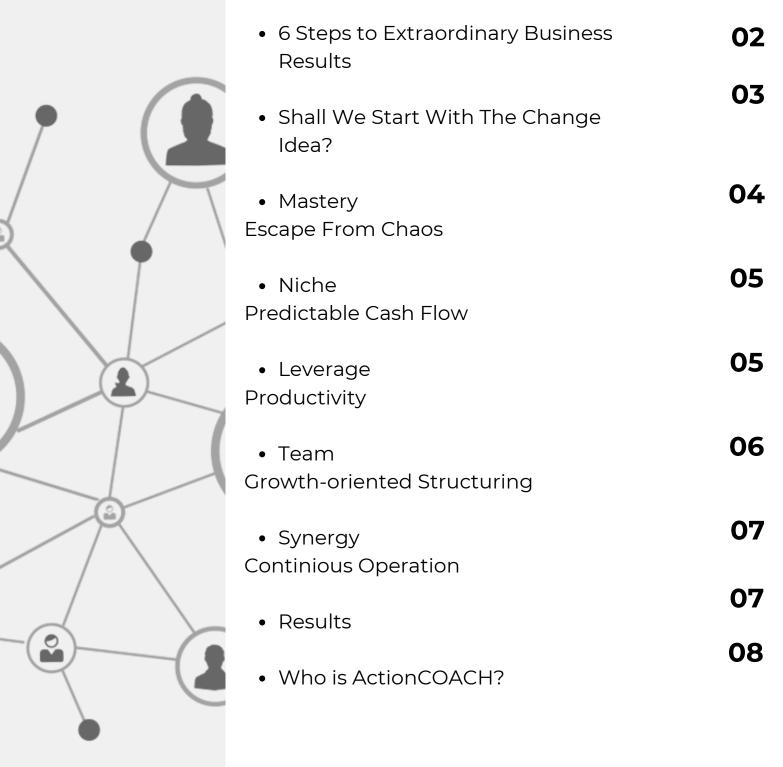




6 STEPS TO EXTRAORDINARY BUSINESS RESULTS



CONTENTS





To start with an example, let's imagine that you had a meal at your friend's house that blew you away. What do you do if you want to try cooking it as well?

A- Guess the contents by taking small bites.

B-Secretly throw a bite into your bag and send it to the lab.

C-Ask your friend for the recipe.

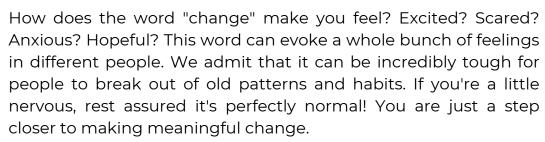
If your choice is A or B, good luck to you. If your answer is C you will need cooking instructions, a list of ingredients and seasonings. Maybe you have cooked the same dish before, but it tastes different, so you should put all instructions aside thinking, "I already know how to make this dish" and think again about what you can do differently to make it taste just like your friend's. Maybe it is time to try that insanely complicated technique you saw on Masterchef? In reality, it's time to put your master apron aside and get learning!

How great does a multi-million dollar enterprise that guarantees you a plush paycheck sound? How awesome would it be if you could go out to drinks with your friends without worrying what time or day it is? How much would your life would change if you could make it home for dinner every night? Even if you love running your business very much, the cycle of doing more to achieve more could not only be detrimental to other aspects of your life but it also doesn't guarantee business results. If you are anxious that business cannot survive without you being around, that probably means that your business is running you and not the other way round. The fact is, a week is only 7 days long and a day only 24 hours long. You will have those who say "I work 12 hours a day, no problem" but what if there was a way to increase productivity like you work 12 hours a day in half the time?

Do you have a business that makes money even when you are sick? How often do you check your emails when you are on a holiday? Like order, beauty and balance in nature; every business needs order, beauty and balance. This is where our 6 Steps methodology comes in. With the help of the hundreds of strategies within this methodology, countless businesses across the globe have taken the next steps towards profitability. So what is the 6 Steps methodology? Let's find out! actionCOA







"Madness: Doing the same things over and over and expecting different results." - Einstein

The only thing constant in life (and business life) is change. New trends and new consumer preferences are being created every day. Our world is far more colourful, fast-paced, personalized, and digital than any other generation.

Success = Financial + Operational + Marketing

BE X DO = HAVE

"Never wish your life to be easier. Always try to make yourself better. Work on yourself more than on your job. Jim Rohn







1- Mastery

Escape from chaos

Think of your vision as the pinnacle at the top of the mountain, your mission is to get all the way to the top. Your goals are the basic steps you need to take on the road to the summit and your company culture is what supports you through the winding road.

It may seem simple but your goals should be SMART (Specific, Measurable, Achievable, Realistic and Time-bound). Even five baby steps in the right direction can bring you closer to you your ultimate vision.

What about your money? If you are in control of your finances, you are in control of your business. You need to know how to earn, track, save and spend your money. Let's think about a doctor starting treatment without testing. How accurate can it be? How do you know areas of improvement without measuring your existing cash flow, profit margin, credit limits, stocks? How will you set realistic goals? Your biggest key to financial independence is your budget and reporting.

Once you have identified your key areas of improvement, how do you know where to start? How do you use your time? Time mastery identifies a simple framework to identify "urgent and important" tasks "not urgent but important" tasks, "urgent and not important" tasks and lastly "non-urgent and not important" tasks.

However, the only real way to get rid of the chaos is consistency. Sustainable success is the product of continued and consistent efforts.

Simon Sinek's "Start With Why" book will further shed light on how to categorise tasks and how to plan to achieve them.



What do successful businesses do differently?
Learn at the 6 Steps Webinar.
CLICK NOW to register!





2- Niche

Predictable cash flow

Let's think about aspects of your business that differentiate you from others. Why will your customer buy your cake and not the cake from the pastry shop next door? You have to create your unique selling proposition (USP). Is it because you have more customization options, because you are the cheapest, because you are the healthiest, because you have unconventional flavours or because you have the best customer service? Marketing is being able to differentiate your USP from your competitors and being able to communicate it to your customers.

What about giving guarantees? Consider the scenario of a car manufacturer that controls the brakes on your car. If one company guarantees the safety of the brakes and one doesn't, which one would you prefer? Once you have decided on your USP and your guarantee, all that is left to do is measure and evaluate. Who will be your ideal customer, how many of the passers-by enter your store, how many products/services do you sell, do your customers come again? Understand how various factors affect your turnovers and profits.

The predictability of cash flow also depends on your investments. You can increase your cash supply by increasing your investments in small percentages. An increase in investments even by a marginal number has the potential to significantly boost your cash flow.

You can read Al Ries, Laura Ries's book "The 22 Rules of Branding" to understand the importance of a USP

3- Leverage

Productivity

A business manager does not expect the weather to be always sunny, sometimes it will snow and the roads will freeze. Whatever the weather, it's always best to check the forecast before stepping out of the house. You may breeze past a short road without having your car checked or fitted for snow tires, but taking the long road can be dangerous. You should check the systems and technologies within your business. Once you identify the systems that work for you, have them updated to your current business situation, and if not, you should develop new systems that get the job done.





4- Team

Growth-oriented structuring

How you choose your team, your companions in your business journey? The way they are trained and the way your employees advocate for your company has a multiplier effect. So does your team share the same cultural values as you? Even if their broader characteristics differ wildly from yours, their motivations and commitment to grow within the organization will boost the growth of the business itself.

Business Cycle of "A" Teams





Transform your business from good to great.
Attend the 6 Steps Webinar.
CLICK NOW to Register!







5- Synergy

Continuous Operation

When you think about a profitable business that runs smoothly without your presence, it may seem like an extremely appealing idea but it is not without its trials and tribulations. Think about the time you learned to ride a bicycle. Initially, there are auxiliary wheels along with your parents occasionally supporting you from the back. As you finally begin to balance yourself, you take the wheels off one by one. You're a little excited, but what if you fall? You look in front of you without even blinking your eyes. Once you have decided that you want to ride your bicycle, you may stumble a couple of times but the excitement helps you get back up. After a few times of trying, you can ride your bicycle even by letting go of your hands. You are now on autopilot. You can think about what to eat where you go all while riding your bicycle. Or you can hire an autopilot, the general manager, and sit in the backseat and enjoy the ride while someone else looks after the pedalling.

6- Results

When it comes to becoming a more successful business owner, the most important thing to do is to get to know yourself better. It is only when you know yourself you will understand what you are truly capable of and what is it that you truly desire. As you become the best version of yourself, you will see that the environment you're in, as well as your business, slowly starts to evolve.

In the words of Rumi, "I was smart yesterday, I wanted to change the world. I'm wise today, I'm changing myself".

We have briefly acquainted you with the 6-step methodology, but don't be fooled by the conciseness of this E-book. Each step requires a thorough understanding of your business along with practical strategies (which will be taught at our free webinar) that are aimed to help you progress along the 6-steps

In the words of Richard Branson "If you learn how to run a business very well, you can manage as many businesses as you want at the same time. Because the principles are the same for every job."

In short, no matter which brand of bicycle you learn to ride, you will be able to ride any bicycle with ease. Ultimately it is all about moving forward while maintaining balance on the two wheels.





To Sum Up....

Going back to the recipe example at the beginning of the E-book, in this story, ActionCOACH looks at the ingredients you have (what is in your refrigerator or do we need to go to the shops), shows you how to measure (using measuring spoons vs using measuring cups), describes the cooking instructions step by step (what do we do first and why) and ultimately shows you how to make a dish that exceeds all of your initial expectations. ActionCOACH fits a role that supports you even if you didn't realise you needed it.

When you start applying the 6 Steps methodology in your company with the support of ActionCOACH, you can have a profitable company that hits targets and makes money without you.

Who is ActionCOACH?

Founded in 1993 by Brad Sugars in Australia, ActionCOACH is the world's #1 business coaching firm. The company generates over a billion dollars in revenue and operates in 70+ countries in the world. Our Vision is "To contribute to world welfare by developing business owners and their teams."



With ActionCOACH's 6 Step Methodology, Success Is Not A Coincidence

Located in over **70+ countries**,
ActionCOACH focuses on **the needs of businesses** and is
constantly evolving to reflect the latest advancements in the
business world.

The webinar has been developed by thousands of coaches both abroad and in the country as a solution-oriented 2-hour programme that focuses on the needs of the business owners.

YOU ARE INVITED! 6 Steps Webinar

We invite you to our FREE webinar to get a 360 degree view of your business with the guidance of an ActionCOACH Business Coach.

Visit Now To Learn More! http://www.actioncoach.com.au/6-step-webinar

Click Here to Register!

