



CertainPath<sup>TM</sup>  
Starter Kit



# Your Certain Path Overview

## **New Path Session- FREE**

In this session, you will discover the number you should calculate every day to ensure 15% profitability and how to increase your price without losing business. It's the only way to ensure your business's lifeblood: profitability and cash flow. and the real growth potential for your business and town.

## **New Path to Profit Session - FREE**

Embark on the Path to Profit Session and learn how to take full control of your business operations. Imagine running your office with precision and ease, all without having to step foot in the office. Gain the knowledge to earn double-digit profits. If you're not already reaping big profits, we'll guide you on the steps to get there. Rediscover the passion you had when you first started your business - your business can provide you with the wealth and lifestyle you desire.

## **Express Executive Path - Members Only**

This four-day in-person training at our head office in Dallas will quickly transform you and your business into a smoothly running operation. You'll leave knowing all the critical things you need to move your business to the next level. You'll have access to and understand how to leverage our buying group to reduce your costs and price and win jobs so that you make more profit. You'll go home thinking, why didn't I know about this and do this earlier? My life would have been so much easier.

## **Certain Growth Path - Members Only**

Your coach and you will work one-on-one on your business, helping you implement the tools and systems you need when you need them. You will have access to advanced training and courses you can send your staff on so that you don't have to worry about training them. Our online membership site provides 7x24x365 access to all the tools, templates, and training required to implement your CertainPath so you can reach your full market potential.



# The Hard-knock Path Problem

Are you working crazy hours trying to get everything done? Do you need to catch up with all the other work while also doing what you need to do for customers to make money? On Sunday night are you worried and stressing about Monday morning? Are you underpaying your spouse in the business? Do you have a knot in your shoulder that just won't go away because of all the stress you're carrying around? Are you continuously asking yourself if you're doing it the right way?

That's okay; you're normal, and it's not your fault. Running a business is hard—really hard. You're probably an expert in what you do, but you've had to struggle to figure everything out on your own, so you've been figuring it out as you go.

If you're like everybody else, you've gone to the web looking for answers. Unfortunately, most of these are written for big business types, and they are hard to implement in a small business. You've been to your local networking business group, but other than the odd referral, they haven't been very helpful with running the business.

When you take the adventurous, hard-knock path, you have to figure everything out for yourself, forced to start from scratch every time. You'll always feel like you're knocking your head against a brick wall.

Wouldn't it be great if someone had already figured this out, and all you had to do was follow that system?

## The Certain Path Starter Session

The solution is simple, and you've found it. What you need is an already proven way of doing everything: how to price, buy better, and measure your success, and coaches, trainers who have already helped thousands successfully implement everything.

How about everything you would expect from a franchise:

- Marketing.
- Sales system. Pricing Guide.
- Software.
- Accounting and bookkeeping practices and procedures (designed) specialized for your trades.
- Hiring and firing procedures and documentation
- Without being locked in and giving up control, losing your name like with a franchise.
- Buying power

CertainPath removes the pain of figuring everything out. You just need to implement the systems. To demonstrate how simple this path is we are going to share with you:

- The one number you should calculate every day to ensure 15% profitability. It gives you the real-time info you absolutely must have.
- How to increase your price without losing business. It's the only way to ensure your business's lifeblood of profitability and cash flow.
- How to get better pricing
- Understand market size and potential

You will get these tools and training to implement in your business immediately. Start by completing the scorecard and questionnaire and then sending them back.



# How To Complete The Starter Kit

These exercises help you develop a better understanding of your current situation and help you clarify your goals for the future. They also help prepared for Certain Path Starter Session.

## 1. Scorecard

Please complete the scorecard, by indicating where you currently stand for each of the 10 issues listed. Rate yourself and your company from 1 to 10 for each section, depending on which statement, left or right, best reflects your current situation.

## 2. Vision

Answer the question: If your business felt magical and was rapidly growing (booming), and there were no obstacles and everything was possible, describe an ideal vision of your business and personal life?

Write out your answer in as much detail as possible. Bullet points and short statement are fine. Do not worry about “how we might” achieve these goals. Simply write down your hopes and dreams.

Once you have answered the questions to the best of your ability, complete the three questions at the bottom of the page.

## 3. Confidential Questionnaire

Please answer each question as fully as possible. Take your time. This is an opportunity for you to think through your business more fully.

Please send us your completed Scorecard, Vision and Confidential Questionnaire at least one business day prior to your Certain Path Starter Session.



# How To Complete The Starter Kit

## Contact Information

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Type of Company: \_\_\_\_\_

Buss. phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Getting to Know You Better

Who owns the business? \_\_\_\_\_

How many attendees \_\_\_\_\_

How many employees? (including yourself) \_\_\_\_\_

How many Techs? \_\_\_\_\_

Is spouse involved in the business? \_\_\_\_\_

How many years in business? \_\_\_\_\_

How much do you presently spend on marketing? \_\_\_\_\_

## Marketing Budget...

Last year's revenue? \_\_\_\_\_

Next year's expected revenue? \_\_\_\_\_

Long term revenue goals? \_\_\_\_\_

What is your net profit percentage? \_\_\_\_\_



# Certain Path Scorecard

To help you clearly understand your current situation, rate your reaction to each pair of phrases. Decide where you are on a scale from 1 to 10. Add up your total score from each column.

<i>I do not have a clear vision for the future of my business.</i>	1	2	3	4	5	6	7	8	9	10	<i>I have a clear, well-defined vision for the future of my business,</i>
<i>I am not excited about the future of my business.</i>	1	2	3	4	5	6	7	8	9	10	<i>I am excited about the future of my business.</i>
<i>My business model doesn't allow me to make money in an enjoyable manner.</i>	1	2	3	4	5	6	7	8	9	10	<i>I have a business model that allows me to make money in an enjoyable manner.</i>
<i>I do not have a business model that allows me to make money in an enjoyable manner.</i>	1	2	3	4	5	6	7	8	9	10	<i>I have a good balance between my business and my personal life.</i>
<i>I do not have enough calls</i>	1	2	3	4	5	6	7	8	9	10	<i>I have more than enough calls to meet my goals and objectives.</i>
<i>My business can't run on a day to day basis without me</i>	1	2	3	4	5	6	7	8	9	10	<i>I can leave my business for weeks at a time</i>
<i>I feel overwhelmed by all the moving parts of my business.</i>	1	2	3	4	5	6	7	8	9	10	<i>I feel liberated to focus on what I truly enjoy doing in my business.</i>
<i>I do not have a structure in place to make me accountable.</i>	1	2	3	4	5	6	7	8	9	10	<i>I have a structure in place to make me accountable.</i>
<i>I do not have a big picture perspective on my business and life.</i>	1	2	3	4	5	6	7	8	9	10	<i>I have a big picture perspective about my business and life.</i>
<i>I do not have as much confidence in my future as I would like.</i>	1	2	3	4	5	6	7	8	9	10	<i>I have a strong sense of confidence about my future.</i>
<i>Total</i>											<i>Add Column Totals, your score is</i>





# The R-Factor Question

If we were meeting here 3 years from today — and you were to look back over those 3 years to today — what has to have happened during that period, both personally and professionally, for you to feel happy about your progress?

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