

Marc Lawson & Co Limited

SureStart

... the new small business support programme

Research shows that **4 out of 5 businesses fail within the first 5 years**. Even worse... **57% of business start-ups fail in the first 12 months!**

It has also been found time and time again that businesses that plan and seek professional advice from the outset have a significantly greater chance of being very successful.

SureStart is designed to help your business overcome the hurdles that trip up 80% of new businesses, *and* to help it become highly successful.

So how much will my investment in this service be?

As you will see, it's worth as much as £3,400 plus VAT – but the good news is that your investment will only be from £400 plus VAT.

What's more, since we appreciate that cash flow is all-important in the early years of a new business, we will invite you to make a small payment up front and the balance spread over the year as 10 monthly standing order payments – **with no additional charge**.

	Initial Payment	10 Monthly Payments
3-Star Service	£400 + VAT	£Nil
4-Star Service	£400 + VAT	£50 + VAT
5-Star Service	£600 + VAT	£130 + VAT

What is included in the <i>SureStart</i> package?	3*	4*	5*
Advice from one of our Business Advisers	worth £200 ✓	✓	✓
Business start up presentation	worth £250 ✓	✓	✓
Computer and financial advice	worth £350 ✓	✓	✓
Business Builder Forum membership for 6 months	worth £300 ✓	✓	
Business Builder Forum membership for 12 months	worth £600		✓
Free Business Builder session	worth £500	✓	✓
Wally Video – 44 ways to achieve success	worth £395	✓	✓
GoalGetter session – a comprehensive goal setting session covering one day	worth £1200		✓

You will be entitled to a 20% discount on all our Level 2 and Level 3 services	✓	✓	✓
The SureStart pack	✓	✓	✓
Unlimited free ad hoc advice	✓	✓	✓

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What is included in the *SureStart* package?

1. **Advice from one of our Business Advisers** – Up to four hours with one of our Business Advisers to discuss taxation, legal requirements, insurance, financial planning and accountancy issues in respect of setting up your business. We will also deal with all the paperwork for submission to the taxation authorities – we will take away the worry of getting on the wrong side of the taxman! (Worth £200)
2. **Business start up seminar** – A presentation from our business growth manager covering all the advice that you need to ensure your business is a success. This will cover financial training, pricing, marketing and give you a unique insight into setting up in business that will automatically put you miles ahead of any other new businesses.
3. **Free computer and financial advice** – As part of the *SureStart* package we have negotiated an hour long meeting with an I.T. consultant and a local independent financial adviser – who all understand the world of business. You will be able to ask about any computer-related issues and advice regarding pensions, investments and insurance – all free of charge. (Worth £150)
4. **Free 6 or 12 month membership of our monthly business club, *Business Builder Forum*** – To help you become even more successful, you receive free membership for a year. Attendance at these monthly forums means you will discover business-building ideas; learn from other successful business managers; and have the opportunity to network with local business. (Worth £50 per month)
5. **Business Builder session** – A full half days business consultancy session looking at strategies to increase number of customers, increase pricing and dramatically improve the first year's profits. (worth £500)
6. **Wally video** – a half day session with a video from an Australian multi-millionaire businessman. The video looks at all the ideas that this small business owner implemented in his own business that will help you start achieving the same success. The video session will end with some brain storming and a completed action plan of all the things that you need to do to make sure that you don't fail through lack of implementation of the ideas.
7. **GoalGetter** – a full day session looking at all the aspects of goal setting. Our unique *GoalGetter* software is based on many years of research, and sets out exactly where you are now and where you want your business and your private life to be. The full day session will end with several unique reports including a detailed action plan in order for importance of all the things you will need to carry out in the next 12 months.

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8. **Discounts on other services** – You will be entitled to a 20% discount on the following services for the first twelve months:
- Payroll service – we will deal with all the paperwork and take away the worry of penalties for late or incorrect returns.
 - Bookkeeping service – let us deal with all the paperwork and free up your time to concentrate on running a more successful business.
9. **The SureStart pack** – As part of the package you will receive a pack full of useful resources to help make your business a huge success. This will include a selection of our insider reports, such as '*Accounts Made Easy – Practical advice to help you make sense of your accounts and your business*', our '*New Business Kit*' and other useful reference material.

And, most importantly...

10. **Unlimited free ad hoc advice** – as a valued client you will have unlimited access to our entire team for advice on ad-hoc matters. This means that you can call on us at any time knowing that you will never be charged for our time or advice. So I hope you will feel free to speak to us whenever you need to, without ever having to worry about the cost.

Of course, if any of the issues raised at any of these unlimited consultations (or anywhere else) require research or analysis *beyond* the consultation, we will give you a fixed price quotation for that extra work *before* any additional work is started.

This means you will never get an unexpected bill.

For more details please ring 01752 752210