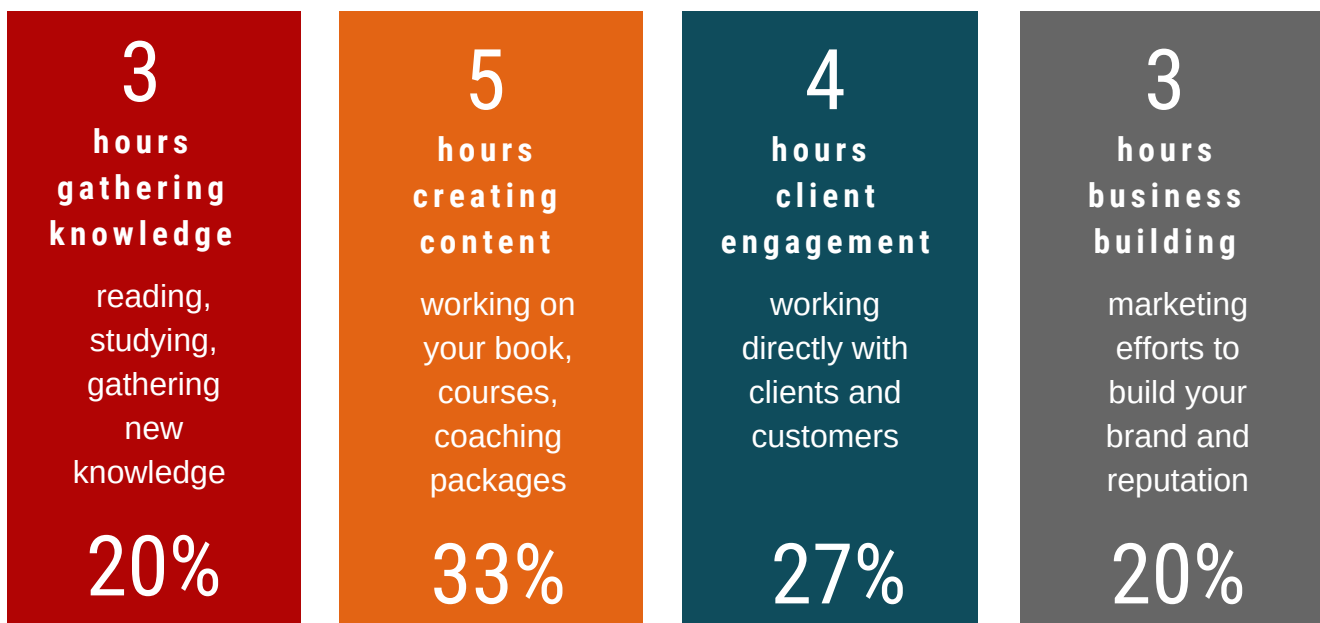




I am often asked about building a business while having a limited amount of time - or even while still working a full-time job.

With only 15 hours a week you can make massive progress in 3-6 months if you invest those hours in FOUR areas of building a business:

With those 15 hours I would suggest you divide them as follows:



In 48 Days Eagles Elite, we take a deep dive each week into one of these four areas. On the following pages, you'll see all of the elements we cover during a 24-week cycle on our Elite Gathering Calls.

KNOWLEDGE

What are some of the major issues that beginning business owners face?

Focusing on your own personality style and that of your team members.

What's holding you back? A look at the 4 major areas and how you are doing in each

Are you an effective business owner? A look at the criteria and how to get there.

You are not alone. Let's look at your support network and how to build it for success.

CONTENT

How to tell a story to engage your prospects. A look at Donald Miller's 34-page guide.

Agreements, Contracts and covering your bases. What you need to know.

What do I charge? What to take into account when answering this question.

Your Value Proposition Statement. Who do you serve and what do you bring to the table?

Clarify your product and service offerings-time and dollars.

CLIENTS

Challenge, Promise and Competency What do you offer your customers?

What would make you a customer for your business? Why do business with you?

How are you selling your products and services? A look at the selling process.

Your Business "Set Up" - finding the right prospects.

Connecting well and moving a client or customer forward.

BUSINESS BUILDING

How can you leverage your message for extraordinary income?

Are you selling something valuable or expensive? How to determine which.

7 benefits of being a business owner. The two sides of business and how to excel in both

Building a profitable business with only 15 hours a week.

Does your website pass the grunt test? A look at the 5-minute marketing makeover

Consultative selling vs. normal selling. Are you a business owner or a consultant?

What makes you a category of one rather than just one more business?

Keeping your customers coming. Priming the pump to scale and grow.

Love the hard part. How to excel at marketing and sales.

Each month, we blend the four areas together rather than focus on one area for a specific period of time.



Upcoming Calendar Dates

Jan 24 What do I charge?

Jan 31 Are you selling something valuable or expensive

Feb 7 Your business set-up

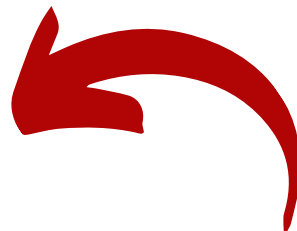
Feb 21 What makes you a category of one?

Feb 28 Agreements, contracts and covering your bases

Mar 14 Keeping your customers coming back

Mar 21 Challenge, promise, competency

Mar 28 Are you an effective business owner?



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Upcoming Calendar Dates

Apr 4 Leverage your message for extraordinary income

Apr 11 Major issues that business owners face

Apr 18 Your Value Proposition Statement

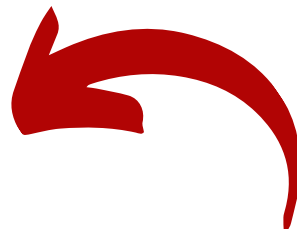
Apr 25 How are you selling your products and services

May 2 Does your website pass the "grunt" test

May 9 All things DISC

May 16 Clarify your product and service offerings

May 23 Building a profitable business with 15 hours



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Upcoming Calendar Dates

May 30 How to tell a story to engage your prospects

Jun 6 7 benefits of being a business owner

Jun 13 What's holding you back?

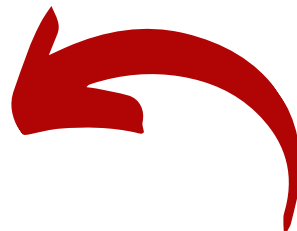
Jun 20 What would make you a customer for your business

Jun 27 Consultative Selling vs. Normal Selling

Jul 11 You are not alone

Jul 18 Love the "hard" part

Jul 25 Connecting well and moving a client forward



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