

BUSINESS GROWTH STRATEGIC PLANNING QUESTIONNAIRE

THE COMPLETE PLANNING
QUESTIONNAIRE FOR GREATER
BUSINESS SUCCESS



COACH DEON HUFF

Business Growth Strategic Planning Questionnaire

This free guide/questionnaire is provided to help new businesses and preexisting businesses that need to plan to grow a business strategically. Your ability to think, plan, execute, and change strategically will affect your Sales and Profitability more than anything else you do. A single change in your activities can often lead to a major difference in your results.

If you do not know the answers to these questions or have the wrong answers, you can make mistakes in marketing, sales, and business operations that can be fatal to your business.

Answer each question the best you can. If you do not know the answer or are unsure, it is important that you find out as soon as possible.

1. What type of business do you own? Define your business in terms of what you **do** for your customers to improve their life or work.

1. _____
2. _____
3. _____

2. What is the **mission** of your company? Define your mission regarding what you want to achieve, avoid, or preserve for your customers.

1. _____
2. _____
3. _____

3. How do you want your customers to talk about your company, think about your company, or **describe** your company to others? What **words** do you want them to use?

1. _____
2. _____
3. _____

4. Who is your **perfect customer**? Describe him or her in terms of age, income, education, occupation, location, and whatever other factors are appropriate for your industry.

1. Age? _____

2. Income? _____

3. Occupation? _____

4. Education? _____

5. Need or problem? _____

6. Other? _____

5. What does your ideal customer consider **value**? What benefits does your customer seek or expect in dealing with you?

1. _____

2. _____

3. _____

6. What are your company's **core competencies**? What special skills or abilities does your company possess that enable you to fulfill your customers' needs?

1. _____

2. _____

3. _____

7. What does your company do extremely well? In what areas do you perform exceptionally? What makes you **superior** to your competitors?

1. _____

2. _____

3. _____

8. Who are your **competitors**? Who else sells your same product or service to your prospective customers?

1. _____

2. _____

3. _____

9. Who are your **biggest** or main competitors?

1. _____
2. _____
3. _____

10. Who are your **secondary** competitors? Who offers an alternative to what you sell?

1. _____
2. _____
3. _____

11. **Why** do your customers buy from your competitors? What benefits do they receive from your competitors that they don't receive from you?

1. _____
2. _____
3. _____

12. Which of your products or services give you your **highest profit**? Where do you get your highest payoff? What do you do that gives you your highest return on effort or investment?

1. _____
2. _____
3. _____

13. Which products, services, markets, customers, or activities should your company **abandon, eliminate, or leave** to free up more time for higher-value, more profitable activities?

1. _____
2. _____
3. _____

14. What could you do to **attract** your competitors' customers and get them to buy from you?

1. _____
2. _____
3. _____

15. How could you improve your marketing methods to **generate more leads** and attract more potential customers?

1. _____
2. _____
3. _____

16. What is your company's area of **specialization**? What are your products or services uniquely suited to do and for whom?

1. _____
2. _____
3. _____

17. What is your area of **differentiation** or excellence? In what ways are you Superior to your competitors?

1. _____
2. _____
3. _____

18. What is your specific **competitive advantage**? What qualities of your products, services, or business make you better than 90% of businesses in your industry?

1. _____
2. _____
3. _____

19. What **type of customers** can benefit the most from the superior benefits of your products or services?

1. _____
2. _____
3. _____

20. In what advertising, promotion, and selling areas should you **concentrate your energy** and resources on maximizing sales and profits?

1. _____
2. _____
3. _____

21. How could you **convert** more of your prospects into paying customers? What methods of sale could you use?

1. _____
2. _____
3. _____

22. Which customers should you **phase out or abandon** because they are no longer worth the time and energy they take to satisfy?

1. _____
2. _____
3. _____

23. What **activities** should you abandon or de-emphasize so you can have more time for those activities that offer the highest possible return on your investment of time and energy?

1. _____
2. _____
3. _____

24. What is your current **positioning** in your marketplace? How do people think and talk about you and your business when you are not there? What **words** do they use to describe you?

1. _____
2. _____
3. _____

25. What is your **brand** in your market today? What are you known for in your market? If you don't have a brand in your market, what would you like to be known for to your customers?

1. _____
2. _____
3. _____

26. What **should** your brand be? What words or descriptions would you like to own in your customers' minds? What kind of a reputation would be most helpful for you to develop?

1. _____
2. _____
3. _____

27. What could you **change or improve** about your products, services, or business to begin creating a more favorable brand image in your customers' minds?

1. _____
2. _____
3. _____

28. What are your three greatest weaknesses as an organization?

1. _____
2. _____
3. _____

29. What are your three biggest **obstacles** to achieving higher levels of sales and profitability?

1. _____
2. _____
3. _____

30. What are the three greatest potential **threats** to your business today? What are the **worst things** that could go wrong?

1. _____
2. _____
3. _____

31. Looking into the **future**, what are the three worst things that could happen to hurt your business one year from today?

1. _____
2. _____
3. _____

32. What three steps could you take immediately to **guard against** these possible dangers?

1. _____
2. _____
3. _____

33. What are your three areas of **greatest opportunity** for the future, based on the trends in your business?

1. _____
2. _____
3. _____

34. What three steps could you take immediately to **take advantage of** these opportunities?

1. _____
2. _____
3. _____

35. What three **core competencies** or skills should you begin developing today to ensure that you will be ready for the opportunities of tomorrow?

1. _____
2. _____
3. _____

36. How is **technology** affecting your business? What changes does the Internet cause in the way you do business?

1. _____
2. _____
3. _____

37. What are you doing today that you would not get into again if you had to do it over—**knowing what you know now**?

1. _____
2. _____
3. _____

38. **Reorganization:** What changes should you make in your business regarding people and expenses to improve both effectiveness and efficiency?

1. _____
2. _____
3. _____

39. **Restructuring:** How could you shift more of your time and resources into the top 20% of activities that account for 80% of your profits?

1. _____
2. _____
3. _____

40. **Reinventing:** Imagine your business burned to the ground today. What products, services, and activities would you start up again immediately?

1. _____
2. _____
3. _____

What products, services, or activities would you **not start up** again today?

1. _____
2. _____
3. _____

41. **Reengineering:** Analyze every step of your business activities. What could you **simplify, outsource, eliminate, or discontinue?**

1. _____
2. _____
3. _____

42. What could you do to simplify any business process by **reducing** the number of steps in the process?

1. _____
2. _____
3. _____

43. What activities could you **eliminate** completely to speed up the process of producing your products and services?

1. _____
2. _____
3. _____

44. What activities could you **outsource** to other individuals or companies to free yourself to sell and deliver more of your products and services?

1. _____
2. _____
3. _____

45. What activities could you **discontinue** with no significant loss of sales or revenue?

1. _____
2. _____
3. _____

46. Is there any **person** in your business life—a customer, employee, associate—whom you wouldn't acquire, hire, or get involved with today, knowing what you know now?

1. _____
2. _____
3. _____

47. If you could start your business or career over again today, what would you do **differently**?

1. _____
2. _____
3. _____

48. What skills, abilities, and talents do you have that have been most responsible for your **successes** to date?

1. _____
2. _____
3. _____

49. If you could be absolutely **excellent** in any one area, which one area would most help you achieve your goals?

1. _____
2. _____
3. _____

50. What **goals** have you set for the next 2, 5, and 10 years for your business, health, and life?

1. _____
2. _____
3. _____

Success is knowing your – Why, What, When, How – Execution

There's no point in setting goals unless they're SMART, because SMART goals have the highest probability of being achieved.

It is very important to take some time to set a series of personal and business goals that will act as milestones as you work towards achieving your business vision.

Many people set goals, but not everyone reaches their goals. Too often, goals are too vague or too broad. "I'm going to be a millionaire," "I'm going to be the best parent ever," or "My business is going to make much more money this year." "I am going to lose weight" They're big, bold abstract statements that are great for dreaming and visioning but don't stand a chance of being achieved in a meaningful or tangible way.

Today, you're going to tell a little about goals setting, not the step-by-step; you can get that in our workshop training. However, I want to touch on it because it is VERY important in the strategic planning process. How? You're going to learn how to set SMART goals and get some tools to help you stay on track.

SMART goals are Specific, Measurable, Achievable, Realistic, and Time-Bound goals.

Ambiguous or incomplete goals will only assist you in achieving ambiguous or incomplete results. Your goals need to be as detailed as possible to achieve the specific results you are looking for.

A specific goal can be easily understood by anyone who reads it; your intention and desired results are detailed and described, and the actions you will take to achieve it have been planned. **MEASURABLE goals are the only kind of goals that you can actually achieve.**

Your goals need to be measurable so you can assess your progress, manage your progress, and know when you have achieved your desired outcome. You can use standard measurements like time, numbers, money, and distance.

When goals are measurable, they can be broken down and easily managed in smaller pieces. You can create an action plan and plot the steps towards achieving the goal. You can track your progress and revise your action plan if you need to because things will change over time. This is a living document.

| Non-measurable | Measurable |
|-----------------------------------|--|
| I will make more money this year. | I will increase my profits by 15% this year by increasing my prices (and value I offer) by 5% each 6 months and selling my audio interviews on ebay. |
| I will start running this spring. | I will learn to run 10K this spring by joining a running training group. |

BONUS TRAINING

Creating and Maintaining an Online Brand

An online brand is vital to the success and sustainability of most businesses. By creating and maintaining an online brand, a business can establish itself as a trusted provider, connect with **potential customers**, and leverage its brand for greater exposure and earning potential. To have a successful marketing plan, there must be a great deal of introspective work done to know where a business stands in the market, such as conducting a SWOT analysis, understanding the unique selling proposition, and identifying the ideal client (**Figure: Online Brand**).

Marketing Plan Components



FIGURE: Online Brand

SWOT Analysis

A SWOT Analysis is one of the best exercises to clarify marketing efforts. A SWOT analysis will enable a business to understand where they fit within the marketplace and leverage their strengths while minimizing weaknesses. A SWOT analysis should be done at least once a year but, ideally, should be done quarterly (once every 3 months). The acronym SWOT stands for strengths, weaknesses, opportunities, and threats.

Figure: SWOT Example shows a sample SWOT analysis for a fitness professional.

Strengths

- **Certification: Health Coach - Healthcare Provider Fitness Professionals**
- Strong knowledge of fitness and nutrition

- Not many trainers in the area serving the desired population
- Global health concerns have forced many people to train at home instead of going to the gym
- Increased demand for online training

Opportunities

Weaknesses

- Limited software/technical ability
- No access to client walk-ins

- With a potential financial crisis, people may not be able to afford personal training
- In-person gyms have started to offer online training to clients

Threats

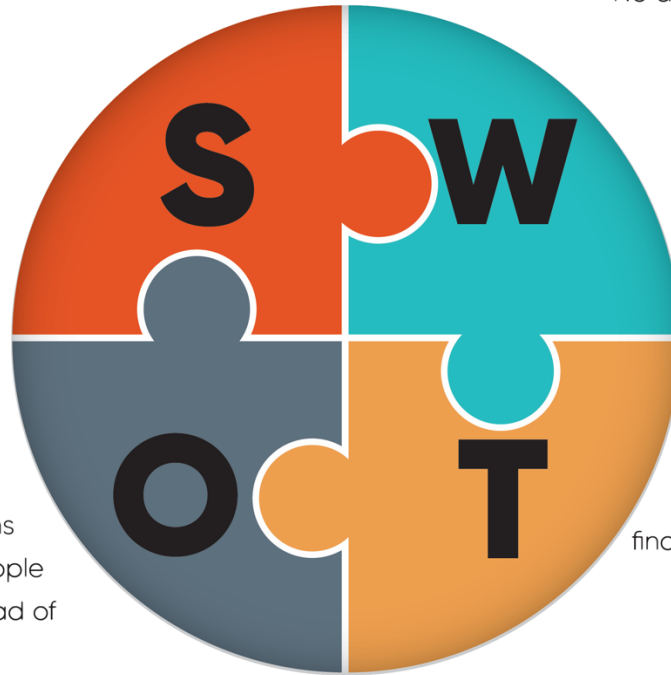


FIGURE: SWOT Example

Finding the Unique Selling Proposition

Every fitness professional should develop a **Unique Selling Proposition (USP)** to help them stand out from their competitors. A USP is essentially what makes one business desirable over another, which increases consumers' likelihood of doing business with that company. It is what that business does better than anyone else. Finding the USP will allow a business to leverage its strengths and utilize them in its marketing efforts. A USP combines the strengths of the business, the needs of the market, and the passion of the business owner (**Figure: Unique Selling Proposition**).

Unique Selling Proposition

A unique selling proposition or USP, is the factor that makes one business desirable over another. It helps the business to stand out in the market and increases the consumer's likelihood of doing business with that brand.



FIGURE: Unique Selling Proposition

Defining a Customer Avatar

Defining an ideal client or **customer avatar** (also referred to as a customer persona or profile) is important to establish before marketing a business. The customer avatar is essentially who a fitness professional will be marketing their services to. It will impact every aspect of marketing, from the **offer** made to the potential customer to the language used in marketing ads. There are three factors business owners should consider when defining their customer avatar: **demographic**, **geographic**, and **psychographic** (**Figure: Defining Customer Avatar**). A more simplified way to think about this process is identifying *who*, *where*, and the *why* of your potential customers.

Identify the Ideal Client

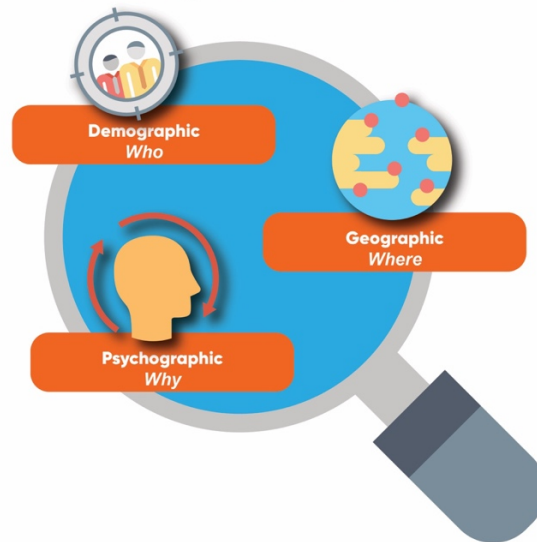


FIGURE: Defining Customer Avatar

Demographic

The business owners should consider the type of person their marketing efforts will be directed to. They may ask the following questions pertaining to demographics:

- **Whom will this business serve?**
- **Who will buy these services?**
- **Who can afford these services?**

The answers to these questions will go a long way in determining who the customer avatar will be. The demographics of a customer avatar will dictate many marketing factors, with the price being chief among them. A potential client's disposable income, age, profession, and marital status are all factors that will dictate what type of service they are interested in. A customer with a higher disposable income is more likely to be interested in a more expensive, high-end product as opposed to someone with less disposable income. Conversely, a potential customer who is more price-conscious may be more interested in a less expensive, more general product. For example, a business could offer a free consultation, free trial, or discount for buying more or referring a customer.

Geographic

Geographics are the *where* part of the equation. Where are the potential clients located? Familiarity is an important factor for a potential customer when choosing your business or services. In psychology, the familiarity principle is the tendency among humans to prefer things they see the most often. A goal for a business should be to "own" the area they service and become a "brand name" among the local population they serve. One advantage to starting an online business is that geographical location is not as important. However, branding and marketing are critical to driving sales to your offer, business, and online presence.

Psychographics

Psychographics is the *why* piece of the customer avatar and possibly the most important aspect of marketing. Psychographics are the goals, wants, desires, and overall lifestyle choices of potential customers. To be a successful marketer, an entrepreneur must be in tune with their customers' needs, wants, and desires. The language used in an advertisement should be different depending on which potential client is listening. For example, if the target audience is people trying to lose weight, they are unlikely to want to hear about how they can increase their vertical jump. While difficult to quantify, conducting surveys and interviews with current clients is a great way to understand the psychographics of an ideal client.

Now that I have touched a little on setting goals, SWOT, Finding Your Ideal Client, the next important factor in strategic business planning is Defining Sales Goals and knowing your market.

Defining Sales Goals

Overall, a sales goal is an established revenue target or objective generated by program and service sales. Sales goals can be broken down into a virtually infinite number of subcategories to fit any business structure. However, the two most basic subcategories for defining sales goals are timeframe and sales stage. Sales goals can be broken down and tracked in three simple timeframes: daily, weekly, and monthly.



FIGURE: Sales Goals

Three basic sales stages to be tracked include new **prospects**, **leads**, and **customers** (**Figure: Sales Goals**). These goals represent the three different stages a customer enters during the sales cycle.

Tracking Sales

With sales goals established, the business owner must continually track their sales data to ensure realistic goals have been set. Using the metrics of daily, weekly, and monthly prospects, leads, and customers, the entrepreneur has a powerful dataset for tracking sales and revenue. Each metric will have unique data points and places to source this data. The source of each metric being tracked must be clearly defined to obtain sales data.

Each business should have personalized definitions of prospects, leads, and customers, but, in general, they will be similar to the following parameters for tracking. Prospects include unique views on the company website, comments on social media, podcast downloads, and video views. Prospects should be tracked daily. Leads include inbound e-mails and contact form submissions from the company website, direct messages on social media, inbound phone calls, downloading free eBooks in

exchange for the lead's email address, and receiving contact information from other means. Lead data will be tracked daily but recorded in the sales tracker weekly. Customers include anyone who has made their first purchase from the company or a client who returns after previously ending their services. This number generally does not include recurring subscriptions for sales goal tracking. Customer data will be tracked daily but only recorded monthly in the sales goal tracker.



Each sales stage category should be updated weekly with the previous week's data. This allows the fitness entrepreneur to track and stay on top of sales metrics and identify if they start to trend down, stay consistent, or trend upward. While nothing may need to be modified, it allows for visibility and tracking of revenue goals, and the fitness professional can determine how they may average out over time.

Prospecting for New Clients

Prospecting is the act of searching for new clients. Prospects turn into leads, and leads turn into clients. Finding prospects can often be a challenging and intimidating aspect of sales for small business owners, typically with outbound sales or outbound prospecting. The method of cold-calling prospects from a purchased sales list, such as telemarketing, is typically no longer used. There are many ways to find prospects for leads and, ultimately, new clients. This short description of the Customer Journey Map will help you understand Customers, Leads, and Prospects. Knowing your targeted audience is important in planning the growth of a business. This stage or step needs to be defined in the business and marketing plan to automate the prospecting process.

Sales Plan Questions for Customer Journey Process

1. What are three types of content that can be used to attract prospects? How can the content be created and managed?
2. What are two types of free, high-quality content that can be used to turn prospects into leads? What offer will be presented to the prospect in exchange for their contact information?
3. What are two methods in which leads will be nurtured into clients? What is your lead nurturing process?

This is commonly known as the buyer's journey in our small business marketing academy online at www.BuildingSuccessMarketingAcademy.com.



Sales Strategy Questions

Customer Journey Map

Consumer views content from the fitness professional

- Content examples include blogs, videos, infographics, social media posts, podcasts, etc.



Consumer becomes a prospect

Prospect provides their contact information to the business

- Business may provide an incentive or call to action in the form of free digital content, filling out a contact form, etc.



Prospect becomes a lead.

Lead is nurtured

- Lead nurturing includes automated email marketing campaigns, phone calls, text messaging, etc.



Lead makes a purchase



Lead becomes a customer

1. A **consumer** reads a blog article the fitness professional posted and becomes a **prospect**.
 - The prospect found the blog article detailed in the marketing strategy, including paid search engine advertising, social media sharing, and organic search results.
 - Other content examples that may drive prospect engagement include blogs, videos, infographics, social media posts, and podcasts.
2. The **prospect** provides their contact information to the business and is turned into a **lead**.
 - The incentive for the prospect to provide this information is a detail from the marketing strategy by following a **call to action**.
 - Content that can turn a prospect into a lead includes free digital content offers (training templates, webinars, eBooks, etc.), filling out a contact form, or interacting with the business on social media.
3. The **lead** is nurtured and turned into a **client**.
 - Lead nurturing is a tie-in between marketing and sales. Details about how leads will be nurtured are provided from the marketing strategy. No matter the lead nurturing strategy, the sales goal is the same.
 - Examples of lead nurturing include automated e-mail marketing campaigns, phone calls, and text messaging.

While this is a basic example of the journey from prospect to client, not all prospects will become leads, and not all leads will become clients. If a prospect does not provide a business with contact information, that does not automatically mean they cannot become a lead at some point in the future.

I have armed you with some helpful information on getting clarity on what you need to think about, planning, and understanding how to get your business off the ground floor into the penthouse. What are you going to do? Are you going to take strategic business planning actions today? If so, I want to help you grow a successful business quickly and do it the right way that you are never unsure how to get more clients and grow your business to the next level.

READY, SET, LET'S GO!

TAKE THE FIRST AND ANOTHER STEP!

What **one action** are you going to take immediately due to your answers to the above questions?

**THE JOURNEY OF 1000 MILES
BEGINS WITH 1 STEP.**

— Lao Tzu

MARKETING TRAINING:

E-LEARNING MARKETING & LEAD GENERATION SYSTEM

Learning is Earning – Online Business Building Training

Think about this! We offer our E-Learning Coaching & Marketing System to struggling small business owners for an affordable price. In our online program, clients get marketing training access to the same information we provide to the clients that pay us over \$50K per year. This marketing training is offered online for the price of three to four daily cups of coffee. And if this alone isn't enough to compel you to sign up on the spot, we can offer you our \$5,000.00 Small Business Economic Growth Grant you apply at sign up for one of our Small Business Coaching & Marketing Academies: www.BuildingSuccessMarketingAcademy.com.



I also know that most small business owners like to have access to professional coaching but can't afford a personal growth coach to work one-on-one to ensure their future success, so we offer an optional weekly Group Coaching service where we provide our

coaching clients with a weekly webinar that targets a specific lead generation strategy specifically designed to help them generate more leads and make more money. This weekly webinar gives them the ability to out-think, out-market, and out-sell their

[We help small business owners Out-Network, Out-Market, Out-Sell, and Learn more than their Competition to build a MILLION dollar business!](#)

1. **Business Assessments** - We conduct an online assessment of your business where you are currently from, both professionally and financially. Diagnosis current business to build a learning road map to place their business on the road to success – design their training program to jump-start their business. We help you increase your business income within 30 to 90 days.

2. **E-Learning Weekly Business Coaching Series** – A step-By-Step process on how we continually help business owners build and successfully market their business to earn a million-dollar business

3. **Quick Start Program** - 10 areas within any business that can produce impressive streams of additional revenue simply by tweaking several basic areas within that business.
 - a. Elevator Pitch – 10 seconds: An elevator pitch is where they can describe their business in 10 seconds or less... and do so in such a way that a prospect will instantly want to buy what they sell, 30 Second, 1 minute
 - b. Business Card – Resource Templates – Front & Back of business to become a lead generations
 - c. Mini Video Series – to reinforce training on a weekly bases
 - d. E-Learning Book – Sent to you weekly with the video series

4. Five-Step **Profit Formula** – focusing on 5 business growth areas: More Leads, More Conversions, More Transactions, Higher Prices, and More Profits
 - a. More Leads – designed for startup businesses to generate more customers. Or, a business that wants to increase their customer base
 - b. More Conversions – Show you how to convert all your leads into paying clients
 - c. More Transactions – Businesses that have been in business for 5 years or more
 - d. High Prices – Command higher prices from your clients | Position your business to stop competing prices, but learn how to state your companies value and benefits to your clients or customers to command higher pricing
 - e. More Profits – We provide you an entire array of profit-generating strategies that could skyrocket your business financially and eliminate your money worries forever – Research shows that most prospects don't become serious about buying until you market to them at least 6 times. Often existing and most businesses all but forget past customers and prospects. They assume they will either come in or call when they need something.

5. **Within each of the 5 Profit Formula** areas, we break them into 4 major sections Fundamentals, Strategies, Tactics, and Resources.
 - a. Fundamentals – provide clients with a brief overview of that one specific area. It gives them a 30,000-foot overview of the fundamentals they need to know. The strategy section contains the latest world-class strategies specifically designed to generate all the leads any business can handle.

- b. Strategies – Receive 40 powerful lead generation strategies to have you grow your business to increase networking and joint ventures strategies—Direct Mailing Strategy. We have strategies for radio, TV, webinars, teleseminars, trade shows... even a step-by-step, paint-by-numbers strategy that will position any business that uses it on page one of Google within 30 days... GUARANTEED!
- c. Tactics – Each Strategy consist of a series of tactics; Tactic we use to market your business and generate more leads. How to design market-dominating websites, ethically steal our advanced website techniques, how we help you write persuasive marketing, learn our bulletproof marketing equation & dominate your market, how to design competition-crushing ads, how to make email marketing work for your business, how to use video marketing to compel action, how to set up an affiliate system to increase sales and more.
- d. Resources – include Libraries Templates for TV commercial ads, Brochures, Business Cards, Websites, SEO tools, Social Media, Headline Bank, Post Cards, Drop Campaign E-mails, and Ads Copies in the Marketing Library, Code of Ethics Guide, Flyers Newsletters, Sales Letters and much, much more.

6. **The E-learning System's benefit** is the most powerful and dynamic client attraction program ever created!

Our client in our coaching program all but GUARANTEES your future success. They receive discounts on guaranteed success services:

- a. Increase Your Customers and Leads
- b. Have Your website on page 1 of GOOGLE
- c. Increase Your bottom-line in 30-90 days!
- d. Marketing Plan Assessment
- e. Discount of Marketing Design Products
- f. Discount on Website Assessments & New Design Creation

And Ultimately MAKE MORE MONEY

WE CAN DO ALL OF THIS and MORE with the resources and discounts offered with your online membership. **When you take advantage of all the resources your membership brings, we Guarantee your business growth!**

The NEW course and successful journey for your business is just a click away!

A. Here is my website for self-learning on marketing:

www.BuildingSuccessMarketingAcademy.com. While you are their request for FREE "The 3 Biggest Lead Generation Mistakes Small Businesses Make....And How to Overcome Them All". I have helped 1,000s of small businesses increase their profits and grow successful businesses within 12-24 months. Please visit these links below to learn more about growing a successful business.

B. We urge you to watch my E-Learning Marketing System Guided Tour:

www.buildingsuccessmarketingacademy.com/myguidedtour. The guided tour will give you an idea of what the e-learning marketing system/online marketing training program can do to help you continue your growth and your clients/attendees. It only takes less than 40 minutes of your time to learn how we can help you start to grow your business to greater success!

C. Additionally, please watch this video to help you understand why traditional marketing doesn't work these days. "Everything You've Ever Learned About Generating Leads And Growing Your Business Is Wrong!": <http://e-coachingsystem.com>.

D. We Help Business Owners Obtain The, Funds They Need To Out-Think, Out-Market & Out-Sell Their Competition. Do you want to learn how to make Millions in your business? If so, let's get started today. **Apply for the grant!**



\$5,000 Grant Program

Eliminate The Financial Hurdles To Building A Successful And Profitable Business

This Grant is offered to help small business owners obtain the funds they need to out-think, out-market and out-sell their competition. We find you \$10K in your business during our first coaching session and grow your business to \$30K in the next 90 to 180 days.

How We Help...

Most business owners today lack the business fundamentals required to successfully operate a profitable business... both offline and online. We offer business owners up to \$5,000 in grants toward purchasing professional online business coaching, tools and resources. You must apply for this Grant!!

What's Required...

Just complete a short application form. There are no fees required and no strings attached. *** Visit us: www.BuildingSuccessMarketingAcademy.com or www.BuildingSuccessfulStartups.com and apply for "The 3 Biggest Lead Generation Mistakes Small Businesses Make....And How To Overcome Them All"

Basic Qualifications...

- You must own your own business with total annual revenue below \$1,000,000
- You must have 10 or fewer employees
- Your business must be less than 5 years old - Waivers Granted on Case-By-Case

This Grant also includes the following complimentary assessments...**Only when you sign up for our E-learning!**

| Business Assessment | Website Assessment | Marketing Assessment |
|--|---|---|
|  <p>We will perform an assessment of your business to identify specific areas you can focus on to immediately increase your revenue and profits.</p> |  <p>We will assess your website and provide you with TARGETED recommendations that will increase both your lead flow and our sites ability to convert more prospects into paying customers.</p> |  <p>We will perform an assessment of your entire marketing and advertising program and identify the changes you can make that will enable you to dominate your market.</p> |



Our Mission Is To Eliminate The Financial Hurdles To Helping, Small Business Owners through E-Learning – **SAVE \$6k** by applying for this grant: <http://buildingsuccessmarketingacademy.com/grant/>

About the Author

Deon Huff is a successful business owner, coach, entrepreneur, speaker, and the owner of Personalized Services International, LLC, a company operating 5 Divisions focusing on Business Coaching & Consulting, Health Coaching, Life Coaching, Management Development & Training, Personal Services, Training and development of individuals and organizations, and operating a full-service Travel Agency.

- ⇒ Business Coaching & Consulting (Business Growth, Business Transformation, and Business Marketing)
- ⇒ Health and Wellness (Life Coaching, Health Coaching, and Health Transformation)
- ⇒ Personal Services: (Branding, Credit Repair & Restoration, Marketing, Publishing, and Website Design & Development)
- ⇒ Training Development (Life Success, Financial Management, Growth Development, Management Development, Personal Growth Development, and Wealth Building).
- ⇒ Travel Agency (Host Agency, Home-Based Travel Agent, and Independent Booking Agent)

Deon's goal is to help you quickly achieve your deepest personal and business desires, whether it is better health, more fulfilling relationships, starting a business, or acquiring wealth. I have helped business owners change their lives, modify their health, grow a highly profitable business, and then send them on fun and super fantastic vacations. They love it!

As a previous Naval Officer and Healthcare Administrator/Executive servicing over a 25-year career, he has mentored 1000's people to achieve their life dreams. After a successful career, it was fitting that he decided to continue to help others realize their true potential and live a dream life by establishing Personalized Services International, LLC.

Since 2009, he has coached business, health, and life coaching clients to maximize their human potential, improve performance and achieve greater in their business, career, life, and relationships. Deon is passionate about using his experience to help people become the best and most successful version of themselves. He has studied, researched, written over 250+ eBooks in business, health, finance IQ, life, relationship building, self-help, wellness, and wealth building.

He is one of the few Business, Health, and Life Coaches that operates a successful business outside of coaching. He currently operates over 20 websites, and he offers exciting and mind-change growth seminars on Business Growth, Career Development, Credit Repair, Financial Management, Goals Setting, Growth, Health Transformation, Leadership, Management, Relationship Building-Goals, Self-Esteem, Strategic Planning, Success, Wealth Building, Wellness, and more to help others achieve massive long-term success.

When you enroll and complete one of Deon's coaching programs, attend one of his webinars or hire his company as a consultant, he will bring over 30 years of experience in transforming lives and helping others build multi-million dollar profiting businesses.

Deon's coaching, consulting, and training will show you how to follow your passion, and having a plan of action will give you a roadmap to your success in many areas; business, career, health, life, and increased wealth. Graduates of his coaching programs and online training have truly found their life purpose, living a meaningful and impactful life, and they continue to gain unbelievable business and personal growth.

Deon is a single father with two awesome children (son and daughter). They're his inspiration to be a better man, father, human being, and always to do his best to help others achieve their greatest human potential.

**THE LIST BELOW ARE WEBSITES UNDER MANAGEMENT OF
PERSONALIZED SERVICES INTERNATIONAL, LLC OR IN
PARTNERSHIP – AFFILIATE OR NETWORK MARKETING:**

1. Corporate Website: www.PersonalizedServicesInternational.com
2. Building Success Marketing Academy – Business Growth:
www.BuildingSuccessMarketingAcademy.com
Travel, Vacations, in the USA and Around the World, Tours, Cruises, and Destination
Wedding and more: www.YourFutureTravel.com
3. Travel and Destination Travel Around the World: www.Travel2Destination.com
4. Health, Wellness, Weight Loss, Wealth Building for Men and Women:
www.FitAndSlimmerBody.com
5. Life Success and Wellness: www.LifeSuccessAndPersonalGrowth.com
6. Health and Fast Weight Loss: www.SuperSuccessfulWeightLoss.com
7. Health, Wellness, and Weight Loss for Women: www.HerSlender.com
8. Dating To Find Singles with Like-minds and Children: www.DatingWithChildren.com
9. Dating to Find Lifelong Love: www.LoveInfinityDating.com
10. Dating with Purpose: www.PurposelyDating.com (APP in the Apple Store and Google Play)
11. Group Travel: www.YourFutureGroupTravel.com
12. Health, Wellness, and Weight Loss: www.HealthJourneyPro.com
13. Vitamins and Supplements: www.LiveLongerSupplements.youngevity.com
14. Market America. Market America's UnFranchise Business is a proven plan for your financial success. Market America Worldwide provides systemization, standardization, state-of-the-art management systems, merchandising and marketing tools, growing visibility & the opportunity to own multiple business locations.:
<http://www.marketamerica.com/deonhuff/?&localeCode=en&redirect=true>
15. Shopping Annuity. The Shopping Annuity® is a revolutionary concept that helps smart shoppers convert their spending into earning through SHOP:
<http://www.shoppingannuity.com/deonhuff/?localeCode=en&redirect=true>
16. Isotonix Liquid vitamins - The World's Most Advanced Nutraceuticals:
<https://www.isotonix.com/deonhuff>
17. Lumiere De Vie - rejuvenated, luminous, beautiful-looking skin (Women and Men):
<https://www.lumieredevie.com/deonhuff>
18. Motives By Loren Ridinger - Make-up and Skin Care:
<http://www.motivescosmetics.com/deonhuff>
19. Shopping online to get deals and make money buying the things you already are going to buy:
<http://www.shop.com/deonhuff>
20. TLS Weight Loss Solution: www.tlsslim.com/deonhuff

21. IdLife Vitamins and Supplements (Health, Wellness, and Weight Loss) Designed for Your DNA: <https://deonhuff.idlife.com>
22. Credit Repair and Restoration: <https://www.creditrepairandrestoration.com>
23. Credit Repair Business Opportunity: <https://www.myuwe.net/Default.aspx?rid=DHuff2>
24. Credit Repair Client Signup Website:
<https://www.ucesprotectionplan.com/proplan99.aspx?rid=DHuff2#>