

MEDIA KIT

CHAOS



How Business
Leaders Can

**MASTER THE
POWER OF FOCUS**

Radical Focus,
Radical Accountability
for Radical SUCCESS!

JAMES M. BURGESS

THE BOOK

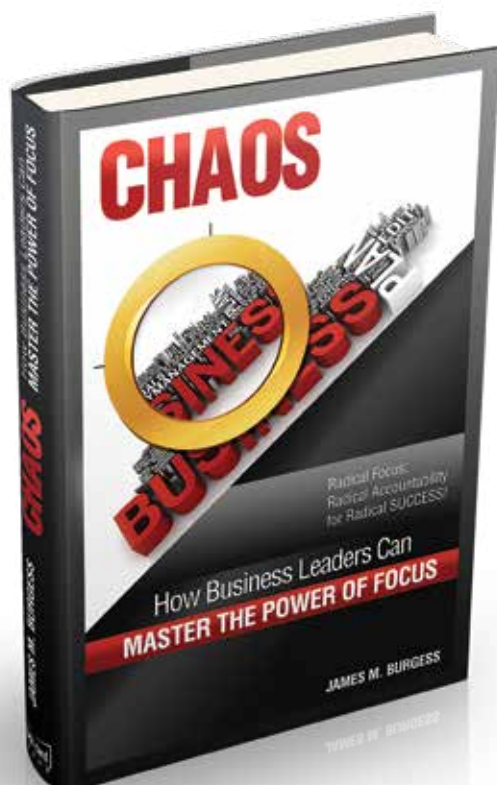
FREE Business Planning Book – **CHAOS!**

Take Your Business To New Profitability Leveraging
A Business Planning System That Is EASY & FAST

Master the Power of Business Planning & Other Business Strategies With, James Burgess Author of **CHAOS.**

A **FREE** to You Copy of **James Burgess'** International Bestselling book **CHAOS; How Business Leaders Can Master the Power of Focus** as seen on **ABC, NBC, FOX and CBS News** learning valuable techniques for business planning that are entirely practical for business owners and department heads PLUS strategy upon strategy for business SUCCESS!

Learn Business Planning Techniques That Make Business Planning EASY, FAST, SUSTAINABLE And Entirely PRACTICAL PLUS Other Business Strategies All Of Which Will Shatter Your Revenue Ceiling and Take Your Income And Business To New Levels Of Profitability.



INSIDE YOU WILL DISCOVER

- The *Equation For Success That Will Help You Break Through The Barriers Keeping A Cap On Your Business Income!*
- The 5 Secrets To Effective Business Planning!
- The One Crucial Technique That Will Immediately *Increase Your Revenue* and Your Focus!
- The 5 Steps to Finding Your Life Purpose and Creating a Vision for Your Business that Motivates and Inspires! *Hint: It starts with being very clear about what you don't want!*
- The 7 Ways That Business Planning Has Been Broken and How To Make Sure You *Avoid These Common Errors!*
- How To Maintain Your Plan With *Focus and Clarity In As Little As 10 Minutes Per Week* and Move Past The Overwhelm and Procrastination That Are Holding You Back!
- Learn the 8-Step Sales Conversation that actually SELLS.

Society, technology, and business are moving forward at a faster and faster pace – and it can be hard to keep up. With so many options for growing your business – social media, franchising, JVs, mergers, acquisitions, and more – it can be overwhelming to know where to focus your valuable time and money.

Whether you currently earn \$50,000, \$1.5 million, \$15 million or more, you may feel like you've hit a ceiling and no matter how hard you try you can't bust through. Even worse, you may see yourself burning out as you run harder and harder to stay in the same place. Whatever it is...

Download this **FREE**
Business Planning and Other Business
Strategies for Success book NOW
@ www.chaosthepoweroffocus.com.

THE BOOK

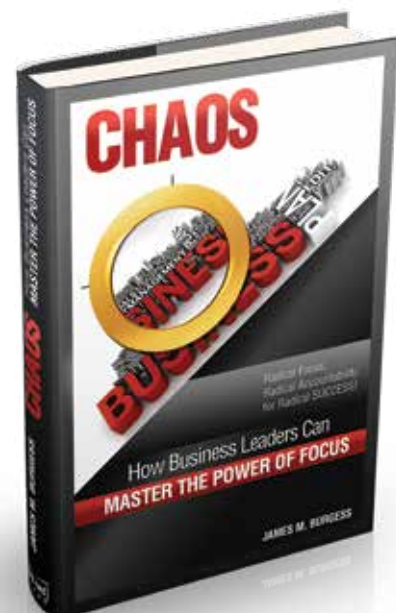
Here's Great News

There is one tool that you can use to keep your business focused and on purpose – and growing! – while you bring balance back to your life. In **CHAOS**, James has shown you how to master the power of business planning and focus in an efficient way that keeps you moving toward your success instead of drowning in overwhelm and confusion.

For the first time ever this simple business planning process allows you to rapidly **RECOGNIZE, RECORD & REMEMBER** your business success non-negotiables while **RELEASING and REMOVING** the barriers and time-wasters that have been keeping you stuck for months or years!

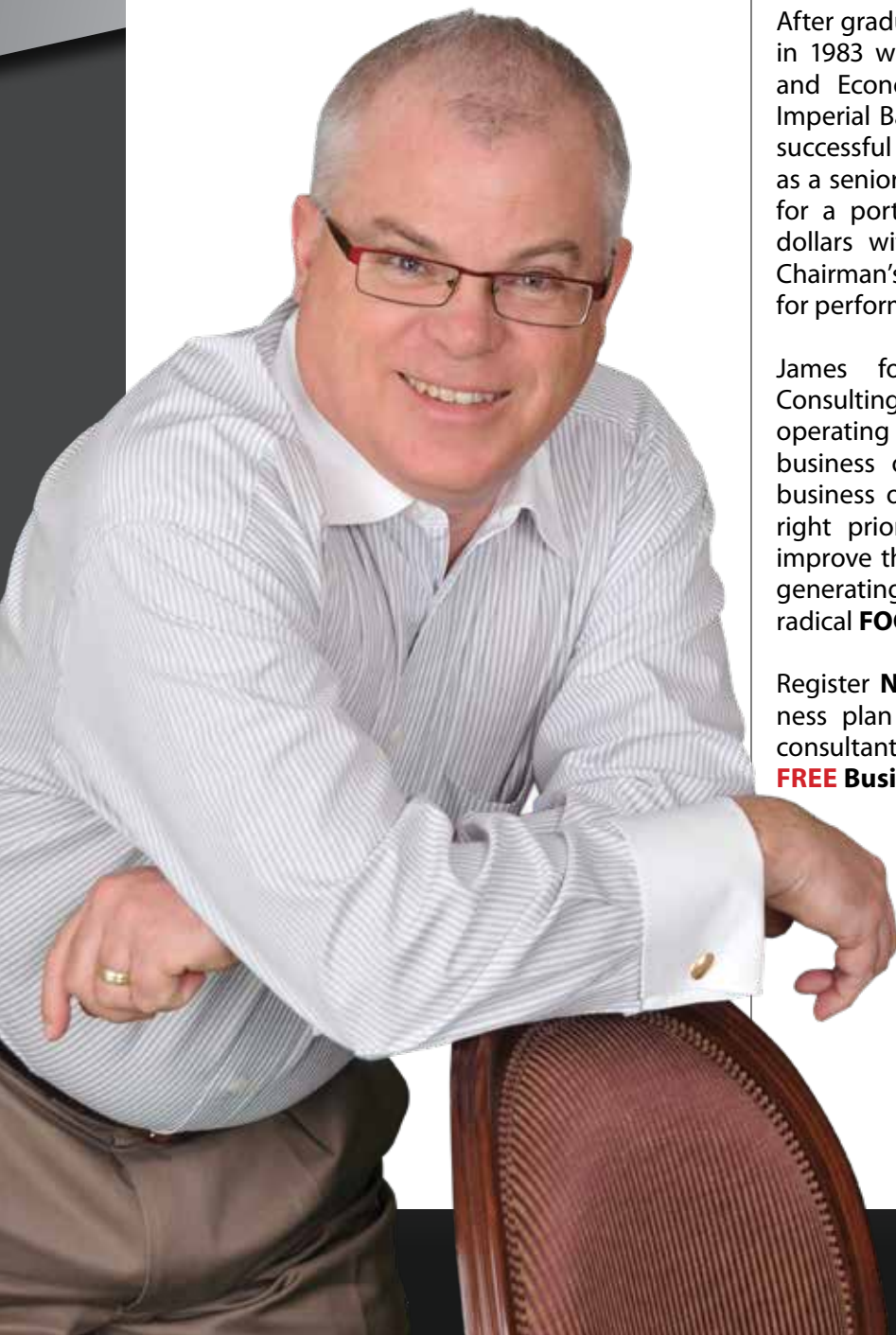
Not only does James give you solid business planning strategies that will transform your business he gives tips and techniques for SALES CONVERSATIONS THAT WORK! Relationships in your business and your life will radically shift as you learn and then master the tools that are included throughout the book. With practical DO IT NOW exercises and DONE FOR YOU templates and worksheets, you'll be able to implement what you learn right away!

Download this **FREE** Business Planning and Other Business Strategies for Success book NOW @ www.chaosthepoweroffocus.com.



THE AUTHOR

JAMES BURGESS is the author of **CHAOS; How Business Leaders Can Master The Power Of Focus** and **"No Problem" Is The Problem; How to Attract and Retain Raving Fans**. He is a speaker, business plan expert and leading business management consultant leveraging a unique business planning program that is **EASY, FAST, SUSTAINABLE** and entirely **PRACTICAL**, the **FOCUS Accountability System Protocol™** that leads into any corrective action by a business, large or small. James is the Founder of **FOCUS³¹** and Synergen-X Management Consulting Inc.



James is a Fellow of the Institute of Canadian Bankers, an Accredited Associate of the Institute for Independent Business. James is also a Master Practitioner of Neuro Linguistic Programming, Time Line Therapy, and Neuro-Linguistic Coaching. He is also certified by the **American Board of Hypnotherapy and NLP** as a Hypnotherapy Trainer.

James is a Past Director of the Newmarket Chamber of Commerce and until recently sat on the York Regional Small Business Enterprise Centre's Advisory Board.

After graduating from the University of Toronto in 1983 with an Honors degree in Commerce and Economics, James joined the Canadian Imperial Bank of Commerce. James enjoyed 22 successful years with CIBC with the last 10 years as a senior leader of small business responsible for a portfolio of three quarters of a billion dollars with 30 direct reports, receiving the Chairman's Award on three separate occasions for performance excellence.

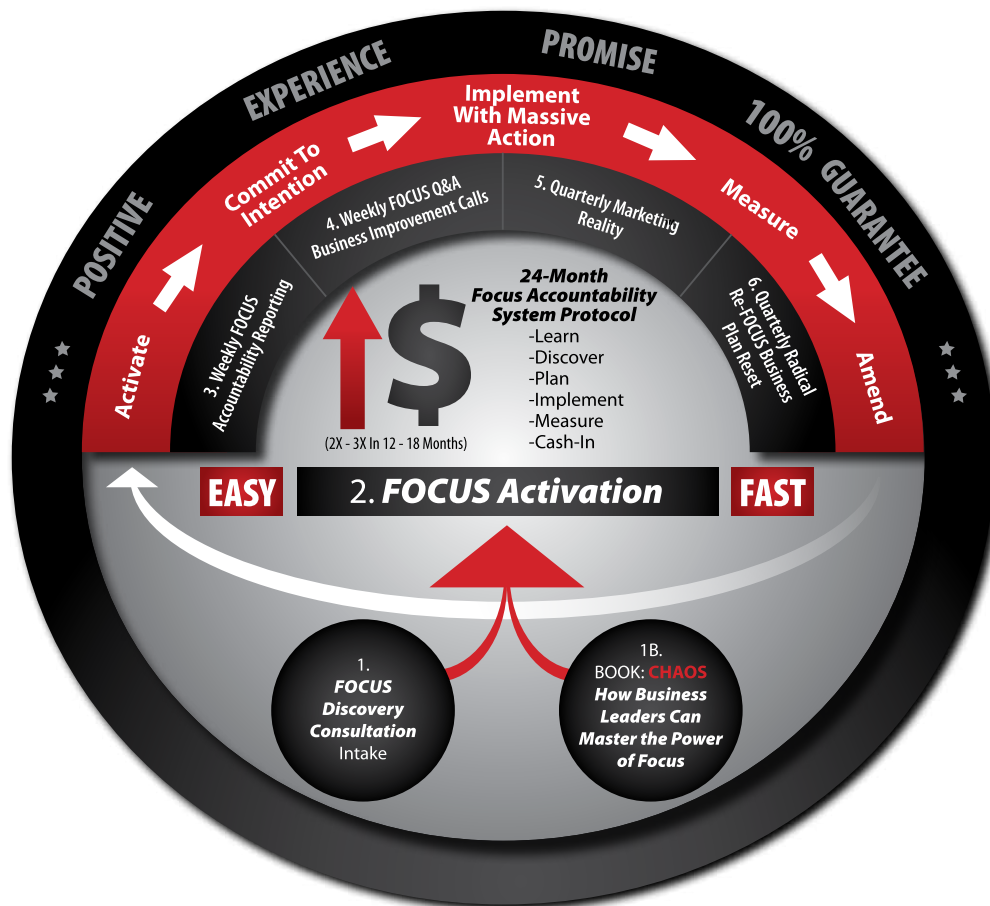
James founded Synergen-X Management Consulting Inc. in 2006 and later established the operating name of **FOCUS³¹**. **FOCUS³¹** enables business owners. **FOCUS³¹** programs; enable business owners to identify and focus on the right priorities, to think strategically and to improve the quality of their business decisions generating greater financial results through radical **FOCUS** and radical accountability.

Register **NOW** to meet one-on-one with business plan expert and business management consultant, James Burgess. Register **NOW** for a **FREE Business Plan Consultation**, the **FOCUS Discovery Consultation** @ www.focus31.com/free-business-plan-consultation-sign-up.

THE BUSINESS PLANNING SYSTEM PROTOCOL

FOCUS Accountability System Protocol™

Clarity & Accountability For Business Owners Who Want To Get & Stay On Track



System = a set of principles or procedures according to which something is done; an organized scheme or method

Protocol = the accepted or established code of procedure or behavior in any group, organization, or situation.

FOCUS³¹'s industry leading **FOCUS Accountability System Protocol™** transforms "A BUSINESS PLAN" into an ORGANIZED set of PRINCIPLES following an ESTABLISHED CODE of PROCEDURE that:

- Enables A Business Owner to create a Business Plan EASILY & FAST
- Holds the Business Owner ACCOUNTABLE to engage in the IMPLEMENTATION of the Business Plan Weekly
- Provides access to business improvement ADVICE weekly supporting the SUCCESSFUL implementation of the Business Plan
- Delvers the opportunity for the Business Owner to know EXACTLY what they need to DO to ACHIEVE their defined SUCCESS
- Ensures the Business Plan is always CURRENT

THE BUSINESS PLANNING SYSTEM PROTOCOL

5-STEPS & 6-SECRETS For Business Success With The *FOCUS* Accountability System Protocol™

STEP #1: ACTIVATE

- **Secret #1:** *FOCUS* Discovery Consultation
- **Secret #1B:** Copy of the international bestselling *CHAOS; How Business Leaders Can Master the Power of Focus*

STEP #2: COMMIT TO INTENTION

- **Secret #2:** *Business Plan Activation*
 1. Build with *FOCUS* a specific plan to achieve top business results... NOW!
 2. Develop a clear Vision for your business that will RE-ENERGIZE your PASSION for the business.
 3. Create a set of Objectives that will define success this year and every year thereafter!
 4. Craft a series of Strategies that define how you are going to build your business year over year.
 5. Define a mission critical timetable for getting the needed work. the Action Plans, done

STEP #3: IMPLEMENT WITH MASSIVE ACTION

- **SECRET #3:** *Weekly FOCUS Accountability Reporting*
Every week plan how you will implement the Business Plan time blocking for work against Action Plans PLUS commit to specific Sales & Marketing activity that will drive the week's Revenue success.

- **SECRET #4:** *Weekly FOCUS Q&A Business Improvement Calls*

Weekly book your personal call time, a dedicated 30-minute one-on-one personal business improvement call for you giving you time to address any immediate threat, opportunity, weakness or strength you want to defend, build off of, improve or leverage.

STEP#4: MEASURE

- **SECRET #5:** *Quarterly Marketing Reality*
 1. Review Financial Performance to the Business Plan asking the 2 most powerful questions in business...**WHY? What Do I/We Do About It?**
 2. Complete a GAP Analysis of Revenue performance identifying exactly how much Sales & Marketing activity is required to hit the annual Revenue Objective

STEP #5: AMEND

- **SECRET #6:** *Quarterly Radical Re-FOCUS Business Plan Reset Sessions*
 1. Review success with implementation of Action Plans
 2. Update Action Plans for the Quarterly period
 3. Consultation on the "how do I do this?" of any Action Plan
 4. Consultation on new opportunities and Action Plans needed to leverage them

SPEAKING TOPICS

Avoiding The Demise Of Small Business; 5 Practical Steps To THRIVE Not Just Survive

The reasons we become business owners may be the very factors that lead businesses and business owners to their demise...."CLOSED For Business". Learn the 3-**TRAPS** and the 5-**SECRETS** for Businesses to **THRIVE**, not just **Survive** or worse.

Cracking The Social Media **CODE** For \$ucce\$\$

STOP spending thousands of dollars to even tens of thousands of dollars on SEO to organically drive traffic to your website never getting past Page 3 on search engine platforms. Gain complete **CONTROL** over ensuring your **PERFECT** prospect is seeing your message, increase your audience of **PERFECT** prospects into the hundreds of thousands and learn how to give that audience a compelling reason to visit your site and move into **ACTION**.

Conquering Time Management; 10-EASY Steps To Unlocking Your Business GREATNESS!

The title of the talk speaks for itself. Its amazing that Business Owners, Executives and Managers are still struggling with Time Management. With all of the great books on time management and all of the speakers on the topics that have gone before us how is it conceivable that time management can still be the major business challenge that it is? Let this definitive 10-Secrets be the last time you face time management as an issue in your business or job responsibilities.



CONTACT US

596 Tapestry Lane
Newmarket, Ontario
Canada
L3X 3C9

905.895.2719
James@FOCUS31.com
www.FOCUS31.com

-  www.linkedin.com/in/jamesmburgess
-  www.facebook.com/thefocusfirm
-  twitter.com/thefocusfirm
-  www.youtube.com/user/TheFocusFirm

