

The Rapid Growth Mentoring System



What Do You Want to Achieve?

I believe you are interested in developing your business in one or more of the elements below:

- Direction and Clarity
- A strategic advantage
- Systemise for growth
- Focus and grow sustainable profits
- Build self disciplined and successful teams
- Grow a customer database of real value
- Find the edge and breakthrough
- Add equity value to your business

Owning a business with these qualities will allow you to have choices; the choices to sell and retire or to continue, with a business that supports your life, not the other way around.

How?

The Rapid Growth Mentoring System from FREEDOM is a 12 month business development programme which delivers:

- ✓ Effective learning and sharing of experience from people who have done it
- ✓ Simple step by step process of business development
- ✓ Challenge, guidance, and support to implement change



What is the Rapid Growth Mentoring System?

The Rapid Growth Mentoring System is a proven business model that can take a business from struggle to success by using strategic thinking as its core tool.

For example:

- Why am I in business?
- What is my exit strategy?
- How can I work my way out of my business?
- Can it be scaled up?
- What do I want?
- What do our customers want?
- Why should our customer buy from us?

Each module is a business tool in its own right and each time you complete a module you step up to a higher level in your business development.

On completion of the programme you are left with a business of value that is capable of running without you driving it.



1. Leadership



2. Planning



3. Strategic Marketing



4. Process & Systems



5. Winning Teams



6. Finance



7. Marketing Communication



8. Sales

Programme Content

1. Leadership



Workbook Content

- Introduction
- Personal goal setting
- Personal purpose
- Business purpose
- Entrepreneurial mindset
- Personal effectiveness
- Prioritising

It's All About YOU

Proof that we can deliver this

“FREEDOM helped me to make the right decisions at all of the crucial moments in my business’s development which has resulted in some amazing developments”



Karl O'Hare
Intelligent Claims

2. Planning



Workbook Content

- Business Audit
- Clarity & Focus
- Setting Objectives
- 5 step business plan
- Objective achievement
- SWOT Analysis
- The Elevator Pitch

Clarity & Direction

Proof that we can deliver this

“I didn’t know how to break through to the next level, I was stuck, strategic business planning, gave me the solutions and the way forward. Thanks to Bob I now have real direction and I am clear about what I have to do to make it happen.”



Colin Caruthers
Seguro Safety

3. Strategic Marketing



Workbook Content

- Introduction
- Demographics
- Psychographics
- Position & Differentiation
- Look & Feel
- Your Strategic Marketing Plan
- Branding

Finding The Edge

Proof that we can deliver this

“Bob I just wanted to tell you how much an impact strategic marketing has made on our business. Our sales have grown by 300% over the last year. We are now applying what we learnt to more sectors.”



Bryan Adams
Ph.Creative

4. Systemisation



Workbook Content

- Introduction
- Problem solving
- Systems inventory
- Visualising order
- System creation and documentation
- Touch points

The Way To Grow

Proof that we can deliver this

“Productivity has shot up by 30% and we have saved 25% on our overheads, all thanks to John Curwen of FREEDOM Business Coaching helping us to implement processes and systems”



Charlotte Pye
Body Solutions

5. Winning Teams

Workbook Content



- Team leadership
- Organisation
- Motivation
- Behaviour
- Personality profiling
- Team building
- Top grading recruitment
- Coaching

You Can't Do It By Yourself

Proof that we can deliver this

My leadership style has changed for the better and I'd like to thank you for that. The team tell me I am a lot happier since we started working with you and as a result so are they! They have clear objectives and understand where I am taking the business so they're all on board helping me! Thanks again Bob!"



Jane Gordon
Life Choice

6. Finance

Workbook Content



- Overview
- Simple financial plan
- Financial systems
- Profit
- Cash flow

Business is About Numbers

Proof that we can deliver this

"The FREEDOM Dashboard is brilliant, I now feel I am a lot more confident and in control of my business. Knowing where my cash is up to has stopped all my worry"



Neil Taylor
Hip Entertainment

7. Marketing Communications



Workbook Content

- Internal & External audit
- Customer pain
- Key phrases
- Benefits
- AIDA and writing copy that sells
- Simple marketing communication plan

Telling The World About You

Proof that we can deliver this

“FREEDOM don’t just give you the strategies, they give you the self belief and confidence to implement them successfully. My mentor is helping me take my business sales from £200k to £3m with £1m net profits within two years and we are on target.”



Allison Dixon
Gallery 33

8. Sales



Workbook Content

- Customer mindset
- The ultimate sales plan
- Sales pitch and presentation
- Lead generation, conversion and closing

Winning That Pitch

Proof that we can deliver this

“Bob just a quick note to say we have just won another order. The presentation works a treat, can we have a chat about doing another two, I want to focus on different sectors and the images and copy will have to change to suite the targets. Thanks”

Bob Greaves
Moorgate Engineering

What results can you expect?

You won't achieve immediate results but they will come within the first few months. The first objective is to give you clarity and direction and begin to work on the core objectives that will deliver success.

Our method is a step by step approach to businesses development and implementing what you learn into your business at the right time. Lots of small victories soon add up to a large leap, this is our approach.

There is more value in the time you spend putting your learning into practice and implementing new systems and processes than there is in the time you will spend with your mentor. Commitment and focus is the key. One of the first things we will focus on is time effectiveness, identifying your key success activities and making sure other business stuff doesn't get in the way of achieving small victories.

What happens next?

Once you have signed up we will send you the first module of workbooks and instructions. We will then contact you and book you in for your first session.

Your mentor will identify where you are up to in your business development and advise on the correct route for you.

You are always in charge and we understand that in business things can change overnight which may result in some urgent issues you want your mentor to help you with, this is ok, we will work with you. Our goal is to ensure we help you grow a sustainable business.

What others say.....

"I trust the FREEDOM team 100%. They live by their values and I know they work damn hard to help me deliver my business vision. Nobody else gives you the arsenal of business tools to help you succeed. I owe a huge debt to the freedom programme for what i have learnt and achieved in business so far....onwards and upwards!"



Paul Garratt
Urban Space Products

Tools & Templates

We have lots of tools and templates that your mentor will share with you as you progress through the programme. These have all been developed and applied over many years in business as useful tools that will save you a lot of time.

This is an added value benefit of working with FREEDOM.

Here are just a few examples:

Focused diary plan
Time management reality check
Weekly cashflow spread sheet
Demographics template
Presentation template for greater sales
Business plan template
Writing copy that sells template
Headline guidance notes
OH&S policy template
Environmental policy template

Alcohol and drugs policy template
Training and development policy template
Risk Management policy template
IT Policy template
Fraud prevention policy template
Continuous improvement policy template
Quality plan template
Quality inspection template

How we can deliver the value you require

We will help you put your business data into our Dashboard tool. This will help both of us monitor your business and give us immediate visibility of your business, so we can adjust things as we go. The tool will:

- Plot your financial objectives
- Monitor success of achieving your financial business objectives
- Give sales tracking visibility to ensure sales keep on target
- Allow us to see what may need to be done if things go off track

You can learn more about this tool on our website.



The Rapid Growth Mentoring System

- One to one mentoring twice per month
- 50 workbooks in 8 modules
- Access to our business tools, templates & spreadsheets
- Access to of articles and our knowledge library

Option 1 - £400 + VAT per month for 12 months

Workbooks sent every six weeks

Option 2 - £450 + VAT per month for 8 months

Workbooks sent every month

DASHBOARD Access

- Your business development audit tool
- Your financial business planning tool
- Your opportunity and sales pipeline tracking tool
- Your strategic business growth tool
- Over 280 business and marketing ideas and strategies

30 day free trial then just £23 + VAT per month

30 Day Money Back Guarantee

We operate a full money back guarantee. If you decide that the programme is not for you during your first month you can return the workbooks and we will return your money

No Risk Contract

You can cancel your contract with us at any time



What to do next

Drop us an email or call, we will send you our paperwork. Complete the contract and standing order mandate return them to us and we will send out your first set of workbooks, with full instructions. Email info@freedombusinesscoaching.com

Need Help?

If you require any assistance or wish to discuss anything, call **08456 022588**



Frequently Asked Questions

Q. Do I have to stick to the programme?

A. No. You are in charge, sometimes things happen and you may want to sort out other issues or problems using your mentor. Your mentor will share experiences, give you guidance, support and challenge your thinking.

Q. Can I pick and mix the modules within the programme?

A. Yes, however we do advise you to complete the Leadership and Planning Modules first as these act as the foundation block for your business development

Q. Am I committed to a 12 month contract?

A. No. Our contract is in place to protect our intellectual property and confidentially, there are also some clauses relating to cancellations and missing sessions etc. You can cancel the contract at any time giving us one months notice. We also offer a full money back guarantee for the first month, in case it's not for you.

Q. Can I give workbooks to others?

A. You can only give or pass on our workbooks and any other tools we may give you to your own employees. You are not permitted to reprint or give anything away to third parties.

Q. Can other people join me for the sessions?

A. The program is designed for one to one mentoring and coaching, however we can mentor groups, there will be additional costs for printing and any other work that may be required to set it up.