

**How to Escape the 5 Biggest Traps that
Most Small Businesses Fall Into...**

**Your Business Profits Made Easy
1 Day Seminar**

**We broke out of these 5 traps in our business, increased
our income by 147% in 11 months and put our business on
autopilot! This means we are working less and having
more fun!**

**Now we want to show YOU how to double your profits
while working less so you can get YOUR life back...**



**Vibe Hotel, North Sydney
Saturday, 21st of November 2009
9am to 5pm
(Registration from 8:30am)**



**Marissa Carlos and Henry Chow
Success Coach and CPA, Business Development Specialists**

Dear Small Business Owner,

It's Henry and Marissa here.

Let me introduce ourselves. I (*Henry*) run a thriving accountancy and business consulting group while my life partner *Marissa* runs a business and personal success coaching company.

I have an important question for you...

Are you toiling away in your business...working long hours....but frustrated because you're still not getting the financial results you want - never mind the lifestyle you'd love?

Do you wish you could take a much needed holiday?

Maybe it's like there is a 'block' in the way...but you're not sure what it is.

You want to take more time off... have more profits...and have an easier, more profitable business....but you find it hard to get there?

Meanwhile the stress keeps building up...you feel exhausted...there is always more tasks to do... (and a million things you haven't done)...and there doesn't seem to be an end in sight.

You are not alone and it's certainly not your fault. In fact this situation is an epidemic amongst small to medium sized businesses.

However, fear not because there is another way forward for you. We are going to show you how to put systems and processes into your business so that...

“You Business Runs on Autopilot”

First let me tell you something important. *Working harder* is not the answer.

You already work hard!

And the more you just ‘work harder’ the more the business is dependent on your own personal energy (and the closer you get to nervous breakdown!)

You don’t need to be doing all the work...your systems, processes and staff should be doing that for you while you conduct it with the ease of a maestro conducting a great orchestra.

I know this sounds unbelievable now, but it’s easy when you learn how to turn your business into an *autopilot business profit system*.

Discover the Secrets to Turning Your Business into an Autopilot Profit Machine

We are running a one day seminar to show you step by step how to escape from the 5 biggest small business traps.

You see we have been through small business hell...

- We have worked until the wee hours of the morning to deliver already late pieces of work to the clients.
- We worked 7 days a week to keep up with all the responsibilities of our business.
- We had big cash flow problems and the stresses that went along with them.
- We had numerous arguments with each other and we lacked quality time as husband and wife.
- We worked long and hard but it didn’t seem enough to cover the endless bills and expenses.
- We could only sustain small increments of business growth because getting more clients seemed like more of a problem than a solution due to lack of time and resources.
- We took on staff but they were the wrong ones for the task.

It was an uphill battle...

But the good news is **we finally decided enough was enough and discovered proven ways to be free of these small business traps.**

We got really clear on our vision and strengths; we put systems and processes into place, and followed simple formulas to get us on track.

And the end result was we increased our income by 147%

Here Are Some Clues On How We Did it....

- ✚ We discovered how to create extra value for our clients and how to communicate this to them in a way they would appreciate.
- ✚ We learnt how to get out of the commodity trap – this means we are not competing on price but on value delivered (when you learn how to do this you can put your prices up and most of your clients will not complain).
- ✚ We learnt how to focus our time and energy effectively so we could be focussed on doing core tasks we *enjoy doing* and delegating or eliminating the rest.
- ✚ We managed to put our finger on the ***one thing*** that gave us the courage to go from hard-working, self-employed individuals caught in a trap to a thriving business owner couple doing what we love and getting paid for it. (You will discover what your *one thing* is in the seminar as well).
- ✚ **We learnt how not to spend money on things that we would not implement** and use, and spend the money wisely on what will help us grow.

We have fallen into this trap numerous times in the past. How many times have you been on a seminar or course then ended up not implementing what you've learnt?

It's about being clear on this vital distinction: **Spending time, energy and money on learning how to do things yourself or spending time, energy and money on people to do the work for you.**

✚ **We learnt how not to “fear” growth and expansion.** Believe it or not, we did have this fear. In reality it was the fear of not being able to deliver due to lack of time, expertise, resources, self-belief or simply, deep down, not really wanting to do what needs to be done to complete the work. Now we have more money in our business but are working *less hours* so our fear was unfounded.

And of course much more... there is in fact a complete system that we followed to break out of the 5 small business traps and now we want to share them with you...

We want to share our secrets with you

We have put together a 1-day seminar called ***Your Business Profits Made Easy Seminar*** where we will reveal how we increased our income by 147% in 11 months so you can apply our system to your own business and double your profits over the next 12 months while working less....

Your Business Profits Made Easy Seminar

In the seminar we will go through the following common traps one by one...and show you the exact steps to break free of them. So you can transform your business into an Autopilot Profit Machine.

Are you caught in the following 5 fatal small business traps?

Trap # 1: The Time Prison

You're already drowning with work as it is, so that you can't even find time to have a day off – even on the weekends with your loved ones.

You're growing your business, but there seems to be such a low ceiling on that growth because you can only do so much extra work.

To grow your business you need to do more networking and marketing, but have you found that you don't have time to do more networking and marketing?

You end up either getting behind with deadlines, or have sub-standard work go out because of lack of time.

You're working harder than ever without getting paid when you go on holidays or when you get sick and have to take time off work.

Is this what you signed up for!!!

Of course it's not...

GOLDEN SOLUTION: Discover how to work less hours and have more fun in life with a Business Profits Made Easy System. Discover how to break out of the 'working in the business trap' and put your business on autopilot so it runs without you.

All great entrepreneurs do this at some stage – after all 'Rupert Murdoch' doesn't print newspapers, does he? Richard Branson doesn't fly a plane. They have learnt the secret to being a business owner, not being 'self employed'.

This means they can be on a beach while profits roll into their companies. Isn't that what you want?

In the seminar we will give you a step by step plan to moving from being the 'self employed, do everything stress head' to the 'smooth running business owner'. (I know I make it sound easy, but trust me you can do it and your quality of life will go *through the roof* when you do).

Trap # 2: Cashflow - 'Where Has the Money Gone?'

Do you worry sometimes about not being able to pay your next bills?

Even when you are having a short break, your thoughts inevitably turn to how you are going to pay for the holiday you are taking, and when your next customer is going to pay you.

Maybe your timing of cash going out doesn't correspond with the timing of the cash coming in? You may have bills to pay on a weekly, fortnightly or monthly basis while payments from your customers may not be as regular or as certain.

The stress and feeling of fear created by cash flow problems are sometimes enough to shroud your and your business' potential to grow. That's because it snuffs out creativity and possibilities from fear of lack of resources.

If you cannot "predict" when and where your cash flow is coming, it is IMPOSSIBLE to make good, strategic decisions for business growth because you are focussed on 'surviving' not thriving.

It's a vicious cycle...

GOLDEN SOLUTION: We will show you how to put into place the *Business Profits Made Easy System* so you can stop 'pulling your hair out' about money issues and enjoy ease, and *control* in this area.

As an accountant this is my area of expertise and I promise you when you use this system you will have greater simplicity and clarity in this area. The best part is it's easy to implement – we will show you how to do it step by step in the seminar.

Trap # 3: Don't Let Your Relationship Be *Another Small Business Casualty*

You've probably heard that the most common reason for divorce is financial problems.

For those of you who work with your life partner, you may already be finding that business challenges cause relationship problems.

Or if you don't...you bring the problems and stress right home to your partner and the kids each night.

If you are working with your partner then you would know that lack of clarity in your roles, the lack of time, money and energy, the lack of resources and lack of understanding can strain your relationship significantly.

This strain flows on to your business, which affects your productivity leading to stresses emotionally, physically and financially.

It feels like a catch-22 situation. Your relationship stress adds to your financial stress and the financial stress compounds the relationship stress that is already there, and vice versa. Round and round it goes, or at least, it can feel that way sometimes...

Not learning the art of effective communication can have massive impact on the bottom line and stress levels of a business owner.

GOLDEN SOLUTION: We will show you proven communication skills so you can have a better relationship with your partner and get things resolved in a calm and easy manner.

We will also show you 3 Simple Strategies to stop bringing your work problems home with you so when you knock off, you can be having fun with the family and kids instead of thinking about work all the time even when you're not there – this is *not* healthy.

When you can let go of the stress and tension in your business and wind down, that's when you will start making the big bucks in your business because you will be more creative and open to new money making ideas.

Trap # 4: Lack of Personal Freedom

There are the long hours (sometimes 7 days a week).

You have to do the lion's share of the work and sometimes you don't pay yourself, and you may not have someone else to rely on when things get too difficult.

You may have big fights with your colleague or life partner and you don't feel recognised or rewarded for your efforts.

Wait a second...Wasn't your business supposed to free you and help you create the lifestyle you dreamt of???

But instead it has ended up putting you in a box where you are "on call" 7 days a week, whether you like it or not.

There are sacrifices that need to be made to get to the level of success and freedom you wish so you can eventually enjoy the lifestyle you want.

But at what price and for how long?

You need to learn how to create a real lifestyle of **FREEDOM** so you can spend time at the beach...enjoying your time with family... and not having to have your eye on the business all the time.

GOLDEN SOLUTION: Don't do what normal business owners do and just work more hours, or worse, 'rush' into hiring someone to try to take the load of.

(That is because if you get the wrong person it will make more work for you and cost you money).

You need a step by step plan to follow to delegate your work to the *right* person for the job and put your business on autopilot.

This means having a wise approach to your hiring and firing. It also means you need systems for your employees which guarantee a high standard of work with minimal supervision.

Which brings us to the next trap...

Trap # 5: Lack of Systems

This is the reason why you are in one or all of the four traps already mentioned.

If you don't have systems, or have systems but they are ineffective, you may be experiencing the following:

- * **You're doing business the hard way.** You're doing it all yourself. You are not leveraging systems to save and multiply your time, energy and money.
- * You do things well but you don't have any systems in place to replicate your results. This means you can't test and measure, and improve on your output. You also can't outsource or delegate effectively. This means you're caught in a trap of your own success.
- * You do things as if it was the first time, every time. Now, this may be exciting in other areas of your life but in business, it's a killer.
- * You do not have systems to recognise and reward your best clients. In fact, you tend to take them for granted because they are so good they pay you on time, they appreciate your work, and they don't give you headaches.
- * You don't notice, until you look back in stress and frustration that you spend the majority of your time on your most frustrating clients. These people just end up giving you grief because they do not see, or need, the value you just gave them and don't want to pay your price.
- * You have taken your time away from people who value your services the most and are willing to work more with you, to give it to the people who struggle to understand, or do not wish to see, the value you give.

GOLDEN SOLUTION: Discover the step by step system for putting your business on autopilot through the use of systems.

Once you have systems in place, not only can you easily find efficiencies in your business and effectively delegate your workload to others, but it will also increase the value of your business so you can sell it for a 'motza' when you're ready.

This is the key to escaping the stress, effort and pain of small business. And in the seminar you will discover how to systemise your business step by step the easy way.

Not only that, this seminar is 100% unique, because as small business owners we have actually done this in our own business. We are not some big shot gurus talking about 'big ideas'. We will show you how we did it!

Attend *Your Business Profits Made Easy Seminar* & Break FREE of the 5 Biggest Small Business Traps for just \$197 – Plus Bring a Friend FREE

CALL us now on 02 9410 1309 to book your seat over the phone or complete the attached Registration Form.

And you will also discover the following...

- The No. 1 biggest business secret without which no business ever succeeds.
- The ***secrets to lighting each other up without burning each other out*** as partners in business.
- The 7 crucial money-management systems you must have to put your business on auto-pilot so you can enjoy more time with your loved ones...doing the fun stuff.
- **What no business coach will tell you about time management**...from chaos and overwhelm to efficiency and ease.
- **A step-by-step plan automating and streamlining your business** operations...reducing your stress and giving you more freedom.
- **9 ways to magnetically attract new** clients and have the *luxury of picking and choosing*.
- How to ***build the right team*** and ***find the right person***, every time.
- How to know where to spend your time, money and energy effectively and efficiently.

- ➡ **The real thing that will give you fulfilment in business** and how you can use that as your Unique Selling Proposition.
- ➡ **The secrets to attracting clients like a magnet (no one will have told you this before)**
- ➡ The ***big gold nugget*** in working with a partner in business.
- ➡ The ***answer to your procrastination*** and how you can develop your goals so you don't have this as a roadblock;
- ➡ **Enjoy time with other business owners – network, joint venture, share ideas and resources – in designated networking time.**

“...In amongst many methods I have looked at of assisting people achieve their potential, I believe the methods you employ are amongst the most effective.

In the many areas of life, you have helped me to see and classify these areas in order for me to progress.

I have also achieved a higher level of success in my financial service work as a direct result of our meetings.”

- Stephen Polhill, Warriewood NSW

What is your investment for this seminar?

As you can see, if we deliver even half of what we promise, this seminar is worth its weight in diamonds.

**Increased Profits...Less Stress
Working less...Having More Fun
That's priceless!**

Not only that, you are learning from proven experts.

To meet with a CPA Accountant, such as myself, or a qualified Business and Personal Success Coach, such as Marissa, who both specialise in small business development could cost you on average \$330 an hour for each (\$660 in total)

So if we sat down with you and taught you everything we will be sharing in this seminar one- on-one it could easily cost you \$2,500 or more.

However you can attend this seminar for the small investment of just \$197 (fully tax deductible for business owners)

Why is it so cheap? There are two reasons...one we know times are tough for many of you so it's our way of 'giving back'.

Secondly we are so excited about breaking out of the 5 traps ourselves...and now we want to show other small business owners how to do it. We are on a mission!

That's why we are offering this extra special deal for you...

You Can Bring Your Business Partner, Life Partner or Friend For Free.....

You can bring either your life partner or friend for **FREE** when you register before 7 November 2009 **or until all seats have sold out**, whichever comes first.

We want to prove to you that with our combined forces, we can show you **specific formulas and systems** that can help you have a successful, lifestyle friendly business you love.

So we are happy to charge very little in comparison to the value of what we are offering.

Also, we really want you to join us because we know you will get massive value out of this seminar. We love what we do and we'd love to share this day with you.

"...if you want to "get out of your own way" and start living the life that fits right for you, this is a vital piece of the puzzle."

- Tim Canham, Mosman NSW

Our 100% Risk Free Money-Back Guarantee +Plus Keep the \$197 Worth of Bonus

We know that our reputation is on the line here so we promise to give you our best during the Business Profits Made Easy Seminar and we'll make sure you get the most out of it.

We both personally guarantee that you will be completely satisfied with this seminar. However, in the unlikely event that you are not - for whatever reason - just approach us at the end of the seminar and we will cheerfully refund 100% of your seminar fees. No hassles, no hard feelings.

What's more you get to keep the Tax Liaison Lifestyle/Profit Projection Tool which we will talk about below, worth \$197.

Business Profits Made Easy 1-Day Seminar

**Vibe Hotel, North Sydney
Saturday, 21st of November 2009
9am to 5pm
(Registration from 8:30am)**

Attend the *Business Profits Made Easy Seminar & Break FREE* of the 5 Biggest Small Business Traps for just \$197 – Plus Bring a Friend FREE

Complete the attached Registration Form

Or CALL 02 9410 1309 to book your seat over the phone.

Seats are limited so register now and secure your seat so you don't miss out.

Plus get a special FREE Bonus when you attend...

The Tax Liaison Lifestyle/Profits Projection Tool (valued at \$197)

This **simple and easy-to-use** Lifestyle/Profit Projection Tool helps you take the guess work out of your numbers. Use the Tax Liaison Lifestyle/Profit Projection Tool to help you:

- ✓ Determine your projected gross profit
- ✓ Figure out how much income you need to make in order to support the lifestyle you dream of (the answer may surprise you)
- ✓ Find out your projected income and profits if you add additional staff members or products to your business
- ✓ Establish how much to charge for your services or products to reach your financial targets
- ✓ Determine the differences to your potential income if you pay others for certain activities to free up your time doing something else

Numbers don't lie! Make sound business decisions based on your numbers with the Tax Liaison Lifestyle/Profit Projection Tool.

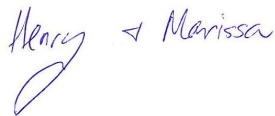
Remember, you can bring your life partner or friend for free if you register before the 7th of November 2009 or while seats are still available, whichever comes first.

This is the only ***Business Profits Made Easy Seminar*** we will be holding this year. Set yourself up for a more **successful 2010** and make sure you don't miss this seminar.

We look forward to sharing with you *our Business Profits Made Easy Secrets*.

See you soon!

Warmly,

A handwritten signature in blue ink that reads "Henry & Marissa". The signature is written in a cursive style with a large flourish under the name "Henry".

P.S. In 5 years from now...do you want to be caught in the 'same old rut'...although more stressed and exhausted...wishing you had more time with your family and quality of life.

Or do you want to have time freedom and financial freedom because you learnt these secrets of a business in autopilot? (Vanessa, replace previous 2 paragraphs with this)

It's up to you – we will sleep well whether you do attend or don't attend (although of course we'd love to see you there). But the risk is if you don't attend you will just keep doing more of the same in your business.

And that's the definition of insanity – doing the same thing and expecting a different result. **So if it's time for a change then make sure you attend.**

Attend the November 21st *Business Profits Made Easy Seminar* & Break FREE of the 5 Biggest Small Business Traps for just \$197 – Plus Bring a Friend FREE

Complete the attached Registration Form

Or CALL 02 9410 1309 to book your seat over the phone.

Seats are limited so register now and secure your seat so you don't miss out.

Warning: This is the only time we will run this seminar this year so don't miss out. Also after the 7th of November, the price will go up to \$247 so order now to avoid paying more later.

Registration Form

“Yes, Henry and Marissa, Count Me In - I Want To Learn How to Double My Profits While Working Less Hours over the Next 12 Months”

I can't wait to work less in my business but get better results and have more fun. I also look forward to breaking out of the *5 biggest small business traps* and finally enjoying *time and lifestyle freedom*.

I understand that if I book before the 7th of November, my investment is only \$197 and I can bring a friend for FREE (after which time the price goes up to \$247).

“...You took the time to explore all possible avenues and eventually obtained the ideal outcome for my unique circumstances. Your achievements in this were above and beyond my wildest expectations and you have my eternal gratitude. Thank you for the genuinely caring way in which you and your staff conducted themselves...

B Hurley, Lane Cove

How To Register

You can secure your seats in 4 easy ways:

1. **By Phone:** Call us on 02 9410 1309
2. **By Email:** Email the Registration Form to info@maximum-coaching.com.au
3. **By Fax:** Fax the Registration Form to fax number 02 9411 3293.
4. **By Post:** Post the Registration Form to:
Maximum Coaching
PO Box 5606
West Chatswood NSW 1515

Your Business Profits Made Easy Seminar

Saturday, 21st November 2009

Vibe Hotel, North Sydney, 88 Alfred St. Milson's Point
from 9:00am to 5:00pm, registration opens at 8:30am

Name 1: _____
Email Address: _____
Company/Business: _____
Postal Address: _____ Postcode _____
Daytime Telephone No: _____
Mobile Number: _____

Early Bird Offer: Register by 7th November 2009 and bring your life partner or friend for free (if not sold out prior).

Name 2 (free entry): _____
Email Address: _____
Company/Business: _____
Postal Address: _____ Postcode _____
Daytime Telephone No: _____
Mobile Number: _____

Payment Details :

- Please debit my credit card for **\$197:** MasterCard or Visa Card only:
Card Number: _____
Expiry Date: _____
Name on Card: _____
Signature: _____
- Enclosed is a cheque payable to Maximum Coaching Company Pty Ltd.
(Please post to Maximum Coaching, PO Box 5606, West Chatswood NSW 1515)
- Direct deposit or EFT payment to our bank account (we will email your unique reference number and our bank details for payment).

Please note registration will be confirmed only when payment is received.

Thank you!

Maximum Coaching Company Pty Ltd
ABN 71 126 334 585

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