

Hello and welcome.

You're about to be part of a special programme.

We're delighted you've chosen to be with us.

This will be the first step on an important journey.

As you get ready to experience the film, understand our commitment to making this a very important programme for you.

Thank you so much for being here.

Enjoy what you're about to be a part of.

Our Aims

Our aim in this programme is several fold. Here's what we want to do:

1. Ask you to take a close look at your business to determine how it might be made to achieve its true _____.
2. Look at ways of increasing your _____ without _____ thousands of dollars on high risk marketing activities.
3. Look for ways of working _____ not harder.
4. Discover how it's only ever the _____ things that make _____ differences
5. Discover ways of working _____ your Business, so that you can choose _____ to work _____ your Business.
6. Demonstrate how the phrase "What you can _____, you can _____" can have a profound effect on your Business.
7. To make sure you don't catch FTI disease....

.... more about that later.

The programme is not designed to give you specific how to's at this point (although you will get a lot of key ideas). It's designed to make you think in perhaps a different way about your Business and your quality of life for that matter.

The programme really is a start of a very special journey. It's a journey that all of us here are delighted to be a part of with you.

So that you get the most from the programme, we'll be asking you to complete the remaining sections of this Action Plan Guide as we go through the programme. For now, sit back, relax and enjoy discovering the first steps to making your business really fly.

Segment One

Getting Into Business

You'll recall Wally talked about how he got into his pet shop business. He mentioned how it started out as a hobby.

Go back and think about when you started in your business and ask yourself these two questions.

- 1) What did I specifically want to achieve when I first went into this Business?

- 2) On a scale of 1 to 10 (when 1 is low, 10 is high), where am I now in achieving those aims?

1 2 3 4 5 6 7 8 9 10

The Little Things

As Paul mentioned on the video, it is apparent that the little things that Wally did (things that others were not doing) ultimately set him apart. Ask yourself...

- 3) What are the little things that we do in our company that set us apart from the competition?

9) How many dollars each month do I allocate to Marketing?

10) How effective am I in "pushing" the Marketing wheel barrow?

1 2 3 4 5 6 7 8 9 10

The Power of Guarantees

Wally and Paul talked about the "Cocky Guarantee". You'll recall that Wally guaranteed all of his birds. Regardless of what happens to the animal and regardless of whose fault it was, Wally paid the first 50% of the replacement cost. Having a guarantee gave Wally an advantage in the market. So, ask yourself:

11) What is our guarantee and how is it expressed?

12) What else could I guarantee that my competitors couldn't or aren't?

Growing the Business

Paul mentioned the 4 ways to grow a Business:

- 1) Increase the number of customers
- 2) Increase the number of times they come back
- 3) Increase the average dollar sale
- 4) Increase the effectiveness

Let's look at them individually - where 1 is low and 10 is high, rate your company on each.

- 13) How effective are we at increasing the number of customers that we serve?

1 2 3 4 5 6 7 8 9 10

- 14) How effective are we at increasing the number of times the customers come back to do business with us?

1 2 3 4 5 6 7 8 9 10

- 15) How effective are we in increasing the average dollar of each sale?

1 2 3 4 5 6 7 8 9 10

- 16) How effective are we at doing all these things in a systemised way?

1 2 3 4 5 6 7 8 9 10

Keeping Close

Wally talked about his newsletter as a way of keeping in close touch with his customers.

- 17) How effective are we in keeping in close contact with our customers or clients?

1 2 3 4 5 6 7 8 9 10

Having Fun

Remember how Wally tells us about his pride and joy - his red lamborghini. Paul remembers how Wally told him that that was his fun. (Remember to have fun, is the fourth purpose of a business.)

18) On a scale of 1 to 10, how much fun am I having in my business?

1 2 3 4 5 6 7 8 9 10

19) Is the Business providing me with the lifestyle that I want?

1 2 3 4 5 6 7 8 9 10

Setting a "Destination"

"Most people aim at nothing and hit it with tremendous accuracy". This quote is so true. As Wally mentioned, you must have something to aim for... you must have a direction.

Wally mentioned he literally put down a plan to retire from the business so that the business could run without him. In essence he put down a retirement date.

20) The date at which I'd like to step out of my Business is ? _____

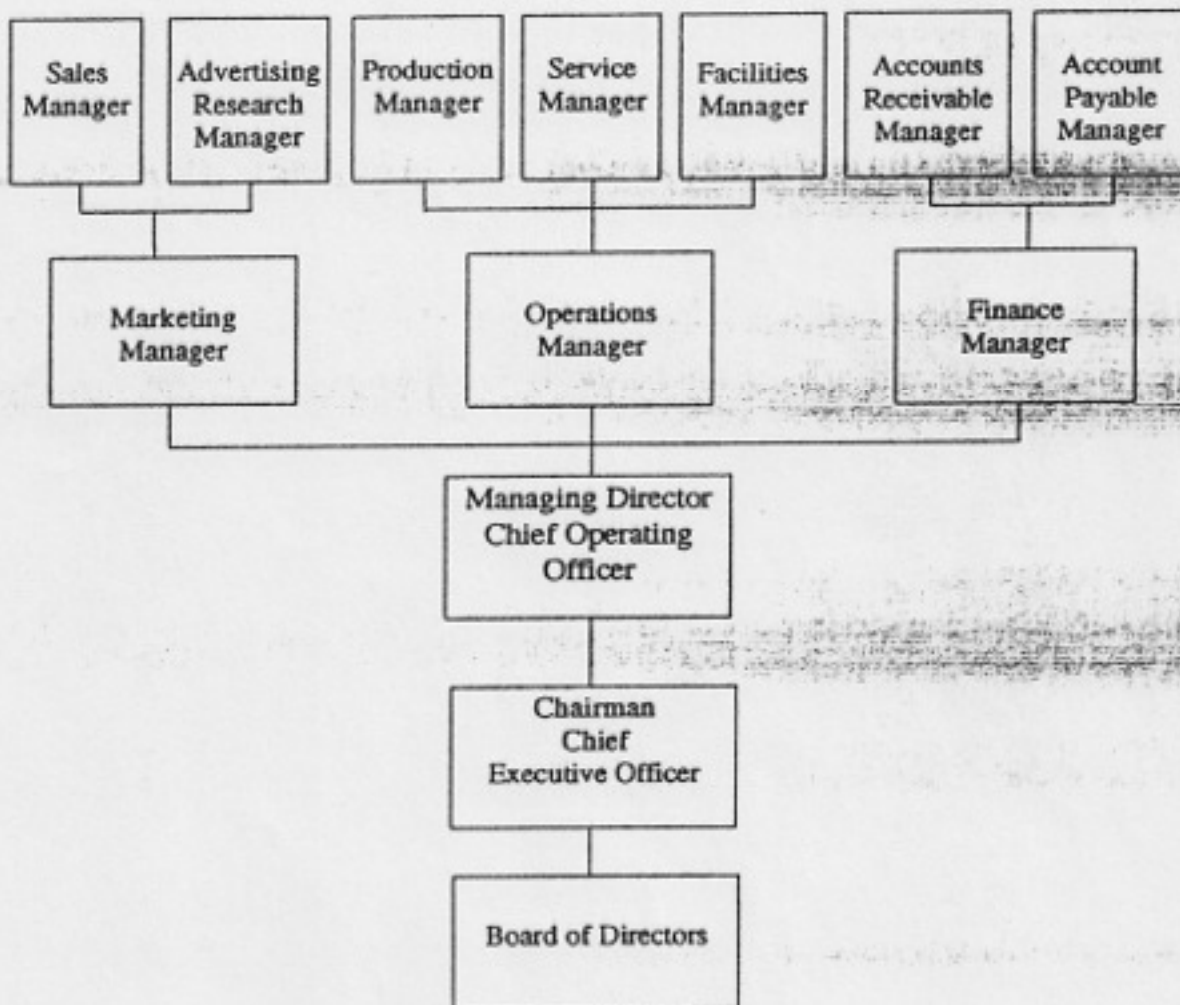
Segment Two

Think about Wally's words, about how he discovered that his business was being run on his skill, and how he realised that the only way he could get out of the business was to impart his skills to the rest of the team.

Wally started the process by drawing up an organisational chart. Wally then worked out the functions that each business must have, including his own (for instance a Boss). Wally then put where he was in each of those boxes.

Here's a typical Organisational chart of a business. Put yourself and your team in the boxes that are relevant to your organisation.

21) Typical Organisational Chart:



Your Function

Wally talked about his function - that is the function of Managing the business. He went to work to run a business, NOT to do the technical work of the business. Wally's function was to develop systems to make things easy for his people. Ask yourself these questions:

- 22) On a scale of 1 to 10, how effective am I at doing that?

1 2 3 4 5 6 7 8 9 10

- 23) What might happen to the business if I could develop systems to make it run more independently of me?

The Team

Wally talks about being able to accept things being done 80% as well as what he could have done. Training them and trusting them is the key. Wally said his team members grew exponentially and his business exploded as a result. So, these questions are significant.

- 24) On a scale of 1 to 10 how well trained are my team?

1 2 3 4 5 6 7 8 9 10

Segment Three

Doing It Consistently

Wally talks about implementing one thing at a time. Working with it, running with it and hit and missing a few times. Wally likened it to playing Black Jack, "where you get that 3 to 2 payout a head and bingo!"

It's important, as Wally said to "have a bet on all of the time. If you take the cards away then you have won nothing." So, these questions address that issue:

- 25) What are the little things that I have implemented in the last six months?

Systems

Wally mentioned that every business runs on 90% of the same thing over and over - in essence repetitive work. It is important to understand that you need to systemise the routine things, so that 14 to 15 year olds can run with it, because they are the Managers of tomorrow.

The important message to understand is that you systemise the routine things, so that you can humanise the exceptions.

- 26) What are some of the routine things which I could systemise or systemise even further so that the business does not depend on me?

So where can we go from here....

Well, that's of course up to you. Let's look at some important things:

Wally put it this way:

"We can plan and choreograph our lives and organise them in an orderly fashion. Business is just a part of your life. And it is a very important part. And remember this - unless you do it right you can mess it up for life. You can start again, but remember you are wasting Business oxygen."

Wally's right. And we do have a choice. It means taking time now to plan for a better future.

We have that chance now to plan for you and your Business. We believe that together we can make your business grow so that you can have a more profitable and rewarding future, not just professionally but personally as well.

Watching this film has been the first step. Congratulations on taking it.

The next steps are important. You'll see how to start taking those steps on the next page.

For now, congratulations again for being with us.

- A hobby is not a reason to go into business
- FTI – Failure to implement
- Do the little things and do one thing at a time
- Marketing is like a wheelbarrow; you can put as much as you want in it but it won't go anywhere unless you pick it up and move it
- Consider packaging things, that is to bundle things that you sell
- If you offer a guarantee, then do it in such a way that you call the shots (make the rules)
- Monitor everything
- When doing little things, if it doesn't work, keep working on it to make it work; don't just drop it
- The goal of running a business is quality of life
- Improve little things
- Implement a plan to retire and put a date to it
- To retire, you have to replace yourself
- Work on the business, not in the business
- Create an organization chart (job descriptions)
- The business has to run itself
- The employees will need training or more training
- Begin with the end in mind; set a date the business can run without you

- ❑ Go to work to run a business, not to work at the business
- ❑ Business must have “a” boss
- ❑ Don’t make emotional decisions; make business decisions
- ❑ If you can’t afford to pay people to do those things that free you up to run the business, then you need to get out of business.
- ❑ Implement the things that make the business grow
- ❑ Go to work to manage the business
- ❑ The boss’ function is to implement systems, monitor systems and ensure adherence to systems
- ❑ Put systems in place
- ❑ Little business don’t usually accept outside advice
- ❑ Live with things being done 80% of what you could do so you don’t have to do those jobs
- ❑ Don’t overload yourself; trust your people to adhere to standards
- ❑ Don’t get sucked back into doing the work
- ❑ People (employees) love to excel
- ❑ People (anyone) do not value what they get for free
- ❑ Don’t look at what it costs but what it will do for you
- ❑ Work on the business, not in the business
- ❑ Implement one thing at a time
- ❑ Apply the systems

- ❑ If you are just hanging in there, you should get out of the business now and stop wasting business oxygen
- ❑ What you can measure, you can manage
- ❑ Monitor the systems; find out the numbers (sales, customers, etc.)
- ❑ Observe the potential systems (or solutions) that others don't see because they are too busy working in the business
- ❑ Have a prepared script (or system)
- ❑ Systematize the 90% of things (the routine things) and humanize the 10% (the exceptions)
- ❑ Make the systems clear and easy for inexperienced (or slow) employees
- ❑ The painful experience is the thing people will remember; make a script (system) for painful experiences (a painful experience is "Why are prices so dear?")
- ❑ A painful experience for us is giving discounts to 90% of our customers and they didn't even ask for it
- ❑ Prioritize everything
- ❑ Organize; having everything in order
- ❑ Choreograph things
- ❑ Failure to Implement
- ❑ Only actions make the changes
- ❑ Commitments we make to ourselves are the easiest to break; make commitments to others if you really intend to keep them
- ❑ Business is more than just a job
- ❑ For a business to be a business, it has to run itself