

Welcome!

Dear Business Growth System Member,

Rich Schefren here – with the launching pad for your increasingly profitable future...

Business Growth System captures my personal strategies and tactics for growing your business. This state of the art system is designed to make it easy for you to learn. And in case you're worried – learning with me is anything but boring!

You'll have the opportunity to listen, watch or read each lesson, so you can pick the learning style that works best for you. You'll get to advance with a new Profit Module each month.

Once you get started you'll see there's more to it than just going through the Profit Modules – though that's essential! You've got to spend time on the workbook materials to nail down the success steps you'll take in your business.

Our approach has been personally designed and created by me and my team of experts at Strategic Profits to create an online environment where ideas and connections take root, so your profits can soar.

Be sure to make the commitment now to devote the time and effort to do this right. Your input is needed!!! Being an entrepreneur is not a passive activity – at least not yet!

There's a method to the strategy, so work with me here. I know what it takes to create a successful business – following this blueprint is extremely important... So don't rush through it.

Before I go, I wanted to say one more thing... As you start out on this new journey with my Business Growth System, I want you to do the best you're capable of. My goals for you are simple:



- Fully appreciate what you need to do to build a business that works.
- Take time as you go through the steps to learn what you need to build the business you've always wanted to own.
- Renew your confidence in your ability to create your dream business.
- Give you more leisure time and therefore more life to enjoy.
- Have a lifelong payback - in the form of More Money, More Business and More Time-Off !

Make me proud...

To Higher Profits,

A handwritten signature in black ink, appearing to read 'Rich Schefren'.

Rich Schefren
Strategic Profits

My Business Growth System works no matter where you are in your business right now, because it gets things moving and challenges your constraints.



The Right Attitude Reaps Rewards

By joining my Business Growth System, you are part of a special group. I know that you have the talent to succeed, or you wouldn't be here. But what about your attitude?

I've learned that talent plus the belief you can succeed are two key ingredients for success. To get phenomenal results in my program, you have to really believe you can.

You need to be optimistic and have confidence in yourself – and in me.

Sometimes the only thing standing in a person's way is believing it is possible.

7 Steps To Getting The Most Out Of Our Program

The great thing about the Business Growth System is that it provides on-time learning – **when you want it...** You can and **MUST** work it into your schedule.

Each month you'll receive a reminder that the next Profit Step Module is online and ready for you. Then you can decide when to get going on it.

Building the business of your dreams is a process. Only in hindsight will it seem like it happened overnight!

As one of my clients, you have also joined forces with an elite group of entrepreneurs – all focused on the same thing: phenomenal success and growth.

Make sure you hold up your end by following these 7 steps – they're critical to getting the most out of my program.

- 1 Take Action Immediately** – Create a time schedule TODAY that will allow you to absorb your Profit Modules. Set aside time when you can focus. If you find it difficult to do this, prioritize your current activities to make room for what matters more to you than anything – phenomenal growth for your business and freedom for you!
- 2 Internalize the Material** – Make the material become a natural part of your thinking and part of your life. Be sure to listen and review it more than once. Repetition will increase your understanding and burn the lessons into your long-term memory. Take notes and distill your notes to one page.

- 3 Stay On Top of Your Progress** – Take a good look at how you are absorbing and understanding each Profit Module. Each day see how you're integrating what you learn into your business thinking and plans. If you come up against any resistance or difficulties, examine why. Then seek advice from our community so you can overcome these challenges.
- 4 Think Differently** – Challenge yourself to think differently than you have in the past. If you do what you've always done... You know what you'll get. Our program is structured to pull you out of your old thinking patterns and give you a new approach to learning and doing. Be open to these new ideas and ways of thinking! Observe how I teach things differently – then apply what you've learned differently than you would have in the past.
- 5 Be Curious** – Think about how I've organized the system. As you work through each Profit Module see if you can anticipate what's coming and why I stress certain points. On the live Q & A Calls, see what new questions come to mind as others are answered.
- 6 Get Involved** – Take full advantage of the Live Q & A calls and the Clients Only Forum. These alone are worth the price of admission! Through the Clients Only Forum, you'll meet an incredible group of like-minded people who are also interested in exchanging ideas. The more active you are in our community the more you'll learn. Plus you'll be amazed at the friendships and business contacts you develop.
- 7 Teach It To Learn It** – Force yourself to teach what you are learning to one other person. Do your best to synthesize and truly understand the material. This can really make the material your own, increase your ability to apply it to your business and let you help out someone who doesn't yet have the understanding you do.

What You Can Expect From Me

I know you made a courageous decision to come on board. You jumped at the opportunity to get serious about growing your business. I have enormous respect for you.

I want you to know that –

- This is the absolute best program for you to grow your business and to achieve your goals.
- I will share with you the latest profit strategies and tactics that have worked for me and my most successful clients.
- I am dedicated to delivering whatever I believe you need to achieve the success I know you can achieve.
- Your feedback and your Q&As are very important to me – not only to advance your own business growth, but to fuel the success of those who come after you.

What I Expect From You

Building the business of your dreams is not always easy or simple – But if you can get excited about the outcome it makes it a lot easier. To get the most out of my program you need to:

- **Be Fully Committed** - You signed up for a reason and you want a certain result – You've got to walk the walk, not just talk the talk.
- **Stay Focused** - Don't be instant messaging, reading emails or busying yourself with extraneous multi-tasking.
FOCUS IS MANDATORY!
- **Take Action** - Be prepared to put your learning into action.
Do Something... Do Anything.. Just Do It!

- **Believe That You Can** - I know this program works and nothing would please me more than for you to be one of my newest success stories. But you must believe in yourself and believe you can be successful.
- **Get Involved** - Become an active member of the Business Growth System community. Make a real effort to contribute to others and ask others to contribute to you in the Clients Only Forum.
- **Stay the Course!** - Each Profit Module is where it is for a reason – to maximize your business growth in a short period of time. Stick with the program and do the Profit Modules –in their proper sequence - to get the results you want.

By using Business Growth System to take your business to new heights, you're putting your business on project status...with your business as the project. So approach this program like you would any fantastic business deal!

Capitalize On Your Ultimate Business-Building Brain Trust

A powerful element of the Business Growth System is your access to all of my clients in the Clients Only Forum. Through this valuable resource:

- You'll be plugged in to the entrepreneurial side of the Internet.
- You'll be part of a think tank of like-minded business builders.
- You'll have all of your questions answered – believe it or not! Every question submitted by you or any other client will be answered... every problem will be solved... every challenge will be overcome... and every opportunity can be fully explored with the help and support of your new friends – all entrepreneurs like you!

- You'll tap into the successful experiences and lessons learned by all the bright minds around you – which will accelerate your learning and deepen your knowledge.
- You'll get to meet new people who may open new doors for you, as online exchanges lead to endless possibilities offline too.

Now you're ready! With your key in hand, take the following steps to get started unlocking your phenomenal business growth:

Your Profit Modules

Here's a thumbnail sketch of each Profit Module:

Module #1 The Big Damn Secrets to Being a Real Entrepreneur that Almost Everyone Misses

Module #2 Isolating, Developing & Profiting from Your Money-Making Strengths

Module #3 Marking Your Turf, Total Clarity on Your Big Objective, Generating Immediate Momentum

Module #4 Your Mafia Offer – How to Re-Craft Your Business to Make an Offer that Cannot Be Refused

Module #5 The Most Powerful Marketing Strategies that No One Teaches or Talks About

Module #6 Your Master Plan to Blasting Through Every Obstacle that Stands in Your Way RIGHT NOW

Module #7 The Secret Language of Business: Metrics

Module #8 Set It and Forget It – Systemization and Putting Everything on Autopilot

Module #9 Project Management – Exactly to Spec, On-Time, Below Budget, Every Time

Module #10 Assembling Your Business-Building Swat Team

Module #11 Making it All Seamless: Your Well-Oiled Machine

Module #12 You're Free... Now What?

Tips For Getting The Most Out Of Group Calls and Online Videos

For those of you who are new at this, the following will maximize your experience with both the Q&A calls and online presentations:

- First time through, actively listen! Give it your complete attention and take notes.
- Consolidate your notes into a single page (mind mapping, short hand, etc...)
- Review the call again to see if you can modify or add to your notes.
- Post your notes on the forum, or trade your notes with others in the group.
- Take action immediately or schedule a time on your calendar when you will do the work. Review that one page daily.