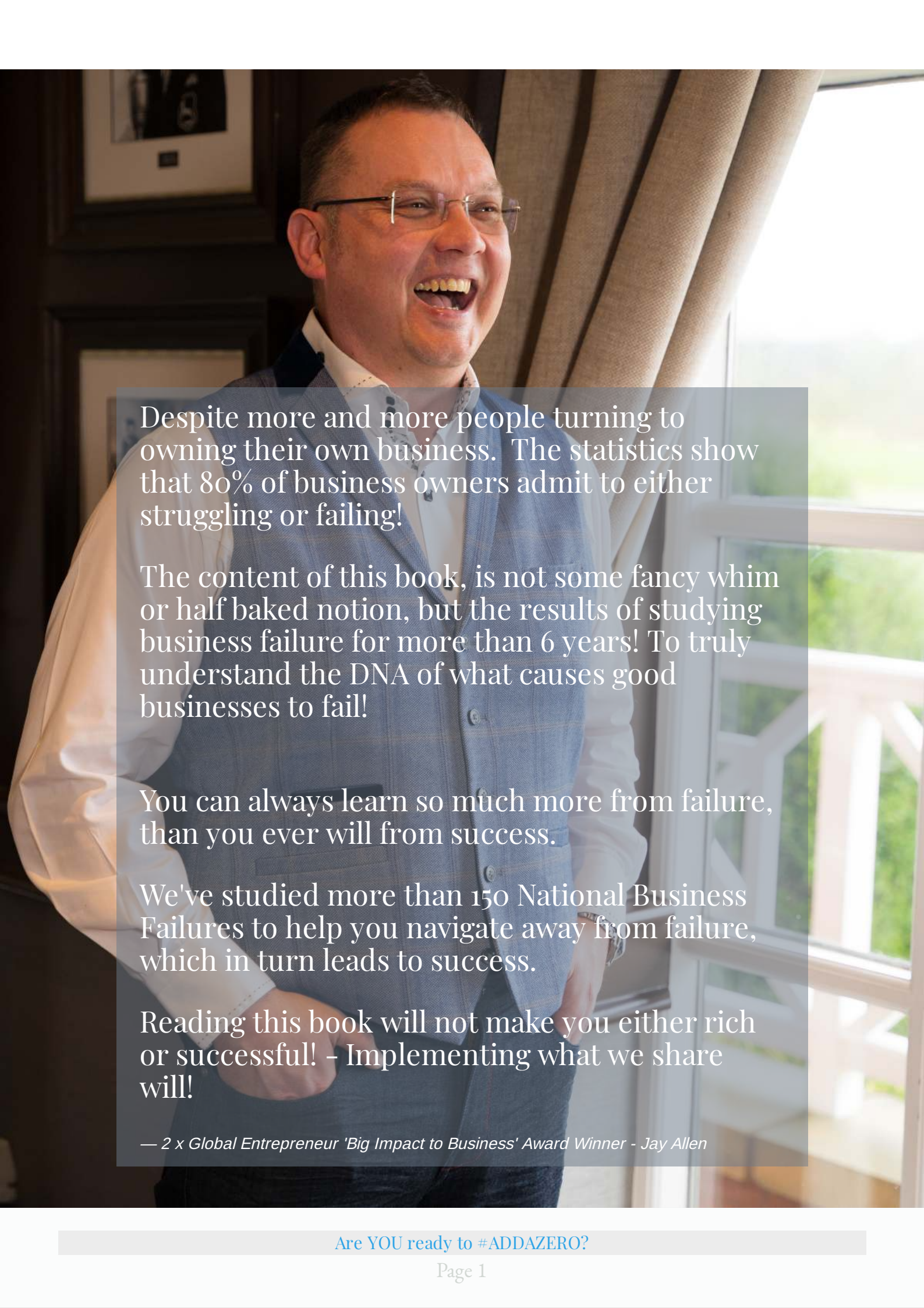


A person with a backpack stands on a rocky outcrop in the foreground, looking towards a large, dark mountain peak in the distance. The mountain is partially covered in snow and shrouded in a light mist or fog. The sky is a clear, pale blue. The overall scene is serene and evokes a sense of scale and challenge.

7 Problems Every Business Owner has, when Thinking Bigger

(and how to solve them)

Jay Allen

A man with glasses and a blue vest over a white shirt is laughing heartily. He is standing in front of a window with a view of greenery. The text is overlaid on a semi-transparent grey box.

Despite more and more people turning to owning their own business. The statistics show that 80% of business owners admit to either struggling or failing!

The content of this book, is not some fancy whim or half baked notion, but the results of studying business failure for more than 6 years! To truly understand the DNA of what causes good businesses to fail!

You can always learn so much more from failure, than you ever will from success.

We've studied more than 150 National Business Failures to help you navigate away from failure, which in turn leads to success.

Reading this book will not make you either rich or successful! - Implementing what we share will!

— 2 x Global Entrepreneur 'Big Impact to Business' Award Winner - Jay Allen

Brief Background

Allow me just one page of indulgence, that I may share how I came to be able to share the information within these pages. And why this has become my life's work in supporting fellow SME Business Owners to build a business that enables them to live without limits.

My first venture into the realms of entrepreneurship, was after 12+ years service as a Rapid Deployment Soldier within the British Army, 3 years working at the highest levels within 2 of the UK's largest supermarket chains, and regionally within the NHS, all in roles of Change Management.

And whilst it does have a happy ending, not every day was a blessing when I left the comfort and security of a salary and all the benefits, and took the plunge into owning my own business.

I didn't realise at the time, that losing £226,000 as a supplier to 'Woolworth's in 2008 as they went into administration! Would lead me to heading up a team of data analysts studying the cause of failure of more than 150 of the UK's largest business failures. And subsequently conducting one of the largest surveys of SME businesses as we began to map the DNA of business failure!

This led to us developing, testing, reviewing, and revising what has come to be known as the #ADDAZERO Business Challenge. And with it, a proven, tested and now fully functional SCALE methodology. Helping business owners to determine the current vulnerability to scale, and how to overcome this.

WARNING: Reading this book will not change anything. Applying what we share could very well change your life!

The 3 FLAWS that causes good businesses to FAIL

Flaw 1: Fail to plan, plan to fail.

46% of businesses we studied, some which had grown to hundreds of millions, sometimes billions of pounds in turnover, FAILED to have a business plan!

Don't get me wrong, it wasn't as simple as there was or wasn't one there at all.

But in almost half the businesses that failed, it could be traced back to either a woefully out of date business plan (that no longer reflected the true state or status of the business. Wasn't 'known' throughout the business. Or, that there was a maverick within the business that failed to adhere to it!

So many business owners think a business plan, is only a requirement if you are seeking funding. And yet without one, is the same as driving your car at night and in dense fog, with a blindfold on!

Within the #ADDAZERO Business Challenge, we have developed a robust plan for both you and your goals and achievements, and that of your business. Only by aligning you and your aspirations with that of the businesses, can we ensure everything you do is contributing to both your and the businesses success.

Flaw 2: The People, System, Process Dichotomy

34% of the business we studied, particularly those that failed during either a downturn in the market, a change in the environment or in buyer behaviour; failed because of their reliance of systems and processes!

The very same systems and processes that they have been busy building and embedding into the business, were also the ones that caused it to fail!

You see, I can almost guarantee, you have never 'stress tested' your systems and processes for a sudden and significant change in environment. A Failure in building a PEOPLE CENTRIC business, will always cause its downfall in a storm!

Within the #ADDAZERO Business Challenge we help you to review all the people, systems and processes associated with your business and how these are contributing to both your and the businesses goals.

Only once everything is in alignment, can we begin to accelerate the growth, without putting either you or the business at risk. However, with these dashboards, checks and measures in place, you will once again be in the driving seat of a business destined for success.

Flaw 3: Newton's 3rd Law of Business

27% of business we studied, failed after or during a significant period of growth. Everything appeared to be going exceptionally well, right up until the business failed. Some of them spectacularly and most of them quickly!

You see, just as Newton predicted all those years ago:

For every action, there is an equal and opposite reaction.

So to in business. And businesses that grow quickly, are so often so busy dealing with SCALE, that they fail to recognise the impact and stress it is putting on the business People, Systems and Processes. Cracks quickly become crevices and before anything is done to prevent it, the whole thing implodes!

My team and I, have spent over 4 years researching this. Studied in depth over 150 National Business Failures, and surveyed well over 115K SME businesses to determine the size of the problem, the impact it has on SCALE and the risk to the economy if this is not addressed!

The **#ADDAZERO** Business Challenge, began as a means of alerting business owners to the risk so many run by not having these in place as they continue to grow. What it has subsequently become, is one of them most effective methods of determining the current vulnerability to scale audits, and a highly researched, tested and proven methodology to help business owners avoid many of the pitfalls associated with owning a business. As well as the guidance, support and accountability to SCALE with confidence.

The 7 Steps to SCALE

Step 1: Your HEAD

Whilst the majority of business owners we've ever surveyed have a relatively clear idea as to what they would like to achieve (both personally within their own lives, and professionally within the business). Far fewer were able to easily and effectively articulate exactly how or when this would become a reality!

We've therefore created our First Things First and Business Blueprint, in order to help Business owners to review, revise and re-energise what they are doing and more importantly WHY they are doing, and how this will impact them both personally and professionally.

By helping business owners to align personal aspirations and business development, we are able to ensure that everything you do is directly contributing towards your goals and desired outcomes.

A Goal is but a Dream until it has a Deadline

I always thought I had a really clear plan as to what we were doing and why. It wasn't until I sat down and completed the First Things First and Business Blueprint that I began to realise how much I'd not considered, and how far from what we were aiming to achieve we really were.

— Salon Owner

Step 2: Your Business

The majority of business owners set up in business doing something they have both experience, qualifications and a passion for. The mechanic who sets up their own garage, the chef who opens their own restaurant. And yet, too many times, this determines the owner rarely escapes the pitfalls of being a business operator, and whilst the business may grow, it often does at the expense of them, their time and freedom.

We've created a series of tools, to help Business Owners escape the pitfalls of being tied to the business, and teach how to build a WINNING TEAM of super hero's that release you from being tied to the business.

There is a huge difference between doing what you WANT to do, and doing what you HAVE to do, and applying our WINNING TEAM programme enables you to fall back in love with your business, whilst not becoming a servant to it.

It was only once we really got into it, that I realised we had created a team that ALL relied on me, and that if I wasn't there, the whole deck of cards would come crashing down. I can't begin to tell you how revealing it has been, and the benefits we are now seeing both internally and externally as a direct result of implementing the exceptional teachings and resources.

— *Law Firm*

Step 3: Your Market

I'm was astounded as to how frequently when asked:

"Who is your target market?"

I would hear "Anyone who..."

And here lies one of the most fundamental problems for so many businesses.

A failure to really understand your ideal target market is often the biggest cause of business stagnation, frustration and mediocre results at best.

The Marketing Management element of #ADDAZERO lifts the lid on the Management of your marketing, turning 'shotgun' to 'sniper' and ensuring every element is designed with your ideal target customer in mind.

We look at marketing (both online and offline, digital and traditional) at 4 different levels, and help you create a growing list of raving fans.

Before starting on the #ADDAZERO Marketing Management programme, I was fairly confident in how we were marketing and the results we were getting from it.

I could hardly believe as to exactly how much money we had been wasting, how much money we were leaving on the table, and what damage we were doing to our brand by doing so.

The entire module was so enlightening, I'd recommend EVERY business owner join, even if only to benefit from this element.

— *Photography / Videography Studio*

Step 4: Your Marketing

When marketing is done well, it builds a strong emotional relationship with your ideal target audience, sufficient to maintain and evolve a relationship far beyond price.

Which is why it is always so concerning when you see SO many businesses getting their marketing completely wrong!

Posting for posting sake, and measuring vanity matrix with little to no understanding of the damage their are doing to themselves and their brand.

The Marketing Management element within #ADDAZERO doesn't just concentrate on your Ideal Target Client, but also on the methods to use in order to build a Know LOVE Trust relationship with them.

Using a combination of online and offline, digital and traditional media, we help you to build out a full marketing strategy that creates a lasting relationship with your audience, long after the sale.

I first heard about the #ADDAZERO Business Challenge at networking lunch. The way Jay described how to sell a 'washing machine' to a room of over 100 people immediately made me realise we had to work with him on how to improve our message. Within weeks of applying #ADDAZERO teachings, we began to see a change, and has led to us DOUBLING turnover on two consecutive years.

— *Chartered Surveyor*

Step 5: Your Product(s) / Service(s)

Almost 30 years ago, the world was 'gifted' the World Wide Web. And yet, 30 years later, so few have really understood exactly how to embrace and get the very most of this 24/7, 365 opportunity.

It really doesn't matter what business you are in, what you offer, to who or how. Unless you have a strong digital presence, you are leaving money on the table.

Furthermore, in such a busy and crowded environment, with everyone competing for the ears, eyes and consideration of your ideal target client. It has never been more important to be versatile, to tailor our offering to customers needs and to be able to sell what they want, how they want, where they want!

Before meeting Jay, I was very confidence with the products we make and sell. And yet within minutes of completing the #ADDAZERO vulnerability audit, I realised how exposed the business was.

Working with My TrueNORTH has made such a huge difference to both us, our business, our mission, values and who we serve. I only wish I'd met him 30 years earlier!

— *resterateur*

Step 6: Your People

Rome wasn't built in a day, and neither shall your empire. However, until you have learnt how to recruit, retain and reward a team of superhero's you are at risk of maintain business 'operator' status.

Until you have an employee, you are one!

The WINNING TEAM element of #ADDAZERO is specifically designed to help you become a Super Boss, and to attract the right people to join you on your journey. We have worked with some of the biggest names in the HR / Recruitment industry on ensuring every element of the WINNING TEAM programme is designed with you, your vision and values in mind, and to create a thriving team of aspiring leaders within your business.

Working through the WINNING TEAM element of #ADDAZERO has been a real challenge for us. It really gets you to review and revise every element of WHY you are in business, but does so in a way, that creates real 'buy in' for the stakeholders and enables us all to create an environment where everyone thrives. I cannot recommend this enough, it is SO worthwhile.

— Training provider

Step 7: Your Support

It was the Late, great Jim Rohan who is remembered as having said:

You become the sum of the five people you surround yourself with.

And yet, too many business owners are unaware of the impact being surrounded by the wrong people is having on their business.

Napoleon Hill first wrote about the power of MASTERmind in the mid-1930's whilst working with Carnegie on interviewing 250 of the most successful people on the planet!

My TrueNORTH is the UK's leading Ethical Coaching Company. And not because we say so. But because we were recognised as that in 2017, for the manner in which we operate in providing the right help, support and accountability for business owners seeking to SCALE.

Joining My TrueNORTH Mastermind has been THE biggest transformation of my life. A group that 'get it', cheer you on when it's good and support you like no other when it's not is life changing. The accountability is at times harsh, but has enabled us to grow both personally and professionally. I'd recommend it to ANYONE serious about SCALING their business.

— IT / Telecoms

Bridging the GAP

What's stopping you from achieving everything you are truly capable of?

For the majority of business owners, it's because you simply:

Don't know, what you don't know.

And yet, it's not knowing, or knowing and not having the confidence to applying it, that is preventing us from every really stepping out of our comfort zone and achieving something wonderful.

*80% of Business Owners are WRONG about
EVERYTHING*

Sure, you could take all the information I've shared within, and apply it on your own!

But where's the fun in that?

However, if you've read this far, it's because you have already made the decision to take that leap of faith, to step out, step up and make an enquiry as to how we can work together to **#ADDAZERO** to **your** Personal Disposable Income.



Are you ready to #ADDAZERO?

My TrueNORTH is the UK's leading Ethical Coaching Company, and home of the #ADDAZERO Business Challenge.

We've made it our mission, to help and support 1,000,000 Business Owners to Significantly and Sustainably SCALE both them and their Businesses. With the ultimate aim to #ADDAZERO to your Personal Disposable Income

[Click here to obtain your SCALE vulnerability report](#)

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