



**For Businessmen In the Trades, Construction
and Service Based Businesses who want to:**

**Breakout.
Breakthrough.
Breakfree.**



This Report will teach you how to Transform Your Business by Creating Vastly More Time and Money while simultaneously Reconnecting with Your Family.

Rob Kropp - Pravar Group

I'm going to pose a pretty bold question to you:

**Are you getting what you want out of life?
Not just your work life, but also your WHOLE life,
including your family life?**

Statistically, you are likely not. According to author Hal Elrod, 95% of people are settling for far less than they truly desire in their lives. This goes beyond work, and includes all aspects of one's lifestyle, but most importantly their sacrificing their family life in the process of trying to provide for them.

If you're reading this report, chances are that you are part of the 95% whose life is having them come up short in terms of their "big picture" desires.

My name is Rob Kropp, and my goals for those reading this report are three-fold:

- First, I am going to show you how you can measurably scale your business without any of the stress that you may be currently experiencing.
- Second, I'll share with you how you can significantly increase profit, more than you are bringing in now, while reducing the time you are working so you can spend it with your family, or doing what you love.
- Third, I'll offer some strategies on how you can get over the hurdles of some of the current time, team and money problems you may be having.

Effectively, I can help you increase your profit WHILE giving you more time to dedicate to the things you truly love.

While that may sound too good to be true, I assure you it is not. Why? Because I've seen it, experienced it, and am helping others just like you to do it every day.

I Come by My Work Honestly

My commitment to working with businessmen in trades, construction and service-based business comes from my own personal experiences. I was on the receiving end of where you may find yourself right now: working too many hours, spending too much time away from home, and making my loved ones feel slighted and wishing for more of my time.

My Dad ran a fencing and gardening business. He used to say "I'm doing it for the family!" This was his mantra to us to justify the excessive time he spent away from our family.

My parents rarely got to spend time together, and when they were together, they'd argue about all the things he was failing to do as a parent and everything he was missing out on. Fighting over money was constant.

I found that I would jump at any chance to go to my Dad's job sites to 'help out' because just when we thought we'd have some of his time after dinner or on the weekends, he'd announce he "has to work". I would tag along with him because it was the only way I could spend time with him. As he was never available to attend my sporting games and sports carnivals I took what I could get.

Of course, he was "doing it for the family", but then he started to see that the family he was working so hard for was slipping through his fingers. My parents delivered the news of their divorce to our family when I was 10 years old.

"I'm sorry, son," my Dad would say as he hung his head low, "I did the best with what I knew, I'm so sorry, son."

Ultimately, the reason my Dad was working so many late hours, evenings and weekends was because of the inefficient way he was trying to make money. He was doing what he knew, but he didn't know that there were better ways to run his business. He wasn't implementing strategies that would allow him to maximise the profit he was bringing in while minimizing the time he was putting in.

At this point, my Dad's world had come crashing down after the family had been torn apart. He realized that without his family that he had convinced himself he was working so hard for, his business meant nothing.

The Importance of the Father Figure

My work is geared at helping businessmen in the trades work towards building a profitable business from which they can support their families while dedicating their time to being a present partner and father.

Psychology attests that the first 6 years are the most important years of a child's upbringing and development. These are the years in which their essential beliefs and values are formed.

Your children need YOU more than ever.

Making money for the family isn't enough. It's a lie that you've been lead to believe. Loving a child is not about being able to buy them the latest and greatest clothes or gadgets, nor does it look like spending all your time away from your family in the name of money.

Your love is TIME, and you can't invest too much of it.

Time is the only resource we have that we can NEVER get back once it is used. If you are working 68 to 80 hours or more a week, it is literally impossible to be fully present in your child's lives.

Your wife wants her husband back.

Your children want their father back.

Assess the Damage

I'd like to invite you to make a mental list, even better, write it down, of all that you have missed out on in your family life on account of your work. Birthday parties, sports games, heartbreaks, helping out with homework, spontaneous nights out, movies, long talks, theatre productions or piano recitals, and overall quality time to connect - list it all.

How much are you missing out on, and is the return you're getting in your work worth all you're missing?

It's a very hard thing to face within yourself, but what is the damage that you have already done to your marriage, children and other relationships because of the hours you're working running your business?

I want you to know there is an easier way.

I'm talking about a process, a proven process, for growing your business faster and larger than you ever thought possible, to the point where you get to choose whether you want to be involved at all, a point where freedom truly becomes an option.

This resource is about building a serious business while simultaneously building a fulfilling family life. My approaches take those two goals and make them work together so that you become the driver of how much you work, and when you work.

My clients have created some enormous businesses over recent years and during that time I've been refining my processes to the point where the results have been inevitable. I've dedicated 8 years of my professional career bringing these goals into an exact Science and System that you're a few mere pages away from gaining insight into.

Take This Time for YOU and YOUR FAMILY

You have come this far in seeking out some solutions to better balance your business and personal life.

You've already decided that you do not want to face the fate of my father in our family. You are dedicated to your family and building a strong and happy family life for all.

Print off this report, lock yourself in your office and tell everybody not to disturb you... because this report holds the promise of not only changing your business, but your life...

Business Transformation Journey

My coaching team and I at Pravar, are leading a group of businessmen who are building businesses and building wealth while simultaneously building a fulfilling family life.

We are leading a movement of businessmen who are creating the life that aligns with their vision, free from self-imposed limitations and financial constraints. These businessmen are in the pursuit of Family and Freedom.

They use our unique and powerful Freedom System™ to build profit-driven wealth and achieve financial and personal freedom using a rapidly growing their business as the

vehicle, in the safest way possible, regardless of any marketplace or economic conditions.

Over the last 8 years, I have worked closely with over 150 business owners ranging from start-ups to companies generating \$35 million in sales, in both Australia and New Zealand.

My clients are reporting staggering results from our collaboration.

At Pravar we specialise in coaching trades, construction and service-based businesses. Using The Freedom System™, I've seen clients go from \$1 million to \$3 million in sales, followed by another jump to \$5 million and beyond.

I've seen my clients achieve amazing results: revenue doubles, triples and quadruples in shorter time frames that we could ever think possible. The Freedom System™ is proving to be the secret that businessmen have been searching for.

The success of my clients is my own success. I'm a country boy at heart, and I believe at my core that everyone deserves a better life where relationships are core.

Nothing makes me feel happier, or more successful in my own work than to see the smiles of my happy clients. I've stood by and witnessed as my clients redesign, restructure and reinvigorate their businesses to give them the ability to step away to focus on their passions, relationships, and personal lives. By building successful, sustainable businesses, my clients get back to what, and who, they love.

Real People, Real Results

This proven business growth and optimisation system has helped over 150 Australian business finally gain the freedom and lifestyle they always wanted.

These clients have grown their businesses through leveraging and they are leading a fulfilling family life, making more profit from their business in a shorter time than they ever thought was possible, which is allowing them to achieve personal freedom and live a real quality of life.

Here are some of their stories.

John: Owner of a Manufacturing Company

“Unlocked \$200k in Net Profit and no longer works past 6pm”

John is the owner of a manufacturing business who found he was losing time with his family, missing out on all evening activities and devoting his weekends to work. He felt stuck. By working together, John and my team found how he could unlock \$200,000 of additional Net Profit while reducing his time in the business by 30 hours a week.

Last financial year he did \$1.5 million in revenue. This financial year he is on track to do at least \$6 million in revenue. He is not only set to 4X his company, he finishes work by 5pm every day, and is home with his family every night. He is now making more money and focusing on the four most important things in his life: his wife, and his 3 girls.

Matt: Owner of a Roofing Company

“Doubled his business in 9 months. His wife and daughters got their husband and dad back”

I just heard from the wife of my client Matt. She thanked me and my team for giving her husband back. She remarked that her daughters feel as though they have their father back.

For 19 years, he was working for wages, was burned out and had no time for himself or his family. He was stuck at a monthly business sales of \$60,000.

After 9 months of coaching, now he is hitting a current monthly run rate of \$140,000, and with the way he's structured his business, he's seeing some healthy profits, and never works a minute past 5 pm. Weekend work is not even an option anymore for Matt. He's too busy enjoying weekends with his family, as he should.

Shane: Owner of a Plastering Business

“Doubled his business in 9 months all whilst working less with more personal freedom than ever before”

Shane came to me because he felt trapped. He indicated that his growth in his business felt stagnant at \$125,000 in revenue per month.

We worked together on strategies that have him now hitting a current run rate of \$400,000 in revenue per month. This took only 12 months to more than 3X his business, where he has gone from doing everything to leading everyone operationally (admin, books, operation, estimating).

The best part about it is that he's working less, and reports feeling more personal freedom than ever before. He now has his sights on \$800,000 months and the recruitment of a General Manager within the next 2 years that will completely set him free.

Darren: Owner of a 2X Mechanical Companies

“Went from losing \$250k a year, to \$10k-\$20k in profit per month!”

When Darren came to me and my team, he was in a pattern where he was losing \$250K a year, and felt as if he wasn't getting anywhere, no matter how hard he worked.

We worked together to get him out of the patterns that were causing him to lose money and into a better structure. He is now hitting a monthly run rate of \$10-20K in profit per month.

Andy - Owner of 3X Companies in the Property Industry

“Now turning over \$6 mill while actually working less!”

Andy started out turning over \$140k to \$160k with a modest goal to achieve \$200k per year. But he was working seven days a week, it was strenuous, and was sacrificing other important things in his life; playing sports and going out and spending time with friends.

The very lifestyle he went into business for in the first place. Fast forward four years and he's turning over an incredible \$6 million, managing 17 staff, running three companies, and driving his dream car... all while working LESS hours.

Corie: Owner of a Cleaning Company

“Grew from \$1 mill to \$4mill, whilst reducing his hours from 80-100 per week to 30-40 per week”

Corie owns a cleaning business, and for the last 10 years, he has been stuck at bringing in \$1 million a year, without profit. On the personal front, he was suffering. He wasn't getting any personal time to spend with his two young children, as he didn't give himself the time to have a life outside of his business.

Fast forward 3 years, he scaled to \$4 Million, all while reducing his hours to 30-40 per week and freeing up time to see his young family. Most importantly the companies no longer run him. A feeling most small business owners never experience, running a business instead of it running them.

All Different...But all the Same

These clients all have different stories, and all have come to Pravar with different challenges because of their business approach. But as they reported the results that they were experiencing, we noted they all had many key things in common:

- They reduced the amount of financial stress and strain in their lives, taking worrying about money out of the equation.
- They were getting enough sleep, and feeling rested, because they no longer stayed up all night plagued with the anxieties over their lack of business growth.
- They have a regular income going into their bank accounts, providing their family with the resources they need to not want for anything.
- They have more mental space, and are able to devote energy to the finer things in life, like their hobbies, vacations and dinners out, and when they want to, they can treat themselves to a new car or something that they enjoy.
- They have gotten quality time with their partner and children back: they're rebuilding a connection they have not felt in a long time. Their minds are clear and they are now present with their family, without distraction. They can again see what is really important to them.

- They have dates with their partners. They can easily find the time for dinners out, weekends away, and holidays together. They've rebuilt that connection with their partner they sacrificed for a long time. Now they are being present and communicating well again.
- They are again enjoying the little things that bring about the magic of a happy family life. Being there for all sporting events and theatre productions. They sit down to dinner every night. They're reading bedtime stories to their children.
- They have more time for themselves to be able to focus on their health, fitness and other hobbies outside of the business that they were not able to do in the past.
- They are ultimately back in control and they have regained the ability to oversee the direction of their business and finances... and most importantly, their life.

These men can be the father and partners that I wish my Dad could have been to me.

Navigating this Report

This report is segmented into digestible sections that focus on simultaneously building wealth through a better business while enjoying a more fulfilling family life.

It's broken down into the following sections:

Part One: Structure your business to enable your next phase of growth

We'll focus on the one barrier that keeps trades, construction and service-based businesses trapped and unable to reach their full potential. This barrier is often hidden to business owners because they've reached a point where they think they can't grow and don't know what to do to change that.

Part Two: Break out and Break through to the Freedom & Family Zone by focusing on the 3 P's

This section contains a comprehensive guide filled with relatable scenarios and practical exercises that will help you break out of your current constraints and break through to freedom and family by focusing on the 3 Ps - Productivity, Performance, and Profitability.

This will give you a clearer idea on how to finally break through your barriers and create the life you desire.

Part Three: Take your business and life to a whole new level

This report will give you the fundamentals of structuring your business in a way to unlock growth and profits while simultaneously reconnecting with, and building a much better family life. I'll show you how my team and I can personally help you structure your business to unlock growth and profits - more time and money.

Part One: Structure your business to enable your next phase of growth

Most trade businesses get stuck in the \$1-2 million mark. We call this the 'Nightmare Zone'. A 'million dollar business' sounds impressive to outsiders - but we know the reality is often much different.

The norm for the construction industry is that they make about 10-15% net profit. Which means for a business turning over \$1mil a year, and for the amount of work the owner puts in (usually 60-80 hours of stress), they are usually better off getting a job.

What's more, the \$1-2 million zone is usually the most difficult and stressful.

- You're trying to build a team - but often get sucked back into tasks because you can do things 10x faster than your team members.
- You have no shortage of work, but when you try to grow you find your net profit stays the same or in some cases, decreases.
- You'd love to hire someone to look after more admin, bookkeeping, scheduling jobs etc. But you don't know how you'd afford it when you already have so many expenses to pay. So, you end up doing it yourself to save money and drive the business forward.

This however means you're working 60-80+ hours a week. Spending weeknights and weekends in front of the computer, instead of being with the people you're working so hard for - your family!

Letting Go of the Mindset

Your mindset and the way you operate due to that mindset is causing you to feel trapped, overwhelmed, and lacking direction in your business. You've stolen time away from your life, your family, and your relationships to do everything yourself. You believe your business deserves more of your time than your own life does.

This mindset has caused you to believe that if you DO-DO-DO and put in more hours yourself, you'll make more money. This old world mindset means you are completely consumed with work. And what usually happens is you're not achieving the success you think you deserve, and aren't making the money to show for your efforts, while at the same time you have no room to think about all the great things in your life.

Your mindset is causing you harm

Because you have been stuck in this mindset so long and you're getting nowhere, you're likely to feel disengaged, frustrated, withdrawn, and non-communicative. You may have retreated inwards and are internalising your thoughts and feelings.

Because you've been stuck in the DO-DO-DO mindset, you've spent 60, 80 or even 100+ hours outside of your home, which is taking a toll on your marriage, your relationships with your children and other family members, and you're finding little time for your friendships or doing the other things you love.

Your "special person" is likely not getting the special treatment they deserve, and you're not dedicating the time to your relationship that you used to. You're both hurting because of it.

Your kids are noticing, just like I did with my Dad. You feel guilty because you're torn between wanting to provide for your family and be there for them in mind and body, fully present. If you're lucky, you can go home after a 10+ hour day, spend 30 exhausted and disengaged minutes with your kids, only to get back into the emails before bed... only to repeat it again the next day.

You may feel as though you're working to get what you want out of life, but you're failing to enjoy all you're working so hard for. This archaic mindset is causing you harm.

Don't you think it's time to change?

It's time to Break out and Break through to the Freedom & Family Zone

What you want is to create the life you desire, and to do this you'll need more profit, more leverage, and a bigger team. To do this, you'll need a greater top line revenue to fund the operational structures required to give you this leverage (time and profits) that you desire.

Ultimately, you'll need to structure your business in a way that it is turning over \$3 million+ (The Freedom & Family Zone).

I know what you're thinking. To generate \$3 million or even better, you'll need to give up control, dedicate time to running a bigger team, and you'll have to be concerned about the productivity and profitability of more people than just yourself.

Yet, the alternative is if you keep going the way you are going, you will be a slave to your business for the rest of your life.

I am very confident in saying that a business owner who is stuck in turning over \$1-2 million of revenue simply does not have enough leverage to see their business grow. Your constraints are a symptom of this size and operational structure.

Businesses that lack leverage are wholly dependent on the business owner's time, resources, and energies - meaning that if that business owner wants to take time off, everything will come to a grinding halt. Without the rainmaker and 'doer' there revenue stops, profits plummet and more troubles arise. So, the only course of action is you simply keep going. Never stop!

Why \$3 Million+?

Once your business is at the \$3 million+ revenue milestone, things become very different, and more things become possible.

At the \$3 Million milestone, the business is making \$300k - \$500k+ Net Profit, providing you the opportunity to set yourself FREE from the daily grind.

Once Net Profits are increased, your business now has what it takes to create the structure that helps you run the business without your being operationally bound. Your business can afford a management team and operational structure that allows you to step away, and live the life you desire.

You cannot create freedom from your business without leveraging good quality people and effective systems. The increased profit, support systems and people allow you to elevate your business to the next level WHILE also setting yourself free.

Shifting from Doing to Leading

The process of leverage requires a major transition from DOING EVERYTHING to LEADING EVERYONE.

It's a mental shift that involves your work, mindset and goals going from 80% IN the business to working 80% ON the business. When you get to this point, your whole world changes for the better, forever.

You're probably thinking that I am saying, "Just make \$3 million and everything will be better in your life," as though it's as simple as flipping a switch. I understand that it takes a tremendous amount of work, dedication and planning to get to such a significant jump in revenue. Here is where the Pravar Group come in.

Part Two: Break out and Break through to the Freedom & Family Zone by focusing on the 3 P's

When it comes to building a solid business that can continue to grow to meet your vision, it's imperative to set up strong foundations. Scaling a business on shaky ground will only topple it over leading to more stress, pain, and losses.

By focusing on the 3 P's enables you to break out of your current constraints. They are:

- Productivity: Being a Master of Priorities, NOT a slave to time
- Performance: Leveraging through People Power
- Profitability: Getting Your Financial House in Order

I'd suggest that you don't passively read or skim over this section but rather you use it to seriously think about how you're operating your business.

Throughout the content of each "P", we'll provide you space to work on an Exercise in the form of a question or request for reflection. Use this as an opportunity to focus on what you can do to enact the 3 P's in your life and work right now.

A Case Study of Success - Nick

Chances are you're like most of our clients who want to make more money to help them sustain a great business so that they can have more time to spend with their family. They want to watch their children grow, develop and enjoy hobbies, and spend time socialising with friends.

This is what our client Nick wanted.

When we met Nick, he had been in business for three years. He worked hard and in the first 2 years, and grew his business to \$2.5 million in revenue. You'd think he'd be in a good position at this point, but this is when Nick's problems really started.

The one thing that Nick struggled with was capacity. He simply didn't have the right systems and people in place, or the right team structure and business operations to be able to handle his business growth. Instead of finding ways to change his structures to match his growth, he decided to scale his business down to \$1.5 million, to what he thought was a manageable level.

Nick was stuck.

To compensate for scaling down his operations, he found himself working 80 hours a week. He was taking more and more time away from his young family, in the most crucial time of their development, because he was working day in and day out just to keep up.

He managed to make a bit of profit, but when he took a step back and looked at that profit, he realised what he was taking home was not nearly matching the efforts he was putting into his business. His family wasn't adequately financially supported, he was feeling strapped for cash all the time, and in the long run, the business was just scraping by.

Does this sound familiar?

If you've read this far you'll likely recognise the mindset Nick was in. He started to think "What's the point?" He could easily go back to working for someone else, making over \$150,000 annually and doing a regular 45-hour work week. With that he would enjoy 4 weeks of annual leave and could leave his work at work, and focus on his family evenings and weekends. So, why not just close shop and get a job?

What Nick was feeling was a symptom of poor cash flow and a huge time squeeze. He believed he was operating at capacity, but when my team and I started to work with him, we made him recognise he wasn't working at capacity at all.

Nick certainly had a dream and a goal that he wanted for his business, and life. Probably like you, he didn't want to spend 80+ hours at the office just make ends meet, and feel like he was still coming up short. He had the ideal in mind but found himself puzzled as to exactly how to get there.

When we started with Nick, we knew that he didn't have a problem with marketing. He had more leads than he could handle, resulting in turning away \$1 million dollars of potential revenue because he didn't think he could handle the work.

Nick desperately wanted to get to the next level, to be able to bring back that \$1 million in turnover and bring himself to even higher levels of profit, but how could he do that without devoting more of his time? Time he simply didn't have.

Let's dive straight into how we helped Nick to restructure his business to unlock growth and profits while simultaneously reconnecting with his family.

Productivity: Being a Master of Priorities, NOT a Slave to Time

Being a Master of Priorities isn't just about productivity in business, it's about living life.

It's about spending time where it's most valuable and most needed, and staying away from tasks that don't utilize your full value and waste your time.

We've talked about the DO DO DO mindset and this is where it comes in again - are you really prepared to DO DO DO UNTIL YOU DIE?

Nick was stuck in his situation because he was stuck in a DO DO DO mentality. In doing everything himself to save time and money, he was at the same time costing himself those exact same things.

Taking Off Some Hats

Becoming a Master of Priorities isn't just about productivity in business. In our initial conversations, we helped Nick acknowledge that he was wearing too many hats and by doing this, he was getting himself caught up in too many activities that weren't realising his value. We took time to break down his 80+ hour work week to find out the exact ways he was spending his time and to see just how many hats he was wearing.

We saw that he was spending most of his time doing admin tasks, bookkeeping, leading his team in the field, managing contracts, and estimating projects. This didn't even account for all the time and productivity he was losing switching between tasks and not being able to fully focus on all the tasks at hand.

All his time was spent on low value tasks leaving him no time or energy to put efforts into high value business growth tasks. He was exhausted and getting nowhere. What Nick was stuck doing is what many business owners do, an approach grounded in the false belief that "The harder and longer I work, the more money I'll make."

This is known as the Productivity and Performance Myth. A Myth many of us fall victim to.

Here are some of the major reasons we believe this myth:

1. Many people who have built a business around their trade have been conditioned to believe that hard work pays off, and thus have an active DO-DO-DO mindset, rather than a leverage mindset.
2. They look at their business from the perspective of the specific trade, rather than looking at it through the eyes of a business owner or investor.
3. They think it's easier if they just do everything and believe no one else can get the job done as well as they can.
4. They lack leadership training and business acumen, and fail to make the transition from worker to leader as they scale their business.

How can you get away from this defeating way of running a business? The ONLY solution is to challenge the way you are currently thinking and acting and start the transition to be the leader who loves to LEVERAGE.

Leverage = Increased Time & Increased Profit
Time and Profit = Freedom

Performance: Leveraging through Effective People Power

As you grow your business, you must keep shifting your mindset and behaviour into that of being a leader.

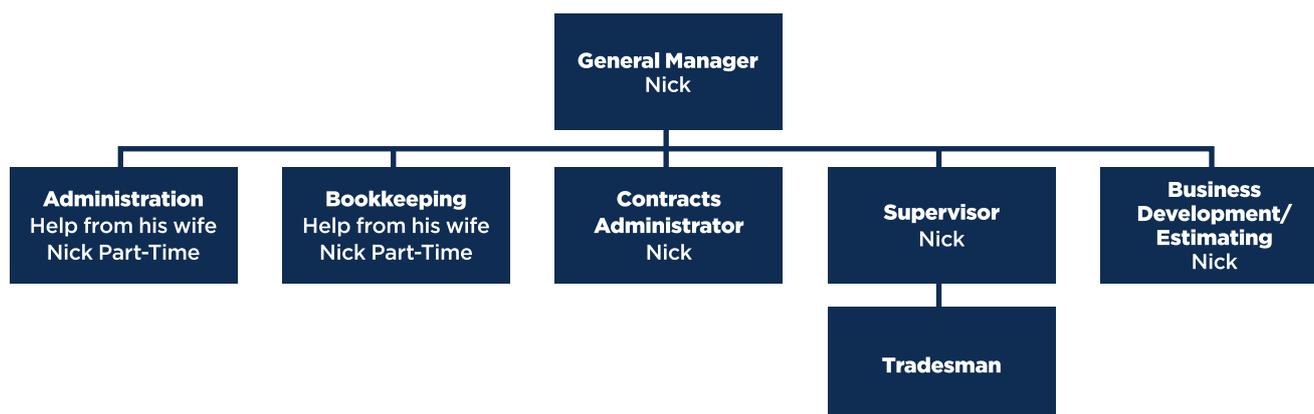
The bigger the financial results, and the more time leverage you desire, the bigger the team you will require. This requires you to shift from being a do-er to being a leader, and to using people power, not your power, to get the work done.

As a leader, your role is to add structure, because with no structure, there can be no growth.

Let's go back to Nick. Part of why he was feeling out of control was because he had no structure to help him manage the \$1.5 million he was turning over. When we looked at Nick's tasks, we found that his time was only 10% spent ON the business, and 90% was spent IN, or being the 'do-er' of the business.

Our coaching helped Nick to understand the difference, and change.

This is what Nick's operational structure looked like:



I was exhausted just by looking at this structure. Nick is working more than one full-time job and that's why he was working 80+ hours a week! Nick found himself burned out and trapped within a business model that was sucking the life out of him, and his family.

Deep down, Nick was doing exactly what most small business owners do. They're running on false economies, without a clear understanding of how their numbers are truly stacking up. Nick knew he couldn't handle this workload, and that he needed to hire additional staff and devote additional resources to running his office.

He understood that his time was best spent elsewhere, where he could grow his business, but he just couldn't see how it would be financially possible.

When we work with clients like Nick, it reinforces the fact that cash flow constraints are the number one challenge for business owners. Without cash flow, people like Nick can't take the necessary steps to being resourceful enough to leverage their time and operations to unlock growth and profits.

If they had the adequate cash flow, they could recruit staff (non-billable overheads) to help with their operations, to work IN the business while Nick works ON the business. These staff would include admin staff, bookkeepers, managers and estimators. Yet these people are not brought on because the cash flow can't support them.

When your only breaking even, it's hard to fully understand the financial ramifications of adding additional overhead to the company. If too much money is being spent already, where will money be found to hire all these crucial roles?

The lack of visibility and clarity around the numbers was keeping Nick frozen from taking definitive actions. If Nick is already feeling the pressure from his current expenses, it's hard for him to get his head around how he can possibly find the money to take on anymore.

When we introduced Nick to the 3 P's concept in our Leverage Coaching Program, we helped him recognize where and how he could structure his business in a way that would enable the next phase of growth.

It took a while to help Nick get full clarity around his financials, but when we did, we enabled Nick to realise something crucial to transforming a business so that he could reconnect with his family.

Clarity around your financials takes away uncertainty, which creates confidence to grow.

How We Achieved the Turnaround

Nick participated in our 3-month Leverage Coaching Program, where we helped him to completely restructure the way he personally uses his time, and the way his business is structured.

We worked together to unpack his week in the Productivity Exercises we described above, and through this, we identified about 40 hours of work that he could delegate to people around him. 40 hours!

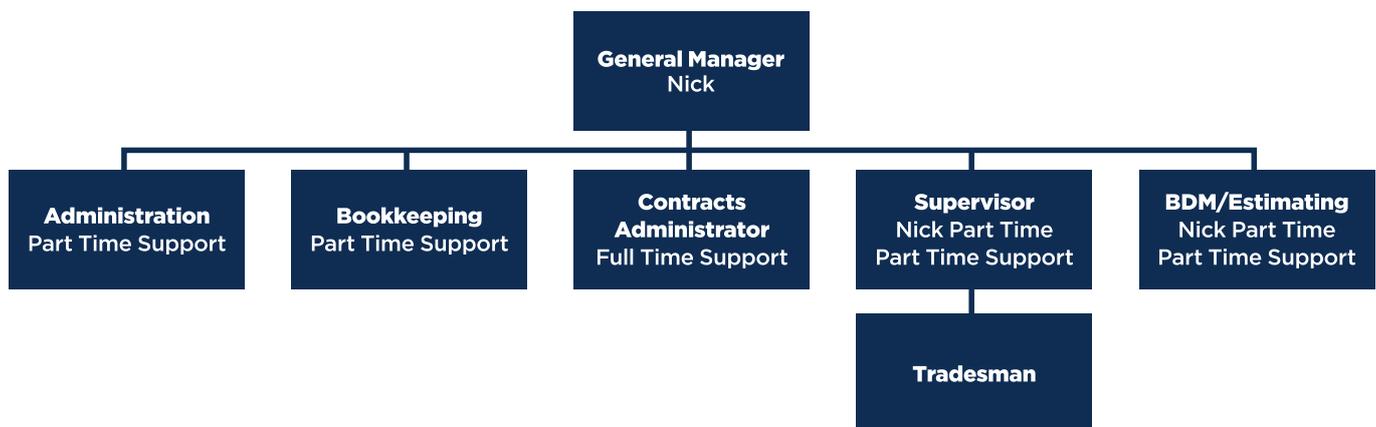
We guided him through hiring a part-time Administrative Assistant and a part-time Bookkeeper. We also recruited a Contracts Administrator to help him build and manage all his contracts.

Now, Nick can re-arrange his time to where 50% of his time has shifted to working IN his business, and 50% working ON his business. He is now able to spend half of his days on strategy, growth, networking, and business development.

We looked at Nick’s team’s productivity in detail as well. We reviewed all the margins and output to see where we could improve productivity. With a few changes, and without having to hire more staff in the field, we managed to enable an extra 20% of output from the existing staff. Just by making changes in how they work, not how hard they work.

The new profits that were generated through the extra output allowed Nick to see a cash injection into the business, and he could hire someone to help with some of the other larger activities he was involved in. We also hired someone who could sit in the dual role as a Supervisor and Estimator, saving him a massive amount of time.

This is what Nick’s organisational structure looked like after our restructure:



Everything was already there within Nick and within Nick’s company to see the growth he wanted; all it took was a few tweaks and a few new processes to unlock more growth and profits.

Nick now spends most of his time unlocking the layers of growth in his business: new opportunities, new partnerships, and new strategies to build his business and stand out in his market.

Nick decided to continue the coaching journey and only 3 months into our higher end Lifestyle Mastermind Program we helped him secure a \$3.5 million contract that his new structure allowed. A contract that Nick admitted he would have turned away in the past.

What’s great for Nick is not only the significant profit, but the TIME that Nick has gained back to spend with his family. He is now home every night for dinner and evenings with his family and work isn’t even a question on weekends.

Nick now feels that he has control of his business; and not that his business controls him.

A Reality of Restructuring: Making Tough Decisions

When anyone in business hears the word ‘restructuring’, they get a little worried, and naturally so.

Restructuring in the professional sense is often associated with change, and not always the type of change people like. When you restructure, you face having to make tough decisions, especially if you are friends with some of your team and have built personal relationships with them.

A lot of people are hesitant to make too much change in the roles of their employees, but all involved in restructuring need to understand that the lack of productivity within that structure got you to a place where change is needed.

If your team’s lack of productivity is running your business into the ground, your friendships will come to an end anyway. Restructuring has its challenges, yet those that recognise it is a necessary process for business growth are the ones that enjoy the massive benefits.

Think like a business owner, and not as a friend. Reflect on who in your business can use a tweak. Who may need a lateral move? Who need to be managed or coached to increase performance? Who may be holding your business back from getting the growth it needs?

Remember that when you have the right people in the right seats of the bus, they require less motivation and management. The right empowered people are self-motivated and have the ability and self-discipline to manage their own priorities towards an agreed outcome.

Profitability: Get Your Financial House in Order

If you think you’re the only business owner that has issues with cash flow, I can certainly tell you that you’re not. Over the years we have spoken to hundreds of business owners and this is the common complaint.

“Rob, cash is always an issue,” they say to me, “I cannot understand why I am invoicing out \$100K, \$120K, \$150K, sometimes more, but by the end of every month and I’m barely scraping by.”

“I’m working way too hard for this little reward,” they tell me, “and I can never justify to my family why I am always working so hard yet they are feeling the financial strain.”

I know this feeling exactly. I saw this in my father, and in my parents’ marriage. Cash flow was always the issue.

When business owners come to me with the goal to find new strategies to grow, they almost always think that the solution is more cash flow. “If only I had a bit more cash I could...”, or “If I could just find a way to make more cash, I’d have it a lot easier,” are the common things I hear.

Cash is important, and yes, it does make things a little easier, but it’s not the most important thing. In fact, it’s only a starting point.

Another one of the biggest myths that business owners get sucked into is that making more money will fix money problems.

I've seen this scenario played out a few times. A business owner who has cash flow problems while they're making \$1 million a year, or more, believes that if they just made a bit more, they would alleviate their cash problems. They work hard to build what they're bringing in to the level of \$2 million or \$3 million, even more, and lo and behold, their money problems still follow them.

They don't have a more successful business; they just have a much bigger business. With the bigger business comes much more responsibility, more overhead, and a lot more hours of their time, while no more money is going into their pocket.

They thought if they just made more money, they'd solve their problems, but eventually, they hit a wall, throw their hands up in the air, and either scale their business back or allow things to stagnate. They become complacent while they give up on their dreams, and settle back for just wages, feeling overworked and underpaid and defeated. What's the point?

This is exactly where Nick was. This could be you.

If you can't control the money you're already making, making more money won't solve the problem, it only amplify it.

Don't let yourself get caught in this trap. If you are there now, it is okay. We at Pravar can help you break the cycle once and for all, and set you free.

If you are feeling that you are bringing in a substantial amount of money per month, yet you're having money problems, you must look inside your business to find the root cause. Once you have identified your cause, you can move to identifying solutions to over come it.

The solution is right in the palm of your hands

As they say, numbers never lie and taking a very close and thorough analysis of your current financial situation can paint a picture of what's going on, and will help greatly in identifying solutions.

Here is another secret I have found working with my clients: One of the biggest mistakes that most business owners make is that they don't truly know what is and isn't making them money.

Worse yet, they are not even sure what drives the financial results in the business. You wouldn't build a house on shaky foundations, so why do the same with your financial house?

Fill the Gaps of Missed Income

There are 6 common areas that you can be focused on to fill the gaps so that you never miss out on income opportunities. These are 6 areas that you can focus on to help you avoid missed income, improve your sales conversions, and avoid excess spending, and completely avoiding slippage in your profits.

- 1. Have the Right Pricing Structure:** Be competitive in pricing but don't go so far as to deny your company the profits that you are worthy of for the product or service you are selling.
- 2. Add Value, Not Discount:** A lot of business owners want to be the business that gives a discount, just like all the rest. Don't be that business! Show how your business adds value, and how paying for what you offer provides value. This is the way sustainable businesses act.
- 3. Negotiate Prices From Suppliers:** Don't get stuck in paying more for something just because you've always been paying that amount for it. Take the time to re-evaluate your contracts with your suppliers to negotiate their prices to unlock potential savings that will increase cash flow.
- 4. Effective Job costing:** Look at the way you have been costing your jobs over time. Track and measure your job costings to see where you can maximise margins.
- 5. Measure and Maximise Productivity:** We reviewed several ways that you could reflect on the tasks of your team and take steps in more effective restructuring. How can you shift around current team members, or add new personnel to increase your own capacity?
- 6. Manage Fixed Expenses:** You know that you have a certain amount of expenses that you can't get away from paying each month to keep your business running. But where can you go lean and mean in cutting down these fixed expenses while not cutting down on your service or products?

Review what your expenses are, and don't overpay or be lazy in searching out better options. Pay less for better service or products where you can.

Identifying your gaps will not only help you build a much stronger financial foundation, but you will maximise returns from every dollar made through the business.

Helping Nick Identify His Gaps

Let's return to Nick's case study. After completing the current state financial model, we helped him identify 3 main areas of profit slippage and took the following steps to fill the gaps of missed income:

- We looked at the productivity of his crew by reviewing and tracking all the margins of his jobs
- We put measures in place to improve productivity of his team to enable an extra 20% of output from them without even having to hire more guys in the field in the short term
- We helped him negotiate the terms and conditions of his supplier contracts to bring down his pricing to market rates, which greatly improved his bottom line.

These 3 profit improvement initiatives resulted in increased cash flow which enabled him to reinvest profits back into the business to hire the additional resources we identified in Phase 2: Performance: Leverage through Effective People Power. We leveraged his time and then unlocked the next phase of growth and profitability.

Nick is like so many business owners that we meet. They are prevented from taking the necessary steps to bring in the resources to leverage their time and operations that will unlock growth and profits because they lack the clarity and confidence around their financial position.

Taking these careful and intentional steps to identify gaps where you are missing income will enable you to:

- Have the right structure,
- Find the capacity to use your time effectively,
- Focus on growth and expansion,
- Drive top line revenue and bottom line profits.

Clarity around your financials takes away uncertainty which creates confidence.

Because of our work together, Nick is now creating the life that he desires. He is building a business and wealth while simultaneously reconnecting with his family.

You can too. After all, that's what you're doing all this for, right?

Part Three: Take your business and life to a whole new level

When you take the opportunity to work with me and my team at Pravar, and break out of your constraints by focusing on the 3 P's, you will find that you will single-handedly change not only your business, but your life.

In this guide, I have provided you with a lot of information to help you unlock profit and growth in your business while enjoying a fulfilling family life. Keep in mind, though, that it's not information that changes lives, it's the application of information that changes lives.

Information without application leads to frustration. From here you have 2 choices.

Choice 1: You can do all this yourself

You can walk away from this resource and opportunity thinking that you've learned enough from what you've read, and the exercises you did.

You can try to implement some of these strategies into your work now, but it is probably safe to say that the money and time problems you are faced with right now isn't something you've been able to manage on your own to date, and that is why you are here today.

You might improve a little bit after today, but let's face it, if you had the right mindset and system you would be achieving your goals and living your ultimate lifestyle already.

Choice 2: You can let us help you

I have something for you that will allow you to maximize results in minimum time, and it'll achieve significantly better results than if you do it on your own.

It's okay to be in the position of wanting to seek help from someone in-the-know, who knows the right processes and strategies to undertake for YOUR business to get YOU the results you wish to see in your business.

Let's Chat

I set aside some time each week to speak to people like you for about an hour or so on what their situation is and potentially how to structure their business in a way that unlocks growth and profits while simultaneously reconnecting with their family. Are you ready to take this opportunity? But keep in mind: this opportunity is NOT for everyone.

This is specifically for people who want to take their business from the \$1 million mark and to the \$3 million mark and beyond. To generate the time and money that enables them to get their life, and family back.

What's Our Motivation?

I began this guide with my story. I told you about my Dad and how his work impacted me as a child, and how I didn't want to be caught in the same cycles that led my Dad to fail in his business, and his life.

Right now, my team and I are seeking to help people caught in this circumstance.

That is what is important to us. We want to work with trades business owners, just like Nick and the others mentioned throughout this guide. These need to be people who are ready and willing to work with us on a personal level to add an extra \$1 million to their business. To get freedom!

Take the First Step Towards Getting Your Life Back

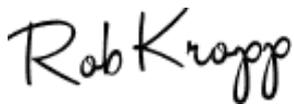
If you are interested to see how my team and I can transform your business, start by clicking the link below and fill out a short application.

www.pravargroup.com/apply

The information you provide will give my team the information they need to help me make the most of our time together. I can promise you that within our first 60-minutes together, you'll walk away with at least one strategy that you can implement immediately to improve your business and your life.

And now, thank you for reading this report. I hope I've inspired you to open realise that you really do have a bright future, and you can take control over that future.

To Your Success,

A handwritten signature in black ink that reads 'Rob Kropp'.

Rob Kropp
Founder - Pravar Group

