The Masterpreneur Playbook Summary

Grow Your Business In Challenging Times

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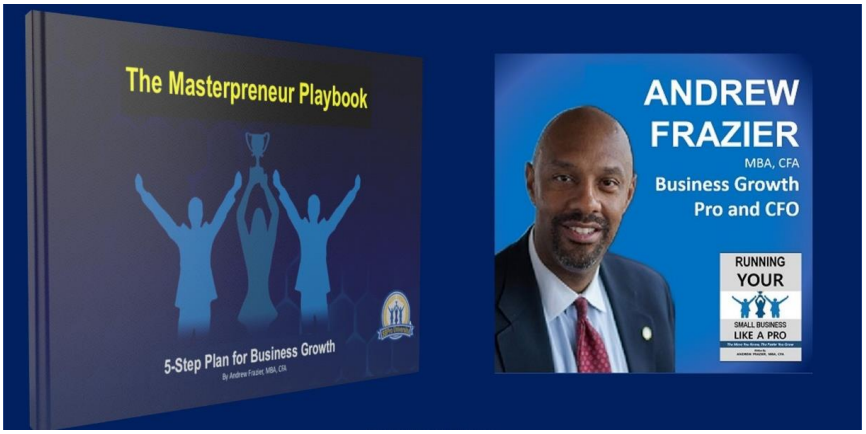
Introduction



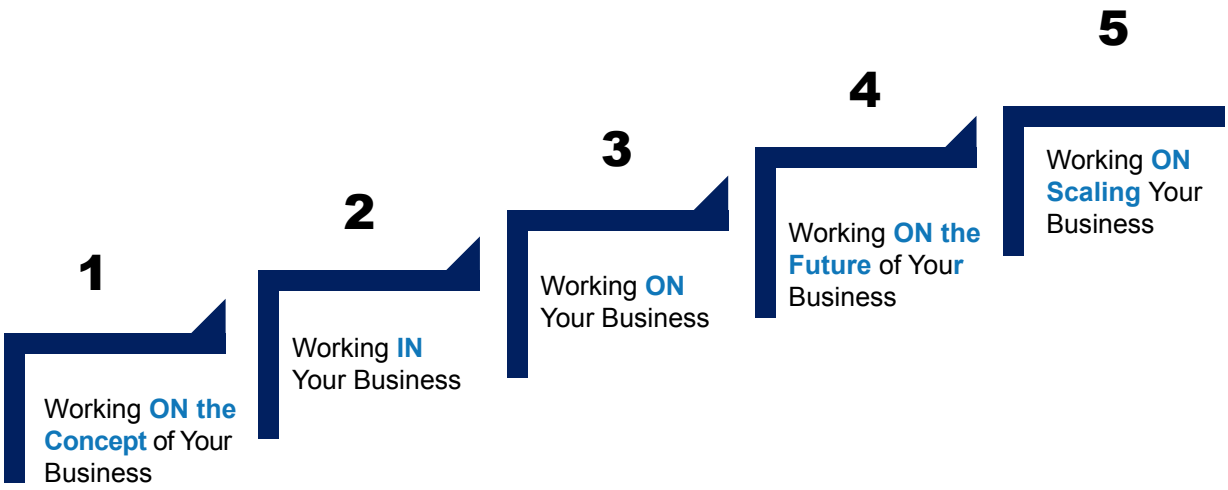
Your decision to read this Playbook is an indication of your commitment to your success. I am confident that you will find it to be a valuable investment. Businesses with a solid, well thought out plan, the right talent, and a commitment to a growth mindset succeed. We have analyzed the success factors and codified them into the Masterpr -eneur Playbook™.

Owning a business can be particularly challenging because there are so many things you need to know and do. However, it can also be extremely fulfilling and rewarding, both personally and professionally. As an experienced business coach and consultant who has worked 1-on-1 with over 500 businesses, I have seen the good, the bad, and the ugly. Having owned several businesses myself, I learned firsthand many of the pitfalls out there and figured out what it takes to run a successful business. It took me five years to write my first book *"Running Your Small Business Like A Pro,"* a guide to help business owners understand, navigate, and overcome many of their key challenges. The Masterpreneur Playbook™ builds upon those insights to focus specifically on the path that your business must travel and how you must evolve as a business owner. I founded the Small Business Pro University to provide the knowledge and support you need to implement successfully.

The Masterpreneur Playbook™ is a proven 5-Step Business Growth Plan for the journey you will take from Starting-Up to Scaling your business. The Masterpreneur Path™ clearly and concisely outlines how your organization needs to move forward by pointing out the challenges you will face and the goals you must achieve. There are three primary benefits of implementing strategies outlined in the Masterpreneur Playbook.

1. You will make more money faster and easier.
2. You will have more time to grow the business and spend with your family.
3. You will have a more valuable business with succession/exit planning options.

The Masterpreneur Path™ 5-Step Business Growth Plan



The Masterpreneur Path™outlines how you and your organization need to move forward by identifying the challenges you will face and goals that you must achieve. It is also a way to measure where you are along the journey, to meet you where you are, and serve as a guide, pointing you in the right direction to achieve your desired goals. The order of these 5-Steps is crucial because you must crawl before you can walk, walk before you can run, and run before you can fly.

"Failing to Plan is Planning to Fail"

Your business must go through these 5-Steps to become a sustainable enterprise that can run successfully without you:

1. Working **ON the Concept** of Your Business
2. Working **IN** Your Business
3. Working **ON** Your Business
4. Working **ON the Future** of Your Business
5. Working **ON Scaling** Your Business

Which step are you on? _____

_____

Solving Problems Is Key

There are many challenges you will face during your business journey. However, there is one key challenge that you must overcome at each step along the Masterpreneur Path™ to move forward. Unfortunately, many business owners get stuck because they focus on the wrong challenges at the wrong times. They either do not know the critical challenge that they face, or they do not understand how to overcome it. The Masterpreneur Playbook™ provides the answers you need to identify and solve the key challenges that you will face in each step of growing your business.

Let's take a quick look at the key challenges you will have to overcome at each step in the **Masterpreneur Path™**.

1) Developing A Marketing Plan
2) Finding the Right Target Market
3) Managing Effectively
4) Developing A Leadership Team
5) Managing Cash Flow

Which of these challenges are you facing? _____

_____

What other challenges are you facing? _____

_____

_____

"I highly recommend Andrew as a business consultant. His dedication and experience were key in helping me obtain financing for my business. Additionally, Andrew has shown a true commitment to growing my business and has collaborated with other professionals to develop and implement plans to increase revenues through various marketing strategies. I look forward to continuing our working relationship!"

Amanda Patrick

Education Director – Horizons in Learning

A Goal Without A Plan Is A Wish

There are also specific business goals associated with each step on the Masterpreneur Path™. Accomplishing these goals is the foundation of moving your business forward and being positioned to take the next step in your journey. Setting the right goals, choosing proven strategies, and developing a winning plan is what is needed to accomplish the goals necessary to grow your business. The Masterpreneur Playbook™ outlines the specific business goals and lays out proven strategies for developing your winning plan.

Let's take a quick look at the business goals you will have to accomplish at each step in the **Masterpreneur Path™**.

1) Product Development
2) Market Acceptance
3) Optimization
4) Planning for Growth
5) Implementation of Growth Plan

Which of these business goals do you currently have? _____

_____

What other business goals do you have? _____

_____

Andrew has been a wealth of knowledge and has offered some practical tips about how we should be running our business. He has challenged me to not only think outside of the box but also to get back to the basics in order to take our business to the next level. We've experienced a 14% increase in our close rate and an overall 7% increase in business as a direct result of working with Andrew."

Curtis Brown

Co-Owner NTENT Marketing

How Must Your Role Change as The Business Owner?

You must also evolve as a business owner to complete each step of the Masterpreneur Path™ successfully. I call this process the Masterpreneur Evolution™, which outlines the roles and responsibilities you must embrace and master to successfully traverse the journey you will take from Starting-Up to Scaling your business. Since your business can go only as far as you can take it, you must continually learn and develop new skills to become a better manager and leader. The Masterpreneur Playbook™ outlines the specific personal and professional development stages that you will need to transform your organization at each step.

Let's take a quick look at the different roles you will have to play at each step of the **Masterpreneur Path™**.

1) Entrepreneur
2) Employee/Supervisor
3) Manager
4) Executive
5) CEO

What is the primary role you are currently playing within your organization? (circle one)

Employee Supervisor Manager Executive CEO

Which role should you be playing? _____

"Working with Andrew has been an incredibly valuable experience. He is very knowledgeable and has a relaxing energy that helps his clients see solutions amongst business ownership chaos. Andrew's counsel has changed the way I view my business and my role in it. His consultation services will help you no matter what stage you're at in business ownership. I recommend Andrew without reservation; he's one of the best!"

Briana Jinadu

Director – Speech Quest

Creating Order Out of The Chaos

In the beginning, everyone does a little bit of everything. Since there are only a few people involved, everyone can easily be on the same page. The structure becomes more and more important the larger your organization grows because internal communication, clarity, and decision-making can become confusing or even dysfunctional. The goal should be to push tasks and decisions down to the lowest level possible in the company, but the opposite tends to happen in many businesses. Creating the right organizational structure at each step along the Masterpreneur Path™ is a balancing act that is extremely difficult for many business owners. As a result, very few small business owners ever develop a strong leadership team. Trying to grow without enough structure will cause you significant stress, work overload, and unnecessary headaches that you must deal with. The Masterpreneur Playbook™ will help you understand the delicate balance between structure and growth, outlining proven strategies for successful implementation.

Let's take a quick look at the organizational structure you will have to create at each step in the **Masterpreneur Path™**.

1) No Employees
2) Employees
3) Supervisor(s)
4) Manager(s)
5) Executive(s)

How much organizational structure do you currently have to support your efforts?

_____

How much do you need? _____

_____

You have been very helpful in creating a concrete means for us to advance in the direction of creating more value by installing pre-defined management systems and measurements. The improvements you've suggested have been pertinent and effective, the RESULTS have been GOOD (It is all about results after all)."

Paul Steck

President - Exothermic

It All Starts with The Person in The Mirror

Being a successful business owner is all about leadership. There are several leadership styles and many different leadership skills to develop. However, there is a most critical leadership skill for achieving success in each of the 5-steps along the Masterpreneur Path™. Fortunately, leadership skills can be learned and developed rather than something you are born with. There are many leadership and management skills to be developed and honed during your journey. Your ability to master the right ones at the correct times will make or break your ability to successfully implement the Masterpreneur Playbook's proven strategies to move your business forward along the Masterpreneur Path™.

Let's take a quick look at the leadership skills you will have to develop at each step in the **Masterpreneur Path™**.

1) Problem Solving
2) Communication
3) Analyzing Information
4) Coaching Managers
5) Inspiring Key Stakeholders

What are some leadership skills that you need to develop? _____

_____

What is your leadership style? (choose from styles below) _____

_____

- **Autocratic** - The most illustrative phrase is, "Do as I say."
- **Authoritative Style** - Their most indicative phrase is "Follow me."
- **Pacesetting Style** - "Do as I do!" is their most indicative phrase.
- **Democratic Style** - More likely to ask, "What do you think?"
- **Coaching Style** - Tend to have a "Consider this" approach."
- **Affiliative Style** - A phrase often used to describe is "People come first."
- **Laissez-Faire Style** - The opposite of the autocratic style.

Conclusion

"How do You Eat an elephant? One bite at a time."

What you have learned so far scratches the surface of how the Masterpreneur Playbook™ can benefit you and your business. It is a good start, but there are many complexities and intr - cacies in following the Masterpreneur Path™ from Start-Up to Scaling. Each step requires assessment, envisioning, analysis, strategy development, business planning, implementation, and performance measurement. For example, you will find yourself on different steps in specific categories, which is not uncommon since that is part of the leveling-up process. It would be best to realize that the difficulty level significantly increases as you move further along the path As a result, it can take a significant amount of time to progress through specific steps. Fortunately, the impact of moving forward a single step in one category can be life-changing. It will result in you making more money, experiencing less business-related stress, and being able to take additional time off.

"The only place where SUCCESS comes before WORK is in the dictionary."

If you did not know, now you know, and knowing is half the battle because you cannot solve a problem if you do not understand the root cause. Just addressing the symptoms is not sustain-able. The Masterpreneur Playbook™ outlines proven strategies for solving the key business challenges that you will face. At the end of the day, you may not like the solution, and you will have to do the work, but that is the price of success.

"Now that you know the path, are you ready to walk it?"

Use the Masterpreneur Playbook™ to assess your current situation and envision where you would like your business to be in the future. It will help you analyze the different paths you can take and develop the optimal strategy for moving forward. Then, it will empower you to create your plan and measure your progress during implementation.

"I am committed to your success."

My goal is to empower YOU and 1,000 other business owners to be more likely to successfully transition from Working IN Your Businesses to Working ON Your Businesses by using The Masterpreneur Playbook™ 5-step Business Growth Plan. That is also why I created the Small Business Pro University, a complete support system with proven strategies to run your business confidently and more profitably, especially in challenging times.

Take the Next Step for only $7

Get started with the Masterpreneur Playbook™ online mini-course by joining the Masterpreneur Club to build upon what you just learned. The Masterpreneur Club also provides the knowledge and support you'll need to implement the Playbook successfully. It costs only $7 for the first month, and you will have access to additional courses, training, and networking opportunities on your schedule, from wherever you are located. Join now at www.masterpreneurclub.com.

Masterprenuer Club

- **VALUABLE** learning opportunities for business owner
- **KEY** resources to grow your business and make more money
- **POWERFUL** network of experienced business owners

Join The Masterpreneur Club
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www.MasterpreneurClub.com

If all this did for you was...

Help you make more money faster and easier
Give you more time to spend with family
Increase the value of your business

...would it be worth it?

FAIRLEIGH DICKINSON UNIVERSITY
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Small Business Pro University

and the

Rothman Institute of Innovation and Entrepreneurship
at Fairleigh Dickinson University

SBPro University

Proudly recognizes

This Could Be You!

for successfully completing all the requirements for the

Masterpreneur Professional
Certification Program

Dale G. Caldwell

Dr. Dale G. Caldwell, Executive Director
FDU Rothman Institute of Innovation and Entrepreneurship

Date

Andrew Frazier, MBA, CFA
Business Growth Pro and CFO
Founder, Small Business Pro University

SBPro University

How Committed Are You To Your Business Success?

If you are committed to growing and maximizing the value of your business, you should consider one of the Certification Program offered jointly by the Small Business Pro University and FDU's Rothman Institute for Innovation and Entrepreneurship. There is a 3-month Small Business Pro Certification for earlier stage business owners and a 12-month Masterpreneur Certification for more established companies. Learn more about our certification programs at www.SBProUCerts.com.

LEARN MORE >

About the Founder

Andrew Frazier, MBA, CFA empowers business owners to Maximize their companies' value by helping them Grow Revenue, Increase Profitability, and Obtain Financing. He guides them along the critical path to create a sustainable business that can run without them through invaluable coaching, consulting, and training services. His business strategy and financial management expertise enable him to take a holistic perspective and provide more optimal client solutions. Mr. Frazier's book **"Running Your Small Business Like A Pro"** helps people increase the likelihood and magnitude of their business success. He has also produced POWER BREAKFAST events in Northern NJ for almost ten years generating $10+ million in economic impact and financing for 1,000 + attendees. He also developed The Masterpreneur Playbook™, a 5-step Business Growth Plan for going from Starting-Up to Scaling your business. His online **Small Business Pro University** provides entrepreneurs with access to best practices and useful knowledge for running their businesses more professionally.

Andrew's articles have appeared in the digital edition of Sales and Marketing Management, and "Octane," the worldwide Entrepreneurs' Organization's (EO) blog, Inc.com, Small-bizDaily.com, Americanentrepreneurship.com, and NJ Business magazine. He was also interviewed on the **RVN.TV Family Business World** show and the syndicated "School for Startups Radio" show.

Andrew has worked 1-on-1 with 500+ business owners and taught thousands of people about business over the last 10+ years. He graduated from MIT with a BS in Mechanical Engineering, earned an MBA in Finance from NYU, and achieved the Chartered Financial Analyst (CFA) designation. His background includes significantly diverse experiences as a Naval Officer, Operations Manager, Corporate Executive, Investment Manager, Real Estate Investor, Non-Profit Leader, Board Member, Business Owner, Professor, Coach, Consultant, Trainer, and Author. Learn more about Andrew by visiting **http://www.AndrewFrazier360.com.**

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