

Business Innovation & Growth (Big) Boot-Camps™

Transforming Your Business

US Business Strong's 30-Day Transforming your Business Boot-Camps enables visionary founders and product leaders of early-stage, emerging companies to tap into *the high growth potential their organizations deserve.*

If you're anything like most other small business owners, you spend a lot of your days in a state of overwhelm and feeling like you are stuck. For many business owners those feelings originate in one major issue. One challenge above all others needs to be tackled effectively right now before you and the business can start to move forward again:



- Maybe it's your marketing that isn't working and you are not getting enough new inquiries
- Or maybe you're not converting enough inquiries into new sales, or
- You need growth capital, or
- You're always struggling to pay the bills on time, or
- Maybe your staff are not delivering for you, or
- Your business plan is way out of date
- Or you simply feel that you are drifting from job to job, client to client, without a sense of direction.

We believe most of us experience at least one of those challenges at some stage in our journey. When we are in the midst of such a challenge it can feel like we are surrounded by a fog through which we can see very little else. What we need at a time like that is to fix that issue and lift the fog... Nothing else.



Tackle one issue at a time

If you find yourself in that situation from time to time, we are here to help and want to help you. The One-Month Business Transformation Boot-Camps are short, sharp, fun programs designed to tackle one specific business development priority in your business, in one month, and implement a series of effective and simple strategies that will start to transform that specific aspect of your business. **One Month... One Issue... Fix it now!** Each of the One-Month Business Transformation Boot-Camp tackle one of the following topics (click on each one for more information)

- BC #1 - Transform Your Purpose – *A Business without true purpose and passion, Isn't!*
- BC #2 - Transform Your Business Plan – *A Business without a plan achieves everything in It!*
- BC #3 - Transform Your Cash-Flow - *A Business that doesn't make profit and generate cash is a Hobby*
- BC #4 - Transform Your Marketing - *Marketing is everything and everything is Marketing*
- BC #5 - Transform Your Sales - *Nothing happens until we sell Something*
- BC #6 - Transform Your Staff - *Fun business hires the brightest and keeps the Brightest*

“Fun in Business” Transformation Boot-Camps

What’s it all about:

The New Perspectives Fun in Business Intensive is transformative 6 – 12 month Business coaching, development, business advice and mentoring program designed for small business owners who want to have more Fun in their businesses and build businesses that sustain them for years to come. The Intensive is designed for people who are ready to roll up their sleeves and start to build a Fun Business now. The foundation of the boot-camp is built from the many years of experience of our trusted mentors and proven resource tools and service providers.

Why this program is important for you:

Starting and running a small business is a journey. It’s a big journey, an adventure. That’s as it should be, because change can only ever happen on journeys. Nothing ever happened in the safety of the harbour. To change our business and our life we have to get out onto the ocean and set sail for the horizon and don’t come back.



This is exactly what inspired our group of professional to establish a trusted resource to help further USA business entrepreneurship. When you are ready to change your business and your life, take us on the journey with you. We can help you set a course, adjust the course when you come across obstacles or storms you have to sail round. Our goal is to ensure you don’t sail around in circles nor that you sail back to the harbor and we want to help you know when to row and row hard and when to let the wind take you along for a while.



We hope that you take advantage of our Fun in Business Transformation Boot-camps. Our goal is to truly change one business, one life at a time.

Free Discovery Session:

Prior to engaging in any of the One-Month transformation boot-camps we will carry out a Free 30-minute Discovery coaching session to find out more about your specific challenges. We’ll decide which program is most suited to you and I will tailor the program content to your circumstances.

The Transformation Boots come with a workbook and relevant resources/tools such as videos, podcast stories, webinars, articles, surveys and templates.



*The Right people on the bus,
in the right seats,
facing the Right direction.*

Contact Us to Schedule a **FREE Business Innovation & Growth (“BIG”) Analysis™** (\$1,500 value).

Boot-Camp #1 - Transform Your Purpose

“A Business without True Purpose and Passion, Isn’t”



Why does your business exist?

What’s it on this earth for? And why would anybody care?

Many times when I’ve asked business owners those questions, they answer with a variant of the three standards replies:

- ***We deliver a great product.***
- ***For a great price.***
- ***With great customer service.***

Is that maybe what you would have said?

Probably, right? But the problem is that all your competitors say the same thing (they do, believe me), and so you make it very difficult for your prospective customers to make a decision based on anything other than price, and we all know that competing on price is a dog’s game; We’d all like to stay away from competing on price if we could, right?

What You Can Expect

In the Transform-Your-Purpose program we find the unique answer for you and your business to the question of why your business exists, what it’s Greater Purpose is, and why anyone else would care about that. When you nail that answer, once and for all, your business and your life will never be the same again...

Boot-Camp Success - Helped you focus so you can leave clients and meetings feeling aligned, confident and positive about the direction that you are heading

Boot-Camp #2 - Transform your Business Plan

“A Business Without a Plan Achieves Everything in It”



We all know we should have a business plan, all the business gurus, all the business books, our accountants and even aunt Sally have told us so for years... Or maybe you actually did write a business plan a couple of years ago, but you haven't looked at the thing for over a year and it's gathering dust in the bottom of a filing cabinet somewhere.

So how do we write a business plan that actually works, a business plan that functions as a tool for the development of our businesses, a business plan that makes a difference.

What you can expect

In the Transform-Your-Business-Plan program you get to understand how to write a business plan that transforms your business, and depending on your circumstances you'll either create your first ever living business plan or get well under way to creating one, in a great position to complete it and implement it in your business.

Creating a business plan that works for your business is the first step to transforming your business and your life.

Boot-Camp Success – Helped you develop a roadmap to implementing a range of changes in your business and life

Boot-Camp #3 - Transform Your Cashflow

“A Business that Doesn’t Make Profit and Generate Cash is a Hobby”



Many times have I spoken to business owners who tell me they are confused about the fact that they make profit, but they don't know where the money is. In my days as a builder I also saw lots of business owners get into trouble, because they thought that because they had lots of money in the bank, they must be doing alright.

The fact is that the connection between profit and cash is a loose one generally speaking, unless your business operates entirely on a cash on delivery basis, and very few businesses are. To build a fun business you simply must keep your eyes on 4 things:

- Sales
- Production
- Invoicing
- Collections

Drop your attention from any one of those 4 factors and as sure as God made little apples, you'll get into trouble.

What you can expect

In the Transform-Your-Cash-Flow program you'll learn how to measure those 4 factors. You'll also learn which one of the four is the most important and how to watch it and manage it like a hawk.

To build a business that is Fun and that sustains you for years to come you have to be all over those 4 factors, like a rash.

Boot-Camp Success - Helped you focus on the fundamentals and that has can now give you peace of mind and control over your business

Boot-Camp #4 - Transform Your Marketing

“Marketing is Everything and Everything is Marketing”



Most of us think of marketing in terms of advertising, and doing social media, sponsoring the local under 10's footy team or going networking at the local chamber of commerce.

And all of those things fall in the marketing camp, no doubt. But marketing is so much more. The price you charge for your product is a marketing decision. How you answer the phones in your business is about

marketing and so is the wording you use on the reminder letters your accounts receivable person sends out to your customers.

Everything you do and every decision you take in your business has a marketing angle to it. In fact if there is anything you do in your business that doesn't have a marketing angle associated with it you could argue you shouldn't be doing it at all. The Granddaddy of all the 20th century business gurus, Peter Drucker, used to say that the the purpose of business is to get and keep a customer, so anything that doesn't contribute to doing that, doesn't belong in your business. Does that sound a bit extreme? Maybe, but let's find out what it means for your business.

What you can expect

In the Transform-Your-Marketing program we'll examine the opportunities in your business to improve your marketing so that you'll start to bring more customers through your doors.

To build a business that is Fun and that sustains you for years to come, you have to learn to think about marketing in everything you do.

Boot-Camp Success: Helped you address the hard issues and in doing so, you can make changes which have saved you money

Boot-Camp #5 - Transform Your Sales

“Nothing Happens Until We Sell Something”

Without sales there are no customers, without customers there is no income and without income there is no business. It truly doesn't matter how gorgeous your website looks, how well your apple peeler works or how silently your IT systems are humming along in the background. Business can not exist without sales.

But sales can be hard. There are some people for whom sales comes easily, but you may not be one of those people. The temptation for many small business owners is to believe that if we deliver good enough products or services, the customers will somehow flock to our doors. But the customers rarely will cue up for our stuff the way they do for the latest Iphone. Somehow we have to get our stuff in front of enough of the right people and then we have to make it so attractive to buy from us that they'll do so with a smile

What you can expect

In the Transform-Your-Sales Program we'll look at the opportunities in your business to make sales much easier for you and your business, so that you'll convert a greater percentage of the people that walk through your doors into paying customers.

To build a business that is Fun and that sustains you for years to come, you must get good at sales.

Boot-Camp Success - Helped you understand how to more productivity allocate time for you and to your business

Boot-Camp #6 - Transform Your Staff

“A Fun Business Hires the Brightest and Keeps the Brightest”



*The Right people on the bus, in the right seats,
facing the Right direction.*

An old business mentor of mine used to say: “You could have such a great business if it wasn’t for the staff”, and famous business author Michael Gerber said in *The E-Myth*: “It’s impossible to manage people, because people actively resist being managed and they are unpredictable, only systems can be managed”.

I’m not sure that I entirely agree with Michael Gerber, but he had a point. People complicate things. It’s much easier to manage an office after hours, when everyone else has gone home. But the nature of business is that it’s with people that business creates value. It’s the combined effort and creativity and knowledge of the people of the business, that allow a business to make profit and grow and develop.

But all people are not created equal, some are definitely more equal than others, and some start out looking really good, but half a year down the track we’re not so sure anymore. Maybe that’s even a pattern that seems to repeat itself a lot in your business? So how do we go about finding the right people and once we have them how do we keep them engaged?

What you can expect

In the Transform-Your-Staff Program we’ll look at the opportunities in your business for finding and keeping the right people and maximizing the opportunities we have to get our people to do great work.

To build a business that is Fun and that sustains you for years to come, you must have the right people on the bus, and facing in the right direction.

Boot-Camp Success – Helped you create a simple, effective, and repeatable process that makes for more of a team effort