

THE
5 Pillars
OF
GUARANTEED
business success



*Why most businesses will stay small
and what **YOU** can do about **YOURS***

Dr Greg Chapman

The **5** Pillars of Guaranteed Business Success

Why Most Businesses
Will Stay Small and
What You can do about Yours

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EMPOWER
BUSINESS SOLUTIONS
Making Your Business Run without You

Contents

Acknowledgements

Forward by Tony Steven — Council of Small Business Australia

Preface

Part One: The Life of a Business

1. Introduction
2. Lifecycle of a Business
 - Start-up and Infancy
 - Adolescence
 - Growing Pains
 - Business Maturity
 - Business Decay
3. At the Moment of Truth
 - The Moment of Truth
 - Second Youth
4. A Reality Check for Your Business
5. Why Small Businesses Stay Small

Part Two: The Five Pillars

6. Pillar One — The Plan
 - Why Most Business Plans don't Work
 - Creating Your Goals
 - Risk Analysis
 - Your Business Plan

7. Pillar Two — The Marketing Strategy

- Marketing is Not Advertising
- Who are Your Customers?
- Your Unique Selling Points
- The Five Profit Drivers
- Increasing Enquiries
- Your Sales Pipeline
- Your Average Value per Sale
- Increasing the times a Customer Buys
- Increasing Your Margins

8. Pillar Three — The Business Management System

- Do You Own a Business or a Job?
- Valuing Your Time
- Managing by Reports
- Creating a Business System

9. Pillar Four — The People System

- Why People Leave their Jobs
- Features of a People System
- Your Organisational Structure

10. Pillar Five — You

Part Three: Getting Results

11. The Secret of Business Success

12. Taking Action

Resources

About the Author

The Next Step for Your Business

Preface

While many business advisers seem to preach doom and gloom for small business survival, based on my research they do not have to be so pessimistic. While there is a high attrition rate in the first few years of a business' life, most do survive this period. A far bigger issue for most small business is not that they fail, but that they stay small. They stay micro-businesses, or Micro-Stayers.

Being a Micro-Stayer leads to its own problems. Disenchantment, and frustration are just the start, but there is another course. There is a small group of businesses that are emerging from the Micro-Stayer cave. This book is about what these Emerging Businesses have discovered, and the steps that any Micro-Stayer can take to join them.

In the *Five Pillars of Guaranteed Business Success*, you will learn why most businesses stay small, and the steps you must take to avoid the Micro-Stayer fate. You will learn how to utilise each of the Five Pillars in your business to enable you to increase your profits, to make it run without you, and to turn it into a saleable asset.

There is, however, one step between the business know-how contained within this book, and success. So *The Five Pillars of Guaranteed Business Success* also reveals what stops most business owners applying this knowledge, and how you can overcome this major obstacle.

The steps contained within this book have already been successfully applied by many small business owners, and I would love to hear how this book has helped you.

May Your Business be as You Planned It

Dr Greg Chapman.

About the Author

Dr Greg Chapman is a leading advisor of Emerging Businesses. He is a professional speaker, author and a business and marketing coach. Throughout his 25 years of business experience in seven countries, including eight years in the US and UK he has become knowledgeable on international best practice in business.

Dr. Chapman has been responsible for the operation of businesses and projects ranging from the micro to the billion dollar size. He lives and breathes a wide range of business solutions “from experience”.

Through his company, Empower Business Solutions which provides one-to-one business coaching and advice, and now the Australian Business Coaching Club, Dr. Chapman is dedicated to assisting Australian business owners with the ‘Right Kind of Help.’ He has created the Australian Business Coaching Club in response to the demand by those who want access to his knowledge but wanted more flexibility than traditional coaching provided.

As a result of his direct knowledge and experience in running businesses, Greg’s approach is not like that of an accountant, a sales person, or a bank manager. He thinks and acts like a business owner. The advice he gives is based on his own knowledge — not from a manual written by someone else. So he is able to tailor his programs for the needs of individual business owners.

Greg also provides business education through seminars for professional organisations as well as courses at business schools at universities, TAFE’s, and the CAE. He has a PhD from Melbourne University and a MBA from Deakin University. He is a Certified Master Coach and is a member of the International Coaching Council, the International Coach Federation and the Australian Institute of Company Directors. Greg is the creator and editor of the Australian Small Business Blog and is a judge for the Telstra Business Awards and Marketing & Communications Executives International Awards.

Find out more about Dr Greg Chapman at: www.GregChapman.biz

Testimonials and Reviews

Tony Steven, CEO Council of Small Business of Australia

Building a successful business is more complex than ever in the 21st century. The Five Pillars: planning, marketing, systems, motivation and discipline are built on the foundation stones outlined in this book.

Dr Greg Chapman gives you, the business owner, a real insight into each of these areas and begins the realisation that you should not be your business, but rather you should let go and enable your business to grow without you. While there is no 'secret formula' to business success, there are steps you must take. The Five Pillars are these steps. Learn what successful business already know when you follow Dr Chapman's advice. This book is the prescription that takes away the pain of growing your business.

Ron Stark, Business Kits Pty Ltd

When I read The 5 Pillars of Guaranteed Business Success I was stunned - finally, a book that is clearly written by somebody who really understands what it's like to be trapped in a small business, for people who are in small business.

The book tells the story of an entrepreneur whose experience in small business echoes that of so many people in a similar situation - highly skilled, giving great service but frustrated, suffocated by working too hard, and believing that there must be a better way but not knowing what. The author skillfully weaves solid, down-to-earth business advice and explanations into that story.

If you're in a small business and feel that you could be doing much better, then this book is for you. I will certainly recommend it as required reading to my own clients who are just starting out in business.

Judith Field, Director of Direct Speech

This book should prove to be a very useful and practical guide to anyone going into business. It is also useful for those in business who may be wondering why their business is not growing or going in directions they want it to. Greg has personally helped me to set goals and to see what I needed to do to succeed in my business. He has managed to put those tools and ideas into a logical and easy to follow plan. The employment of a case study makes the book real and makes the theory explicit. I recommend his book to anyone about to go or already in business.

The Five Pillars of Guaranteed Business Success Order Form

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Postal Orders Suite 22 / 738 Burke Rd., Camberwell, Vic., 3124

Email: office@AustralianBusinessCoachingClub.com.au

ABN: 14 108 173 708

Make Cheques payable to: Empower Business Solutions

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