

**Excerpt from Chapter 3 The Business Attack:  
Revenue Generation**

“Brand is simply the perceived character of your business. Remember, a successful business person brings a business to life, creating an income generating asset. To bring that business to life, it needs a personality. The businesses personality doesn't appear out of thin air, you give it a personality. The business character depends on how it interacts with your products, services and staff, how it looks through logos, symbols, signs and how you respond to customers. Your business character is in effect your Brand. Just like how you are perceived by your friends is dependent on how you interact with them, the same principles apply to company Brand. A word of warning, if you ever meet somebody that tells you 'Brand' is a product of advertising alone, give them a wide berth.

“Brand starts on the factory floor. It's not just a slogan on the factory door. Brand is reflected in how you create, promote, sell, deliver and interact with your customers. It's the external representation of your company persona”.

“So brand is fundamentally how your company is perceived in the market?” I repeated.

“As I've said, it's the character of your company.....”

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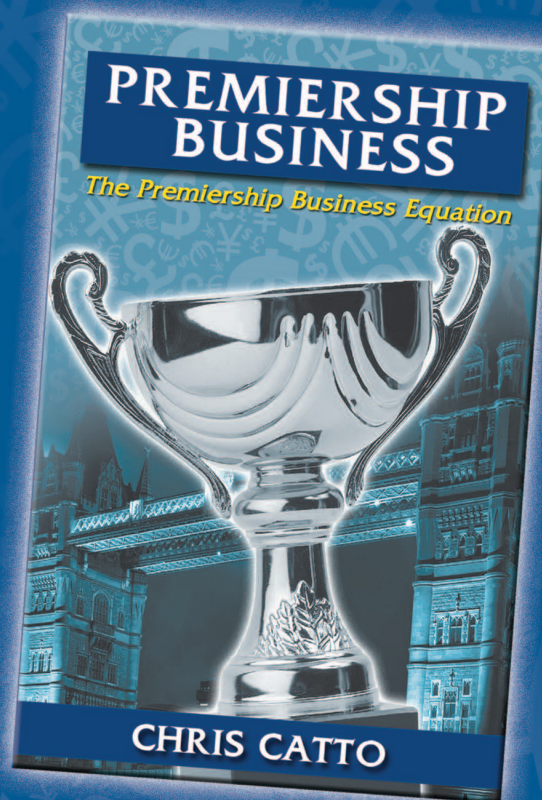
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**Is there a formula  
for business  
success?**



*focused on financial performance.*

# Is there a formula for business success?

Uncle Alan would say “Yes, but the more important question is; Do you have the ingredients?”

Premiership Business is a story about the journey of Jason, a young man with aspirations of becoming a successful business person. Jason turns to his Uncle Alan, a straight talking family legend who lives a very comfortable lifestyle enjoying the fruits of his labour. His labour was a career in building then selling businesses. Uncle Alan takes Jason on a journey around the great city of London in a series of master classes that provide Jason with the fundamental knowledge for building a Living Asset. Uncle Alan begins with defining the difference between a good and a successful business person, his concept of a Living Asset, the fundamental building blocks of a Living Asset before concluding with his Premiership Business Equation. Follow Jason on his journey as Uncle Alan delivers his master classes on creating the Premiership Business:

- Chapter 1 Introduction Earning while you sleep; The Living Asset
- Chapter 2 The Business Preseason: Direction and Purpose
- Chapter 3 The Business Attack: Revenue Generation
- Chapter 4 The Business Midfield: Operational Effectiveness
- Chapter 5 The Business Defence: Risk Mitigation
- Chapter 6 The Business Culture: The Secret Sauce
- Chapter 7 The Premiership Business Equation: Navigate to your Business Destination

## Excerpt from Chapter 1

“To be successful in business you must understand that business building is a team sport. Just like your heart, lungs, kidneys, liver, brain all have their specific functions, not one survives for long without the other. Each organ works together as a team to keep the body functioning. A business, just like a living being, also has critical organs. In the business sense the critical organs are people grouped into teams with the specific skills that nurture your business. Only when they work as a team, in your living asset called a ‘business’ will you be successful.

“What you need to learn is how to create a Premiership Business.”

“A Premiership Business”, I repeated, I wondered what he meant?

Uncle Alan in his passionate stride elaborated further..... “



## Excerpt from Chapter 2 The Business Preseason: Direction and Purpose

“Does the traditional strategic planning process sound convoluted and vague? Does the process actually provide clear actions, direction and measurable outcomes to fundamentally increase revenue or deliver products and services valued by the market? Is there a fundamental flaw in the traditional strategic process? The answer is ‘yes’, it is vague and ‘no’, it doesn’t necessarily provide clear direction. The fundamental flaw is it does not address the central questions of why you’re in business, that is;

- 1) What is the market need serviced by the business and how is it changing?
- 2) What is your customer value promise and are you delivering customer satisfaction?

“Let me explain to you why a lot of business owners find the traditional planning process a distraction. The weakness of the traditional strategy model is that you run the risk of ‘chasing rainbows’. Strategy becomes an output based on perspectives of individuals in management and not what the customer wants and needs.....”