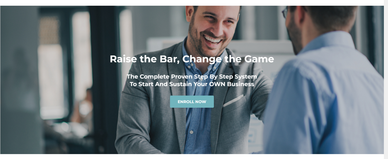

Raise the Bar, Change the Game

The Complete Proven Steps By Step System To Start And Sustain Your OWN Business

ENROLL NOW

Learn to Build a Thriving Business Today

I understand that many of you are in startup mode or still contemplating whether to embark on the risky business of becoming an entrepreneur. My goal is to encourage wanners to start their own businesses and to mentor some of those who are on their way to becoming millionaires. Consider these questions:

> Why should you start your own business?
>
> How will you fund your business right in the beginning?
>
> How do you find the right talent?
>
> How do you build a sustainable, thriving enterprise?
>
> What's your plan B, and how do you stay ahead of the competition?

This step-by-step course walks you through starting and sustaining a growing business in five detailed modules. Replace working for someone else with a dream enterprise. Start now.

What You Will Learn in this Course

Module One

Discover Your Business Idea and Create Your Business Plan

- ✓ **Lesson 1:** Identify your passion
- ✓ **Lesson 2:** What Business Should I Start?
- ✓ **Lesson 3:** Developing a business plan

1

Module Two

Finding Money to Finance Starting Your Business and Discover How to Increase Profits

- ✓ **Lesson 1:** Access to Capital
- ✓ **Lesson 2:** Focus on Profits
- ✓ **Lesson 3:** Increase Revenue
- ✓ **Lesson 4:** Open to Expansion

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Module Three

Building Your Team by Learning How to Interview and Access the Value of Each Candidate.

- ✓ **Lesson 1:** Assessing for Fit (Skills & Culture)
- ✓ **Lesson 2:** Interviewing Tips
- ✓ **Lesson 3:** Know Your Culture

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Module Four

Marketing and Networking to Grow Your Business

- ✓ **Lesson 1:** Distinguishing between marketing and sales
- ✓ **Lesson 2:** Establish your marketing mission and brand
- ✓ **Lesson 3:** Using marketing tools to grow your business
- ✓ **Lesson 4:** Surviving in a market without sales
- ✓ **Lesson 5:** Growing your business through networking

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Module Five

Develop Skills To Establish a Sustainable Business and Thrive in a Competitive Marketplace.

- ✓ **Lesson 1:** Proactively Establish your Plan B & Be Open to Restructuring
- ✓ **Lesson 2:** Developing Your Business Knowledge
- ✓ **Lesson 3:** Staying Ahead of Your Competition

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Why Start a Business Now?

- ✓ **Affordable Access to Credit** – Borrowing money is the most affordable it will ever likely be.
- ✓ **Large Talent Pool** – With many talented professionals looking for work, you have a great opportunity to assemble an amazing team.
- ✓ **Seller's Market** – Billions have been saved by households during the past 12 months that are ready to be spent.
- ✓ **Low Expenses** – With remote working becoming the new normal, you don't need to splash out on expensive office costs.

Here's What Past Students Said

"The process outline in this course really gave me a structure I could understand. I really didn't get anything about how you begin and build a business. This helped a lot!"

Robert Bummel

Entrepreneur

Why Enroll in This Course?

Detailed Lessons Plans

Easy-to-follow videos guide you through each lesson plan with detailed explanations.

Real World Proven Methods

Based on Brian's best-selling book of the same name, each lesson offers key insights he developed building a vast enterprise in foreign markets.

Lessons Learned in Real Life

Each module employs Brian's real-world experiences in business. Learn from his triumphs and failures on his 35-year journey of building an amazing global brand.

What To Expect From This Course?

1 Proactive Approach: Create Your Plan

Discover your business idea and create your business plan.

2 Cash is King

Finding money to finance starting your business and discover how to increase profits

3 Surrounding Yourself with the Right People

Building your team by learning how to interview and access the value of each candidate.

4 Market Strategy & Tools for Business Growth

Marketing and networking to grow your business.

5 Tools to Help You Survive and Grow Your Business

Develop skills to establish a sustainable business and thrive in a competitive marketplace.

> "Stick with a business model that involves something you are passionate about and do it better than anyone else. Being passionate about an idea is crucial as it is this that keeps you going through all the inevitable knocks and disappointments."
>
> – Brian Marcel

From Success Story to Mentor

Brian Marcel started his career in the London Stock Exchange. But working for someone else didn't suit him, so he began his own business. He founded and is the chairperson of the International Bar Code System (IBCS) Group, known for bringing the pivotal barcode technology to a part of the world in desperate need of change.

Brian is dedicated to helping young people start and grow their own companies, writing his first book Raise the Bar Change the Game, the inspiration for this course.

Raise the Bar, Change the Game

Interested in Becoming an Entrepreneur? Enroll Now for instant Access This course is a complete step-by-step guide to start and sustain your OWN business, with five detailed modules. If you're looking to replace your full-time job with your dream — you're in the right place!

Only £495

Get Instant Access To

- All the Course Modules and Lessons
- Downloadable Files
- 24/7 Support
- Free Lifetime updates (Pay Once, Get Future updates and New Lessons for Free)
- Access to the Private Group (Student Only Access)
- 30 Day Money Back Guarantee

30 Day Money Back Guarantee

Money Back GUARANTEE

Enroll in **Raise the Bar, Change the Game** and get reassurance that if the course doesn't meet your expectations, you have 30 days to request your money back with no questions asked. Although all our students have loved the course so far, I want to make sure you get your value for your money and find our product helpful.

Frequently Asked Questions

Still have questions before joining? No problem! We've answered our most frequent questions below to help you with your purchasing decision.

- **Are the lessons inside the course pre-recorded?**
- **Will I need to purchase anything else once I'm inside the course?**
- **What do I need to watch the lessons inside the course?**
- **If I'm not happy with the course, can I get a refund?**
- **How long do I have access to course content?**

Buy this course for only £495

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