needing to work any harder.

First steps...

Each of the 3 Key Ingredients has a brief overview and a Checklist for you to complete. Each Checklist should only take a couple of minutes. They're easy. Having wisdom teeth out, that's hard. Making a half/half small pizza without overlapping the toppings, that's a challenge, but 3 Checklists to tick... hopefully a doddle in the park for you.

So start with your favourite topic of the 3, or just turn the page and get into it...



Key Ingredient #1

MARGINS

The first place to shine the spotlight on is Margins. Your Margins are the difference between the costs in your business that you pay (as in, all the outgoings), and the prices that you charge.

The Problem...

The problem with margins is that businesses are not easily set up to be able measure them. Profit and Loss accounts (P&L) don't show you every outgoing e.g. if you are paying off assets and paying taxes... neither of these outgoings are in the P&L but they both need to be paid out of the margins you make from the products or services that you sell. If they aren't covered, then the business might look ok in the P&L, but the bank account can tell a totally different story.



The other problem is that the overheads you pay, just to keep the doors open (especially wages), are mostly a fixed expense. As a result you might feel like you need as many sales as possible just to cover them... no matter what the margin is. BUT, if you don't have enough margin in whatever it is that you're selling, then no amount of sales volume can make up for this. So it's important that there's a clear focus specifically aimed at improving Margins, rather than trying to fix the problem with Sales and Marketing.

So improving your margins is Key Ingredient #1. By focusing on them you'll be looking to improve your margins by understanding what to focus on and what to ignore in your business.

Here's the Margins Checklist The checklist is a range of Margin strategies. By checking the list, you are shining a spotlight on your Margins to see where the opportunities are. The more opportunities, the more room you have for improving your Margins.

1st Checklist Coming...

* Warning: it is likely you will be underwhelmed with the checklists as they look very tame... take them literally and be harder on yourself than usual...The Margins Checklist...

		NOT SO MUCH	SORTED
	I know all my costs and have factored these into my prices so they are always covered	●	● ● ● ● ●
	I know the volume of sales at the margins I need that cover my costs and make me a profit	●	● ● ● ● ●
	I know the factors in my business that directly causes a transaction to lose money	●	● ● ● ● ●
	I know the products/services that I make the best margin on and those I make the least on	●	● ● ● ● ●
	I have a clearly defined strategy to sell more of my best margin products/services to my best customers	●	● ● ● ● ●
	I regularly update my pricing when suppliers raise their prices or internal costs change e.g. wages, rent	●	● ● ● ● ●
	I know where my prices are relative to my competitors and keep track of them	●	● ● ● ● ●
	I set my prices according to the margins I need rather than trying to match/beat competitors	●	● ● ● ● ●
	I know how to get better margins out of my business	●	● ● ● ● ●
	I am actively working on strategies to optimise my margins	●	● ● ● ● ●

This is about knowing your numbers, with no guesswork. If you've ticked a few boxes or at least acknowledged some need a tune up, then Video 1, fortunately titled "Margins" gives you the secret sauce on what to work on to make better money from your Margins.

Key Ingredient #2

SALES & MARKETING

The second Key Ingredient for you to work on is how you attract and convert customers. This is your sales and marketing machine.

What's The Problem?

The problem with sales and marketing is that technology has changed the landscape quite dramatically in the last couple of years. Almost all of your customers are now online and able to find things out for themselves. That means buying decisions are being made without you having the ability to influence them directly. Many businesses are experiencing less incoming phone enquiries and less walk-ins. In days gone by, because people would spend time "shopping around" meaning you were able to talk directly to a prospect and help them to buy from you. Now, rather than call, they'll do their shopping around online, so you don't get the same opportunity to directly influence the sale like you used to. In many cases, you no longer get the chance to chat to them at all... they vote with their finger (that didn't come out quite right).

It is also far easier for competitors to enter the market, or overtake you, with a strong online presence. Online they can gain an advantage over other businesses that may be well established with better products. So now, not only do you need to be great at Sales and Marketing in the old traditional way, but you have to be great at Sales and Marketing online as well.

Here's the Sales & Marketing Checklist This checklist has a range of Sales and Marketing Strategies. By checking the list, you are shining a spotlight on your Sales and Marketing to see where the opportunities are. The more opportunities, the more room you have for improvement.

2nd Checklist Coming...

*2nd Warning: if you're a bit behind the 8-ball online this checklist will challenge you... remember be firm but fair about the rest...The Sales and Marketing Checklist...

	NOT SO MUCH	SORTED
 It's easy for prospective customers to see how we are better than our competition and I use this in my marketing	●-----●-----●-----●-----●	
 I have identified the target market I need more of and have active campaigns to get more	●-----●-----●-----●-----●	
 I use video marketing to demonstrate our point of difference	●-----●-----●-----●-----●	
 I have a mobile responsive website that can be read on smart phones	●-----●-----●-----●-----●	
 I have a strong point of difference compared to competitors and demonstrate this to prospects	●-----●-----●-----●-----●	
 I have trained my staff on how to maximise customer spend, get referrals and build repeat clients	●-----●-----●-----●-----●	
 I have mapped my sales process and know my conversion rate for each part of the process	●-----●-----●-----●-----●	
 I regularly innovate by offering different packages to increase our average transaction value	●-----●-----●-----●-----●	
 I have an effective marketing plan that delivers me quality leads	●-----●-----●-----●-----●	
 My website offers something of value that is downloadable in exchange for getting details of my visitors	●-----●-----●-----●-----●	

No matter what your answers were, have a look at Video 2, wisely titled "Sales & Marketing" because it's got the secret sauce on making better money through your Sales & Marketing efforts.

Key Ingredient #3

PRODUCTIVITY

The third Key Ingredient is Productivity... that is the output of your business generated by you and your team.

The Problem...


The problem with Productivity (and how it affects your profitability) is because it's a balancing act between the wages you pay and what your business can sell. Wages consistently go out every week, regardless of how inconsistently sales come in. When you are busy, your team will generally be more productive and get more done. Basically you are battling what's known as "Parkinson's Law" which states "that work expands to fill the time available for its completion". You may know this to be true because when you're busy, everything still manages to get done and if someone is away, you can generally cope ok too and the work still gets done. What this means is you have capacity in your business to handle more work - assuming you know how to get more.

A simple calculation that demonstrates your current capacity, is this... Have a look at what you'd call a decent week or busy month in terms of sales revenue. If you had this level for the entire year and your wages were the same, how much more would you make? The answer is usually "um, quite a lot more!"

Here's the Productivity Checklist The checklist is a range of Productivity Strategies. By checking the list, you are shining a spotlight on your Productivity to see where the opportunities are. The more opportunities, the more room you have for improvement (remember opportunities are a good thing!)

3rd Checklist Coming...

* 3rd Warning: Last one, you're a machine!The Productivity Checklist...

	NOT SO MUCH	SORTED
 I have systems for measuring the downtime of my staff	●————●————●————●————●	
 I have systems for measuring and managing my work in progress	●————●————●————●————●	
 I have clear expectations for what my team needs to produce in the time available	●————●————●————●————●	
 I can regulate the payroll hours being worked relative to my sales demand	●————●————●————●————●	
 I know we have sufficient work for the level of staff so that we are reliably profitable	●————●————●————●————●	
 I regularly review the staff levels we have and the hours we have available relative to our sales	●————●————●————●————●	
 I measure our highest performing person and benchmark other in our team against them	●————●————●————●————●	
 I set goals with each of my team and have a system to see if they are being achieved	●————●————●————●————●	
 My team has all the operating systems, procedures and training that they need to be highly productive	●————●————●————●————●	
 I conduct regular staffing reviews and come up with strategies with them to improve their skill level and contribution to my company	●————●————●————●————●	

So check out Video 3, intuitively named "Productivity" for a 10-minute snap that gives you the secret sauce on what to work on with your team... because you have people, there's always great payback on investing time with bringing them together to solve the problems that they talk about (usually in the evening, as soon as they get home, to anyone who will listen).

IN SUMMARY

By understanding and implementing the Secret Recipe, you'll have a simple system that you can apply each day (remember the 30 minute commitment) to get your business “working for you” rather than the other way around.

A simple summary... you should have:

- ① Completed the 3 Key Ingredient Checklists
- ② Identified opportunities in a few of them
- ③ Watched the 3 Video's (even if you weren't sure what you needed)
- ④ Have a list of things that you can start working on in your business immediately.
- ⑤ Picked the Top 2 or 3 things (from your list) that you'll spend 30 minutes a day working on.

Business Optimisation...

Whatever you've found by getting started on The Secret Recipe, there are strategies that optimise each of the 3 key areas in your business, together they produce significant financial changes.

To fully understand the potential of your business I've got “Secret Recipe software” that I use to help clients... Its entire purpose is to smash out results from the 3 Key Ingredients and speed up your business improvement.

If this sounds more like your speed (it should) and you like the idea of smashing out some bankable results, then let me know. It's free to find out, remember what we said about the open mind.

Until then, get started putting The Secret Recipe to work in your business... to make you way better money... without working any harder.

CONGRATS IF YOU GOT THIS FAR...

YOU ARE A STATISTICAL ANOMALY
(that's a good thing) AND WELL ON
YOUR WAY TO COOKING UP A STORM
IN YOUR BUSINESS!

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