

“8 Steps to a Remarkable Business” by Paul McCarthy

“Finally a practical guide to success for Australian business owners”

Paul McCarthy is without doubt one of Australia’s most successful business coaches.

In **“8 Steps to a Remarkable Business”**, Paul shares the unique strategies, innovative and practical tools he has used to help hundreds of businesses dramatically improve their results.

In this must read book, you will discover how to:

- Build a highly effective marketing strategy
- Market your business on a budget
- Dramatically increase marketshare
- Increase profitability
- Improve client retention
- Get your customers buying
- Set yourself free
- And much more!

If you would like to learn some practical and affordable ideas that are sure to help you improve your business, then get your own copy of **“8 Steps to a Remarkable Business”**.

***You can’t change what you’ve done,
but you can change what you’ll become.***

- Paul McCarthy

STEP 1. A look in the mirror

Discover how your past mistakes can hold the key to a successful future. Learn how to never be afraid to fail again. Discover how to overcome the obstacles that have stopped your progress previously, create the ability to focus on what you want and design a clear plan of attack to ensure success.

STEP 2. Plan your work and work your plan

Momentum is important to all businesses. To ensure positive momentum you need an action plan. Discover the sort of plan that will help you set a course and stay on it. Learn our unique system for planning to keep you on purpose and moving in one direction.

STEP 3. Work from the inside out

To develop a successful marketing campaign means working from the inside out. By following our step-by-step process for creating effective internal systems that support your new clients, you will maximise the return on investment of your marketing activities.

STEP 4. Standing out from the crowd

Discover the easy way to define your business's unique selling propositions. Learn how to build your marketing strategy around your USP and attract more customers. Find out how you can raise the bar and gain an advantage over your competitors. Discover how affordable it is to change from being an ordinary business - to a remarkable one.

STEP 5. Know your customers

Learn the right questions to ask your customers to know what they really want from you, instead of guessing what you think they want. Discover the secret to making it easy to do business with you. The aim of customer bonding is to help customers climb your ladder - learn how you can accelerate the process.

STEP 6. Talk to the market

It is essential to get your marketing mix right. Discover the right mix for your business. Learn what the right balance is between the quality of your marketing and the quality of your product or service. Learn how you can become a proactive, not reactive, business owner. Discover how to show your customers the 'What's in it for me' (WIIFM).

STEP 7. Create an experience

Discover the powerful impact effective follow-up can have on the bottom line of your business. Learn how to walk in your customer's shoes and gain a true objective view of your business. Learn and use the universal secret to customer satisfaction. Follow our system for providing genuine care for your customers at all times.

STEP 8. Staying on course

Don't react – act. Take control - you only get one shot at tomorrow, so be ready to make the most of it. Learn how to stay focused and avoid being distracted by low priority tasks. Discover the three questions to ask yourself every week to ensure your business's growth and success.

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Innovative, Practical and Affordable ideas that really work

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