

Michael J. Hughes Consulting & Training Inc.  
**Million Dollar Business Coaching Program Overview**

*I want to generate a million dollars in business!!*

Have you dreamed about this milestone?

Have you thought about achieving it and said “ No, no way...not yet...not for me.”

Have you visualized it for moment, then agonized about not being there?

Have you seriously thought about it and said “I’d like it....but at what price?”

**Achieving the \$\$ Million \$\$ Dollar \$\$ plateau makes a powerful statement.**

You became an entrepreneur to succeed. You’ve invested countless hours, days and even years developing your business toward this goal. It motivates you and scares you, because it is both a need and a requirement.

**The \$\$ Million \$\$ Dollar \$\$ level in any business is a major breakthrough area.**

Very few business people achieve this feat, especially independent entrepreneurs and small business owners who do not have access to the experience, resources and skill of the “big business” players.

**You are a \$\$ Million \$\$ Dollar \$\$ candidate.**

Most entrepreneurs who have decided to start their business do so with the success criteria already in place. The passion, the emotions and the drive all combine to give you a head start towards professional, financial and personal independence.

**You probably already have all the \$\$ Million \$\$ Dollar \$\$ business components .**

As an established business professional, you have created your vision of the future and are actively working to achieve it. You have expertise in your field, a proven product or service and the drive to reach a million dollars in revenues annually.

**Now you have access to a program that uses a proven three-step success strategy used by major enterprises and franchise operations to achieve, maintain and surpass the Million Dollar revenue level.**

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**I- Program Overview:**

**Step #1 – Clarify Focus:**

This portion of the program involves reviewing the “big picture” aspect of your Million Dollar Business. It’s the starting point and the ending point. It drives all other components of your Million Dollar Business development program. It includes discussion on:

- clarifying business perspective
- confirming long range goals
- reviewing business philosophy
- developing business development options

At the conclusion of this step, you will have a clear vision of where you see your business going on the longer term. You will also gain a better perspective on what essential results are required to achieve your Million Dollar Business.

**Step #2 – Supply Structure:**

Taking a vision and turning it into reality is a critical success factor for any business. This step uses a simple yet effective process to confirm what is required to achieve your overall Million Dollar Business goals and sets up a measurement system to gauge results. Components of this section are:

- annual, quarterly & monthly objectives by revenue category.
- planned vs actual perspective in Excel spreadsheet format.
- formal & informal review process

Once this step is in place, you will have the ability to plan, manage and track business results to know you are on track to your Million Dollar Business goal. Once this process is in place, it can be used for future, even larger Million Dollar Business goals as well.

**Step #3 – Develop Discipline:**

Success involves doing the thing that needs to be done, when it needs to be done, whether you feel like it or not. The final step of this program supplies on-going coaching to confirm your Million Dollar Business activities result in productivity. Coaching includes:

- development of on-going personal action plans
- weekly/bi-weekly communication as required
- feedback sessions to maintain focus and supply support

This final step gives you the ability to see your Million Dollar Business goal build as you take appropriate action and correct unsuccessful behavior. The coaching process helps you develop better options leading to more effective Million Dollar Business performance.

**The result of these three components is a combination of clear focus, a customized structure and on-going discipline. When these powerful tools are supported by specific coaching and support, the entire strategy synergizes to continually drive you towards your Million Dollar Business goal**

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**II- Program Components:**

As part of the program you will develop and/or receive:

- ✓ Clear, written business & personal objectives.
- ✓ Your vision & mission statements.
- ✓ Your Million Dollar Business strategy.
- ✓ Your complete Million Dollar Business revenue plan.
- ✓ A Million Dollar Business revenue planning & tracking summary.
- ✓ A weekly, monthly, quarterly and annual review process
- ✓ A Million Dollar Business personal activity program
- ✓ Million Dollar Business personal & professional development tools
- ✓ Individual Million Dollar Business coaching sessions.
- ✓ My personal Million Dollar Business guarantee.

**III- Program Requirements:**

**1. Existing business.** This program is designed to benefit companies that are already in place and have a basis of performance. Current revenue levels are irrelevant as creating a Million Dollar Business is a process customized to the needs, capabilities and potential of each client.

**2. Desire to excel.** Entrepreneurs are passionate people. Million Dollar Business people are star performers who want to be the best. They are leaders who continually seek to discover new and innovative ways to improve their professional and personal lives.

**3. Commitment to growth.** As professionals, we have an obligation to continuous improvement. A Million Dollar Business includes an approach that will offer the opportunity to continuously improve awareness, skill and disciplines.

**4. Long term investment.** Success is a journey, not a destination. This is why a Million Dollar Business recognizes the need to invest in, incorporate and maintain longer-term activities such as continuous planning, on-going support and specific feedback.

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**IV- Program investment:**

No program succeeds without courage, commitment and consistency. The Million Dollar Business success program requires a commitment of time, effort and finances. All three must combine to achieve the ultimate goal.

**1. Effort.** This program requires an on-going commitment to the Million Dollar Business objective through an investment in planning, prioritizing and practicing a strategic approach to business activities.

**Activity investments:** revenues, profits, marketing, operations, administration.

**2. Time.** Time is your most valuable asset. Committing to developing personal and professional disciplines that invest time in activities that lead to your Million Dollar Business objectives is your single most powerful success tool

**Time investments:** minimum program durations = six months, one year, three years.

**3. Finances.** Expenditures in capital assets are usually spread over time. As these resources are utilized they sometimes pay immediate Million Dollar Business dividends as well as contributing to and confirming long range results.

**Financial investment:**

six-month program	- \$7,500 (+G.S.T.)
one-year program	- \$12,000 (+G.S.T.)
three-year program	- \$30,000 (+G.S.T.)

**Testimonials:**

After working with Michael as my business coach for only a few months, I was able to double my year-over-year sales figures for my company. Michael has helped me to build my confidence and taught me how to create more business by investing in and growing my network. Michael is an invaluable asset to my business development and the growth of my company and one that I will continue to invest in - indefinitely!

Janet Stewart-Lussier, President, **NRL Group**.

Michael Hughes is my business coach. I am able to attribute \$150,000 in additional revenues in 2003 as a direct result of working with him.

Tom Stoyan, **Coaching And Sales Institute**

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**VI- Next Step:**

Complete the information below:

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

Years in business \_\_\_\_\_ Annual revenue level \$ \_\_\_\_\_

PHONE \_\_\_\_\_

Then, fax to (613) 834-1451 or e-mail to [mjhughes@michaeljhughes.com](mailto:mjhughes@michaeljhughes.com) to receive your Million Dollar Business Audit and start the program.....today!