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June 2013



Issue: 6



June 2013 Newsletter

I love my Job!

I've been meaning to write this for a few months now. This is the best job I have ever had. Hands down! I get to work with an incredible group of business owners and help them make their businesses thrive. Their success is my success and we are all having a great year.

If you have not taken the time to join us for a CEO roundtable what are you waiting for? Who better to help you with your toughest issues than your fellow business owners. It is lonely at the top but you do not have to work on your company alone.

In this issue:

Masters of Business Ownership (MBO)

CEO Focus is pleased to announce a new program based on our work with thousands of companies. This is a rolling six month program to teach you what you really need to know to own and grow a successful business. What they won't teach you in business school.

Business Models for Dummies - Jim Muehlhausen, the founder of CEOFocus, has authored the new book, Business Models for Dummies and it comes out tomorrow (Wednesday). He has an ethical bribe for you if you purchase a copy of the book on Wednesday. See below for details

So here is to the summer of your success.

Roel Hoekstra
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Masters of Business Ownership (MBO)

You can get a MBA from a top business school but the real-world lessons needed to succeed aren't learned in school. That's why we created the **Masters of Business Ownership (MBO)** program.

In six short months, you can learn the most important best practices, tactics, and strategies to propel your business to the next level.

Upcoming Events

CEO Lunch and Roundtable
 Wednesday
 July 10, 2013

CEO Lunch and Roundtable
 Wednesday
 August 14, 2013

**MBO Session 1
 Managing from KPI
 Dashboard**Wednesday
 September 11, 2013

**MBO Session 2 98/2
 Delegation**
 Wednesday
 October 9, 2013

**MBO Session 3 Creating
 a Hiring and Training
 System**
 Wednesday
 November 13, 2013

**MBO Session 4Creating
 an Operations
 Plan**Wednesday
 December 11, 2013

**MBO Session 5
 Designing a Proven and
 Repeatable Sales
 Process**Wednesday
 January 15, 2013

What is it?

We worked with business owners in tens of thousands of individual coaching sessions. There are many valuable lessons to be learned from the experiences of other business owners - a real-world MBA.

We created a quick and easy program to glean the most important lessons from our experience into this program. Once a month for six months, the group meets for training, coaching, and accountability session designed to instill the most powerful lessons for a business owner. You will be challenged not only to learn these lessons, but to implement them into your business.

www.ceofocus-philadelphia/MBO to learn more and register.

MBO Session 6
Never
Sell Your Business
(CEO Emeritus)
 Wednesday
 February 12, 2014

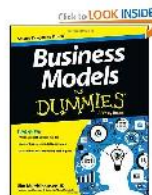
www.ceofocus-philadelphia.com/events
 to register for any of these
 programs

Business Models for Dummies - Ethical Bribe

From Jim Muehlhausen

It pays to wait

In just a few days, my new book, **Business Models for Dummies** hits the shelves and I am hoping you can help me achieve a lifetime goal - a #1 best-seller on Amazon. This is a stretch for a business book, but since Amazon computes rankings hourly, it can be done!



Ethical bribe

I need your help to reach this goal and I am prepared to share some of my most valuable content with you as a sign of my appreciation.

If you purchase the book on Wednesday June 12th between 3pm Eastern and 9pm Eastern time, I will give you all of the following at no charge. Just send your confirmation email from Amazon.

1. Full access to the 5-Lesson Business Model Secrets Course including handouts, worksheets, and templates (normally sells for \$199 on our website)
2. Access to a private call I will host to discuss the finer points in the book. This call will take place three weeks after the book is released to allow people to read some of the chapters.
3. Full Business Quotient™ report on their business. This is our newest development which scores the quality of a business model from 0-100. Retail price of the BQ report is \$300.

How it works

Add to you Outlook calendar - <http://bit.ly/12sRQ7Z>

We will send an email the day before you should purchase the book and one hour before as a reminder. Simply buy the book and forward your Amazon receipt to books@businessmodelinstitute.com. That's it.

Here's a link to a brief preview of the book
<http://slidesha.re/16QfpZW>

Feel free to forward

Any businessperson or business owner can benefit from a better business model. Please feel free to forward this offer to anyone you know who might benefit.

My sincere thanks

I genuinely appreciate your assistance in helping me with this endeavor. I am proud of the content of the book and know you will benefit from it. Pay extra attention to Chapter 13. I think it's some of my best work.

Thanks,
Jim Muehlhausen

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