

STOP LEAKING PROFIT

125 FREE & Easy To Implement,
Money Maximising Opportunities



Kevin Bees

Profit Maximisation Expert

STOP LEAKING PROFIT

*125 FREE & Easy To Implement,
Money Maximising Opportunities*

By Kevin Bees
Australia's Leading Profit Maximisation Expert



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INTRODUCTION	3
HOW TO READ THIS REPORT.....	4
Big Profit Leak #1: Not Attracting Enough Qualified New Leads	5
Big Profit Leak #2: Not Converting Prospects into Clients.....	7
BIG Profit Leak #3: Not Maximising The Average Spend Of Each Client	9
Big Profit Leak #4: Not Maximising The Frequency Of Purchase.....	11
Big Profit Leak #5: Not Managing Expense Effectively	12
BONUS RESOURCE: FREE Strategic Plan TEMPLATE.....	14
Big Profit Leak #6 Not Managing Time Effectively	15
BONUS RESOURCE: FREE Default Calendar TEMPLATE	16
Big Profit Leak #7 Not Managing Cash Effectively	17
PUT IT ALL TOGETHER.....	18



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INTRODUCTION

Are you in prison?

That might seem like a strange way to begin a report about helping you grow your business...but if you're like many of the business owners I've worked with over the years, you probably have a sense that you're trapped in your own company from time to time.

After all, if you...

- Work longer hours, but never feel like you're getting ahead...
- Have to work more to make less...
- Worry that your competition is outperforming you -- and that you can't quite catch up...
- Spend more time dealing with business-related anger and frustration than celebrating success...
- Are looking for new ways to help you reach your goals...
- Need to new customers fast...
- Wish you could spend more time growing your business instead of dealing with staff issues...

...Then, chances are, you're committing one or more of the seven biggest mistakes I see business owners make over and over again.

Fortunately, this report will help you change all that.

That's because there are proven, powerful ways to increase your cash flow and profits with less stress and strain and more free time than you currently think is possible. And this increase in profits will allow you to accomplish more of the dreams you have for your business, family, and life.

All you have to do is master the **'Stop Leaking Profit' Strategies** I'm about to reveal...and you will begin to see immediate results.

But be forewarned.

These Strategies aren't "rocket science." They're simple. Some may be tempted to write them off because they're *too* simple.

Don't make that mistake.

In my experience working with entrepreneurs, these 'Stop Leaking Profit' Strategies make all the difference in the world between businesses that grow month after month and year after year...and businesses that struggle to keep the lights on.

In this report, I'm going to open your eyes to the goldmine of possibilities sitting right in front of you. If you have the foresight to put them into action, you can be among the top tier of business owners who produce consistent, predictable, impressive returns.

Are you ready to make your business work for you? Then let's begin.



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HOW TO READ THIS REPORT

Let's get one thing straight: in order to get the most out of "STOP LEAKING PROFIT" you've got to actually implement the strategies I share. If this report ends up on your virtual shelf, never to be touched again, it does neither of us any good.

So for best results, here's what I recommend...

1. Read the entire report in one sitting. I've designed it to be fast read. So turn off the phone, logout of your inbox, pour yourself a cup of coffee and invest 15 uninterrupted minutes with me to improve your business. You'll be glad you did.

2. Grab a notebook and pen -- or better yet, print the report and take notes in the text itself.

As you read, you'll have insights and ideas come to you. Write them down.

3. Set goals based on what you read. All the information in the world is useless...unless you turn it into action steps, and more importantly, *follow through*. After you're done reading, take a few minutes to go back through your notes and set at least 3-5 solid goals as a result of what you've read.

4. Find an accountability partner. If you're like 97% of the business owners I work with, you understand *intellectually* what needs to be done...but often lack the organization, motivation or follow through to make it happen. Choose an accountability partner wisely -- someone who takes you seriously, who can hold your feet to the fire, who understands the industry, and who has a vested interest in your success.

Many of my clients discover that there's no one in their immediate circle who fits the bill, which is why they hire me. If you'd like, after you're done reading this report, call me direct at **+61 405 802 701** or go to <https://calendly.com/kevinbees/ccs> to schedule a 60-minute Complimentary Coaching Session. We'll focus 100% on your specific challenges and map out a custom plan for you to follow. In addition, I'll provide you personalized support, answers to all your questions, and additional strategies and tools that can help you get better results faster.



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Big Profit Leak #1: Not Attracting Enough Qualified New Leads

Do you have an abundance of qualified leads in your business?

If you are like most business owners, you are letting this major profit source slip through your fingers into your competitors' hands and pockets.

Which of these FREE or Low-cost strategies are missing from your business?

1. Referrals – you already have people who love what you do, are you asking them to send new customers your way?
2. Networking – are you putting yourself in the places where your ideal clients are? (Physically or virtually)
3. Alliance Partners – who already has a database of your ideal clients, and is not in competition with you? Are you teaming up with them to create win/win/win relationships?
4. Website – do you have a compelling 'opt-in' so you can start a relationship with visitors?
5. Search Traffic – are you attracting search traffic by taking care of your onsite SEO? Have you optimised for keywords? Including Title Pages, body text, pictures, alt text and with regular blogs?
6. Google My Business Traffic – have you claimed your business? Are you consistently getting 5* reviews?
7. Expert positioning – have you written a book? Could you?
8. Speaking – are you getting in front of your ideal clients by speaking – either on live events, webinars, podcasts or YouTube interviews?
9. Social Media Marketing – do you post regular value-added content that allows people to connect with you and your brand?
10. Social Media Engagement – are you engaging in groups that have your ideal clients?
11. Social Media Promotions – can you run 'competitions' or 'giveaways' with key influencers in your niche?
12. Local community – are you connecting with your local community?
13. Directories – have you listed your services in relevant directories?



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14. Location – if you have a physical location are you in the best place to attract your ideal clients?
15. Signage – do you let people know you exist by putting signage on your building or vehicles?
16. Buy a database list – can you buy a list of your ideal clients?
17. Sponsorship – is there value in sponsoring a team, organisation, event etc?
18. Public relations – are you releasing interesting stories that will attract attention for your brand? Could you proactively use sites like “Source Bottle”?
19. Team – have you engaged & incentivised your team and stakeholders to be generating leads with your ideal clients?
20. Tele sales – yes, its old school, and there could be opportunity to use this for your business?
21. Agents & distributors – could you leverage professional networks to distribute your product or service?
22. Beyond these, there are a heap of **paid ways** also to generate leads – are you leveraging any of these?

Google Ads
 Social Media Ads
 Remarketing/retargeting
 Magazine Ads
 Community ads
 Postcards
 Catalogues
 Flyers
 Landing pages and funnels?

Finally, are you:

23. Setting targets for the number of leads you generate, and measuring your progress against them? If not, this alone could increase your profit.

Summary

Which if these strategies could you implement first to STOP LEAKING PROFIT?

1. _____
2. _____
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Big Profit Leak #2: Not Converting Prospects into Clients

Are you or your sales team finding that prospects are hard to convert?
Maybe they take too long to convert?
Or they only want to purchase your lowest value items?

Too many businesses leak profits when it comes to converting leads into paying clients.

There are many strategies to maximise conversion rate – which of these FREE or LOW COSTS strategies are you missing in your business?

24. Sales Script – do you have a professional high converting sales script in place?
25. Role Playing – do you and your team practise the sales conversation again and again before speaking with prospects?
26. Reminders – do you remind prospects about your meeting time, and thus maximise show up rates?
27. Qualification of prospects – do you have a questionnaire or marketing process that only allows qualified buyers to be in a sales conversation with you?
28. Nurture – are you nurturing prospects with engaging value-added material before the sales conversation?
29. Guarantee - Do you have a written guarantee that reverses the risk for your prospects?
30. USP – have you clearly articulated why you are UNIQUE? Does the customer understand this in the sales conversation?
31. Standards – Do the sales team know the standards? And are they tracking their progress against the standards?
32. Reassurance – is your process optimised to stop clients getting buyer's remorse and cancelling after making a purchase with you?
33. Follow up – do you have a quality follow up process that converts those who were not ready yet?
34. Training? Are you providing ongoing training to the sales team to help them increase their conversion %?
35. Incentivisation - Is the sales team motivated financially to maximise results?



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36. Testimonials & Case Studies – do you have written and video social proof? Are you including this in the sales process?
37. Visual aids? Are you keeping prospects engaged during the sales process with suitable visual aids?
38. Offer? Is the offer easy to understand? Or complex and confusing?
39. Alternatives – do you have up-sell, cross-sell and down-sell offers in place?
40. Price Anchor – do you establish value by using a price anchor?
41. Payment plan – do you offer payment plans and make it easy to pay?
42. Profiling – do you understand your prospects behavioural preferences? And if so, are you communicating in the way they prefer?
43. Rapport – do you know how to build rapport quickly, so that your prospect instantly trusts you?
44. Direct Mail & Post cards – do you engage prospects, or reactivate past clients with lumpy mail or postcard strategies?
45. Survey – do you survey past customer and those that did not purchase, to learn more and improve the sales process?

Finally, are you:

46. Setting targets for the number of sales you generate (conversion % & \$'s generated), and measuring your progress against them? If not, this alone could increase your profit.

Summary

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Big Profit Leak #3: Not Maximising The Average Spend Of Each Client

Is it possible that your existing clients could spend more money with you?
The answer to that in the majority of business is YES!

Too many businesses leak profits when it comes to giving existing clients more opportunity to work with them and buy more services.

There are many strategies to maximise the average spend of each client – which of these FREE or LOW COSTS strategies are you missing in your business?

47. Don't discount – are you discounting? If so, STOP IT!
48. Price increase – have you increased your prices recently?
49. Price Anchor – have you created a very high-priced offer, to make your existing service offerings seem highly valuable in comparison?
50. Drop Low Priced Services – can you drop off your lowest price service, so your customers start buying your higher priced services?
51. High Gross Profit Services – have you analysed the gross profit of each product or service? If not, could you focus your sales efforts on the higher yielding items?
52. Done For You - do you offer a higher priced 'done for you' service? Could you?
53. Bundle Your Products – Do you bundle your products and services together to make a high value package?
54. Bundle Other Businesses Products – Do you bundle others services in with yours to increase the sale price? (This could include free things too, like private label rights products)?
55. Minimum Order Quantity – Is it appropriate to set a minimum purchase amount to be a customer? Or to qualify for free shipping etc?
56. Upsell – do you add in warranty or service contracts?
57. Positioning – can you position more products or services at the point of sale?
58. Psychological laws – do you leverage psychological principles in your sales process to maximise purchase value?



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59. Scarcity – Do you let clients & prospects know about {genuine} limited numbers of products, or shortage of time before deals expire?

60. Exclusivity – can you make an experience more unique and exclusive so your customers will pay a premium?

Finally, are you:

61. Setting targets for the average spend per client and then measuring your progress against them? If not, this alone could increase your profit.

Summary

Which if these strategies could you implement first to STOP LEAKING PROFIT?

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Big Profit Leak #4: Not Maximising The Frequency Of Purchase

Is it possible that your existing clients could buy more frequently from you?
For the majority of businesses that is a YES!

Too many businesses leak profits when it comes to having clients purchase more frequently.

There are many strategies to maximise the frequency of purchase of each client – which of these FREE or LOW COSTS strategies are you missing in your business?

62. Asking the client to rebook? At the end of an appointment are you asking the client to book another appointment?
63. Educating – are you providing your client with educational material that helps them realise why it is important/valuable to engage you more frequently?
64. Subscription – are you offering your client a subscription / direct debit option?
65. Reminders – do you send reminders/follow up to prompt clients to re-book/repurchase?
66. Nurture – are you nurturing the relationship so that you stay top of mind? What can you send them that would educate, inspire or entertain them?
67. Reactivation – do you run promotional campaigns to past & current clients to have them repurchase?
68. Database promotion – do you cross promote relevant services of affiliate partners to your database?
69. Team training – have you trained all customer facing team members on the range of products you have and how to identify opportunities with clients?
70. Client Events – do you run social gatherings with your top clients? Could you?
71. Auto renew – can you set your billing to auto renew?

Finally, are you:

72. setting targets for the number of transactions per client and then measuring your progress against them? If not, this alone could increase your profit.

Summary

Which if these strategies could you implement first to STOP LEAKING PROFIT?

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Big Profit Leak #5: Not Managing Expense Effectively

Is it possible that you are spending money on things that do NOT add value to your client?

Could you be getting more for the money you spend?

Most business owners I speak with initially think they have their costs under control, but once we look more closely, we frequently find significant opportunities to stop leaking profits by controlling the expenses and cost of sales.

There are many strategies to minimise expense leakage – which of these FREE or LOW COSTS strategies are you missing in your business?

73. Re-Negotiate with Suppliers – when was the last time you asked for a better deal from your existing suppliers?
74. Comparative Quotes – did you get at least 3 quotes before you made the purchase? Could you find a better deal if you did that?
75. Budget – do you have a budget in place that will lead you to accomplishing your financial targets?
76. Finance review - Do you compare your 'actual results' to 'budget' monthly, and adjust your behaviour as appropriate?
77. Profit First – do you follow 'profit first' principles and allocate profit to a separate account 2x per month?
78. Tax – are you set up in the most efficient structure so that you legally minimise the tax you are paying?
79. KPIs – do you measure the critical levers in your business so you can drive the right results daily?
80. Sublet space – do you have any un-used space you can let out to others?
81. Fire customers – if you have high maintenance/low profit customers, what would happen if you fired them, or sold them to another organisation?
82. Team Engagement – do you regularly meet with your team members to keep them engaged with the company? Replacing team members that leave is time consuming and expensive.
83. Team recruitment – do you go through your network before running paid adverts or using recruiters?
84. Meeting policy – do you have the relevant protocols in place to make sure meetings are efficient, effective, and only includes necessary participant?



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85. Energy efficiency – can you set up efficiency measures like motion sensors, programmable thermostats to save the environment and your pocket?
86. Customer hours – have you reviewed your hours of operation? Would your clients spend the same with you even if you opened for less hours?
87. Staff hours – have you reviewed staff hours to see if they are fully necessary?
88. Automation – can any of your work be automated, thus saving time?
89. Stop – Is there any work you can just STOP doing? Sometimes the things we have been doing are now not adding value to the process. You can ask about tasks: ‘Is This Really Necessary?’
90. Systems – have you systemised your processes and procedures? Doing so can outline inefficiencies in processes, and also make it easy for handing over work etc.
91. Virtual Work – could you work 100% virtually? This will save travel time.
92. Contractors – do you need contractors rather than employees? That way you can turn costs on and off as needed.
93. Review your direct debits – can you cancel all direct debits, and then add back only those that are necessary?
94. Banking – have you reviewed your debt facilities? Can you get a better interest rate? Or obtain a deal with no fees/lower fees?
95. Foreign Exchange – do you pay or receive money in foreign currency? If so can you get better transfer rates with companies like Airwallex, Transferwise or OFX?
96. Payment terms – can you receive payments via bank transfer and save yourself credit card fees? (Only if that is not detrimental to receiving the money!)
97. Trade association – can your trade associations get you better deals on the products and services you purchase?
98. Buyers group – can you join or create a buyer’s group to leverage purchasing power and get better deals?
99. Pay in advance – if you have enough cashflow, are you benefitting from paying annually in advance and getting early payment discounts?



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100. Discount codes – when you are buying online, can you find a discount code before you check out?
 101. Vision & Mission - Have you set a vision and mission for your organisation? Having the team be focused and clear on the organisational purpose can help attract and retain high performing members?
 102. Cultural values – have you clearly articulated your cultural values? And do you constantly refer to them and acknowledge members who live by them?
- Finally**, are you:
103. Reviewing your costs monthly, and comparing to prior months and to budget? If not, this alone could increase your profit.

Summary

Which if these strategies could you implement first to STOP LEAKING PROFIT?

1. _____
2. _____
3. _____

BONUS RESOURCE: FREE Strategic Plan TEMPLATE

As a bonus thank you gift for reading this report, I'd like to give you a FREE template of the 'Strategic Plan' you can use in your business. To request it, simply email me at **Kevin@ProfitHive.com.au**, subject line **1PSP Template**, or call the office direct at **+61 405 802 701** and reference this gift.



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Big Profit Leak #6 Not Managing Time Effectively

Is it possible that you or your team are not as time effective as you could be?

Do you sometimes feel distracted or that you procrastinate?

If the answer is NO, I want to hear from you, you have a special secret that the rest of the business world is missing!

If you answered YES, then let's work out which of these awesome techniques are not being used in your business?

104. High value – Are you working on low value activities that could be deleted, automated, or delegated to someone else?
105. High Fun - Are you spending most of your time on activities that are not fulfilling for you to do?
106. Automating: Have you avoided automating tasks
107. Delegation: Are you delegating as much as you should be?
108. Virtual Assistants: Are you leveraging low cost, highly skilled virtual assistants to complete work for you?
109. Interns: Are you leveraging free or low-cost interns to complete work for you?
110. Batch – do you batch your tasks and activities so that similar tasks are together, in a way that gets you massive momentum?
111. Prioritisation – do you prioritise your most IMPORTANT tasks first, and focus on those only?
112. Distraction free time - Do you have periods of time where you turn off all notifications, the phone, and purely focus on the most important activity?
113. Pomodoro - Do you leverage time management techniques like pomodoro?
114. Holidays – do you take regular holidays so you can relax, and refresh?
115. Outsourcing: do you outsource items at home, to free you up to do higher value activities at work?
116. Time Budget – do you have a default diary that makes sure the non-negotiables get taken care of each day and week?



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- Finally
117. Do you monitor the productivity and output of your team members?
If not, focusing on this could be a highly profitable activity.

Summary

Which if these strategies could you implement first to STOP LEAKING PROFIT?

1. _____
2. _____
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BONUS RESOURCE: FREE Default Calendar TEMPLATE

As a bonus thank you gift for reading this report, I'd like to give you a
FREE DEFAULT CALENDAR TEMPLATE you can use in your business.

Your default calendar shows you what to do each hour of each day to be optimally effective.
You block the most important things in your schedule as an appointment with yourself...so
that you can hold yourself accountable and achieve lasting success.

To request it,

simply email me at **Kevin@ProfitHive.com.au**, subject line 'Default Calendar',

or call the office direct at **+61 405 802 701** and reference this gift.



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Big Profit Leak #7 Not Managing Cash Effectively

Do you ever wish you had more cash?

Do you sometimes wonder where all the cash has gone?

Implementing the actions from previous chapters will STOP the LEAK of PROFIT and will help boost cash levels. The more cash you have, the more you can reinvest into profit generating activities.

So, let's work out, what cash maximisation techniques are NOT being used in your business?

118. Unused Assets – do you have any assets that are not being used? Could these be sold?
119. Underutilised Assets – do you have assets that could be repurposed for higher yield?
120. Inventory – do you have an excess of inventory taking up storage space?
121. Debtors – do you have customers holding onto your cash for too long?
122. Billing – are you billing your clients fast enough? Do you need to improve your processing of invoices?
123. Advance Payment – are your clients paying you in advance of doing work?
124. Suppliers – are you paying your clients quicker than the payment terms? Can you take longer or agree better terms?
125. Excess Cash – are you sat on excess cash, that you should be investing for higher returns?

Summary

Which if these strategies could you implement first to STOP LEAKING PROFIT?

1. _____
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3. _____



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PUT IT ALL TOGETHER

These Seven 'STOP LEAKING PROFIT' Strategies are the building blocks for success in your business. After all, even small improvements in each of these areas can mean exponential growth in your profits, cash flow, and free time.

But to make these improvements a reality, you've got to do more than just read about it.

You've got to act.

After all, until you convert your knowledge to targeted, specific action, the time we've spent together is vain.

So what can you do to ensure that you get real results you can see and hold in your hands?

Create a specific, itemized action plan. Make sure it's detailed. Implement the Success Strategies we've discussed here.

And for the help and feedback you need to make sure you do it right...

Book a 60-Minute 'Profitable Conversation' Session with Me... and I'll help you identify at least \$100k in profit improvement that you can create without any investment in marketing.

If you want to grow your business and eliminate the obstacles that are holding you back, I can help you get there.

But don't just take my word for it.

Spend 60 minutes with me on the phone, free of charge, and see for yourself if I'm all I claim to be.

Your 'Profitable Conversation' with me isn't a glorified sales pitch, but a no-hassle, no-obligation, one-on-one 'strategic review' designed to provide you with a plan that you are free to use to take your practice to the next level...*even if we never do business together.*

The choice is yours. You can continue struggling away in "prison" week after week, month after month, year after year...

Or you can finally take charge of your business and begin to reap the financial and emotional rewards you became an entrepreneur to enjoy.

If you're ready to see incredible results in your business and life, here's what you do.

Pick up the phone. Call us direct at **+61 405 802 701**, or go to <https://calendly.com/kevinbees/ccs> to book your 60-minute appointment directly into our schedule. It's time to unlock a new era of profitability in your business.

To your success,



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KEVIN BEES, Founder
Bees Knees Business Coaching

P.S. One final thing: besides offering a **100% money-back guarantee** on any services you might decide to engage in the future, I promise I'll never be pushy or salesy. Just like you, I'm a professional who enjoys serving clients. I look forward for a chance to talk with you about your business and goals – and help you put together an action plan that you can implement today.



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