

Case Study

Gavin Buckett, Founder and Managing Director, AGB Solutions Pty Ltd.



Accidental entrepreneur discovers Exponential Growth Strategies™ to learn how to run Australia's only food safety company owned and operated by a former Victorian Apprentice Chef of the year AND achieve Exponential Growth™ in just THREE MONTHS!

I've worked part-time in a Pizza shop, won numerous cooking competitions and spent 80 hours a week running a HACCP certified kitchen, serving meals to up to 3,000 people, with 25 staff and a food budget of more than \$1 Million a month.

But when it came to starting my own business, it happened almost completely by accident ... I never set out to start a business. I had an ABN so that I could do some contract work, and it all evolved from there.

I am a trained chef; but not a trained business man. The game of business was different than cooking. I knew what made food taste great, I knew how to make it safe, but I didn't know how to run a business. Days passed by and it hinged on being painful. I was trialling ideas. Some worked, and some didn't. When they did work, I wasn't sure why and I never seemed to be able to replicate them.

The pain was visible in the symptoms of how I spent my money and time. I was spending less and less time with my wife and son. My weight was increasing and my coffee consumption was around 15 cups a week!

The cause was the state of my business. I poured money into yellow pages but it looked more like sunk money when I didn't get much business from it. With the enquiries that I received, I had no idea if the suspect has any chance of converting. I used to talk to them because I had to. I spent money and time, having no idea what the suspect had in mind. I had no choice of clients. I just hoped that new clients would turn up and convert. Isn't that what the ads tell you on TV?

Running a business was like a maze for me. A lot of activity – calls and meetings but I had no idea what was going on! Business was increasing as I am good at what I do, but I kept asking myself "how do I UNDERSTAND what was going on? How do I get MORE out of this? How do I get CONTROL over things? WHO do I ask for help?"

To try and turn things around, I attended the Ultimate Business Building Bootcamp twelve months ago, where I met Dr Marc Dussault. His Exponential Growth Strategies seemed simple and easy to understand. I attended a follow-up meeting where the Business Mastery Platinum Program was explained. At first I was concerned about the cost, however as things grew worse in my business, I realized there was no harm trying. After all, there was a RESULTS-BASED guarantee. "What did I have to lose?"

What started as 'no harm trying' has become a BOOM for my business. My business has more than doubled in less than TEN MONTHS. Is that Exponential Growth or what? From being a sole employee of my own business, I now have two employees and have outsourced my bookkeeping, graphic design, material editing, data base building and website management.

I joined the **Business Mastery Platinum Program™** where Marc taught me Exponential Growth Strategies™. I now know how to think antimimeticisomorphically (Did that jinx you? If yes, you have lot to learn from it!) and Management By Metrics™.

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The most important change has been in my confidence. Business is no longer a maze. It's no longer a pain. I am now confident enough to say that I can not only manage it effectively but I can grow it Exponentially!

I know exactly where my business stands today. Consider this:

Ten months ago, before I joined Marc's **Business Mastery Platinum Program™** more than 85% of my business was as a contractor to other businesses. I was doing their work and they were making the money. I had no idea how many clients I had and I had never even heard of a prospect, let alone a suspect.

I didn't even have a website because I didn't believe that my business was suited to the Internet. But after joining the Business Mastery Platinum Program, that all changed. I launched my website in late November. When I started my food safety email communications, I had a total of 47 clients and prospects. By now, I knew the difference and importance of both of these groups. Through my new-found skills, including Killer Kopywriting, these numbers also increased exponentially.

- By the end of February 2008, the number was 52
- By March, I had a database of 64 – an increase of 12 on the previous month
- By the end of April, the client database numbered 86 – an increase of 22 (that's 25% increase on the previous month!)
- By the end of May, I had a database of 119 – an increase of 33 on the previous month (I was now adding more than one new contact a day!)

That means that in just over three months I now have more business contacts than the business I had established in four years of operating my own business! That's truly Exponential! All of this is on my own (and thanks to Marc's Exponential Growth Strategies).

I used Marc's Marketing Milestone Matrix™ within the Business Building Blueprint™ that encapsulates the Exponential Potential™. I had used Management By Metrics™ principles systematically to replicate and repeat successful results and combined offline and online strategies to create the Internet Double Whammy™. The To-Do list approach and Management By Metrics™ principles that let me control the business rather than the other way around.

Do you want to know how my life is different? Let's go back to those symptoms I spoke about. Here are at least 10, actually 13 things, that are different and better and Exponential now.

1. I have two and a half times more clients and around 25% of my income is as a contractor (as opposed to 85% TEN months ago!)
2. I communicate regularly with all of my clients, prospects and suspects, including people in Tasmania, NSW, SA, Queensland, New Zealand and Papua New Guinea (that's right, people from overseas are interested in what I have to say).
3. I spend the same money per month on Google ad words as I did on Yellow Pages for a 500% better return. (That's not a typo and is absolutely CORRECT!)
4. I am confident of securing a sale, every time I walk into a meeting with a prospect, as I now have the tools to deal with all sorts of personality types, using Dr Dussault's Demographic Descriptors™ to speak THEIR language.
5. I am 5.5kg lighter than I was nine months ago.
6. I drink one coffee a week (rather than about 15).
7. I consume alcohol on only one day a week (rather than about five days per week previously).
8. I cycle every Sunday (rain, hail or shine).
9. I check how many references there are to me in Google (there are almost two pages now) – before there were only 2.

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10. I gap manage. I always have something with me "to fill the gaps in my schedule that appear." That way I make the MOST of my time and end up working LESS because I get MORE done in my day.
11. I do not take on clients because I have to. I can choose clients. There are instances when I let a potential 'headache' client go OR I take them on and charge them an "inconvenience" surcharge as I know they are going to take up more of my time.
12. I have walked on FIRE!
13. I have a new daughter (18 weeks old) to add to my three and a half year old son. I go for a walk **every night** after dinner with my son for about an hour. (It is the best part of my day, because we just have time to chat and get to know each other).

You see the Business Mastery Platinum Program isn't only about business. It is a life changing experience. I have changed so much, these days my clients notice that I have had a hair cut! And they appreciate my marketing efforts – thanks to Marc. They tell me how much positive change they have seen in me. Just yesterday one of my competitors told me what a great website I have. Can you believe that !?!

I sincerely hope you'll consider taking the same leap of faith I took. Marc is real. With the 100% money-back guarantee Marc offers, you really have to have terrible self-esteem to think you can't achieve what I achieved in the past ten months.

Just take a deep breath and think about how you can change yourself. How you can earn respect from your family, your colleagues, your clients and service providers. If you want to be what others can look up to, make the decision and make it now. Once you decide, your journey will be exciting, thrilling, and uplifting! You will never look back!

Gavin Buckett: A Short Bio

Gavin Buckett is the Founder and Managing Director at A GB Solutions Pty Ltd. He is an award winning chef, who has worked:

- In the top hotel restaurant in Australia
- As a Sous Chef at Melbourne Exhibition and Convention Centre serving more than 250,000 a year
- Serving 250,000 people per year
- In Singapore and Malaysia
- He has tertiary qualifications in Food Technology and Confectionary Manufacturing and a Certified Food Safety Auditor. Previous work experience includes working as the Food Safety Project Officer for Royal Children's and Royal Women's Hospitals in Melbourne. AGB Solutions specialise in:
- The preparation of HACCP management systems
- Conducting food safety audits
- Delivering food safety training
- Food allergen management solutions
- Gavin can be contacted at:

Gavin Buckett

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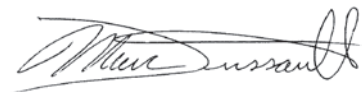
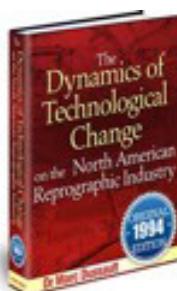
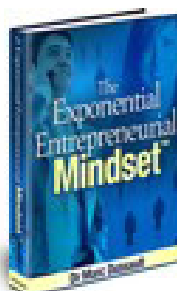
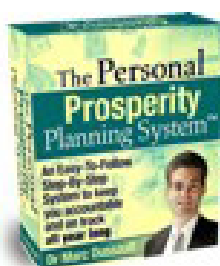
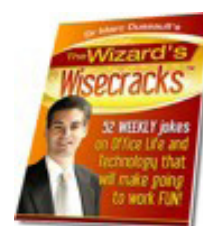
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Products

Dr Marc Dussault – Empowering you as **Australia's #1 Exponential Growth Strategist** via the unique **MasterMind Experience** to radically shift your thinking from what it was to what it needs to be to **revolutionise your life by design** rather than evolve by default and avoid extinction by stagnation by **laying a rock solid foundation** of key distinctions that **ignite and leverage your unbridled passion to make tomorrow's dreams your reality today.**

Products



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