

Are you a Small Business, Freelance Consultant or Service Professional
who is Ready to Catapult your Business to the Next Level?

B.U.S.I.N.E.S.S M.E.N.T.O.R.I.N.G

Impact Booster Programme

I'm Dr Jay Allyson Dempster
& I have a question for you ...

Have you ever imagined...how your business
could take off if you had someone guiding &
supporting you step-by-step, move-by-move,
to boost your business to the next level?



My Impact Booster mentoring programme helps *business owners* to
become **strategic entrepreneurs**. The results are proven:

- ✓ *better clarity > focused marketing > more clients & customers*
- ✓ *smarter working > fewer money leaks & personal barriers to success*
- ✓ *bigger thinking > increased profitability & empowered vision!*

You probably started your business out of something you feel passionate about. Even if you think you 'just fell into it', I'm sure you set out to make a difference in some way. Agree?

But if you're **struggling to make the income** you feel you deserve whilst serving the people you want to serve, it's tough to stay motivated. And if you're **stressed about your business**, it's even tougher to think clearly about the real crux of the problems or obstacles you face, and to take specific action - to move yourself forward from starting, to surviving, to thriving.

You may be unsure of the best steps forward to grow your client/customer base, how to raise your prices, leverage your time, scale up your business, especially in today's economic climate. You want to keep **attracting the right clientele**, yet may be falling into the trap of offering too many discounts, not charging what you're worth or accepting clients who are less than ideal.

The **fastest cure** to solving these kinds of challenges is NOT more determination, more advertising, more staff or a better web design. These are reasonable *treatments*, but won't given you quick wins or necessarily lead to the kind of business impact you desire long term.

You have to become **strategic** - even shift your thinking. **The solutions are within YOU.**

And the best decision you can make is to work with an **consultant** who through expert advice & mentoring can help you identify and navigate your options and implement focused, smart plans.

Ask yourself if the following would put you at an advantage in your business:

How a business mentor helps

- ✓ Offer a confidential sounding board
- ✓ Become more focused and productive
- ✓ Challenge you and expand your beliefs of what is possible
- ✓ Increase your business knowledge and experience
- ✓ Enable you to step back and work 'on', not just 'in', your business
- ✓ Understand yourself better and improve your relationships with others
- ✓ Support you to achieve your objectives
- ✓ Provide support and motivation

If this sounds like the kind of accountability & help you know you need ...

then perhaps the Impact Booster programme is a great mentoring plan for you.

What can mentoring help me do?

As a mentor & coach in professional, personal and business development, I work with people in a range of roles and stages of their career and entrepreneurship. It's a totally supportive and non-directive process, where we work together, focusing on your agenda, your business, your issues and challenges. I ask you the 'difficult' questions to widen your awareness & understanding of what might be going on in the current situation, listen to you, clarify before responding & provide feedback on ways forward.

The Impact Booster programme offers a system & support where you are empowered to:

- ***DIAGNOSE your business idea, problem or personal barriers***
 - *as a health check, symptom sorter, which we work through together*
- ***IDENTIFY the right treatment for you to build a healthy business***
 - *done in agreement with you, no-one is telling you how to run your business*
- ***ENSURE you have a sustainable plan for future business health***
 - *as well as some quick wins to boost cash flow immediately.*

My mentoring clients frequently remark on benefits of having someone to talk things through with, to bounce ideas off, to bring a different, expert and external perspective, to add structure to their thinking. While I contribute business experience and specialist expertise you also gain access to my specialist associates and find out about resources that can help you, so we are working collaboratively to review and unravel the many & complex issues of surviving and thriving in a successful business, sharing knowledge and experience with you that aims to support, motivate and inspire you to achieve greater impact and success in your business.

***If any or all of that sounds like it could maximise your personal and business performance...
let's move forward together!***

Programme entry

The *IMPACT BOOSTER* programme has several entry points depending on what stage you're at with your business and how much you are willing and able to invest in yourself and in boosting your business growth. Mentoring plans can be combined with practical support such as workshops or 'done-for-you' services.

- Stage 1 > Getting Started*
- Stage 2 > Gaining Momentum*
- Stage 3 > Leveraging your Time*
- Stage 4 > Growth & Innovation*

How do I decide what kind of support is best for me

Schedule yourself a strategy consult with Jay

The best next step is to take advantage of a complimentary, no obligation, informal review session with me. This can be done over the phone or in person to see if this is a good fit for you. Absolutely no pressure, no selling, no manipulation, pure value. The conversation usually lasts 30 minutes and is totally private and confidential. It's a good first step and you have nothing to lose. It aims to:

- ✓ Give you the opportunity to consider what stage you are at & what support you most need
- ✓ Enable you to find out more about how our programmes & services could benefit you
- ✓ Help you understand if mentoring is right for you and if we're a good fit to work together
- ✓ Give you the chance to experience mentoring and to get to know my style.
- ✓ Demonstrate how I actually help people, by actually giving you value and helping you.

What else can I do?

– THINK - Take our THRIVE Self-Evaluation Survey

Explore your current business operation and challenges as a first step to diagnosing where the bottlenecks or problems lie so you can focus on the most critical aspects to improve that will make the biggest difference.

– PLAN - Attend a 'VIP' One-day Intensive Workshop

Taking time out of your business to reflect on your goals, needs & situation is one of the biggest benefits of being in a programme, as well as the personal insights you'll gain and outputs you will produce.

– DO - Boost your Success with Done-For-You Services

One-to-one business mentoring can transform your thinking, improve planning & decision-making, reduce procrastination, increase productivity, so you can really take your business to the next level.

Why it's hard doing it on your own

Coaching and mentoring is the secret that the most successful people have used for years to hyper-grow their business and themselves, personally & professionally. Entrepreneurs hang out with others who inspire and motivate them, lighting the possibilities and helping to pave road ahead.

Why? Simply stated we don't know it all, and it's hard to review ourselves - we can easily miss our **blind spots**. As an experienced, ABM-accredited mentor, I provide you with expertise, perspectives, direction, guidance and accountability to reach your full potential. What I have learned is that:

- *we tend to do more for others than we will do for ourselves*
- *it's easier to keep doing something familiar than to change what we do*
- *it's frustrating to chase your tail and go round in circles trying something on your own*
- *you need help to overcome limiting beliefs about our sense of value, worth or past failures*

A great coach & mentor also opens the space for your greatness to emerge! When you decide to really stretch to the next level, it is scary as heck...and many people don't have the support they need to really go for it. And there's immense merit in having someone who is checking in with you in terms of holding yourself **ACCOUNTABLE** to the things YOU said you wanted to accomplish.

Why work with Jay

What I personally bring to your business is a combination of insights, skills & experience as a professional "**Coach, Mentor and Consultant**". Put simply, this means I'm flexible to your business and personal development needs. I don't profess to be an expert in every aspect of your industry; you know your business and your sector best. However, what I'm very good at is providing insights, diagnosing what's working well and not so well, helping you to **find solutions**

Sometimes my input is advice based on my own experience in business or those I've mentored; sometimes it's helping you locate relevant resources and useful tools, or prompting you to draw from your own knowledge or networks. All in all, I keep you positive and always moving forward.

I use non-directive, constructive questioning that enables you to reflect deeply and to decide upon priorities for action taking. This is critical to avoid pitfalls, procrastination, wrong paths ... I also have an arsenal of **tools & tactics** to help get you unstuck, to resolve money leaks, to systematise your processes for business planning, marketing, networking and sales.

My mentoring plans are structured, tailored to your needs and they WORK. That is of course, if YOU work and follow through on what is agreed - Think, Plan and Do is my action-focused mantra.

Mentoring is NOT a **passive or 'fluffy' process** - success does leave clues and you'll benefit from having me as your **GPS** navigating you through overwhelm & confusion to your desired destination. And hopefully, together we'll have fun on your business boosting journey too!

Next steps

Call Jay to arrange your complimentary strategy session & explore business mentoring further on 0845 860 0065 or text 'mentoring' and your name and to 07979 695691 for a call back.