

## Your 2-Step Approach to Cracking the Code to Create a Sustainable, Profitable Business...

We're constantly working to find ways to break down the complexity of business so you can see the shortcuts, quick wins, and methods to implement and get the best and fastest results.

You might have forgotten, but we are always here for you, supporting you every day because if you win, we win.

Our commitment to your success is unwavering, and we are always here to help you.

Here's where you can find us:

- The Community page inside the 5% Mastermind web portal - <https://fivepercent.biz/>
- Plus, the TopicHub for all the digital courses we create
- Our book Rock Solid Growth 2.0, with the amazing free 28day resources, is conveniently inside the 5% portal for you
- The 90-Day breakthrough, the journal is what we use ourselves every single day, use it alongside us and learn together
- Then there are the Mastermind days every quarter in the beautiful New Forest - [90day.biz/events](https://90day.biz/events) A proper day away from everything to get your head right!
- And our new "Hot Seat" sessions at our home here in Dorset also every quarter (see dates on back page)



**Quarter October - December 2024**

- Then we are live online in a group Q&A call most Wednesday mornings at 9:30 a.m
- Plus, you can reach out to either of us by email or WhatsApp
- Or Raymond and Barbs, they're always on the end of an email and can contact us directly wherever we are.
- Not forgetting you can book a call with 24/7 access to our calendar inside the 5% portal <https://fivepercent.biz/>

Whether it's one-to-one, in a group live or through the videos resources we've created, it's all designed to show, teach and help you build a better business that's easier to run and more profitable.

## This next step is critical

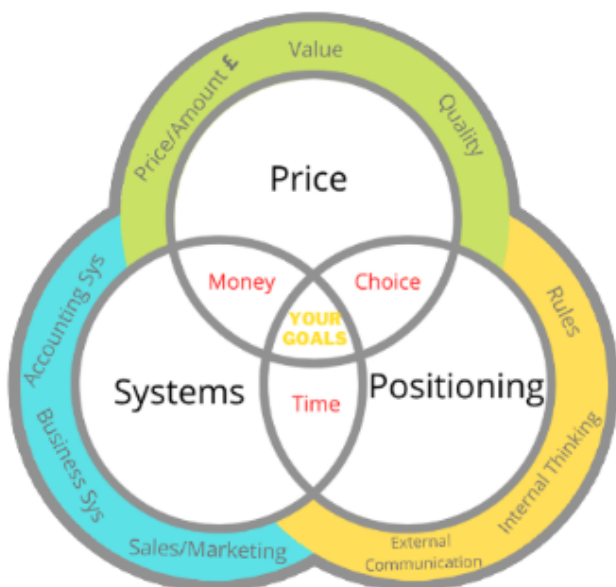
Knowing what you need to do is obviously critical.

And we created a very fast way to help you determine your progress with The 10-Step scorecard inside the book *Rock Solid Growth*, but also as a digital version on our website. It's inside the Topic Hub also, let us know if you need access or want a PDF version.

The 10 simple questions come from the model below. Score each element out of 10 on the scorecard and find your lowest-scoring element.

If you focused on making that low scoring element a better score, the impact across the rest of your business would be huge, as they are all interconnected.

This means you get maximum results on effort.



Goal setting and your dreams are at the core, surrounded by Pricing, System and Positioning.

Each, in turn, starts with three further levels and from there, we can go really deep on each element to ensure we can say with confidence that you, your team and your business scores a high 10/10 for each of the elements.

But don't be dismissive of the simplicity of that scorecard: there are huge clues in your scores, particularly the low ones.

Why not complete your score now, here it is:

Give each question a score out of 10...

<b>SYSTEMS</b>	
<b>Is your price the highest in your market vs your competitors?</b> (Clue: Someone in your market will be charging the top rate, why not you?)	
<b>Do your clients believe you provide the highest value?</b> (Ouch! This is a real truth test)	
<b>Do you believe the quality and outcomes you provide are the highest they can be?</b> (Or are you kidding yourself?)	
<b>POSITIONING</b>	
<b>Do you have written values and RULES that everyone follows 100%</b> (Values are important, but Rules are the game changers)	
<b>Do you feel everyone in your organisation projects a positive, confident message to the outside world?</b> (Clue, if you don't know, you can't guess so your score will be low)	
<b>Is your self-talk really good, or do you have fears, doubts and worries?</b> (What we say in our heads is critical to our personal philosophy)	
<b>GOALS and DREAMS</b>	
<b>Are your goals written down, and do you read and visualise them every day?</b> (It costs nothing to dream and write your aspirations down at least twice a day)	
<b>On this date _____ your score out of 100 is? ==&gt;</b>	<b>%</b>

# If Step-1 is all about the HOW, then what is Step-2?

I watched a great video/podcast this week of Simon Sinek and Dr Astro Tellar.

Who are they, I hear you ask?

Simon Sinek: author of “Start With Why” a must read.

Dr Astro Tellar however is the CEO of X.company - Owned by Google...

He has a really fantastic job, check out the web site <https://x.company/> the moonshot factory...

Anyway, on the podcast, he told this little story.

“If you were told to teach a monkey to stand on top of a 10-foot pedestal and recite Shakespeare. What should you do first?

Train the monkey?

Or

Build the pedestal?”

**[Answer]** Train the monkey; it's where all the risk is, and without it, the pedestal isn't relevant; kinda obvious, right?

But most people focus on building the pedestal first because you can be half-done and still pat yourself and everyone else on the back for making progress.

What's this got to do with your 2-step approach to cracking the code to create a sustainable, profitable business?

Well, everything...

When I heard this and thought about it, I realised that in the past, I'd been guilty of spending too much time building the pedestal, working out all the moving parts of a business, building systems and automation, and all that cool stuff...

And I'm not saying the “how to” isn't important, but the real focus must be on training the monkey.

I realise I'm calling you a Monkey, but I too am that Monkey! Haha!



But it highlights the importance of sorting out why people struggle to build their business, see if you relate:

Self-doubt

Uncertainty

Fear

Low energy

Worries of what others might think of you

Failure

Setbacks

Poor time management

Excuses

The knowledge doesn't really matter unless you can execute it.

Consistent execution of the right things in your life is the difference between people who do versus those who don't because they can't get out of their own way...

Which makes it CRITICAL that you have the support, guidance and someone to turn to, a group that holds you to higher standards.

Otherwise, you're on your own...


A handwritten signature in black ink, appearing to read 'Kevin'.

Kevin Whitehouse

# DATES WITH KEVIN AND VICKI



Full details also inside [fivepercent.biz](https://fivepercent.biz)

<b>Tues 24 Sept 2024</b> <b>Are you Booked in?</b>	<b>RAD</b> <b>Review &amp; Action Day</b>	<b>Change of venue - Careys Manor New Forest</b>  Go here: <a href="https://90day.biz/events/">https://90day.biz/events/</a>
	<b>No Q&amp;A</b>	We're taking a break, so there will be no Q&A on the last week of September or the first week of October.
<b>Wednesday</b> <b>9 October 2024</b>	<b>First Q&amp;A of the quarter</b>	9:30 am most Wednesday mornings.
<b>Wednesday</b> <b>16 October 2024</b> <b>23 October 2024</b> <b>30 October 2024</b> <b>6 November 2024</b> <b>13 November 2024</b> <b>20 November 2024</b>	<b>Scheduled Q&amp;A's</b>	A group video call where you get to meet others, ask whatever question you are wrestling with this week and get support and help and answers from the Masterminds  Kev and Vicki attend these which means at least one of us will be there to run the session, and sometimes we are both there
<b>Wednesday</b> <b>27 November 2024</b>	<b>LIVE in person at Rose Cottage</b>	12:00 midday till 5:00 pm - come and join us here at HQ for a deep dive strategy session and <b>HOT SEAT!</b>
<b>Wednesday</b> <b>4 December 2024</b> <b>11 December 2024</b>	<b>Scheduled Q&amp;A's</b>	Kev and Vicki attend these which means at least one of us will be there to run the session, and sometimes we are both there
<b>18 December 2024</b>		LAST Q&A FOR 2024 before Xmas break
<b>Wednesday</b> <b>8 January 2025</b>	<b>First Q&amp;A of 2025!!</b>	 <b>DON'T MISS OUT!</b> <b>Rhinefield House</b> , networking, learning, coaching and mentoring. A live, interactive fun day - and we provide lunch and dinner, too, to celebrate the New Year and thank you for being part of our world! ALL clients are welcome.
<b>Tuesday 14 January 2025</b> <b>ANNUAL GALA DINNER</b>	<b>RAD</b> <b>Review &amp; Action Day</b>	