

Case Study Update

Gavin Buckett, Founder and Managing Director, The Gourmet Guardian Pty Ltd.



It has been two extraordinary years since the release of my first Exponential Case Study and only thirty six months since I first met Marc and Monica from Exponential Programs. After reading my case study at the Food Service Australia Expo in June 2010, it made me realise just how quickly my business has grown and continues to evolve. In short, this is what has happened in 24 short months since my first case study:

Internet Results:

- In mid 2009, we changed our URL from www.AGBSolutions.com.au to www.AustralianFoodSafety.com.au, which immediately resulted in a four fold increase in the click through rate in our Google Adword campaigns, resulting in us being able to reduce the bid price on key words by an astonishing 30 and 40% per word while improving conversions!
- Even with that level of result, for four of the past twelve months, we have had our Adwords campaign turned off due to a surplus demand for our services. Without meaning to boast, the reason we've had to do this is because we have more work than we can handle which in normal times is an accomplishment, but this has occurred during the worst economy in recent times, throughout the Global Financial Crisis (GFC).
- As I write this, we are hiring a fourth employee to assist with the delivery of more than two month's worth of orders that have already been scheduled. Prior to the Exponential Growth Strategies we learned to leverage on the Internet, that supersede Google Adwords, this never happened. In fact, we get almost as many FREE organic leads now as we do via PAID Google Adwords.
- When displayed, every Google Adword is displayed in the top two spaces, despite us only nominating (and paying for) the top 5. This means we get preferential placement which in turn produces higher conversions and better qualified leads.
- For two of my main key words, we are now listed on the first page of Google (world wide) recently increasing our organic (FREE) traffic by 304%.

- Our third main key word is on page 2 (on its way to Page 1) resulting in continual leads coming in, even when all our ads are turned off. (I can only imagine what will happen when we hit Page 1.)
- I now occupy more than three full pages of references to my name "Gavin Buckett" in Google. That's important because I know my prospects check me out before they consider buying from me. When I didn't have that many listings, I often had to validate and justify my expertise and reinforce my credibility. Now it's done automatically and the best part is it takes no effort from me!
- We have more than 1,500 high quality subscribers to our eleven segmented subscriptions. I need to put this in perspective. We went from 0 to 1,500 in a little more than 12 months.
- Our two main YouTube videos have been seen by more than 20,000 people. Over 30,000 people have been to our channel or viewed at least one of our videos.
- We now own more than 20 different domain names to improve Search Engine Optimisation (SEO) results.

Business Results:

- On the 1st September 2009, we officially changed our name from the mundane AGB Solutions Pty Ltd, to The Gourmet Guardian (a name conceived and recommended by Dr Marc Dussault – The Exponential Growth Strategist). AGB is an acronym for Angela (my wife's name) and my initials. I put her initial in front of mine to be at the top of Yellow Pages listings. Of course "that was then and this is now."
- At the commencement of the Business Mastery Platinum Program 85% of my

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revenue was as a contractor, at the end of the first year in the program, only 25% of my work was as a contractor to other companies. I now no longer do sub-contracting, and have a waiting list of at least 2 months.

- We have clients stretching from Maroochydoore on the Sunshine Coast in the North, to Hobart in the South, from Sydney in the East to Perth in the West. Clients include:
 - David Jones
 - Victoria University
 - Noodle Box
 - Sofitel Hotel
 - Simplot Australia
 - Sushi Sushi
 - Catering Industries
 - Cabrini Health
- We have received enquiries from the USA (Sara Lee), India, Ethiopia and Papua New Guinea.
- We sell food safety equipment overseas.
- With the exponential business, marketing and sales tools Marc has taught and helped me to develop over the past two years, I have a conversion success rate of greater than 80% when I meet with a prospect.
- We have participated in two Victorian Government projects.
- Our revenue in the first quarter of 2009/ 2010 was greater than the total revenue for year 2006/ 2007. Revenue has continued to increase since that point, I am sure you can do the maths! We have not discounted our services to fuel growth, in fact we offer premium services that our clients have been happy to pay for since they receive superior service and/or benefits.
- I have a permanent administration manager who helps me run the business to lessen my load and reduce stress.
- Eight months ago, we moved out of my spare bedroom at home, to a street office five times the size. When we hire our fourth new employee, we will need to consider another move since we're running out of space. (A great problem to have, would you agree?)
- We have a 1800 number – 1800 FOOD SAFETY – that matches our successful URL. (www.AustralianFoodSafety.com.au)
- We now provide food safety auditing services in four states.
- I am the author of a food safety column for Simplot Australia's "Food 4 Thought"

Magazine, which is distributed to more than 60,000 food businesses Australia wide.

- We outsource our bookkeeping and debt collection, freeing up our staff to do what they do best (and keep them happy).
- We have contractors that work for us regularly in the USA, Philippines and Macedonia.
- In the next six months, we're considering opening offices in Albury and Sydney to meet the ever-increasing demand for our services.

Personal Results:

- I now cycle two days every week, including pyramid sprint training on the Carnegie velodrome.
- I have most Sundays off to spend with my family.
- We are planning our second family holiday in the same 12 month period, something I have never done since working for myself AND I can now leave the phone at home and the business can still run without me, thanks to my office manager Sarah.
- My daughter is two and half years old, and adores her "Dadda." My son and I still walk most nights. Having quality time with my young family is priceless to me.
- One of the reasons I joined Marc's Business Mastery Platinum Program was to ensure I was learning holistic principles from someone who walks the talk. There is no point to being successful in business to the detriment of my health or family. I wanted work-life balance and even though I do work a lot, I am also living life a lot more than I ever did previously.

Marc has been so much more than a teacher. He is a mentor, an inspiration and a "motivationalist". He is able to recognise hurdles that I was about to encounter before I realised they were there and provided guidance and encouragement to help me overcome those hurdles, minimising the effects they had on me and my business.

As our business has grown, I've been able to consult with Marc about how to manage the explosive growth we've had. Problems such as sourcing great employees, finding dependable contractors and managing cash flow have all been resolved with simple and easy to apply **Exponential Growth Strategies.**

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What a lot of people fail to recognise is that once you learn the strategies Marc teaches, you can leverage them for multiple businesses, multiplying the rewards gained. **Exponential Growth Strategies** are not 'cookie cutter templates', but are based on organising principles that can be quickly adapted to different companies, contexts and situations.

The **Business Mastery Platinum Program** has also allowed me to purchase two other businesses. A retail butcher shop and a Registered Training Organisation (RTO). The training company is called Prime Skills Pty Ltd. Leveraging **Exponential Growth Strategies** means we anticipate paying off the full borrowed purchase price of the RTO company within eighteen months. Can you believe we were able to find a company that offered online training, but had NO online marketing?

With one single Google Adword lead that came in through a Gourmet Guardian campaign, we anticipate making \$40,000 - \$50,000 this financial year with an ongoing \$10,000 per annum residual passive income. To manage this particular client, it will cost approximately 8% of revenue. As Marc would say "**Ka-Ching!**"

Oh, by the way, when I say "we found" businesses to buy- what I meant to say, is that they found me! One of the foundational principles Marc calls **Exponential Mindset Thinking™** is that when you put something 'out there', the universe has an uncanny way of rewarding you. Some people call it the Law Of Attraction. I don't care what it's called, I just know it works - like magic.

Little did I know that less than three years ago when I signed up for the **Business Mastery Platinum Program** I would be writing this updated case study telling you that not only was I running not one, not two, but three successful businesses at the same time, having a blast AND taking more vacations than ever before.

I can't reinforce this last point strongly enough. The one thing that separates Marc from all other coaches, consultants and even mentors I've come across is that **he teaches you to think for yourself**. He invests the time using the

Socratic method of asking questions over and over again so that eventually, through osmosis, you start to ask the same questions to get better and better answers on your own. That is so important to me because the last thing I ever wanted was a dependency on a 'consultant or coach' for my business to be successful.

Of course I also have to admit that over the three years I've known Marc that he has constantly raised his own bar to always remain (more than) one step ahead of me and other **Business Mastery Platinum Program Members**. The only way he's able to remain ahead of 50 ambitious entrepreneurs is to walk the talk himself, leading by example. If you want to discuss this, feel free to contact me at your convenience.

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:

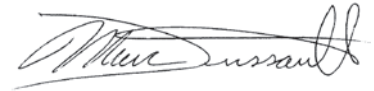
- In the top hotel restaurant in Australia
- As a Sous Chef at Melbourne Exhibition and Convention Centre serving more than 250,000 a year
- Serving 250,000 people per year
- In Singapore and Malaysia
- He has tertiary qualifications in Food Technology and Confectionary Manufacturing and a Certified 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

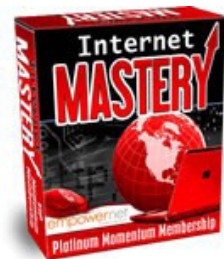
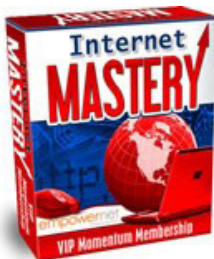
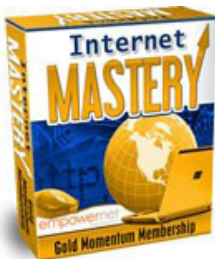
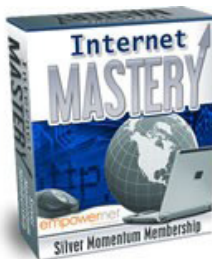
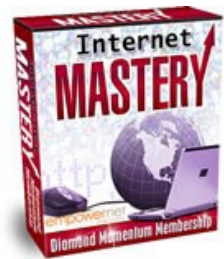
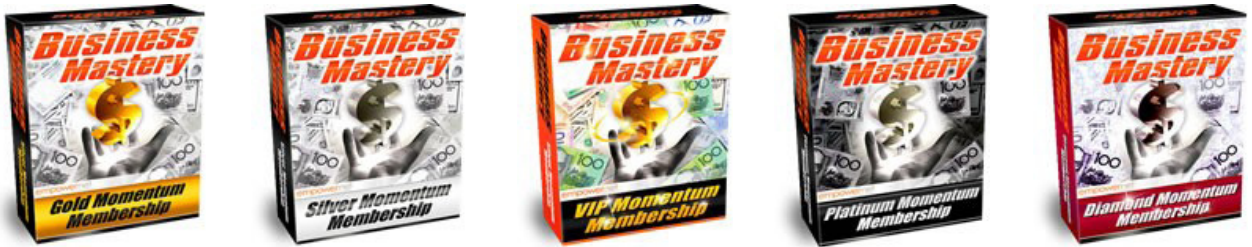
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Products

Dr Marc Dussault – Empowering you as **The 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



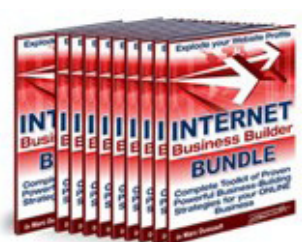
7 Volumes



4 Volumes



10 Volumes



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