

How small
business owners can
double their energy,
maximise profit
and create a fully
self-managed business.



Reduce stress, increase your vitality and create a lifestyle you love.

"In a way Jo is to blame for our success." Wendy Norris

PEPP® Up Your Life

Jo
Hassan

PEPP® Small Business Coaching Program

According to the Bank of Queensland's research almost 40% of business owners say they experience stress. Business burnout is the feeling of exhaustion and lack of interest in daily work, resulting in poor performance. Business owners who are burned out usually feel like they're on their own, and have to do everything themselves because they don't trust their people to be accountable for their work.

Typically **small business owners**:

- » Are **feeling overwhelmed**
- » **Can't remember** when they last had family time, a holiday or even a day off **when they didn't think about their business**
- » Have small business **overload** trying to be and do everything for everyone in their business
- » Are **working too many hours** on too many different aspects of their business
- » Feel like they have their **business whirling around in their head** 24 hours a day.

They don't talk about it but what's really going on is small business owners do everything themselves because they want to. They want to control everything because they don't trust anyone else to do anything as well as them. No one can do it as well as them because they don't have any systems or enough systems to delegate even simple tasks.

*Through my research I have found that there is a clear inter-dependent relationship between **Activity** and **Focus**. This directly leads to the amount of **Vitality** felt.*

Activity	Focus	Vitality%
Balanced	Lifestyle	100%
Managed	Empower	75%
Relieved	Delegate	50%
Committed	Systemise	25%
Exhausted	Mindset	0%
Limited	Health	-25%

Business owners can typically identify themselves somewhere along this **Vitality Journey**.



Progressing through the Vitality Journey is a bit like breaking a bone, having a plate and pins inserted and moving through the recovery process to the freedom of movement you had previously.

At the worst “beige” level of “-25%”, business owners fear:

- » Failure – what will their family/team/clients/accountant/other people think?
- » Missing their children grow up especially if they started the business to have more flexibility around family.
- » A heart attack or some other life-threatening disease.

But what we want to do is PEPP® them up. We want to take them up the Vitality Journey to “100%” where they have the balance in their lives that they dream of... they have the most vitality they can imagine.

Any journey has a starting point and a destination. Sometimes those points are deliberate and sometimes they are deliberately not deliberate for example when we’re on holiday and/or looking for adventure.

Sometimes where we’re starting from gives perspective to the destination and is hard to work out. We need other markers to help us like when we’re apparently lost in an unknown city and we might use a church or a road intersection to help us find our bearings.



Balanced | Lifestyle | 100%

On the **Vitality Journey**, how we’re feeling and what we’re focusing our attention on are like the roads that we need to find an intersection for.

If you feel completely **balanced** and “free”, living the **lifestyle** of your dreams then you have 100% vitality. If you are a business owner then turning up to work in the traditional sense is optional. You have a team who are following systems and everything works “like clockwork” whether you are there or not. You are available to build relationships and work on strategy, and the profits flow so you are free to spend time on whatever you love to do. If, for example, you had broken the top off your arm, you would have complete movement restored and may even be ready to push yourself further than before.

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Jo Hassan

Limited | Health | -25%

At the other end of the spectrum, activity of any sort is extremely **limited** and you are in immense pain. If your arm was broken you would need a plate and pins as well as extreme medication for pain relief. You would also need a support team of professionals such as a surgeon, nurses and physiotherapist to guide you. Your vitality is actually a negative number (-25%) and you are really unable to progress with much in your life until you focus on improving your **health**.



Sometimes people feel this way without actually having any broken bones. Mental illness is just as important to fix as physical disease and also usually requires a support team of professionals. It is possible to recover in time by yourself but it would require extreme commitment and knowledge to know how, as well as taking a lot longer.

One in five people in Australia live with mental illness. Amongst business owners this percentage may be higher as they endure the stresses of overwhelm from trying to be and do everything for everyone in their business. And they do this without having holidays or even days off, sometimes for years. They are also worrying about cashflow and customers, team members or trying to find the right team members and how to increase profit. They feel like the business is whirling around in their head 24 hours a day.

Exhausted | Mindset | 0%

Once they actually recognise that they are **exhausted**, changing the **mindset** – either by themselves or with the support of some sort of professional or coach – is the starting point to improve things (0% vitality). In the broken arm analogy they've had the x-rays to confirm what's really going on inside and they have a plan to fix the damage.

Committed | Systemise | 25%

Being **committed** to the recovery journey is really important. Having surgery and taking medication to heal inside and/or pain relief will help, but is just the start. Then there's physiotherapy but not just what happens in the practitioner's rooms. Doing the exercises at home between visits is fundamental and is an essential part of the healing process.

In the Vitality Journey the equivalent is to **systemise** your business and/or your life which will take you to 25%: get the business out of your head so that it is easier to share tasks.

Relieved | Delegate | 50%

As you have more confidence to **delegate**, stop doing everything yourself and more tasks are performed by team members you will feel immensely **relieved** and your vitality and happiness will improve to 50%. In the broken arm analogy it's like when the physio measures your improvement and submits a report to the surgeon ahead of your follow-up visit.

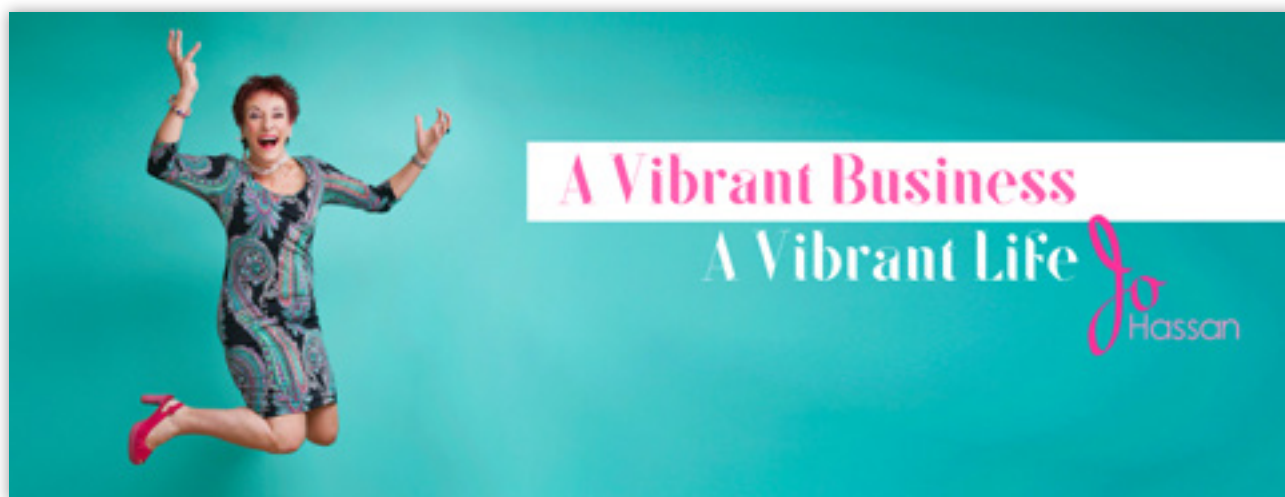
Managed | Empower | 75%

In time if you're a business owner you will **empower** your team and take more time away as the business is **managed** for you. Business systems will improve with your absence as by being away you'll establish what's not working and fix it. At this point you're at 75% vitality.

Balanced | Lifestyle | 100%

As mentioned previously, a **balanced lifestyle** is the goal. The reality is having a plan to move closer to that. To PEPP® up your life.

How long it takes you to fully embrace vitality will depend on your starting point and your speed moving through the stages. It is a journey with its own system though, just like mending a broken arm.



PEPP® Small Business Coaching Program

PEPP® IS THE ANSWER

PEPP® is a re-frame on business and life through the lenses of Purpose, Energy, Pleasure and Profit.

When you have balance it is a bit like what you need to move forwards or backwards on a unicycle. You may decide though that you'd prefer to ride a bicycle or tandem. And that's perfect too: each person's definition of balance is unique to them.

Everyone, not just business owners, needs to consider PEPP® – Purpose, Energy, Pleasure and Profit - all the time. The emphasis/priority/order that you give each one will vary from person to person, and within an individual may change in time depending on what else is going on for them.



A business owner with a new baby will have different weightings for each aspect of PEPP® to the day she started the business. And that will be different again to her partner who is an employee working, for example, for a government department.

Take scheduled time out for pleasure every day. Be aware of your energy levels.

Take time to listen to your body... if you stop, take some quiet time and ask the question of yourself, "What do I feel about doing this activity?", you will get the answer for what is right for you now.

Listen to your gut! It is the most powerful/sensitive of our three brains (in our head, heart and stomach). Your gut knows what's good for you if given a chance to "speak".

If you don't self-regulate to decide a healthy balance of activities then your environment or "The Universe" will have an uncanny knack of bringing you back to balance.

Jo recalls a time about 20 years ago when she tripped on her front door step and fractured her ankle. The very first thought that popped into her head was "Oh thank goodness... I can stop now!"

PEPP® Up Your Life

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Hassan

Depending on where you're at, "balance" may mean getting more sleep or more exercise to adjust your energy, taking a lunch break or a holiday, working less or perhaps more hours or identifying a purpose to move closer to. It also might be taking extra strategic time to PinkTank® or brainstorm a new marketing plan or review costs to increase Profit.



PURPOSE

Living without purpose would be like starting the engine of your car and not knowing where you are driving to. Your purpose might be as simple as setting a good example for your children or as complex as to leave a legacy that changes the world.



ENERGY

Many small business owners are so exhausted that their routine is in a downward spiral energetically. This filters through to their team, customers, suppliers and everyone they are in contact with. And then they take this "vibe" home to their family. Imagine if we flipped this around and made the energetic vibe effervescent - like when a champagne cork pops - It would be truly life changing!



PLEASURE

Along the way we all want pleasure... allowing yourself to be playful like a child. Schedule time for pleasure whilst being open to having spontaneous fun. Do more than just work, eat and sleep. Taking time out for pleasure will actually benefit the business because you will return revitalised and refreshed ready to work harder, make better decisions and be more creative than when tired. Happier leaders are healthier and create happier teams.



PROFIT

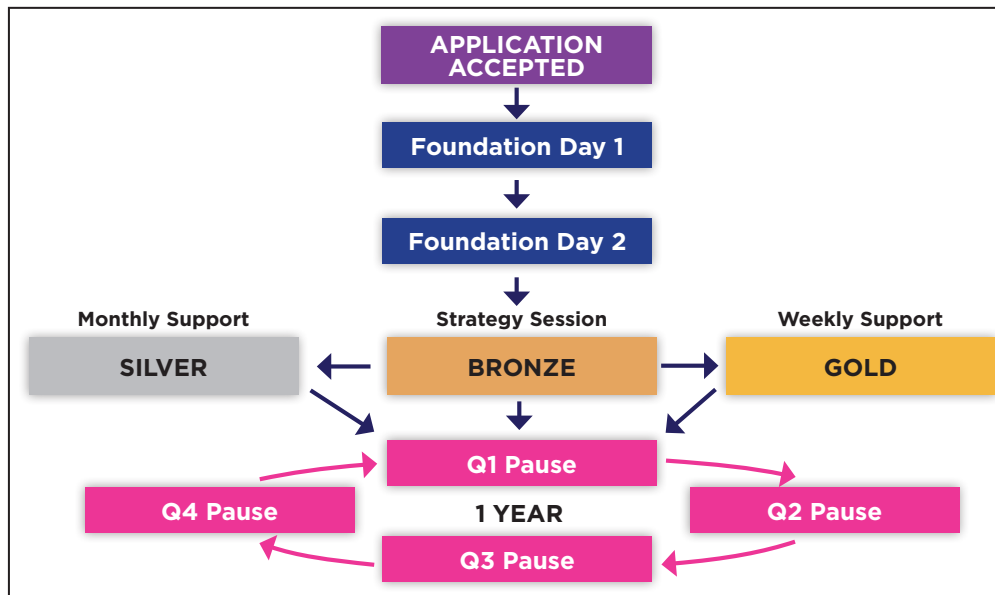
To continue business we need profit. Profit is not everything but business is not sustainable without it. Profit is the return for investing in a business with time and/or money. Don't work for nothing: make a profit to give to charity rather than being the charity or allowing a client who doesn't pay be the charity. Profit is different to turnover and cashflow. Many business owners have significant turnover and cashflow without being profitable. The challenge many business owners face is they don't actually know if they are profitable or not. And don't understand how to read their balance sheet.

We bring these four elements together – Purpose, Energy, Pleasure and Profit – so that you consider them before making decisions about anything. It becomes a way of life.
A way to make life more vital. A way to PEPP® Up Your Life.



FLOW CHART OF THE PROCESS

As a fresh approach to happiness in business and life, the **PEPP® Small Business Coaching Program** is a one year commitment to move along the Vitality Journey: to **PEPP® up your life** and move up the scale towards **100% Vitality**.



Whilst elements are one-on-one with the business owner(s) it is essentially a **group coaching process**. We find the interaction between business owners provides a stimulating environment for learning and sharing. You'll receive an abundance of practical tools to help you get the results you need in a safe "boardroom" community with a supportive "from the sidelines" implementation coach.

THIS PROGRAM IS IDEAL FOR

- » Small business owners with a team
- » Individual business owners who don't yet have a team
- » Couples who "do" business and life together.

THIS PROGRAM CAN HELP YOU AS A SMALL BUSINESS OWNER TO

- » Increase your energy/vitality and bring balance back to your life
- » Get the business out of your head to implement systems and processes which removes decision fatigue
- » Delegate and build trust in your team so you can have days off and holidays
- » Bring pleasure, fun and joy back into your life for greater fulfilment and connection to yourself and your loved ones.

THIS PROGRAM IS NOT FOR YOU IF

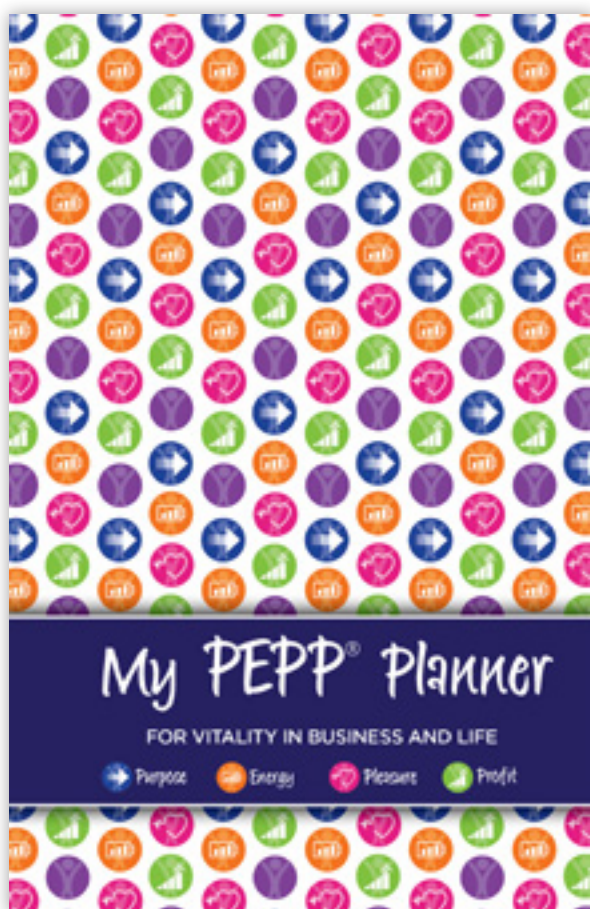
- » You're not ready to embrace change
- » You're looking for someone to do all the work for you
- » You're wanting to "put a Band-Aid on a broken arm" and then expect an overnight fix.

THIS PROGRAM COMES WITH NUMEROUS INCLUSIONS:

Foundation Workshop

Once your application is accepted, you will spend 2 days in a very practical “hands on” workshop adjusting your mindset around your relationship with your business. PEPP® will be fully explained: the relationship you have with your PEPP® - Purpose, Energy, Pleasure and Profit.

You will receive supporting **system templates** to make implementation fast and easy, and your own **workbook** including a copy of the **slides**. Full **catering** is provided.



PEPP® Planner

You will receive your own “**My PEPP® Planner FOR VITALITY IN BUSINESS AND LIFE**” which is a unique fully customised goal and diary management system.

This will help you stay focused and on track with your intentions around **Purpose – Energy – Pleasure – Profit** every quarter, week and day.

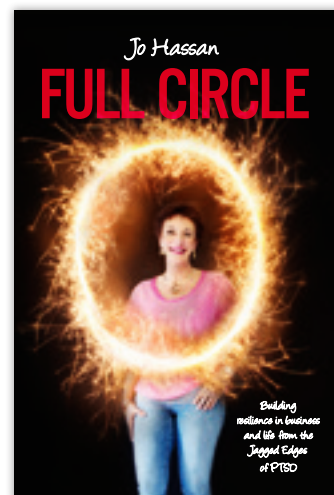
PEPP® Pause: Quarterly On-track Boardroom Strategy Day

In this era of information being available to most people in the world in abundance, the implementation of ideas and plans is where the value to the individual and business is. Working independently gives some people satisfaction but most have their results stimulated and accelerated by the presence of others. And more than this, people generally thrive actually being in the room together physically rather than via a screen.

Some attendees will think in a similar way but “the gold” is contributing – both giving and receiving – wisdom and insights from a completely different perspective. Non-stakeholders have nothing to lose by making “crazy” observations about others in the room and in time, the trust builds to create a safe community for sharing. Full **catering** is included.

Full Circle Book

The book "Full Circle – Building Resilience in Business and Life from the Jagged Edges of PTSD" is included as background reading. Jo Hassan recovered from post-traumatic stress disorder (PTSD) twenty years ago but the resilience lessons she learned along the way form the basis to her relationship with business and are why she so passionately believes in considering **Purpose, Energy and Pleasure** as well as **Profit** in the **PEPP® Model** on which this program is based.



Facebook VIP Community

To facilitate the **maintenance of relationships and sharing** between the PEPP® Pause: Quarterly On-track Boardroom Strategy Days, this private and closed Facebook VIP community is a safe place to share wins, struggles and useful information.

Post-foundation Strategy Session

Whilst the Foundation Workshop may include other business owners, the Post-Foundation Strategy Session is one-on-one with your business. It provides an opportunity to strategise about the specific plan for **increasing your vitality**, as well as for private reflection. If you have not already applied for the "Gold" or "Silver" Program (see next page) and believe you could benefit from increased support then it is possible to adjust your commitment to have either weekly or monthly support as well as the quarterly days which are included in the "Bronze" Program.



PEPP® Small Business Coaching Program

THE FOLLOWING OPTIONS ALLOW YOU TO CHOOSE THE AMOUNT OF SUPPORT YOU NEED AND AS A BUSINESS OWNER YOU RECEIVE:

	Bronze	Silver	Gold
2 Days Foundation Workshop <i>Valued at \$6,000</i>	✓	✓	✓
60 Minutes Post-foundation Strategy Session <i>Valued at \$1,000</i>	✓	✓	✓
4 PEPP® Pauses: Quarterly On- track Boardroom Strategy Days <i>Valued at \$8,000</i>	✓	✓	✓
Your own PEPP® Planner <i>Valued at \$1,800</i>	✓	✓	✓
Slides & Workbook <i>Valued at \$500</i>	✓	✓	✓
System Templates <i>Valued at \$1,000</i>	✓	✓	✓
Facebook VIP Community <i>Valued at \$1,000</i>	✓	✓	✓
6 Days Catering <i>Valued at \$840</i>	✓	✓	✓
Copy of Full Circle book <i>Valued at \$60</i>	✓	✓	✓
Coaching		10 Monthly Accountability Appointments	44 Weekly Accountability Appointments
Value	\$20,200	\$30,200	\$42,200
Investment for up to 2 PEOPLE from the same business	\$10,000	\$15,000	\$20,000
Deposit	\$3,000	\$5,000	\$7,000
12 Monthly Payments after Foundation Workshop	\$583	\$833	\$1,083

All prices exclude GST

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TESTIMONIALS

"Thanks again for coming into our lives – we benefited so much, especially from the first couple of days training and from the wonderful group that we met with during your visits. Made us realise how important it is to network with other business owners."

Leah and Jaydon Hirst, JMH Mechanical

"This is what winning feels like!" (thumbs up 🍷)

Tim O'Brien, Computer Logic

"Jo Hassan had the ability to communicate what could be achieved with the right mindset... I would like to sincerely thank Jo for her ability and untiring effort to create what she has done."

Mark Combe, Fibercon

"In a way Jo is to blame for our success."

Wendy Norris, Taylored Office Solutions

"Jo Hassan has a very dynamic personality and is great at just getting things done. Thanks Jo for all your help."

Bruce Cook, Kickbike Australia

"Systems are the key to a life of freedom. You will feel more energised in your life and business once you know that others can follow your systems to achieve the same or better results. Jo is a walking example of what can be done in life and business. Her energy is contagious so enjoy the journey with some Pink in it!"

Marisa Wiman, Greymouse

"... so thank you Jo for teaching Michael such important strategies, and to believe that our business will and can survive without him. Yay for real family holidays where our boys can have their dad's full attention and a happy mama!"

Anne-Maree Hopkinson, Hopkinson Painting

FACILITATOR PROFILE

Jo Hassan: Vitality Expert | Author | Speaker | Business Coach

CONTACT DETAILS

Email: support@johassan.com

Website: www.johassan.com

Phone: +61 7 3350 4874



Jo Hassan's obsession is VITALITY and helping people have more vitality in their businesses and their lives. What makes her unique is that she's lived through some of her own challenges in having businesses. She has the battle scars through mental health issues having experienced clinical depression and post-traumatic stress disorder.

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In her experience working with small business owners, their profit, their team, their customers and everyone their business “touches” suffer if they are suffering from high stress and battling on in silence. They do this because of the stigma attached to mental health challenges which sometimes occurs if they find that growing a business is harder than they thought it would be.

Jo creates a special environment for business development and growth.

For the last 28 years she's owned small businesses herself. These have included an electrical contracting business and a pet resort as well as 12 years of business coaching. Jo has been coaching and facilitating groups for 25 years.

Jo believes business owners can get their life and embrace being a person first rather than *only* being a business owner. Business owners can achieve their goals faster and live a more fulfilled life along the way. **They can truly have their life back and a business that has Purpose, is Energised, a Pleasure to own and is Profitable.** They have PEPP'd Up their business and their life.



BY THE WAY... Jo Hassan lives and breathes the PEPP® Model

The metaphor of a broken arm in the **Vitality Journey** is very real. These images show Jo Hassan's complete recovery from a crazy accident when she fell off her footbike (like an adult scooter with bicycle wheels) whilst "hi 5ing" a friend on the finish line after kicking 50 km in The Great Brisbane Bike Ride in 2014.



By following the systematic advice of her support team, she made a complete recovery and in 2017 achieved her goal of kicking 100 km in one go. She wore her trademark fuchsia pink and enjoyed flamboyant fun with feather boas trailing behind her for the whole 7 hours!

She really tries to live by the words **A Vibrant Business, A Vibrant Life**.

CASE STUDY

Tim O'Brien from Computer Logic was completely overwhelmed and exhausted. He had team members but they weren't working as efficiently as they could until they created systems for just about everything.

Tim has worked to organise his business and team so that the business ran without him recently whilst he took 2 months off when his first baby was born. He's now choosing to work part-time, because he can and says he's "Operating from a point of power and effectiveness". He also enjoys flying his kite more.



STEPS FROM HERE

Do you need a PEPP® Talk?

*If you are a small business owner who would like to double your energy, maximise profit and create a fully self-managed business, please **COMPLETE THE APPLICATION FORM** on the next page.*

You have an opportunity now to reduce your stress levels, increase your vitality and create a lifestyle you will love.

Whether or not you have a team, the **PEPP® Small Business Coaching Program** can help you to:

- » Increase your energy/vitality and **bring balance back to your life**
- » Get the business out of your head to **implement systems** and processes which removes decision fatigue
- » **Delegate and build trust in your team** so you can have days off and holidays
- » Not think about work when you're not *at* work
- » **Bring pleasure, fun and joy back into your life for greater fulfilment and connection to yourself and your loved ones.**

If you're looking to grow your business, make contact with Jo ... she'll be delighted to support you to PEPP® up: increase your **vitality** so you live and work with more **Purpose, Energy, Pleasure** and **Profit**.



Whilst having pleasure time herself, Jo took this "heart" photo from a seaplane. It is Galesnjak in the Pasman Channel near Zadar in Croatia.

PEPP® Small Business Coaching Program Application

Name 1: _____

Mobile 1: _____

Email 1: _____

Name 2: _____

Mobile 2: _____

Email 2: _____

Business Name: _____

Address: _____

Suburb: _____ Postcode: _____

Email: _____

CREDIT CARD AUTHORISATION

Card Holder Information

Name: _____

Card Type: Visa Mastercard CVV: _____

Card Number: _____

Expiry Date: _____

I _____ authorise Jo Hassan to process a charge against my credit card account for the amount of:

\$3,000+GST Deposit (see page 12) then \$583+GST per month for 12 months (see page 12)

\$5,000+GST Deposit (see page 12) then \$833+GST per month for 12 months (see page 12)

\$7,000+GST Deposit (see page 12) then \$1,083+GST per month for 12 months (see page 12)

Signature: _____ Date: _____

The information you provide is for the sole purpose of purchasing the PEPP® Small Business Coaching Program and will not be passed onto any other party.

A record of your credit card number will not be retained after the completion of this transaction.



PEPP® Small Business Coaching Program

