

Charles Blakeman

The Crankset Group
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Author of the #1 Business Book of the Year – Making Money is Killing Your Business

Business Sites

<http://ChuckBlakeman.com> (blog and media kit)
www.CranksetGroup.com
<http://MakingMoneyIsKillingYourBusiness.com>
www.3to5Club.com
<http://ApexProfile.com>

Social Media Presence

<http://twitter.com/chuckblakeman>
<http://twitter.com/cranksetgroup>
<http://www.linkedin.com/in/chuckblakeman>
<http://www.facebook.com/chuckblakeman>
<http://vimeo.com/chuckblakeman>

Recent Media Features and Articles

- Harvard Business Review – September 2010 hard copy issue.
- New York Times: <http://bit.ly/928jpm>
- Entrepreneur Magazine: <http://bit.ly/7HHDfc>
- CNNMoney.com <http://bit.ly/2UcJHR> , <http://bit.ly/8hrpHz>, and <http://bit.ly/1WPq4A>

Video – Speaking Samples

- 3:05 Second Video of Chuck speaking – short snips - <http://vimeo.com/8547122>
- 4:29 Second “Charleston Taxi Cab Driver story – interview <http://vimeo.com/12866937>
- Surprise Party for Chuck thrown by business owners - <http://vimeo.com/13207202>
- How We Built a Tribe - <http://vimeo.com/chuckblakeman/videos>

Biography

Chuck started and built six successful businesses in 25 years both in the U.S. and internationally, and now uses his leadership experience to help business owners create success. His company, The Crankset Group, provides outcome-based mentoring and peer advisory for business owners worldwide in the U.S., Europe, Africa, and Australasia.

Chuck served in the U.S. Army, followed by 13 years of service in non-profit leadership development. He sold one of his businesses to the largest consumer fulfillment company in America and led three other \$10-\$100 million companies through repositioning in the Marketing Support Services industry. He presently leads the Crankset Group and a multi-million dollar for-profit business based in Africa focused on solving poverty through development of local economies.

Mr. Blakeman is a results leader, not a thought leader, and has decades of sales, marketing and operations experience leading companies in marketing, import/export, fulfillment, call centers, website development, printing and direct mail processing. He now also exports agricultural products and minerals from Africa to the world.

Some of Mr. Blakeman’s customers have included Microsoft, Apple, Eli Lilly, TAP Pharmaceuticals, Sun Microsystems, Tyco Healthcare, Johns Manville and many more.

He is a regular convention speaker, magazine contributor, and non-profit board member. His new book, “*Making Money is Killing Your Business*”, was named #1 Business Book of the Year by the National Federation of Independent Businesses (NFIB), the largest business owner association in America.

Recent speaking appearances include Kenya, DR Congo, Ireland, New Zealand, and across the US. 100+ times a year. Recent print and online appearances include Harvard Business Journal, Entrepreneur Magazine, CNNMoney.com, NYTimes.com and many others.

Short Bio

Mr. Blakeman started and built five businesses and now uses his experience to help business owners create success. His company, The Crankset Group, provides outcome-based mentoring and peer advisory for business owners worldwide in the U.S., Europe, Africa, and Australasia.

Chuck began his career in the U.S. Army, followed by 13 years service in non-profit leadership development. He sold one of his businesses to the largest consumer fulfillment company in America and led three other \$10-\$100 million companies through repositioning. He has decades of experience in sales, marketing and operations, with customers like Microsoft, Apple, Lilly, TAP Pharma, Sun Microsystems, and many more.

Chuck is a regular convention speaker and magazine contributor, including Entrepreneur.com, NYTimes.Com, CNNMoney.com, Bizjournals.com and MFSA/Maui. His new book, “*Making Money is Killing Your Business*”, was named **#1 Business Book of the Year** by NFIB, the largest business owner association in the U.S.

Two Sentence Bio

Mr. Blakeman uses his 30 years of in-the-trenches success growing five of his own businesses to advise other business owners. His new book, “*Making Money is Killing Your Business*”, was named **#1 Business Book of the Year** by NFIB, the largest business owner association in the U.S.

Attribution Line for Articles

*Chuck Blakeman is a business mentor and author of “*Making Money is Killing Your Business*”, named the **#1 Business Book of the Year** by NFIB. For more help visit his blog at <http://blog.teamnimbuswest.com> or email him at Chuck@CranksetGroup.com. You can also follow him at <http://twitter.com/ChuckBlakeman>.*

or in the context of an article:

....Chuck Blakeman, author of *Making Money is Killing Your Business*, named the **#1 Business Book of the Year** by NIFB and president of [The Crankset Group](http://CranksetGroup.com), a Colorado-based small business advisory firm,....

Book Summary

Making Money is Killing Your Business

by Chuck Blakeman

Named *#1 Business Book of the Year* by NFIB - <http://bit.ly/gYEjkb>

You're Too Busy Making Money. No Business Can Survive That.

Making Money is Killing Your Business is built on profoundly simple ideas that have been around forever and ignored as being too simple to work. Chuck has learned the hard way that profound things are always simple. These few things will revolutionize any business willing to give up complexity for effectiveness.

Making Money helps business owners move from a focus on trying to make money to building a business that does it for them while they're on vacation. It debunks the idea that small business is a 30 year grind, and introduces the concept of building a business in just three to five years that runs itself.

Making Money also replaces the traditional concept of retirement with using your business to quickly build your Ideal Lifestyle, moving you and your business from survival through success to significance.

Your business should throw off both time and money, not just money. Named “**Business Book of the Year**”, *Making Money* provides the tools that business owners need to make more money in less time, get off the treadmill, and build a business they can enjoy for decades.

Available NOW at <http://makingmoneyiskillingyourbusiness.com> and www.amazon.com.

Sample Speaking Topics

Making Money is Killing Your Business.

You're Too Busy Making Money. No Business Can Survive That.

This keynote, built on the principles in the **#1 Business Book of the Year** by the same name, is built on profoundly simple ideas that have been around forever and ignored as being too simple to work. But these simple principles revolutionize any business willing to give up complexity for effectiveness.

This very motivating keynote builds a framework for business owners to move from a simple focus on trying to make money to building a business that does it for them while they're on vacation. It debunks the idea that business has to be a 30 year grind, and introduces the concept of building a business in just three to five years that runs itself.

In this keynote, Mr. Blakeman also challenged the traditional concept of retirement and encourages the attendees to use their business or career to quickly build their Ideal Lifestyle. The objective is to move from survival right through success to significance. Chuck outlines four simple principles that show you how to build a lifestyle and business that does this.

Business should throw off both time and money, not just money. This keynote helps business owners, sales people and managers make more money in less time, get back to the passion that brought them into business in the first place, and build a business they can enjoy for decades.

Mr. Blakeman's recent book, "Making Money is Killing Your Business" is available at <http://makingmoneyiskillingyourbusiness.com> and www.amazon.com

Retirement is a Bankrupt Industrial-Age Idea.

And other dusty Industrial-Age beliefs we need to be forget.

Almost everything going on in business today is counter-intuitive. The world is changing so fast that ideas we thought were good ones 20 years ago are a road to nowhere today. Even things we picked up five years ago could be taking us down a cul de sac. The retirement mindset is one of the biggest roadblocks we've got to moving forward, being innovative, growing aggressively, and most importantly, building a life and a business of significance right now, not 10 years from now.

He who makes the rules wins. Without knowing it, most of us have let our businesses make the rules for us, turning us into employees. As a result, the business gives us money, but not time or significance. Why wait around for retirement for those two things? Learn how to take control of your business, turn it around in three to five years so you can enjoy it for decades.

Business owners and sales people can all build lifestyles right now that are much better than anything they might experience looking forward to retirement. Stop waiting until you're 65 to get after your bucket list. And stop thinking in terms of retirement. Build an Ideal Lifestyle instead – you'll enjoy it a lot more for a lot longer than retirement.

Sample Speaking Topics, Part II

Bad Plans Carried Out Violently

- **How successful leaders lead, succeed and make more money.**
- **Leave with simple, effective tools that will make you successful.**

Bad plans carried out violently many times yield good results. Do something.

My Marine Corps soccer team strategy from 32 years ago.

We plan too much and execute too little. The #1 indicator of success is not planning, but Speed of Execution. It's not that we shouldn't plan, but that we should plan more after we're already moving and less before we move. Learn how the most successful business people get there, and it's not by meticulous planning.

The Four Building Blocks of a Successful Business

- **Get focused, stop leading reactively and strip away all the noise in business.**
- **Get a grasp on the four simple tools that will manage your business for you.**

Leaders exhaust too much time reacting to the Tyranny of the Urgent, when they should be focused on the Priority of the Important. The Important things can be counted on less than one hand and unfortunately we can go for 30 years and not pay attention to any of them. Successful businesses emerge because the leadership stops living reactively, but proactively goes and gets these few things into their business.

Is There a Business Maturity Clock Ticking in Your Head?

- **Build a business you can enjoy for decades. Do it in 3to5 Years**
- **It's not about talent or luck, but intention. He who makes the rules wins.**
- **Get what you intend, not what you hope for.**
- **Leave with simple, effective tools and materials to build a business you can enjoy for decades, and the process to get it done in 3to5 years.**

Too many business owners and high end sales professionals start their business with "I'll work really hard to make money." Subconsciously they are also saying "...and I'll take whatever lifestyle that gives me." Working hard and making money is not the answer. We get what we intend, not what we hope for. If we intend to work hard and make money, we'll get that. But if we intend to build a business that will support our desired lifestyle, we're much more likely to get it. Turn the whole business equation on its head and use your business to get you to your Ideal Lifestyle.

WORKSHOPS

The Business Owner Success Toolkit

The Four Building Blocks of a Growing Business
 You can ignore these for 30 years, or be successful with them.



Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.” Jack Welch

Your Business Should Give You

Two Resources and a Benefit:

Money
Significance

Time

Why? - You need a **Big Why** – Why are you doing this? (It’s bigger than just making money.)

Strategic Plan - Once you understand your Big Why and how much it will cost you to support that Ideal Lifestyle, you need a Strategic Plan to take control of your business and use it to get you there.

Process Mapping is the key to getting out of the “producer” role and creating a business that makes money while you’re on vacation.

Outside Eyes - You’ll need Outside Eyes (an advisor, mentor, peer advisory group) to help you keep on track and to help you get there much more quickly than you could on your own. A Strategic Plan is one of the Four Building Blocks you will need to get you to a Mature Business.

WORKSHOPS

Lifetime Goals Workshop

The Single Most Important Question in Business - Why

“If you don’t have a plan for your own life, you’ll become part of somebody else’s plan for theirs.”

My good friend, John Heenan, Belfast, Ireland

Lifetime Goals (The Big Why) in the Context of Your Business

Three Fundamental Principles For Building Lifetime Goals

- *Principle Number One—**Making money is not an empowering vision.***
- *Principle Number Two—**A goal realized is no longer motivating.***
- *Principle Number Three—**We are made to do something significant.***

Two-Page Strategic Plan

A Simple Plan That Runs Your Business

Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.” Jack Welch

A Strategic Plan is one of the Four Building Blocks of a successful business structure. You can go for 30 years and never pay attention to any of these four critical building blocks. But a successful business owner will proactively go find these four things and use them to run their business.

Process Mapping Workshop

How Process Mapping Can Change Your Life

“Most of what we call management consists of making it difficult for people to get their jobs done.” Peter Drucker

Process Mapping is one of the Four Building Blocks of a successful business structure. Do you want to know what the Highest and Best Use of Your Time is? How to get better yield per hour? And most importantly, how to build your business so it makes money while you’re on vacation?

Process Mapping is the key to **GETTING OFF THE TREADMILL.**

*Know **where** you’re going, **when** you want to be there, **how** you’ll get there, and **what** you need to do **today** to get there.*

Lifetime Goals Workshop

Final Worksheet Sample

Name: _____ Date: _____

Your Personal Vision/LifeTime Goals Summary Page

A. Your Lifetime Goal(s)-(see **Page 2 - Identifying Your Lifetime Goal(s)**): *These are things that you can never check off as completed (i.e. traveling, time with grandchildren, etc)*

B. Your Ideal Lifestyle (“Retirement”) (see **Page 3 Details of Your Ideal Lifestyle**): *These are the things you can check off as completed (bought house, attained desired income, etc.)*

B.5 Waypoint 10 Years from now: (time & money milestones on the way to my Ideal Lifestyle) (See **Page 4 Resources Needed for Your Ideal Lifestyle**):

B.4 Waypoint “5” Years from now: (from B.5 above)

B.3 Waypoint “3” Years from now: (from B.4 above)

B.2 Waypoint 1 Year from now: (from B.3 above)

B.1 This Month’s Waypoint: (next milestone or next obstacle removal on way to my Ideal Lifestyle?): (from B.2 above) **THIS IS THE LAST STEP, NOT FIRST!**

GO THROUGH THE STEPS ON PAGE 5 TO COMPLETE YOUR GOALS.

Strategic Plan Workshop

Content Sample

The Seven Stages of Business Ownership

	Stage of Business	Owners Lifestyle and Mindset	Focus
1	Concept & Start-Up Owner pours time & ideas into creating/getting it off the ground. <i>SALES PERSON</i>	<ul style="list-style-type: none"> Income: From outside the business. Lifestyle: Great, but maintained by savings and outside funds. Emotions: Euphoria, the business is off the ground. <i>“What fun!”</i> Biz Focus: Dream, start, setup, sell 	SALES
2	Survival... is everything; <i>“We burn a lot of fuel on take-off.”</i> <i>SALES PERSON</i>	<ul style="list-style-type: none"> Income: Going backwards or outside the business. Lifestyle: What lifestyle? All available time/money consumed business. Emotions: Scared or tired <i>“Didn’t think it would be this tough”</i> Biz Focus: Urgently driving sales 	SALES
3	Subsistence Business breaking even, totally dependent on owner. <i>CRAFT PERSON</i>	<ul style="list-style-type: none"> Income: Regularly breaking even – the bleeding has stopped. Lifestyle: On hold, but breathing easier. Just “the basics.” Emotions: “I made it! <i>If I stop the business stops, but that’s ok.”</i> Biz Focus: Production. “Need to keep clients or I’ll be back in survival.” Business totally dependent on owner for all functions. 	CRAFT
4	Stability by Hands-On Sales expanding. Operations are critical. <i>CRAFT PERSON</i>	<ul style="list-style-type: none"> Income: Regularly higher than the bills. Vacation and a hot tub! Lifestyle: No time! Too busy producing to enjoy the money. Emotions: <i>“I feel like I’m on a treadmill.”</i> Quiet desperation. Biz Focus: Keeping up with expansion, fine tuning production. Business dependent on owner for all functions. MOST DANGEROUS STAGE—least likely to risk growing to Stage 5-7 	CRAFT
<i>Owned by the Business</i>		BUSY MAKING MONEY	
THE BIG MINDSET SHIFT			
<i>Business Owner</i>		BUILDING A BUSINESS THAT MAKES MONEY	
5	Success (Growth) by Walking Around Organization expanding—others producing, and owner supervising by “walking around.” <i>ASSEMBLY PROCESSES</i>	<ul style="list-style-type: none"> Income: Prosperous—high income. Lifestyle: Too busy managing employees to enjoy the money. Emotions: “I’m working for the business, instead of the business working for me.” <i>“The business depends on me too much!”</i> Biz Focus: Others doing the day-to-day, but still supervising it all. Go away for four weeks and chaos can still ensue. OFF THE TREADMILL, BUT STILL SUPERVISING EVERYTHING 	PROCESS
6	Significance False Maturity Mgt. In Place! Business is thriving. Owner gives <i>vision and guidance.</i> <i>MGT THROUGH OTHERS</i>	<ul style="list-style-type: none"> Income: Owners independently wealthy. Lifestyle: Seemingly (falsely) Ideal—plenty of time to enjoy the money. Doing what they love, both in and outside the business. Emotions: Success: <i>“Others are finally in place. I’m free!”</i> Biz Focus: “If you need me, I’ll be on the golf course.” 2ND MOST DANGEROUS STAGE – don’t “retire” early. 	LEADERSHIP
7	Succession Maturity Mgt. in Charge! Business is thriving. Owner gives it <i>vision only.</i> <i>MGT. BY OTHERS</i>	<ul style="list-style-type: none"> Income: Owners independently wealthy. Lifestyle: Ideal—plenty of time to enjoy the money. Doing what they love both in and outside the business. Emotions: <i>Significance, accomplishment.</i> Biz Focus: “If you need me, that’s a problem.” SUCCESSION? Just pass on the vision torch to the successor. 	MENTORSHIP

Strategic Plan Workshop

2-Page Strategic Plan Sample

Your Company Name

Page One – Vision, Mission, Strategies

Last Updated: 11/15/09

Our Vision	Live well by doing good.
Business Maturity Picture & Date	February 18, 10am, 2011. Stage 6-7 business (continue in content development & delivery; others run the business.) \$xxxk/yr annuity - \$xk per mth to non-profit. Lv Denver 6:10pm; Arrive Auck, NZ Sun, 7:25am, 2/20/2011 \$2,880 flights;\$4,000 for hotels/trans;\$2,200 food; \$2,800 entertainment = \$12,380

Our Mission	Helping business owners make more money in less time and get back to the passion that brought them into business, so they can build a mature business in support of their lifetime goals.
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Our Strategies (how do we a) lead and b) make money carrying out our mission? Focus on making money.

1	INDIRECT REVENUE - <u>BLI Lunches & Open Model</u> - be the board on which business people play and win the game. Invite everyone to everything. Live well by doing good. ELEMENTS 1, 2, 5, 7
2	DIRECT REVENUE - MasterMind - peer advisory, wisdom of crowds; One2One Advisory/Consulting - adds direction, intentionality, relationship. ELEMENTS 1, 3, 5, 6
3	DIRECT REVENUE - <u>DYI Challenge</u> (sets up FasTrak) & FasTrak - double your income in 90 days ELEMENTS 1, 2, 3; OnTrak – basic of building a successful business
4	DIRECT REVENUE - Workshops - a) Lifetime Goals b) Strategic Plan workshop - a mature business in 3to5 yrs c) Process Mapping d) Business Maturity Date Speaking - internationally ELEMENTS 1, 2, 3, 5, 6, 7
5	DIRECT REVENUE - Facilitators doing MM, FasTrak, One2One, Workshops ELEMENTS 1, 5, 6, 7
6	DIRECT REVENUE - Online Products/Services - Apex Profile, Strategic Plan, Woodpile Mgt System, FasTak, and others. ELEMENTS 1, 2, 3, 5, 6, 7
7	INDIRECT REVENUE - <u>Relationship Marketing</u> a) <u>Create Raving Fans</u> of all b) <u>Veins</u> -credibility/motivation/relationship c) <u>Hedgehog</u> -outcome-based, no-nonsense; growing businesses to maturity, helping w/ a problem. d) blog/social netwrkg ELEMENTS 1, 2, 5, 7
8	DIRECT REVENUE - Book writing a) <u>Bad Plans</u> b) <u>3to5 Challenge</u> c) <u>Why Businesses Fail</u> d) <u>Apex Profile</u> ELEMENTS 1, 2, 5, 7
9	We lead from experience, not from knowledge. Community; Conation; Lifetime Goals; Bus. Maturity Date; Strategic Plan; Waypoints; Serve, don't sell; Implement Now, Perfect as We Go; Outcome-based, Stage 6 or 7; YPH; The Priority of the Important; Clarity/Hope/Risk; Trapeze Moments. ELEMENTS 1-7
10	In each new area, will be to grow into business, not go into it until it proves itself financially. ELEMENTS 1, 2, 3, 4

Strategic Plan Workshop

2-Page Strategic Plan Sample

Your Company Name

Page Two – 12/3/1 Plan

12 MONTH OBJECTIVES

OCT 1 2009-SEP 30 2010

Last Updated: 11/15/09

Which Pg 1 Strategy does each Objective below measure? Fill in Strategy Number(s) to left of letters below.

1-10	A	Increase revenue from \$xxx,000 in 2008 to \$xxxk run rate Dec. 2009, to \$xxxk run-rate Dec. 2010	9/30/10
4,8	B	Finish Book 1 - Making Money is Killing Your Business - November 30, 2009. Book 2 - Bad Plans Carried Out Violently.... By June 30, 2010; Book; Book 3 - Why Businesses Fail by December 30, 2010	12/30/10
3-6, 8	C	Strategic Plan online process live	6/30/10
2-10	D	Refine/complete Process Manual 1)FasTrak 2)DYI Chall. 3)MasterMind 4)Lifetime Goals 5)Strategic Plan wrkshp 6)Raving Fans Process 7)Business Profile follow-up Process 8)BLI Lunch 9) OnTrak	9/30/10
4-6, 8	E	Strategic Plan online process live	6/30/10
4-6, 8	F	Woodpile management system online/live	12/30/10
1-10	G	Customer Retention - maintain at 98% per month, Increase donations to non-profits by 200% over 1/1/09	9/30/10
4-8	H	Process Mapping management system online	12/30/10

3 MONTH OBJECTIVES

What to do this quarter to complete above 12 month Objectives

Which Objective above does each Action fulfill? Fill in that Objective Letter to left of Action Numbers below.

OCTOBER-DECEMBER 2009			Owner	Due Date
A-B	1	Complete "Making Money" draft - PUBLISH!	Chuck	12/30/09
A-B	2	Apex Profile tested and complete - get PR started!	Chuck	12/30/09
A-C E	3	Complete all written material for Strategic Plan online version	Chuck	12/30/09
A, F	4	Complete Timeline (Action Plan worksheet) for Woodpile online go-live date	Diane	12/30/09
A, G	5	Add Customer Retention data to monthly Accounting spreadsheet	Diane	12/30/09
A, H	6	Complete Timeline (Action Plan worksheet) for Process Mapping online go-live date	Diane	12/30/09
	7	Annual Objectives untouched – D		

THIS MONTH'S ACTIONS

What to do this month to complete above Quarterly Action Plans

Which Actions above does each Action fulfill? Fill in that Quarterly Letter to left of Monthly Numbers below.

OCTOBER 2009			Owner	Due Date
1	A	Complete "Making Money" draft; turn over to others for review	Chuck	11/7/09
2	B	Complete nine final Apex profiles - go beta and give to others for review	Chuck	11/01/09
2	C	Get dates in place for Kevin's Benchmark Survey	Diane	11/01/09
1-6	D	Continue growing blog following; blog weekly	Chuck	11/30/09
1-6	E	Plan speaking engagements outside Denver	Diane	11/30/09
	F	Review Strategic Plan specs and complete outline of the project	Chuck	11/30/09

Have "SMART" Actions - Specific, Measurable, Achievable, Relevant/Results-Oriented, Timed

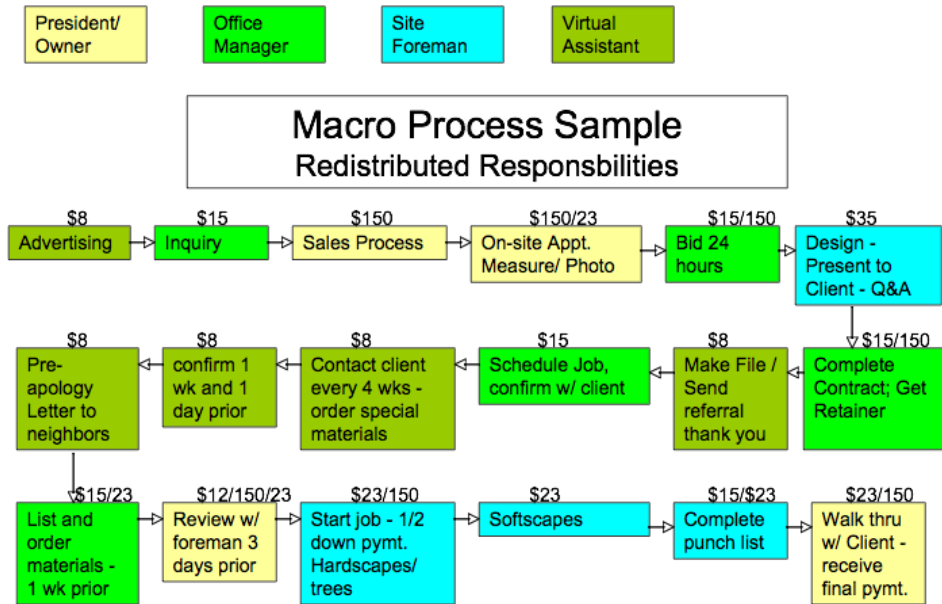
Print the Business Strategy above and review weekly along with the 12/3/1 Plan

Process Mapping Workshop

Process Samples from the Workshop

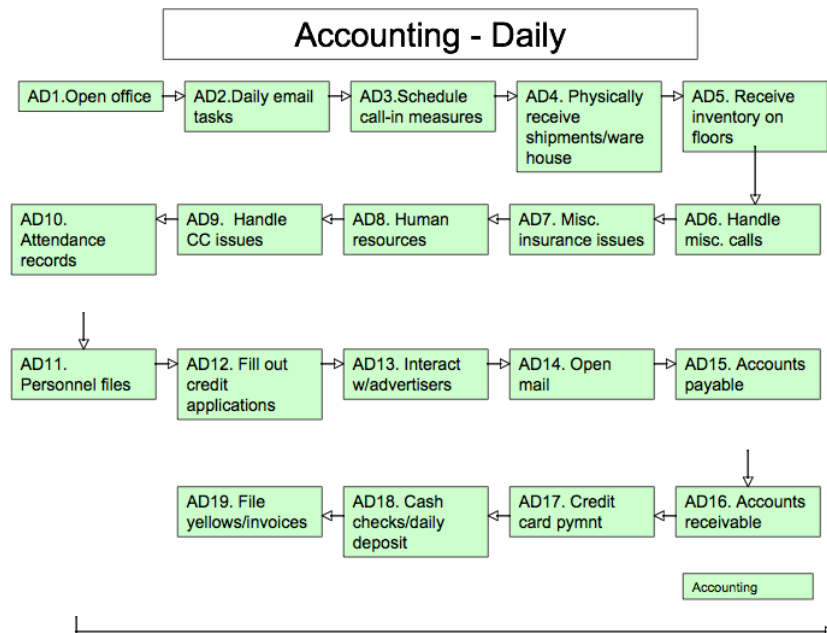
The Macro Process

The Macro Process is a big picture snapshot of your entire business, a maximum of 20 to 30 boxes. Keep it simple! It is the first Process Map you should create. Others will flow from it. A Macro Process will eliminate the “job description silo” and create a horizontal sense of teamwork right from the start.



Sample Micro Process

Your Micro Process maps cover one specific area and create teamwork and clarity around **RESULTS**.



TESTIMONIALS

Speaking Engagements/Workshops

Charleston, SC – MFSA Conference – June 4, 2010, 285 attendees

Subject: Your Annual Conference Evaluation Summaries and Comments

100% of Comments directly from Conference Evaluation:

1. Chuck's presentation was great! Thanks, Chuck.
2. Overall quite good!
3. This was excellent -- one of the highlights of the conference -- way better than the PowerPoint session. The content was excellent!
4. Excellent!
5. Eye opening; I'm scared now.
6. Great speaker; it would be nice to have more speakers with motivational components.
7. Chuck is a great dynamic speaker -- always has good content.
8. VERY enlightening!
9. Bam!!
10. Enlightening!!
11. Good overview.
12. Great speaker.
13. Interesting and very helpful.
14. It takes someone younger to fully grasp the concept of integrating social media into your marketing. Some slides just did not make sense. Also, you don't have to be laid off to do social media. The stats in the presentation showed what a burgeoning market it is. People are CHOOSING to be "Social Media Gurus."
15. Fast paced; covered a lot of material; interactive; good stuff!
16. Terrific speaker and information.

David L. Core, CAE - Director of Education, MFSA

**"Your content emphasized the points of getting on board w/Social and other digital media. It was a message our members needed to hear. Thank you again, Chuck, for contributing to the success of the MFSA conference".

Belfast, Ireland Emails – Strategic Plan Workshop – May 2010

Hi Chuck,

Thank you for your inspiration!! Kathy and I were so impressed and empowered that we have decided to give it a go and set up our own business! We hope you come back in 6 months... and look forward to the book. Kindest Regards and good luck with Kenya!

Lee J

Lee Mulholland, Head of Sales UK & Ireland

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Ireland, continued

From: "Andrew Dobbin" <andrew.dobbin@ukonline.co.uk>

Date: May 15, 2010 4:25:11 PM MST

To: <chuck@cranksetgroup.com>

Subject: Belfast Seminar

Thank you for all you shared with us today!! Very Good! Bought the book as a small way of saying thanks.

Andrew Dobbin

18 Derrynaseer Road, Omagh, BT78 3EL. N. Ireland

Various Email Responses to Workshops/Talks

From: Dru Shockley <dru@focusonthevine.com>

Date: March 3, 2010 7:44:38 AM MDT

To: Chuck Blakeman <chuck@teamnimbuswest.com>

I really appreciated the presentation on Tuesday. Thanks so much. I don't think I thank you enough. I truly hope business is greatly rewarding for you in that you give so much to our business community. I can't tell you how inspiring you are, Chuck.

From: "Lyric Turner" <lyric@redhousestaging.com>

Date: May 23, 2010 9:26:32 PM MST

To: "Chuck Blakeman" <chuck@cranksetgroup.com>

Subject: Re: Meeting Date, Reply-To: lyric@redhousestaging.com

I wanted to let you know that I really got a lot out of Friday's activities-- the great workshop and our lunch-- thank you for both! The workshop was beyond helpful-- I am so jazzed about the information and action items I got from it. I am really excited about having you on my "team" -- this is HUGE for me.

From: "Defez, Jonathan" <jdefez@uncommonsolutions.net>

Date: 19 Feb 2009 16:09:45 -0700

To: Chuck Blakeman <chuck@teamnimbuswest.com>

Conversation: Action Recap, **Subject:** RE: Action Recap

I hope we all realize what a tremendous blessing and force Chuck is in our personal and professional lives. I certainly do and I thank God for this. I thank Chuck too, by the way.

From: Bill Kwiatkowski <Billk@CGraphics.com>

Date: 23 Jan 2009 17:47:28 -0500

To: <chuck@teamnimbuswest.com> **Conversation:** today's session

Subject: today's session

Chuck, I attended your sessions today and I just wanted to let you know I found a lot of value. Thank you for including real process guidelines as opposed to just talking in general terms about what works. We pay a lot of money to go to these conferences and too often, while we might get a lift from a dynamic speaker, we don't leave with any practical tools... I think your tools for client acquisition and retention are excellent and simple.

Possible Interview Questions and Talking Points

Talking Points

- 1) Making money is a really bad reason to be in business and people who focus on it rarely make much.
- 2) Every business can go from the printing of a business card to "Maturity" (making money while you're on vacation - WITHOUT you), in 3to5Years - haven't found a business yet where people aren't doing it. Yet most businesses go 40 years and never "mature".
- 3) Retirement is an absurd, bankrupt industrial age idea that wasn't a good idea then, either. Stop trying to retire and build an Ideal Lifestyle NOW (in 3to5Years), then enjoy your business and your life for decades.
- 4) Work and Play belong together; separating them is another Industrial Age artifact.
- 5) Employees are always a bad idea, no matter how big your company is. No one should be an employee, everyone should be a stakeholder.
- 6) Never do another business plan - almost no one does them, and even those that do all (100%) report that the plan did not accurately predict the future in any way. Do a 2-page Strategic Plan instead.
- 7) Planning in general is a disease, not cure. Stop planning and get moving - the #1 indicator of success is Speed of Execution.
- 8) Stop reading Shelf-Help books (those books that help your shelf look better). There are very few that actually help you do anything.
- 9) Education (filling your head with information) is a bad idea and just creates confusion. Learning (trying something and refining it as you go) is the path to success. Stop getting educated and start being transformed - changed.
- 10) Conation is the single most important word in business, yet you've never heard it because all those "educators" out there want you to "think" instead of "do".

Interview Questions

- 1) Why does your book have such an in-your-face title like "Making Money is Killing Your Business"? Are you supposed to make money?
- 2) What do you mean by a Business Maturity Date? Is that when you sell your business?
- 3) You say ANY business can get to maturity in just three to five years? How can you back that up?
- 4) If it's so easy, why are there so few businesses that actually reach such a Business Maturity Date?
- 5) Why are you so against retirement, calling it a "bankrupt industrial age idea"? Isn't that what we're all shooting for, a time when we can call our own shots?
- 6) Tell me why you think work and play belong together when most businesses would like you to leave your personal life at home?
- 7) OK, explain this one "Employees are always a bad idea". Do you have any? Why so down on employees?
- 8) You say "Never do another business plan", should we just make it up as we go along? –
- 9) Why do you think planning in general is disease and Speed of Execution is so special?
- 10) You're telling people to stop reading what you call "shelf-help" books. Haven't you written a few of those yourself?
- 11) I think you're just trying to make people mad. So education is a bad idea, too?
- 12) What's with this obscure word Conation that you think is the most important word in business. If it's so important, why are you the only one using it?