



SECRETS OF TOP BUSINESS BUILDERS EXPOSED!

\$329
OF FREE
BONUS
GIFTS*

Featuring ★ Jack Fraenkel ★ Jean Cannon ★ Ron McLean
★ Julian Campbell ★ Michelle Bowden ★ John Rawson ★ and more



DALE BEAUMONT
WITH SIMON PATERSON & FOREWORD BY BRAD SUGARS

Praise from readers of the 'Secrets Exposed!' Series

"I believe that the path less trodden is the most rewarding, however it can be quite daunting especially in business. I found the 'Secrets Exposed!' series a breath a fresh air amongst the countless business books that fill the shelves. It's great to find an easy read which makes small business owners not feel so alone and helps explain the end worth of having to build a business."

Jason Ham – Uniforms.com.au

"I sat on a plane on the way to Seattle for a meeting to start my own business and I often get bored in the air with all that spare time. This time, we landed in LA and I wanted the flight to keep going so that I could read the book again!! From the very first page, I started to write down items for my business that were so relevant. The beginnings of my business were made inspirational by Dale's book and I have not looked back."

Sally Wheat – Hot Mama

"I really loved these books. They give relevant information written by people who are out there doing it for real. Unlike motivational speakers, who whilst engaging, can be accused of selling the new age form of 'the miracle cure', these contributors are actually successful entrepreneurs, who are running successful businesses and leading well-rounded, successful lives."

Bradley Stribley – Oscar White Pty Ltd

"I read one of the 'Secrets Exposed!' books and could not put it down. It was great to have so many success stories put together in one book. It gives you the urge to move and do something. Halfway through reading one of Dale's books I purchased another property and by following what I learnt I have accumulated five properties with a total value of \$1.4 million. I would definitely recommend these books to anyone who is looking for some inspiration."

Derek Edgar – Property Investor/Renovator/Developer

“As a business owner and investor, I’m always looking for ‘new’ information in order to set my goals, and improve my knowledge and financial position. I found that by reading your books I was able to gain some valuable information from mentors who have been there already, which I believe will assist me in achieving those goals in the future. Reading gives you the spark to create ideas, the knowledge to make plans and the impetus to take action.”

Perry Hartikainen – Multiple Business Owner

“As a budding entrepreneur I sometimes find it hard to focus on the forest, for the trees. The ‘Secrets Exposed!’ books help me by inspiring me in my big picture thinking and showing me how other entrepreneurs build their businesses!”

Samantha Simpson-Morgan – Rarified

“Before I read *Secrets of Female Entrepreneurs Exposed!* I was feeling flat about my new business. I was scared about the future and my ability to grow my company. Reading this book reassured me that I was taking the right steps to get me to where I wanted to go. It returned my confidence and drive, and gave me lots of great recommendations for further information to continue my business and personal growth.”

Ilyia Davis – Spillandspan Fashion

“Through the ‘Secrets Exposed!’ series, Dale is able to share with us great in-depth experience of the real world of business or property investment, for example. With the knowledge gained, individuals can learn the trials and triumphs from the success stories without having to lift a finger. There’s no better way of learning than from each industry’s best.”

Alan La – Future Pioneer

CONTENTS

PREFACE		1
FOREWORD		7
INTRODUCTION		9
JOHN VAMOS	TIME TO QUESTION	11
HELEN MACDONALD	ENERGY WITH ALIGNMENT	31
MATTHEW NOLAN	PLAN FOR GROWTH	53
JOHN RAWSON	MARKETING DIRECT	71
BAKOUS MAKARI	BUILDING WEALTH	89
ANDREW MAY	SWITCHED ON	111
MIKE REDDY	SALEABLE ASSETS	133
BEN FEWTRELL	MEASURE RESULTS	155
MICHELLE BOWDEN	WHO'S LISTENING	173
RON McLEAN	SERVICE CULTURE	195
JULIAN CAMPBELL	BRAND WITH PASSION	215
JEAN CANNON	ENVIRONMENT ACTION	233
JACK FRAENKEL	CONTINUAL CHANGE	253
FINAL THOUGHTS		277

FOREWORD

Building a business is one of the most exciting and rewarding career paths you can choose. I have personally built many of them, and educated literally hundreds of thousands of business builders across 26 countries.

With my team at ActionCOACH, I have seen thousands of business owners who had great products, great ideas, and worked really hard, but still couldn't achieve the success they dreamed of. That's how I know the most important thing a business builder can do is learn new ways of keeping ahead of the market, new ways of getting business, new ways of building the best team, and new ways of making an even bigger profit.

Business today is all about change and how fast you can move with the market, with your customers' needs and wants and, most importantly, how fast you can take advantage of new ideas and new technologies.

It's this rate of change that causes a real need for every business builder to learn.

Throughout this book you'll get a great variety of valuable advice from people who are in the game. It's not just theory, these are real-time, real life and really powerful stories and ideas for you to get to the bottom of what will get you to the top.

I remember when I was 16, I asked Jim Rohn what would guarantee that I would be successful when I grew up. His words were simple, 'Read a book every week for the rest of your life'. So far I am just ahead of one a week, and still learning.

Be sure that these stories and the advice in them are going to be a great investment; you only need to take one idea from this book that could change the course of your business and your life.

Enjoy the read.

Brad Sugars

Chairman and CEO ActionCOACH – The World's #1 Business Coaching Firm

Author of *The Business Coach* and 13 other business titles

INTRODUCTION

Up until now much of the business-related material in the ‘Secrets Exposed!’ series has been geared toward aspiring entrepreneurs, small to medium-sized enterprises and owner-operators.

We have been inundated with requests from people to delve into some new and uncharted territory. When it comes to business, people have asked if we can create a book that deals with issues facing larger and more established companies; a book with content that would greatly assist business owners, managers and executives within the corporate arena.

The result of these requests is the book you hold in your hands.

We approached a range of professional people who build businesses for a living. Thirteen people, all experts in their respective fields, answered the call, eager to share their wisdom and pass on what they’ve learnt.

Many have either owned or operated multimillion-dollar businesses throughout their career and would be considered seasoned entrepreneurs, having experienced the highs and lows of business. Today, they spend their time helping other established businesses to grow.

Each individual’s approach and area of expertise differs greatly – that is what makes this book so unique. Throughout the following pages you will be able to absorb the knowledge and approach of a range of people who are in the game and dealing with business on a daily basis.

So, you won’t find a whole lot of MBA theory or jargon designed to confuse you. Just practical knowledge and experience from people who

are in the know, and who can command thousands of dollars per day for their time.

In saying this, we don't want you to think that this book contains some magical ideas that will instantly launch a business into a near-vertical trajectory. Hmmm, wouldn't it be nice if business was that easy?!

(Okay, enough dreaming!)

What you will find are many principles you'll already know. But the million-dollar question is always, 'Are you doing what you know?' Success only comes as a result of application and most importantly, the discipline and determination to stick to strategies until they bear fruit. Remember, 'Simple changes done consistently and compounded over time have an effect in a positive (or negative) way'.

To further assist you in your own endeavours, a number of contributors have also very generously offered valuable gifts to all of our readers. To receive them, all you need to do is visit the website address provided and follow the steps to download the bonus gifts – absolutely *free*.

At the back of the book we have included the contact websites of every contributor. You'll discover that many have their own books or educational materials, which we strongly endorse and encourage you to investigate further.

Finally, as we say at the end of every 'Secrets Exposed!' introduction ... remember it's what you do *after you read this book* that is going to determine its real value to you. So, go out there, apply what you've learnt and when you reach a goal – no matter how big or small – let us know so we can share your success story.

ENJOY!

Dale Beaumont and Simon Paterson

Email: info@SecretsExposed.com.au

BRAND WITH PASSION

Julian Campbell



JULIAN CAMPBELL

“ We need to remember that we live in a world with a population over 6.7 billion. When you provide superior quality products and your customers experience your outstanding service, your business will thrive with or without competition. ”

JULIAN CAMPBELL

Julian Campbell was born in Twickenham, England, in 1947. Together with his brother, he grew up in rubble-strewn post-war south London, which evolved into the exciting swinging 60s and the call for peace. In fact, his first brush with fame and success was when he spent his Saturday nights in local pubs enjoying the company of many of the then-unknown pop groups, like the Rolling Stones.

When he left school, Julian followed his father's lead and qualified as a professional mechanical engineer. He had been in the Scouts and Cadet Force during his adolescence, and when he immigrated to Australia in 1972 he enlisted as an officer in the Royal Australian Air Force. Since then Julian has gained over 30 years of practical hands-on experience as a senior executive, business owner, coach and consultant across dozens of industries.

In April 2005 he formed a Business Swap club, a dynamic organisation focused on personal and professional growth. The following year he was named President of the Year by Business Swap Australia for his efforts in building this successful club.

Julian is the author of *Stop the Wheel...I Want to Get Off!*, a book designed to help businesses owners get off the treadmill of their business, make bigger profits and spend more time with their families. He is also the co-author of *It's Your Money...So Get Paid*, which takes a candid look at feeling comfortable with asking for what you're worth and then collecting what you are owed.

Today, Julian is a sought-after professional speaker and every week over 40,000 people tune in to hear his business wisdom tips on his regular radio show, *Business, the Law and You*. His passion is helping organisations and business leaders turn dreams into realities through change management, business building, mentoring, training and motivation.

Why did you choose to become a professional coach and speaker?

I really enjoy seeing people achieve dramatic results in their lives. I have learnt so much from the school of life and get really excited when I share these many simple, yet effective, philosophies with businesspeople who want to take their careers and businesses to the next level.

What are the most important things you have learnt about growing a successful business?

Over the years I have discovered that there are three important things you need for growing a business:

1. Real understanding of the business you are in or want to be in. You must have a real passion for it. I believe that passion is one of the important keys for achieving success in any venture.
2. The ability to visualise what you are trying to achieve with your business, and a business plan to steer you toward the outcomes you seek.
3. Total focus on that outcome. Many other opportunities and challenges will come along, and it is very easy to focus on something else without realising the effect it is having on your business. That doesn't mean your business plan is rigid or set in concrete. You can change your direction if you want to, but your overall vision will not change and that is where your focus must remain. When these other things come along, you need to ask yourself, 'Will this take me toward my business goals and growth?' If yes, do it; if not, refocus!

What do you think are the essential qualities or attributes of a great business builder?

1. *Visionary* – an effective business builder must be able to clearly visualise and develop strong feelings for the future. They must be strongly attached to it.

2. *Effective communication* – business builders must communicate their vision to others in order to motivate and excite them about coming on the journey with the team. Of course, they must also effectively communicate in all areas of their lives because as leaders they must accept that they are really in the ‘people’ business. I don’t think enough attention is given to developing the skill of effective communication. It is a subject that proactive leaders should address through training and development rather than just relying on their own past experiences.
3. *Empathetic listening* – an important part of communication is being an empathetic listener. We often think that we are good listeners, but in truth, we don’t take time to really listen to what people are actually saying to us. We are usually too busy thinking of an answer to their initial comments that we don’t really hear the whole conversation. A little trick I was taught many years ago was to listen so well that you could repeat back what the other person had just said to you, but in your words. If you practise this, you will find that it truly develops your listening skills.
4. *Outstanding delegation* – this is a quality that many of us find very hard to develop. Most of us feel, as a result of bad experiences, that we can do things better ourselves. However, an outstanding leader will take the time to develop this quality for two reasons:
 - If they take it all on themselves, their management will suffer, important things will get neglected and they will eventually burn themselves out.
 - When you delegate you are helping others build their skills, and one of the main roles of a leader is to build other leaders.
5. *Positive attitude* – it is always easy to criticise, condemn and complain, and unfortunately too many people in the workplace do just that. The business builder must rise above that and maintain a positive attitude most of the time. While this can be challenging at times, they must do it in the company of others and especially in front of the people they are trying to motivate.

What is the best piece of business advice anyone has ever given you?

The best piece of advice I received was not just for business, but for life in general. It was, 'Break a comfort zone every day'. When you are in your comfort zone you are doing things that you have done before and usually the same way that you did them previously. You become comfortable because you do the same things in the same way. For example, we are creatures of habit and we tend to go to the same coffee shops, drive the same way to work every day, sit in the same seats at seminars (never the front row!), and so on. Whenever we are inside our comfort zones we are not learning anything, we are only experiencing things we are already comfortable with. Coming out of that comfort zone on a daily basis opens up new opportunities, new challenges and new experiences – all of which provide ingredients for business growth. There are so many comfort zones we can break in business if we choose to.

What do you consider to be one of the most important components of a successful business?

There are probably two important components of a successful business. The first is to have a real passion for what you do. When you look at the businesses that cease or are only just hanging in there, you will find a lack of passion among the team members, and particularly the leaders – the passion was not there in the first place or it has become lost. Either way, it is a signal to get out and find something you can get passionate about.

The second important component of success is to display a distinct uniqueness. You must stand out from the crowd. Your customers and potential customers need to know why you are different and why they should do business with you. Plus, of course, standing out gets you noticed.

"THE PEOPLE IN THIS BOOK HAVE WORKED WITH OVER 2,500 COMPANIES AND COLLECTIVELY HAVE GENERATED BILLIONS OF DOLLARS IN ADDITIONAL PROFITS. NOW YOU CAN DISCOVER THE SAME SECRETS OTHERS PAY THOUSANDS PER HOUR TO LEARN. WHETHER YOU ARE AN ENTREPRENEUR OR A SENIOR EXECUTIVE IN THE CORPORATE WORLD, IF YOU'RE SERIOUS ABOUT GROWING A BIG BUSINESS, THIS BOOK IS FOR YOU!"



IN THIS BOOK YOU WILL DISCOVER...

- ✓ The most effective way to plan and strategise for future growth
- ✓ How to attract the best new talent and retain high performing staff
- ✓ Why companies must start training the next generation of leaders now
- ✓ Current trends in the world of marketing and what's really working
- ✓ Latest advances in technology to improve productivity and profits
- ✓ Strategies to better manage company cash flow and generate real wealth
- ✓ How any business can expand rapidly into domestic and overseas markets

FEATURING WRITTEN MATERIAL BY...

MIKE REDDY (Shape Your Business) ★ **JOHN VAMOS** (Business Coaching Systems)

ANDREW MAY (Switched On) ★ **MATTHEW NOLAN** (Provident Inventory Finance)

HELEN MACDONALD (Macs Results) ★ **BAKOUS MAKARI** (Makari & Co)

JULIAN CAMPBELL (Business Wizard) ★ **RON McLEAN** (Creating Synergy)

BEN FEWTRELL (ActionCOACH) ★ **MICHELLE BOWDEN** (Michelle Bowden Enterprises)

JEAN CANNON (Enviro Action) ★ **JOHN RAWSON** (Success Gym)

JACK FRAENKEL (Motivatories)

ISBN 978-0-9803086-9-3



The 'Secrets Exposed' Series is proudly published by
Dream Express Publishing. A division of
Dream Express International Pty Ltd www.SecretsExposed.com.au
ISBN: 978-0-9803086-9-3

**dream
express**
Publishing