

Research Study reveals that more than 90% of owner-managed companies are losing thousands of Rands daily. The worst part is that they don't even know...

From: The desk of Siya Mapoko, Sandton

IMAGINE THIS:

- *What would it do for your business and your family if you can reach your full 2017 revenue goals by June 2017?*
- *How would it change your life if your business can pay you a salary of a JSE company CEO? ...Why not? You are an MD or CEO, aren't you?*

Many business owners do not have a clue how to do this, when the economy is good ... how much more now, when the economy is tightening?! They don't stand a chance! The economic environment is getting tougher and many businesses are becoming casualties. Most business owners are frustrated... and if these symptoms apply to you, then you will be too.

If you are experiencing these symptoms, your business may be facing real risk of slow growth, or worse! Do any of these apply to you?

- Your monthly revenue is almost always less than what's in your written plan or what you believe you deserve
- Your clients are not your committed raving fans
- You wish you could get better clients than the current bunch you have
- You struggle to get any clients, so you take whoever comes along
- Your monthly income is not predictable from month to month
- You are always stressing about business and you almost never have time to do anything else... like going on a nice holiday
- Getting more clients means more work, more overwhelm and even less free time
- Always stressed, thinking about work when home at night and on weekends
- Always on the phone or working, trying to generate new business when at home with family

Unfortunately, when these things happen we're not the only ones who suffer. Our families suffer the most. Our employees and their families suffer too.

But it is up to us, business owners, to fix this!

And that's exactly what we are doing! Smart business owners from all around SA, who are not willing to settle for crumbs of the economy, are getting together.

But wait...

What about those among us whose businesses have grown beyond these challenges? If that's you, I genuinely and truly congratulate you!

But now what's the next step for you?

- Does your business have a segment of those coveted 'high end' clients that can afford to pay premium prices that are 2X, 5X, 10X or 20X what the average client pays?
- How about following a blueprint that could allow you to achieve your whole 2017 revenue goals by June 2017?

Whichever side of the fence you fall, I have good news for you.

In January 2017 a small group of CEOs of small and mid-size companies will be gathering at a boardroom at Deloitte (JHB). The purpose of this private and exclusive gathering is, among other things:

To reveal a step-by-step blueprint you can use to add an extra R100K to R1Million to your monthly revenue – predictably and consistently.

Business owners, CEOs and Private Practice owners (lawyers, doctors, consultants, etc) attending this private gathering will also get 8 weeks of direct support to ensure they close bigger deals fast and that they attract high quality clients, customers or patients who can easily afford to pay premium fees or prices.

Quick question...

How do you feel when you think about those people in your industry who are not as smart as you, but are making way more money than you, every year?

I don't know about you, but honestly, I don't like it at all. Maybe I'm just too competitive. I like to keep pushing for bigger and better results.

But, why this gathering?

After many years of working with CEOs of JSE, London and New York Stock Exchange listed companies and writing bestselling business books - I decided to create a place where successful business owners get together, to plan and achieve more, for the benefit of our loved ones. Because success unshared is failure! Success that does not massively and positively impact those we love the most is failure.

This program is about success. It's about hard working South African entrepreneurs getting together to share success and to push each other towards greatness.

This program is designed to help business owners break through the ceiling of complexity and transform their companies into lucrative and fun investment vehicles with predictable and sustainable revenues.

The program consists of 2 full days of boardroom workshops and discussions, and 8 weeks of specialized direct support to ensure the implementation of the strategies.

I'd like to personally invite you to the ***10X Growth CEO Boardroom Summit***.

What you get during the 2 days

Dates: Thursday and Friday, 19th and 20th January 2017

Venue: Deloitte Boardroom, Woodmead

Day 1

1. The 3 page business plan

- The 1-page revenue map & how to get you business to pay you a salary of a JSE company CEO
- Designing the irrefusable offer and the value communication blueprint
- Effortless and fun lead generation process for non-marketers

2. The Alphabet Process

- A = Attracting quality leads
- B = Building the buying desire
- C = Compelling conversion conversation (not a convincing argument). Stop trying to convince people to buy from you.
- D = Delivering unmatched value and creating amazing experiences for clients
- E = Expanding the circle of clients and creating raving fans

3. Premium Clients & Premium Prices

- To accelerate the growth of your business, without stress, you must have a segment of high-end clients and you must have a reliable system to routinely close big business deals. Unfortunately most businesses are lacking in both areas.

4. Group Discussion & Strategic Planning

- Use what you just learned to create your own Million Rand 90 Day Plan (How you will add an extra million Rand to your business over the next 90 days)
- An amazing opportunity to get feedback, insights and advice from other members of the group sharing their success.
- Your chance to share your own smart ideas with others.

Day 2

1. The Power of Influence

- How to get influential people (including JSE CEOs) to take your calls and open doors for you to help you grow your business

2. The Power of Media and Publicity

- How I built my business over the last 10 years by leveraging over R10million of free media publicity (Reached millions of people in SA and across Africa; more than 50 media appearances on TV, radio, print and online ...even prime time news)

3. How to smartly overcapitalize your business

- How to raise capital to grow a business without getting a bank loan (I successfully tested about 40 ways)

4. Group Discussion and Strategic Planning

- Refine and improve your Million Rand 90 Day Plan

Breakfast, Lunch and Snacks – included on both days.

What you get during the 8 weeks

Dates: Tuesday 10th January 2017 – Friday 03rd March 2017

Every Tuesday – you get access to new online lessons + step by step instructions
Every Friday (60 – 90 mins) – we get together on a group conference call; have Q&A sessions; weekly debriefing; celebrate your results; role-play negotiations.

Additional lessons:

- How to partner with big corporates to grow your business and your influence – and achieve your revenue goals faster
- How to set up an inspiring system to get high quality referrals who are ready to buy

What past attendees have said...

*“Implementing one idea from Siya made me R400 000, from just 2 clients.”
- L. Daniels, East London*

“I got my money back within the first hour.” – Daniela Wingate, Joburg

*“Siya Mapoko, indeed a blessing you have been to me. R485 000 from just one client! Selling has never been the same, it truly has become second nature, no longer a foreign concept.”
– Marang M., Joburg*

A side note on overcapitalizing your business

Any successful entrepreneur who once struggled to raise capital to finance a business or whose business was once on the brink of bankruptcy, will tell you about the value of sufficiently overcapitalizing your business. Two prime examples come to mind – Liberty founder Donald Gordon and SpaceX founder Elon Musk. Let me be quick to qualify what I'm suggesting. Cost of capital can be eye-wateringly high; therefore, if you are going to overcapitalize you must get your capital as cheaply as possible. By the way, the only thing that should ever be cheap in your business is your cost of capital. Definitely never your products or services! In *Larger Than Life*, his biography written by Ken Romain, Gordon paints a picture of what it was like trying to raise capital to start Liberty in 1956.

"I probably approached hundreds of people and 98 percent of them listened carefully. Some politely declined, but others were openly derisory. It took nine months, nine months of disappointment and frustration, trying to get the money together. This was a pretty disheartening time, and it probably accounts for my obsession over the years of always overcapitalising my business. I never wanted to be short of capital again."

- Donald Gordon, founder of Liberty Group

Sufficient overcapitalization is especially important for small and mid-size companies because cash flow is one of their biggest challenges and because they are in their fastest stage of growth it should be easy to smartly employ that capital to fund that growth. Knowing the cash is there also buys the entrepreneur a good night sleep. Nothing keeps entrepreneurs up at night like not knowing how they're going to pay their bills!

<https://www.linkedin.com/pulse/shouldnt-your-company-doing-siya-mapoko>

What is expected from you?

Life is fair because nobody gets away without paying. Others pay through pain and suffering; others pay through personal disappointment and that gut wrenching and sinking feeling of failure you get when you fall short of fully taking care of those you love the most. Others simply invest a bit of money in themselves, become better business people and fix financial problems permanently.

If your business is struggling to live up to its full financial potential – the money you are not making is the price you choose to pay every year for the knowledge you do not have. We all wish we could get things for free. But here's the truth. The reason most people are not where they want to be in life is because of the information they don't have on how to get there. Let me be clear, your lack of knowledge about how to make your business 10X bigger is costing you big time – and big money. But it's the choice you make daily when you refuse to learn strategies that can quantum leap the growth of your company. In this world you name your price:

- Lack of knowledge = Big price! Stress, pain and suffering, feeling of being a failure to your loved ones.
- Getting knowledge = Small price! Just money; investing in yourself and your business. It comes back many times over and leads to lots of

happiness, personal fulfillment and feeling of success for taking care of those you love.

Here's what I know for sure: If your business is not where you want it to be, everyday you leave it like that is costing you more money than it would cost you to get help and have it fixed.

So which choice is better? We all have to choose for ourselves...

Here's what we expect from you if you decide to join us:

- You must be a business owner, CEO and/or Private Practice owner (lawyer, doctor, consultant, etc)
- You must be in a financial position to immediately invest a tiny amount of money in your business for the implementation of the strategy and blueprints you will get from this program – at least R8K to R20K. Unfortunately, this program is not for businesses that do not have cash or those that prefer to only go for freebies.
- You are expected to follow and implement the lessons from this program immediately and within 90 days you are expected to improve your sales by at least R200 000 more than your 2016 monthly average (10X return on your investment).

Guarantee

I believe so much in this program and what it can do for your business that I will personally take up to 60% financial risk to support you. I will take the risk on your behalf, just to prove to you how a small investment in yourself and your business can transform your business into a fulfilling, fun and lucrative money-making machine.

Now, let me take this opportunity to put your mind at ease. No one is going to call you and try to sell you anything. This is one of those opportunities where you '**choose yourself**'. Because only you can decide what you deserve and what's best for you.

If this opportunity is for you, simply email me to siya@siyamapoko.com - after that we can chat on the phone or via Skype to discuss details, answer your questions and give you your price options, so that you can choose the best price for you. We will only select **20 business owners** for the January 2017 **10X-Growth CEO Boardroom Summit**.

Thank you. #ChooseYourself!

Kind regards,

Siya Mapoko