



What is the 'Your Business Success Program' and why was it created?

The *Your Business Success* program is a system of coaching and educational tools and services based on the Channel 9 TV show of the same name. The program was created because many small to medium business owners;

- are reluctant to leave their business to find solutions to their issues even when they know they should.
- will only be motivated to learn something when they develop a specific need to learn it. All learning needs to be 'just in time' and immediately usable.
- cannot always find business coaches or consultants who service their geographic area.
- often cannot afford the services of a coach or consultant.
- are more likely to respond to advice from other business owners who have 'been there' and well respected entrepreneurs.

Program Goals

The goals of the Your Business Success Program are to encourage business owners to:

1. see problem solving as a continuous process and help them to stop 'putting out fires'.
2. become long term thinkers capable of making and executing their plans.
3. have the right attitude towards revenue, profit, cash-flow and funding rather than reacting day to day to the balance of their bank account.
4. focus on being business owners who keep a watchful eye on the big picture rather than always concentrating on day to day operations and tasks.
5. seek and ask for help if they need it but ultimately take responsibility for their business and its performance.
6. create successful businesses that have happy staff and customers, are making a profit and develop into valuable assets for their shareholders.
7. create a business that is 'sale ready' whether they intend to sell it or not. A sale ready business is a more valuable asset and provides better returns.

Content of the Your Business Success Program

Your Business Success is a comprehensive business coaching program designed specifically for owners of small to medium businesses.

The Your Business Success Program is broken up into five easy to digest volumes covering Marketing & Sales, Money, Cash-flow and Finance, Attracting and Keeping the Right People, Strategy & Business Planning and Operations and IT.

It includes:

- 80 business problem solving sessions on DVD. Watch as real business owners solve every day business problems with the help of some of Australia's most accomplished entrepreneurs and experts. These sessions will give you immediate solutions to issues that you are facing today or you are likely to face tomorrow.
- 5 manuals containing over 2,500 questions, concepts and ideas gathered during 11,000+ hours of real business coaching interactions. These manuals will allow you to drill down into your own issues and come up with proven solutions customised to your business.
- Several hundred knowledge segments covering keys areas including marketing, sales, finance, funding, cash-flow, recruitment, people management, staff motivation & training, planning, strategy, operations and I.T. Because you can pinpoint solutions that you need right now, even the most busy professionals can get results with this program.
- Interviews with many of Australia's best known entrepreneurs including Paul and Andrew Bassett of Seek, Craig Winkler of MYOB, Geoff Harris of Flight Centre, Janine Allis of Boost Juice and many more.
- One-on-one consultations with business coaches who have started, built and sold businesses. These sessions will address your immediate issues as well as help you to determine the best course of action to reach your future goals.

No other business program offers this many solutions and this much knowledge in one place.



Expected Program Outcomes

Below are the outcomes that can be expected for clients using the Your Business Success program. Note that throughout the program typical characteristics required are reinforced again and again such as persistence, motivation, leadership and focus.

Key Outcomes of Volume 1 – Marketing & Winning New Customers

Having completed Volume 1, clients will;

- Have knowledge of the different types of marketing campaigns available to small businesses including directories, online, Google Ads, telemarketing, email marketing, 'ambush' marketing, print etc. and the pro's and con's of each.
- Be able to think deeply about their most ideal customer, customer behaviours and the best way to attract their ideal customers.
- Understand the 'marketing mix' concept i.e. it's not one campaign or another that works it is a mix of campaigns. Also, they will realise that it takes between 6 and 9 contacts with a potential customer before their business becomes engrained in a customers mind therefore marketing must be an ongoing process.
- Understand which campaigns are more likely to suit their target market, how to implement and more importantly how to measure the results of different campaigns.
- Comprehend the 'science' behind the sales process, sales scripting and proposal writing.
- Know the importance of having a unique selling proposition and increasing sales using trial products, free offers and guarantees.
- Understand the difference between features and benefits and why customers buy benefits not features.

Key Outcomes of Volume 2 – Money Money Money

Having completed Volume 2, clients will;

- Have healthy attitudes towards profit and cash-flow and not just have a focus on revenue. They will also be taught to plan to be profitable.
- Realise that 'the dollars' are not the only factor to be considered in most decisions e.g. leasing a poorly located premises with no parking to 'save' money. How to make effective decisions.
- Understand the debt collection process and how to 'train' customers to pay on time.
- Understand the different options available for funding and how to talk to banks and private investors. Other forms of cash flow relief covered include inventory finance and factoring.
- Have developed a simple but effective financial model to assist with forecasting sales, expenses, profits and cash flow.
- Understand basic insurance concepts such as key person, life, income protection.

- Know how to manage statutory requirements such as tax, super and self-managed superannuation funds.
- Have a basic knowledge of shareholder and partnership agreements and their use in business protection.
- Understand the basics of business valuation, selling a business and the process of due diligence.

Key Outcomes of Volume 3 – Attracting and Keeping the Right People

Having completed Volume 3, clients will;

- Know how to compete with other businesses for the best staff.
- Be able to find the best staff using job boards, recruitment companies, head hunters and using their own staff and/or website.
- Understand the importance of being an effective leader and how to delegate.
- Know how to ensure the candidate is right for the role. Developing position descriptions, Key Performance Indicators and targets.
- Have developed a structured interview process to ensure that every candidate goes through the same process.
- Learn how to remove 'bias' from the interview process.
- Know how to find staff in areas or industries that have difficulty finding staff.
- Understand the importance of induction and training programs even in small business.
- Know how to motivate and encourage staff and make sure they work towards the vision of the business.
- Understand work / life balance and how to create a business that doesn't completely depend on the owner.
- Learn how to utilise succession planning practices to ensure that important information stays within the business even if staff leave.
- Understand the basics of workplace agreements.

Key Outcomes of Volume 4 – Creating the Right Strategy

Having completed Volume 4, clients will;

- Have written a business plan that will guide and evolve with their business.
- Understand what investors and banks look for in a business plan and what not to put in a plan.
- Know how to seek government assistance for a business idea.
- Learn about trademarks, copyright and patents for new inventions.
- Learn how to buy a franchise or prepare their own business to be franchised.
- Learn what is involved if they wish to sell their product overseas, the export process, operating in different currencies and the how to mitigate the risks.
- Receive an introduction to the legal aspects of setting up, franchising, commercialising and exporting.
- Learn about the most important aspects of presenting and packaging a product.

Key outcomes of Volume 5 – Operations and IT

Having completed Volume 5, clients will;

- Learn about the importance of workplace safety and compliancy requirements.
- Understand the use of Automation to streamline the efficiency of a business.
- Learn about using customer surveys and how to improve customer service.
- Understand process improvement for manufacturing, hospitality, retail and service businesses. Introductions to Six Sigma and Key Performance Indicators are provided.
- Know how to specify and design a system to streamline their business and evaluate off the shelf software applications.
- Understand basic technology for small business such as the use of servers, PDAs, wireless networks, virtual private networks and video collaboration.
- Learn about websites and secure online payments.
- Learn how to streamline the quoting process.
- Understand changes they can make to be more green such as dealing with waste, fuel efficiency, power consumption, LPG conversions etc.

Volume One - Marketing and Winning New Customers

Disk 1

Building your brand

CASE STUDIES

Study Company/Advisers

Capital Glass/Virgin Blue
The Big Issue/Private Media Partners
Sky Golf/CLEANEVENT
The Cavalry/Toyota
Acorn Nursery/Quest Apartments

SEGMENTS

Marketing Tools

Brand strategy
Creating a new brand
Defining your brand
Re-inventing your brand
Leveraging your brand
Designing a new logo
Market researching
Creating a corporate image
Creating a corporate uniform
Optimising your website
Using your website
Enhancing your website
A unique point of difference

Strategy Tools

Maximising growth
Controlling growth
Diversification accounting
Protecting your brand
Going back to basics

Finance Tools

Funding asset growth

Insurance Tools

Business insurance

Be Inspired

Brett Godfrey – Virgin Blue
Eric Beecher & Di Gribble – Private Media Partners
Craig Lovett - CLEANEVENT
Paul Constantinou – Quest Apartments

Bonus

Janine Allis – Boost Juice

Disk 2

Promoting your business

CASE STUDIES

Study Company/Advisers

Dreamfit/Messages on hold
Witches in Britches/Victory Blinds
Ruskies Deli/Darrell Lea
Gills Nursery/Brighton
Toyota

SEGMENTS

Marketing Tools

Ambush marketing
Target marketing
Word of mouth
Retail merchandising
Retail up-selling
Advertising options
Newspaper advertising
Direct advertising
Yellow advertising
Tracking results
Retail refitting

Strategy Tools

Effective Management
Creating a corporate culture

Finance Tools

Cash flow Management
Reversing Insolvency

Operations Tools

Office Systems and Procedures

HR Tools

Management Training
Customer Service
Sales Bonuses

Be Inspired

Kym Illman – Messages on Hold
Tony Cassar and Gino Venegas – Victory Blinds
Graeme Steward – Brighton
Toyota
Jason Lea – Darrel Lea

Bonus

Ian Elliot – CEO George
Patterson Bates

Disk 3

Power Networking

CASE STUDIES

Study Company/Advisers

Bindoon Bakery / Steel Blue
Hidden Valley/Heritage Tea Rooms
Ikon Doors/Fugen
NSW Food Tour

SEGMENTS

Marketing Tools

Press releases
Boutique marketing
In-store marketing
Live marketing
A business quickie
Showcasing
Networking
Brand support
Industry support
Industry co-operation
Industry networking
Signage

Strategy Tools

Mentoring programs
Government services
Updating the plan

Finance Tools

Leasing vehicles
Small business checklist

Be Inspired

Dan Murphy – Fugen
Peter Nichols – Steel Blue Footwear
Allan & Michelle Sharpe – Heritage Tea Rooms

Bonus

Alla Wolf-Tasker
– Lake House

Disk 4

Selling for success

CASE STUDIES

Study Company/Advisers

Thoughtware/Virgin Blue
AllHome Cinemas/Toyota Australia
Fastrack Racing/Langdon Ingredients
Maria's Pasta/MYOB

SEGMENTS

Marketing Tools

Brand persona
Defining a market
Profiling a market
Launching a product
Radio advertising
Integrated marketing
A marketing plan
Customer database
Client history
Sales processes
Scripting
Product review

Strategy Tools

Strengths and weaknesses

HR Tools

Product training
The road to a sale

Operations Tools

Customer management
Salesforce.com

Be Inspired

Craig Winkler – MYOB
Chris Langdon – Langdon Ingredients

Bonus

John Anderson – Contiki Tours

Volume Two - Money Money Money

Disk 1

Managing your Cashflow

CASE STUDIES

Study Company/Advisers

Designer Truss/Beechworth Bakery
Mincham Aviation/Seeley International
Choclicious/V Australia
Bendigo Magazine/Jimmy Possum

SEGMENTS

Finance Tools

Working capital
Cash budgeting
Budget planning
Debt collection
Learning the language
Loan preparation
Greenfields funding
Investor readiness
Foreign exchange
Risk management

Strategy Tools

Community investment
Strategic planning
Forward planning
Fostering relationships
Expert advice
Export planning

HR Tools

Recruitment planning
Personality profiling
Staff retention

Operations Tools

Keep it simple
Stock optimisation
Retail software

Be Inspired

Tom O'Toole – Beechworth Bakery
Frank Seeley – Seeley International
Scott Swift – V Australia
Margo Spalding – Jimmy Possum

Bonus

Craig Winkler – MYOB

Disk 2

Accounting for Control

CASE STUDIES

Study Company/Advisers

Swim Bike Run/Jim's Mowing
Ripe Maternity Wear
Mountain Timbers/Healthy Habits
Ronstan/Centor Architectural

SEGMENTS

Finance Tools

Retail cost cutting
Retail software
Stock management
Over stocking
Plan updating
Personal planning
Modernising accounting
Analysing accounts
Maximising accounts
Salary packaging
Self managed super funds
Supply chain software
Financial restructuring

Operations Tools

Operations manuals
OH&S manuals
Lean manufacturing

Marketing Tools

Effective in store merchandising

Be Inspired

Katherine Sampson – Healthy Habits
Nigel Spork – Centor Architectural
Kate Beaconsfield & Lisa Balakas – Ripe Maternity Wear

Bonus

Jim Penman – Jim's Group

Disk 3

Financing Your Decisions

CASE STUDIES

Study Company/Advisers

Manning St. Deli/Falcones Bakery
BW Building/Becton
The Purist Company
Brazilian Beauty/Battery World

SEGMENTS

Finance Tools

Local banking
Account consolidation
Debt capitalisation
Unsecured loans
Cashflow modelling
Reinvestment strategy
International payments
Industry loans
Recovery strategy

Operations

Quoting software
Travel policies
Café layout

Marketing Tools

Rebranding
Franchisee marketing

Strategy tools

Location research
Franchisee growth
Industry support

HR Tools

Vacancy advertising
Behavioural interviewing

Be Inspired

Max Beck – Becton
Andrew Falcone – Falcone Bakery
James Nixon-Smith – Battery World
Will Evans & Katherine O'Keefe – The Purist Co

Bonus

Martin Grunstein – Success Communications

Disk 4

Funding Your Business

CASE STUDIES

Study Company/Advisers

Clear Objective/Wotif.com
Fitnessworx/DisAbility Assist
Protectelec/Hankers Technology
Phicom/Toyota Style

SEGMENTS

Finance Tools

Financial mentoring
Investment preparation
Expansion funding
Venture capital
NEIS funding
COMET funding
AusIndustry funding

Strategy Tools

Product research
Product description
Patent protection
Business relationships
Expansion planning
International expansion
Provisional patents

Operations Tools

Ramping up manufacturing

Be Inspired

Graeme Wood - Wotif.com
Nicholas Hogios – Toyota Style Australia
Janet Hartrick – Disability Assist

Bonus

Malcolm Sharp – Sharp Airlines

Volume Three - Finding and Keeping the Right People

Disk 1

Recruiting the right people

CASE STUDIES

Study Company/Advisers

Barfab/Virgin Blue
Maru Koala Park/Brumby's
Better Exteriors/AG Coombs
Healthstyle Pharmacy/
Sunlite City Hardware

SEGMENTS

HR Tools

Recruiting procedures
Specialist recruitment
Online recruitment
Interview procedures
Professional development
Apprentice outsourcing
Group training
Updating your culture

Strategy Tools

Development strategy
Development plan
Retail strategy

Finance Tools

Negotiating a lease

Operations Tools

Retail layout
Hybrid vehicles

Be Inspired

Brett Godfrey – Virgin Blue
Michael Sherlock –
Brumby's
Russell Telford – AG
Coombs (Plumbers)
Steven Czeiger – Sunlite
City Hardware

Bonus

Martin McCrindle –
McCrindle Research

Disk 2

Managing people

CASE STUDIES

Study Company/Advisers

The Minders/Hydrodog
Callaghan
Collision/BridgeClimb
Kokoloco/Neal Bates
Motorsports
ADM Customs &
Freight/EzyDVD

SEGMENTS

HR Tools

Job descriptions
Role documentation
Management creation
Management structure
Setting a vision
Delegating responsibility
Incentive structuring
Role refinement

Strategy Tools

Growth planning
Leading the team

Finance Tools

Financial profiling
Accounting software

Marketing Tools

Branding & uniformity

Operations Tools

Raising productivity
Payroll outsourcing
Mobile quoting

Be Inspired

Paul Cave – Sydney Bridge
Climb
Neal Bates – Neal Bates
Motor Sport
Jim Zavos - EzyDVD
Martin Rose - Hydrodog

Bonus

General Peter Cosgrove

Disk 3

Work/life balance

CASE STUDIES

Study Company/Advisers

Gaia Skin Care/Symply Too
Good
Alchemy Cordials/Fone
Zone
Coffee Gurus/Aspen Medical
Red Scooter/Semaarn
Salons

SEGMENTS

HR Tools

Workplace agreements
Agreement consultation
Career paths
Team motivation
Stress management
Goal setting
Maintaining partnerships

Strategy Tools

Time management
Quantifying goals
Goal achievement

Finance Tools

Multi-user accounts software

Marketing Tools

Categorising customers

Operations Tools

Home office tips
Induction manuals
Documenting processes

Be Inspired

Maxine Horne – Fone Zone
Glenn Keys – Aspen
Medical
Annette Sym – Symply Too
Good
Brian Clark – Semaarn
Salons

Bonus

Robyn Moore – The Power
of the Word

Disk 4

Succession planning

CASE STUDIES

Study Company/Advisers

Whirlwind Print/Crazy John's
Buller Wines/De Bortoli
Wines
Heltech Industries/The
Riviera Group
Omega Security/Allmore
Constructions

SEGMENTS

HR Tools

Family succession
Succession structure
Succession security
Succession support
Exit options
Stepping back
Management restructuring

Strategy Tools

Management buy-out

Finance Tools

Funding sales growth

Marketing Tools

Changing markets
Elevator pitch

Operations Tools

Sales systems
Leading edge
communications
Upgrading communications

Be Inspired

John Ilhan – Crazy Johns
Darren De Bortoli – De
Bortoli Wines
Wes Moxey – The Riviera
Group

Bonus

Max Beck - Becton

Volume Four - Creating the Right Strategy

Disk 1

Business planning

CASE STUDIES

Study Company/Advisers

SPH/Black & White Cabs
Paragon Homes/Simonds Homes
Melbourne Private
Tours/Lake House
ARCS Building Group/
Platinum Electrical

SEGMENTS

Strategy Tools

Raising awareness
Government assistance
Management potential
Production growth
Sales planning

Operations Tools

Structured operations
Finance procedures
Cleansite program
PC projectors

Marketing Tools

Marketing as "green"

HR Tools

Staff involvement
Training salespeople

Be Inspired

Alla Wolf-Tasker - Lake House
Gary Simonds - Simonds Homes
Greg Webb - Black & White Cabs
Josh Nicholls - Platinum Electrical

Bonus

Paul and Andrew Bassatt -
Seek.com.au

Disk 2

Franchising

CASE STUDIES

Study Company/Advisers

Buying a franchise
Animals On The Move/Fernwood Clubs
Dia Oro/Clark Rubber
Koffeone/Pack and Send
Alter IT/Flight Centre

SEGMENTS

Strategy Tools

Franchise selection
Franchise finance
Franchise modelling
Franchise documents
Franchise assessment
Franchise replication
Franchise expansion
Trademarks

Operations Tools

Site acquisition
Vehicle fit-out

Marketing Tools

Logo design
Market positioning
Brand awareness

HR Tools

Selecting the right franchise

Be Inspired

Di Williams - Fernwood Clubs
Chris Malcolm - Clark Rubber
Michael Paul - Pack and Send
Geoff Harris - Flight Centre

Disk 3

Exporting

CASE STUDIES

Study Company/Advisers

Renaissance of Leather/Wild Child
Tony Ferguson/Vitaman
Traditional Foods/Interpath

SEGMENTS

Strategy Tools

Export preparation
Export readiness
Export start-up
Export research
Export scalability
Export capability
Export networking
Export legals
Export risk

Be Inspired

Leanne Preston - Wild Child
Clare Matthews and Glenn Kiddell - Vitaman
Nabi Saleh - Gloria Jeans
Dan and Corina Bright - Interpath
Paul Eisen - Resmed
Boris Schlensky - ADInstruments

Bonus

David Buckley - Austrade

Disk 4

New Inventions

CASE STUDIES

Study Company/Advisers

Quattrolifts
Smart Burn/Kinetic
New Water/Pentair Water
Australian Technology Showcase

SEGMENTS

Strategy Tools

Roads to market
Licensing
Commercialisation strategy
Market alignment
International development
International contacts
International patents
International trademarks

Finance Tools

Financial needs analysis

Marketing Tools

Holistic marketing campaign

Operations Tools

Kaizen production principles

Be Inspired

Chris Heyring and Andy Van Kann - Kinetic
Steve Brooks - Pentair Water

Bonus

Dean Cameron - Biolytix
Peter and Nicole Lander - Battlefield Sports
Ross Church - App-Tek International
John and Dorothy Finlayson - ALEIS

Volume Five – The Engine Room – Operations and I.T.

Disk 1

Process improvement - manufacturing

CASE STUDIES

Study Company/Advisers

Form 2000/Toyota Australia
Calbic Precision
Engineers/Schefenacker
Nover/Southern Cross
Produce
R Radford & Sons/Norvic
Food Processors

SEGMENTS

Operations Tools

Workplace safety
Traffic Management
Forklift safety
Aisle compression
Efficient processes
Efficient production
Priority production
Automated production
Paperless auditing

Strategy Tools

Customer relations
Business review
Export standards

Marketing Tools

Targeting sales growth

Be Inspired

Bill Chalk – Southern Cross
Produce
Phillip McKenzie & Frank
Caia – Toyota Australia
Brian Freeborn –
Schefenacker
Jon Hayes – Norvic Food
Processors

Bonus

Paul Cave – Sydney
BridgeClimb

Disk 2

Process improvement – retail and services

CASE STUDIES

Study Company/Advisers

Luscious Affairs/The
Oceanic Group
CPX Printing/Dominoes
Pizza
Breakfast Point Supa
IGA/Supabarn
Dr. Latham's Surgery/My
Smile Dental

SEGMENTS

Operations Tools

Component costing
Component documenting
Customer service
Customer surveys
Supermarket software
Practice expansion
Practice re-invention
High performance workplace

Strategy Tools

Attracting customers
Financial strategies
High volume mentality

Be Inspired

Don Meij – Dominoes Pizza
Ros Harvey – The Oceanic
Group
Eric & Theo Koundouris –
Supabarn
Melly & Erdem Salih – My
Smile Dental

Bonus

Martin Daley – Virgin Blue

Disk 3

Using technology to grow

CASE STUDIES

Study Company/Advisers

Stuart Wines
Company/Australian Institute
of Fitness
Thomas Logistics/Rutledge
Engineering
DR Fisher Building/Better
Building
Comer/Jeogla Station

SEGMENTS

Operations Tools

Virtual private networks
Wireless internet
Mobile tracking
Video collaboration
Interstate expansion
Quoting assistance
Herd management
NLIS technology

Strategy Tools

Support for women in
construction

Finance Tools

Electronic bookkeeping

HR Tools

Recruiting personnel for
expansion

Be Inspired

Isabella & Ivan Juric – Better
Building
Michael Rutledge –
Rutledge Engineering
Richard Braham – Jeogla
Station
Craig Timms – Econova
Les Luscombe & Frank
Downes – Grabba
International

Bonus

Keran Wicks – Network
Video

Disk 4

Going green

CASE STUDIES

Study Company/Advisers

Full Impact/Toyota Australia
McKinna
Sheetmetal/Complete
Colour Printing
Home Couture/Dinosaur
Deals
The Mettle Group/Clarence
Street Cyclery

SEGMENTS

Operations Tools

Environmental management
Environmental processes
Waste recycling
Wasteless production
Energy saving
Fuel efficiency
LPG conversion
Technology upgrade
Communications upgrade
eBay listing

Strategy Tools

eBay marketplace

Finance Tools

Secure online payments

Be Inspired

James Holgate - & Leanne
Farrell – Toyota Australia
Tony & David Cook –
Clarence Street Cyclery
Jonathan & Anthony Bass –
Dinosaur Deals
Tim Michaelides – Complete
Colour Printing

Bonus

Jonney Shih – Asustek
Computers Inc.