



Kirkpatrick & Hopes
consulting accountants & business advisers

Changing the numbers

Making it Happen

...creating the business you've always wanted

What is the Making it Happen programme?

Leading on from the **Business Builder Review**, the Making it Happen programme includes all the tools and resources from our **Business Edge Programme** plus all our specialist service departments. In short, the Making it Happen programme is the ultimate business development process available anywhere in the UK.

The programme will increase the value of your business and provide you with the ideas, tools, support and encouragement you need to grow. Based on the thinking of some of the world's greatest entrepreneurs, gurus and business thinkers, the Making it Happen programme uses processes that have been tried and tested by some of the UK's most successful companies.

What exactly does it cover?

Making it Happen is a comprehensive 24-month programme based on a review of our Kick Start questionnaire. The programme is customised specifically for you by us. Although no two Making it Happen programmes will be the same, there are three basic pillars to the process.

Pillar 1: The Big Picture

You develop a business plan with clear actions, timescales and assigned responsibilities. This will make sure your business gives you what you want and sets out the stepping-stones for success.

You will work on the key areas of your business, including developing your business vision, motivating your people, managing your time and unleashing the full power of your team. Part of this includes running a Let's Get it Going event to get your business development off to a flying start.

We will show you how to develop, measure and manage your results by using a OnePage™ business plan.

Pillar 2: Growth Strategies

We will be working with you to devise a competitive marketing strategy. Using the **Marketing without Money** philosophy and **Simple Stuff That Works** software, your strategy will include monthly actions plans, resources and measuring systems to make sure you maximise the return on your marketing spend.

We will provide a trained and experienced marketing manager to ensure the strategy is put into action. They will work one day per month supporting you in carrying out your marketing. Additional days will be provided if required, at an additional cost.

Pillar 3: Systems Solutions

Using **System Builder** software we will pull everything together to systematise your entire business. We'll install the software on every computer in your business, allowing everyone to have everything they need to do their job to the incredibly high standards you expect. This means you can take time out whenever you want and still know (with absolute certainty) that your business will continue to work smoothly, efficiently and profitably.

We will also work with you to improve your accounting systems so they give you all the information you need, when you need it. This will help you maximise every opportunity and make it easier for you to make decisions.

Making it Happen is designed to coach, support and encourage you. It will give you all the tools you need to make your business much, much more successful. It will show you and your team how to use these tools, allowing you to monitor and evaluate your progress.

What is your investment?

The Making it Happen programme is a monthly process costing £1950.00 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 all our other business development services. If in the unlikely event that you are not completely delighted by the end of each month or not completely satisfied you have received value for money, we will not ask you to pay for that month— you will owe us nothing.

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. The Making it Happen programme will help you achieve your business goals by giving you the tools, training, software, skills and mentoring required to become an outstanding business.

Kirkpatrick & Hopes services also include:

Business Advisory Services

Business Builder Review
Business Edge
Simple Stuff That Works (SSTW)
Strategic Planning Day
Making it Happen
Boardview
System Builder

Accounts & Audit Services

Benchmarking
Financial Performance Review
Monthly Financial Performance Review
OnePage Plans
Business Valuations
Retirement Reviews
Business Start-Up & Company Formations
Statutory Accounts & Audits

Marketing Services

Marketing Audit
Marketing Strategies
Sales & Management Training
Interim Management
Direct Mail Campaigns
Mystery Shopping
Market Research

Taxation Services

Setting Up & Buying a Business
Tax Planning Reviews & Profit Extraction
Buying an Investment Property
Tax Investigations
Tax Returns & PIIIDs
Estate & Capital Taxes Planning
VAT Advice & Planning

Management Accounting Services

Management Accounts
Management Accounts Review
Cash Flow & Profit Forecasts
Accounting Software & Training
Sage Consultancy

HR & Payroll Services

Payroll Processing
Employment Contracts & Handbooks
Health & Safety Audits
Human Resource Audits

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