



## **The Business Accelerator System**

**“How You Can Accelerate  
Your Business Results  
By As Much As 113%”**



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***In the next 90 days, you could implement a system to accelerate your business results, convert being busy into business growth activity and have the proactive and profitable enterprise you deserve. In this special report I want to show you exactly what to do to make this happen and where your focus should be.***

The good news is.....

**By using The Business Accelerator System, you can accelerate your business growth, focus on all of the right activities that make you money and free yourself from the 'Busy Trap' - the trap most business owners are in.**

Dear Small & Medium Business Owner,

Before we begin, I am curious; ***why did you decide to download this report?***

Is it because you would like to grow your business by 113%? Have you thought about what would happen if you did achieve such dramatic growth in your business? How would that change your life?

Perhaps you are like many of the small and medium business owners I work with and would like to see any sort of growth over the next 90 days.

Maybe you have got to a stage in business where you know communication, marketing, business development and team development, the key activities that drive business growth, have been on the backburner for a while now and is something that needs to change.

**If so you have come to the right place as I would like to share with you how one of my clients grew his business by 113% and how another of my clients changed a fractured team into an engaged workforce and improved her business by 178%.**

Regardless of where you are at right now in your business, I want to assure you that the information in this special report will make a significant difference to your business, your results and success.

If you are serious about creating new results in your business in the next 90 days then please make the time to read every word of this report. You don't want to be so caught up being reactive and working IN your business that you never have time to proactively work ON your business. That is the catalyst for failure.

**Right now you are probably feeling:**



**Frustrated,  
Stressed,  
Busy and  
Over It.**

Let's face it..... being in business can be really tough sometimes. And having a team of people adds a new dimension of challenge. There is constant concern with cash flow, sales, service delivery, product development, marketing, suppliers, getting new clients, communication, team development and dealing with the constant and significant legislative changes.

Often business owners feel out of control. They have so many balls up in the air, they are putting out fires, they are running hard to keep up and they are overwhelmingly busy in the business. The stress of dropping a ball or missing a small fire that may turn into a major problem is incredibly stressful. They feel exhausted and very isolated.

They don't believe there is anyone they can turn to and confide in because they think their problems are unique to them. After all you don't want people to know things aren't great. What would they think? So they decide to try and fix things and are determined to make tomorrow different to today. The problem is, this is their mantra for each and every day – "things will be different"!

There is a very appropriate quote by Albert Einstein, "You can't solve a problem with the same mind that created it."

So with that in mind, is it any wonder that business owners are finding it tough trying to work through issues on their own. And to add further to their pain, the four walls of the business are all they see. They don't see their partner, their kids, they miss out on important events all because they are caught up in the business and continuing to do what they have always been doing. Their business is now impacting on their life too.

Contrary to popular belief, this is really not the way business should be at all.

**Do you know what the number one challenge of these business owners is?**

## A Complete Lack Of Time

Any surprises there? Maybe not. Business owners believe they have no time to get anything done.

Because they are so busy juggling, putting out fires, being too involved 'in' the business and dealing with staff to name a few issues, they do not have the time to spend on business growth activities and improving cash flow.

In saying that, cash flow is another BIG challenge in business. Many business owners complain about the lack of cash flow and it has been the cause for many businesses to close their doors.

The thing is, because cash flow is the key to the survival of any business, you need to ensure that you are spending time on the activities that are going to improve your cash flow and support your business growth.



**It is the activities that will drive your business results.**

The time you are spending being busy and reactive in your business could be better spent on the key activities that are going to improve your results and ensure you have a healthy and sustainable business.

You need to find the time to execute these activities on a consistent basis.

Interestingly, many of the business owners we work with and speak to have one thing in common. They are passionate about their business and their reasons for starting it.

**They dreamt of more time, more money and more freedom.**

The problem is that it is not their reality.

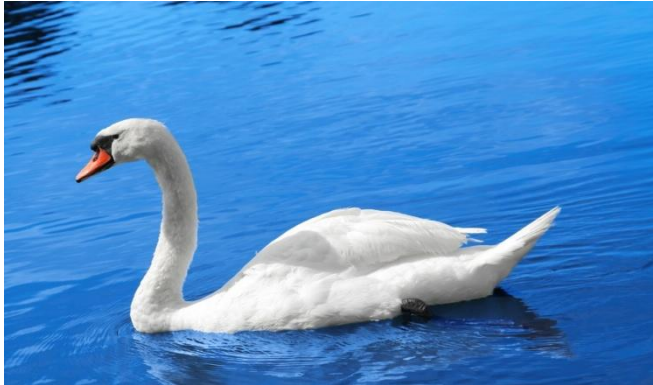
**What they have found is no time, limited cash flow and they are chained to their desk being busy. They are caught in the 'busy trap' and they are not enjoying their business at all.**

For various reasons including rapid changes and fierce competition business owners are busy reacting to the events and circumstances that are happening to them rather than using their time effectively taking a strategic view of their business and proactively planning for success – the activities that will make you money in business.

That was what happened to me about ten years ago when I was running a large business in the retail industry with a team of over 130 people. Boy did I have a lot to learn! I thought running a business was relatively easy. Needless to say I got a big surprise.

In looking back, I think I was a reflection of your average person trying to make it in business. You know that feeling when you are just trying to make it?

I was working enormous hours trying to find time to fit in staff issues, customer issues, sales activities, attend to compliance, manage the profit and loss, find out what was hemorrhaging, fix that, move onto the next disaster, fix that. My staff seemed to be the problem identifiers, they knew them all but not many had the solutions. That was left up to me!



For about 6 months I battled in the business. I was miserable!

On the surface, I may have looked like a swan swimming on a still pond, graceful and conducting myself with ease and purpose, but beneath that water line my legs were paddling very hard as I was

swimming against a rapidly moving tide.

I was being pulled in all sorts of directions and couldn't see the forest through the trees. I was stressed, anxious, busy trying not to let things fall through the cracks and somehow develop my team to be a team of leaders, which they didn't seem open to embracing. In retrospect why would they? I was doing it all for them!

**I was so busy reacting to what was happening in the business that I couldn't see what the real problem was, therefore I had no opportunity to fix it.**

So what changed for me?

It was when I understood this;

### **The Only Way To Achieve Success In Business Is By Being A Proactive Leader.**

You are not going to get anywhere fast in business when you are busy being busy and reacting to what is happening in your business.

When you understand this, decide to jump off the fast turning reactive treadmill and take stock of where you are at, things can turn around dramatically.

The key to being proactive is learning to use your time more effectively and efficiently. Time is your most valuable resource and when you embrace this you can stop being 'busy' and turn busy into **business growth activity**.

And that was basically the decision that I made.....

I wanted to stop being busy being busy and become a proactive business leader, not a reactive business doer. I wanted to be a great role model for my staff, build strong relationships with them and my clients and turn my business into a profitable and efficient enterprise. I wasn't going to do it by being an unorganized reactive mess. Harsh but true (I can say that because I am talking about myself!)

This is a consistent theme with most business owners we have started working with. They were where I was. Busy, reactive and not enjoying their business at all. They knew something had to change to improve their results but were unsure of exactly what or how to do it.

We've had the privilege of working with many business owners and by taking them through our Business Accelerator System they have made the decision to be proactive leaders and remove themselves from their 'Busy Trap'.

They have decided to stop being busy reacting in their business and use their time to proactively to create better business results.

Let me introduce you to one of them - Darren.

Darren is a travel agent and his industry is very competitive. Not only is he competing against the big names in travel, he also has to compete with online travel accessible to all of his clients.

From the moment Darren opened the doors of his new business he was faced with challenges, as all business owners are.

***Darren found that he was so busy dealing with all of these challenges, he became totally reactive in his business and lost sight of the bigger picture – his business growth.***

Just some of the challenges Darren quickly came up against included:

**\* Online booking for travel meant that tens of thousands of frequent travellers no longer felt that travel agents were necessary ... so his marketplace was in decline due to industry changes**

\* These technological changes have resulted in profit margins shrinking

**\* Larger franchise groups dominated the market with strong branding. This made it even more challenging to get attention and be noticed ... he had to figure out how to compete more effectively**

\* He started the business cold without a database of prospects or clients. Even worse he had not developed an effective marketing plan that would help him attract a high enough level of qualified enquiries each day.

**\* As Darren was committed to providing a high level of service he found he was constantly reacting to every email, phone call and demand on his time, making it virtually impossible to focus on actually growing the business.**

\* Darren failed to put into place structures on how he would use his time each day for maximum productivity and so the hours flew by with busy work yet very little progress was made in growing the business

In short Darren found himself in the same trap that most small business owners find themselves in ... he was working longer and longer hours for fewer rewards than when he was an employee.

Of course Darren's story is not unique to him.

## **But I Have A Team That Makes It Even Harder!**

Yes a team adds further challenges. Dealing with people can sometimes be difficult. If only they would do what they were told right?

Right!

That is what Sarah told us when I first met with her. Sarah is a financial planner and had a team of seven staff working for her. Her business was not where she wanted it to be. Sarah was frustrated by her team, their apparent inability to do their job role and their lack of initiative. She could not understand what the problem was.

Here are some of Sarah's challenges:

**\* She had to constantly tell her team what to do, over and over again.**

\* Sarah believed her communication was crystal clear but her team seemed to be unclear in her message.

**\* Over time, Sarah had lost confidence in her team and did a lot of the tasks herself that the staff should have been doing and were getting paid to do.**

\* Sarah was afraid of delegating tasks to her team because they either wouldn't get done or not completed to a good enough standard.

**\* And why did they come to her with the problems all the time? Why weren't they working it out for themselves?**



\* She felt like she was wasting so much time reacting to staff issues and tasks that she was not doing what she knew she should be doing in her business.



### **Does that sound familiar to you?**

It gets worse!

Sarah found herself also doing some very long hours and being the go to person in the business. She found herself trapped in the business, as it was so reliant on her. She was the business. It would not survive without her. Even when she was out at a meeting or seminar she would get calls.

### **Are you trapped in your business?**

### **Can your business survive without you?**

And to add another challenge, Sarah was facing into one of the worst global economic crisis she had experienced in business.....

For Sarah, she wanted to thrive in her business but felt like she was just surviving. She too decided that something had to change. Sarah wanted and needed to be a proactive leader for the success of her business and equally as important, her team and clients. She decided to work through the Business Accelerator System with us and learn how to do this.

And change they did.

## **Understanding The Value of Being Proactive**

Sarah and Darren made a decision ....

They made the same decision that is key to you improving your business. They both knew, as most business owners do, the need to take action and change what is not working now rather than continuing to go down the same path. Business results were not anywhere near where they wanted and needed them to be.

They both knew something had to change in order for them to gain new clients, improve cash flow, build better relationships with referral sources and increase referral business.

They needed to ensure that they were spending their valuable time on business growth activities on a consistent basis. Sarah and Darren knew these activities were the only way to make more money.

### **What happened to their business once they made this decision?**

In making that decision, Darren improved his **results by over 113% by working with us through the Business Accelerator System**. Darren decided he wanted to be proactive, he wanted to take control and create the results he knew he was capable of. He used the time he was spending being busy and reactive and spent it on marketing, networking, building relationships with clients and his team. As an added benefit, he also got back more time to spend socially.

He made a great decision for his business and one he wished he had made months earlier.

And for Sarah .....

***It was when Sarah made the same decision that her business grew by 178% during the GFC and she developed a team of engaged and empowered staff who not only know what they need to do, but go the extra mile as well.***

Continuing down the same track was not only going to cost Sarah a significant amount of money, but what she was doing was putting enormous strain on her relationship and she seemed to be missing the best years of her children's life because if she wasn't physically at work, she was mentally. This caused Sarah a lot of angst and huge guilt.

**So do you choose to stay the same costing you money, clients and time or do you choose to take action and grow your business by as much as 178%?**



If you are like Darren and Sarah and see an opportunity to change, to be a proactive leader and decide to take it, then you could create similar results that they have in their business.

**Here's why you need to make this decision .....**

If you wait and continue to do the same thing getting the same results, you will not only be costing yourself a lot of money, but causing yourself enormous frustration, missing out on opportunities for business growth and waste time that you will never, ever get back.

***Why would you want to do that?***

***Why would you want to cost yourself time and money?***

Ok, work with me here for a moment.....

## The Lifetime Value Of A Client.....

We all know the **client is king** to any business. Without them you don't have a business! They are your cash flow. Just say you made the decision to work with us through Business Accelerator System and it got you just one more client. How much would that be worth to your business for the lifetime you have that client?

Do you know what the value of a client is to you?

*It is important that you do know and you'll understand why in a moment.*

Let's use the example of an average hairdresser who thinks the value of a client is worth \$100 to their business.

The average dollar spend is \$100 per client per visit.

Most people visit their hairdresser on average 6 times per year.

So the value of a client to a hairdresser is \$600.00 per year.

People get very attached to their hairdresser because they build great relationships with them. So they rarely change their hairdresser unless they move house for example. Let's say they typically stay with the hairdresser for 10 years.



The lifetime value of a client to a hairdresser will be in excess of \$6,000.00.

And if this client referred just one further customer to the hairdresser, the lifetime value increases to \$12,000.00.

This client has helped him grow his business and improve his cash flow.

Now do you think a hairdresser who understood the lifetime value of a client is potentially \$12,000.00 would make different decisions about the activities he does in his business to gain more clients and retain his current clientele than a hairdresser that thinks the client is worth \$100?

Of course he would. **He would make it a priority to have a system in place to ensure he is consistently focused on the activities to drive these types of outcomes – referral business, more clients and increased cash flow.**

It will make a huge difference to your business also. Your decision making process will be very different in understanding the value of a client to you.

## The Lifetime Value Of Your Clients

Let's work out the average lifetime value of a client to your business .....

Think of the average value of a client to you. Write it down in the table below.

How much on average do you earn per client.

How often do they transact with your business over the period of a year?

What is the longevity of your client? How long do you retain your clients? It may be years or it may only be a couple of months.

You can map it out below.

**Average Value of a Client**                      \$ \_\_\_\_\_

X

**Avg Number of transactions p.a**                      \_\_\_\_\_

=

**Value of a client**    \$ \_\_\_\_\_

X

**Lifetime of a client**    \_\_\_\_\_

**Lifetime Value of a Client**    \$ \_\_\_\_\_

**If this client referred another to you**                      \$ \_\_\_\_\_

**Total Lifetime Value of a Client**    \$ \_\_\_\_\_

So now that you do know what the lifetime value of a client is, what is it worth to you to implement a business growth system to ensure that you are consistently focused on the activities that will enable you to gain more clients and increase referral business? In other words, make more money!

What is the benefit to your business in ensuring that you have a system in place to provide outstanding service to your clients and ensure things are not falling between the cracks?

### **What is it worth to you to get out of 'The Busy Trap'?**

What will this mean to your cash flow and your bottom line?

When you are working this out, also consider that you will be focused on these key business growth activities on a consistent basis. Gone are the days that you are simply reacting to demand. You will be proactive and targeted in your activities, ensuring it is going to have an ongoing positive impact on your business.

## **Making The Decision To Turn Reactive Into Proactive.**

**All it takes is 3 simple steps.**

That's the good news! We will take you through the same 3-step system that we took Sarah and Darren through.

**A simple, effective and results driven process designed to create rapid and progressive results.**

The best thing that they found is you will be taking time out to spend on your business and that light at the end of the tunnel becomes so much brighter! I think you will agree, this option sounds much better than the darkness of your previous reactive days being trapped in your business.

By using the Business Accelerator System you will have the opportunity to use your most **valuable resource - Time - more effectively and efficiently** and allow yourself the opportunity to be a proactive leader.

**The BAS will ensure you are spending balanced time focused on the key activities that are going to improve your business results and make more money while also attending to the day to day requirements of your business.**

And one further point to note is that you will be doing this consistently.

Consistency is the key to business success. Being reactive does not cultivate consistency, which is why your results are inconsistent in your business.



## The Business Accelerator System

At Distinctive Leadership our simple 3 step system, The Business Accelerator System (BAS) was the key to helping Darren and Sarah change their business, results and their life.

*The Business Accelerator System is the key to changing your results.*

The BAS is focused on getting your business **proactive, productive and profitable** giving you back **control of your business and life**.

The Business Accelerator System is designed to improve your business results ensuring you are spending your valuable time on the key activities that will assist you to make more money. Providing a solid foundation to grow a sustainable business.

There are 3 simple steps to focus on:

**Step 1 - The Leader**

**Step 2 - The Team**

**Step 3 - The Marketplace**

**Let me explain further ....**



**Step one** is about clarity in your brand and purpose, goals, time management, structure, communication, leadership style and techniques. **Foundations to a great business.**

It seems obvious to start at the top right? Well not to all. The leader determines the success of the business and how the leader communicates the business objectives, goals and vision will determine the success of the team and any marketing strategy. Clarity is so important and this is why we start here.

*Do you have a system in place to develop your leadership style? How do you ensure you are using your time effectively and efficiently? Are you communicating consistently and have clarity in your direction daily?*

**Step Two** is about developing a great team of people and engaging them in the growth of the business, improving accountability and responsibility and developing a culture of creativity and innovation. These are **key factors in the growth and sustainability of your business.**

This step is about improving the leadership of your team and in turn your team performance. It's about coaching for success, communicating expectations, having the 5 key conversations that you should be having with your team, providing a framework and boundaries they can operate within while also gaining feedback and utilizing the intelligence of your team for the benefit of your business. It is also about measuring and monitoring success.

**By developing a great team who run the systems that run the business you remove yourself as the key success factor.**

*So the next question I will ask you is do you have a system in place that engages your team and provides a framework for them to operate within? Do you have a system that allows delegation to be effortless and creates a dynamic culture? Do you have a system in place to ensure the team can operate in the business without you?*

Once we have the leader and the team firing, we then extend our focus out to the marketplace. This is the goldmine for your business growth and where your clients are.

**Step Three** is all about attracting and retaining clients, identifying new business opportunities, improving relationships with your circle of influence and clients, increasing sales and providing a wow client service experience to increase your referral business. It's also about staying top of mind in your marketplace through marketing and networking. **These are your cash flow generation activities.**

These activities are the ones that are going to make the biggest difference to your results, which it is why it is incredibly important to implement a system to ensure you are spending time doing these activities. And further to that, there needs to be the backend support in place to fulfill the promises communicated to your marketplace.

*The last question I have for you is do you have a system in place to be top of mind with your clients, build strong relationships, build your brand, encourage referrals and provide a client service experience to **WOW** your clients?*

**If you answered no to any of the questions I asked you above then The Business Accelerator System will help you create better results in your business.**



What if the Business Accelerator System .....

**What if it improved your time management and allowed you to take a more strategic and proactive approach to your business?**

What if it allowed you to spend more time with your partner, your family and your friends?

**What if it reduced your stress levels and increased your confidence?**

What if you attracted the right staff and retained your top performers?

**What if it gained you that one extra client that is going to impact your bottom line directly? Or better, you had them coming to you in droves through referral?**

What if you actually enjoyed coming to work and were an employer of choice?

This is what you need to consider. Every business is different and you will face into different challenges. However, many business leaders face into similar challenges of being busy, having no time and being chained to their desk unable to get off the rollercoaster.

You now have the chance to.

Sarah and Darren made a decision to change and become proactive leaders.

And it was through their decision that they created some outstanding results.

There are some significant tangible results but also importantly are the intangible results. The feelings of control, relief and confidence. These you can't measure but significantly contribute to your quality of life and how you experience your business.

**How did the BAS improve Sarah and Darren's results?**

Let's look at Sarah first.

- **Her results improved by 178%** from a large base.
- **She now knows how to lead people effectively**
- **Communication has improved** out of sight in her business
- A recent survey of her clients has indicated they are exceptionally happy with her and her team even in these challenging economic times
- **Sarah is less stressed and frustrated**
- She is now spending more time networking and building relationships with key referral partners and strategic alliances
- **She has taken 3 holidays this year**
- Her team is engaged, happy and motivated to achieve.



***If you were to achieve that in your business or even just part of Sarah's outcomes, would that make a difference to you?***

Now let's look at Darren's results. In six months Darren achieved:

- **113% growth** in his business
- **296% growth in enquiry rate** per day
- He has more than **doubled his database**
- **Reduced his stress levels and frustration**
- Feels like he is in **control of his business** and has **increased confidence**.

**Darren is also**

- Taking a **proactive approach** to his business
- Creating **raving fans** through his existing clients averaging in **2 referrals per week and is evident by the testimonials he is receiving from his clients**.

These are two very different businesses that have benefited significantly from implementing the 3 step Business Accelerator System.

Would you like to create results like these? Improve your business growth and reduce your stress levels? Would you like to get even just one more client into your business?

Life is too short to struggle and be frustrated in your business. Life is too short to waste opportunities that can create the results you know you can in your business.

If you are ready to make the breakthrough to better business growth and finally start to achieve the results you know you can in your business then here is what to do ...

## **Register For The Business Accelerator Webinar ...**

If everything you have read in the special report has resonated with you, and you are serious about creating new breakthroughs in your business then I would like to invite you to join me for a special webinar.

During the webinar we will be revealing for the first time The Business Accelerator System and walking you through step-by-step how you can implement it into your business.

On this webinar we will show you how to turn busy into activity and be the proactive leader that you want and need to be in today's demanding business environment in order to make more money in your business.



17

We will show you how to manage your time, your team, your clients, your relationships and your business more efficiently reducing your stress levels and how to break free of the 'Busy Trap.

## **To register for the webinar ...**

[Click Here To Register](#)

This webinar will be a high content webinar and you will walk away with action steps to implement immediately into your business.

Plus ... you will be one of the first to get an insight into The Business Accelerator System and have the opportunity to be one of the founding members for the program.

Registration for the webinar is required as we expect the webinar to book out.

[Click Here To Register](#)

I love what Albert Einstein once said ...

**'The same level of thinking that got you to where you are today is not the level of thinking you need to move you to where you want to be'.**

So that said, what Albert is saying is if you have been struggling being reactive and busy in your business, to create better results you need to take action and get the assistance you need.

Register now for The Business Accelerator webinar and you will learn exactly what you need to do to be a proactive leader and have a productive and profitable business.

I look forward to your joining me on the webinar.

To Your Success,

Julie Hyde

Distinctive Leadership

<http://www.distinctiveleadership.com.au/>

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