



1-ON-1 BOOT CAMP IN DETAIL

Completely Customized Boot Camps

Is your business in jeopardy or maybe it's thriving, and you just need a professional, strategic program to make sure your investment of time and money is being utilized efficiently. Built for busy, time-strapped business owners, who **need immediate help**, our intensive, 1-on-1 boot camp has been sculpted to make an immediate impact. We'll ensure that your financial plan, operations and marketing strategies are optimized, being implemented correctly, and your overall business health is where it needs to be for your business to survive, grow and thrive. At the same time, we'll always put things in laymen's terms and ensure you're able to move forward with a realistic plan to grow your business.

Between Larry and Bryce, they've helped hundreds of local businesses and collaborate with clients on a daily basis. Our collaboration over the last two years has allowed us to fine tune our system to help boost any business since our two disciplines work hand in hand. When your business finances and operations are aligned with your marketing, you automatically will be elevating the efficiency and effectiveness of your business' success.

And when you get down to the price below, think of it this way. For what is probably the price of the 6-month advertising contract you're stuck in that doesn't produce results, you'll be recruiting the top two experts in your region to sculpt a plan to make you hyper-efficient with your time, money and resources so you can expedite your business goals.

Our Make It Happen in Just One Day Program Includes

Annual Profit & Loss and Cash Flow Forecast System(Value: \$1,500)

A completely customized template incorporating the Profit & Loss and Cash Flow for your specific business and its trends (seasonal), which will automatically calculate inputs in real-time so you will always know exactly where you stand each month, quarter and the year in terms revenue, costs, expenses and profitability. It will also track your annual expenses per line item. The goal is to create a financial plan for the next twelve months through the forecasting process and provide a foundation to strategically plan the year and be proactive with issues rather than reactive.

Profit & Loss

- Forecast monthly sales revenue for the next 12 months based on: Past history, trends & competition
- Configure the Cost of Goods Sold % and automatically calculate it each month and for the year
- Determine the Gross Profit Margin based on monthly sales and COGS and for the year
- Review each expense area and determine what is required monthly in each category
- Calculate net Income monthly and annually
- Review the forecasted P/L, determine any issues based on the projections
- If deemed necessary, make specific adjustments in either the revenue or expense areas to achieve the desired profitability

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Cash Flow

- Cash flow projections take into account all capital entering and leaving the business regardless of the source. Sources of cash include sales revenue, sales tax, accounts receivable, investment, loans/lines of credit, personal funds and grants. Also, for cash purposes there may be "add-backs" from the Profit & Loss which impact cash such as depreciation, amortization, interest, etc.
- Cash Expenditures include; operating expenses, capital investment, credit card payments, draws, loan payments (incl. interest), merchandise, taxes (sales, federal and state payroll taxes and income)
- Based on all cash coming into and leaving the business each month you will be able to determine your cash balance and issues which may surface due to a lack of funds coming into the business or capital required to operate the entity. Once this is determined you can adjust any area until the desired cash position is attained

Monthly Profit & Loss and Cash Flow Forecasted vs Actual System (Value: \$750)

Each month, a template will be created which will track the forecasted Profit & Loss and Cash Flow in real-time to detect issues and make immediate decisions to avoid problems caused by lower sales revenue, increased expenses or unexpected cash needs not forecasted.

- Take the current month from the above annual Profit & Loss and Cash Flow forecast and enter the specific numbers in each category
- All actual cash coming into the business is entered daily as are all cash expenditures
- The template will automatically calculate exactly where the business is at that moment in time

Open-to-Buy Inventory Purchasing System (Value: \$750)

For product based businesses it's imperative to have a detailed inventory purchasing system to ensure there is sufficient merchandise to achieve forecasted sales but not too much as to cause cash shortages or issues. Inventory is the largest use of cash for a product-based company and without a concise purchasing plan the chances of having cash issues are significant.

- Determine forecasted sales by month
- Cost of Goods Sold (COGS)
- Open-to-Buy each month equals the COGS
- Establish annual inventory turns
- Create a base inventory level for the business
- Create product categories and % of the overall buy for each
- Each month during the month the template will automatically calculate how much you have left to spend each month based on the above criteria
- At the conclusion of each month actual sales and COGS are entered which will automatically update the OTB for each subsequent month



Carefully-crafted Brand Guide (Value: \$880)

Can a competitor swap out your name for theirs and your "About Us" would describe them? Our goal is to ensure you properly positioning your business to showcase your differentiation to immediately attract your target customers and make them pay attention to you and your brand every time they come into contact with it.

This includes:

- Brand Overview that personifies what you stand for, hitting home with your customers with a vivid, captivating description of your business' essence.
- Tagline (if needed) to encapsulate your business in a matter of just a few words
- Positioning phrases that stop your customers in their tracks & encourage taking action
- Elevator Pitch (we'll practice) that hits home every time you speak with potential customers whether 1-on-1 or in front of large groups of your potential customers.

Highly-Detailed Marketing Program & Plan for 2018-19 (Value: \$1,500)

Each of your top priority business goals will have a marketing strategy to help achieve them. First, we'll dive deep in our analysis of your target customer(s) so we know precisely how to reach them so you are no longer falling prey to sales reps. We guarantee that we'll take your knowledge of your customer to a whole new level that will help guide even more future business decisions. We'll then develop specific, budget-friendly marketing tactics (we don't want you to spend a lot on marketing) to reach target customers associated with each business goal. A realistic approach based on your bandwidth will be the key to prioritizing what will be focused on as we systematically create a month-by-month or seasonal plan that integrates critical tracking that keeps you organized at all times, all the while adding value to your overall company via this structured program.

This program includes a "Marketing Tracker" to organize and house your newly structured marketing program that includes:

- Custom marketing budget based on your precise finances including spending dashboard and instant marketing spending status indicator to keep you on top of your spending 24/7
- Comprehensive organizer to keep your PR, events, advertising, community relations and more orchestrated and located in one spot versus having them spread across emails, post-its and files
- We'll set up a detailed online & app-based Marketing Project manager system for you so nothing falls through the cracks with you and your team members.

Don't worry, we'll also have options if you'd like some help to put your new program into action.



Boot Camp Pricing

- Complete Package Value: \$5,380
- Complete Package Price You Pay: \$2,399
- Complete Package Payment Plan (3 monthly payments of \$866) Equaling: \$2,600

Additional Benefits Include:

- For the life of your business, you can always contact Bryce & Larry for quick answers to those questions that seem to always pop up, we're just a phone call or email away.
- Reduced Pricing on Special Events & Training Seminars
- Access to Bryce's Comprehensive Small Biz Marketing Rx Resource Library
- Bi-Weekly Marketing Email Newsletter
- Access to Bryce's Private Facebook Marketing Group