

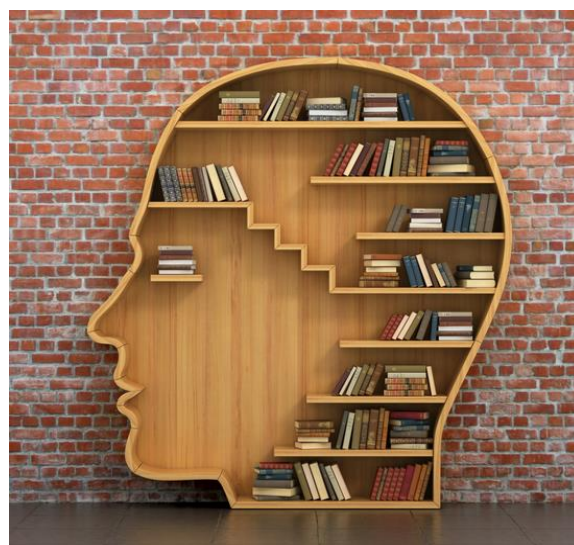
1. Business Psychology

Psychology is the most overlooked area in business. So many businesses fail, not because they lack a viable product or service but because the founder didn't have the right mindset.

Do you have the right mindset? During the online class, we'll show you how successful people think and how to train your brain to feel the same way they do.

Key Tip: Your mindset brought you where you are today if you have the same result! It is because you have the same mindset.

The other aspect of Psychology you must understand is the Psychology of your prospects. What is going on in their minds before they buy from you? What makes them buy? Do you know...? You should...Use the Psychology of Sales, your sales enabler, to help you increase profit.



2. Designing A Product That People Are Desperate For



Business isn't as simple as making a product or service available, but many SME owners do that and hope for the best.

We'll show you how to design or tweak your product, or service so that it solves huge problems for your

clients, and we'll show you how to communicate that to your clients in a powerful and compelling way.

And it doesn't stop there, because unless the product or service you've created is scalable, and can be delivered without you, then your business will always hit a higher height – we'll demonstrate how you can build your business in a way that prevents low sales by automating your sales systems. Even if you sell services, you must learn how to brand your service, so you stop trading your time for money. We'll explain how at The Cat Got The Cream.

3. Positioning For Prospects, Price And Profit

Positioning is a vital and often misunderstood element of business success. There are only three major positions that your SME can position with: Cost Leadership, Differentiation and The Median.

The marketplace has become so crowded recently that it's hard to stand out, but there are some key things you can do to position your business as different AND superior to your competitors, creating a system to keep their attention away from the people most likely to buy from you.

It's becoming harder to be trusted in the marketplace, especially in a sea of competition, all fighting for market share. We'll share with you how to successfully

build credibility, reputation and trust without needing massive marketing budgets or years of experience in the trade.

Key Tip: Perception Sales!



4. Promoting Your Product and Service Effectively, Effortlessly.



Without customers and promotions, businesses die. However, there is a right way to promote your business. Most people think in this term, what is the way to get the most customers? It's a difficult question and one that SME owners don't know the answer to.

It causes them to do one of two things – either they do nothing, or they have a guess and hope for the best.

Effectively doing nothing, your business will eventually die. Doing what you think is right, but inevitably you are doing the wrong things, your SME die.

During the Incubation growth re-engineer, we'll explain exactly how to work out the right omnichannel and multichannel strategies and tactics and how to apply them correctly.

Key Tip: 2 out of these 3 major marketing strategies will get you FREE quality leads into your business!

5. Building Processes To Free Up Your Time

It's all very well actively promoting and marketing your business.

Therefore, not bringing your customers into a processed and systemised business, their experience wouldn't be good.

Meaning, your hands are dealing with clients, staff and all sorts of other things that sap your time and reduce your enjoyment of life.

A process-driven business allows the owner to take time off, relax and spend time with the people who matter the most to them – we'll show you how to create that at The Cat Got The Cream.

Our empirical research finds that this is by far the most neglected business system not carried out in your SME hampering your outcome. Our findings unveil that completing accurately your business system makes you financially free.

Key Tip: "Systems run a business, people run the systems"



6. Hiring The Right People For Your Business & Selling To The Right People



Any superstar entrepreneur or business owner will tell you the same thing – they didn't make it on their own, and the key to their long-term success is hiring the right employees.

To be able to deal with other areas of your business you must learn how to delegate and build a winning team by giving them a set of responsibility and accountability.

A smarter way is to learn how companies today are running amazing businesses without having to micromanage them to help.

Key Tip: 80% of your success will come from other people."

The purpose of marketing does two things: Whether you have compelling products or services that everybody wants, so effortlessly you're selling to them, or you build something that everybody wants and make them need it by generating interest in your products or services.

You must also learn who your **Ideal Clients** are, know them better than they know themselves and more importantly, where they hang out and write their key value in a persona.

Key Tip: Only sell to these people, nobody else!

7. Making Profit And Building A Better Life

Ultimately, your SME must be profitable; and it's what running a business is about. Therefore, many business owners are hardly making any, with many more making none because of a lack of soft skills, abilities and knowledge.

We noticed a gap in the market, and there is currently no accelerator workshop in the UK offering a 3-month weekly incubation pathway to business success to achieve a positive mindset to create a digital business with an average turnover of 35,000 to any amount.

We'll show you how to build a profit-focused business that pays you what you're worth and helps you to enjoy the lifestyle you want if your SME already has a 35,000 yearly turnover.

More importantly, you will learn why you can make more profit from your business, targeting the right audience for your SME to achieve recurring sales using solid legacy systems known to man.

Key Tip: Pouring water into a leaky bucket will only mean the water leaks out, fix your bucket first!



By The End Of The Cat Got The Cream, You Will Know:

- 1) How to acquire a successful mindset for success, using the power of psychology to think like successful people.
- 2) The key to a product that your target audience is DESPERATE to get their hands on.
- 3) How to position your business to drive high-value sales, extract the right clients and charge premium prices.
- 4) The secret to promoting and marketing your business successfully, and how to select the right marketing method for your industry.

- 5) The importance of processes and the vital internal processes you must build into your business as soon as possible for longevity.
- 6) How to hire the right people for your business AND get the best out of your current workforce.
- 7) Why you must focus on profit and the easy steps you can take to build a more profitable business to 7 figures.
- 8) Anyone who increases profit by 25% on La Piece De Resistance Girlfridayz Accreditation — Gets a professional doctorate as a reward because running a successful business to 7 figures is not easy and requires consistency, trust, love and knowledge of the fundamentals of business and marketing methods.

Raise the corporate identity of your business. The answer lies within a mug. Have a good day. The Cat Got The Cream Ways.

Life with more.....

Learning about other people's cultures is good

#knowledge

Register an interest before the 7th of every quarter – Promptly.

<https://girlfridayz.com/business-school-registration>