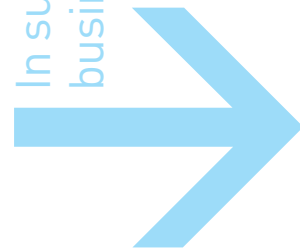




In support of your
business development



FOCUS AND DIRECTION... YOUR BUSINESS SUCCESS



BRIGHTWATER PARTNERSHIP

AN INTRODUCTION TO BRIGHTWATER

LIKE GREATER BUSINESS WEALTH, FREEDOM & EXCITEMENT?



Find your self wondering about the next step in your business? Have some challenges facing you right now? Looking for answers to some of those 'hard' questions about your business? Keep reading...

"We can't solve problems by using the same kind of thinking we used when we created them". Einstein

Business Wealth is more than just money. Wealth is about respect, achievement, opportunity and growth. **Business Freedom** is the choice to make the correct decisions for your business and your family. It is knowing your Business so you can make the right choices. **Business Excitement** attracts the Team and the Clients with whom you love working. People are attracted to positive, forward moving businesses.

***"Without continual growth and progress, words such as improvement, achievement and success have no meaning."* Benjamin Franklin**

Want achievement and success from your Business? You need to make changes! This is about putting in place the Plan, Systems and Processes to give you the different outcomes you desire.

What outcomes are you looking for? Here are some results experienced by Brightwater Clients:

Achieved 10 year business goals in 3.5 years

300% more Profit than industry average in 27 months

First holiday during the year in 17 years in business

2 months Overseas with business running as well as when the owner was there

Reduced marketing costs by 60% and increased response rate 30% without changing marketing strategy

Brightwater Partnership has over 15 years experience, delivering structured business development and management programs. They address all aspects of running and managing a successful business so you know that everything is covered.

Your Business Development begins with a comprehensive 12-month program comprising ...

- **Premier Clarity Planning System**© consisting of eight modules delivered over 6 months. You gain Clarity as you analyse your business across the range of the 8 major elements required for you to ensure 'effective business management'.

The elements are: **Business Identity; Products & Services; Marketing; Administration & Operations; Management & Personnel; Legal Issues; Financial Management & Budgeting; Success & Risk Analysis.**

- **Focus on Action Program**© supports you to implement your planned actions over a period of six months. This ensures you an even greater return from your investment in the initial stage.

Following the first 12 months of building a relationship to support your business development activity, you maximise your returns by continuing to work ON your Business with...

- **Direction Monitoring Programs**© to keep you on **direction** to your goals. Other programs are available such as:
- **Strategic Vision Program**© you, your partners and management team get a clear picture of where you want your Business to be.

All programs delivered are at a fixed price. You are fully aware of what you are to do and what outcomes to expect... what value you will get for your investment of time and money. Your investment in having your personal Business Adviser to work with you for a full year comes at less than the cost of a junior employee.

The Programs are for those who understand the benefits they will get from working ON their business and ask:

"HOW DO I DO IT?" NOT "WHY SHOULD I DO IT?"

Finally, to support you to take the first step, all programs are supported by Brightwater's famous money-back guarantee:

IF YOU ARE NOT SATISFIED THAT YOUR BRIGHTWATER PROGRAM ADDS VALUE TO YOUR BUSINESS, IT'S FREE.

READY TO GET MORE FROM YOUR BUSINESS? Call Alan Bridge at Brightwater on 1800 242 366 today, for an obligation free discussion, to find out if you and your business are suited for these programs.

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