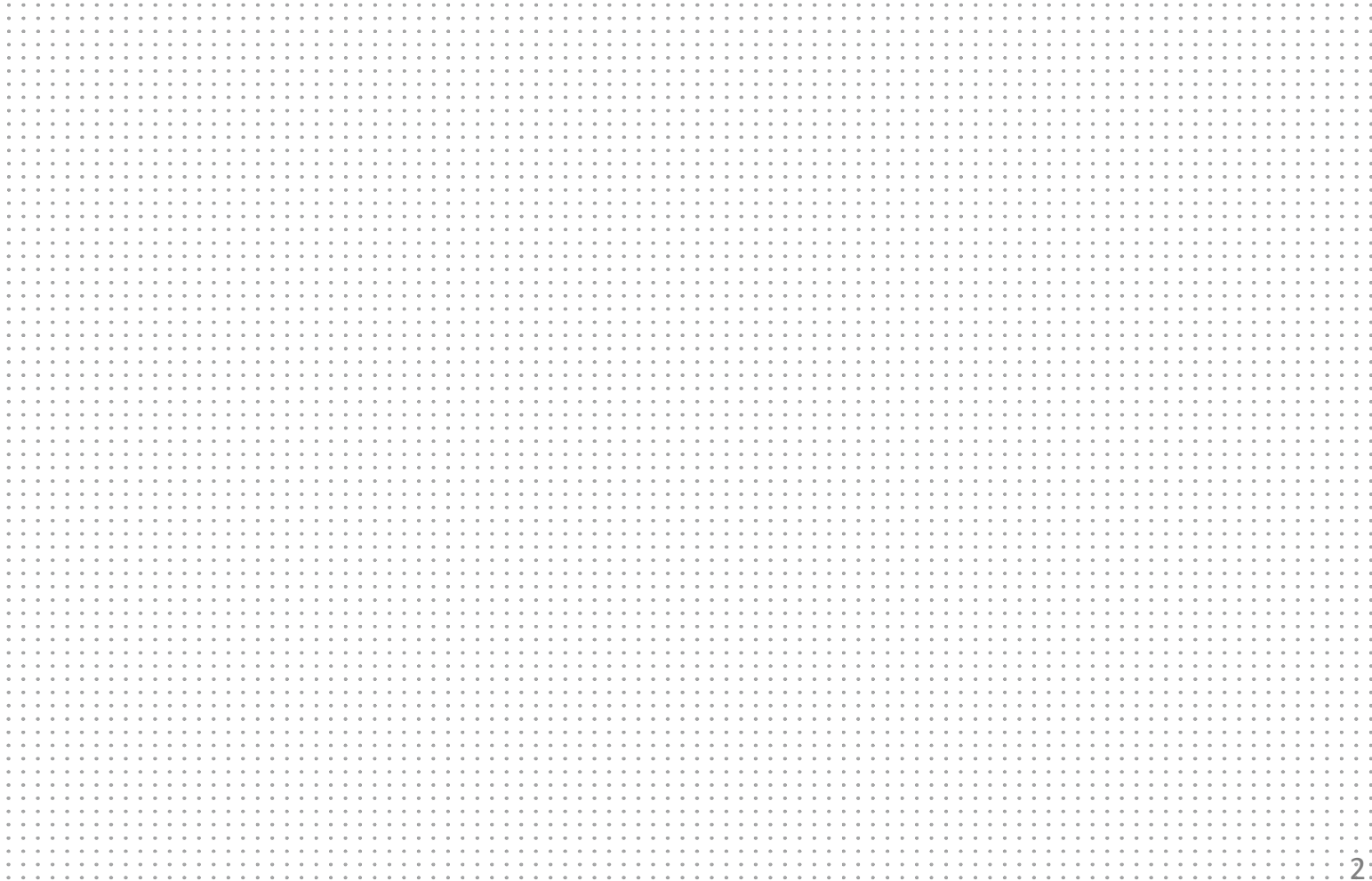


THE BLACKBELT BUSINESS ROAD MAP

WITH TONY FRASER-JONES



5 Key Principles...

1. Reinvent Yourself...

PAIN PLEASURE
2. Beware the Pain Myth...



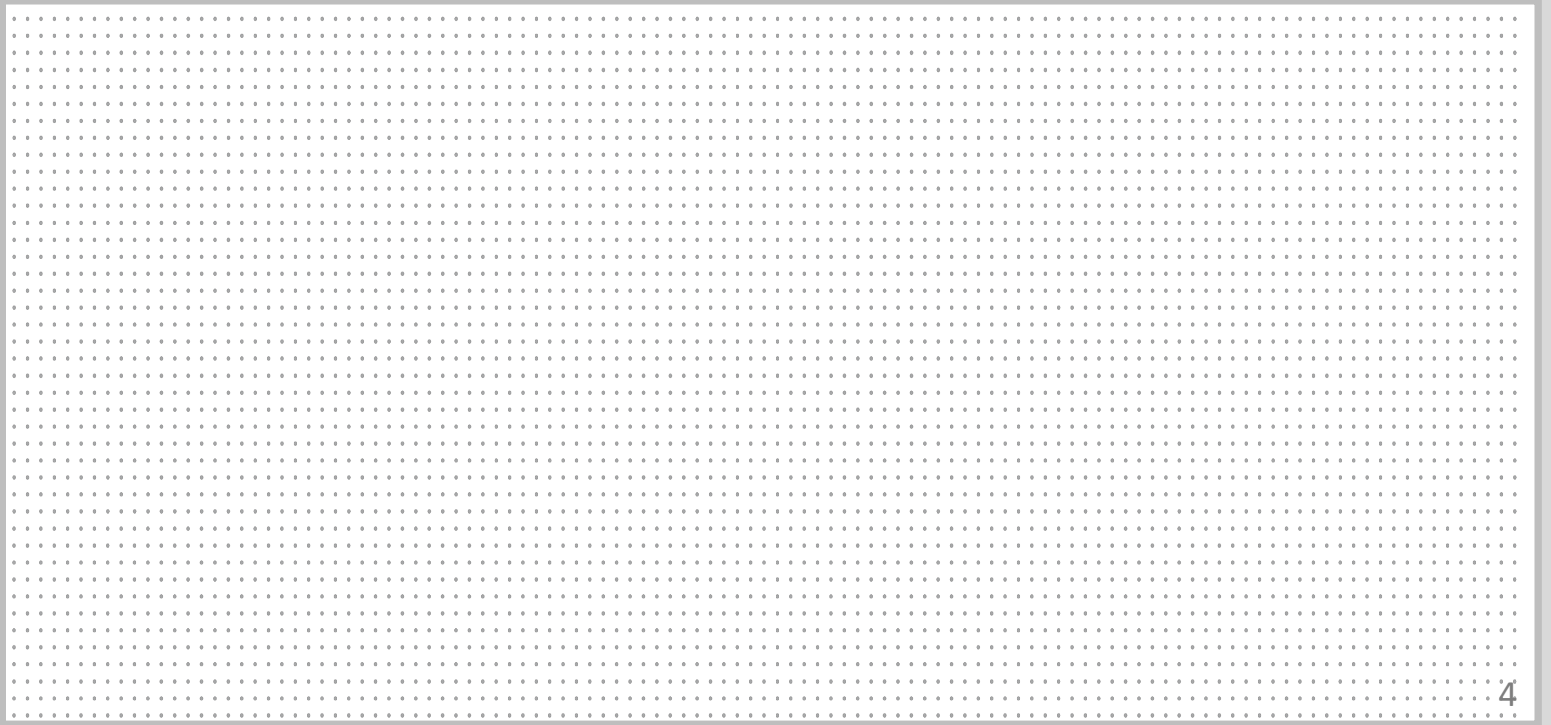
**3. Create Positive
Tension...**

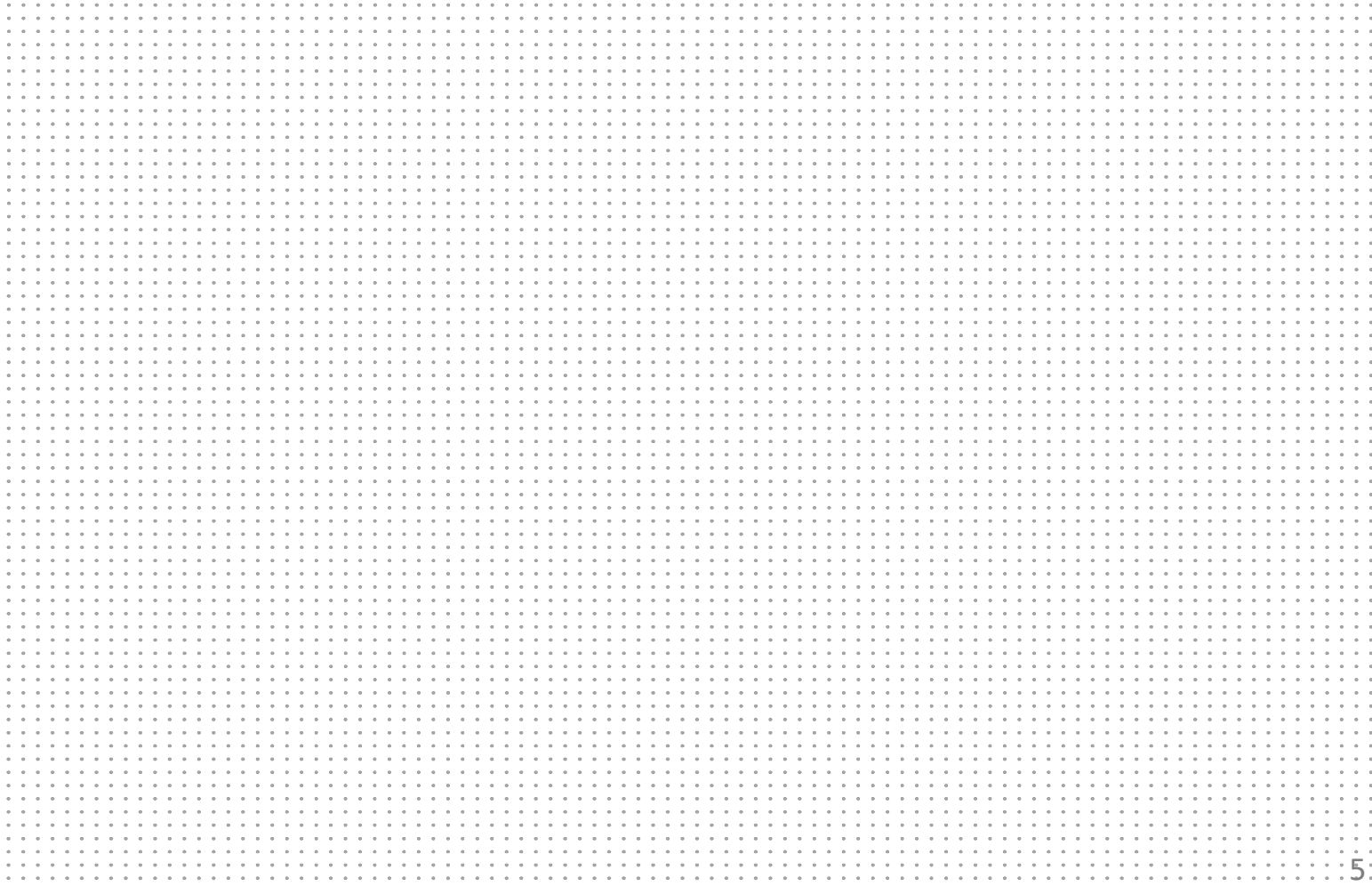


4. Backfill as Needed...



5. Seeing is Believing...





THE MILLION DOLLAR TRADIE LADDER

SYMPTOMS

Freedom Time & Money. Exploring Other Ventures

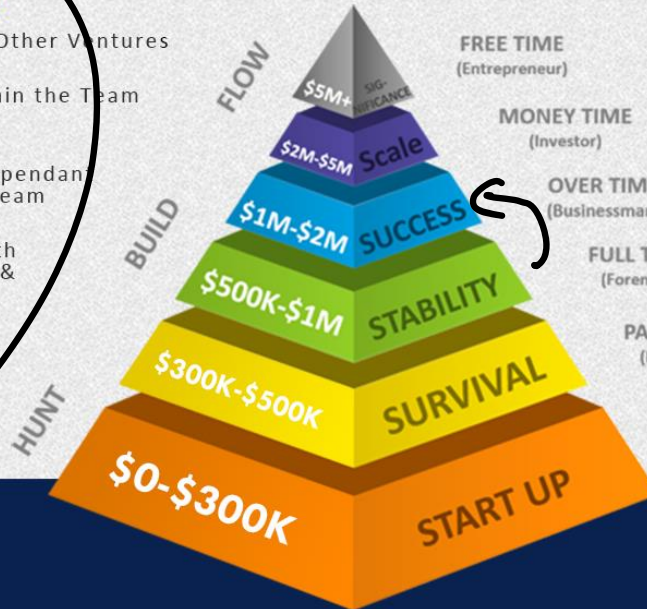
Released...Almost. Struggling to Train the Team & System

Profitable but Burnout. Business Dependent on Owner. Lacking a Management Team

Steady but Stuck. Need Systems Both Onsite & in Office. Unreliable Sales & Marketing

Stressed & Keen to Grow. Managing Cash Flow. Staff Headaches

Excited but Overwhelmed. Needing a Plan



CRITICAL SUCCESS FACTORS

Employ a General Manager & Board of Directors. Grow Wealth Through Other Business Activities. Exit Strategies...

Provide Guidance to Management Team. Build Key Client Relationships.

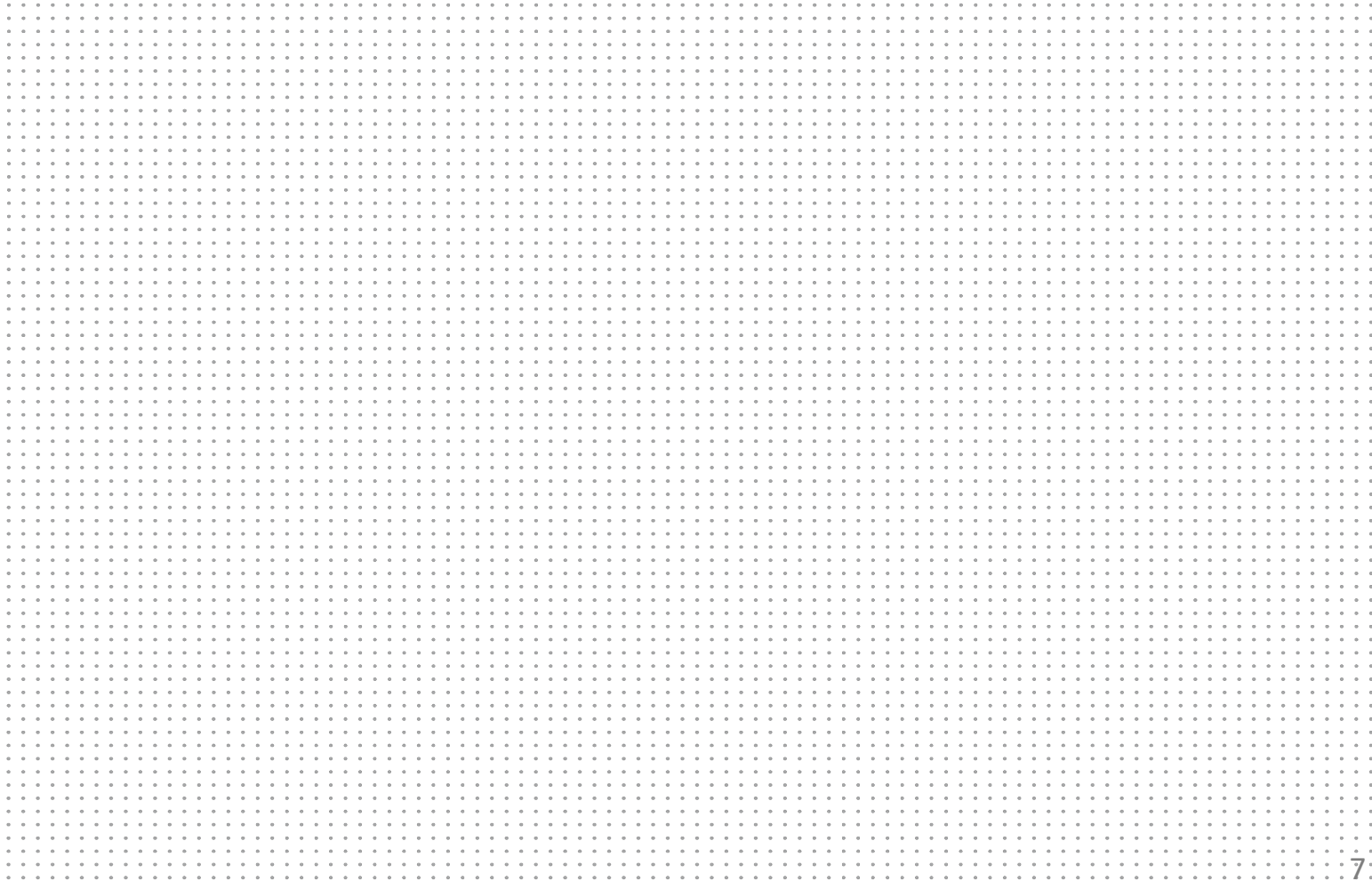
Develop Management Team & System to Achieve Leverage.

Create Onsite Systems to Free up Time & Improve Quality of Work. Know your Numbers.

Get More Work. Hire Staff. On The Tools

Manage Jobs & Own Projects

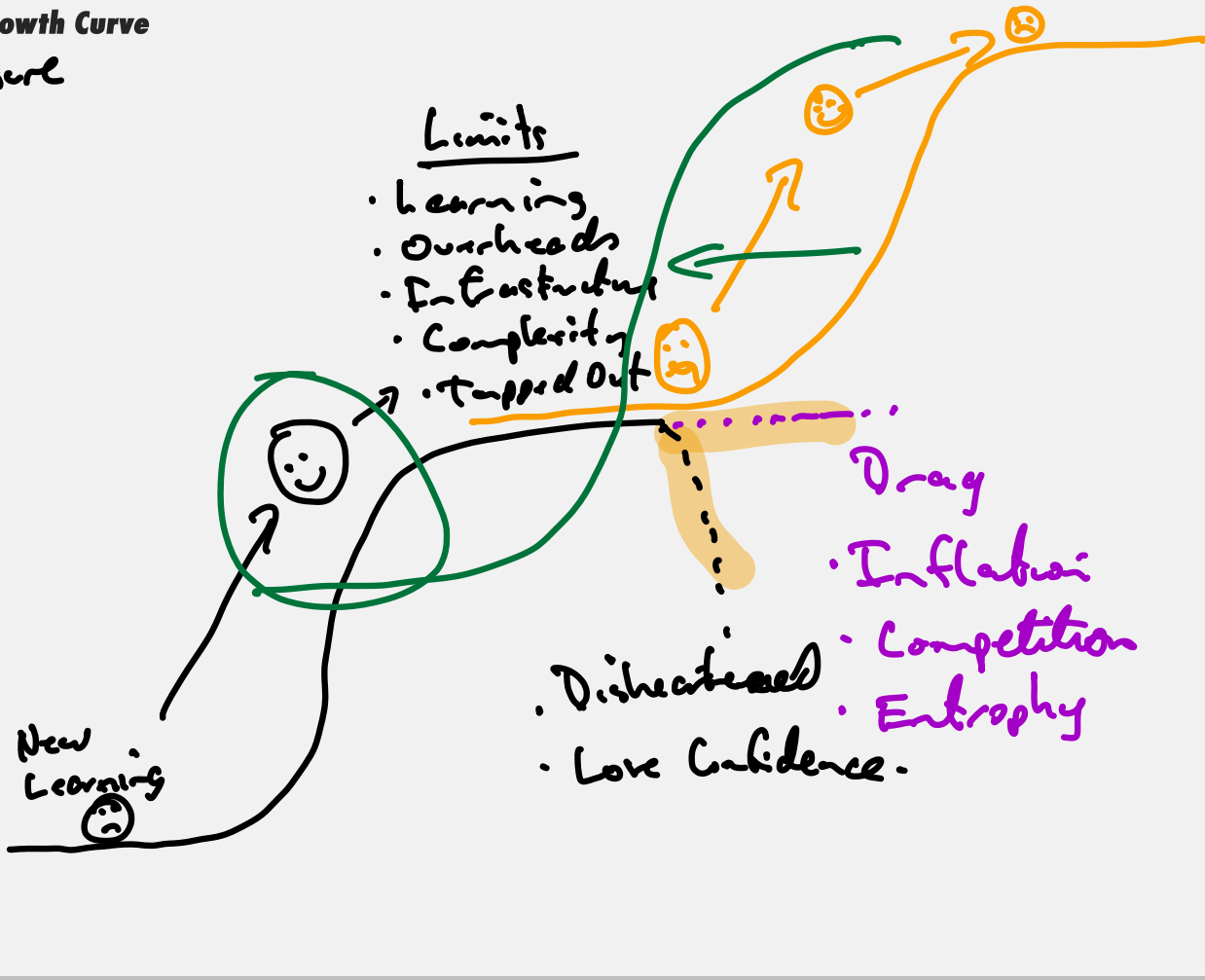
PROFITABLE
TRADIE.

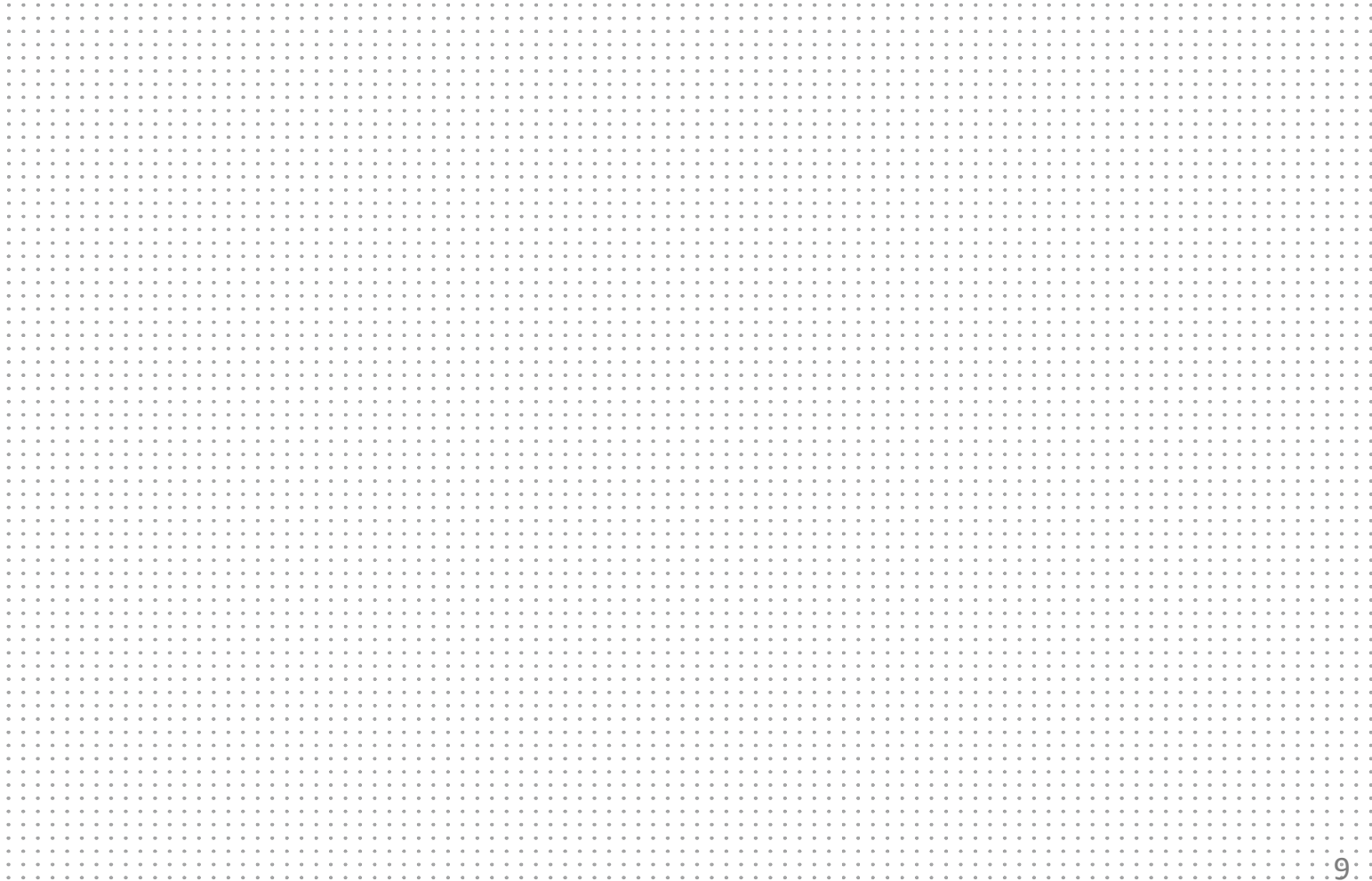


The Growth Curve

Pleasure

Pain





THE PROFITABLE TRADE ROADMAP

Boardroom

↑

NOT

	Financials	Systems	Team	Marketing	Sales	Leadership	
SIGNIFICANCE \$5M-PLUS	Risk Management Strategy <input type="checkbox"/>	Drive Automation to Improve Efficiency <input type="checkbox"/>	Hire a General Manager <input type="checkbox"/>	Optimise Current Marketing Channels <input type="checkbox"/>	High Level Relationship Building <input type="checkbox"/>	Board of Directors <input type="checkbox"/>	
	Manage Balance Sheet <input type="checkbox"/>	Develop a Franchise Prototype <input type="checkbox"/>	Coach & Nurture Management Team <input type="checkbox"/>	Outspend Competitors to Dominate Market <input type="checkbox"/>	Drive Sales Conversions <input type="checkbox"/>	Acquisitions/New Markets & other Growth Strategies <input type="checkbox"/>	
SCALE \$2M-\$5M	Drive Business Equity Value <input type="checkbox"/>	On-line Directory of Systems & Processes <input type="checkbox"/>	Create Succession Plan <input type="checkbox"/>	Become Market Authority <input type="checkbox"/>	Build Sales Team <input type="checkbox"/>	Personal Meaning & Well Being <input type="checkbox"/>	
	Measure Work in Progress <input type="checkbox"/>	Write Operations Manual <input type="checkbox"/>	Build Management Team <input type="checkbox"/>	Develop Comprehensive Marketing Plan <input type="checkbox"/>	Appoint Business Development Manager <input type="checkbox"/>	The Buy Back Principle <input type="checkbox"/>	
	Advanced Financial Analysis <input type="checkbox"/>	Customer Relationship Management (CRM) <input type="checkbox"/>	Meeting Rhythm and Structures <input type="checkbox"/>	Add profitable market niches <input type="checkbox"/>	Advanced Sales Training <input type="checkbox"/>	Upgrade Personal Leadership <input type="checkbox"/>	
SUCCESS \$1M-\$2M	Separate Profit & Loss for Divisions <input type="checkbox"/>	Stock Control System <input type="checkbox"/>	Design Organisation Structure <input type="checkbox"/>	Build Marketing Team <input type="checkbox"/>	Sales Scripts for Site Visits <input type="checkbox"/>	Convert Profit Into Wealth <input type="checkbox"/>	
	Advanced Back Costing <input type="checkbox"/>	Map A-Z of Operations <input type="checkbox"/>	Appoint Operations Manager <input type="checkbox"/>	Prospect Nurture System <input type="checkbox"/>	The Persuasive Quote <input type="checkbox"/>	Business Maturity Plan <input type="checkbox"/>	
	Cash Flow Forecasting <input type="checkbox"/>	Design Pre-Job Checklists & Processes <input type="checkbox"/>	Implement the 20 <input type="checkbox"/>	Add another Target Market <input type="checkbox"/>	Company Profile <input type="checkbox"/>	Leadership Training for Owners <input type="checkbox"/>	
STABILITY \$100K-\$1M	Planning for Profit & Budgets <input type="checkbox"/>	Build Pricing Templates Fixed pricing <input type="checkbox"/>	Employer of Choice Strategy <input type="checkbox"/>	Appoint Marketing Co-Ordinator <input type="checkbox"/>	Hire an Estimator <input type="checkbox"/>	Identify Your Genius Zone <input type="checkbox"/>	
	Accounts Receivable Process <input type="checkbox"/>	Administration Manual <input type="checkbox"/>	Core Values <input type="checkbox"/>	Track Marketing Results & ROI <input type="checkbox"/>	Map the Sales Process <input type="checkbox"/>	Complete Vision Book <input type="checkbox"/>	
	Design Monthly KPI's <input type="checkbox"/>	Quality Assurance Checklists <input type="checkbox"/>	Rules of the Game <input type="checkbox"/>	2-3 Marketing Strategies for Target Market <input type="checkbox"/>	Implement Servicing Program <input type="checkbox"/>	Pre-loaded Year <input type="checkbox"/>	
SURVIVAL \$300K-\$500K	Implement Profit First <input type="checkbox"/>	Cloud Based File Storage <input type="checkbox"/>	Appoint Office Manager <input type="checkbox"/>	Quick Response Marketing Tools <input type="checkbox"/>	Follow Up Process <input type="checkbox"/>	Create a Stop Doing List <input type="checkbox"/>	
	Run Monthly Profit and Loss <input type="checkbox"/>	Install Job Management Software <input type="checkbox"/>	Job Descriptions <input type="checkbox"/>	Create Website <input type="checkbox"/>	Enquiry Script <input type="checkbox"/>	Time Productivity Analysis <input type="checkbox"/>	
	Back Cost all Jobs <input type="checkbox"/>	Install Accounting Software <input type="checkbox"/>	Improve Hiring Process <input type="checkbox"/>	Build Social Media Presence <input type="checkbox"/>	Take Deposits <input type="checkbox"/>	Default Diary <input type="checkbox"/>	
STARTUP \$0-\$300K	Price for Gross Margin <input type="checkbox"/>	Install Payroll Software <input type="checkbox"/>	Regular Performance Appraisals <input type="checkbox"/>	Build Client Database <input type="checkbox"/>	Upselling Process <input type="checkbox"/>	Audible & Business Books <input type="checkbox"/>	
	Get Paid Now <input type="checkbox"/>		Attract A Players <input type="checkbox"/>	Decide Target Market <input type="checkbox"/>			
	Fix Payment Terms <input type="checkbox"/>		Create Hiring Process <input type="checkbox"/>	Sharpen Key Message <input type="checkbox"/>			
	Filter Job Enquiries <input type="checkbox"/>		Make Irresistible Offer <input type="checkbox"/>	Choose Marketing Method <input type="checkbox"/>			

Eleventor Course

