



E-Book

HOW YOU CAN SCALE YOUR BUSINESS IN 6 STEPS

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Introduction

Hello, everyone! I'm Brad Sugars, the chairman and founder of ActionCOACH, and I'm thrilled that you have downloaded this e-book. In this e-book, I will share the secrets of the business coach system – the insights gained from 30 years of transforming companies. I'll walk you through the story and the framework that can help you build the work life and business of your dreams.



Agenda

Now, let's dive into our agenda. First up, we'll tackle confidence. I want to help you replace uncertainty with a strong sense of confidence in your business. Second, we'll address clarity. Say goodbye to confusion as we pave the way for a clear path forward. And lastly, we're aiming to unlock your true potential. Ultimately, my goal is to assist you in making more money in your business – a lot more.

But here's the catch – I need your commitment to implementation. Let's not just talk about it; let's take action. Warren Buffett once said, "You only have to do a very few things right so long as you don't do too many things wrong." At present, let's focus on avoiding those pitfalls and steering towards success.

So, are you ready to make a deal? Ready to get started? It all comes down to taking action. In this e-book, I'll condense 30 years of experience into a brief overview.

Three decades ago, inspired by the likes of Robert Kiyosaki and his book "Rich Dad, Poor Dad," I ventured into teaching about money in 1993. That passion led to the creation of ActionCOACH. Our mission and vision revolve around world abundance through business reeducation. You, reading this e-book now, aligns with my mission to help you grow your business and contribute to the larger vision.

Reflecting on these 30 years, I realize the impact we've had on generations. I want to empower you to be a leader in your generational shift – for your business, family, and future. This isn't just talk; I've been on stages worldwide, teaching and learning, and it's all documented in photos, videos, and testimonials. Why share all this? Because this isn't about theory – it's about proven success. Students who started with me years ago now run successful businesses. It's not a theory; it's evidence of what happens when you follow the principles we'll discuss.

So, what's on the agenda? I'll reveal the formula for success, share the secrets of growing a business, guide you on personal growth, and provide the framework that ties it all together. Get ready for an enlightening journey!



Rules Before We Dive In

Hey there! Before we jump into the good stuff, let me throw a question your way. Ever notice that dreams and goals need a bit of a growth spurt to happen? Well, here's the deal – the 80/20 rule is still in play. Only 20 percent of folks are going to roll up their sleeves and do the work. And guess what? If you're here, you're in that 20 percent. How do I know? Simple – you not only signed up for this e-book, but you're here, reading, and even taking notes. You're committed, and that's awesome!

But here's the golden ticket: Learn before you earn. Back when I was a spry 16-year-old, I told my buddy I'd retire by 25. Now, I didn't exactly hit the retirement mark at 25, but at 26, I financially took a breather. His dad laughed it off, but little did he know that teenage Brad was all about learning and growing – reading, courses, mentors, coaches, the whole shebang. So, are you ready to grow into your goals? Your business might not be where you want it now, but it's got the potential.

First rule – it's got to be fun! If it's not fun, we're not doing it. So, are you up for some fun? Secondly, I'm not just handing you a fish; I'm teaching you how to fish for a lifetime. Third, let's ditch the "I know" attitude. As adults, replace it with "isn't that interesting." Trust me, it keeps things exciting. Number four – brace yourself for some blinding flashes of the obvious. I'll be throwing reminders your way that might make you go, "Well, duh!" But hey, simplicity is the key in this time. And finally, number five – 100% participation. The more you dive in, the more I'm bringing to the table. Get excited, and I promise, the better the stuff I teach. So, are we ready to get pumped up?

The Point of Power



Alright, let's dive into the heart of it – the point of power. So, where do we kick off this journey? Above and Below the line. Above this point are three crucial elements: ownership, accountability, and responsibility. These are the building blocks of leadership. and I've got some excellent resources on my YouTube channel, ActionCOACHTV, for leadership training. Hop on over there, or better yet, chat with your coach about our leadership and management training programs. Now, let's talk about these key leadership traits.

Beneath that power point lies the abyss of blame, excuse, and denial – behaviors that effective management nips in the bud. If there's a lack of management or bad management, these behaviors can rear their ugly heads. Management boils down to two crucial things: competency and productivity. Jot that down. On the flip side, leadership thrives on passion and focus. Write that down too. This is the essence of what we're exploring.

Now, I'm throwing down the challenge. Are you game to play above that point? Are you ready to embrace ownership, accountability, and responsibility?

Now, the challenge I present is this – take a moment to absorb it. My mission is to distill the 20,000 hours I've poured into mastering the art of creating business success and deliver it to you in this e-book. Can you keep up with the pace? I bet you can!

Why is this going to work? Because I'm all about simplification. Look, I've penned 18 books, and if you haven't snagged them all, head over to my website at bradsugars.com or amazon.com. Read through the entire collection. These books, my franchises – be it the commercial cleaning franchise or ActionCOACH – everything revolves around simplifying and creating models.

Let me share a golden nugget from one of my mentors, Dr. Buckminster Fuller. His wisdom? When you're doing something, create a model or an artifact. And that's precisely what I'm doing here. Everything I'm sharing with you are models that you can sketch on a piece of paper. If it can't be explained on a napkin, it's too complex. I break it all down to a single napkin, and that's how I want to teach it to you. Learn it and do it – that's our game plan. Ready for the adventure? Let's dive in!

The Business Coach System



Welcome to the Business Coach System – the gateway to a business that grows effortlessly, boasts an exceptional team, generates real profits, attracts fantastic customers, and, best of all, runs smoothly even when you decide to hit the snooze button.

Imagine waking up to a business that showers you with profits whether you roll out of bed or not. That's the dream we're chasing here. In my world, being in business should do more than fill your pockets – it should give you more life.

Now, stepping into a leadership role means taking charge, as General Norman Schwarzkopf wisely said, "Placed in command, take charge." So, after reading this e-book, consider yourself in command of your business. But it's not about merely running or working it; it's about taking charge. There's a massive difference, and I'm here to guide you through it. Are we all on board with that? You're in command; it's time to take charge!

The Formula for Success - Dream, Goal, Learn, Plan, Act



Welcome to a transformative journey as we unravel the secrets of success together. In this chapter, we explore the powerful formula that has taken me 17 years to grasp fully—Dream, Goal, Learn, Plan, Act—the quintessential keys to unlocking success. Let's embark on this enlightening adventure, redefining the way you perceive and achieve your dreams.

This formula, a culmination of years of experience, growth, and understanding, is the backbone of triumph. Without it, success can feel like an arduous journey. As I discovered the intricacies of turning dreams into reality, I also uncovered the barriers that often impede progress, both for others and myself.

Let's delve into the components of this formula:

Dream

William Somerset Maugham once wisely stated, "Nothing, if not at first a dream." Dreams serve as the foundation for extraordinary achievements. Without grand aspirations, reaching remarkable heights becomes an elusive feat.

Goal

In the military, particularly among the esteemed Navy SEALs, a powerful principle reigns—Two is one, and one is none. Setting ambitious goals, even if facilitated by an action coach encouraging you to dream bigger, propels you forward. Bigger dreams lead to major goals, shaping the trajectory of your success.

Learn

Dreams, often spanning 10 to 20 years, necessitate continuous learning. The moment you set a new goal, the imperative question arises: What must I learn to achieve this? Professor Alan Pease aptly notes that "how" is the enemy of your goals. Instead, focus on what you need to learn to navigate the path to success.

Plan

With newfound knowledge, devise a meticulous plan. But beware, a plan without accompanying learning is a mere repetition of past actions, yielding familiar results. The plan should be a manifestation of your expanded understanding, guiding you toward your objectives.

Act

Finally, the crux of the formula—taking action. Execute your plan with determination and vigor. Daily goals, as the most crucial, pave the way for weekly, quarterly, and annual accomplishments. Begin each day by outlining your goals, a practice that shapes the foundation of your success.

As you absorb the essence of this formula, recognize that each element plays a pivotal role in the symphony of success. The journey to your dreams involves embracing each step—dreaming big, setting audacious goals, relentless learning, strategic planning, and unwavering action.

Join me on The Big Success Podcast or explore my website, bradsugars.com, for further insights and discussions on mastering the art of success. The path to your dreams awaits, and with the right formula, success becomes an achievable reality.

Be x Do = Have



Now, add this to our formula for success — $\text{Be} \times \text{Do} = \text{Have}$. It's not just a formula; it's a guiding principle that will reshape the way you approach your goals.

Imagine your dreams and goals as the things you want to have. Now, let's add a layer to that—Be times Do equals Have. This means, first, decide what you want to have. Then, backtrack and figure out what actions you need to take (Do), and finally, consider who you need to become (Be).

Revisit the dreams and goals you've set—the things you desire to have. The next step involves understanding what actions are required (learn, plan, act) to turn those dreams into reality. But here's the game-changer: before you embark on the journey of doing, ask yourself, who do I need to become to make this happen? Work on building the person you need to be to achieve your dreams. Here's a piece of advice: If an incredible opportunity comes knocking, say yes, even if you're uncertain about your capabilities. Learn how to do it as you go. Growth happens when you step outside your comfort zone and embrace the challenges that come your way.

Entrepreneurs, those remarkable individuals who defy convention, often invest countless hours in their pursuits. Why? Because they'd rather work a hundred hours a week for their dreams than settle for a routine 40-hour workweek for someone else. It's the kind of crazy that leads to extraordinary success.

The Definition of Business

You've probably heard the saying "work harder, not smarter" more times than you can count. But what if we told you it's not about choosing one over the other? Success comes from finding that magic mix of putting in the effort and using your noggin.

Let's break down what a business truly is. In my definition, a business is a commercial, profitable enterprise that runs without you. If you're stuck in the business, physically tied to every move, it's not a business; it's a job. And let's be real, if that's the case, you're essentially working for the biggest moron in the room. Simple enough, right?



The key isn't becoming a pro at the tasks your business throws at you; it's about becoming a stellar business owner. Imagine a scenario where your business thrives even when you're not pulling all the strings. That's the dream. And guess what? That's exactly what the ActionCOACH system is here to help you achieve.

The 6 Steps



Let's unveil the secret sauce behind mastering the art of business. I'm here to guide you through the six game-changing steps that will revolutionize the way you approach and conquer the business world.

Step 1: Mastery

First things first – Mastery. We're talking about mastering four key areas that are the bedrock of business success. Think of it as the foundation upon which the entire business edifice stands. Nail this, and you're on your way to unlocking stability that will make your business rock solid.

Step 2: Marketing

Now, let's go to marketing. There are five proven ways to ace your marketing game. Once you've cracked the marketing code, say hello to a flow of great cash that can fuel your next big moves.

Step 3: Systems

Enter the world of systems. We've got a meticulous nine-step process for systemization that we'll walk through together.

Step 4: Team

With systems in place, it's time to build your dream team. I'll spill the beans on the six keys to creating a winning team. Teamwork makes the dream work, and I'm here to guide you through the process.

Step 5: Scale

Now that you've mastered the first four building blocks—mastery, marketing, systems, and team—it's time to scale. I've got the lowdown on the five core disciplines of scaling.

Step 6: Freedom

The grand finale – achieving freedom and determining the value of your business. You're in the driver's seat. Decide to sell or keep your masterpiece. That, my friends, is how we achieve monumental success in the business realm.

And guess what? I've got models for each of them. Learn, study, and understand these models, and watch your business transform. I've got books in each of this and coaches are ready to take you through the nitty-gritty.

6 STEPS
Step 1: Mastery

4 AREAS OF MASTERY LEVEL		
Destination	What? Planning	Why? Clarity
Time	Self Management	Productivity
Delivery	Process	Consistency
Financial	Numbers	Profits

Welcome to this chapter, where we're diving deep into the art of mastery. Let's see through the four key areas that will unlock your path to becoming a true master of your business. Now, when you start your adventure with a coach, they might guide you through our 12-week ActionCLUB—an education program designed to teach you the ropes of these crucial concepts for your business. Excited? Let's embark on this journey together!

1. Destination Mastery

Imagine this as the guiding star of your business journey – Destination Mastery. This involves the implementation of comprehensive planning and strategic goal-setting to ensure an effective course of action to reach our intended destination.

2. Time Mastery

Now, let's talk about Time Mastery. It's not just about managing time; it's about self-management. This isn't only for you but for your entire team. Wondering why? It's because higher productivity means higher profitability. Time to boost those productivity levels!

3. Delivery Mastery

Next up is Delivery Mastery. It's all about consistency, my readers. We're talking about embedding processes into your organization to ensure a steady and reliable delivery of your product or service.

4. Financial Mastery

Ready for some number talk? Say hello to Financial Mastery—the fourth and final area. Understanding your financial landscape is crucial for achieving profitability. Quick tip: at the mastery level, it's not about chasing growth like a maniac. It's about being patient for growth but impatient for profits. Profitability comes first before expanding your business. Adding more business without profitability is like losing money. Let's avoid that, shall we?

Feeling like you're stuck in the mastery level? Don't worry; you're not alone. Ever heard of Buzz Aldrin? He mentioned that he was on track only about 3 or 4 percent of the time. The journey to mastery involves a bit of zigging and zagging—imperfect but progress nonetheless. Make sense to everyone? Perfect! Let's keep riding these waves of mastery together.



6 STEPS

Step 2: Marketing

Hello, and welcome to this chapter where we dive into the fascinating realm of marketing. Get ready to learn about making your business stand out, avoiding price wars, and the secrets behind profitable customer relationships.

Let me share my take on marketing—profitably buying lifetime customers. Now, what does that really mean? It's about more than a single transaction; it's about creating customers for life. Picture this: invest \$1000 in marketing and watch it magically turn into \$10,000. Intrigued? If you haven't already, check out my book, "Buying Customers," for an in-depth exploration.

Avoid Price Competition

Now, let's tackle the beast of price competition. The cardinal rule: never compete solely on price. Living by price, dying by price—it's a risky game. You might ask about Costco and Amazon. Well, they play a different game—they're membership-based businesses. The key here is to be unique and different. Work with your coach to escape the price competition trap and focus on building profitability, not just sales.

Be Unique

To truly stand out, you need to be unique. This is where your coach comes in, guiding you on the path to differentiation. Ever thought about turning your business guarantees into a marketing strategy? It's a legal obligation anyway, so why not use it to attract more business?



Stop Discounting

Let me unravel the mystery of discounting. Imagine having a 40% margin and deciding to cut prices by 10%. The result? You'd have to sell 33% more just to maintain your profit. It's not a smart move, my dear readers. On the flip side, consider raising your prices by 8%. Surprisingly, you might only lose one in five customers. Numbers don't lie, and in the world of business, you've got to play the smart game.

Marketing is Math

In the world of marketing, numbers are your best friends. Marketing is math, and we measure and test everything. Analytics are the compass guiding you through the marketing landscape. The key is to find your niche and avoid the pitfall of competing solely on price.

The 5 Ways to Multiply Your Profits

To you, my savvy entrepreneur, I'm spilling the beans on my secret formula, the five ways to skyrocket your profits. Get ready to jot down the most crucial information you'll encounter here.

5 WAYS TO MULTIPLY YOUR PROFITS

Number of Leads	4,000	4,400
x	x	x
Conversion Rate	25%	27.5%
=	=	=
Customers	1,000	1,210
x	x	x
# of Transactions	2	2.2
x	x	x
Avg. \$ Sale	\$100	\$110
=	=	=
Revenue	\$200,000	\$292,820
x	x	x
Profit Margins	25%	27.5%
=	=	=
Profit	\$50,000	\$80,525.50

JUST FOR FUN... SEE THE POWER

Number of Leads	4,000	8,000
x	x	x
Conversion Rate	25%	50%
=	=	=
Customers	1,000	4,000
x	x	x
# of Transactions	2	4
x	x	x
Avg. \$ Sale	\$100	\$200
=	=	=
Revenue	\$200,000	\$3.2M
x	x	x
Profit Margins	25%	50%
=	=	=
Profit	\$50,000	\$1.6M

The 5 Ways to Multiply Your Profits

To you, my savvy entrepreneur, I'm spilling the beans on my secret formula, the five ways to skyrocket your profits. Get ready to jot down the most crucial information you'll encounter here.

Let's dive into a little business story—a tale of numbers that will demystify the art of growth. Imagine a business with 4,000 leads, 25% of which turned into customers. That's 1,000 customers making two transactions each at an average of \$100. Crunch the numbers, and voila! We've got a tiny business with \$200,000 in total revenue and a neat take-home of \$50,000 with 25% margins.

Now, when it comes to growing your business, we've got our sights set on five key areas: leads, conversion, transactions, average sale, and margins. Are we going to measure them? Absolutely! Marketing is a science, and we're going to measure, strategize, and fix.

Did you know there are over 80 strategies for lead generation, 83 for conversion rate, 78 for number of transactions, 59 for average sale, and 56 for margins? Shocking, right? Yet, the average business sticks to just two. For real growth, you need at least seven strategies. As we zoom into our little business example, we're gearing up to work on these areas, unveiling the secrets to supercharging your growth.

The 10% Better Challenge

Now, let's keep it simple. In the first 12 months, our goal is a modest 10% improvement. We're not chasing miracles, just gradual, sustainable growth. It starts with tiny changes—fixing what's already in place. Measure often, fix what needs fixing, and watch the magic unfold.

Fast forward to a scenario where we aim for 10% better across the board. The magic happens, and our little business is not just growing; it's thriving. We're talking a 46% increase in revenues and a whopping 61% boost in the bottom line. Imagine doubling these numbers over the years. The power of this formula is undeniable.

As you embark on this journey with your coach, envision the transformative impact on your business. Focus on those crucial five areas, learn the strategies, and watch your bottom-line flourish. The road to success is a marathon, not a sprint.

The Ladder of Loyalty

Alright, folks, the final frontier of marketing—the incredible world of customer experience! Let's break it down on the ladder of loyalty.

So, imagine your potential customers as suspects hanging out in the target audience. We don't leave them

guessing; we want them to raise their hands and say, "Hey, I'm interested!" Check out my book, "Raise Your Hand Marketing," for the insider tips on this move. As they raise their hands, prospects turn into shoppers with that exciting first transaction. But hold up, they're not full-fledged customers just yet. Why? Because they're still getting the hang of doing business with you. It's transaction number two, and voila! They've officially earned their customer badge. Now, they're not merely shoppers; they're accustomed to your ways. It's like they've become regulars at their favorite diner.

After a few transactions, we want them to feel like they're part of an exclusive club—membership unlocked. Now, they're not just customers; they're cherished members of your community. Members start spreading the good word through referrals. But wait, there's more! They level up to advocates, shouting from the rooftops about your awesomeness on social media. Here's the grand finale—raving fans. These aren't just customers; they're your marketing superheroes. They don't just buy; they create a buzz that echoes far and wide, bringing in more sales than you can imagine.

Now, a crucial question: Are raving fans and advocates worth more than every other customer? Absolutely! These are the VIPs. Know them by name, have a plan for them, treat them like royalty. They deserve it.



6 STEPS

Step 3 – Systems

Alright, business enthusiasts, let's shimmy our way into the world of systems. You know, the magical gears that Save Your Self Time, Energy, and, of course, Money. It's like a dance—you build the systems, they run the business, your team follows the steps, and you lead the dance. Round and round we go!

The 9 Steps to Systemization

Now, let's dive into the nine-step systemization. You can either read through my book, "Instant Systems," or work with a coach who'll guide you through the dazzling routine of the systemization system.



Now, let's dive into the nine-step systemization. You can either read through my book, "Instant Systems," or work with a coach who'll guide you through the dazzling routine of the systemization system.

Start with your vision, mission, culture, and values. Check out actioncoach.com for a stellar example. Now, there's no point in navigating blindly your business journey. You've got to know where you're headed. Goals take the lead, guiding your every step. From goals, we segue into an Org Chart—deciding who joins this business journey to make the vision a reality. Once the players are in, position contracts define their different roles. It's like handing them their personalized scripts.

They know exactly what part to play. Goals, or as I like to call them, key performance measures, become the rhythm of the business. Everyone's moving to the same direction, and we're keeping score to ensure that the performance is in line with our business goal. At the climax, manuals and videos take the spotlight, training your team to turn through their tasks. And then the checklists! Just like you want your pilot following the checklist on your next flight, your team needs it too. 100 percent, every time.

Speaking of great leaders, take a cue from Mikhail Gorbachev—always keep moving forward. If yesterday's work still looks grand, you haven't done enough today. Ouch, right? The rear-view mirror should shrink as you conquer new moves.

6 STEPS

Step 4 – Team

As we transition from systems, remember that everything we're about to explore is part of the ActionCOACH system. Whether it takes you a few weeks or a decade, we're here to guide you through it all. Think of it as a journey, some may feel like they're climbing out of a hole, but trust me, the view from the top is worth it.



Alright, let's dive into the team aspect. As the owner or CEO, you play a crucial role in shaping your team. We believe in a simple philosophy – how you treat your team directly impacts how they, in turn, treat your customers. And we all know, satisfied customers are the cornerstone of a thriving business, ensuring success for you. It's a loop, and here's how it unfolds.

The 6 Keys to a Winning Team

This chapter unlock success – our six strategies for building a winning team. Let's dive in!

1. Strong Leadership

First things first – leadership matters. If you're steering the ship, it's crucial to invest in leadership training. It's not just about business; it's about growth. Have a chat with your coach; they've got your back.

2. Common Goal

Having a goal is great, but it's not about personal financial milestones. Your team won't jump with joy thinking about making you millions. They care about common goals that benefit everyone. What's good for all of us? That's the sweet spot.

**6 KEYS TO A WINNING TEAM**

- 1. Strong Leadership**
- 2. Common Goal**
- 3. Rules of the Game**
- 4. Action Plan**
- 5. Support Risk-Taking**
- 6. 100% Inclusion & Involvement**



3. Rules of the Game

Every successful team plays by a set of rules. It's like a game; everyone should know how to play to win. Clarity here avoids confusion later.

4. Action Plan

Success doesn't happen by chance. It's a result of a well-thought-out action plan. Take the time to build it together, aligning everyone with the strategy.

5. Support Risk-taking

Innovation comes with mistakes, and that's okay. Support your risk-takers, but remember, making a mistake once is a learning opportunity; twice is a choice. Encourage smart risks, not recklessness.

6. 100% Inclusion and Involvement

Your team is your strength. Get everyone on board and involved. It's not just about tasks; it's about everyone feeling part of the journey.

Championship teams take it up a notch. They never stop training and thrive on communication. Remember, true communication is in the response you get – make it count.

Now, Gary Payton once said, you make sacrifices, you sacrifice yourself. Winning championships requires sacrifice and continuous learning. The hardest work isn't in doing; it's in learning and growing. Let's do this together.



6 STEPS

Step 5 – Scale

Welcome to the exciting journey from building mastery, marketing, systems, and winning team to the thrilling concept of scale. Here, we delve into the five disciplines that will take your business from incremental to exponential growth. No more percentages; it's all about multiples now.

The Five Disciplines of Exponential Growth

1. Strategy

It's not just a plan; it's a combination of your business model, leverage, scalability, opportunity, and marketability. Dive into this mix to fuel your business's strategic engine. Chat with your coach about it; they've got the insider info.

2. People

The backbone of any business is its people. From leadership to recruitment, induction to training, and retention – these are the gears turning your company's wheels. Remember, build the people, and they'll build the company.

3. Execution

It's not just about doing; it's about doing it right. Manage, plan, measure, and implement systems. Ensure you're ticking all the boxes for the level of growth you aim for.

4. Business Development

The trio of marketing, sales, and customer experience. This is where you shape the outward face of your company. Craft it well.

5. Mission

Beyond profits, it's about purpose. If people don't love buying from you or working for you, achieving greatness is a tough climb. And don't forget the social responsibility aspect – what are you doing for the world?

Remember what Lord Sugar, the billionaire behind the UK's Apprentice TV show, said – the entrepreneurial instinct is in you. But having the spirit alone won't cut it. Just like baking a great cake needs a recipe and training, building a thriving business requires the ActionCOACH system – your recipe for success. Let's turn that entrepreneurial spirit into a force to be reckoned with!





6 STEPS

Step 6 – Freedom

Congratulations, you've reached the pinnacle – the level of freedom where your business operates seamlessly without you. What does that mean for you? Well, it opens up two exciting possibilities: either sell the business and reap the rewards or let it run smoothly with minimal intervention. Imagine the possibilities!

One of the first things on your agenda when you connect with your coach is setting a date. Yes, a date for when your business will be self-sufficient. When will it run like a well-oiled machine without your constant presence? That's the target we're aiming for.

Once your business reaches this stage, the world of investing opens up. And guess what? If you decide to join us at ActionCOACH, we'll guide you through the ins and outs of investing. I conduct training courses throughout the year, covering topics from acquiring companies to real estate and even living your life with purpose. It's all part of the membership program, so have a chat with your coach about joining the ActionCOACH family.

Now, as your business takes the lead, it's time to think about hobbies. I get it, your business might be your passion, but trust me, exploring other interests can be pretty darn fulfilling too.

Speaking of success stories, Sharon Lector – the genius behind "Rich Dad, Poor Dad" with Robert. Did you know she's the number one bestselling non-fiction author globally? It's mind-blowing! Money, she says, is a life skill, and it's our responsibility as parents, grandparents, and caring adults to equip the next generation for the financial world they'll face. But here's the catch – if you don't understand it, how can you teach it? The same goes for business. Learning and growing are the keys!

The Entrepreneurial Growth Ladder



Welcome to the journey of entrepreneurial growth! Sharon emphasized the importance of personal growth, so let's explore what that means for you. We've covered the six steps for your business; now, let's focus on your personal growth. I like to call it the entrepreneurial ladder. Remember, the more you learn, the more you can earn – that's your golden rule.

Let's start at level minus one, where you're the student. Yes, students cost money, whether it's your parents' or society's money. But your job at this stage is crucial – you're an apprentice employee. Learn the ropes of getting a job and being an employee.

Once you're an employee, it's time to ascend to apprentice business owner. Doing different jobs broadens your experience, making you a more well-rounded entrepreneur. Remember, doing the same job for years isn't 20 years of experience; it's one year repeated 20 times.

Self-employed, level one, is like a seesaw – find the work, do the work. It's a familiar phase where you wear all the hats. Learn sales, marketing, purchasing, leasing – get paid to learn. Don't let it cost you time and money.

Move up to manager, where it's more like a merry-go-round. You're putting out fires, running in circles, and learning the art of managing and leading a team. Working for someone else is different emotionally than managing your own business.

Next, transition to owner. Now your business runs without you, and it's time to learn to invest. Become an investor, then an entrepreneur. As an investor, you invest your money; as an entrepreneur, others invest in you with their money.

Understanding management is crucial. It's about competency and productivity. We offer a 12-week management training to help you navigate this layer. Your coach can guide you or bring your team along for the ride. Finally, from management, we move to leadership. It's about passion and focus. As you grow your business, remember – you're growing yourself. The journey is filled with learning, and we're here to support you every step of the way. Ready for the next phase of your entrepreneurial adventure? Let's do this together!

Your Coaching Journey



Picture this as a map with employee-to-entrepreneur on the vertical axis and the six business steps – mastery, marketing, systems, team, scale, and freedom – on the horizontal axis. Ideally, we'd love it to be a smooth, beautiful arc, but let's be real – it's more like a journey with ups, downs, and everything in between. Think Buzz Aldrin's chart – a bit up, a bit down, and eventually, that sweet spot where your business thrives without your day-to-day intervention.

Now, remember the "Be Do Have" formula we discussed earlier? Apply that here. Who you need to become is on the vertical axis, what you need to do is along the bottom, the chart shows what you get to have. It's a roadmap, a guide to becoming the entrepreneur you envision.

Commitment is the key. Your dreams and goals deserve your commitment. No more "next time" or "I'll do it later." I've mentioned a couple of my books or my podcast, dive into it. Don't just think about it – do it, commit to your learning.

Here's the golden rule: If you can learn it, you can do it. Frannie Drescher once said, "If we don't empower ourselves with knowledge, we're going to be led down a garden path." Wise words. My life has been about turning negatives into positives. Fame, cancer, and the gift of talking about it – life's surprises come in unexpected packages. Business, like life, has its challenges. Sometimes you just need to grow and navigate through it. So, here's to your coaching journey filled with learning, growth, and the joy of turning challenges into triumphs!



Philosophies for Success

Welcome to the wisdom-packed chapter on success philosophies! Let's unravel some powerful insights that can transform the way you approach life and business.

At 21, I stumbled upon a life-changing philosophy: "Divide to multiply." Sounds mathematical, right? But think of it as "ever more with ever less." It might sound great, but applying it was the game-changer. Get ready for a peek into how this philosophy can revolutionize your world because once you apply it, everything changes. The core idea here is leverage, and here's my simple definition – do the work once, get paid forever.

Let's break it down. I wrote this book once. How long will I get paid for it? Forever. Built a business that runs without me? Once. How long will it pay me back? Forever. Employee's work, manager's work, owner's work, but there's a key difference. Owners do the work once and reap the rewards forever. Managers do the work once and enjoy long-term benefits. Employees? Well, they do the work once and get paid once.

Now, a friend shared a conundrum. As a salon owner, she felt it was unfair that some weeks her staff earned more than she did. I asked a simple question – what do they do every day? Cut hair. And you? Cut hair. You can't do employee work and expect owner's money. To get owner's money, do owner's work. Burn the work once, get paid forever.

So, how quickly can you grasp this system? Step one: gain control (mastery). Step two: become profitable (marketing). Step three: step away from the daily grind (systems). Step four: build a team to run the business. Commit to a year or two of learning, and you can unlock a lifetime of a business that works without you – your call.

Education is a game-changer, the most potent tool to break free from poverty and alter your life's trajectory. So, when will you choose to succeed?

The Three Levels of Goals



In this chapter, we tackle the different levels of goals – away goals, towards goals, and the grandeur of legacy goals.

Let's start with the away goal, the one that's like saying "no" to the negatives. We've all been there, setting goals like not working too many hours, not being overweight, or not ending up broke. But let's face it, these goals often fizzle out once the immediate pain subsides. The motivation to get fit or healthy vanishes when the discomfort fades away.

Now, towards goals – a positive shift. My story begins at age 13 when my family moved, and I found myself in an awkward moment. Since then, I vowed never to lack the means to afford what I truly wanted. The towards goal was born.

At 16, I crossed paths with the remarkable Jim Rohn. He introduced me to positive goals and towards goals. Inspired, I set the audacious goal of retiring at 25. At that age, I had no clue how to achieve it, but I trusted Mr. Rohn's wisdom. But finally, I learned, that acquiring things like a private jet or a boat wouldn't bring lasting happiness. True fulfillment comes from being more fulfilled, not necessarily having more. Fast forward to today – the Big Success podcast, where success takes on diverse meanings. In a recent episode, I interviewed a crime detective with a unique philosophy on success. He sells life sentences, and there's much to learn from his perspective.

Now, let's talk legacy. My mentor, Paul Dunn, dropped a truth bomb: "You don't want to leave a legacy; you want to live your legacy." That's why I'm here, living my legacy by helping you grow.

Why are you here? What fuels your desire for success? Whether it's for your family, proving something to someone, or simply survival – it doesn't matter if it's an away goal, towards goal, or a legacy goal right now. What matters is your deep-down certainty that you will succeed. You've found ActionCOACH, and together, we commit to your success.



Why is it Important to Do This Right Now?

Alright, let's dive into the pressing question – why take action right now? Here are three compelling reasons:

The Shifting Global Market

Imagine the world as a giant puzzle, and right now, the pieces are rearranging themselves at high speed. Global shifts, from interest rates to inflation, are happening before our eyes. If you don't grab the reins of control at this very moment, you might find yourself caught in the whirlwind of these changes. It's like surfing – catch the wave or risk being left behind.

The Boomer Economy's Transition

Boomers, the driving force behind many businesses, are entering a new phase. They're closing shop and putting 'For Sale' signs on their businesses at an unprecedented rate. This boom in business opportunities is like a grand clearance sale – but it won't last forever. Seize the chance now, and you might find the perfect business waiting for your vision.

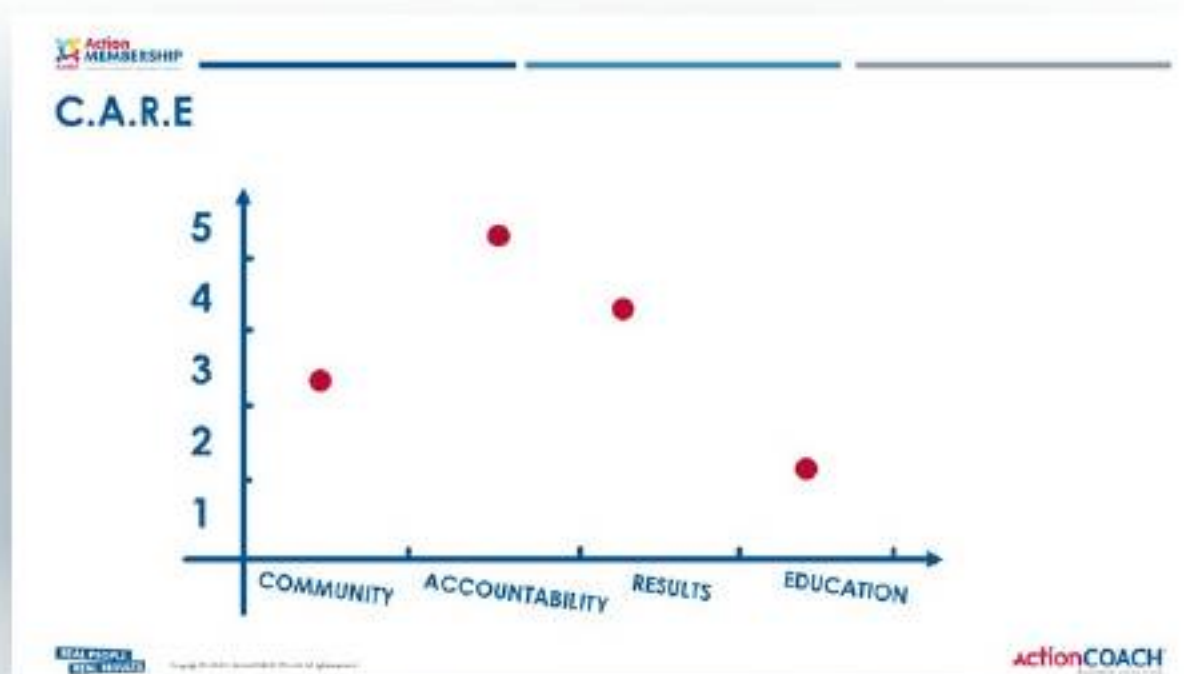
The Globalization Surge

Thanks to the whirlwind called COVID-19, the world has undergone a warp-speed transformation. In just the first year of the pandemic, Amazon leaped ahead by seven years in their projected growth. That's like fast-forwarding a movie, but for the global work environment. In the span of two years, we've virtually transformed the world by a staggering 10 years. The way we work today is light-years away from the norm just a short while ago.

Now, picture yourself at the helm of your journey. The world is changing, and opportunities are knocking. Don't be the one who hesitates at the doorstep. Step into the vibrant landscape of now, where possibilities are ripe for the picking. It's your time – let's make the most of it!

The C.A.R.E. Approach

Welcome to the realm of C.A.R.E. Here's the lowdown on how we navigate through it:



Community

Picture this as your vibrant business family. You're not alone in this journey. You're part of a community where like-minded business enthusiasts come together. Share your wins, swap stories, and grow together.

Accountability

Ever heard the saying, "Two heads are better than one"? Well, it's true. Accountability is your secret sauce to higher results. It's like having someone to push you when you need it most. Trust me; it makes a world of difference.

Results

Let's set the compass right. You've got to know where you're headed and measure your progress. The clearer the destination, the smoother the journey. Are you aiming for good results at a steady pace, or are you gunning for the stars with massive, instantaneous success? Define your course.

Education

Here's where the magic happens. We've got the finest education tailored for business owners like yourself. No, it's not some robot chat or virtual wizardry. It's live, it's local, and it's human. Your coach, with years of real-world experience, is ready to guide you through the maze of business know-how.

Now, let's figure out the perfect coaching level for you. It's like picking the right outfit – it has to fit just right. Consider:

Community Level

On a scale of one to five, how immersive do you want your community experience? Low-key, high-energy, or somewhere in between?

Accountability Level

Are you all about one-on-one guidance, thriving in a self-driven atmosphere, or reveling in the camaraderie of a community-driven approach?

Results Level

Do you seek steady progress or are you ready to sprint towards monumental success? Your pace, your call.

Your budget, your needs, your goals – we've got coaching programs ranging from a hundred a month to plans tailored for major corporations. No matter where you stand, there's a program waiting for you. Together, we'll chart the course that suits you best. Here's the deal – always be open to learning. Progress stems from positivity and pushing forward.



The Reality of Today

In our time together in this e-book, I've crammed in as much goodness as I could to unveil the roadmap to your success. If you've caught even a tiny glimpse of the wisdom we've dished out, can you feel the vibes of a brighter plan forming for you?

Now, let's talk about the reality of the ActionCOACH system. Whether you were already familiar with it or not, chances are, some nuggets we dropped here were fresh and valuable. I'm talking about the success formula, the secrets of business growth, the blueprint for nurturing an entrepreneur, and the golden rules of making it all happen.

So, here's the deal – was our time together a value-packed joyride for you? Do you now sport a shiny new coat of clarity and confidence, just like I promised at the beginning? Fantastic! Now, let's steer our focus towards implementation.

Even if you can grasp just a couple of the insights I threw your way here in this e-book, wouldn't you agree that employing this system could give you a significant edge? I'm placing my bets on a big "yes."

Now, you stand at a crossroads with two choices. Choice one: Take what you've learned, dive into Action, and achieve results that once seemed out of reach. I'm confident that armed with the knowledge we shared in this e-book, you could make strides that many only dream of. But what if there's a second option? What if there's a better way?

Imagine this: Instead of going it alone, you and I, along with my team of coaches, join forces. What if we collectively take responsibility for your success? What if we make it our duty to ensure you reach the heights you aspire to in your dreams, goals, life, and business? Think about it. If I spill all the inside secrets, share everything I covered here, and throw in all the resources we have, wouldn't that turbocharge your journey? It's like having the wind at your back, making success more than just a possibility – making it inevitable.

So, here's the deal. If you're feeling the call, if you're ready for the insider scoop, the shortcuts, the support system, the community, the accountability, and the education – if you want all that to fast-track your success, I want to know. Where do you stand, and what's your move?

Let me tell you, this Business Coach System is your ticket to building the business and life of your dreams with happiness and simplicity. Let's make it happen!

The ActionCOACH Business System

Our business system kicks off with a bang – a 90-minute diagnostic session, and guess what? Your first two weeks of coaching are practically on the house! Yes, you got that right. We're diving in with you, exploring the ins and outs of your business, and it won't cost you a million bucks, even though it might be worth it!

And hey, check out some real stories from real folks. Head over to our YouTube channel, ActionCOACHTV, and you'll find a treasure trove of testimonials. We've been in the game for 30 years, and that means a boatload of success stories.



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Now, let's talk ActionCLUB and our 12-week programs. People love them because they're crystal clear. You know what you're signing up for, where you're starting, and where you're finishing. It's a no-brainer decision. But maybe you're aiming for warp speed growth. Perhaps you want to reach those big goals pronto. How do you implement what we've laid out for you? Maybe 1-to-1 coaching is your vibe. Or perhaps you're eyeing different levels, and guess what? You don't need to have it all figured out. We've got six videos that spill the beans on coaching – how it works, what it is – everything you need to know. Because, let's be real, you like to know what you're getting into before diving in, right?

Now, for those pondering becoming Action Coaches, those contemplating a franchise investment, think about this: If you invested a hundred grand and it made you back a hundred grand in a year, that's a fair deal, isn't it? But guess what? We're not charging you a hundred grand. We're talking about a way more accessible entry point with the potential to make your investment back in a swift 90 days. That's a whopping 400 percent return. Yes, please!

But here's the kicker. My vision, my legacy – it changes the game. We're not after your big bucks. This is our gift to you. You've poured time and energy into building your business, and now it's time for a little payback. Our vision is World Abundance Through Business Re-education, and when we show you how to make money for free, imagine the possibilities when you're fully on board – part of the community, held accountable, and choosing the coaching level that suits you best.

Once you're in, buckle up for our 30X programs – a wealth of online learning at your fingertips. The first 90 days are all about tackling the big-ticket items, guaranteeing you massive results. We're thrilled to share, teach, and help you grow.

Education, my dear readers, is all about excitement. And trust me, if you don't catch the infectious enthusiasm and passion I have for your success, you might just be living on another planet! Our mission is simple – we're crazy passionate about helping YOU succeed. Let's make magic happen!



Some Last Words of Wisdom

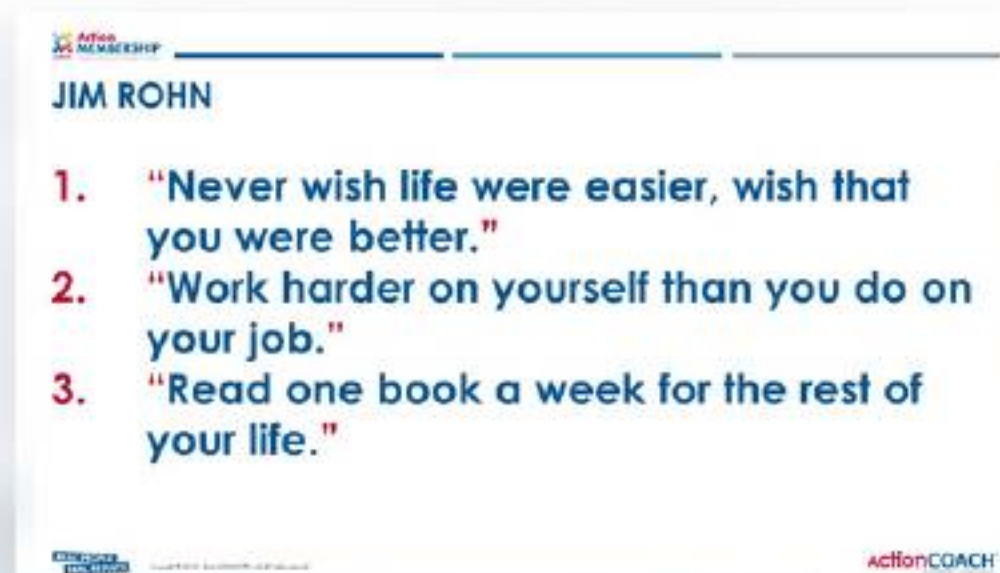
As we bring this e-book to a close, I get it. Coaching might be in the "maybe" pile for you. Time, money, or maybe just a dash of skepticism – common roadblocks, right? Let's break it down.

Time Troubles?

"I'm swamped, Brad!" No worries. Take a second, jot down your top 10 business-growing tasks. Now, rank them from super effective to not-so-much. Cross out the less-than-awesome, replace with ActionCOACH. Boom! Time saved, and growth in progress.

Money Matters?

Keeping it real – we've got your back. Our deal? We either make you more money than our fee, or we roll up our sleeves and work with you for free until we do. No strings, no complex jargon. Plus, the webinar and the first two weeks of coaching? Absolutely on the house. Dive in, soak up the value, and see the magic.



Skeptical?

Not sure if this whole thing will work for you? We get it. That's why we guarantee it. The best part? You can't decide from the sidelines. It's like scoping out a house. You got to step inside to know. So, we're giving you a ticket – the first two weeks for free. Dive in, experience it, and then decide how it fits into your game plan.

Remember this – fear and excitement, the dynamic duo of big decisions. Don't let fear be the boss all the time. Let excitement call the shots, especially if this e-book got you amped about the future of your biz.

Decisiveness, my friend, that's the name of the game. Nothing truly changes until you decide to make a change. Commit with us, and we're all in. You're not just a member; you're family. And here's a nugget – the best way to help others is by steering clear of needing help yourself.

A tip from the legendary Jim Rohn – life's challenges? Wish you were better, not that life was easier. And here's a gem – work harder on yourself than your job. When you get better, life gets a tad smoother.

Oh, and books! Mr. Rohn suggests one a week for life. You're covered for the next 18 weeks – dive into my books.

Final thought from me, inspired by the great John Howard – you can't fatten the pig on market day. Start building now for that grand market day. Let's do this!



Conclusion

A stronger business is built by identifying the constraint that matters most, then working on the right priorities in the right order.

Want to identify your next priority?

Book a complimentary conversation with Joel Zimelstern to discuss your business, your goals and whether coaching is the right next step.

BOOK A COMPLIMENTARY CONVERSATION

Joel Zimelstern | Coaching Success
coachingsuccess.ca