

BUSINESS HELP PROSPECTUS



January 2024

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# Trying to grow a business can be overwhelming if you don't have a plan

Most business owners are great at what they do, but they've never been shown how to manage a business.

Managing a business can feel like a mystery, however I don't believe you should have to guess how to make your business grow.

Without a plan, things can quickly unravel:

- Revenue stalls or (worse) dips
- You waste time chasing ideas that don't move the needle
- You guess instead of following a process

All of this can lead to sleepless nights and feeling constantly overwhelmed.

I don't want that for you. I've worked with thousands of business owners over the years giving them a plan for growing revenue and growing their business so that it reflects who they are.

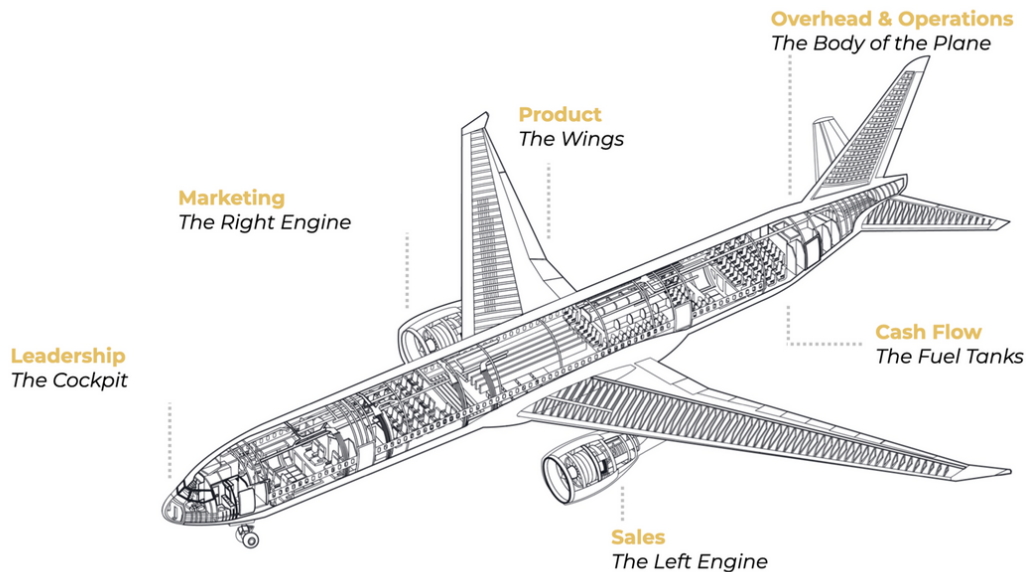
I know my plan can work for you too.



# Your business is like an airplane

A good business works like an airplane.

There are six key parts to an airplane and all of these parts need to be working well and working together in order for your business to succeed.



If you engineer the airplane correctly, and maintain it with consistency and wisdom, it will fly safely for decades.

# Create a Life Plan and Use a Daily Planner

The reason to create a life plan as a business owner is because when the business flows out of your life mission, work feels less like work and more like a passion. Creating a life plan and using a productivity system will also prevent burnout.

When you create a **Hero on a Mission Life Plan** you will clarify your life mission, set a 10-year, 5-year, and 1-year vision for your life, use a goal-setting worksheet to clarify your goals, and learn to use a daily planner that will keep you focused and help you to live a great story.

<b>Type:</b>	<b>One to One or Group</b>
<b>Number of sessions:</b>	<b>6</b>
<b>Session length:</b>	<b>60 Minutes</b>
<b>Frequency</b>	<b>Weekly or Fortnightly</b>
<b>Investment from:</b>	<b>£747 + VAT</b>



# Create a Mission Statement and Guiding Principles

Business Made Simple's **Mission Statement Made Simple Framework** is designed to be simple enough that it's memorable.

Revolutionise your leadership by creating a mission statement and guiding principles that will inspire and motivate your team. When a company's mission statement and guiding principles are simple and memorable, they are more likely to be acted on and the mission is more likely to be completed.

<b>Type:</b>	One to One or Group
<b>Number of sessions:</b>	6
<b>Session length:</b>	60 Minutes
<b>Frequency</b>	Weekly or Fortnightly
<b>Investment from:</b>	£747 + VAT



# Develop Your Communication Abilities

Being able to communicate well is a not-so-secret superpower and when you can engage an audience, they push the objectives of the organisation forward with force.

The objective of Business Made Simple's **Communication Made Simple Framework** is to teach you and your team to create engaging communication collateral that gets people excited about whatever they're working on. The framework can also be used in your marketing communications.

<b>Type:</b>	One to One or Group
<b>Number of sessions:</b>	6
<b>Session length:</b>	60 Minutes
<b>Frequency</b>	Weekly or Fortnightly
<b>Investment from:</b>	£747 + VAT



# Install the Management and Productivity Made Simple Playbook

People are the largest but most important investment for a business. The Playbook creates a high performing and engaged culture within a company, so people feel valued and productivity skyrockets.

After installing the **Management and Productivity Playbook**, your team will be completely aligned and you'll be free to focus on the big picture things that will grow your business.

<b>Type:</b>	One to One or Group
<b>Number of sessions:</b>	6 - 12
<b>Session length:</b>	60 Minutes
<b>Frequency</b>	Weekly or Fortnightly
<b>Investment from:</b>	£797 + VAT





# Create Profitable Products

For small businesses, their products should be profitable and in demand.

**The Product Optimisation Playbook** teaches business owners to vet and accurately determine the viability of new products, as well as, install a process to audit the profitability of the ones they already have.

<b>Type:</b>	One to One or Group
<b>Number of sessions:</b>	3
<b>Session length:</b>	60 Minutes
<b>Frequency</b>	Weekly or Fortnightly
<b>Investment from:</b>	£247 + VAT



# Clarify Your Marketing Message

The only thing harder than creating a product people want is coming up with the words to describe the product. Many business leaders are sitting on an inventory of products they know solve their customers' problems, but they don't know how to talk about their product, so it flies off the shelves.

Business Made Simple helps your client clarify their message using the **StoryBrand Messaging Framework**.

<b>Type:</b>	<b>One to One or Group</b>
<b>Number of sessions:</b>	<b>5</b>
<b>Session length:</b>	<b>60 Minutes</b>
<b>Frequency</b>	<b>Weekly or Fortnightly</b>
<b>Investment from:</b>	<b>£497 + VAT</b>



# Install a Marketing Sales Funnel

If your business doesn't have a proven, repeatable plan for capturing leads and then converting those leads to customers, you're leaving a ton of money on the table.

You'll **create a sales funnel** that brings in a steady stream of revenue for your business, consisting of a one liner that clearly explains your value to customers, a website wireframe that brings in more sales, an effective lead generator and a follow-up email series that closes the sale.

<b>Type:</b>	<b>One to One or Group</b>
<b>Number of sessions:</b>	<b>8</b>
<b>Session length:</b>	<b>60 Minutes</b>
<b>Frequency</b>	<b>Weekly or Fortnightly</b>
<b>Investment from:</b>	<b>£997 + VAT</b>



# Stop Selling and Invite Customers into a Story

A great salesperson is not someone who is only interested in selling a product but rather someone who is interested in making their customers' lives better.

Inviting the customer into a story is the best way to sell them your product and close more deals. Business Made Simple's sales framework will help you understand that The Customer is the Hero.

<b>Type:</b>	One to One or Group
<b>Number of sessions:</b>	3
<b>Session length:</b>	60 Minutes
<b>Frequency</b>	Weekly or Fortnightly
<b>Investment from:</b>	£747 + VAT



# Become an Expert Negotiator

We're negotiating all the time whether we realise it or not. Without a negotiation framework to follow, we put a lot at risk.

Negotiation Made Simple teaches you the practical skills you need to enter into any negotiation with confidence. You will learn to manage any negotiation so that they can produce more win-win outcomes in work and in life.

<b>Type:</b>	One to One or Group
<b>Number of sessions:</b>	3
<b>Session length:</b>	60 Minutes
<b>Frequency</b>	Weekly or Fortnightly
<b>Investment from:</b>	£427 + VAT



# Install the Small-Business Cash Flow Made Simple Playbook

As small businesses grow, the finances become more and more complicated.

The **Small-Business Cash Flow Made Simple Playbook** helps business owners to protect their cash flow so that they never run out of money.

CASHFLOW

Type:	One to One or Group
Number of sessions:	2
Session length:	60 Minutes
Frequency	Weekly or Fortnightly
Investment from:	£247 + VAT



# About Paul McCartney (not that one!)

Paul spent more than 25 years in Commercial Radio, generating more than £75m in revenue.

He worked with both local and national advertisers and their agencies, holding positions that include Sales & Marketing Director, and Managing Director.

During his time in radio Paul's passion was to help local advertisers, helping them to identify their core strengths and the benefits that each target market would value.

He also has an MBA from the University of Leicester, putting him in the unique position of having experience and the theoretical knowledge taught at the world's leading business schools.

His business is now in its thirteenth year and operates around the central belief that if people work on the right things at the right time, they will move their business forward.



BIO

# Get Your **FREE** Report

I understand that you want to see results from the work you do, which is why you need to focus on implementing the frameworks that will deliver the results to realise your full potential.

The fact is, unless you know what you need to do and how you need to do it, you may never have the business you want. Work on the right things now though, and you will undoubtedly see results you could only have dreamed of.

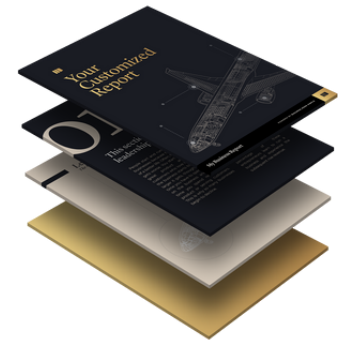
Making this happen is a simple three-step process:

- 1 Get a **FREE** customised report for your business**  
Take 14 minutes (yes I've timed it!) to answer a series of questions about your business that will show you how well you're doing in each area.
- 2 Book a zoom call with me to discuss the results**  
We'll go through the report together, looking at what it tells us about your business. We'll then think about what you could do to make improvements.
- 3 Start achieving the results you deserve**  
Once we've decided where you might make improvements, you either work with me or work under your own steam to make the required improvements.

Imagine working fewer hours - focusing on what really matters.

The satisfaction you will feel when you start to experience the success you deserve and the freedom you will have to begin to live your life in the way you've always dreamed.

**Get a **FREE** customised report on your business here.**







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