

The SBO Program @lert

YOU Can Earn \$100,000+ Per Year

The SBO Program is underpinned by these critical factors:

1. You must be able to create, market and deliver a PREMIUM product into your marketplace, consistently
2. You cannot be 'all-things-to-all-people' so you've gotta stop trying
3. You need to establish a niche within the marketplace that ONLY YOU serve in your unique [i.e. premium] way...for a premium price of course
4. You need to 'make your money' up-front when the customer walks in [before the job even starts] NOT on the invoice
5. To support your family and create an asset that will set you free in future you have to aim at earning at least **\$100,000** per year before tax.

You CAN achieve this level of Gross Profit - consider these facts:

- 1: The BPR analysis shows plenty of scope to sell a lot more hours
- 2: The historical invoice analysis proves you can sell your hours for way more than you thought
- 3: As you identify and move into a specific niche [customers & products] more higher-paying customers will be attracted to your offer
- 4: The marketing strategies we share, especially the *Point of Impact*, will revolutionise the way you do business
5. Everything about the **SBOP** will dramatically improve your bottom line.

Example - Steve is a self-employed plumber with one other tradie on wages:

* His target gross profit next year is \$210,000 made up of...

...Steve's minimum income	\$100,000
...Jack's wages	\$ 60,000
...Other operating expenses	<u>\$ 50,000</u>
Total	\$ 210,000

* Steve and his tradie have about **3,000** hours available to sell

* At **\$120** per hour **1,750** hours need to be invoiced [58% of the total]

So, fear NOT; with SBO Program the \$100k target is most definitely doable.