Getting Your Business Off The Ground

Rod Trahan
ActionCOACH
Business Coach
About Your Coach…

Rod Trahan

- Enrolled Member of the Northern Cheyenne Tribe
- B.S. Business Administration - University of Montana
- Masters in Business Administration - University of Montana
- 12 years fundraising for a Fortune 400 non-profit with average annual revenues of $30 million
Thanks for your attendance ... 

✓ In business your time is your most valuable asset ... 
✓ Business does not mean BUSY-NESS ... 
✓ How you invest your time is one of the keys to business success ...
Today we’ll reward your time ...

✓ With some of the simplest, easiest and fastest ways to increase your income ...

✓ Just a few of ACTION’s examples ...

ActionCOACH business coaching
So what is a Business ... ?

A Commercial, profitable enterprise, that works, without YOU ...

Remember to work ‘ON’ your business not just ‘IN’ your business ...
## The Big Dream

<table>
<thead>
<tr>
<th>Now /2007</th>
<th>In Five Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>What revenue is your business generating?</td>
<td>What revenue is your business generating?</td>
</tr>
<tr>
<td>Where do you live?</td>
<td>Where do you live?</td>
</tr>
<tr>
<td>What do you drive?</td>
<td>What do you drive?</td>
</tr>
<tr>
<td>What investments have you made?</td>
<td>What investments have you made?</td>
</tr>
<tr>
<td>What are your upcoming travel plans?</td>
<td>Where have you traveled?</td>
</tr>
<tr>
<td>What is your family enjoying?</td>
<td>What is your family enjoying?</td>
</tr>
<tr>
<td>How much time are you working in the Business</td>
<td>How much time are you working in the Business?</td>
</tr>
</tbody>
</table>
Six Steps to Massive Results…

- **Results**
- **Synergy**
- **Team**
- **Leverage**
- **Niche**
- **Mastery**

**From Chaos to Control**
**Predictable Cash Flow**
**Systematize for Efficiency**
**Structure for Growth**
**Well Oiled Machine**
**Multiplication or Acquisition**

**ActionCOACH**
business coaching
Some People Think ... 

Sales & Marketing is an Expense ...
The Entrepreneurs View ...

Sales and Marketing is an ...

**Investment**

For every dollar out, more dollars **should** come in ...
Two sides to marketing ...

**Acquisition Cost**  **Lifetime Value**

- If you invested $300 advertising and got 10 customers ...
  - You paid $30 each ...
  - How can we reduce that ... ?

- If your customer spent $550 a year for 6 years ...
  - That’s $3,300 to you!
  - How do you increase that ... ?
ACTION’S 5 Ways to Increase Your Business Profits ...
Let’s put in some numbers ...

Number of Leads \( \times \) x
Conversion Rate \( \times \) x
= No. of Customers \( = \) 500
x
No. of Transactions \( \times \) x
x
Ave. $$$ Sale \( \times \) x
= Revenue \( = \) $500,000
x
Margin \( \times \) x
= Profits \( = \) $50,000

1000 \( \times \) 50% \( = \) 500
\( \times \) 10 \( \times \)$100.00 \( = \) $500,000
\( \times \) 10% \( = \) $50,000
With just a 10% increase ...

<table>
<thead>
<tr>
<th></th>
<th>1000</th>
<th>1100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Leads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>50%</td>
<td>55%</td>
</tr>
<tr>
<td>=</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of Customers</td>
<td>500</td>
<td>605</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>No. of Transactions</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Ave. $$$ Sale</td>
<td>$100.00</td>
<td>$110.00</td>
</tr>
<tr>
<td>=</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>$500,000</td>
<td>$732,050</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Margin</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>=</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profits</td>
<td>$50,000</td>
<td>$80,526</td>
</tr>
</tbody>
</table>
That’s a 46% increase in your Revenues ... And, a massive 61% increase in your profits ...
For FUN, what if 100% ... ?

- **Number of Leads**: 1000
  
  \[
  \text{Number of Leads} \times \text{Conversion Rate} = \text{No. of Customers}
  \]
  
  \[
  1000 \times 50\% = 500
  \]

- **No. of Customers**: 500
  
  \[
  \text{No. of Customers} \times \text{No. of Transactions} \times \text{Ave. $$$ Sale} = \text{Revenues}
  \]
  
  \[
  500 \times 10 \times 100.00 = 500,000
  \]

- **Revenues**: $500,000
  
  \[
  \text{Revenues} \times \text{Margin} = \text{Profits}
  \]
  
  \[
  500,000 \times 10\% = 50,000
  \]

- **Profits**: $50,000

- **2000 Leads**
  
  \[
  \text{Number of Leads} \times \text{Conversion Rate} = \text{No. of Customers}
  \]
  
  \[
  2000 \times 100\% = 2000
  \]

- **No. of Customers**: 2000
  
  \[
  \text{No. of Customers} \times \text{No. of Transactions} \times \text{Ave. $$$ Sale} = \text{Revenues}
  \]
  
  \[
  2000 \times 20 \times 200.00 = 8,000,000
  \]

- **Revenues**: $8 million
  
  \[
  \text{Revenues} \times \text{Margin} = \text{Profits}
  \]
  
  \[
  8,000,000 \times 20\% = 1,600,000
  \]

- **Profits**: $1.6 Million
Is that really possible to do in my business ...?
Dreams can & do come true ...

✓ Start thinking like an Entrepreneur!
✓ What is your plan for the future?
✓ And second, you’ve got to change the way you do things now ...
✓ If you keep doing what you’ve always done ...
✓ You’ll keep getting what you always got !
✓ Hold onto your dreams ... They’re real !!!
Quoting E. James Rohn ...

✓ “Never wish your life were easier ... Wish that YOU were better.”

✓ “Work harder on yourself than you do on your business ...”
Quoting Bradley J Sugars

✓ “Your past does not equal your future ...
You create a new future with every decision in every moment ...”

✓ “If you want the most success ...
Then always do what you FEAR the most, true success comes from that place, and that place alone ...”
Now it’s time to ...
Get into ACTION ...
Get Your Business Off The Ground

Get into ACTION

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