



BETTER BUSINESS COACH

BROKER BRILLIANCE PROGRAM

ACCELERATED SUCCESS : IGNITE YOUR BUSINESS GROWTH



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Executive Brief:

The Broker Brilliance Program is the only one of its kind, specifically and exclusively developed for the Mortgage and Commercial Finance Broker Industry.

This 6-month program is delivered by Australia's only Certified Business Advisors & Coaches with a background in finance, ensuring unparalleled expertise and qualified support.

Select the self-guided online portal for a learn-at-your-own-pace experience, or dive into our intensive training for direct support in applying advanced business techniques from finance industry professionals.

The program provides insights on how to:

- Supercharge your broker business for 2024 and beyond with tailored insights and management strategies.
- Identify the best marketing methods for impactful decisions.
- Learn to WIN in the competitive business landscape for explosive results.
- Essential elements for sustainable growth and profitability through robust business planning.
- Potential ROI of 500% to 700% from your strategic investment in your business's success.
- Uncover exclusive growth hacks tailored for YOUR finance business.
- Walk away with a comprehensive business management program for seamless implementation.
- Leverage the extensive experience of a Certified Business Advisor to build your empire.

Phase 1 Modules:

1. Mission, Vision, Values
2. Mindset and Motivation
3. Broker Remuneration Model
4. Your Business Model
5. Perfect Business Planning & Strategy
6. Goal Setting (business, personal, exit)
7. Analysis - financial, sales, marketing, digital
8. Risk Management
9. Operational Management
10. Business Technology
11. PESTEL Management

Phase 2 Modules:

- 12. Business culture
- 13. Growth, Education & Personal Development
- 14. Personal Growth
- 15. Leadership & Accountability (KPI's)
- 16. Employee Training & Development
- 17. Recruiting for Success
- 18. Business Systems & Processes
- 19. Cyber Security

Phase 3 Modules:

- 20. Customer Orientation
- 21. Customer Attractiveness
- 22. Customer Offer
- 23. Content Marketing (4 pillars)
- 24. Social Media Marketing
- 25. CRM's, Automation
- 26. Sales Process & Conversions
- 27. Referral Partner Marketing
- 28. Outreach Strategies
- 29. Digital Assets & Performance
- 30. Marketing & Communication Channels
- 31. Tacking & Conversions
- 32. Leveraging Opportunities
- 33. Competitor Analysis
- 34. X Facta Selling Marketing for Results
- 35. Lead Generation

Phase 4 Modules:

36. KPI's

37. Executive Business Plan

38. Business Milestones

39. Time Management

40. Artificial Intelligence (AI)

41. Managing Systems & Processes

42. Outsourcing

43. Business Development

44. Sales Plan

45. Finance Plan

46. Communications Plan

47. Marketing Plan

48. Exit & Succession Planning

The Investment:



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Don't miss out on these exclusive offers for the Broker Brilliance Program,-

OFFER 1: Comprehensive online course with downloads, videos and exercises. Do it at your own pace and receive a certificate of completion once completed. Just **\$2,990.00**(+GST) (Cheaper with promo code)

OFFER 2: Get trained by the experts! Using the program as a template, Certified Professional Business Advisors (CPBA) will guide you through the program and help you to implement new effective strategies into your broker business. Yours for only **\$6,890.00 + GST** for a limited time, down from the RRP of **\$15,500***! (Investment required is equivalent to an average commission on 2 settled applications).

(Option for payment by monthly instalments over 6 months is available for OFFER 2.)

The Bonus attached to “OFFER 2”:

- FREE membership to the Business Advice Agency business support portal (valued at \$948.00)
- Exclusive access to an online network of other brokers and professionals
- Access to additional specialists in Marketing, Legal, Mindset, HR and more...
- Access to over 200,000 additional small courses on thousands of topics.
- You have options to continue with your Business Advisor after the program completion.
- Collaborate with other brokers in the program for a more cohesive experience.

*Offer expires December 31st, 2024

“In the history of Mortgage and Commercial Broking, there has never existed a more effective program for establishing a thriving Broker business.”

*“Who wants to create
an amazingly
successful business?”*



*“You can understand the rules of the
game, but who is going to teach you
how to win?”*

www.betterbusinesscoach.com.au



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