



SUCCESS

GROUPS

LAUNCH BUILD SCALE

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WHAT IS SUCCESS GROUPS LAUNCH?

When you're starting a business, the biggest threat to you succeeding is missing key steps in the launch phase. Mistakes made in this important phase can ripple through the business for years to come. You then face information overwhelm. Filtering through all the SME business advice, and advisors, to find what really works for a service-based business starting out is a full-time job in itself, and that's before you've actually started doing any real work on generating income.

Success Groups Launch cuts through the nonsense to get you efficiently, and effectively generating income. Based on our 13 years of experience, working directly with small, service-based business owners, to help them grow, we know exactly what it takes and where you need to focus your time and energy.

In this 30-day intensive programme, you will work directly with George Swift, CEO and Founder of BBB Success Groups, with full access to extensive course materials and learning content. There will be 4 live Q&A sessions as well as a community group to help you to hone your proposition, your positioning, your confidence and self-esteem in your offering, and your ability to bring it to market. Here, your real-life problems and challenges in generating income can be addressed as they arise.

This programme provides you with everything you need to quickly prove the viability of your offering and create a solid foundation to build and grow your business, we will steer you away from the expensive mistakes and delays faced by many start-ups, by giving you years of our learning, distilled into just 30 days!

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WHO IS SUCCESS GROUPS LAUNCH FOR?

You know you're good at what you do, but do any of these resonate with you?

Maybe you're unsure how to communicate what you do, or you're not sure how to price it. Perhaps you detest sales or you just don't know how to sell. Does running the actual business scare you? Where do you get the information you need? Maybe, you don't know how to reach your clients, social media feels like a minefield or you're unclear on what content to put out. Do you need a niche? How do you stand out from the crowd and be seen as different? Maybe you're worrying, procrastinating, stuck, frustrated...

Two things you need to know:

1. It's not your fault if you feel any of these things! There is so little clear direction for small service-based business owners and it's so hard to locate the path to success, let alone navigate it
2. You are not alone. There's a reason this list is here, it's because this is what we see most often. We have seen hundreds of people overcome the challenges you're facing today.

You're in the right place.

This programme has been specifically designed to meet the immediate needs of start-up service-based businesses.

Just check you also meet the criteria below:

- You'll have recently set up or started your business, and you'll either have generated a small amount or no revenue from sales.
- You will need this business to work for you to generate the income you need.
- You'll be committed to building a business that delivers and you'll be open to learning.
- You are the business owner. We only work directly with the business owner as this is where we have the most impact.

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WHAT DOES THE PROGRAMME DO?

In short, this programme gets you ready to sell your business services quickly and accelerates the rate at which you're able to generate income once you begin. Launch offers no-nonsense business advice and guidance that applies specifically to your business type and stage. It's practical, easy to understand and focuses only on the things that are really important for you to do right now to drive income into your business.

- **Mindset:**

Your business will reflect you, it can't be avoided. Challenges you face with confidence, fear, sales capabilities, conversations and putting yourself out there will directly impact your income. The right mindset is essential for growing a successful early stage business. George Swift has transformed mindsets in hundreds of people, from entrepreneurs to corporate execs to professional sports people.

- **Model:**

Starting in the right way with the right model will save you so much time, money and energy and give you confidence in the service you're delivering to clients. Discover what you need to have in place for a successful business model. Assess your service, your pricing, your target customers and more to make sure your offering is easy to sell and deliver with the resources you have available.

- **Methodology:**

It's important to determine quickly what the day-to-day tactics for finding your customer, getting your product to market, selling, delivering and growing will be. Even the best start-up businesses need fuel to grow, those early sales don't just happen by magic. We'll take you through what needs to be done and where.

HOW IS THE PROGRAMME STRUCTURED?

The programme runs for 30-days, consisting of intensive, fast-paced learning to get you up to speed with how to build a successful business. Focusing on developing those core skills and troubleshooting areas you're finding more challenging. Rather than struggling with poorly identified or partially solved issues for months on end, the programme is designed to quickly surface issues and fix them in a collaborative group environment.

- You'll receive full access to the programme content and course materials for the duration of your launch programme. The core content is designed to allow you to self-study specific areas, skills and methods.
- Each week you will get an interactive live Q&A session. Where you'll be able to actively work on the things that matter and get your questions answered in real-time directly with George Swift and his team.
- We create a tight team of inspirational, like-minded entrepreneurs to learn and grow with.
- Throughout the life of the programme, you'll be able to get expert support from our team.
- You'll be in a safe community environment where you can talk to other people on the programme to test out your ideas, discuss your thoughts, and share in their learning, as well as get input from the BBB team.





WHAT HAPPENS NEXT?

There is an application process. We only work with business owners that are confident we can help. If you're ready to take the next step, book a Discovery Call with Tracey Miller where we can help we can explore if this programme is right for you: <https://calendly.com/tracey-miller/discovery-call>

WHAT HAPPENS WHEN THE PROGRAMME FINISHES?

As a successful Launch graduate, you may be invited to preview the Success Group Build membership club. Build is an ongoing membership club exclusively for service-based businesses looking to hit £100k revenue. It blends live sessions, special events, regular business content and our brilliant supportive communities.

We love seeing people continue their journey to building the business they want there.



BUILD THE BUSINESS YOU WANT

Discover more about BBB Success Groups

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