



## The 20/20 Profit Improvement System™

**Build your business and your profits  
faster than you ever thought possible!**

## INTRODUCTION

At Steve MacDonald & Associates Inc., we believe that entrepreneurial success means you controlling your business, and not your business controlling you. It also means comfortably and consistently making the kind of profits that you need to enjoy the lifestyle and security that you and your family deserve.

Unfortunately, we know that's not always the case.

Far too many entrepreneurs spend too much time working in their business instead of on their business. This classic entrepreneurial trap invariably leads to stagnating profits, marginal business growth, and precious little time for the quality of lifestyle that they aspire to.

If this sounds familiar — we can help!

We've turned the process of business, profit and lifestyle improvement into a system that can be applied to virtually every enterprise. It's called the 20/20 Profit Improvement System™. Our system strategically and methodically identifies your most critical areas for profit and lifestyle improvement, and then provides a prioritized process to creatively and expediently resolve those challenges.

You'll be amazed at the difference and how quickly results take place!

Take action now to start building more control, more profit and more fun into your business. Get started with some free advice and a no charge introductory discussion.

Enjoy & Prosper!

Steve MacDonald  
President, Steve MacDonald & Associates Inc.



## 20/20 PROFIT IMPROVEMENT SERVICES

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“Business has only two functions  
— marketing and innovation”

Peter Drucker

## PART 1

### THE 20/20 PROFIT IMPROVEMENT SYSTEM™

Our proprietary 20/20 Profit Improvement System™ is designed specifically for busy entrepreneurs. It incorporates the very best “real world” business development practices and strategic thinking, into a system that delivers bottom line results – not theory.

If you're serious about taking your business to the next level, while creating the workstyle and lifestyle that you aspire to, then you're in the right place. Read on to discover why.

### 20/20 CONCEPT EXPLAINED

One of the most important principles of goal achievement is idea that what can't be measured can't be improved. Thus, our 20/20 Profit Improvement System™ is driven by quantifiable metrics, measured in units of time and results. The system name comes from our choice of 20 weeks, 20 days, 20 ideas and 20% as key metrics to drive and measure performance improvement.

The 20/20 System also leverages the power of the 80:20 principle to consistently identify the top 20% of priorities that will account for 80% of your results. When applied strategically to solve business challenges, this combination of principles and metrics, delivers impressive results.

### WHY THE 20/20 SYSTEM WORKS

Our 20/20 System works because it combines the very best principles and practices of management consulting, marketing and business development into a strategic approach designed specifically for busy entrepreneurs.

There's no wasted time, no piles of paper, no BS. We're thorough, honest, direct, and focused on creating the results that you hire us to achieve in the most expedient fashion possible.

We also hold our clients accountable to their part of the bargain. Change can sometimes be challenging, which is often why the best conceived plans fall apart. If we take you on as a 20/20 System client, we'll do everything in our power to ensure that the strategies and solutions you require are elegantly and properly implemented, so you get the results that you deserve.

## OUR 20/20 VALUE GUARANTEE

Our goal in every engagement is to provide our clients with the insights and strategies to help them improve their profits and their business performance. In doing so, we focus on creating maximum return on investment, measurable in terms of cost savings, time savings and profit improvement, as a multiple of the time and money invested.

It is our policy therefore, that before any engagement, we specify in writing what our mandate is, and what we will deliver. If for any reason you do not feel that we have provided the results that we promised, or that the profit improvements we uncover are not worth far more than the cost of our service, you pay nothing.

We absolutely guarantee that we will deliver the results we agree to. Period.

## CLIENT SELECTION

We believe that the business of achieving goals, improving profits and improving entrepreneurial lifestyle, while not always easy, should be rewarding and fun. Thus, what we're looking for is a great fit with our clients.

We love what we do and we're very good at it, so finding clients is not difficult. However, we're very selective about who we actually choose to work with.

A great fit for us is a special breed of entrepreneur who is passionate, capable, clever, open-minded, and committed to success. You enjoy what you do, you believe in your business, and want to be excellent at it.

If this describes you, then chances are that you'll be delighted to work with us – and we'll be delighted to help you create the success you deserve!

## GETTING STARTED

Getting started is easy. Give us a call or send us an email to schedule a profit improvement interview. Over the telephone, we should be able to make a reasonable assessment of your objectives and determine which of our initial services makes the most sense for you.

Initial engagements typically begin with one or all three of the following:

- 20/20 Profit Improvement Review
- 20/20 Sales and Marketing Audit
- 20/20 Competitive Analysis

All three are ideal introductory services because they focus on different aspects of profit improvement research that are guaranteed to provide many times their value in profit improvement recommendations. They also provide us with critical insights into the real potential of your business.

Clever entrepreneurs recognize that there is tremendous value in having experienced professionals objectively audit their profit improvement potential at least once a year. Don't let incremental profits slip through your fingers.

## PART 2

### 20/20 PROFIT IMPROVEMENT SERVICES

Depending on your needs, the 20/20 System can be undertaken as a complete program or as modular services. Whether provided a la carte or as part of an ongoing engagement, each service is provided with the same commitment to performance and profit improvement.

Our three initial evaluation services provide exceptional value and critical insights for entrepreneurs who are looking for incremental growth and profits.

- 20/20 Profit Improvement Review
- 20/20 Sales and Marketing Audit
- 20/20 Competitive Analysis

Brainstorming and/or trouble-shooting a particular issue that seems like an obvious challenge to your business is another way to get started.

Whatever the service, our passion is to ferret out valuable opportunities for additional profit and business development that are currently underexploited in your enterprise – and we're very good at it!

### 20/20 PROFIT IMPROVEMENT REVIEW

This first step in our system begins with a high-level review of personal goals, business metrics, market opportunities, and business development objectives. This typically takes place on a confidential basis at CEO / owner level.

Our objective in conducting the profit improvement review is to identify as many areas of profit, performance and lifestyle improvement as possible, and then to assess the potential benefits and return on investment in addressing them.

Once completed, we present the results in a succinct report that outlines what we see as the most obvious areas for improvement as well as the kind of payback and benefits to be expected by attending to them.

## 20/20 SALES & MARKETING AUDIT

Typically, entrepreneurs are too close to their own sales and marketing systems, and materials, to be truly objective about their effectiveness. That's why our Sales and Marketing Audit is such a valuable service. Our detailed analysis combines objectivity and broad-based expertise to confirm what you're doing well, while also identifying weaknesses and missed opportunities that could be hurting your profit potential.

EVERY company that's serious about success should undertake a detailed, objective sales and marketing audit at least once a year. As identified in Profit Improvement Insight #17, it's amazing how disjointed marketing and sales processes, presentations, and materials can become over a relatively short period.

Another key objective in our Sales & Marketing Audit is to identify opportunities where technology can be better leveraged to automate processes and cut costs while increasing the quality and consistency of your sales, marketing, and customer service initiatives. Well-conceived use of technology can also become a valuable competitive differentiator, at the same time as it provides both cost savings and increased revenues (see Profit Improvement Insight #18).

The bottom line is that undertaking an annual Sales and Marketing Audit will invariably pay for itself many times over – in no time at all.

## 20/20 COMPETITIVE ANALYSIS

A critical aspect of profit improvement requires that your business be substantially differentiated from your competition. Unfortunately, for many reasons, truly objective competitive analysis is extremely difficult for owner-entrepreneurs.

Our service will help you better understand your marketplace dynamics, and how to best leverage your strengths while capitalizing on your competitors' weaknesses. We'll also provide ideas to begin the process of enhancing your differentiation, and profit potential, through strategic positioning in the marketplace.

All it takes are a couple of clever ideas to significantly differentiate your product or service; the results can sometimes be worth a fortune (see Profit Improvement Insight #5).

## 20/20 SURVEYS

Surveys are a powerful tool to help better understand the challenges and opportunities inherent in your business. Well-designed and properly executed, surveys will provide insight into every dimension of your company including: employees, suppliers, clients, past clients and potential clients.

There are many of ways to gather survey and feedback information. We'll help you determine what critical bits of information you need to ensure that you're on track for maximum profitability and success. We'll then help you analyze the results and formulate strategies to profit from the information.

## 20/20 BRAINSTORMING

Once the challenges and opportunities inherent in your business become clear, the most important step before taking action is to conceive the best possible strategies to creatively and strategically maximize every opportunity. We call this Brainstorming.

Brainstorming to solve problems, or better yet, turning problems into opportunities, is one of our specialties. It's also some of the most challenging, exciting, and rewarding work that we do with clients.

Our 20/20 Brainstorming process involves a specific regimen that we have adapted from world-renowned consultants, Brian Tracy, and Doug Hall (founder of the world renowned Eureka Ranch). Applying the right thinking (brainstorming) to the right challenge and approaching it from the right perspective can often produce exceptionally profitable outcomes.

Working hard will make you a living. Working smart can make you a fortune in less time and with less effort than you imagined.

## 20/20 STRATEGIC PLANNING

The most important question in achieving business objectives is: How do we get there from here? That's what strategic planning is all about. Once the research has been done, the assessments made, and the goals identified, strategy becomes paramount (see Profit Improvement Insight #2).

Our 20/20 approach to strategic planning is clever, creative, and of course strategic, in helping you to design the processes and plans to achieve your business goals. We'll ask a hundred questions, walk you through critical thinking processes, then help define and document the best ways to achieve your business and lifestyle goals.

Our 20/20 Strategic Planning is designed for entrepreneurs who are serious about making success happen in record time. We'll help you create short cuts on your road to success.

## 20/20 COACHING

The most successful and talented people in the world of sport, entertainment and business all have coaches. How about you?

Whether it's someone to review ideas with, brainstorm with, or hold your feet to the fire, the benefits of performance coaching can be immense. Having a coach/consultant can also be exceptionally valuable in providing feedback on marketing tactics, or qualitative issues relating to brand, perception and tactical considerations. Coaching becomes especially important when undertaking new processes or breaking habits that may have impeded success in past.

20/20 Coaching will help keep you on track with your goals and provide valuable feedback. On a weekly, monthly or quarterly basis, we'll be available as required to help ensure the success of your initiatives, from start to finish.

## 20/20 SALES & MARKETING TUNE UP

For most businesses, more will be accomplished through improvements to sales, marketing and customer service than in any other area. As stated by the legendary Peter Drucker:

**"Business has only two functions  
— marketing and innovation"**

At Steve MacDonald & Associates Inc., our definition of marketing is literally everything you do to find, attract, earn, keep, and grow your customers. That means there are an open-ended number of opportunities to enhance your

marketing, sales and customer service improvement on the road to achieving your profit and lifestyle goals.

The good news is that improvements to marketing, sales and customer service are often also the easiest, fastest and least capital-intensive improvements to make. Most often, just a few, simple improvements can make an impressive difference.

Our 20/20 Profit Improvement Insights for Serious Entrepreneurs is loaded with great ideas to help tune up your sales and marketing. Our Tune Up will help you identify and prioritize the ones that have the potential to deliver the maximum return on investment for your business.

## **20/20 PERFORMANCE TUNE-UPS**

Our 20-Day Performance Tune-Ups employ an interactive e-training and feedback system that coaches, educates and motivates staff while also soliciting comments, feedback, and suggestions that can be exceptionally valuable.

It's astonishing what happens when you invite participation and input from staff across all parts of the company in the development and fine-tuning of your business. Great ideas, interesting observations and strategic insights can often come from the least expected sources. Inviting participation in solution development and process enhancement also has an empowering and motivating affect on staff that cannot be underestimated.

20/20 Performance Tune-Ups include programs in Sales, Customer Service and Marketing. Performance Tune-Ups are customized for clients to address their particular industry and workforce.

## **20 WEEK 20% PROGRAM**

What can be accomplished in 20 weeks of focused and guided effort will amaze you. If you're looking for the ultimate in strategic and timely implementation of a turn-around or profit improvement objective, we'll design a 20-week program to get it done, and guide you through every step as your personal coach and taskmaster.

This initiative is so exciting and so intensive, if you're a qualified and committed client, we'll guarantee a 20% profit or performance improvement in 20 weeks. Do

the math. What would a sustainable, 20% improvement in your profits or business performance be worth to you?

There is simply no better way to take your business to the next level than to dive into a 20 Week – 20% Program. Let's sit down and figure out what it would take accomplish it and then make it happen!