



businessgrowth

G E T A W A Y

Growing **your** business **the** right way.

Business owners and managers have far too much to think about, and far too much pressure sitting on their shoulders (you know, keeping a company running, keeping people employed, servicing customers... no big deal). On top of all we do, there are the same reoccurring questions for which we all want solutions and answers.

**1** How do I get more and repeat customers?

**2** How do I maximise every dollar I invest into my business?

**3** My business has grown too fast in a short period of time – I don't know how to manage my customers, I'm stressed and everything is everywhere and I'm now disorganised. How do I catch up?

What we all really want is more customers and less stress.  
So how do we achieve that?

**Firstly, your product or service must solve a problem for someone else. Now the problem can be a ‘first-world problem’ but nevertheless, it needs to solve a problem.**

- Figure out your end goal. Our entire branding sits around the message **“Be where you want to be.”**

So where do you want your business to be, to look like? The old saying ‘start with the end in mind’ really applies here. Once we know what the future holds, we can work our way backwards and deliver our strategic planning accordingly.

- Next, every great product or service still needs a brilliant brand story and corporate identity.
- The rest of the mix must be a simple combination of efficient processes and transparency for staff and customers, getting everyone on the same page.

Amongst all of this, you will at some point need outsourced help. This is generally where things go wrong, and this is essentially why I have a business.

We outsource to get help in areas we don’t know how to do ourselves, and this sadly can lead to getting the wrong help. We rush, someone seems cheap (though even expensive companies can deliver poorly), or we try do things ourselves, doing it badly, wasting time and having to hire someone to fix our mistakes.

A lot of companies I work with tend to need fixing in some manner. They've started or expanded a business without having their end goal focus clear, the right questions haven't been asked by either party, and the following reality comes into play;

**“You don't know what you don't know, until you don't know it”**

Many of us don't know how to ask the right questions when outsourcing work. Admittedly, if we knew what we were talking about / doing, we wouldn't outsource in the first place.

Or, we've paid to implement a popular “grow your business in 5 easy steps” type program, possibly realising some success in sales, but haven't had a solid business process.

Sadly however, many companies end up paying a lot of money for the wrong products, or no outcomes.

This leads to a lot of short-term customers, but little sustained business – read more about that here:

<https://www.refinishedbusiness.com.au/blog/the-yin-and-yang-of-business-function->

**The real way to grow your business sustainably is through a great balance of front and back end work in and on your business. Hard work, slow steps, clear objectives to name a few... And to outsource!**



**So how do we ask the right questions? And of the right people?  
If we aren't an expert in a field, how are we meant to know what  
to ask, what to expect?**

**Here are the rules I follow when searching for a contractor for one of my clients.**

- 1.** Get a contract and quote in writing with key deliverables and agreements outlined and signed by both parties.
- 2.** Spend time talking to the business owner before signing anything, even if you must pay for 'one-off' consults before making a bigger purchase. How they treat you in this phase is a huge indicator of how you'll be treated as a long-term client.
- 3.** Find out how many contracts they take at a time.
- 4.** How big is the team- make sure your work can be completed within the timeframes you require if your key contact is unavailable.
- 5.** Who will be the main contact for you if not the person you are making the agreement with?
- 6.** Avoid swapping time for money wherever possible. Someone can work extra slow at your expense (unless they quote and cap the amount in advance).
- 7.** Have a thorough conversation about other clients.

**Here are the rules I follow when searching for a contractor  
for one of my clients. (Cont'd)**

- 8.** Get referrals from other clients – check out their various social media / web outlets and see what type of content they post and determine if their values and languages align with yours.
- 9.** Get 100% clarity on what is included in the price.
- 10.** Go into great detail on what you can expect:
  - ✓ Tasks that are / are not included
  - ✓ How will this engagement impact my business for the better
  - ✓ Cost / Benefit analysis of engagement
  - ✓ What will happen to your business if you do not engage
  - ✓ Expected positive changes in my business as a result of the engagement
  - ✓ Number of leads / sales expected – and determine industry averages.  
(You may need to set goals together)
  - ✓ Duration of the project and its deliverables
  - ✓ Who has the control over the deliverables once the contract is completed

**This is purely a snapshot to guide you on the first steps of your journey.  
Hopefully it helps you make others more accountable  
so YOU get results for YOUR business.**

**When you hurry, you normally get to the wrong place faster.  
So slow down. Think of the end goal. Determine the repercussions  
of delaying or pushing things back. And think of the benefits!**

The best advice I can give you is to LEARN! And learn as much as you can.  
The more you know, the more you know, so the better-informed decisions you can make.

It was based on all my interactions with clients and the frustrations they had with outsourced issues, that prompted me to create the Business Growth Getaways.

This is not a profit-driven venture, but one aimed at empowering business owners to become more informed, more knowledgeable and therefore better resourced to know where to spend money in their business, and what to expect from their contractors (and staff).

The event is a mega workshop to allow you to grow YOUR business (or develop within your company if you are a staff member) whilst relaxing, networking and honing your business skills under the guidance of passionate leaders in strategy, psychology, finance, performance, digital marketing and business development.

Disconnect from life to reconnect with your business, network with others and learn real skills you can implement in your business immediately.

**Just \$4200 incl. GST**  
(payment plans available)

**26-29 AUG  
2019  
PORT  
DOUGLAS**



**Price includes; Two-day workshop in Port Douglas QLD,  
return flights\*, all meals, luxury accommodation  
& transfers for 3 nights / 4 days.**

We will help you work through your business on an array of topics from six amazing facilitators:

- Business Strategist to secure your company vision for the future & get your benchmark right!
- Psychologist to get you in the right head space for learning & change
- Certified Accountant to set you up for long term financial success & growth, from one of the fastest rising firms in the country (voted best places to work 2 years in a row)
- Performance Coach (to a London Gold Medallist!) to help you understand how stored beliefs & stories in the body can affect the nervous system, hormones & our ability to create the life we want
- Digital Marketing Specialist to help you attract new customers & make your digital footprint (these guys have some serious credentials, don't miss out)
- Senior Wine Industry Veteran to teach you how to build rapport with clients & increase your chances of positive relationship outcomes, from one of the fastest growing tech companies, retailer of the year & past Telstra Business of the Year award winner for Victoria

**Get ready for some business growth, without the bullshit.**



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“The flow of the workshop is what we’ve worked really hard on to make sure it counts for all who attend. Our sessions are designed to take you step by step through your business, from initial planning, overcoming blockages, budgeting for the future plans, all the way through to making your digital footprint, and retaining customers once you get them!”



Clear Vision & Why;  
Who for;  
Clear objectives;  
United workforce;  
Streamlined & efficient process;  
=  
Less stress for owners  
=



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Find us on  

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If you are ready to take some larger steps in your business, come join us in Port Douglas this August.

Love to see you there.

Erin

