

The AIM and FAST Program Options

7 Online Courses and 14 Group Workshops

Step 1 Total Time - 6 hours



Objectives and Benefits

- Introduction to E-Myth's Business Success System and The Entrepreneur's Source Journey of Discovery
- Articulation of Primary Aim (life purpose) and ILWE
- Introduction to systems
- Time management tracking and analyzing techniques
- The ability to view business as a vehicle for achieving personal objectives
- Use your Strategic Objective to clarify and focus on your business goals

Online Component - 2 hours

Group Workshops - 4 hours

- Effective Time Management - Increase your personal productivity for maximum impact.
- System Action Plans - Create the documentation that defines your business systems.
- Your Primary Aim - Declare who you are at your best.
- Your Strategic Objective - Establish what your business will look like when it's done.

Step 2 Total Time - 30 minutes



- Business Assessment and Results Report
- Assess your leadership and business skills and get a personalized Results Report with practical recommendations
- We recommend that you take it at the beginning of FAST and as often as you want thereafter to maximize your education and coaching experience

Step 3 Total Time - 24 hours

FAST Course Options

- Recommended Default Order – As it appears below
- In Order by Topic – Entrepreneurial Leadership or Your Customer Experience
- Any Order – Your choice

Entrepreneurial Leadership

Management 3 hours

Objectives and Benefits

- Create strategies for employee accountabilities and organizational development
- Create work groupings that make sense
- Create organizational structure to achieve business objectives
- Drive performance with a clear accountability structure

Online Component - 2 hours

Group Workshops - 1 hour

- Organizational Chart and Results Statements - How your business functions are organized

Money 5 hours

Objectives and Benefits

- Create systems to track business performance
- Learn basic accounting principles that are key to financial success
- Use financial statements to analyze the financial impact of management decisions and to develop strategies for the future
- Make informed, strategic decisions about money
- Maximize cash flow and avoid cash shortages

Online Component - 3 hours

Group Workshops - 2 hours

- Key Financial Reports: Income Statement, Balance Sheet, Cash Flow - Make full use of financial information
- Budget and Cash Plan - Proactively plan to make a profit

Marketing 4 hours

Objectives and Benefits

- Create systems to identify and communicate to customers
- Effectively manage marketing funds and time
- Understand your target market's demographics and how to influence purchase preferences

Online Component - 2 hours

Group Workshops - 2 hours

- Product & Market Grid - Learn which customers are your best
- Demographic Model - Discover the common characteristics of your target market

Your Customer Experience

Client Fulfillment 4 hours

Objectives and Benefits

- Deliver your product and service on time, every time
- Develop a new, improved version of your product that increases your ability to meet customer expectations
- Create a quality review process to track the performance of your employees and systems
- Develop an integrated quality management system

Online Component - 2 hours

Group Workshops - 2 hours

- Product Profile & Feasibility - Define the perfect product in your customers' eyes
- Quality Management - Deliver on your promises systematically

Lead Conversion 4 hours

Objectives and Benefits

- Adapt the basic structure of the five-step lead conversion process to your business
- Understand customers' product perceptions and purchase decision needs
- View your lead conversion process as a system solution to a business frustration
- Create a complete set of scripts that will ensure consistent, predictable delivery of your lead conversion presentation

Online Component - 2 hours

Group Workshops - 2 hours

- Purchase Decision - Anticipate the most critical needs of your prospects
- Lead Conversion Process - Identify the five key lead conversion steps

Lead Generation 4 hours

Objectives and Benefits

- Evaluate the various options for lead generation channels
- Select the most effective channels for your business
- Develop a comprehensive Implementation Plan
- Optimize messaging to give clients a better understanding of what you sell

Online Component - 3 hours

Group Workshops - 1 hour

- Channel Selection - Advertise for the greatest return