

ENOUGH
EXCUSES...
**IT'S TIME
TO DO IT**

PROFIT ACCELERATION COACHING

A 6-month coaching programme to help you to understand key profit and finance fundamentals and for laying solid foundations for **transforming the profit you are making** from your business.



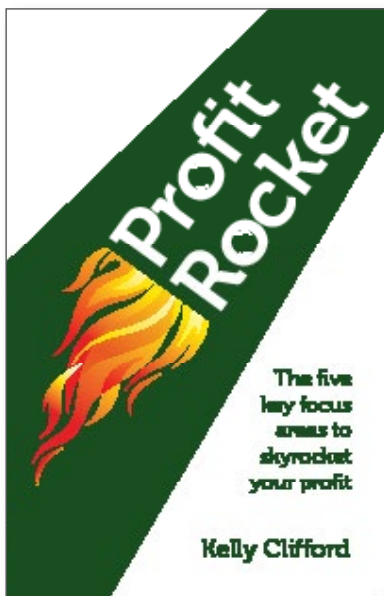
The Mission

I'm on a personal mission to identify and **hand select a very limited number of dynamic, forward thinking and decisive small business owners** to set the wheels in motion **for transformational profit in their businesses.**



Profit is the aim of the game!

**Want more profit?
Read this book**



Facts

1. **Over 80% of small business** owners don't have a handle on their numbers, which we believe is the primary reason for the exceptionally high failure rate in small businesses.
2. Let's dispel any illusions right now. Numbers aren't scary, mythical monsters; they can't hurt you physically but they do have **tremendous power when harnessed properly.**
3. The numbers side of a business is one of the **most important elements** of any successful business venture, as is determining the **right product and business architecture**, however, if ignored it is important to recognise and acknowledge that there will be consequences

Welcome,

You know how many small business owners are so focused on what they are doing 'today' that they don't spend enough time focusing on growing profits and ensuring they have the right foundations in place?

My name is **Kelly Clifford** and I'm a **Profit Specialist**. Many small business owners lack time and are scared of dealing with the numbers, avoiding this area with an ostrich mentality and burying their head in the sand, which if left too long could prove fatal for the business as a whole.

I'm a qualified accountant with over 14 years hands-on experience, including working as a finance director. I've gained unique insights from working with 100s of small businesses which has enabled me to distill down into a unique and powerful profit acceleration growth formula which I coach clients on. I have also written a best-selling book about this called Profit Rocket.

Most businesses fail because the owners **don't understand their numbers and what influences their ability to generate profit.** Many of these failures are completely avoidable though. I am known for helping small businesses to rapidly accelerate profit growth and it is my mission to leave you, should we work together, feeling **INVINCIBLE.**

Best regards

Kelly Clifford

@PROFITINFOCUS / PROFITINFOCUS.COM / 0845 680 6043



Profit Acceleration Coaching

Stop Press:

If you want to be making **more profit in less time with less stress, then this is an ideal programme for you.**

Introducing the Profit Acceleration Coaching Programme

I have provided you with a 10-step blueprint in my book **Profit Rocket: The five key focus areas to skyrocket your profit** for accelerating your profits, but sometimes that's not enough and you need more hands on help in implementing it yourself. That's exactly what the Profit Acceleration Coaching Programme is designed to do.

This is a 6-month programme designed specifically to help you understand key profit and finance fundamentals and for laying solid foundations for transforming the profit you are making from your business, including defining your vision and ensuring you put in place a strong business and product architecture for growth. You will be provided with the tools, insights and resources you need to eliminate any fear of numbers and transform the profits of your business.

You must apply to be considered for a spot, as not everyone will have what it takes to get the intended results.

What's involved?

- ✓ 6 x 2-hour monthly 1 to 1 Skype Profit Acceleration Coaching Sessions.
- ✓ Post coaching session summary, action points and agreed follow through.
- ✓ 6 x Fortnightly momentum check-ins - between the monthly sessions.
- ✓ Monthly actions log to ensure you are completely accountable.
- ✓ Sessions tailored to your identified needs around vision, product architecture, profit performance and roadmap planning.
- ✓ Unlimited email support for any questions or concerns during the month.
- ✓ Upgrade options are available for more hands-on implementation support.

The Profit Acceleration Coaching Programme could be for you if...

- ✓ You are tired of feeling frustrated and out of control of your business.
- ✓ You are very passionate about what you do.
- ✓ You want to up your game and transform your profit.
- ✓ You are prepared to invest the time and money needed to make it happen.
- ✓ You recognise that you need help and are prepared to act on it.
- ✓ You want your business to reach its fullest potential.
- ✓ You are prepared to be decisive and take **ACTION!**



What people are saying:

John Halliday
Business Connections

Kelly brings a **deep knowledge of finance** coupled with a creative and thought provoking interest in our projects. He has pushed us to think more widely. He is **very talented** and we have a high degree of respect for his methodology and personality, which is so important when working closely with someone.

Maureen Scott
CEO & Co-Founder
Ether Books

You don't often come across an accountant who is **also an entrepreneur**, it is truly a **powerful combination** when you do. I now feel back in control of the numbers. Kelly is brilliant and comes **highly recommended** for his **professionalism, speed and results**. His methodology has **added tremendous value** to our business.

Corinne Stuart
Founder & CEO
The 450 Club

Working with Kelly has transformed my thinking along with my ambition for my business. Kelly makes numbers clear and understandable. He also has a **commercially focused approach** to business ideas that I had not considered. These strategies will enable me to increase my profits and grow my business faster.

Next steps...
it's easy as 1, 2, 3

- 1. Visit our website at www.profitinfofocus.com** where you will find more information on the programme itself.
- 2. Apply to join the Profit Acceleration Coaching Programme.** Submit your fully completed Application Form from our website. It is really important that only the 'right' people are on this programme so there is no guarantee that you will be invited to join. Remember, you are still under no obligation whatsoever at this point.
- 3. We will be in touch.** On receipt of your completed Application Form, we will contact you to arrange a time to speak and to understand more about your needs and explore your suitability for joining the programme.



If this Profit Acceleration Coaching Programme seems like it could be for you, then don't delay in taking the next steps because a year from now you will wish you started today.