



The **7-ESSENTIAL** Pillars For Healthy, Thriving Businesses

labo RAINFOREST





A.J. MIRABEDINI, FOUNDER

- Serial Entrepreneur
- I Am the Future YOU !!!
- Been THERE...Done THAT!
- Member of New Mexico Angels
- Investor in SMBs
- Built And Sold Multiple Businesses
- Expert At Founder-led Organizations
- Operating Partner To Private Equity
- Fractional CEO to Numerous Businesses
- Turn Around Expert
- Entrepreneurial Advocate
- Business Reverse Engineer





WORDS OF WISDOM

*Perspectives From Decades Of Building, Growing, Supporting, Selling, Buying
Businesses Just Like Yours.....*



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ENTREPRENEURIAL FOCUS





WHAT WE DO....

**Study, Coach, Consult
Entrepreneurs**

Business Turnaround Expert

**Fractional Leadership for
Entrepreneurs**

**Research, Define, and Teach
Entrepreneurial Business Best Practices
(EBBB)**

**Support SMB Investors for
Maximum R.O.I.**



EXIT PLANNING NOW!



REVERSE ENGINEER YOUR SUCCESS

All Of You **WILL** Exit Your Businesses



Run It, Like You're About To **Sell** It!



BACK Your Way Into The Present



Plan **NOW!!!** WHAT do you have to lose??



Define areas That Are Not YOUR Forte



DEFINE Success On YOUR Terms



Identify **YOUR** Weaknesses, Offset Them



What Would A Potential **Buyer** See?!





THE 5 PILLARS OF HEALTH

SLEEP



NUTRITION



EXERCISE



MIND



RELATIONSHIPS



7 ESSENTIAL ENTREPRENEURIAL SUCCESS PILLARS

Your Finances

Your People

Your Products/ Services

Your Marketing

Your Sales

Your Business Systems/ Processes

YOU!!!!





YOUR FINANCES

- Financial Management
- Budgeting
- Cash Flow Management
- Access To Capital
- COGs (Cost of Goods)
- Continuity Income Channels
- Lower Expenses

KNOW...UNDERSTAND...LEAD...BY YOUR NUMBERS



YOUR PEOPLE

Hiring Employees

Firing Employees

Empowering Employees

Timing Of Hiring

Compensation

Training

Talent Assessment

A person in a dark blue suit and tie is shown from the chest down. They are holding a small, glowing 3D icon of a shop with a blue and white striped awning. The background is a dark blue field with a network of glowing white nodes connected by thin lines, resembling a digital or social network. The text 'YOUR PRODUCTS/ SERVICES' is overlaid in a large, white, serif font with a slight shadow.

YOUR PRODUCTS/ SERVICES

Viability

Value Proposition

Quality Control

Margins

Diversity

Pricing

Lifetime Value

Customer Support

Sales Strategy

Competitiveness

YOUR MARKETING

- Stay In Your Lane!
- Market Insights
- Latest, Greatest-itis
- USP
- Copy
- Intimacy With Customers
- Database Engagement
- Consistency
- Evergreen Strategies
- Resources (Funds, Time, Expertise)

Everything in Business is Marketing and Marketing is Everything

YOUR SALES

COMMITMENT

- Commit to letting others sell your product so YOU can focus on the macro sides of the business.

CREATE A SALES PROCESS

- Step by step sales system set in place

COMMISSION PLAN

- Create a competitive and advantageous commission plan.

HIRE HUNGRY PEOPLE

- Choose people that represent your values, aligned with who your customers.

INVEST IN RESOURCES

- Invest in tools to enable salespeople with the necessary information to work efficiently and ultimately more successful.

SET GOALS

- Define your expectations clearly and often.

INSPECT WHAT YOU EXPECT

- You are a partner to the sales process. Inspect progress, process, results

CREATE A POSITIVE CULTURE

- A rising tide lifts all ships..

MAKE IT FUN!

- Ease tensions and raise morale.





YOUR BUSINESS OPERATING SYSTEMS

Critical steps to making your business sustainable and repeatable , freeing you to focus on what fuels YOU

- CRM
- Documentation
- Policies
- Procedures
- Recorded systems
- Checks and balances



YOU!

Are the single biggest factor in the success or failure of your business!

- Your vision
- Your life balance
- Your focus
- Your abilities
- Your weaknesses
- Self doubt
- Time management
- CHANGE MANAGEMENT



A.J.'S WORDS OF WISDOM

- Define **YOUR** Success!
- Define your lane!
- **STAY** in your lane!
- Run it, like you're going to sell it!
- Never sit still!
- Balance your life!
- Focus on what you suck at!
- Build repeatable systems!
- Don't put your eggs in one basket!
- Be **INTIMATE** with your customers!

- Know your numbers!
- Recruit people smarter than you!
- Consider a virtual model!
- Automate as much as possible!
- Be open to outsourcing!
- CRMs are your friends!
- It's not rocket science!
- It's always a people business!
- Trust.... but verify!
- Give more than you take!

ENJOY THE RIDE!

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Business Health Checkup

A Taste Of Our Commitment
To Helping YOU And YOUR
Business Define The Right
Path To Achieve Success As
YOU Define It.

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Q&A

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