

# **Top 10 Business Strategies**

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You Must Know to Grow  
Your Business to the Next Level

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As Michael Gerber would say, "You must take time to work on your business versus working in your business" and with that, I would like to thank you for taking time out of your busy schedule to read my E-book. I know that it is extremely challenging for many business owners to take time to sharpen their saw. However, it is my hope that you find this information invaluable and once applied my promise to you is that you will experience a dramatic change within your business. You may say that is a bold statement. As bold as it may seem, I have helped hundreds of my clients dramatically change their bottom line while given them more freedom in the process.

Before we begin, let me just take this moment to share who am I? I am an International Business Strategist and Results Coach. I am also the CEO/Founder of All the Way Success, Inc. [All the Way Success, Inc.](#) is a coaching, training and consulting company which specializes in working with entrepreneurs whose dream is to take both their business and lives to the next level.

Our company focuses on helping you eliminate the many fallbacks or mistakes that most businesses experience. It is our commitment to be your personal guidance system in navigating you towards your destination, which will lead to hyper-growth within your business.

This E-book is an excerpt from a conference call that I did on last year. The conference call was created because as I have been coaching over the past 12-18 months, I have noticed the economy making a mid-course correction. It really became clear that we were in a recession when I began noticing more and more businesses closing. I can remember driving with my husband to go to a bank one day and there was an Italian restaurant that looked fabulous. It was our desire to check them out since we were new to the neighborhood. However, we never got a chance because when I drove to the bank a couple of months later the restaurant was closed. "Oh my goodness! The building was padlocked. The windows were boarded up and it's almost as if my reticular activator became acutely aware of more and more businesses closing. Honestly, I felt very sad. I was disheartened because what was happening, these businesses were closing and what that symbolized was not just a business that was closing, it symbolizes that dreams were starting to fade and die. Many people may be excited, because they felt like their competition closing would only increase their market share. Although there is some truth and validity with that belief, it is much bigger and deeper than just a business closing. On a grander scale of things, what it symbolizes are dreams that are dying and people losing hope. What they said was, "You know what? I can't do it anymore!" They threw up the white flag and

say, "I can't. I am emotionally spent. I can't do this anymore. I give up! I've done everything! I am finished "

Well, not only did they lose their hope, but they lost their dream. Their dream was dead. This loss of hope is disheartening and so very sad. I can say that because I'm a dreamer and I have been an entrepreneur the majority of my life. I love the entrepreneurial spirit. I love the individual who say, "You know what? I'm going to basically create my own rules. I'm going to create my own life. I'm going to be different. I'm not going to conform. I'm going to create something!" So when I see businesses closed, it really hurts me.

All the Way Success was created to be that solution. I believe that there are people who might be feeling like they want to throw in the towel. They might be feeling like, you know what? I'm ready to raise the white flag and surrender. They might be feeling disheartened and frustrated, so tired of grinding it out and still not seeing any success. Well, if you find yourself in this category we would like to be that solution for you. My hope is at the end of reading this E-book you will seek out the solutions that will help you to increase your business. If it makes sense to you, we would be happy to support you on this journey. Our commitment is to take you "all the way to success!"

As I mentioned earlier, the creation of this E-book was based on excerpts from the teleseminar I did on "The 10 Deadliest Reasons Why Businesses Fail and How to Overcome Them." I believe that is important for business owners to know that there are specific reasons why businesses fail. It became apparent while coaching my clients that success leaves clues. There are distinctions and disciplines that we can put in place that can help our business to excel and not implode. So, as you continue to read on this E-book, I want you first to take out a sheet of paper and a pen. Number the sheet of paper from 1-10. I would like as you go along to rate yourself. I want you to take note and rate yourself based on where you are at, as I give you each category. You can create bullets on the following:

- 1. Where am I at in regards to this specific category?**
- 2. Am I a 10? Meaning, I got it handled. I got this one covered. I am the master of this topic.**
- 3. Or am I a 1? Meaning I need a bit of assistance here.**

Normally, I would say, I suck but I'm trying to be politically correct. How are we going to do this as we go thru each of the categories? First, I'm going to ask not to judge yourself and suspend any judgments that you might have. Second, I'm going to ask that you dispel any emotional attachment that you might have because what we are doing right now is we are creating the

“Map”. It is similar to when you are traveling. Before you arrive at your destination you must have a starting point.

Now rate yourself based on these 10 categories:

### **1: No Working Business Plan**

Do you have a business plan? If so, is your business plan working? As we go in deeper, we’re going to fill in the gaps. More like connecting the dots and giving you more explanation on what that looks like, specifically. But for now, if you rate yourself from 1-10, where do you stand? With 10 meaning, “I have it handled”. 1 meaning, “I don’t have it handled at all. Some of you might think that, well I don’t have a business plan. Should I put a zero? No. We are going to keep the numbers from 1-10.

### **2: Lack of Knowledge of the Market**

Where are you in this area? Are you knowledgeable? Are you an expert in the marketplace?

### **3: Ineffective Marketing**

How would you rate yourself in regards to this? Does your marketing strategy work for you? Is it effective?

### **4: No Accountability or Consequences**

Do you answer to anybody? What is the accountability in your company? Is there any accountability in your company? Are you personally accountable for anything in your company?

### **5: Growing Too Fast or too Slow**

Now some people might say, when a business is growing too slow there is a problem. However, is there a problem with growing too fast? There absolutely is and you will see why as we dig deeper into this category.

### **6: Lack of Capitalization**

Do you have enough capital to spend on your business? Do you have a contingency plan? Are you allocating the money correctly?

### **7: Poor Staffing or Not Hiring Right**

Do you have the right people working for you? Are you able to hire your Dream Team? Do you know who your Dream Team is?

### **8: A Business Model Based on Price and Price Alone**

Is this how you determine your business model? Where are you at in regards to this? Rate yourself: 10 -being I'm fabulous or 1 - being I need some help!

### **9: No Job Descriptions**

Do you have a job description for both you and your staff or not? I tell you, this one is very significant to your business! Rate yourself.

### **10: The Lone Ranger Syndrome**

Do you have the superman or superwoman syndrome? Meaning do you feel like you and only you can achieve specific tasks.

So how did you do? Again, without suspending any judgments or dispelling any emotional attachments, where do you stand based on these categories? I think it is critical for you to know where you're at and where you stand! What this exercise really has just done for you, believe it or not, it has created action steps. Of course, a coaching session would not be complete if there were no action steps, right? It creates action steps in order for you to look and review them and say, "Here's the gap". This is where I'm falling short and this is where and why my business is at risk. Having recognized this, we can now go a little bit deeper into it. I want you to have a clear understanding on what each of the categories are and how they apply to you.

Let's now look deeper into the 10 reasons

### **Reason # 1: NO WORKING BUSINESS PLAN**

Now, let me ask you this. Do you have a plan? Do you have a business plan? If you do have, do you review it on a quarterly basis? A lot of people do have business plans but once they've finished creating them, they just take the business plan and place it on a shelf. They might look at it every year or they might not. So, do you have a plan? Why are you in business?

The business plan is actually going to answer that question, "Why are you in business in the first place?" What are the goals within your business? There's a quote that says, "Those who fail to plan, plan to fail". And my buddy Mark Victor Hansen always say, "Where there's no vision, the people perish, however, when there's a vision, the people flourish" Ultimately, getting clarity on things in all aspect is crucial in business. This I have to tell you. If you don't have a business plan or you don't have a working business plan, your business is definitely at risk. It really is. My

advice to you is and I very much encourage you to do so, is to seek out resources. In this day and age, with the information and technology we have, you will be available to find examples to create one. Please visit [www.allthewaysuccess.com](http://www.allthewaysuccess.com) ; we have a resource available to help you build out your plan. So, it's important that we know what the plan is, what the purpose is for the business, why did we create the business and what is your goals for the business? Get the plan in place and then review it on a quarterly basis.

## **REASON # 2: Lack of Knowledge of the Market**

When we are thinking about the lack of knowledge of the market, what we need to find out is - who are our competitors? You know a couple of times I've heard people say, "I don't have a competitor. I'm unique". Well, clearly, I would challenge that. There's always someone doing what you're doing in the marketplace that person pretty much belongs to same market or same line of business that you're in. If you are blind to that or worse you have blinders on and you're not willing to have a conversation about that, well, you're definitely putting your business at risk. I don't want to keep saying that but, I'm just so passionate about this and again, it hurts me to see dreams die. It's bigger than just a building closing or jobs being lost. It's about a dream being put to death.

So, who are your competitors? What makes you unique in the marketplace? That's called unique selling proposition. I'm sure you've heard that but do you have that quantified? Is that in writing? Do you know specifically what makes you different from your competitors? What makes you not only different, but the "expert" in your field so to speak? And lastly, what solutions do you solve for your customers or clients?

A good example of a solution being solved for a customer or a client is a website called socialoomph.com. What they did was provide a solution for a problem. Now let's look at social media marketing, there's Facebook, LinkedIn, and Twitter. Many business owners are sitting there thinking, you know what I have all of these hats on. I'm the CEO, I'm the COO, I'm the COO, the CFO, etc. With all of the many hats I must wear now you're telling me I need to go to Facebook? You're telling me that I need to go to LinkedIn and Twitter? There is not enough time in the day! Do these people have a life? According to statistics, I have to go in not just once a day, but I have to be constantly Tweeting, right? No wonder there are so many people who are not currently in the social media market.

Now, this is what I love about socialoomph.com. Let me tell you what they did. They saw the problem. The problem was, people has to login to twitter to make sure that their tweets are current in order to get people to follow. So what they did was created software where you can actually go in and pre-schedule your tweets. Brilliant, isn't it? Now we could go in and more or

less it would take a half an hour and I can actually schedule my tweets to post for the entire week. So every day, I have these tweets tweeting because I have already put them into the system. That's just awesome! So what does your company solve? What problems does your company solve?

### **REASON # 3: INEFFECTIVE MARKETING**

When we look at ineffective marketing, what I noticed was happening when their business was starting to slow down, their first solution was to cut out advertisement and marketing. Well, that's the worst thing that you can do. That is a wrong strategy. You need to make sure that your marketing is bringing you new clients, not only bringing in new clients but that your marketing strategy is bringing in your ideal clients. Let's go back to social media marketing. It is probably one of the least inexpensive way to promote your business. What is so brilliant about this phenomenon, for lack of a better term, when you think about FaceBook as a social media tool, it has over 600,000 thousand new members daily. That's a lot of people. And what does say? What it says to me is, whether it is our business, our technology, going to and fro (taking our children to practice, gym, lessons or running to a meeting) we are people who are desire to be connected and belong to a community..

Some people might be saying, well, "Does it work? I don't see it working." There are a lot of people out there who are doing strategies that really cultivate and show how to capture an audience and get the audience to buy from them. What can you offer? It's not you selling something but you offering a "service". I believe it works. It not only works, it works wonderfully because I've seen it. I've had it happen to me personally.

Let me share a good example. I was at a seminar, and one of the speakers at the seminar was Ariel ford. Ariel ford is a publicist. She was actually the publicist for Mark Victor Hansen, Jack Canfield as well as Deepak Chopra and Wayne Dwyer and her sister, Debbie. She's a phenomenal woman. She's both speaker and writer. I knew she was going to be at this event. I was excited that she's going to be at this event so I went to the event. When she came on stage, I felt like I knew her. I felt like we were sisters, like we were best friends, she was my BFF(best friend forever). Why did I feel that way? Well, I felt that way because having her as one of my FaceBook friends, I invited her to be a friend of mine, and what has transpired after that was, she constantly sends posts. What I love about Ariel is that, she is very transparent. She's very authentic and open for what I can tell. As she was sharing all of these wonderful things about her and her husband Brian. She shares video clips of their honeymoon, of them in Figi and as well as video clips of her and her friends on a boat somewhere, because of that when I saw her I felt the connection. Can you use that same strategy in your business as part of

your marketing strategy? Definitely. It's inexpensive, didn't cost her a dime but she made money from me because what she actually sold, I bought. So, not only do we want to make sure that we have the right strategy; we also want to make sure what our return on investment is. What is our return on investment? The rule of thumb is, "your return on investment should be 5x more than whatever you spend". Meaning, if I spend \$1000 on advertising and marketing then I need to make sure that my ROI is at least 5 thousand dollars.

#### **REASON # 4: No Accountability or Consequences.**

Who do we answer to or who are we accountable to? What I noticed is that many CEO's, owners and entrepreneurs feel that because they sign their name on the check, they don't have to be made accountable to anyone. That is so deadly. It is so important we listen to the consumer and the client.

A good example of that would be General Motors. They refused to be held accountable and receive feedback. For years, people were saying what type of vehicle they wanted. They wanted a vehicle that gave them more mileage. They wanted to hybrid. They wanted a vehicle that was more energy and green conscious. They wanted these and GM was like deaf in both ears. "Hey, we're the big dogs, we're going to do what we want and you just buy what we give you and that's the end of it". Well I think the consumers have spoken loudly. Look what has happened to the 3 major car companies.

The reason why I'm giving you this information is because I really, truly, passionately, with everything in my being, do not want you to fall into the same trap that many businesses fall into. I believe that "knowledge is not power, knowledge is potential power". It becomes powerful, when we apply it, and becomes even more powerful when we put it into action. Even during my coaching sessions, when we talk about accountability you'll know why coaching is so powerful when you have someone who has that outside perspective and is willing to give you the feedback that other people might not feel comfortable in giving. This is because of the relationship that you have with them.

A great coach would not tell you what you would like to hear but what makes them amazing is when they tell you the truth that you didn't want to hear. It's like, there are things that I know I need help with but when the coach tells me that, all I can say is, "ouch!" but thank you that's what I hired you for. So, if you don't have someone who's holding you accountable, I encourage you to get someone. It does not matter whether that someone is a coach, a mentor or accountability partner it is crucial to your business that you have someone who can hold you accountable and could give you the inside and outside perspective. I believe it's crucial because

when you have other people who are in your life, basically, they're connected to your outcome. My belief is that we want to go all the way with our clients and we don't win unless they win. I also understand that I can't want it any more than what my client wants. My goal is to give them that information but ultimately, it's their responsibility to step up to their greatness and so with the other things that they to do in order to have a phenomenal life.

### **REASON # 5: Growing too Fast or too Slow**

It is apparent that if your company grows too slow this will impact your cash flow resulting in the business closing. However many people do not understand there is a danger in growing too fast. I know some people would say why would that be a problem? You know many people who desperately would actually want to be the ones who grew too fast. And you might even say, "Well, what's the danger in that?" The danger is not the fact that you're growing too fast. The danger is that, if you don't have your goals or infrastructure in place, it will cost you to implode. That's why it's so important that you create the system, the processes, and procedures that will grow as you grow.

A good example of a company growing too fast would be one of my clients. I have a client who had a Big Hairy Audacious Goal also know as a BHAG goal. His goal was to have his product sold at Wal-Mart. Now, I believe that everyone should have a BHAG goal that they are striving to accomplish. This is your decision as to what it is for you. For some people, their BHAG might be "I'm going to get on Oprah". "Because if I get on Oprah, I know that by being on there, I'm an author so my book is going to be the bestselling book by the time I leave the show!"

What a BHAG goal does is that it actually quantum leaps you to the next level. I believe that every year, you should be striving to accomplish at least 1 (minimum) BHAG goal that will quantum leap you and your business to the next level. What this client's BHAG goal was that they wanted to get into Wal-Mart because they believe that they had a phenomenal product and if they got into Wal-Mart their business would be a success. So when the opportunity presented itself to them, Wal-Mart actually said, "You know what? We love what you have, we love your product, and we want you in our stores!" This is amazingly exciting, right? NO! Let me tell you what happened. In order for him to get into Wal-Mart he needed to have \$250,000 worth of product on their shelves. Since his product came from overseas, he also had to have at least \$250,000 worth of product on the boat as well as having \$250,000 worth of products in his warehouse. The problem was he needed \$750,000 and he didn't have the money. So what does that mean? The answer would lead us to Reason # 6.

## **REASON # 6: Lack of Capitalization**

Many entrepreneurs and business owners do is boost track their company and what I mean by that is, they're the ones that are feeding their business. They're using their credit, savings, or even using their home equity in order to capitalize and finance their company. Unfortunately, what does happen when we talk about the deadly reasons why businesses fail, is that there comes a time when you're building and growing that you need to raise capital. Many of us have not been taught the language of capital or even how to raise money. We have a bad feeling or maybe a mindset in regards to how money does not support us in a way we would even feel comfortable going out to raise capital. We used the example about my client who had an opportunity to go to Wal-Mart, he had to say no. He had to say no to his Big Hairy Audacious Goal because he couldn't meet the demands nor did he have enough capital to take on the new business. That's the reason to be concerned about. That's why we say deadly reasons, right?

## **REASON #7: Poor Staffing or not Hiring Right**

There are times when you have someone showing up at the interview and you're all excited about them. They show up, they have their A game on, they dress to the nine and they look and speak brilliantly so you're lovin' them. You're excited and then what happens? They show up and then you realize that you hired the wrong person! Who is this person? Who is this person who showed up for my job? This is not the person that I interviewed. This is not the same person that I hired. Then what makes it even worse or what could be considered worse let me put it that way, is that a lot of times what people do is they hire people based on their emotions. They say you know what - I like them. I don't know what it is but there's something about them that I really like. I mean, I can't really put my finger on the reason why I just basically built instant rapport with them. What it is - is the fact that you like them because they're like you and that's the worst mistake that we can do. We need to find people who compliment our weaknesses not our strengths. Does that make sense? So if I am a person whom I know has no structure, I would bring in people who would give me structure or who has structure. I wouldn't hire someone who didn't have structure because that's would be a nightmare. The other thing is when we talk about poor staffing, many people are held hostage to their staff and they're afraid to fire them because of what's going happen to the office culture? What's going to happen to my office? How is my office going respond? What you need to understand is you don't hire anyone that basically you're afraid to fire. When I interview with

them, I need to check with myself and ask, “What if this goes bad can I fire this individual?” Well, I would say, the answer to that would be, don’t hire them and that includes family.

Marcus Buckingham, he wrote a great book and its entitled "Go Put Your Strengths to Work". When I heard him speak about the book, he said something that really resonated with me and it was a huge distinction. What he talked about, he really clarified the difference between strength and a weakness. He said that, “if it drains your energy, whatever the task you’re doing, then it’s not a strength. It’s a weakness”. Some of us are really good at what we do, very good at doing admin work, very good at data entry or maybe very good at websites but when we finish, our energy is depleted. That, my friend is not a strength. That is indeed a weakness and you need to outsource and leverage that task to someone else. I would say on a sidebar, when we talk about firing a staff, some of us might want to consider, firing your clients as well. We want to make sure that we have clients that are supporting us, that when we finish with them we still have the energy and that it’s not depleted. Some people might feel like they can’t afford to do that and just submit that they can’t afford not to. It’s important that you create a customer based and client based individuals that support you and value you which now lead to our 8th reason which is, the Business Model based on Price.

#### **REASON #8: Business Model based on Price**

When we talk about your business model, we want to determine on how you decided your price point. What your break even cost is? Is it reasonable? Not only reasonable but does it gives you the flexibility to grow? You know sometimes, I find people their price is way up there, where there’s no room up there in the bleachers, no room for growth or they’re so down at the bottom. Is your business scalable? Many people when I ask them on how they determine their price their answer are, “well, I just determine my price based on my competitor”. I know their belief is, if they charge a little bit less for their services then they can get that client but what they are not aware of is that, they don’t know what their competitor’s expenses are.

For every client, there’s a client acquisition cost that we pay and do you know what yours is? I will only say this. If you’re in a for-profit business, your goal in business is to make a profit. So it’s important as we go dig deeper into the deadliest reasons why businesses fail, that you get clear, very crystal clear. You have to look at your pricing and make sure that you’re being paid for your work. What I mean is, for me personally, I’m willing to pay more if I see the value.

So, what does that mean? I’ll use myself as an example. When I get my nails done, there are probably, with no exaggerations, 10 nail salons I drive by before I get to my nail salon. Why? Why would I pass by 10 salons? I pass them not because the salon I’m going to is the cheapest. I

pass by them because my salon provides excellent customer service. They provide an experience and that makes them earn my business. What makes you different! Sometimes people say, “Well, I provide excellent customer service”. Well I don’t think that’s a unique selling proposition, that’s what you should do! “That’s the minimum expectation that you provide - excellent customer service. So, when we talk about the business model, get clear that it’s ok that if you’re providing value for you to be paid for what you’re worth.

### **REASON # 9: No Job Description**

This one is really a kicker for me because over the years, I have been so amazed at how many business owners that I have supported and coached, have no job description. So, when we talk about job description, what we’re saying specifically is what your roles are? What are your responsibilities and duties? Are they in writing? What is the job description for your staff and is it in writing? I believe that the reason why many businesses are complex is because their expectations are not clearly defined. It’s important that once you get the expectations in writing, you’re able to be on the same plane field and create standards not only for yourself but for your staff. It is so crucial. Believe me when I say this. It’s crucial that even if you’re a Solopreneur, you also need to have your job description. When I’m coaching clients they tell me, “Well you know, it’s just me, and I’m ok “.

So, is that how it’s always going to be or do you have the desire to build your company to greater heights? This would lead us back to the business plan. If I’m looking at my business plan and I’m saying, I want to grow my business, I need to forecast extra employees over certain amount of period of time. Well, in order for you to reach that goal, we need to make sure that your job descriptions are in writing.

As we begin to grow our business, we tell ourselves, “Oh, I’m growing the business and I need to bring some more people in here”. At this point, if we already have the roles and the job descriptions defined, and then it’s just a matter of you finding the individual with the skills, and plotting them into that position or that role. One book I can highly recommend that you read is the “E-Myth Revisited” by Michael Gerber. If you have not read this yet, I must say this is really the small business owner bible. And if you have read it already has not it in the last year, I would highly encourage you to pick it up and read it again. It is important that we get clear on what he talks about on the difference between the manager, the entrepreneur, and the technician. It’s not to get caught up in that technical role; we have to put on that CEO hat as well. So part of that, is looking at making sure that we have those job descriptions in writing.

## REASON # 10: THE LONE RANGER SYNDROME

Often times I call it the superman, superwoman syndrome. You know we got the cape blowing in the background, right? What that looks like is the individual who says, "I can do it all! And not only can I do it all, I choose to do it all!" Let me tell you this, a lot of that comes from fear. Fear that if I turn it over to someone, they're not going to be able to do it. Or if I have someone do this, they're not going to be able to do it at the level that I do it. So because of that frustration, what happens is, either the person gives the task to the individual and then takes it back, right? While they're constantly micro managing, the employee gets frustrated. It's like, "ok, do you want do this or do you want me to do it?" Believe me, the way human beings are, you know if I feel like someone is doing something and they want to do it, I'm just going let them do it. If you want to take it on from here, there you go, less for me to do, the better.

The other piece of when I talk about the lone ranger syndrome is, in order for you to be successful; it's going to be important that you build a team. I believe that there is no such thing as a self made millionaire. You want to find individuals that believe in you, your dream and your vision to the point that they will not let you give up on them. If you're sitting in the position of lone ranger where you feel like the other part is someone who might not be coachable, they might not be open to feedback. If you're not open to feedback, whether that's feedback is from your staff, consumers, or feedback from your board of directors, you're putting your business at risk.

So we've named the ten reasons and it's more than 10 but these are the ones that I feel are very crucial. As we mentioned these 10 deadliest reasons, you might be saying, "Well, I thought she said it's The 10 deadliest reasons why business fail and how to overcome them". You're right. I did say that. So how do we overcome them? It's really the solution in my opinion and it comes down to really one word. Now I say it's one word but that doesn't mean it's an easy process. But just literally one word and that one word is "systems". Systems is defined as save yourself, time, energy and money. Again, Mark Victor Hansen, I want give him credit for that. When we have systems in place, what we do is save ourselves time, energy and money. And the four areas you need to focus on in creating your system are:

1. Yourself
2. Marketing
3. Finances
4. Operations.

If you can create systems in all these four areas, what you will find is that these 10 reasons that we talked about will go away. You will have them handled and covered. I mentioned about how

to rate yourself at the beginning of this E-book based on the 10 categories. How you rated yourselves revealed where your gaps are. The challenge I will give you is for you now to learn how to manage. The first area that you want to manage is where those gaps are. If you can look at that list you made and say, "ok this is where I said, I got it handled, I got this managed, I am the master of this area", so I need to focus more there than here". "Let me get the systems in place now!". Obviously you want to maintain it and the areas that you see where you're weak in is where you need to focus!

I also mentioned in this ebook that we have an answer for some of you. There's a solution. And for some we just might be that solution. And so what I want offer to you is an opportunity, our answer in helping you avoid these deadliest traps. Our answer is All the Way Success Business in a Box.. I believe this is for someone who really wants to put in the infrastructure in place. If you don't have the infrastructure in place then you're not going to be able to excel your business. Your business would not last. It's like building your business on sand. What we need is a strong foundation and that's what the Business in a Box provides. It gives you a strong foundation to build from. Every month you will receive a specific training looking at various areas in your business. You will work on creating a lead generation and lead conversion system. We will help you create a business strategy, marketing calendar and examining your social media strategy as well.

We will also help you with time and energy management. Looking specifically at creating the perfect, day, week and month based on your life goals. We are not just talking about your business but creating goals for your relationships, finances, health, etc. This program is where the rubber meets the road and we are so confident in our ability to deliver we will let you try it for \$1 for the first 30 days and then you will have a monthly investment of \$97.

I promise you that if you commit to your business and create and implement this blueprint you will see not only massive growth in your business but you will be on the journey to go "all the way." If you are ready to move from possibility to profitability [click here](#)

## About the Author



“Rae Majors-Wildman is known as the All the Way Success Coach because she literally will not stop until you go “all the way.” She works with highly motivated entrepreneurs who are looking to hyper-grow their business while creating a fulfilling and passionate life. Rae is an enthusiastic, energetic coach and trainer, with the ability to help people move quickly into their ideal life. She is known as the “velvet hammer” which simply means she will hit you over the head in a gentle way to get you the results you are after.

With over 7,000 coaching hours as a Leadership Business Coach, Rae has the insight into the way people think, live and work, as well as the perception to determine the most effective way to assist them as they move toward becoming the person they are destined to be.

Rae is CEO of All the Way Success, Inc. an international business consulting and coaching company. She has always been a serial Solopreneur. Her business experience ranges from owning a day care center, a tax preparation company along with over 10 years of sales experience as both a realtor and senior mortgage consultant. However, her passion and what has driven her for the past five years has been successfully coaching, consulting and mentoring hundreds of clients in creating profitable businesses.

Rae graduated Magna Cum Laude from Rochester College with her degree in Counseling Psychology. She has been certified as a leadership coach, business coach and team leader coach. Rae is a lifetime member of Psi Chi, National Honor Society in Psychology, CEO Space Graduate and has been recognized as Manchester Who’s Who. She has also been a regular contributor of the Good Life Magazine.

The most important thing in life to Rae is encourage and inspire others to believe in themselves and to reach their full potential. Her passion is to not let you quit until you have realize your dreams.