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THE BUSINESS WEALTH CLUB

The World's No1 Business Growth Community™

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To celebrate the launch of our brand new event... The Business Wealth Grand Prix – you can save

50% OFF

**All Ticket Prices until 28th April...!
So act now and visit
www.BusinessWealthGrandPrix.com**

Watch Paul's "exciting" video...

19th April 2013



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Member Wins



Maidenhead Member Land's New Contract...

By Steve Catchick

As a direct result of a contact with a visitor I invited to the Maidenhead Club , I have just negotiated an exclusive 12 month contract with a company called Water-2-Go Ltd to launch and sell a new Water Purification bottle on Amazon.co.uk

Nick Morgan, from Gadgets 4 Travel.

www.gadgets4travel.com/

The Business Wealth Club
Maidenhead
Meetings are:
2nd 4th **Wednesdays**
every month
MEET YOUR CLUB MENTOR
Introducing
Steve Catchick

Member Spotlight

Why do I go to The Business Wealth Club Meetings?



News & updates

Day 1 - Set Up For Success...



Set-up Success...

- **Market** - how to corner and master your market. In business there's always an easy way and a hard way to get the result - what I call clean air and dirty air. Drive through dirty air and it takes longer, it's more tiring and burns more fuel (money and profits). Find clean air and you'll have greater traction, manoeuvre effortlessly and get there quicker. We'll also look at how to open up new, less crowded markets to widen your racing profits possibilities.
- **Model** - velocity value. Why do most business engines just run on idle, or simply tick over? We'll look at how you can adapt your business model so you engine revs at maximum power output. Most businesses only operate one profit model. If you're stuck at this level then the competition will come screaming past you. We'll look at how you can implement and incorporate additional business models to increase the revs to maximum.
- **Margins** - Once you have the right

By Oxford Member - Graham Smith

I asked myself the question this morning, because in the back of my mind there was a bit of a sell, sell, sell mentality. I have customers in the room, and I am very grateful for those, I have contacts who refer me. I have suppliers in the room, and I will refer other members - so the selling bit is in there.

But it really is quite a small part.

Brainstorming ideas
Helping others develop their ideas
Getting and giving accountability
Being motivated by others success
Sharing the load when others are struggling
Learning new stuff
Reminding myself of old stuff
Giving free advice
Getting free advice

Graham Smith Business Services Ltd
www.makingsenseofnumbers.com/

Member Spotlight

Wheelchairs for Tea Leaves...

By Oxford Member - Karen Faulkner-Dunkley

The Wheelchair Foundation, UK is an independent charitable organisation with a goal to deliver a wheelchair to every child, teen and adult who needs one, but has no means to acquire one. UK Founder Milton Frary explains "The WHO state that for every wheelchair delivered at least 11 people benefit as you will appreciate that there is a knock on effect with family, carers and community so our work will have helped over 300,000.

models in place, we'll look at getting the margins right. We'll look at 'Pricing Power' - the 7 methods of successfully increasing price; 'The Profit Pipeline' - where profit's either won or lost; and 'The Product Staircase' - create product sequences, map out the purchase flow and fill in the gaps.

Day 2 - Qualify for Growth...



Rev Up to Get Ready...

It's time to get back up to speed. Let's pick up the pace and get back onto the racing line, ready for another content-packed day designed to 'Qualify you for Growth'...

- **Marketing** - start to get massive momentum. Together we'll discover how you can quickly find your racing edge; how and when to use campaigns and promotions; how to use the marketing 'steering' wheel to guide you through the course ahead; and you'll discover the number one tool you need to bring greater ***influence, impact and income*** to your marketing results.
- **Management** - time to find your way round your business' 'dashboard'. Which dials should you pay close attention to, which pedals and buttons should you press to get the result you're striving for? Find out *exactly* how you can fund your business for growth and how to select, build and direct your team to get the best from them and for you.
- **Mechanics** - *now we're really getting under the bonnet*. The mechanics do all the hard work, but they need care and attention. The last things we want are any breakdowns. Have the wrong mechanics in place and you won't make it too far. So we'll look at the systems, technologies and templates, plus how to



Regrettably this is only scratching the surface as it is estimated that 100 to 150 million still need wheelchairs." (The World Health Organisation , WHO). The only criteria for receiving a chair is that you must be unable to walk . At a Rotary conference last weekend Milton recounted the time that he watched a lady bent over approach him in the queue waiting for a wheelchair. As the lady could walk he was thinking how he could turn her down gently, when the blanket over her back slipped off revealing her 21 year old disabled son, whom she had carried everywhere ! One grateful wheelchair recipient explained the difference a wheelchair had to his life with these few words"Yesterday I was a maggot crawling on the ground. Today I am a butterfly."

tune up your team - how to get everything you need in place and how to look after them to get everything running smoothly.

Day 3 - Race to Results



Rev Up to Get Ready...

Oil pressure up and the tyres to race temperature, ready for the off!

Day 3 is all about racing on the big stage. We have all the mechanics and tools in place now, so we're confident of our machine. Now let's discover how to get massive traction...

- **Multiply** - together we'll discover how you and your business can build in successful *scalability*. *After all, scalability = saleability...*
What tools do you need and how do you implement the ideas to make the step up from six to seven figures? From seven to eight figures? I'll help you put in place systems guaranteed to work, to make sure the wheels don't come off and you complete race after race. I'll show you the ultra-reliable '**5 Cog Leverage System™**', which you can install to bring instant scalability to your business.
- **Move Up** - so we've built a machine which we can depend on, we know it's efficient, reliable, dependable, the envy of others on the grid, but what next? How are we going to take what we know and use it for greater, more sustainable results? This is where you'll learn the 'move up models' and uncover how we 'Race and Win on the Big Circuits'.
- **Maintain Motivation** - Business, like the F1 season, is a long-term format. It's not just about one course. Like F1, in business we need to be able to stay



How can you help? Collect the barcodes from packets of Yorkshire tea and give them to your BWC mentor. Yorkshire Tea will donate between 10p and £1.50 per barcode to The Wheelchair Foundation, UK. £75.00 is all that is needed to purchase and ship a wheelchair anywhere in the world.

The Wheelchair Foundation, UK operates on a voluntary basis with every penny donated going directly to the purchase and shipping of the wheelchairs. Let us help buy a BWC wheelchair and give someone back their life.

Karen Faulkner-Dunkley
www.kfdjewellery.co.uk

Member Spotlight

The Evil Stepmother gets Huge Response...

By Scottsdale Club Member, Barb Goldberg

the course. Together we'll look at how the team owner keeps their motivation continually high and inspires those around them to continue their winning runs.



We look forward to meeting you and helping you take your business up to Grand Prix level in our 3 days together.

See you on the race track...

News & updates



Birmingham Club Open Day...

By Marcellus Lindsay

Last chance to get yourself booked onto the Birmingham Club Open Day on the 23rd of April.

The Business Wealth Club, Birmingham is one year old. (Ahhhh) We're celebrating a year of successes in BWC fashion and opening our doors to add MORE value to businesses as we share some of the practical, proven and powerful strategies that have been used by Members to gain more customers.

The gains and growth in your business often result from taking one small step and then repeating the action. Events like the BWC Open Days have proven to be a small but highly significant and beneficial step for members and their guests as the content of the day has changed their perspective and inspired them to action.

One of the benefits of Membership in Birmingham has been receiving two books of the month by the author Daniel Priestley. To add even deeper insight into the strategies Dan will be speaking to and meeting Members and guests of BWC Birmingham on our Open Day 23rd April.



Who would have guessed that The Evil Stepmother is a member of the Business Wealth Club in Scottsdale, Arizona? She is and doing quite, well! Barbara Goldberg, author of The Evil Stepmother Speaks: A Guide for Stepfamilies Who Want to Love and Laugh, attributes much of her success to her time spent at the Business Wealth Club. Ms. Goldberg's book has just hit Amazon and she has been approached by a major network to discuss a project. Ms. Goldberg says, "The Business Wealth Club keeps me focused on my business and holds me accountable to move forward. After you read my book, join a Business Wealth Club."

Discovery Day Dates



3 Reasons to Attend our Next Discovery Day...

- 1) Learn exactly how becoming Positioned as the "Go To" Business Expert in Your Community will generate you massive sales of your core product.
- 2) Learn Why Building a Platform is the No.1 activity that drives Your Success, and the 3 critical assets

This is your opportunity to meet members, see, hear and experience the energy and focus of this growing community. For newbies, non-members and members alike, I've put together a short video about how your business is the vehicle that can take to a destination beyond a 'paycheck'.

REGISTER NOW ▶

Book today and join us before seats are gone. ALL of Daniel's events in Birmingham have sold out prior to the event as he doesn't often speak in the Midlands. This is an opportunity for Midlands based business owners to hear his insights on the "Entrepreneur Revolution" as noted in his new book without having to travel to London. Don't delay, book today.

REGISTER NOW ▶

BWC Oxford Goes "On The Road"...

By Angela Beaugeard

Great excitement at The Business Wealth Club Oxford this week as the whole club 'upped sticks' (*or should that be clubs*) from The Oxford Hotel, which is our regular meeting venue to spend the Morning at Rye Hill Golf

you must put in place to make this happen.

3) Discover How being a Club Mentor can generate you over £100,000 in highly Leverage Income and less that 65 days a year of delivery Harness the Power of our Club Launch Marketing System to get You generating Positive Cash Flow - **FAST!**

Be Walked through our Mentor and Member Success Systems - designed to put you in a position to **Win!**

Have your Questions answered personally by CEO & Master Coach Paul Avins and learn from over 10,000 hours of his Business Coaching experience...

Next Date: 26th of April 2013

Contact Angela on 01869 278900 or e-mail: angela@thebusinesswealthclub.com

New Members

New Members So Far for April 2013:-

The Business Wealth Club Community are thrilled to Welcome the following new Members...

Chester Club:

Stuart Thompson

Croydon Club:

Lesley Batchelor

Sevenoaks Club:

Club near Banbury.



Business Wealth Club Member and F10 Driver, Greg Heath wanted to show the other Members his incredibly beautiful 18-hole golf course set in 200 acre of North Oxfordshire countryside. Plus there was the generous offer of golf coaching with the resident pro. - or a round of Golf for the more experienced! I know some members who will be taking Greg up on that at a later date.

Inspite of the drizzly start to the day we were proud to see over 50 members and new faces for a 7am start on Tuesday . . . some Members had been up since 5am to come from as far as Cambridge, Surrey to name just 2 . . . we also had 2 Welcome guests who flew in the night before from Northern Ireland - (*1 of which was a Uni Business Student . . . firmly busting the myths that students don't do mornings!*) But by far the most committed Business Owner as far as travelling to the meeting goes, was Doug Hecker our BWC Mentor for Scottsdale who had flown in from Scottsdale, Arizona!!!

Charlotte Haynes
Colin McVittie

Maidenhead Club:

Phil Cook
Angela Sterling-Noel

Swindon Club:

Ian Thomas

Claim Your 1 Months FREE Membership worth £99 today...

Join the Business Growth Community: Get more Leads & Customers.

Business Coaching & Training: Learn New Skills that Pay the Bills.

Positive Local Support: Get Re-energised, Refocused & Ready to Grow.

Click on the button below to claim your One Month's FREE Membership.





The energy in the room was incredibly high as Paul Avins started to challenge everyone to ask what they could trade in from their Business to encourage existing clients to upgrade to buy new products and services, Ed Williams of OFEC had the benefit of a 'hot seat' which means, under Paul's Guidance, everyone in the room was helping him to discover what he could use as a trade in from his online Business. The results you get are both amazingly creative and practical at the same time when 50 experienced Business owners are working together on your Business!

As usual Paul gave away lots of what he calls 'writer downers' - this is one I took away of what is needed for a Business to be successful:

Sf

- Self confidence in what you are selling and the product. (If you don't have absolute belief people should buy, no one else is going to!)
- Control of what is going on - keep a constant eye on the Business Dashboard™.
- Understanding how cash flows - in *and* out of the Business! To not be afraid by the figures . . . Money is simply an idea backed by confidence.

We also spent time discussing the Money Blueprint; if you want to know more about the 6 types of beliefs that Business Owners have relating to cash that will show up in your Business and how to avoid being an 'Avoider'!!! get in touch .with

team@thebusinesswealthclub.com

Our Next meeting is back at The Oxford Hotel on 7th May, where we have 3 spaces left for

Business Owners who have not visited a club before, so come and see for yourself what makes 50 Business Owners get up early on the 1st Tuesday of the Month!



Club News

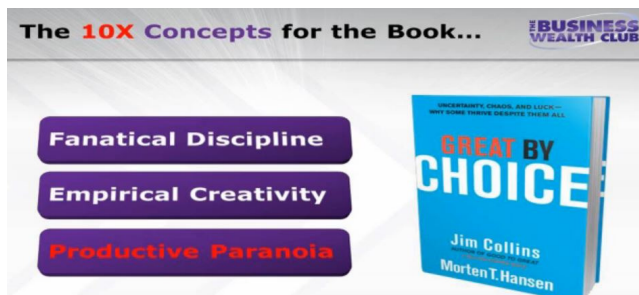


Empirical Creativity

By Chester Mentor - Gavin Preston

Over the last two newsletters we have been looking at the behaviours that Jim Collins and his research team reported in his fantastic book "Great by Choice". Collins' researched the performance of business that were 10 times greater than their comparison company. His exhaustive research over more than a decade and across numerous different sectors including Airline, Pharamceutical and IT has revealed that the Leaders and Cultures of the 10X companies demonstrated three key behaviours that helped delivered the 10x result. The first behaviour was Fanatical Discipline and the second was Empirical Creativity. We covered these in the last two newsletters.

This video looks at the third behaviour "Productive Paranoia". Learn how to lead above the death line and what the business equivalent of carrying sufficient oxygen is.



This video looks at the third behaviour "Productive Paranoia". Learn how to lead above the death line and what the business equivalent of carrying sufficient oxygen is.

Turbo Growth Tip 

Book your place NOW and make the most of that 50% Discount...

See you on the Race Track....



Meetings you can attend



To Deliver World Class Business & Personal Development Training that Fast Tracks Business Owners to Success!

Find out how we deliver this Promise and Experience it for yourself - attend one of our growing number of clubs below:



Could you Mentor a Club?



Are you the Mentor we are looking for?

If you would like to join our team and open a Club in your area then get in touch today to secure your interest and receive our Club Mentor introductory pack.



[Click here to receive your Mentor Pack.](#)

Call Angela on +44 845 370 7505

or

email angela@thebusinesswealthclub.com

[If you would like to update your subscription or unsubscribe, please click here](#)

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