



Abundance
GLOBAL

THE MONEY MACHINE SYSTEM

Playbook

Abundance
Global: Our Why,
How and What

WHY

HOW

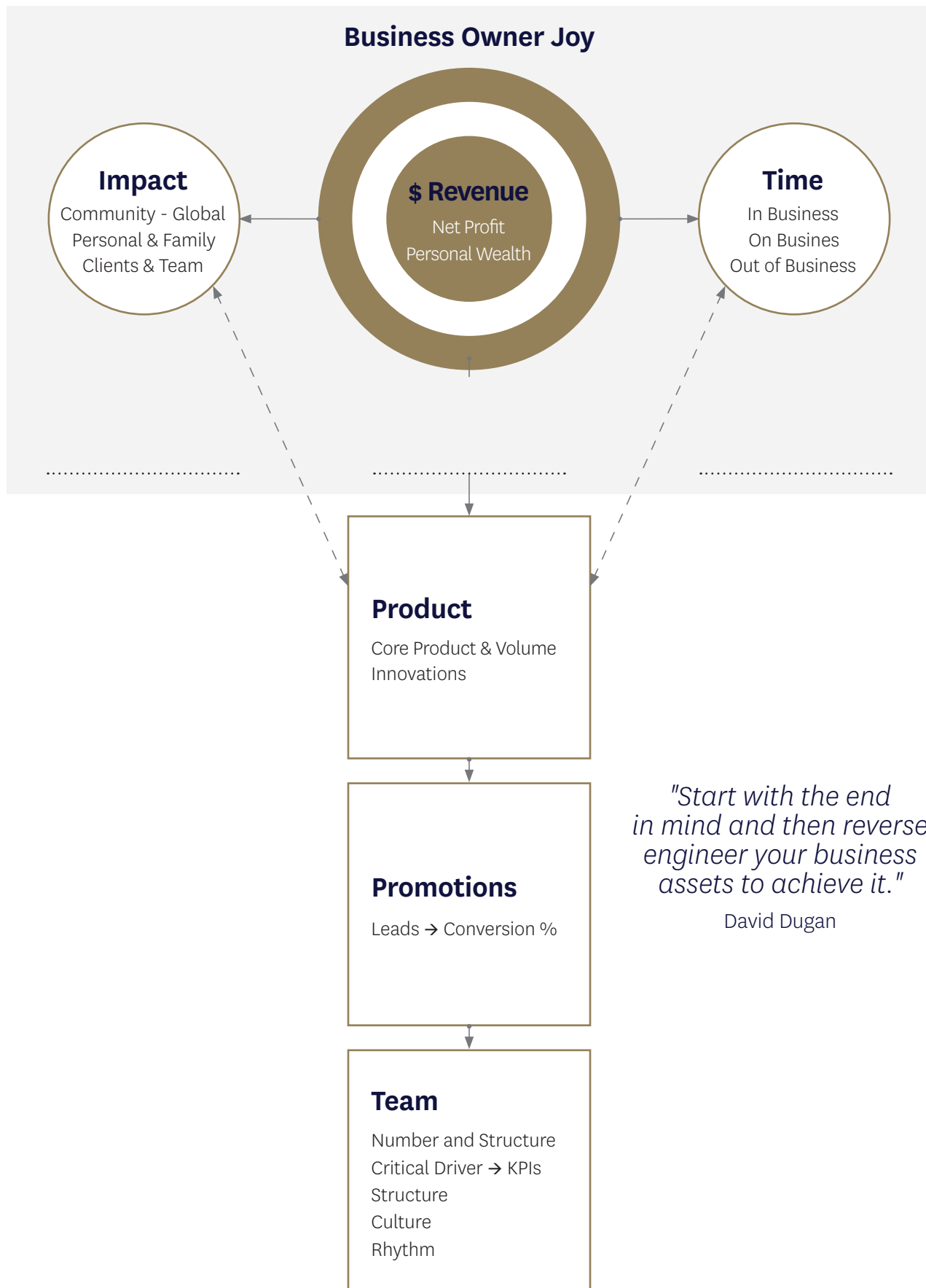
WHAT

WHY? We believe an abundant world is within our grasp and entrepreneurs are the catalyst to lead us there.

HOW? We incite, lead and inspire entrepreneurs to fulfil their greatest potential.

WHAT? We utilise cutting edge technology to deliver outstanding entrepreneurial education and insightful mentorship.

1. What do you want - Joy Builder Roadmap™



2. Where are you now?

1. Date (You can annualise the last quarter) →	2. What was your past 12 months' revenue?	3. What was your past 12 months' EBITDA? (Net Profit)	4. What was your total team number of hours worked for the past 12 months (including owner and VA's)	5. What was your team's total number of hours for DELIVERY of Product/Service for the past 12 months

Note 1: Annual Australian hours worked in a year is 1,687.5 (37.5hrs/week x 45 working weeks/year)

Note 2: To work out exact days either a) time track actual working hours or b) use the 'Working Days' calculator: <http://www.workingdays.com.au/>



3. The 3 Critical Numbers

A. Average Hourly Rate for all team hours worked
(Revenue per Employee)

$$= \frac{2. \$ \text{ Revenue} \dots\dots\dots}{4. \text{ Total Team Hours} \dots\dots\dots}$$

= \$ per hour

B. Average Hourly rate for client delivery

$$= \frac{2. \text{ Revenue} \dots\dots\dots}{5. \text{ Delivery Hours} \dots\dots\dots}$$

= \$ per hour

C. Average hourly rate for profit
(Profit per Employee)

$$= \frac{3. \$ \text{ EBITDA (Net Profit)} \dots\dots\dots}{4. \text{ Total Team Hours} \dots\dots\dots}$$

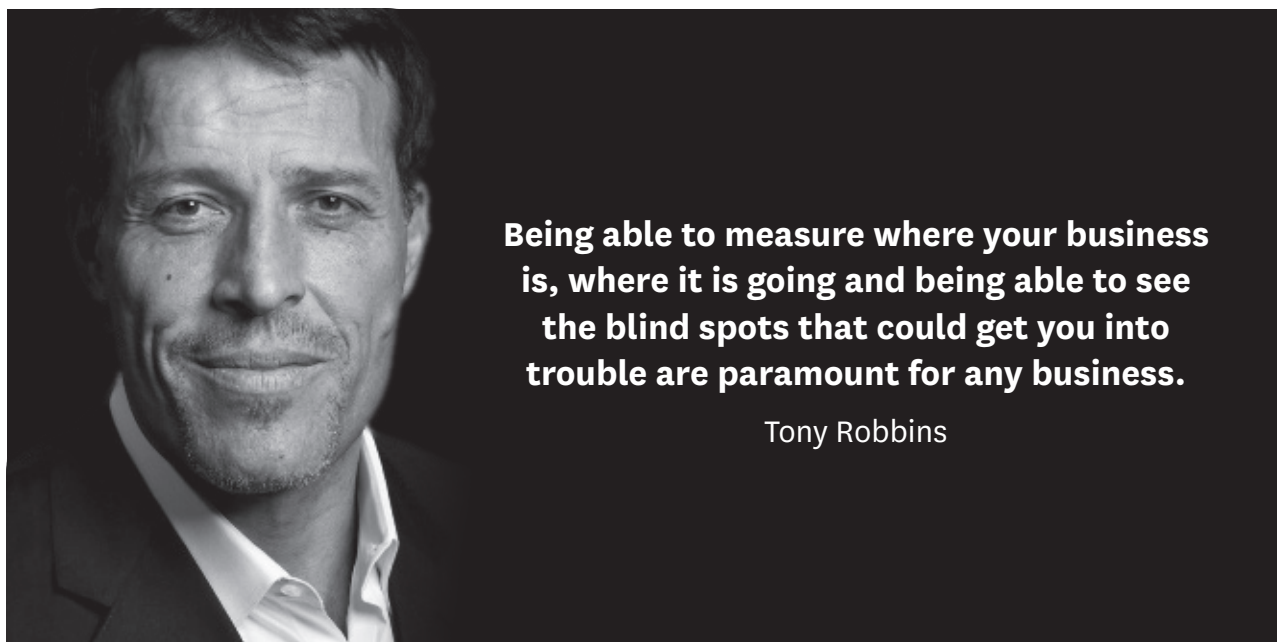
= \$ per hour



Most Profitable Companies per Employee

RANK	COMPANY	COUNTRY	PROFIT	EMPLOYEES	PROFIT PER EMPLOYEE
1	Fannie Mae	US	\$12.3B	7,000	\$1,759,000
2	Gilead Sciences	US	\$13.5B	9,000	\$1,500,111
3	Freddie Mac	US	\$7.8B	5,982	\$1,306,419
4	Facebook	US	\$10.2B	17,048	\$599,308
5	National Grid	UK	\$10.2B	22,132	\$458,639
6	Amgen	US	\$7.7B	19,200	\$402,188
7	Apple	US	\$45.7B	116,000	\$393,853
8	Alphabet	US	\$19.5B	72,053	\$270,329
9	Taiwan Semiconductor Manufacturing	Taiwan	\$10.3B	46,968	\$218,951
10	Goldman Sachs Group	US	\$7.4B	34,400	\$215,058
11	AbbVie	US	\$6B	30,000	\$198,433
12	SoftBank Group	Japan	\$13.2B	68,402	\$192,442
13	Qualcomm	US	\$5.7B	30,500	\$187,049
14	Tencent Holdings	China	\$6.2B	38,775	\$159,533
15	Westpac Banking	Australia	\$5.5B	35,280	\$155,244
16	Shanghai Pudong Development Bank	China	\$6B	52,832	\$151,287
17	Commonwealth Bank of Australia	Australia	\$6.7B	45,129	\$148,749
18	Microsoft	US	\$16.5B	114,000	\$147,351
19	Cisco Systems	US	\$10.7B	73,700	\$145,712
20	Industrial Bank	China	\$8.1B	56,236	\$144,141

Credit: <https://www.businessinsider.com.au/apple-facebook-alphabet-most-profitable-companies-per-employee-2017-12?r=US&IR=T>



4. Do the numbers work?

Can you reach your financial goals with the current Product offering?

If yes, then keep at it.

If not, then are you working for the love of the work and/or have a hobby business? Would you get paid more working somewhere else?

In many circumstances a few right tweaks can make a significant improvement to optimise for profitability and joy.

Here's a guide of potential tweaks:

<p>Problem You Solve and for Whom</p> <ul style="list-style-type: none"> • Who is your current Ideal Client and who should be your future Ideal Client? • Is the product targeting a general audience or does it need to be niched more (this is constantly evolving)? • Have you fallen in love with your product... not your client? • Does your Ideal Client really have a need for your product in THEIR eyes, not yours? They buy from the emotion of their symptoms to their greatest problems and not what you think the greatest problem is. • Do you need to change your Ideal Client, especially if they can't or won't pay? 	<p>Product</p> <ul style="list-style-type: none"> • Keep your Ideal Client and change your product to suit. Keep your product and change your client. • What could you provide less/more of? What is the true genius of your product? Keep that for now. • What is the highest and best use of my team and my time? Do more of that and leverage/train others. • If not already inherent in the product, build a Recurring Profit Model (RPM) – almost every business can have an RPM. • Most people could easily have a lower tier follow up/ review/ accountability product. • How can the product be packaged together in larger units e.g. singles items to boxes or vice versa? • Is your product aimed at a high class or economy client and does the packaging/branding of the product suit that market?
<p>Prices</p> <ul style="list-style-type: none"> • Increase prices. • Get more favourable terms e.g. a % of the uplift, equity in the business, partnership. • Price shape (different amounts over the life of the product). • Upfront payment vs recurring profit and vice versa. 	<p>Processes</p> <ul style="list-style-type: none"> • What can be systemised or automated? • What client delivery tasks occur repetitively? • ID the bottle neck or the next constraint. What would be the first thing to break if we got 10x more work in tomorrow?
<p>People</p> <ul style="list-style-type: none"> • More leverage for you and your team. • Who else can do this? Leverage your team. • Turn your time into team (and their time into more team down the track). • It might be more profitable if you are not involved in the delivery and/or sales and/or admin. 	<p>Promotions</p> <ul style="list-style-type: none"> • Tweak the message to market match, so the message is more compelling to buy at the right price point. • Have the 4 Sales models been used? • Are you measuring your conversion rate? How is it trending? • Who has the client before or after you? Can you sell them the leads and vice versa?



5. Keep It Simple

1. FOWTW
2. GAGI
3. GITT

FOWTW : Find Out What They Want

GAGI: Go And Get It

GITT: Give It To Them

Action Steps

1. Know your numbers
2. Research the current biggest problems for your clients
3. Update business model/product offering to give your clients great results and also gives you Business Owner Joy (\$, Time, Impact)

Is your business giving you the cashflow you need?

If you are an entrepreneur who wants to play life bigger, connect with us for a 15 minute complimentary call with a coach.

Let's see if we might be a fit for you, and vice versa. Book a complimentary 15-minute call with one of our coaches (i.e. not a salesperson) so we can find out more about each other. It might be your most important call this year!

Book Your 15 Min Call

Send us an email now to schedule your Complimentary 15 min Call:

info@abundance.global

or call us on

+61 7 3368 4077

or directly schedule a call on this link

<http://bit.ly/15MinCallwithAGTeam>

About This Call

In this 15 minute call, you will get clarity on the top three areas for you to work on in your business.

After you book a time, you will be sent a short questionnaire to complete.

We will study this questionnaire, look at your website and study your industry. We do all this so that when we speak with you, we can hit the ground running and make the most of the 15 minutes.

At the end of the meeting, we will both have a good sense of whether we are a good fit, and establish if there is a possibility we can co-pilot your business with you. If there is, then we can talk about what the next steps to start the journey might be.

This is a complimentary 15 minute call for you to get huge value, and for us to get to meet another amazing entrepreneur.

We look forward to connecting with you!

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