



Example 1: Web Site Content

Are You Constantly Putting Out Fires Instead of Building a Profitable Business?

Balancing limited time, handling unforeseen problems, lack of control and direction and keeping your business running at peak profitability is the # 1 challenge most business owners face. You are not alone.

When you feel like your business is running you, instead of you running your business it's easy to feel like you are walking a tight rope. Any moment that your precarious balance is upset you could fall. Your growth, profitability and success come into question every day.

If your business is not providing you with the lifestyle that you've worked so hard to achieve or if you feel like you always have to be available for your business to run smoothly; you will never reach full potential and peak profitability.

Since 2005, Award Consulting has helped business owners and CEO's just like you increase profits and eliminate inefficiency by providing management consulting services at an affordable price.

Award Consulting provides the solution to your biggest challenges . . .

. . . Imagine having the facts, methods, answers and freedom to focus on growing your business everyday.

. . . Think about how profitable and enjoyable your business *could* be if you had control, direction and focus to maintain and grow an efficient operation.

. . . Consider the advantages you will have over every competitor when you possess the knowledge to make profitable decisions based on a broader perspective of business and your industry.

. . . How much money will you save every year by eliminating inefficiencies and improving vital business and management processes?

The secret of all successful businesses

The most successful CEO's and business owners know how important impartial evaluation and analysis is to the success and profitability of any business.

Award Consulting Group's mission and passion is to provide small and medium sized businesses with specialized, yet cost-effective business growth and management consulting services.

Award Consulting Group helps small to mid-sized companies plan, organize, staff, direct, and control company resources.

Award Consulting Group will show you how to:

- Increase management effectiveness.
- Make better decisions that will increase bottom line results.
- Create long term processes for successful expansion or succession.
- Achieve faster growth by providing you with a broad, impartial view of your business.

Independent Consultants with Fortune 100 experience

As a group of professionals, dedicated to business efficiency, growth and success; Award Consulting Group has successfully executed Best Practices across a broad range of businesses with confirmed results.

Whether your business is a start-up or already generating \$50,000,000.00 in annual revenue; no matter if you have 5 employees or 250; Award Consulting has the proven experience to help you put out the fires once and for all and show you how to build the profitable business you envision.

If you're a Business Owner or CEO who is:

- Not where you want to be in reaching your projections and goals.
- Not enjoying your business as much as you should due to constantly putting out fires.
- Not generating the revenues you know your business is capable of.

Take a moment right now to call the professionals at Award Consulting Group at 480.314.5730.

With just one call you will learn how to

- Improve your situation, starting today.
- Get a clear picture of your business objectives by setting initial, achievable goals.
- Schedule a follow up face-to-face, in-depth meeting to draft an action plan that will take you from where you are now to where you want to be, with our expert help and guidance.

One of our expert consultants will call you right away, evaluate your unique situation, and show you how Award Consulting Group will get you working on instead of merely in your business.

Example 2: Flyer content

- Do you put your own needs aside to fulfill the needs of others?
- Do you sometimes have difficulty adjusting to change?
- Do you have difficulty taking compliments or gifts from others?
- Are you uncomfortable talking about your own feelings?
- Do you go out of your way to avoid arguments (for example, remaining silent even when you have an opinion)?
- Do you worry about the opinion of others more than your own opinion?
- Do you sometimes worry about being abandoned because you are not worthy or 'good enough'?
- Do feel as if people seem to take advantage of you?

If you answered yes to any of these questions, you can learn how to improve your life and relationships. Making these changes will get easier with patience, practice, and consistency. What's important is that you know you are not alone, and that things can get better for you. If you recognize any of this in yourself or if you are feeling stuck, I've helped women with these challenges and I'd like to help you.

My passion is helping women find peace and contentment so they may enjoy healthy relationships and be all that God has created them to be! I do this through a variety of services including; "Enrich Your Life" Tele-Classes, Marriage Prepare/Enrich Programs, "Take Action" Coaching, "Woman to Woman" Counseling, Public Speaking Seminars, Health and Wellness Products.

You may have thought that counseling is just for people with chronic or serious difficulties. However I have found that it can also be especially helpful if you are suffering from problems and stresses of everyday life. It's also a wonderful way to learn more about yourself and to help you set and meet your personal goals and live your dreams.

Life is too precious and short to be weighed down with stress, anxiety, guilt and worry. I have helped many women in your position and I can help you:

Rediscover joy in your relationships
Overcome fear and depression
Find relief from anxiety and stress
Learn to laugh and have fun again

All so you can enjoy peace and contentment-and be all that God created you to be.

I am a Christian counselor and coach dedicated to supporting women through stressful and overwhelming times. Let me help you find peace and contentment with my four-step program designed to help you overcome these problems and get your life back.

When you're ready to take action to improve your life and relationships-send me an email or give me a call. I'd be happy to talk with you about how I may be able to help. I look forward to hearing from you. I'll be happy to answer any questions you may have and set up your initial intake appointment.

Example 3: Web Site Content

Why work with Franci:

If you're a builder, contractor, property manager, recreation center coordinator or interior designer, you know there are literally thousands upon thousands of fitness and recreation products to choose from in designing your project. Without being an expert with extensive product knowledge in this field, it's impossible to make the right choices - and choosing the wrong products can result in lost profits, outdated and unserviceable equipment, angry clients and low curb appeal. In short, it can spell disaster.

You can always leaf through catalogs and guess which equipment and products to buy, or even pay a sales rep that's more interested in his/her commission than your project, but **wouldn't it make sense to bring on board expert that consistently researches, studies and uses this equipment?** How much would you benefit from expert knowledge and a proven track record for helping people just like you achieve outstanding results?

I will help you:

- Avoid the frustrating and time consuming process of picking out the right equipment for your clients and budget. **I will sit down with you and explain which equipment is best for your project and why.**
- Have a proven expert that will help you plan, design and select the entire area, not just pieces of equipment but all of the accessories and amenities you'll need to make your project complete – this will save you time and hassle.
- You're going to **have confidence and peace of mind that your project's going to be a success and you're going to have satisfied clients that will be happy to refer business to you.**
- Avoid making costly time and money mistakes by choosing the wrong type equipment.
- Establish a long-term relationship with an expert in the field that you can count on rather than someone out for a quick sale. **I am committed to achieve the results you want on this and future projects.**

If having more time to focus on running your business, having peace of mind knowing your getting expert advice choosing the right equipment and working with a professional who's going to make sure each and every project you do is a success, pick up the phone now and call me at 480.763.2674 for your free, personal project consultation.

Fitness Equipment Page

When designing or constructing a fitness center you know that purchasing the right equipment and amenities for your facility can make all the difference in the world. If you're a builder or contractor, you know all about curb appeal, and you know that the little details are really what counts when you're competing against strong competitors, I

am going to help give you the competitive edge by helping you to select the right equipment at the right price.

If you're not a fitness equipment expert, selecting the right product mix can be confusing, there are hundreds of fitness companies out there that are all too eager to take your money, and with thousands of fitness products – do you have the time to pick out the right ones? Ask yourself, **“What would it cost you in time, money and hassle if you picked out the wrong equipment?”**

Are you confident that you won't choose the wrong equipment and incur?

- Costly and aggravating equipment service issues
- Broken, obsolete and out of service fitness equipment
- Fly by night fitness companies that don't provide adequate service or parts
- Frustrated clients that are angry with you for choosing the wrong equipment or equipment mix

I am going to help you avoid all of these things, in fact, you're going to have an expert who's been in this industry for years, and who has personally used this equipment in my training as a fitness competitor. I use this equipment daily, so I can tell you what works and what doesn't work. **You can rely on my expertise to help you select the right equipment mix for you, that's something your competitors don't have - and that's going to make all the difference in the world.** If this is starting to sound good, pick up the phone and call me a for initial phone fitness project consultation at 480.763.2674, you'll be glad you did.

Did you know there's a huge difference in the quality, durability and safety of fitness equipment out there? Choose the wrong equipment and you could be looking at hundreds if not thousands in repair costs. If you work with me, **you'll never have to worry about making an uneducated equipment choice, I research and study all of the new fitness trends and equipment, and so you're going to have access to cutting edge expertise on the latest and greatest products** - this critical knowledge that your competitors won't have access to. If you want insider information now, [click here to view my article, “Want to Design a Top Notch Fitness Center That Your Clients Will Love? Here Are the Top 19 Things You Have to Consider.”](#)

You're going to feel comfortable and confident in the equipment we've selected together. In fact, **I want you and your clients to be thrilled with their new fitness equipment or center, where your clients say, “These amenities are fantastic, I can cancel my gym membership”**. What does that mean for you? Terrific curb appeal and very happy clients.

What if you're looking to complete an entire fitness center rather than just picking out a treadmill, don't worry, **I can help you completely design an entire outstanding fitness center from top to bottom.** From flooring, lockers, accessories, and even tanning, you're going to enjoy the convenience of dealing with one vendor, not ten, and of course the expertise to bring it all together so you end up with a top-notch, purposeful fitness center. Peace of mind, all of the details handled and the reassurance you're working with a seasoned fitness equipment professional who has YOUR best interests at heart, why not give me a call today, just call 480.763.2674, I'll be happy to discuss how to make your project a success!

Example 4: Advertising Content

You're NOT the Only One Who Finds Accountants Intimidating and Unapproachable.

Call today for a friendly, personal and accessible solution to your accounting needs.

Get the comfort and *peace of mind* knowing that your accounting needs are in the hands of an *approachable expert* who provides accessible, on-call assistance - right when you need it.

We offer a full range of accounting services to meet your needs, all in a comfortable environment where *you are encouraged to share your concerns or questions.*

While it's on your mind, contact us today at 480.991.5850 for a free, introductory consultation.

- Tax Prep
- Quickbooks Training
- Income Tax Planning
- Business Profitability Check-ups
- Monthly Accounting and Bookkeeping

Example 5: Product Questionnaire

1) Select the top two topics that concern you the most about being a freelance designer.

- Not finding enough clients
- Unsure how to get the most money for your services
- Unsure about how to handle your day to day operations – what to do
- Not being able to identify and target the group of people that you want to work with
- Running out of money before your business gets going, having to go back to work for someone else.
- Not understanding the true value you offer to your clients and prospects
- Not knowing who to turn to just to get things started

2.) Select two statements you would most like to learn about from a “How to be a freelance artist” book?

- How to effectively sell to prospects when you don't know how or don't like to sell
- Separating your business from the competition
- How and where to find clients
- How to meet and interview clients confidently and effectively
- How to handle price objections
- How to price your services so you get the most money for your talent

-] How to develop contracts
-] How to keep a steady stream of work and income coming in

3) Which of the following products are most appealing to you?

Rank each product starting with 5 being the most desirable and 1 being the least desirable.

- 1 2 3 4 5] Real life client/designer interview scenarios
- 1 2 3 4 5] Advice on how to market, advertise your business with little money
- 1 2 3 4 5] Actual real life situations, issues and problems all designers deal with
- 1 2 3 4 5] An example/workbook section where you can compare what you have to other designers
- 1 2 3 4 5] Effective, time saving email templates you can customize and send out to your clients
- 1 2 3 4 5] Proven client contracts that have been developed over the course of several years that you can customize and use
- 1 2 3 4 5] The ability to email specific questions or concerns you have about your business
- 1 2 3 4 5] Expert advice on how to sell easily and effectively

4) Based on the items you selected in question 3, what format/offering would you find most appealing? Place an X in the box for your top three choices and a Y for your least favorite choice.

-] Downloadable mp3
-] Podcast
-] Downloadable video format (avi, mov, wmv)
-] Compact Disk (standard audio tracks)
-] Navigable DVD
-] Downloadable eBook/workbook
-] Printed, hard copy eBook/workbook
-] Online multimedia learning (flash)
-] Online forum

5) Based on the items in question 3, which phrase best describes how likely you would be to purchase these products if they were available right now?

-] Definitely would buy them because I know I could benefit from them
-] Definitely would buy them because I've been looking for something like this
-] Probably would buy them because I am guessing they might help me
-] Might or might not buy them I might take a chance on them
-] Probably would not buy them because the cost is probably too much
-] Probably would not buy them because I don't think I'd learn a lot
-] Definitely would not buy them I don't think I need them

6) With so many other products available to assist freelance artists, how do you feel these products differ from others you have seen or heard about?

-] Very different
-] Somewhat different

- Slightly different
- Not at all different
- I've never heard of or seen products like this

7) How difficult would it be for you to obtain a similar product with these benefits and results if the product you selected were not available?

- Very difficult
- Somewhat difficult
- Slightly difficult
- Not at all difficult

8) What price-range do you feel is a fair price you would be willing pay for the items listed in question #3?

- I am not sure how good this will be but I'll take a chance: \$25-\$45
- I will at least get my money's worth out of this: \$46-\$75
- I should get some really good value out of this: \$76-\$125
- I am expecting this to help my business significantly: \$126-\$175
- I am certain this will help me survive and thrive as a freelance designer: \$176+

Example 6: Developing a Tagline

Choices Jeremy presented to the client:

- The time and peace of mind to start enjoying your life again
- Restored Time and Peace of Mind to Enjoy Your Lifestyle
- Your Reliable, Trustworthy Partner for Life's Everyday Chores
- The elite's answer to how to find more time in a day
- Who successful, busy people turn to in handling life's everyday responsibilities
- Never have Your Household Run You Again
- Time and peace of mind to enjoy the lifestyle you've earned
- The exclusive approach to getting more time and less stress out of your day

Result - Your Reliable, Trustworthy Partner for Life's Everyday Chores

Example 7: Actual DBA & Tagline Communication to Client

"I wanted to send over some initial ideas back – I think you're definitely moving in the right direction! I think if we tweak a couple of words here and there, you'll have it nailed. I want to get really clear on exactly what your clients want from working with you the MOST.

What is it that people want? Let's strip all of this away and get to what your clients understand and most desire from you.

If you had your clients check the box(es) that mattered most to them when they first come in and see you, which would they choose?

- To learn

- To be healed
- To discover
- To get on with their life
- To be happy again
- To find joy
- To become whole
- To heal what hurts
- Restorative healing - I am a little nervous people won't know what this means to them
- Relief from what hurts x
- To be restored x
- To mend a broken life x

For the DBA, I suggest you ask your clients about:

1. Dragonfly International Psychotherapy
2. Dragonfly International Psychological Therapy
3. Dragonfly International Therapy Services
4. Dragonfly International Therapy

(I like your point about not knowing what kind of therapy...but the tag will give the answer to that, so I personally like 3, 4. I do like 4 the best because it's shorter). Let's see what your clients say.

For the tag I would go with:

1. Relieving suffering, restoring lives.
2. Purposeful and intuitive relief from what hurts
3. Relieving suffering, healing hearts, restoring lives.
4. Relief from suffering, lives made whole again.

(I think any of these could work – they capture the value you provide to clients. I like #3 the best, 1 and 4 could work. I feel 2 is the weakest)."

Result – Dragonfly International Therapy, Relieving suffering, healing hearts, restoring lives