

## Discovering the New YOU!

*"It's like climbing a mountain, gaining new and wider views" Albert Einstein*

'Climbing the mountain' is what you are doing by reading this publication. Your mental climb will be rewarded by an open and exhilarating view of your potential.

Harnessing the forces of the universe and actively participating in the creative process of making your goals happen is an invigorating experience. No longer can you afford to stand on the sidelines and watch things happen to you. You are part of an open and dynamic universe and your mind plays a decisive part in constructing your reality. You just need to unleash it...!

**That's why 90% of all change happens at your unconscious level!**

It's not enough to know your goals and follow a plan. You must be clear of any negative unconscious beliefs and limiting thoughts that you may have. Otherwise you may be spinning in circles.

Your inner conscious is a powerful force and its influence is felt in every aspect of your life. It is in fact the most important part of who you are, and is the main cause of your success... and it's waiting to be unearthed.

**The following assessment will help you determine where you are on your path.**

*For each question, tick which letter (A, B, C, D or E,) is most accurate for you or your business:*

**1. My business/company structure is:**

- A. Sole Trader
- B. Business Partnership
- C. Pty Ltd Company or Incorporated
- D. Franchise; Company or Sole Trader
- E. Non for Profit Organisation

**2. I have been in this business for:**

- A. Under one year
- B. Two years
- C. Between two and five years
- D. Between six and fourteen years
- E. Over 15 years

**3. My business' financial situation:**

- A. We are in constant overdraft with the bank.
- B. We are still struggling to turn profit. I'm definitely not generating cash flow the way I know is possible.
- C. We are doing OK. Our cash flow is up and down. I would like more consistency and to increase profits and/or revenue.
- D. We are successful and thriving. I always generate enough income to take care of my personal financial needs as well as the business.
- E. We have generated enough cash to expand our operation.

**4. My average business revenue per year:**

- A. I am below six figures
- B. I am consistently making six figures
- C. I am high six-to-seven figures
- D. I am over ten million
- E. I am over fifteen million

**5. My confidence as a professional entrepreneur and business owner:**

- A. I am overwhelmed and do not know what to do next.
- B. I am in constant fear of going bankrupt.
- C. I struggle with lots of fears and self doubt but see light at the end of the tunnel.
- D. I have good days and bad days, but overall I'm pretty strong.
- E. I am on fire! Everything I touch turns to gold. I'm ready for the next opportunity!

**6. In my day to day business dealings:**

- A. I am not sure about my current business, and do not know which way to go.
- B. I have multiple businesses and projects. I get distracted easily by different ideas, business opportunities, projects, and fun creative ventures. I usually have a Plan A, B and C in case I need to generate more money.
- C. I am pretty clear about my business and niche but I still find myself interested in a lot of different ideas and possibilities. I get distracted and don't focus as well as I should.
- D. I am very successful in a few select areas but still drive myself and my team to do more.
- E. We are going great and our business is expanding!

**7. My support environment (i.e. home life, business associates, personal friends, etc.):**

- A. Are not supportive of my work, vision and dreams.
- B. Are a lot of talkers and dreamers but don't really create results.
- C. I have a close friend giving me some advice on and off.
- D. I have joined a network group that gives me some support.
- E. Are movers and shakers. They are thought leaders with big thinking.

**8. The people who work for me (either as a contractor or employee):**

- A. What team? It's just me.
- B. I've outsourced the basics. One to two people support me such as:
  - a business partner
  - administrative assistant
  - book keeper
  - web designer/internet marketing support
  - consultant or coach

- other \_\_\_\_\_
- C. I have a small team in place that handles the business but I know they could be utilized better.
- D. I have a great team but silos exist due to the nature of our team.
- E. We are a big team with big dreams and successful outcomes.

**9. The strengths and skills I need for my industry/trade:**

- A. I know my trade but have no idea how to grow the business within my industry.
- B. Needs a lot of work, there is so much I still don't understand or feel competent at.
- C. I am very good at what I do and I could refine more to be one of the best in my field.
- D. I am in the lower 40% of my industry and need more skills to advance.
- E. I am in the top 5% of my industry and want to broaden my skills.

**10. My competency level in running a business is:**

- A. I am new and learning everything about running a business as I go.
- B. I have a few strong areas but a few weak areas too. *Mark your strength:*
  - Leadership (Identifying the vision and setting the pace of success)
  - Management/Operations (Business structure, plan, process, systems)
  - Marketing/PR (Brand, marketing plan, visibility to target audience)
  - Lead Generation/Sales (Prospecting, follow through, managing sales pipeline)
  - Lead Conversion/Closing (Prospect to client closing, client relationship management)
  - Client Fulfilment (Supplying product or service)
  - Resource Development (Developing and leading team members)
  - Finance/Revenue (Financial systems, controls and reports)
  - Quality Controls (Tracking quality of product, customer satisfaction, process improvement)
- C. I am ok with most competencies but need to focus on financial literacy.
- D. I am pretty strong in most competencies of running a business.
- E. I am very strong in leadership and direction, my team run the business.

**11. My habits and actions in relationship to my professional success are:**

- A. I am constantly running in circles, trying to figure out what to do next. I forget appointments, find myself failing behind in meetings and projects, and have to-do-lists a mile long.
- B. I know what I should be doing for my success but I don't do it. It's like I forget. I often feel overwhelmed and burned out.
- C. I have good personal and professional success. I just want to do and be more.
- D. I possess great personality but need some work on my executive presence.
- E. I am an excellent person, well liked by my friends, my people and associates, but need to sharpen my decision making process.

**12. What is your big stretch goal for the upcoming year?**

---

---

---

---

**13. What is the single greatest challenge you have in reaching your goals (in other words, what is getting in the way?)**

---

---

---

---

**Your Test Score**

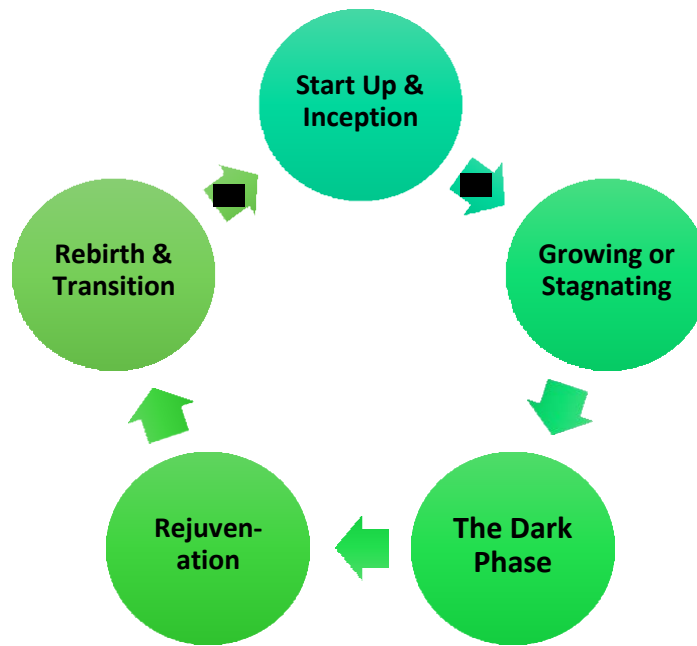
Now, add the total for each letter

A _____	B _____	C _____	D _____	E _____
A = Stage 1	B = Stage 2	C = Stage 3	D = Stage 4	E = Stage 5

**Whatever you scored the highest on, indicates the possible stage you need to work on most.**

Refer to the Five Stages of Entrepreneur's Path, in the following pages, and make the effort to get back on track.

## The Five Stages Of Entrepreneurs' Path



**Stage One: Start up and Inception. Most Exciting, a Lot of Energy & Passion:**  
*Moving from Confusion to Clarity*

### Is your Passion Well Placed?

- Do you wander from business to business not knowing what you really want to do?
- Do you struggle with your confidence?
- Do you suffer from lack of results – even though you are really busy?
- Do you procrastinate doing what it takes to be successful?

In **Stage One**, you may have a new and exciting business idea but you lack serious commitment, focus, and discipline to carry out that **one idea** that will truly make you rich. What is the *one business idea* that is aligned with your strengths, values and passion? Have you identified what is most important to you in your life? Do you have vision, a plan and a team to get there?

Stage One is usually characterised as the innocence stage, as nothing has gone wrong. Entrepreneurs often jump right into business – without the crucial foundation. It's like building a two story house on sand without foundation. Identifying your passion and power will help you connect with results – fast. We can help you build your foundation to move from confusion to clarity.

### ***The First Step Is Not Your Last Step.....Take Action Now***

- Know what business to focus your time and energy on
- Get clear about your long term vision, core values, strengths and passions
- Identify what your product/service strategy is, and how to get paid for it
- Create the business brand that best suit your product/service
- Determine your target client and niche market
- Learn how to overcome any personal blind-spots (challenges) that may have prevented your success in the past
- Determine the team that you surround yourself with
- Define what success means to you, and by the way it's not only about the money!

## Stage Two: Growing or Stagnating; Are You Leveraging Yourself Effectively?

### *Moving from Distraction and Overwhelm to Direction*

#### **Are you being the finder, minder and grinder?**

- Do you know what you should be doing – but don't?
- Do you suffer from burn out, frustration and overwhelm?
- Do you get so excited by what's possible...but you forget you're human?
- Do you have so many dreams to play big but you never get passed the day-to-day grind?
- Are you still in the revenues ups and downs?

In **Stage Two** your business is growing. It's an exciting and fulfilling experience, you are too busy to look at the challenges that you might be facing or even to stop and smell the roses. You may have a fairly successful business, but it's taking all your time and energy. You are trying to do it all because you just can't let go of control. You get distracted by other business opportunities instead of **mastering** the one you are in.

Working **ON** your business not **IN** your business is the hallmark of Stage Two. It's the essential step of working smarter not harder. It's where you should be focusing on releasing control and building systems and leveraging your team. It's the keystone of your triumphant arch and the gateway to wealth and prosperity. Advantex International helps you become more masterful with running your business.

#### ***Realising the vision.....take action now!***

- Master your time instead of it mastering you
- Learn how to release control and knowledge
- Leverage other people to handle the tasks you don't need to be doing
- Create systems to get things done the right way – with or without you
- Manage your business and people with ease
- Focus your time on what makes money – now



## Stage Three: The Dark Phase; Are you Gripped by Uncertainty and Self Doubt?

### *Moving from Uncertainty to Confidence*

#### *A set back, but for how long?*

- Are you being reactive and all over the place?
- Do you suffer from the dreadful self doubt and lack of confidence?
- Are you paralysed by the fear of failure?
- Has the penny dropped on your inability to prioritise and manage time?
- Are you wondering what to do next?

Invariably and unfortunately every company goes through a setback. It's just a question of magnitude and duration. There are no words that I can use to describe the pain, the self doubt, the disappointment and disillusion that the entrepreneur faces when disaster strikes.

**Stage Three** could be the ulcer generating process for ill prepared entrepreneurs. They have no idea why this happened and how long it will last. They are oblivious to circumstances surrounding them, while they wait for the light at the end of the tunnel to shine...if ever!

It doesn't have to be this way; entrepreneurs can spare themselves the ulcers, the cost of medication and the lost revenues by being proactive. The impact of this stage, which at times occur due to circumstances outside their control i.e. economical (GFC) environmental (tsunami, floods) political (government policies), can be mitigated by strategic planning and risk management.

#### *Maintaining the momentum.....Take Action Now*

- Drive healthy growth while navigating your business through obstacles and challenges. Build self confidence
- Obtain a strategic direction that will allow you to reach your ultimate goals
- Achieve the required finance from your lender
- Align your business incentives to the desired objectives
- Rejuvenate your marketing, sales and branding
- Develop stronger leadership and gain insight into your management competencies





## Stages Four & Five: Rejuvenation, Rebirth & Transition;

### *Moving From Exertion to Excellence*

#### **Are You Ready For Your Ultimate Freedom?**

- You made it through the storm, you came back with more passion and self belief
- Congratulations! You have worked hard to achieve success and you've got it
- You are financially successful but you are restless and under stimulated in your work
- You are realising how few people there are at your level and crave access to other powerful leaders in your position
- You are ready to focus more on enjoying your life and want to simplify your business dealings
- You have made the shift from being the doer/manager to being a true leader
- You might even consider selling the business and making the transition

You had started your business venture by knowing your outcomes. You took the right positive actions towards achieving your outcomes. You had tremendous sensory acuity that allowed you to sense what's working and what's not working. You showed behavioural flexibility, agility and self belief in the face of adversity and setbacks. And finally you operated and lead your business and your team from a physiology and psychology of excellence.

It's time now to make excellence a habit – an integrated way of leading your life and your business. You want to leave behind a legacy, you want passive sources of revenue, you want to work less and make more money, and you want to take on new opportunities in life. You are ready for the next stage of moving from exertion to excellence and beyond.

#### ***Leaving a legacy.....take action now!***

- Maximise your systems so that you can make money – without being there
- Prepare your company for your departure by pre-empting the due diligence process
- Put in place a proper succession (exit) plan
- Position your company for growth, selling or leadership transition
- Create and implement your legacy
- Live your desired lifestyle



# Action Steps

It's a New World. If your business is going through a rough patch then make some different choices to improve it. The answers lie within. You can't change others but you can make choices, which will change not only your life but also the people around you.....it's your call.

Pick an area from the 'Take Action Now' lists, according to what stage you are at, and commit to focus on at least one action in the next 90 days. Turn it into a goal below. Be sure your goal is achievable, realistic, positive, specific and for you. Also write it as if it has already happened.

**What did you choose from the list?**

---



**When do you commit to have it completed by?**

---

**What are the steps you will take to achieve the goal?**

---

---

---

---

---

---

---

## What Separates the Truly Great from the Mediocre?

What is it that drives certain people onto splendid success while others stifle bitterly in their trail? The answer is obvious. The mediocre watch from the sideline and point out other people's failures but never really commit to anything. The great stay in the arena, and strive to do the deeds valiantly with great enthusiasm and devotion; Winners don't cut and run because they have a purpose and they know that if anything is worth doing it's worth doing wrong until they learn how to do it right. The great do what the mediocre are not willing to do and are prepared to fight to the end. In the words of Sidney Sheldon *"The foolish think the Eagle weak, and easy to bring to heel. The Eagle's wings are silken, but its claws are made of steel."*

## Do you want more wealth, freedom and prestige in your life? Are you ready to play the great game of business?

Virtually every highly successful person has a coach or mentor who asks them provocative questions, who elicits their greatness and who challenges them to play at a higher level. A coach is your champion, someone who believes in you and gets you outside your comfort zone where true success is a reality, not just a dream.

### What Can A Great Coach Help You Do?

**Coaching brings out the best in you and your team, and you will be able to:**

- Create consistent, predictable high six or seven figure revenue
- Redesign the business you have into the business you dream about
- Work smarter not harder
- Work on your business not in your business
- Improve your time and people management skills
- Attract more ideal clients
- Get back on track quickly
- Achieve brilliant lifestyle goals
- Create powerful well trained team
- Develop confidence, vision and clarity
- Avoid costly mistakes and accelerate profits
- Pursue your desired outcomes with renewed enthusiasm and impetus
- Become the leader you deserve to be
- Grow your business without pain
- Learn the principles of success and wealth creation.



*“Coaching now is part of standard leadership development training for elite executives and talented up and comers at IBM, Motorola, JP Morgan, Chase and Hewlett Packard. These companies are discreetly giving their best prospects what star athletes have long had: A trusted advisor to help REACH THEIR GOALS.” - CNN.com*

## Are You Ready for Positive Change...to Shape Your New Reality, to Stop the Old Cycle of Overwhelm, Frustration, and Undesirable Results So You Can Finally Create the Business Lifestyle You Deserve?

If you know you are ready RIGHT NOW to jump-start your success, virtually eliminate any obstacle in your path, make more wealth and take more time off, then schedule a **Business Mastery Coaching Session** with Michael Yacoub.

In just one session, you will have clarity with a set key (ROIs), **Return On Investment strategies** that will help you get on the fast track to success.

In our 3 month program you will learn the proven strategies for six and seven figure success from the people who are themselves millionaires: in the **ULTIMATE WEALTH & SUCCESS ZONE**. Get coaching, support and resources that will help you uncover your high payoff opportunities and how to capitalize on them quickly from Michael Yacoub, the Ultimate Wealth Generator.

### Our Services

Advantex International provides **Turn-Around strategies** and guidance for companies in difficult situations, with the introduction of **breakthrough Business Systems**. Be proactive, get more insight on how to build systems, accelerate your profits and reach optimal results with the **Advantex Business Development and Pathway to Success Program**.

**To Book Your FREE 2hr Business Mastery Coaching Session and have a Breakthrough Life Changing Experience!**

Email: [info@advantexinternational.com.au](mailto:info@advantexinternational.com.au)

Or call Advantex International direct on (07) 5574 3453.

Visit our web site: [www.advantexinternational.com.au](http://www.advantexinternational.com.au), and choose the appropriate coaching or consulting program that suits your company.

*"Clients often call me when they feel they are losing direction and control, when their business is overwhelming them, instead of them leading their business. I frequently find that the solutions to their problems usually rest within them. I help them work through the hard part and take control of their business again."*

- Michael Yacoub



## About The Author - Michael Yacoub

Michael Yacoub is the CEO and Founder of Advantex Consulting and widely known as the Strategic Coach. He combines the tremendous communication skills that have placed him amongst Australia's top speakers with the strong business acumen that has made him a trusted advisor to numerous organisations.

Michael is a Telstra Business Award winner, ASX Enterprise Market Award winner and author of a multitude of business and leadership development books, articles and resources.

With over 25 years of experience Michael has successfully owned and operated a number of multimillion dollar business ventures such as:

- wholesale and retail;
- property development;
- manufacturing;
- investor alliance groups;
- call centres; and
- business and leadership development companies.



Michael serves as advisor to some of Australia's best corporate leaders sharing his extensive business acumen and entrepreneurial spirit to help companies grow and thrive.

*"The greatest achievements in life can only be possible when we activate the best within us by transforming the essence of our existence to a worthwhile cause".*

– Michael Yacoub



### Advantex Consulting

Level 1 Commerce Centre,  
146 Bundall Rd, Bundall QLD 4217

T. (07) 5574 3453

E. [info@advantexconsulting.com.au](mailto:info@advantexconsulting.com.au)

[www.advantexconsulting.com.au](http://www.advantexconsulting.com.au)

