



Kirkpatrick & Hopes  
consulting accountants & business advisers

# Business Builder Review

...creating an even better business

## What is a Business Builder Review?

The Business Builder Review is an opportunity for you to step back from the day-to-day running of your business and look at the big picture. A precursor to our **Business Edge** and **Making it Happen** services the Business Builder Review will provide you with breakthrough insights into how your business can give you more life. At the end of the review you will have a clear action plan for success.

## What exactly does it cover?

The Business Builder Review is an intensive and highly structured service built around a seven-point business development process.

During the review we will share a point of view about what being in business really means and examine your role as a business owner. Uniquely the Business Builder Review brings intimacy to the business development process and could change your life forever. For this reason we recommend involving your spouse or life partner.

During the review you'll learn:

- The biggest single problem with businesses and why most businesses don't work, the people who own them do.

- The ten reasons why most businesses fail or never achieve their full potential; and they have nothing to do with your people, customers or the economy.
- The two things that truly extraordinary entrepreneurial businesses combine to make a business that really works, and why having a vision for your business is so important.
- The difference between a people and process dependent business, and how a process dependent business can grow and be worth much more.
- The two things that exist in every great business that don't exist in other businesses.
- How thinking differently can separate you from everyone else in business and help you start working ON your business not IN it.

## The seven steps of the business development process are:

- Creating your primary aim
- Working out your strategic objective
- Developing your organisation structure
- Putting a management system in place
- People development
- Marketing development
- System development

At each point of the development process you'll work through our **Kick-Start Questionnaire**. This will help you understand exactly what you need to do to create an even better business. A business that is worth much more when you come to sell or retire, turns your business goals and dreams into reality and gives you the time and money you need to enjoy the other (non-business) things that are important to you.

## What is your investment?

The Business Builder Review is a 3-4 hour process costing £500 plus VAT. But you really have nothing to lose and everything to gain because we give you the same **unconditional 100% money back guarantee** that we give with our other business development services. If in the unlikely event that you are not completely delighted by the end of the review or not completely satisfied you have received value for money, we will not ask you to pay – you will owe us nothing.

Included in the review is a book covering the seven point business development process and our **Primary Aim Questionnaire**. Take these away with you and start creating an even better business that gives you what you really want from life.

## Why do we give you this guarantee?

We understand it is difficult to know how valuable a service is until it has been experienced. So, we eliminate the risk for you by asking you to make your mind up afterwards. In short, we don't want the risk of a small investment to get in the way of helping you improve your life as a business owner.

## Will it work for you?

Categorically YES. Developed from over 300,000 in-depth analyses of businesses, the seven point business development process has helped over 10,000 businesses.

We will show you an example of how a business in the UK has used the programme to achieve unbelievable results. It's also the same process we are using at Kirkpatrick & Hopes to develop our business, so we know it works.

## What other people have said:

Jackie Osborne – Imagika

"I really enjoyed the Business Review session at the k&h office. It has helped me to focus on what I really need to do to make my business work. It was great to step back and have an overall look at the business and plan my future as well as the company's. It was a good decision to spend few hours overlooking the business and share our thoughts with k&h."

Overdene House, 49 Church Street, Theale, Reading, RG7 5BX

Telephone: 0118 923 5800 Fax: 0118 923 5801 Email: [mail@kandh.co.uk](mailto:mail@kandh.co.uk) Website: [www.kandh.co.uk](http://www.kandh.co.uk)

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