

Personal Invitation - Are you looking to take your business to the next level, increase your productivity and profitability, and reduce your stress levels?



If you are reading this now, then you fall into a very special group of business owners, who have already achieved a degree of success in your business, but you can't shift a niggling feeling that there must be an easier, less stressful way to achieve more, and take your business to the next level.

From working with dozens of business owners in the last 10 years, either on my one to one programmes or one of my group programmes, I see the same challenges, struggles and headaches coming up time and time again.

Now, as unique as you are, I bet you can relate to some (if not all!) of these too:

- Struggling to keep your focus – you 'kind of' know what you should be doing to grow your business (or do you?), but you just can't motivate yourself to do it, and anyway, you're too busy 'doing the job' right now in any case. How do you get off this treadmill?
- You're trying to do most (if not all) of everything yourself. After all, no-one else can do it as good as you. Why should you pay someone else to do it? You've tried delegating before and it didn't work so you don't want to go through that pain again.
- Worrying about cashflow as it swings up and down each month, and crossing your fingers that your clients pay on time so that you can pay your own bills
- Fed up of working really hard, putting in the hours at the expense of time with your family, and yet still not making a decent return on the time you invest
- Wondering why you just don't seem to be getting the customers you really want to be working with, and instead find yourself working with people who want to barter, and squeeze everything they can out of you

The simple truth is that ***running a business can seem like damned hard work.***

But, the flip side is that ***running a business is also hugely empowering.***



It's down to you to generate your income and that brings a massive rush of adrenaline when it all works.

How would you like to make running your business easier, and still achieve your vision of success?

After all, **success in business is simply about doing the RIGHT things in the RIGHT order.**

I know the challenges you face, and I know that the information out there to overcome these challenges can be overwhelming.

Which is exactly why I want to help, and why I've put together **The Business Growth Masterplan.**

Over 12 weeks, I'm going to provide a **framework** and **structure** to take you from where you are now and propel you to where you want your business to be.

This is a high impact programme, condensed into 12 weeks of **focus, action and implementation** which will keep you engaged and moving forward.

Starting in February, a maximum of 4 successful business owners will be joining me in this 12 week programme, to take their business to the next level in this intimate group.



"I was finding it difficult to make sure my working hours were productive and was working longer hours. I joined the Business Growth Masterplan to help me make my business as profitable as it can be and to **allow me to work the number of hours I want** to work, rather than the number of hours my business dictates. The **results have been amazing** and it's really **helped me to make some decisions** in my business to achieve what I want to get out of it. I have **focused on the type of clients that are most profitable to me**, I have increased the hours of my PA, and I have realised the **importance of taking time out to plan and work on my business** rather than continually getting wrapped up in the day to day tasks. I am so pleased I made the decision to join the Business Growth Masterplan and **can't believe how much I've achieved in such a short space of time.** The things I've already learned as a



direct result of the programme have made me feel massively positive about my business and its future. I can't recommend it highly enough." **Heather Dunn,** www.amqfs.co.uk



"I was so busy working hard in my business and putting in lots of hours that **I couldn't see any light ahead,** and was feeling frustrated by the financials of the business. I was even starting to think that maybe running a business wasn't for me.

Then I joined the Masterplan programme and got **so much valuable input** from the group discussions and receiving unbiased views from the group and Alison. It meant that I've been able to make some key changes around my pricing, put in clear boundaries around my time, and introduce processes and systems - the result is that **my business requires less of my time whilst being more profitable,** and feels a whole **lot less stressful** than before"
Lee Haysman www.lhsconsulting.co.uk



"Before joining the programme, I was concerned that I'd have the time to commit to it and implement what I learnt, plus I was worried if I was the 'right' type of business. The fact that it was **very goal orientated and structured meant I got lots done in our group days** and I found the time spent there hugely worthwhile. Of specific importance to me was also the small group size, which meant **lots of interaction and feedback for us all.** If you're thinking about doing this programme then **GO FOR IT! You will not regret the course, but you will regret not going on it months, or even years, ago."** **Sandy Rowley** www.healthyminds.co.uk



"I liked the idea of a 12 week programme as it's long enough to make a difference. The best things about the Masterplan programme were the **interaction with the group, having my thinking challenged, and the knowledge I've gained,** as well as very **nearly hitting the 'ridiculous' turnover target I set** at the beginning of the 12 weeks. If you're thinking about joining the next Masterplan course then



do it! Your business will grow and you will change in the process. It's been such a valuable experience." **Vicki Evans** www.walkmillsbotanics.co.uk

The first group Business Boost Intensive day is 2nd February, and by the time we're finished 12 weeks later, you will have:

- ✓ A strong understanding of **WHY** you're running your business, to motivate you and push you forward
- ✓ Created your **IDEAL CLIENT** profile, making your marketing much more **FOCUSED** and **EFFECTIVE**
- ✓ Produced an easy to use **MARKETING PLAN** to get you more customers, consistently, with minimal effort
- ✓ Developed **CLEAR & CONCISE MESSAGES**, to explain what you do to anyone
- ✓ Identified simple strategies and tweaks you can make to quickly **INCREASE YOUR PROFIT**
- ✓ Clarified which **PRODUCTS & SERVICES** you need to offer, and which ones you need to stop
- ✓ Created **SYSTEMS & PROCESSES** to take you out of the day-to-day stuff and free up your time
- ✓ Learnt **DAILY PRACTICES** to keep you **FOCUSED** and stop your business taking over your life
- ✓ Designed your **IDEAL TEAM** and identified where to **DELEGATE OR OUTSOURCE**
- ✓ Discovered the best strategies for **HIRING THE RIGHT PEOPLE** and how to **LEAD YOUR TEAM** to success
- ✓ Implemented **MEASURES** to keep your business growth on track
- ✓ Produced a **PLAN** to take it to the **NEXT LEVEL** over the next year



"My business had plateaued and I **needed to drive my business forward** to get to where it needed to be. I was **struggling to focus on my goals** & what aspects of the business I needed to be working on. The Business Growth Masterplan has **given me clearer goals and ideas**, and taught me how to be **more proactive and delegate more effectively**. It's also helped me to understand what aspects of my business needed to be worked on and how to go about doing it. I would definitely recommend the Business Growth Masterplan. **Being able to discuss your problems with other business owners is of great value**, and, by listening to others, you understand that they have similar issues as you. You can talk confidentially about how they overcame them, what worked for them, what didn't. It's **given me focus and drive and**



made me accountable for the things I need to do." **Yvonne Shuttleworth**
www.balanceandbeam.co.uk www.flipout.co.uk



"Before I started the programme I lacked self confidence as a business woman. I lacked structure, didn't have clear measurements of my performance and had a severe lack of well structured goals. Since working with Alison, **everything seems to have fallen into place**. I feel like my business is now running like a business should! I have strategies, plans and goals in place **and am oozing with confidence and enthusiasm. I can see where my business is going now and have a plan for it to grow**. For anyone thinking of signing up to the Master Plan programme I would just say

DO IT! Alison is so supportive, professional and practical in her approach. You will be in safe hands. You may have to step out of your comfort zone a little, but that's the only way you are going to make your business grow." **Kate Young**
www.kateyoungcoaching.co.uk

"I decided to join the Masterplan to help me understand which areas of my business were working well and were profitable. I wanted to learn how to **build a reliable team to support my business growth** and to allow me to gain more clarity and direction.



To be able to mix with the other businesses also looking to grow, and the variety of **practical planning** and discussion was extremely valuable - it was **so important to take quality time out of the business** as it provided real focus to **move my business forward to the next level.**" **Anna Woolliscroft** www.marketavenueltd.co.uk

Let me take you through how it works, and what's involved over the 12 weeks, and you can see whether you want to be considered to be a part of this.

There's a clear structure to take you through the programme, as you roll up your sleeves to get stuff done, and move from feeling overwhelmed to feeling back in control.

1. 3 Business Boost Intensive Days around the board table

 **Check this out!**

These are the cornerstone of the programme, where we'll spend 3 days together as a group, split across the 12 weeks and held in Staffordshire. The next dates are: 2nd February, 16th March, 27th April. These days will be focused ON your



business and we'll be getting stuff done in these sessions, not just learning the theory!

I know how easy it is to get motivated by a training day, only to then not implement anything and lose motivation as soon as you start to listen to all the voicemail messages and read all the emails that have landed during your day out of your business.

These days form the back-bone of our 12 week programme and in them we'll be covering the following 6 key modules to propel your business forward.

1 Foundations	2 Marketing	3 Profit Plan
Why? Goals CEO role	Market Message Media	Business Model Pricing/offerings Cashflow
4 Focus	5 Team	6 Planning
Systems & processes Managing self Working smarter	Who? Outsourcing & delegation Performance Mgt	Measures Feedback Next level (1-5 years)

2. Continuing Commitment & Accountability Calls

To keep you on track as you continue to implement what you learn on the group days and hold you accountable.

This will be your opportunity to get feedback on any challenges that crop up from the group, and ask any questions you have.

3. Personalised Private Coaching

During the programme, I'll be opening up my diary for 2 mornings where you'll be able to call me and ask me anything you want, or get my feedback on something specific.



4. Private Facebook Group

A place where you can get access to myself and the rest of the group between our sessions, for support, motivation and asking questions.

5. Workbooks for Each Module and Templates

For you to make your own notes and refer to time and time again, after the programme has finished.

Your Investment

I realise that this isn't for everyone, especially those who are happy with the status quo or who aren't able to see the importance of carving out the time to do a programme like this.

This is for business owners who are ready to improve and grow their business, and who are willing to invest the time and resources to do so.

You may be thinking you don't have the time to be on this programme, as your business can't afford to 'release' you – well you should definitely be applying if you want to move away from behaving like an out of control 'fire-fighter' and become an in control, more strategic business owner!

So, what does it cost?

£975 or 3 easier payments of £325

If you are ready to:

- Go from feeling out of control and fire-fighting each day, to feeling back in control, pro-active, and operating from a more strategic place
- Get real clarity on your business model, your role in it, and how you can finally start to work smarter and not harder
- Increase your confidence to lead your team and your business to the next level
- Have less stress around running your business, be less snappy with your loved ones, and ease some of those physical symptoms you may be experiencing, such as headaches and sleep disruption
- Have more consistent cashflow and increased profitability

Then you can apply right now!



How to apply

 **Join Us!** 

1. Email me at Alison@alisonbradford.com to request an application form
2. Call me on 0121 288 3890 or 07979 523335 to talk through your options

Thank you for taking the time to read this, and I look forward to hearing from you soon.

To your success,

Alison

PS – If you have any questions or want to have a chat about the best option for you, give me a call on 07979 523335.

