

***Think Outside the Bowl!***



**The B.E.S.T. Program™**

***Business***

***Expansion***

***Success***

***Transformation***

**Igniting  
Your  
Business  
Potential**



# If you are serious about success...

**THEN NOW IS THE TIME TO LEARN CRITICAL HOW TO'S... AND ACTUALLY APPLY THEM!**

## LEARN HOW TO:

- ✓ STAND OUT—TRULY DIFFERENTIATE YOUR PRODUCT OR SERVICE
- ✓ MASTER THE 3 S'S—CREATE A SUSTAINABLE, SCALABLE, AND SELLABLE BUSINESS
- ✓ OVERCOME SELLING RESISTANCE—YOURS AND THEIRS
- ✓ WORK ON WHAT MATTERS—STOP WASTING TIME BEING BUSY
- ✓ IDENTIFY YOUR PERFECT TARGET MARKET—ATTRACT IDEAL CLIENTS
- ✓ LEVERAGE YOURSELF—GET OUT OF THE 'HOURS WORK FOR AN HOURS PAY' RUT
- ✓ CREATE MARKETING 'GRAVITY'—PULL BUSINESS TO YOU EASILY
- ✓ PUT THE FOUNDATION IN PLACE TO TAKE YOUR COMPANY TO IT'S NEXT STAGE OF GROWTH

This value-packed, action-oriented program is designed to help self-employed professionals, entrepreneurs, and small businesses owners get more clients and more revenue from the ones you have.

And more... it's designed to truly help you to turn what you love into a thriving business that contributes value to all involved.

Finally—**it's about freedom!** The freedom 'to' be, do, and have what you want. As well as the freedom 'from'. From working for your business instead of the other way around.

But let's face it... there is no shortage of information on business development (sales, marketing, and strategy) in the marketplace. **What makes this program different?**

1. **Expertise:** 30 years of working with entrepreneurs gives us insights into their unique nature—what they will and won't do—and what approaches really work.

2. **Integration:** A powerful combination of training, coaching, and 1:1 mentoring that gives you innovative theories, new skills, and the support needed to apply all that know-how to your business so you can create Positive Results!



*I worked on growing my business for 7 years... and was still basically making less than I would have at my previous career.*

*After hiring Jannette as my business coach Prairie Sun grew 320% in just over two years. I went from being a web-designer with one part-time graphic designer to having a full-service, marketing solution firm with a suite of over 30 creative and technical experts who now work on \$100,000+ projects.*

*Because of our work together, I have the freedom to move on to creating another company in the area of my other true passion—the environment.*

**Sue Methuen**  
President  
Prairie Sun Creations Inc.

# implemented solutions for growing your business

## WHO IS ELIGIBLE TO APPLY

Part of what makes this program so successful is that it is a serious process for serious people who want **serious results**. Don't worry; we also have fun and enjoy the journey; but only those committed to achieving a quantum leap in their business will be accepted.

### Acceptance criteria:

- ✓ Willingness and ability to complete the entire program, all assignments, and participate 100%.
- ✓ Completion of a business diagnostic to determine your 'growth-readiness' and help us better understand your requirements. (Note: we do accept a few new start-ups for each program but you must have some previous entrepreneurial experience).
- ✓ Completion of an initial "fit" meeting—to see if we are a good match. We'll be working together extensively over the year so mutual rapport helps.
- ✓ Class sizes are very limited to ensure quality attention to your needs.
- ✓ We endeavor to create a balance of skills and complimentary participant strengths in each program.

## CREATING POSITIVE RESULTS

This powerful one-year program is designed to take your business from where it is now to where you want it to be. Why such a long time? Yes, you could learn the concepts in a matter of months... but if it was simply a matter of knowing more information you could read a few books and see results. Has that worked yet?



If you're like most business owners it's more about:

- ✓ Applying what you know—consistently
- ✓ Accessing an objective perspective—fresh eyes
- ✓ Having support for focusing on your strengths and putting strategies in place to delegate or dump the work that you shouldn't be doing. Re-experience the joy of doing only what you love!
- ✓ Reconnect with why you wanted to go into business in the first place. Success facilitates freedom.
- ✓ If you're starting out—save years of time, and thousands of dollars by not learning the hard way! **Let our experience help you avoid the pitfalls and achieve results faster.**

# program elements

## SKILLS DEVELOPMENT

The more you master business development skills—the more you can implement sales and marketing strategies that attract and retain the right kind of clients easily and quickly.

### This program includes:

- ✓ 3 - 2 day, in-depth seminars
  - ✓ 6 - 1 day marketing intensives
  - ✓ 6 - Booster Shot Teleseminars
- Over 100 hours of targeted content that will give you the know-how you need now, and in the future.

## IMPLEMENTATION SUPPORT

Almost everyone has taken courses, been inspired to apply the skills they learned, put the manual on the shelf, and there it sits now... gathering dust. We get busy. We forget. We're not exactly sure how to apply it to our business. There are lots of reasons. But for most people structured accountability for application works to overcome those obstacles.

- ✓ Monthly coaching calls
- ✓ Bi-Weekly progress updates

## 1:1 MENTORING

Group coaching can be helpful for hearing how others have dealt with challenges, generating creative ideas, and knowing that you are not alone on the journey... but sometimes we need personalized attention. In the program you also receive one-on-one consulting for your specific needs.

- ✓ 10 Hours of mentoring
- ✓ Unlimited Email access to your mentor

**Positive Results—30 years of in-the-trenches, experience in starting and growing businesses.**

Every successful person, organization, or endeavor has support. Success is not achieved in a vacuum. Our coaching, training, mentoring, and consulting services are all designed to be practical, innovative, and do-able. No lofty outdated theories—just real world results.


Jannette Anderson, a.k.a *The Expansionist*, has a way of making things grow... dreams, ideas, businesses. Her style is bold, honest, fun, pragmatic, and passionate. Her in-depth expertise in business development (marketing, sales, and strategy) combine with over a decade of personal development facilitation skills to help entrepreneurs deal with common challenges such as:

- ✓ Translating your vision into a clear, executable strategy
- ✓ Creating powerful business models that will expand your results
- ✓ Designing marketing that really gets you more clients - quickly
- ✓ Implementing sales approaches that drive revenue—even for the highly sales resistant, non self-promoters
- ✓ How to work “On” your business instead of “In” it... making sure you run your business not the other way around

After working with over 40 organizations, Jannette knows what makes businesses successful. She developed this program in 2005 & 2006 based on 30 years of voraciously studying what does and doesn't work, and on what has **helped her clients grow their business between 68 – 320%**.

In addition, Jannette brings in other subject-matter experts to round out the curriculum.

**Get in-depth expertise, vision and know-how working for you today!**



*Jannette is a positive whirlwind that gives you the confidence to tackle projects or items on your to do list that normally you would not do. She is warm, friendly, and firm. With her encouragement that I push my personal limits, I increased my revenue by 20%.*

*Sincerely,  
**Barb Semeniuk BSc. CRSP**  
President  
First Be Safe*



*“Our Name IS Our Promise”*

**Positive Results**

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