



BOOM™
YOUR BUSINESS



STARTER SESSION



Congratulations on taking the first step to unlocking the business of your dreams.



Many successful businesses reach “The Point.” The point where growth stops and sales flatline. What worked in the past stopped working, leaving you feeling like you are stuck on a sales treadmill. Working harder and harder. Putting in new systems and processes. Adding new products and services. Doing different advertising media. Hiring new salespeople. Only to end the year sweating hard and stuck in the same place you started. If you are like most entrepreneurs, this leaves you wondering:

- Am I targeting the right customers?
- Am I using the right media?
- How much should I be spending on marketing?
- Should I be doing social media?
- Should I lower my prices?
- Do I need a new Unique Selling Proposition?

These questions are all symptoms of a flatlined business. Where did the magic go - the magic that made you successful?

The Wizard of Ads Process is designed to bring back the magic and transform your flatlined business into an 800-pound gorilla that will be the envy of your industry. It is specifically designed for owner-operated businesses that do a great job for their customers but have found they have hit the sales ceiling.

When you have completed The Wizard of Ads Process you will:

- Have a predictable growth plan
- Have customers seeking you out
- Be able to charge premium prices
- Know you are doing the right thing
- Smash that sales ceiling driving to new high

You will recapture the feeling that you are building an empire and you can sell that treadmill online.

The process begins with completing The Starter Kit.

In the Starter Kit you will find an overview of The Wizard of Ads Process. This will give you a broad understanding of how the program flows from one segment to another. It shows you how we will transform your business into the 800-pound gorilla of your market that is capable of making the big bad wolf wet himself. And this will prepare you for the 90-Minute Wizard of Ads Starter Session.

During this session, we'll work with you on starting the first stage of our process. Once completed, the next step readies you for our in-person Bold Idea Day.

It's up to you. Move forward with us. Or...



How To Complete The Starter Kit

These exercises help you develop a better understanding of your current situation and help you clarify your goals for the future. They also help you prepared for The Wizard of Ads Starter Session.

1 The Boom Your Business Scorecard

Please complete the scorecard, by indicating where you currently stand for each of the 10 issues listed. Rate yourself and your company from 1 to 10 for each section, depending on which statement, left or right, best reflects your current situation.

2 Your Vision

Answer the question: If your business felt magical and was rapidly growing (booming), and there were no obstacles and everything was possible, describe an ideal vision of your business and personal life?

Write out your answer in as much detail as possible. Bullet points and short statement are fine. Do not worry about “we might” achieve these goals. Simply write down your deepest desires.

Once you have answered the questions to the best of your ability, complete the three questions at the bottom of the page.

3 The Confidential Questionnaire

Please answer each question as fully as possible. Take your time. This is an opportunity for you to think through your business more fully.

Please send us your completed Scorecard, Vision and Confidential Questionnaire at least one business day prior to your Booming Business Starter Session.



The Starter Kit



Contact Information

Name:
Position:
Company:
Address:

Type of Company:
Telephone:
Email:



Getting to know you better...

Who owns the business?
How many employees?
How many salespeople?
Is spouse involved in the business?
How many years in business?



To provide you with a marketing budget...

Last year's revenue?
Next year's expected revenue?
Long term revenue goals?
Is your business in a high visibility location?
Average margin or markup?

Please scan and email the completed exercises to ...



Exercise 1: The Scorecard

To help you clearly understand your current situation, rate your reaction to each pair of phrases.

Decide where you are on a scale from 1 to 10. Add up your total score from each column.

	1	2	3	4	5	6	7	8	9	10	
I do not have a clear vision for the future of my business											I have a clear, well defined vision for the future of my business
I am not sure how to achieve our long-term goals.											I have a clear step-by-step strategy for achieving our long-term goals
We do not have enough good prospects contacting us											We have more prospects calling us than we can manage
It is hard to explain how we are different											It is easy to explain how we are different
<i>We do not tell a unique, compelling and easy to understand story about the business</i>											We tell a unique, compelling and easy to understand story about the business
<i>It is hard to differentiate our products and services from our competitors</i>											Our products or services are easily differentiated from our competitors
<i>We are not well known in our community</i>											We are a household name in our community
<i>We routinely use discounts to make a sale</i>											We always sell our products and services at full price
<i>My business model makes it hard for me to grow my business</i>											My business makes it easy to grow
I do not have as much confidence in the future as I would like											I have a strong sense of confidence about my future

Add Column Totals. Your Score is _____



Exercise 2: Your Vision

If your business was really exciting and there were no obstacles and everything was possible, describe an ideal vision of your business and personal life (in point form)

Do you really want to achieve this vision?

Are you committed to working towards this vision?

Would you like to learn a process to help you achieve your vision?



Exercise 3: Confidential Questionnaire

1 - How you describe your business to prospects

2 - How is your business is different and better than your competitors.



Exercise 3: Confidential Questionnaire

3 - On the scale below, indicate to what degree your business is different from other companies in your industry.

4 - What are you doing to make customers think of you first?



Exercise 3: Confidential Questionnaire

5 - Please describe your ideal customer

6 - What is the major problem you help your best customer solve?



Exercise 3: Confidential Questionnaire

7 - What are three clear benefits you provide your customer.

8 - What other products or services could you offer your best customers?



Exercise 3: Confidential Questionnaire

9 - What are three changes you could make to take your business to the next level?

10 - What is the one thing you need to do to take your business to the next level?



Exercise 3: Confidential Questionnaire

11 - What are you doing to build trust with your prospects?

12 - What are you doing to make customers love you the most?



You're Almost Done

Scan and email this document to _____
forty-eight(48) hours before the session.

What to expect in from your Starter Session:

Guaranteed to start and end on time.

The meeting is conducted using a tool called Zoom. We highly recommend you show up early and test and try your technology to ensure your sound is working, and video is working. We use this for screen sharing any examples.

The session is confidential and recorded. You are free to request a copy of the Recording.

We ask questions about your answers in this document.

We ensure you leave with:

1. Your Marketing Budget Number
2. Who you should be targeting with your marketing
3. How you best reach them

Please bring your questions or send them ahead of time to

_____.





The Wizard of Ads Process is a **step-by-step program divided into four distinct stages.**

Stage One: Getting started. In this stage you determine your target customer, identify the right type of media, and calculate the marketing budget. In this stage you complete The Boom Your Business Starter Kit and participate in the 90-minute Boom Your Business Starter Session.

Stage Two: Creating the Bold Idea. In this stage you meet with us offsite (Toronto or Austin) for the day. On this day we create the Bold Idea that you will use to break free from the I-need-more-leads treadmill.

Stage Three: Building the Plan. In this Stage we create your Break-Out Plan. It includes your Bold Idea, messaging, media recommendation and execution profile. We travel to your place of business to Uncover Your Story. It ends with you meeting us offsite to review and approve your plan.

Stage Four: Execution. In this Stage we put your plan into action - measuring results and making adjustments along the way.



Fee Illustration

If your business has \$1,000,000 to \$5,000,000 in sales and you have the market potential and infrastructure in place to double sales over the next 5 years; a good guideline to use would often be 0.5% - 2% of sales for Execution. If you are doing \$2,500,000, this would convert to \$25,000 per year, or just over \$2,000 per month. The scope of work and difficulty of growth determine the cost.

The up-front Uncovery Fee ranges from 6 to 9 times the monthly fee.

The illustration below is based upon a typical \$3,500,000 business.

We'll use 1% of annual sales as the yearly retainer for Execution in this particular example.

Stage 1 – Getting Started

- 1) Book Starter Session
- 2) Receive Starter Kit (no charge)
 - a. Preparation materials for your 90-minute Starter Session
 - b. Includes a scorecard and questionnaire
- 3) Starter Session (no charge)
 - a. 90-minute video conference call
 - b. Work together to create
 - i. Marketing budget
 - ii. Determine target customer
 - iii. Type of Media

Stage 2 – Creating a Bold Idea (\$2,500)

- 4) The Bold Idea Day - *Not* held in your hometown - Your value is guaranteed*

Stage 3 – Building the Plan (\$20,000)

- 5) The Uncovering Your Story Session (we travel to you)
- 6) The Breakout Plan Foundation (we create your Break-Out Plan)
- 7) The Breakout Plan Presentation (full day meeting typically outside your town)

Stage 4 – Execution and Measurement (\$3,000 per month)

- 8) The Wizard of Ads Execution
- 9) Measure and Report Results
- 10) Annual Review

Stage 5 – Renewal (monthly fee adjusted based upon growth)**

- 11) Creation and execution of plan

*We guarantee you will receive Bold Ideas you can use to grow your business with or without us. If you feel we have not provided sufficient value for your \$2500 investment - you don't pay. No questions asked.

**Annually this fee is reviewed based upon the growth of your company. When you grow, our fee increases by the percentage you grew. If you experience decline, our fee is reduced by the same percentage.

