

Has the Sizzle Fizzled?

Remember the first day in your (then) new business; the excitement as you dreamt of “owning my own business” - and then you actually did?

The startup logic was simple: “I’m great at what I do; so why keep making money for this other bloke when I could be making it all for me?”

That was how many years ago: 5, 10, or maybe 20?

And where is it at now? Did being in business meet all your expectations? Or has it turned into a bit of a trap; a prison of sorts?

Let me hazard a guess at what really happened:

1. You were and still are technically very good at what you do
2. You did not start a business; you started an enterprise; you were and still are self-employed; you have a job with a new boss – YOU
3. Starting an enterprise is relatively easy; but building and managing one as it grows is a tough gig; much more than being a skilled tradie
4. Starting a business is much harder because there are principles & laws to follow; anecdotally 80% start an enterprise, 20% start a business
5. No one taught you WHAT to manage, HOW to manage and WHEN to manage; so you never learned the game from any of these -
 - ...Your secondary school teachers: NO
 - ...Your trade school course: NO
 - ...Your old boss or any of his team NO

It (i.e. your business turnaround) starts in the engine room:

You need to fix what you've got [the profitability and cashflow] right now!

When these are firing on all cylinders and things are humming along you can go to the next level...and turn your attention to your long term goals.

The Profit Rescue System will help you fix the ‘here-and-now’ by:

- * Filling in the gaps in your understanding of management
- * Guiding you through the what, how and when to manage
- * Fixing your profit and cashflow problem once and for all!

The bottom line: We help you make more money, possibly LOT’S more!