

How To Build

**A Sustainable
& Scalable**

BUSINESS



Business Book By
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*A Roadmap for
Entrepreneurs*

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INTRODUCTION

Congratulations on taking the first step towards unlocking 6-figure profits in your business! As a seasoned business coach and accountant with 25 years of experience, I've seen countless entrepreneurs like you strive for success. In this eBook, I'm excited to share with you a comprehensive 10-step program that will guide you on your journey to business growth and profitability.

Chapter 1

Discovering Your Big Why

➤ **The Power of Purpose**

Your purpose for starting a business is the driving force that will sustain you through both the calm and stormy waters of business ownership. Let's explore how to uncover and articulate your unique mission.

➤ **Articulating Your Mission**

Crafting a clear and concise mission statement can be transformative. We will provide step-by-step guidance and exercises to help you articulate your mission effectively.

➤ **Staying Resilient**

Challenges are inevitable in business, but knowing your "Big Why" can help you stay resilient. We'll discuss strategies for drawing strength from your purpose when times get tough.

Chapter 2

Self-Awareness for Success

➤ Understanding Your Core

Success begins with self-awareness. We'll discuss how understanding your values, beliefs, talents, and skills can help you align your business with your core essence.

➤ Alignment with Values

Learn how aligning your business with your personal values can lead to more fulfillment and purpose in your work. Real-life examples of businesses built on strong values will be shared.

➤ Leveraging Your Talents

Discover how to identify and harness your unique talents and skills in your business endeavors. Case studies will illustrate how others have capitalised on their strengths.

Chapter 3

Crafting a Clear Business Vision

➤ **Setting Milestones**

We'll discuss the importance of setting specific, measurable, achievable, relevant, and time-bound (SMART) goals. We'll also delve into the process of breaking down your vision into actionable milestones.

➤ **Planning for the Future**

Explore the concept of an exit strategy, whether it's selling your business, passing it on to a family member, or retiring. We'll provide insights and strategies for planning your exit with confidence.

➤ **Adapting to Change**

Change is inevitable in business. Learn how to adjust your vision as circumstances evolve and why flexibility is key to sustained success.

Chapter 4

Contracts and Compliance

➤ **Contract Essentials**

An in-depth discussion of different types of contracts, including client contracts, subcontracting agreements, and employee contracts. We'll provide guidance on creating contracts that protect your interests.

➤ **Legal Compliance**

Understand the legal requirements for your business, including registration with authorities like HMRC or Companies House. We'll also discuss the importance of complying with tax regulations.

➤ **Risk Management**

Learn how solid contracts and legal compliance can mitigate risks in your business and foster trust with clients and partners.

Chapter 5

Mastering Costing and Pricing

➤ **The Pricing Formula**

We will break down the pricing formula you provided in your initial outline and offer practical examples to illustrate how it works.

➤ **Profitability Strategies**

Explore strategies for setting competitive prices while ensuring your business remains profitable. We'll discuss factors like market research, value-based pricing, and pricing models.

➤ **Navigating Price Adjustments**

Pricing isn't static. Learn how to adjust your prices as your business grows or as market conditions change. We'll provide real-world examples of businesses that successfully adapted their pricing strategies.

Chapter 6

Finding Your Niche

➤ Defining Your Niche

Understand what a niche is and why it's essential for your business. We'll help you brainstorm and define your niche based on your "Big Why" and beliefs.

➤ Marketing to Your Niche

Discover strategies for effective niche marketing. We'll discuss how to tailor your messaging, branding, and marketing efforts to resonate with your ideal customers.

➤ Balancing Versatility

While niching down is crucial, we'll also explain why it's essential to maintain some degree of versatility to adapt to changing market dynamics.

Chapter 7

Systemising Your Business

➤ Accounting Systems

Your financial health is paramount. We'll discuss the importance of robust accounting systems, ranging from simple spreadsheets to dedicated accounting software.

➤ Sales Process Optimisation

Explore the steps involved in your sales process, from initial contact with potential clients to closing deals. We'll highlight the benefits of creating a well-defined sales system.

➤ Marketing Systems

Effective marketing is essential for growth. Learn how to develop and automate both online and offline marketing strategies to reach your target audience efficiently.

Chapter 8

Building a Winning Team

➤ **Team Composition**

Understand that your team extends beyond employees; it includes contractors, freelancers, and support professionals. We'll explore how each member contributes to your success.

➤ **Hiring Strategies**

Learn how to attract and select the right individuals for your team. We'll provide insights into effective interviewing and onboarding processes.

➤ **Team Motivation**

Discover strategies for motivating and retaining your team members. We'll discuss the role of culture, recognition, and leadership in team dynamics.

Chapter 9

Effective Time Management

➤ Time Blocking

Learn the art of time blocking, a method that helps you structure your day for maximum productivity. We'll provide practical tips and templates for implementing this strategy.

➤ "Eat That Frog"

Explore the principles of time management from the book "Eat That Frog" by Brian Tracy. We'll share key takeaways and explain how they can benefit your business.

➤ Balancing Act

Understand the importance of achieving work-life balance through effective time management. We'll discuss strategies for preventing burnout and maintaining well-being.

Chapter 10

Prioritising Self-Care

➤ **Physical Health**

We'll discuss the significance of nutrition, exercise, and regular health check-ups for entrepreneurs. Practical tips and resources for maintaining physical health will be provided.

➤ **Mental Well-being**

Explore strategies for managing stress and maintaining mental clarity. We'll introduce mindfulness, meditation, and other practices that can enhance your mental health.

➤ **Work-Life Integration**

Learn how to integrate self-care routines into your daily life and business operations. Achieving balance between personal and professional responsibilities is essential for long-term success.

Conclusion

Congratulations on completing your journey through this 10-step blueprint for business growth and profitability! You now have a comprehensive roadmap to guide you towards unlocking 6-figure profits and achieving your entrepreneurial dreams. Remember, success is not merely about reaching the destination; it's about the journey and the transformative experiences along the way.

You have the tools, knowledge, and support to make your vision a reality. As you act and implement the strategies discussed in this eBook, you're one step closer to realising your business's full potential. If you ever need guidance or support, please feel free to reach out. Your success is our success, and we're here to help you every step of the way.

About the Author

Tiba Al-Khalidy is a highly experienced accountant, accomplished business coach, and a serial entrepreneur who has built and scaled multiple businesses over the past 25 years. As a mother of two, she comprehends the intricate balance required to manage both family and entrepreneurial commitments. Her life's mission revolves around guiding individuals through holistic life transformations, with a particular focus on helping business owners establish sustainable and scalable enterprises.

Tiba brings a comprehensive approach to coaching, emphasising the importance of achieving balanced and fulfilling lives, where personal and professional success are harmoniously interconnected. Leveraging her extensive financial expertise and entrepreneurial background, she has developed a unique program designed to empower entrepreneurs to attain 6-figure profits in their businesses.

As more than just a coach, Tiba is a dedicated partner in personal and professional growth. Her commitment to clients' success is unwavering, grounded in years of practical experience. Drawing from her journey as a successful entrepreneur, she is dedicated to helping others achieve financial prosperity while leading lives that are both balanced and fulfilling. With Tiba as your coach and mentor, you'll gain valuable insights and strategies to

A 10-Step Blueprint for Business Owners

navigate the complexities of personal and professional development, unlocking your full potentials along the way.

To connect with Tiba and explore how he can assist you on your journey to business growth and profitability,

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