

Hey Shaune,

As a Contract Financial Controller it is normal practice for me to give you a detailed report/overview of where your business is at and suggest strategies that we may implement to improve profitability. However this letter I write to you out of respect for what I have witnessed whilst reviewing your financials and business practices.

It is my job to submerge myself into every aspect of your business in order to make the correct evaluations. I have done that and have been pleasantly surprised over and over again. **The business model that you have created and implemented NEEDS to be taught** to other business owners – I really feel you need to get this business model out to the world. It is with this in mind that I write this in so much detail.

I have run my own Financial Services Business for the past 15 years and have been a Bookkeeper/Financial Controller for 24 years. Seeing in detail how 100's of businesses operate – I'm admittedly GOBSMACKED with what I saw the first time I started to review Shaune Clarke Incorporated.

I hope you don't mind me referring to your upbringing – in my experience someone that comes from a low socioeconomic upbringing - who has had no business/financial guidance does not then go on to run a successful 7 figure business without a few key elements IE: business training, a mentor, a business partner, a financial backer, a financial controller etc.

YOU are a 'RARE HUMAN SHAUNE CLARKE'.

Most business's I've reviewed suffers from one or more of these important issues.

Large Amount of Start Up Debt – resulting in it taking years to see a profit
 Wages and Staff Training Too High – resulting in little to no cash flow
 Bad Debts or Bad Debt Procedures – resulting in little to no cash flow
 Over Capitalising – resulting in debt and little to no cash flow
 Directors Wages being way more then they can afford – resulting in debt and little to no cash flow
 So it goes without saying that all of the above business practices result in 'CASH FLOW PROBLEMS' and can potentially cripple a business. On review of your business – YOU have done none of the above.....That truly is remarkable!!!

You have no Start Up Debt... In fact... NO BORROWED DEBT AT ALL!!

I have NEVER seen this in a business with this much growth in such a short amount of time.

You have taken your business from a one man show.... turning over less than \$300k -- to turning over more than \$1.5m p/a and a team of 24 without borrowing a cent – this also is EXTREMELY RARE!! Your ability to grow so quickly out of cash flow is extraordinary.

You really need to TEACH business owners how you've done this.

I have always encouraged business owners to open a separate bank account to allocate funds on a weekly basis to cover payments such as GST, Super and PAYG. They are more than happy to open the account and welcome the idea of putting funds aside to cover these costs. More times then not – I may be able to put funds aside but due to limited cash flow I would need the funds to pay other expenses and therefore falling short when things like GST, Super and PAYG are due to be paid. It would be extremely stressful and sometimes an extension on the payment would need to be organised.

I was sooooo shocked to see that you had a separate bank account for these expenses

And... It had money in it and continues to have money in it!!

You take a reasonable salary **and get paid last** (after all your staff) if needed. You're not over indulgent in your own life and expenses – to be sure the company is financially sound. This makes a huge difference to cash flow.

A common problem in 'NORMAL' business's is how to hiring the right people!!

It would be 'NORMAL' business practice to advertise or use an employment agency to hire staff. Then sift through copious resumes, then interviews, then the chore of deciding who's best for the team. Business owners/employers spend sometimes 10 of 1000's of dollars to train a new employee only to find they aren't the right fit for their business. This TRADITIONAL way of hiring staff is time consuming and can cost a lot of money.

I have NEVER seen or heard of anyone acquiring staff (team members) based on their 'NATURAL GIFTS'. This is GENIUS!! I can see this approach saving businesses so much money in waisted wages and training. Leveraging the appeal of working in your gifts.

-- **People are highly motivated to work in their gifts**

-- **it's a joy to them not work.**

-- **Leverage the understanding that people want to learn everything they can related to their gifts**

-- **Leverage the genius naturally born to people.**

A very efficient way to operate.

I have seen first hand how you have done this in your business and it is just simply BEAUTIFUL. Because you know their natural gifts you have been able to place them in roles that they love and are naturally genius at. I particularly like how you 'leverage' the gift of beautification - to hire low cost venue's, beautify them - so the energy is excellent without the high cost of the more expensive venue's.

You are EXTREMELY understanding when it comes to your team - they love and respect you in a way I have NEVER seen before. I would have to say that I think it's a combination of people working from their 'GIFTS' doing what they love but also I do believe this is partly due to how flexible you are about them working around their health issues and schedules IE: family, travel, school runs etc. Your team really respect how authentic and transparent you are as a person and in business. The team synergy – love and support for each other is extremely RARE!

The Apprentice Program you have set up is 'BRILLIANT'! You leverage the appreciation of clients that have attended your workshops and have a huge appreciation for the quality of work you have provided them. They realise - there is more to learn then they knew and how being an apprentice and learning through that apprenticeship has great great value to them - beyond salary.

They have such a love for who you are and what you do – that when presented with the idea of an apprenticeship they are able to SEE the value of the learning. When taking on an apprenticeship with you, it feels as though they are gaining more from the job then just an income, they are also gaining knowledge, thus making the salary just another bonus. On top of the teachings that you have taught, to not only me but all of your employees, you have also allowed us to attend additional trainings free of cost – this being something that we are all so grateful for, you have allowed access to high-calibre high-value trainings that no one else could give.

Using low cost Virtual Assistants for your LinkedIn & Facebook Campaign's and paying them based on performance is also...GENIUS! The VA's you are using from the Philippines were getting paid between \$4 & \$8 per hour.

To 'MAXIMISE PERFORMANCE' and to be guaranteed of results – instead of paying them an hourly rate, you now pay them based on CONVERSIONS at \$20 per conversion. This strategy has eliminated wasted unproductive hours that were not ending in conversions and has really made the VA's be more diligent about who they are prospecting so they do convert.

To have a team of people working on your marketing and only paying them for conversions is definitely a huge leverage point that other business should be using.

AGAIN... you should teach this!!!

Then there's your Referral Program -- Similar to the apprentice program but rather than apprenticing..... utilising peoples ability to refer and magnify that ability to earn trainings or licenses based on referrals. Referring is work even for those that love what you do but.... They are super excited to do it because they then have access to trainings they couldn't have otherwise. Recognising and rewarding clients for referrals is 'VERY SMART'.

I love the Contra Deals you do – Leveraging products and services from people in exchange for them attending your events/training. I have seen you access training for your team using contra (including how to get free publicity) and that helps you grow the business further at no cost through trade.....I LIKE IT A LOT!!

These are just a few of the contra deals I've seen you easily negotiate;

...Your own brand of Chocolate, Viral Videos, Makeup for your team, Your tattoos, Branding, Intellectual Property from a weight loss specialist and I particularly like how you get 'people of influence' to attend your events for free in exchange for their presence and appearance

IE: Former Olympians. I would really like to see more business's master the gift of 'CONTRA' like you have.....

AGAIN...you should teach this!!

I've seen a lot of companies struggle to pay their bills and wages from week to week – you don't have that problem at all.....All your bills are paid every Monday. This definitely shows that the fundamental structure of your business is working. This really is a credit to you Shaune!

I particularly loved seeing that you don't NEED to use a finance company to allow your clients to access your trainings/events on a payment plan. I mean.....seriously.....**it is crazy that you have the cash flow to support so many clients in paying off their debt to you.** By doing this you could stop working tomorrow and still have income for the next three years.....

'JUST REALLY CLEVER I THINK!!

Another side I have seen to you Shaune is your HEART!! Clients ring to say they are struggling to pay their monthly payment to you and you are so understanding of their hardship. I have heard you say things like 'Just start paying again when you can' or 'If you paid just \$50 a month instead of \$220 would that help'.

I truly have NEVER seen a this kind of compassion for a business owner when owed money from their clients. I believe this is why you don't have any long term bad debts – people feel compelled to pay you after you have been so generous and kind.

This is something so SPECIAL and RARE about you

.....AND.... from a business perspective is something exceptional to see.

Here are some creative things I have seen you do.....

AND..... a business can only do these things if they have **"MASTERED POSITIVE CASHFLOW"**...

-- A client was attending one of your trainings and wanted to attend a second one but couldn't afford to have the second payment added to the monthly payment she already had....so you offered to add the payment of second purchase onto the end of the first payment plan. Allowing her to attend both trainings and you not missing out on income.

-- You offering to start clients payment plans weeks after they enrol because otherwise they can't afford to attend.

-- I'll repeat this idea of clients referring clients and or wanting to be an apprentice.

So rich as it relates to creating a cash-flow positive business environment.

You are extremely good at taking advantage of 'the moment of desire' -- the moment a client wants to purchase and although the revenue is delayed – they hold you in such high regard for your kind gesture and your ability to "Over-deliver to them" – which means they actually do pay you.

You just know and trust in this and it's all because of the model you've created.

I've heard over and over again how your network of \$M colleagues speak so highly of you.

These are discerning business people who do not share compliments lightly and yet when they speak of you it is so often with both awe and reverence. I fully understand why.

You are an exceptional man and business owner who commits (all in) and walks his talk.

So much respect.

Thank you,


