

# Business / Life X-Ray

Instruction Workbook

Version 3.20



Do you ever feel like you own  
a **JOB** rather than a  
**COMPANY?**

WHAT'S THE SOLUTION TO THIS?

What does every *successful company* in the world have  
that *those who fail* do not?

A process or a system to run their business  
i.e. **A BOS - Business Operating System!**

# TIP

How many pages of this X-ray workbook you read and seek to understand is up to you.

One suggestion would be to take 3 to 5 pages a day up to you.

We recommend you don't read the whole thing in one sitting but read a few pages a day; once you start, you do something every day, six days a week, until you finish the whole workbook.

Make sense? Now ... are you willing to invest \_\_\_\_ minutes daily until you finish reading this workbook?

☐ ~ Yes    ☐ ~ No

NOTE: Ideally, connect with your X-ray consultant to keep them updated on your progress through the workbook and share any insights and/or questions from your X-ray and/or the workbook.

## **Purpose:**

To give the gift of freedom to business owners.

**“Trust The Integrity Of The System”**

Tom Kunz

## **What does this mean?**

To get our businesses to run without us, we must . . .

**... SEE** the TRUTH,

**... DO** i.e. take action, doing the right things in the right way, over the right time,

**... THINK**, which comes after the “DO,” not before. We think/understand through doing.

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The Business X-Ray is ... well ... honestly overwhelming, but in a good way. It helps us, as business owners, to understand where we have gaps or weaknesses and the best solutions.

### **A BOS - Business Operating System Defined**

The engine that runs our business. We earn the money we earn; we work the hours we work, we have the stress in our lives we have, and the life balance we do or do not have . . .

BECAUSE of the BOS that we have installed and are running as a team. If we have and use great systems, then our lives will be great. IT IS PRETTY SIMPLE ACTUALLY!

## **Note From Founder**

Dear Reader,

This Business X-Ray is all about . . . **SEEING** things we have not seen before and **UNDERSTANDING** stuff we have not understood before. This will give us the ability to **THINK** in a very different way which then provides us with the ability to **DO** things we have never done before.

What's the difference between your WOW income, sales, or profit goal and what you are currently earning? What's the difference between how many hours you are working now and how many hours you would like to work?

### **It all comes down to one thing ... "How We Think."**

We trust that Business / Life X-Ray will help you to gain the freedom you desire to pursue your Life Vision with every ounce of energy you have in every cell of your body. The information in this instruction workbook comes from my decades of experiences as an international author and speaker and from working with all types of businesses all around the world and in all types of industries.

There are three major areas of focus:

The DNA *for* **PEOPLE**

The DNA *for* **BUSINESS**

The DNA *for* **LIFE**

Once, a gentleman shared with me a few years ago that he gained more value from the Business / Life X-Ray than he had in paying a consulting company over \$40,000. You will get out of the X-Ray what you invest into it. The more you follow through with what you learn, the more value you will receive from the results of the X-ray.

We could give you quotes from world thought and business leaders who endorse all the concepts within this workbook. We won't do that. You have the total freedom to decide for yourself if the things shared in this white paper will indeed help you to double your income, work fewer hours, have less stress, have more outstanding life balance . . . and, in essence, . . . help you gain total freedom in every area of your life.

Enjoy!

Sincerely,

**Mark A. Boersma**

President - Synergy Solutions, Inc.

# Why Is **Action**VISION Coaching So Successful?

There are many reasons, but the number one reason is every **Action**VISION plan is designed, created, and crafted specifically for the business owner and their company. There are no two individuals or businesses that are the same and there are no two **Action**VISION plans which are the same.

After someone completes the Business X-ray, it's clear to the business owner they have a lot to work on, and they need help to get everything that needs to be done. Those who go on **Action**VISION will see, on average, a 35% increase in work productivity. What does that mean?

It means that if you are working a 40-hour week, it's like working an extra 14 hours of work a week, without having to put in the time. How is this possible? Check out the end of this document, the Glossary of Terms and read about the 5 Time Management Freedom Fighters.

What about those who struggle with follow-through? We have over 95% of those who start **Action**VISION who will follow through. Why is it so high? There are many factors. The customization and the millions of dollars of tools and systems that come with **Action**VISION save people time and money and provide a great ROI ~ Return on Investment.

The above two reasons are reason enough to move forward on **Action**VISION, but what business owners find even more exciting about **Action**VISION is the accuracy. Some are more, some are less, but on average, there is a positive 4% correlation between the efforts you invest into your **Action**VISION plan and the results you receive.

On average, over a 12-month period of time, if you do 90% of your plan, you'll get 94% of the results. If you do 50% of your plan, you'll get 54% of the results. It's not only a scientific and systematic approach to achieving your WOW income, sales, or profit goals but also working the hours you desire to work, having the level of stress and life balance you do or do not want to have in your life.

If you are not familiar with any of the words/terms we are using, please refer to the Glossary of Terms at the end of this document.

OK ... You have either had your X-ray review done or will soon have it completed by a certified consultant. It's important to realize that we didn't get where we are overnight, and we're probably not going to change overnight. To get to your WOW sales, income, or profit numbers and work the hours you want to work ... well ... that takes hard work ... so ... let's get started.

We'll use "Ken Marley" X-Ray to help you navigate around your own X-Ray to understand better the value you can gain from your X-Ray.

To get the most value from your X-ray, fill in the blanks and do the exercises throughout the workbook.

My WOW income, sales, or profit goal is:

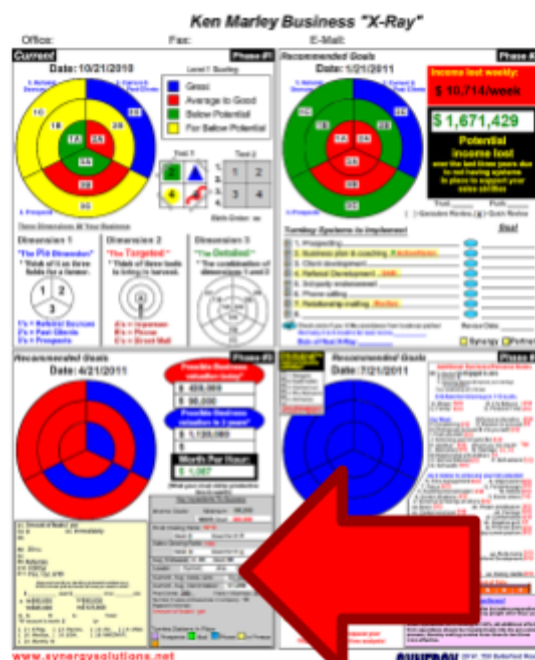
\$ \_\_\_\_\_ - **WOW**  
- \$ \_\_\_\_\_ - Minimum  
= \$ \_\_\_\_\_ = **GAP**/Difference

Your **WOW** income, sales, or profit number is your subconscious telling you what you are capable of.

The subconscious is great at revealing to us what our potential is, but not so good at telling us HOW to get there.

Our Minimum is often, not always, but often what we are earning/doing currently.

The **GAP** or difference is what our subconscious knows we are capable of, but we aren't sure; we need help to get where we subconsciously understand where we could be ... but aren't there yet, and likely will not be there until we get some outside help.



| Key Ingredients To Success |                                       |
|----------------------------|---------------------------------------|
| Income Goals:              | Minimum: 100,000<br>WOW Goal: 300,000 |
| Final Closing Ratio:       | 10/10<br>Goal: 0 Used for #: 0        |
| Sales Closing Ratio:       | 7/10<br>Goal: 0 Used for #: 0         |
| Avg. hrs/week:             | C: 40 Goal: 30                        |

Often people will say ... “I don’t think I need outside coaching, because I know what to do, I’m just not doing it.” Actually, the truth is ... “If we aren’t doing anything, it’s for one of three reasons, and that is what an **Action**VISION coach can help you learn how to think differently about”

- 1. We don’t know the full value of doing something.
- 2. We don’t know the cost of not doing something.
- 3. We don’t know how to do something with the current bandwidth level.

Most business owners have a gut feeling they could be earning more money and want or even need to work less. So ... if you made more money, what would you do with it? When we gain clarity as to what we will do when we earn more money ... through the systems in **Action**VISION coaching, we make more money.

### **More Money**

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We’re serious. Write out what you would do if you had more money. What would you do if you had more free time?

### **More Time**

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The hard thing about business is that to earn more money, we often have to invest more money in the short term to gain/keep more money in the long term. The good news for most business owners is that they are already investing a lot of cash... maybe just not in the best places. **Action**VISION will help you with this if it’s the right solution for you.

Check out the Glossary of Terms at the end of this document and read about the 7 T's To Stewardship. It's not just time and money that we need to steward, there are actually 5 other T's **Action**VISION will help you to learn to steward.

The tricky thing about business is that to have more free time, less stress, and more excellent life balance, we often have to invest more time in the short term to gain/keep more time in the long term. The good news for most business owners is that they are already investing a lot of time ... maybe just not in the best places. **Action**VISION will help you with this if it's the right solution for you.

So ... what are the three things you could, should or need to be doing now to gain more money and/or more time?

### **More Money**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **More Time**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

OK ... you know what you should or need to be doing if you completed the above things ... so ... why aren't you doing what you need to be doing? Hmm ... maybe it's for these three reasons? :-)

- 1. We don't know the full benefit of doing something.
- 2. We don't know the cost of not doing something.
- 3. We don't know how to do something with our current bandwidth.



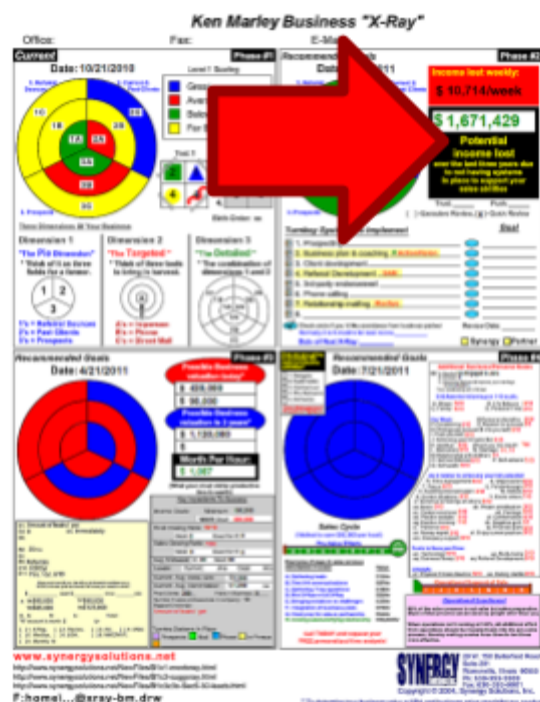
So ... maybe you could use some help in figuring out IF the above six things are the best things for you to do. And/or how do get those best six things done with all that you currently have on your plate? What would be the financial value/benefit to you if you were able to do those six things long-term? Don't worry about it being a perfect number; just use your subconscious ... your gut feeling.

More \$ \_\_\_\_\_ / year // More Time: \_\_\_\_\_ / week

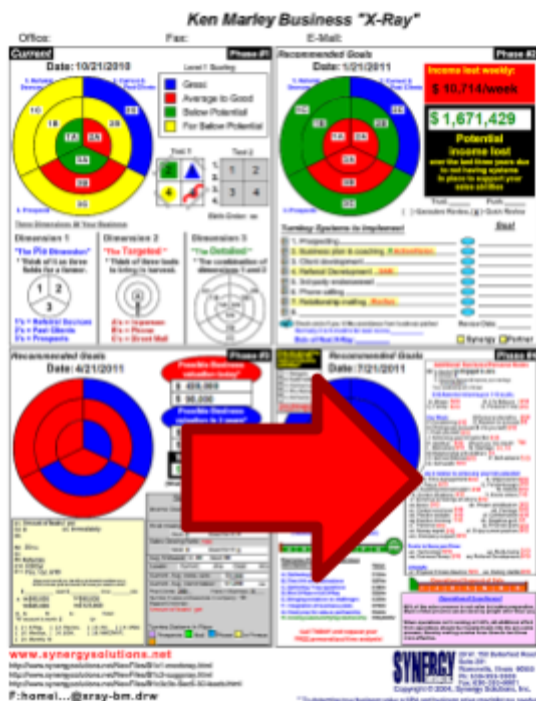
Hopefully, the above exercise will give you enough motivation to take action and change the way you think/do things. If it's not, then look in the upper right-hand corner, and it will give you an idea of how much **it's costing you financially** not to have better systems in place.

## OK ... what's next?

If you're not yet on **Action**VISION, get on that right way. Don't procrastinate with a "good reason" in your mind. Of course, it's not a convenient time. Yes, money and time may be short ... but is it really going to get better in the future? We think it will, but will it? What's interesting about procrastinating is that ... when we procrastinate ... we don't think of it as procrastinating; we think we have a good reason, at the time to not take action. We could call this delusional thinking.



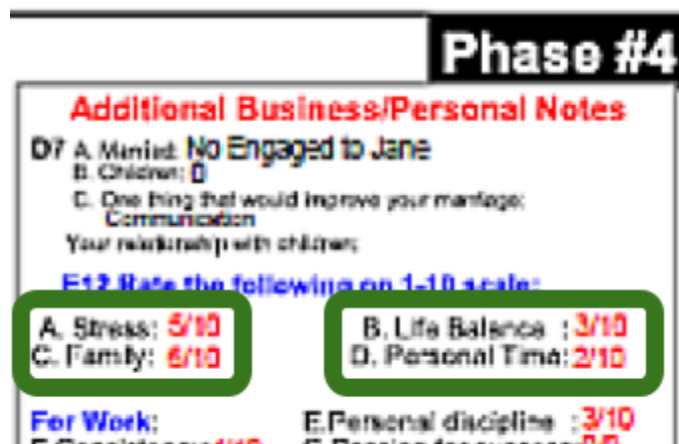
Let's take a look at the 40+ areas of your life and see what that looks like.



As you did or will find out in your X-ray review, it's not the first number that makes a difference or the second, but the difference between the two.

For example, Ken Marley he's at a stress of a 5 and wants to be a 10. Ken is a strange guy as he knows the difference between good stress and bad stress, and he wants more good stress.

But in life balance, Ken is a 3, wants to be a 10, and a 2 in personal time and wants to be a 10. He wants to improve by 333% in balance and 500% better in personal time.




Now ... let's be honest with ourselves. In any of the 40+ areas, we are not where we want to be, we aren't doing what needs to be done to get what we SAY we WANT.

It probably sounds harsh, but it's said, "The truth will set us free." so the truth likely is that we have in life what we have caused ourselves to have.

Yes, maybe we lack the knowledge or wisdom to do what is needed, that is true.

So, if that's the truth, then let's figure out how to gain the knowledge/wisdom needed to get the 40+ areas where we SAY we want them to be. :-)

**What is your biggest challenge / problem?**



*"You can never solve a problem on the level on which it was created."*  
Albert Einstein

**Learn To Think Differently AND We Will Solve Our Problems!**

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Albert Einstein shares that we create our own problems, even when it looks like it's someone else; it's really how we think, and when we learn to think differently, that is what will give us what we SAY we WANT.

Let's be honest with ourselves. We need help!

Let's be honest. We've had our entire life to "fix" or get these things to work. If we don't have these things fixed/working at this point, we're probably a bit delusional to think we don't need help to get these areas where we say we want them.

If we knew how to get what we SAY we WANT, we would be doing what we need to do, but we aren't, so by being honest, we can then seek the help we need to have to get where we SAY we WANT to be in all areas of life.

Make sense?

Write down thoughts, questions, and/or insights.

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What's strange is that it really does make sense. Now ... if it doesn't then take the time to write down why it doesn't make sense so you can get the help you need. If it does make sense ... then we just need to face the reality of the truth and get the help we need to GET what we SAY we WANT. If we're not willing to DO what we need to do to get the help, then let's be honest with ourselves and not say we WANT something that we aren't willing to put the WORK in and make the required SACRIFICES needed.

Does that make sense?

Often ... We fix things at a surface level rather than at a core level. If as a business owner, we are doing the work ourselves, then that is probably a surface-level fix rather than looking at why people and/or systems aren't doing what needs to be done.

As business owners, we need to learn how to clone ourselves through systems, people, and wisdom in learning / applying natural laws. This is where the BOS is critical to properly building the engine in our business, which will help our clients, our employees, all those we work with, and ourselves to have the quality of life we desire in all areas of life.

With **Action**VISION, we help you to learn to think differently while helping to design / engineer systems that will provide additional assistance to fix issues, challenges, and problems at the core. **Action**VISION is far more than business or even owner/executive coaching.

If you are considering another company to coach/mentor you ... just look at their process before you invest a lot of hard-earned money. Do they have the X-Ray? Do they create a customized plan that actually measures both efforts and results? Have they been doing this for over 30 years, and do they have millions of dollars of systems and tools to help you increase your work productivity by over 35% in 30 days? Do they deeply understand the BOS, and do they have The 5/30 Grid, which maps out what is needed to achieve what your true potential is, income-wise, and work the hours you desire?

In the next segment of the X-Ray workbook, we'll talk about BOS and the three elements of BOS.



## There are three major areas of focus within the BOS **PEOPLE ~ BUSINESS ~ LIFE**

What is your next step after you complete your X-Ray? It depends, right?

There is a three-step process to determine what your best next step is, and that will depend on the results of your X-Ray and what you want to do, where you want to be in the short-term and long-term.

### **Step 1: Examination**

 A poster titled "BOS 3 Steps To Anything" with the BOS logo at the top. The poster is divided into three main sections: Step 1: Examination, Step 2: Solutions, and Step 3: Implementation. Each section has a corresponding description of the step. The poster also includes a "What is your Biggest Challenge / Problem?" section and a "DNA for LIFE" box. The poster is numbered "3" in a small circle at the top left.
 

| What is your Biggest Challenge / Problem? |                                                 |
|-------------------------------------------|-------------------------------------------------|
| <b>1</b> STEP, EXAMINATION                | 30 Minute Strategy Session & Business X-Ray     |
| <b>2</b> STEP, SOLUTIONS                  | 1. Basic<br>2. Intermediate<br>3. Advanced      |
| <b>3</b> STEP, IMPLEMENTATION             | Quick Start + Slow Stop = <b>FASTER RESULTS</b> |

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Just like a doctor will never give you a perception without doing an examination, the same thing should be the case every time we are seeking to improve our business and life. There are one million things you could invest your time and money into in business. Two million things others want you to be doing and ten million things you could be doing. And what's tricky is they may all be good options, but what is the best option? Only work with individuals who will complete a very thorough examination of your business and you personally.

## **Step 2: Solutions**

We have found that most people like three types of solutions. A basic, intermediate, and advanced solution. For those who aren't sure what to do, or maybe funds are really tight and/or there isn't a sense of urgency to change things quickly, getting started on a basic solution is a great idea. Remember ... It's always easier to change the direction of a moving car than one that is standing still. Whatever you do, do not do anything after you complete your X-Ray.

The graphic is titled "BOS BUSINESS OPERATING SYSTEM" and "3 Steps To Anything". It features a logo with six colored hexagons (yellow, green, blue, red, grey, and white) arranged in a circle. To the right of the logo is the "NATURAL LAWS" logo and a box that says "DNA for LIFE". Below the title, it asks "What is your Biggest Challenge / Problem?". The graphic is divided into three horizontal sections, each with a large number and a description:

| What is your Biggest Challenge / Problem? |                                                 |
|-------------------------------------------|-------------------------------------------------|
| <b>1</b> , EXAMINATION                    | 30 Minute Strategy Session & Business X-Ray     |
| <b>2</b> , SOLUTIONS                      | 1. Basic<br>2. Intermediate<br>3. Advanced      |
| <b>3</b> , IMPLEMENTATION                 | Quick Start + Slow Stop = <b>FASTER RESULTS</b> |

At the bottom, it includes the phone number "© 888.230.2300" and the website "http://clarity.dnaforsuccess.com".

## **Step 3: Implementation**

This is where most businesses struggle. Sometimes it's due to a lack of knowledge/understanding of what to do. Other times it's a lack of discipline or not really wanting what we SAY we WANT. Other times, business owners can be delusional and think they've got the situation figured out and don't need help from others. If we haven't got it figured out in 3 years, 5, 10, or even 20+ years, it's probably safe to say that we need help in figuring out:

- 1. **What** are the best actions to take?
- 2. **How** to best do the actions we are doing?
- 3. **When** to do the actions and what is the best order to do them with?

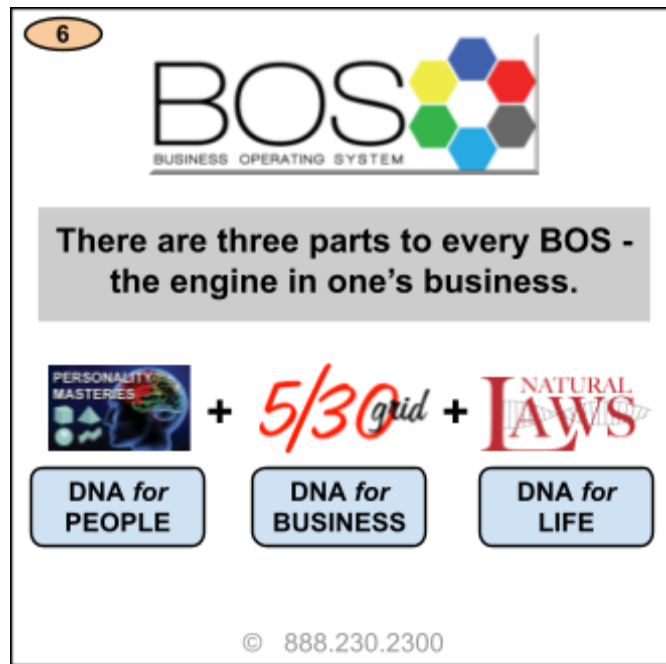
## **Summary**

When we do an excellent examination and, from that, determine the best solution and then implement the best actions, done in the best way, over the right time frames, we will see success and achieve what we SAY we WANT.



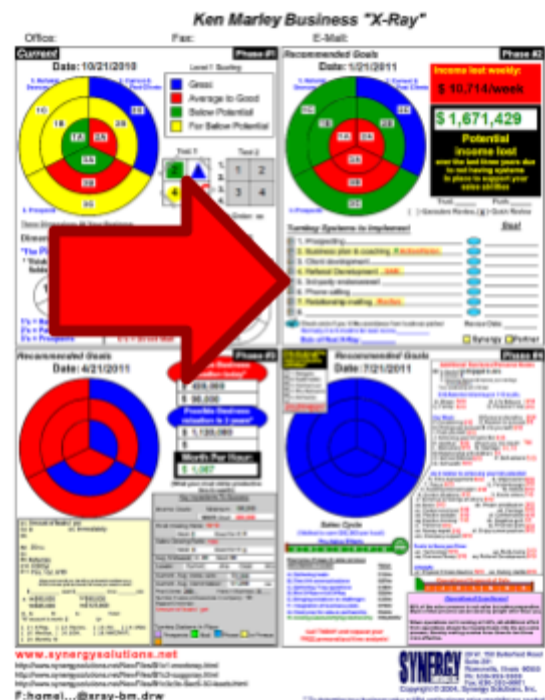
### 3 Elements to BOS

There are three elements to your new BOS. Your new BOS is explicitly designed for you, based on your life vision, your passions, your WOW income goal, the hours you desire to work, and all the other aspects you have shared from your Business / Life X-Ray, we see something almost magical happen. It's almost like mental, and emotional; all your energy and all you value comes into alignment.



As we will or have covered in the X-Ray, there are 7 systems that every business needs to have. Do you remember the four questions people have about the 7 systems?

1. Where do I get started?
2. How do I build all 7 of the systems if I don't have a lot of extra money or time?
3. How do I get the most out of the 7 systems as I build them?
4. Do I need to reinvent the 7 systems and build them myself?



### **1. Where do I get started?**

As we mentioned, it can be different for different people, but it's often #2. Business planning and coaching. Why? Just like building a home, if we have a sound architectural plan, we'll have a good home. If we don't, we won't. Getting someone who has decades of experience in designing and engineering your BOS is one of the most important things you will ever do to your business which will bring great benefit to every area of your life.

### **2. How do I build all 7 of the systems if I don't have a lot of extra money or time?**

As a reminder, get the first system up and going, saving you time and helping you to earn more. Take the extra time you now have and the additional money and invest it into building your next system. Once you have two systems, take what you earn / time you have from those two and invest that into systems three and four and then five, six, and seven.

Do not ... and repeat, do not steal from your business time or money. Business owners who do not have a BOS and/or steal from their business will eventually level out in their sales/profits/income and will, over time, work more and more hours.

### **3. How do I get the most out of the 7 systems as I build them?**

The average person on the street knows around 250 people, whereas the average business owner knows over 5,500 people. In **Action**VISION, the systems we design for you and your company will be able to share with other business owners. As we help others to grow their business, they will help us to build our business. Together ... we can accomplish far more than we ever could on our own.

### **4. Do I need to reinvent the 7 systems and build them myself?**

No, you do not. In the **Action**VISION system, we have massive libraries of systems that will be customized to meet your specific needs. Your new systems will help you achieve your wow income goal, work the hours you desire to work, and help you see success in every other area you value in life.



## **DNA for PEOPLE**

Based on our personality, we know that our greatest strength is our greatest weakness, and our greatest weakness is just our greatest strength misapplied.

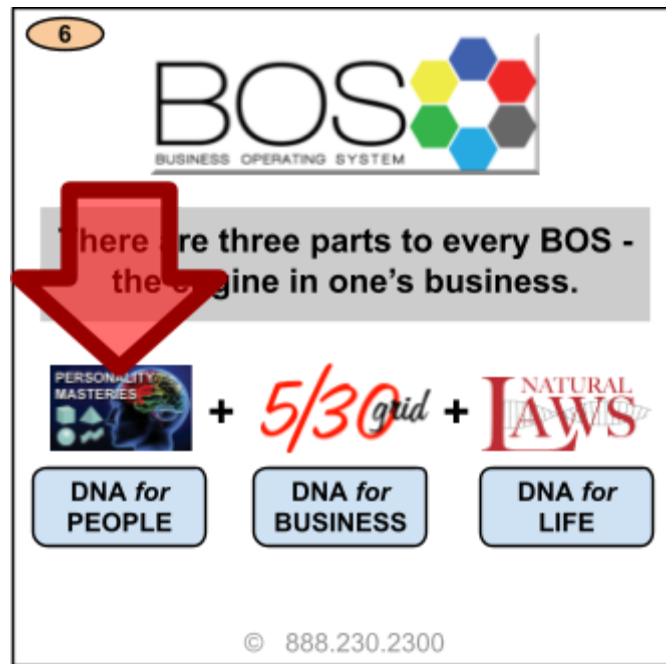
Once we understand our own personality, we can then learn about the personality of others.

Almost every challenge/problem we have connects back to our personality and the personality of others who may be involved in the challenge/problem.

**Action**VISION helps us to learn about ourselves and others around us. We will learn how to quickly identify someone's personality and how to best bring value to others based on both their personality and ours.

In the "Leaders" and "Executive" levels of **Action**VISION, we actually will do personality surveys on your team members and assist you in knowing precisely how to help them radically improve their overall productivity.

There are also tools and systems to help you in recruiting new employees, onboarding them in the most effective way, training, mentoring, and coaching them to assist them to be the most productive employees in the industry.



## **DNA for BUSINESS**

Based on our personality we know that our greatest strength is our greatest weakness, and our greatest weakness is just our greatest strength misapplied.

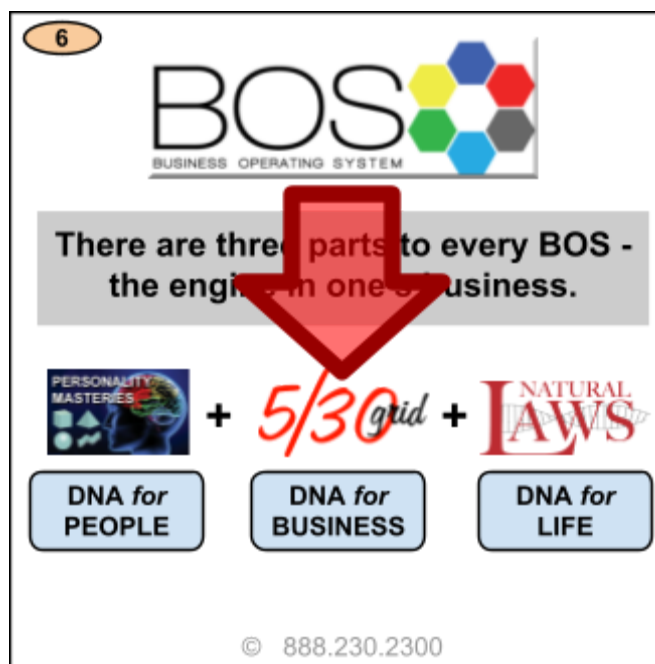
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In the "Leaders" and "Executive" levels of **Action**VISION, we actually will do personality surveys on each team member and learn how to flow together as a team.

The darker the color (blue and red) the more it represents you have systems in place that will empower your business to run without you. The lighter the color (green and yellow), the more it represents that you likely do not have systems in place and the success of your business likely is due to your own hard work and strong abilities to produce results.



Now, obviously, there is nothing wrong with working hard and being good at what you do, the challenge with doing that, is that we really do end up owning a job rather than owning a company.

Do you ever feel like you own a job rather than a company?

If your Phase 1 is mainly like Ken Marley's, don't worry, it's okay. What that shows you and us is that you have a lot of pent-up potential in your business which we're all going to work together to tap into your full potential.

Your **Action**VISION coaching team will help you design and engineer a BOS ~ Business Operating System that is custom designed, just for you, just for your personality, your strengths, weaknesses, talents, gifts, passions, and your overall life vision along with your vision for your business.

The DNA *for* BUSINESS: The 5/30 Grid will help you do that. The "5" of the 5/30 Grid is five areas within your business.

**Area 1: Marketing** is the overall system to ensure that we get the needed quantity and quality of leads to achieve your wow income and/or sales and/or profit goal while working the hours you want to work and having the overall quality and balance in life that you desire.

**Area 2: Pre-Sales** takes over from Area 1: Marketing and works the leads to generate and convert the largest number of leads possible in the shortest amount of time.

**Area 3: The Sale** is often the hardest area for the business owner to scale to clone themselves if they are currently doing the selling. The more substantial Area 1: Marketing is and the stronger Area 2: Pre-Sales is, the easier it is to find/build salespeople who will be successful.

If you think you've never seen anything like this before, it's because you haven't. Synergy Solutions, Inc. / **Action**VISION has developed all the systems, models and tools you see over the last 30+ years.



We have invested millions of dollars into the development of the massive library of tools and systems to help you get your business to where you know/feel it could be all while having a balanced life and seeing success in every area of your life.

When Synergy Solutions, Inc. started in 1991, we had a vision to help business owners get their businesses to run without them and to help the owner and all the employees see far greater success together than we ever could on our own.

When we started our business, there really weren't any business/executive coaches, we were one of the first. Today, it seems, everyone, their brother, sister and friends are "Business Coaches." Anyone can coach in business but do they know how to engineer/architect a custom BOS ~ Business Operating System designed uniquely specifically just for you?

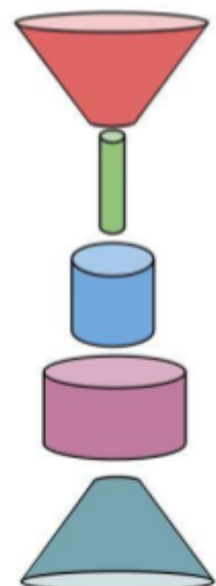
If they don't have a 30-minute strategy session to gather key information to determine if a Business X-ray is right for you, they probably do not have the systems or tools that really are required to design your very own BOS. If they don't have a Business X-ray to determine if they should coach you and/or how to best design your very own BOS, then they may be able to help in one or two areas of your business but will not be able to design a new engine, the BOS you need to have to get where you know deep in your heart you could go.

If we don't work with a group of people who know how to design/engineer a BOS specifically and uniquely for you, you'll end up with something like this.

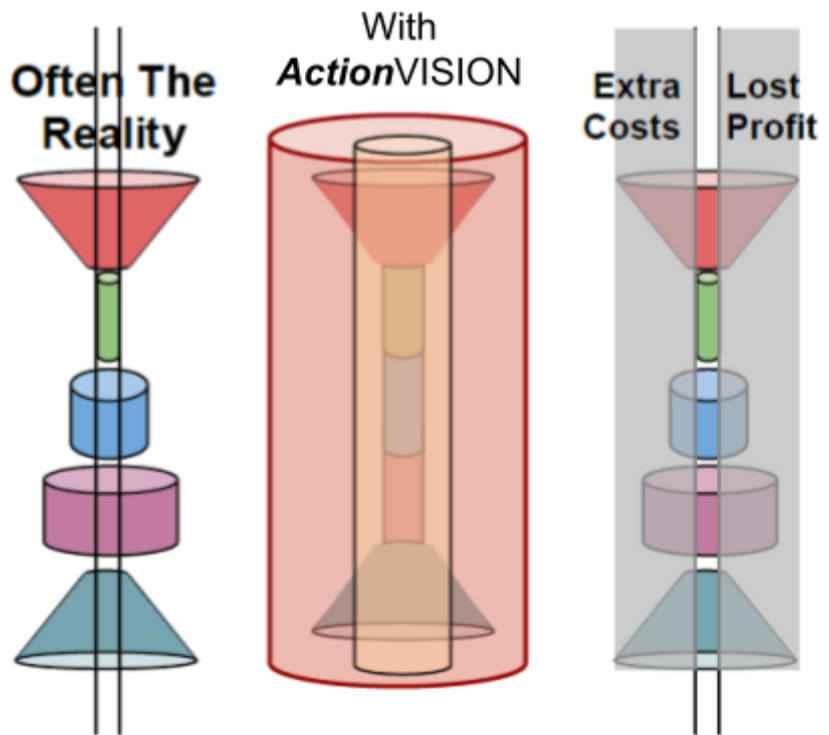
It's like a pipeline where maybe someone will help you in marketing or maybe in sales or maybe in servicing or client for life when, in fact, what you may need help in, where you have the "log jam" in your business/pipeline might be in Area 2: Pre-Sales.

See ... we're only as strong as our weakest pipe. If we invest time and money into any other area, we are honestly wasting most of the time/money we invest, which is often why business coaching doesn't seem to work. It's that the coach doesn't take the time to look at every area of your business before they start coaching you.

**Often The Reality**



See ... if we don't have experts who have decades of knowledge, vast experience along the tools to help ensure that all five pipes in our BOS business pipeline are flowing equally together then we have extra costs that bring down our profit margins and make us work.



**ActionVISION** will not only help us to ensure we are getting the maximum ROI ~ Return On Investment for every penny we invest into our business but will help us to see opportunities we have missed in the past due to the longer hours and higher stress than what we need to have.

We know ... it's a lot. We know it's overwhelming, but it's a good overwhelm, right? The five areas are pretty easy and simple to understand, right? Having them all at the same capacity so we don't have extra costs we shouldn't have and don't miss opportunities that are right there, just waiting for us to take advantage of.

Make sense?

Write down thoughts, questions, and/or insights.

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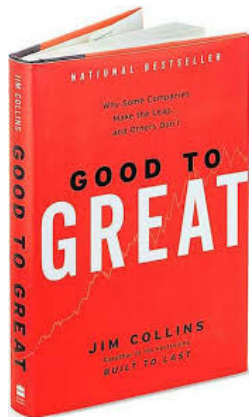
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OK ... next we'll get into the "30" part of The 5/30 Grid, and it's actually, at least on the level that you as a business owner needs to know, pretty easy. There are six levels of complexity for each of the five areas. Easy ... right?

Before we do that, though ... let's take a look at an amazing book that studies what it takes to be a great company vs. a good company.



## Good To Great

What do you get when you have a professor and a group of students studying great companies? You get some fantastic insights. Disciplined PEOPLE - THINKERS - TAKING ACTION, the flywheel, and a whole bunch of other inspiring things have come from this book.

Page 86 ~ "When I look over the good-to-great transformation, the one word that keeps coming to mind is consistency. Another word offered to me by physics professor R.J. Peterson is coherence. "What is one plus one?" he asked, then paused for effect. "Four! In physics, we have been talking about the idea of coherence, the magnifying effect of one factor upon another. In reading about the flywheel, I could help but think of the principle of coherence." However you phrase it, the basic idea is the same: **Each piece of the system reinforces the other parts of the system to form an integrated whole that is much more powerful than the sum of the parts. Only through consistency, over time, and multiple generations, you get maximum results."**

This is what all the boxes in The 5/30 Grid do is connect to form an integrated system that is far more powerful together than the individual parts.

Write any part of your business you think could be improved.

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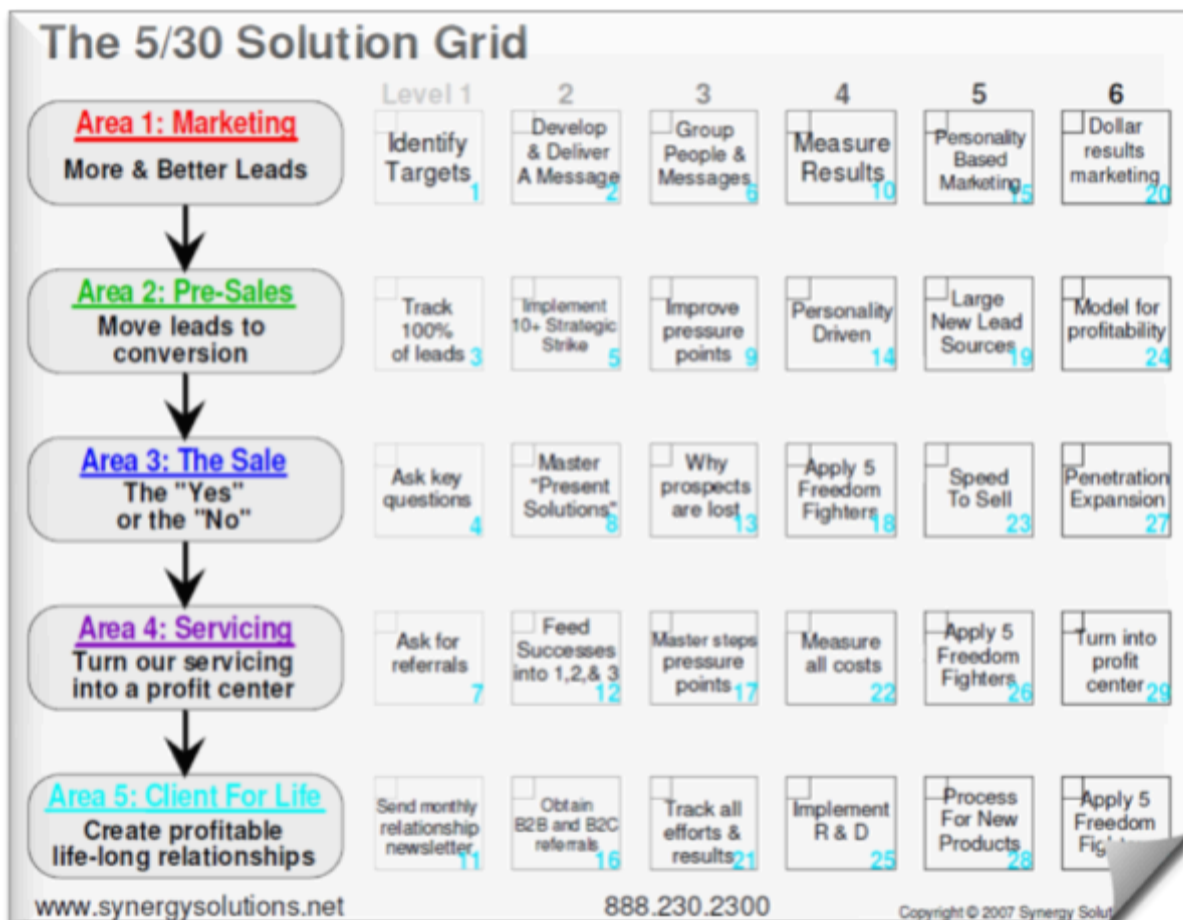
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Now ... learning which of the 30 boxes to start with, knowing how to improve the box, and then how to blend all the boxes to form an integrated whole that is far greater than the sum of its parts, is what we will do in your **Action**VISION plan and coaching to find the weakest pipe and help you fix it without it taking your valuable time.

## DNA *for* BUSINESS



## **DNA for LIFE**

For DNA for Life, over the last 30+ years, we have discovered over 500 natural laws which help us to see more tremendous success in business and life and do it in less time.


In your weekly **Action**VISION sessions, your executive coaching team will help you to learn which laws to apply, at what time, and even in what order to produce the fastest results and the most effective manner.

1/3 of all challenges owners and employees have are directly connected to challenges with time.


One of the 500+ natural laws is “The 5 Time Management Freedom Fighters”

1. Delegate
2. Systematize
3. Contact Out
4. Hire Someone
5. Partner

We have tools and systems in **Action**VISION that help individuals do all five of the above items based on the personality of the owner(s) and customers, employees, vendors, partners, and anyone else working with the business.

6


**There are three parts to every BOS - the engine in one's business.**




DNA for PEOPLE


+

5/30 grid


+




DNA for LIFE



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10




DNA for LIFE

**Natural Laws govern every area of life. Those who know AND follow the Natural Laws will see success / wealth in every area of life and those who do not, will not!**


We need to SEE opportunities, how to get things done, why people do or do not do things. We need to THINK or understand how to accomplish anything in life and we need to DO, to take action to see success!


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**How are you going to eliminate low dollar-productive activities?**

- ☐ 1. Delegate
- ☐ 2. Systematize
- ☐ 3. Contract out
- ☐ 4. Hire Someone
- ☐ 5. Partner(s)

Time Management Freedom Fighters







Another Natural Law is “The Cluster Principle.” which states ... “**The customer/client making a buying or selling decision will know between 3 and 9 other people who are making similar buying/selling decisions over the next 6 to 12 months.**”

What does this mean? Imagine ... if every customer you had referred just two other customers to you; what would that mean for your business? It would increase your business by 100% to 300% or more.

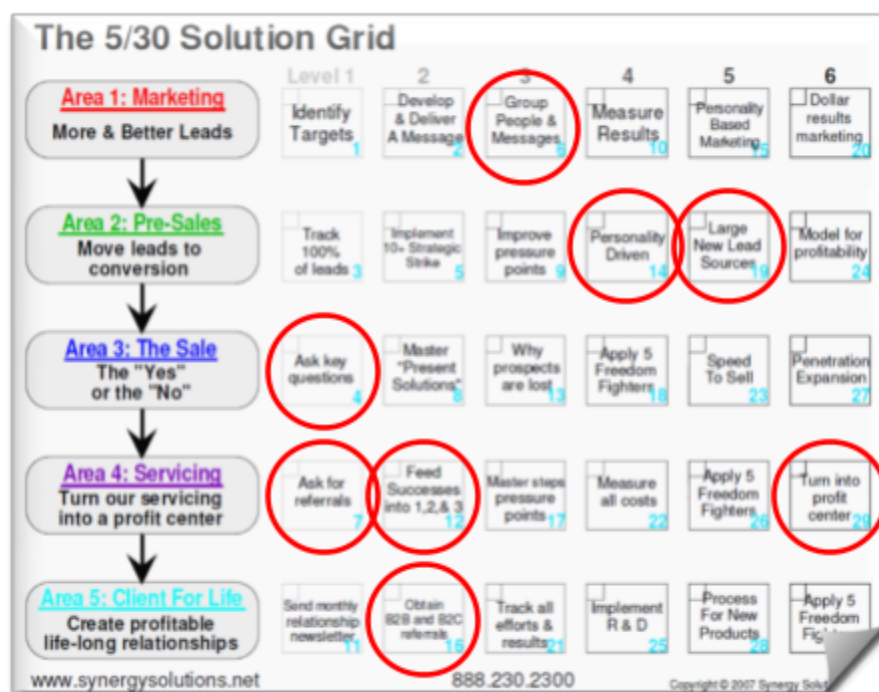
You may be thinking ... “I couldn’t handle all that business.

Actually, you could with the right BOS, as The 5/30 Grid doesn’t just bring in new business but, if your BOS is designed properly, it will also be used to bring on the best employees/contracts in the best way at just the right time to keep up with the new business ...

empowering you to earn more while working less, having less stress and greater life balance.

Your **Action**VISION coaching team will help put together the right boxes in the right order to assist you in doing your business whatever you want

to do when you want to do it, how you want it done, and with whom you would like to do it. When we blend in the DNA *for* PEOPLE with The 5/30 Grid (DNA *for* BUSINESS) and the Natural Laws (DNA *for* LIFE), we start to understand the science behind being able to do everything we were designed to do and being what we were created to BE.



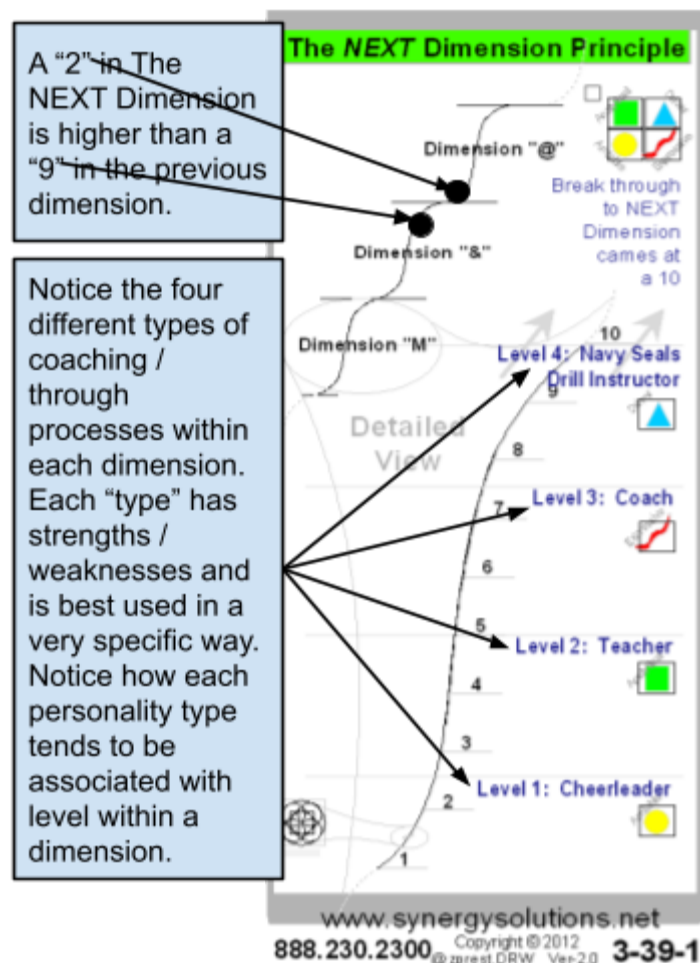
Do you ever feel stuck? Do you have this sense that you / your business could be doing so much more?... but ... just aren't sure what it takes to take you / your business to the next level.

## In a way ... it's simple and easy. We need to learn to think differently.

Easy to say, but hard to do, for sure. Your **Action**VISION coaching team will help that to be a lot easier for you. Do you fear that you won't follow through? Over 95% of those who start **Action**VISION will follow through so, don't worry, you'll be fine, and you WILL follow through!

Understanding The *NEXT* Dimension Principle will assist you in doing this. It's another great natural law that helps us to understand why our strengths are often our weaknesses and why things seem to work really well at one level (dimension) but then will fall apart at another level (dimension).

When we deeply understand this natural law, we will be able to double our business, profit, and income in less than half the time and still maintain life balance in every area of our life. Seems too good to be true?



**Trust**  
The Integrity  
*Of The System*  
Tom Kunz

Remember "Trust the integrity of the system, " another natural law. This is connected directly to the MACH 1 Principle, which states, *"The resistance is greatest right before we make a breakthrough to the NEXT Dimension and once we make the breakthrough, we have a period of calm and peace."*

Challenged with not having enough time in your life?

Mark Boersma, the founder of Synergy Solutions, Inc. and the individual responsible for putting together the team that created **Action**VISION, learned many years ago The Secret About Time. Mark learned to think differently about time as he was on **Action**VISION himself.

Mark has for almost two decades, had an extra 20 to 30 hours of free time a week. Mark has seven children, volunteers for massive amounts of time, and is an international speaker and author (currently writing his 18th book) titled Clean Windows. Learning to SEE things that we can't see.

Mark discovered years ago that he, like most business owners, looks at time in a very different way than money. Mark looked at money the way every successful business owner must look at money, and that is where when we invest \$10,000, we must get \$10,000 plus more money back.



But Mark was looking at time, more like employees look at time. Mark used to look at times when you invest 10 hours, and you get money back. But when we exchange time for money, we will always, and we mean always, run out of time.

When Mark started to look at time the same way he was looking at money, everything in his life changed. When Mark invests 10 hours of time into something, Mark, through being on **Action**VISION himself personally, learned how to get 30+ hours back from the 10 hours he invests.

It's called "counterintuitive thinking" or coaching. It's learning to trust the integrity of the system so much that when we "know" something won't work, we trust the system, we have faith, and it's crazy what that does to our minds and how it helps us to learn to think differently.

For example ... "Did you know that it can be easier to reach an income goal of \$500,000 than \$300,000? As a result of knowing this natural law, you will move through things much faster, in less time, and with less cost. Another great natural law is the 3 *for* 1 Principle, which, when applied properly will actually give you as much as an extra 20 hours of free time each week.

Once we learn to reproduce time as we've learned to reproduce money, we will then have a lot more time. When we have more time, we then can work "On" our business rather than working "In" it.

You know . . . We read books and attend seminars where the author/presenter shared that we should work "On" our business, not "In" it. We all nodded our heads and then went back to work "In" our businesses. Why? It's because we don't know the great benefits we can gain from working "On" our business. so most of us never gave this much consideration, thought, planning, and discipline execution. Gaining the freedom from "Owning a Job" is not easy or every business owner would do it.

To achieve our subconscious GAP in income and hours working, every business owner must have a strong assessment completed BEFORE any plan is created and/or before any coaching is started. The Business X-Ray is the first step to determining that freedom from working "In" their business. Our Life Vision should drive this foundation of our BOS, what they were put on this planet to achieve. If we do not have clarity on this, it is really impossible to know why it's so important to get our businesses to run without us. Once we discover our life vision and help others around us to discover their own life vision, we can then connect their visions and achieve them more quickly.

Yes ... we know it's hard to believe that your entire life could be changed through a Business X-ray. It has been helping entrepreneurs and business owners for over 30 years, so you can trust the system's integrity. If you would like some help in discovering your life vision, click the box when you order your X-ray, and some amazing people will help you do that as well. Believe it

or not, it only runs \$175 to do that. Once we discover our life vision ... everything ... changes in how we see the world and people around us.

☐ **Yes, I will Take It!**

**ONE TIME OFFER:** Special \$175 per person "Discover My Life Vision" through Life Masteries Institute, a non profit organization. This one-on-one, holds your hand through the process and is regularly priced at \$495, a \$320 SAVINGS. What would the Discovery Of Your Life Vision, through your PASSIONS be worth to you? :-) It's PRICELESS!

~ <https://xray.dnaforsuccess.com/xray-order> ~

## “What Is My Next Step?”

A few years ago, a gentleman did a Business X-ray and, at the end of the review, was asked if he had any questions. His response was most interesting.

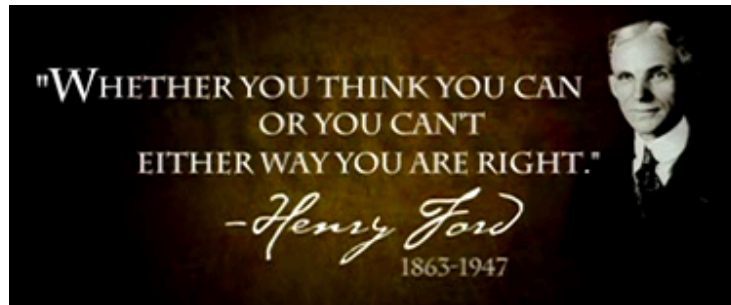
*“I am really upset!”* When asked why, he said ... *“I wished I would have known you a year ago. I invested over \$40,000 into a consulting/coaching company, and honestly, I learned far more with your \$285 X-Ray than I did from the \$40,000.”*

We are very careful as to who we recommend going on **Action**VISION. Why?

Well ... **Action**VISION isn't honestly for everyone. If someone is not coachable or thinks they have it all figured out, they aren't the right match for **Action**VISION.

If someone thinks that they can fix everything they see that needs to be fixed on their X-Ray on their own without any help from others, they aren't a good fit for **Action**VISION.

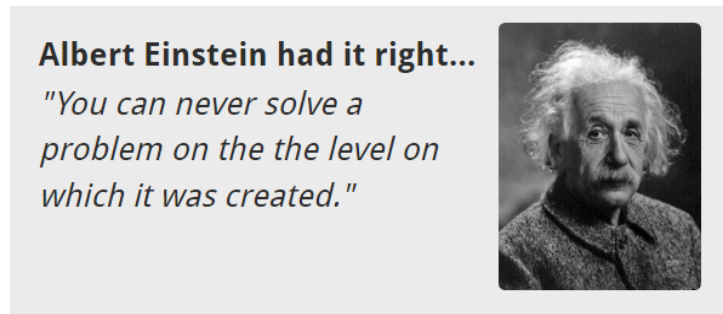
If someone thinks that they have too much going on right now but will have time in the future, they aren't ready for **Action**VISION, but it's not for the reason they think it is.



People who think they can't do something ... are right, but it's not because they are too busy or have too much going on; it's because they think they can't do it, so ... well ... they can't because they don't think they can.

What does this quote mean?

Quite honestly, it means that "We create our own problems based on how we think."



We as business owners are quick to see this with our employees where they are the biggest thing that is holding them back ... they are their own problems ... the way they think is what causes them the problems and the only way they will be able to solve the problems they have created for themselves, is by, learning to think differently.

This is not only true for our employees, our customers, and others in our lives but also true for us as well.



Our final thoughts. If you aren't convinced that ActionVISION is the right next step for you, that's alright. It's not ... but ... but maybe not for the reasons you think.

If you're not ready for **Action**VISION coaching, we want to help you become ready and to do it sooner rather than later. NO ... not to make a sale, but to help you start quickly to learn to think differently to achieve your full God-given potential.

Write down precisely why you want to wait.

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This is not for our benefit but for your benefit. Suppose ActionVISION will truly bring you the benefit that it has had so many others over the last 30+ years. In that case, you owe it to yourself to do everything you can to see what we see about your potential and our ability to help you do that sooner rather than later.

Tom Kunz is the past President of the largest real estate franchise in the world and led over 140,000 agents in over 70 countries. What does Tom say about **Action**VISION?



Trust me, I have seen every coaching/mentoring/consulting program under the sun, and I've never seen anything like **Action**VISION. If you are saying "No" (or wait), let me encourage you if I could. You think you are saying "No," but really you are saying "Know." If you knew what I knew, then you would say "Yes." I'm just saying that you would.

# Glossary Of Terms

**ActionVISION** ~ A system designed to help business owners discover their life vision and then live their life vision through their passions every day as a result of having helped design and build their own BOS ~ Business Operating System.

**BOS ~ Business Operating System** ~ “The engine that runs our business. We earn the money we earn, work the hours we work, have the stress and life balance we do . . or don’t have, as a result of the engine that is running our business.”

**Bandwidth** ~ This is our ability to get things done. The higher the bandwidth, the more productive we are, and the more work we get done in the timeframe we are doing something. We can steward the 7 T’s to Stewardship.

**Stewardship** ~ It’s how we handle/manage what we have been blessed to have, as well as the 7 T’s for those around us.

**7 T’s To Stewardship** ~ 1. Time, 2. Talents, 3. Treasure, 4. Trust, 5. Truth, 6. Temple and 7. Thought.

1. **Time** ~ When we are great stewards of our own time and the time of others around us, we have abundant time. Those who do not have enough time to do what we want to do, are not the best stewards of their own time and the time of people around us.
2. **Talents** ~ These are our natural gifts often connected to our personality. Examples would be the gift of hospitality or encouragement (Amiable), attention to detail (Analytic), the gift of making people laugh (Expressive) or the ability to discern things, see the truth, and/or the future (Driver).
3. **Treasure** ~ Money and anything of financial value. When we steward our finances well and are generous, we gain more treasure.
4. **Trust** ~ These are our relationships. When we steward our relationships well, we gain a higher quantity and quality of relationships.
5. **Truth** ~ Learning how to SEE the truth and then share the truth with others in a way that people can hear the truth and we are willing, even eager, to hear the truth from others. If the truth ... hurts, it was meant to, and the more it hurts, the more truth there probably was in what was said.



6. **Temple** ~ This is our physical body. If we eat, sleep, have physical exercise properly, and feed / challenge our minds and souls, we can achieve far more than we ever dreamed possible.
7. **Thought** ~ The best-selling book of all times ... says, "Capture every thought." What does this mean? Well,... pretty simple, probably. It probably means that we need to seek to control EVERY thought that comes into our minds and out of our minds. When we learn to control/direct our thoughts to achieve our life vision through our God-given passions, we can do supernatural things.

**5 Time Management Freedom Fighters** ~ 1. Delegate, 2. Systematize, 3. Contract Out, 4. Hire, 5. Partner. There are six ways to do something. Do the work ourselves or use the 5 Time Management Freedom Fighters. If we do the work ourselves, we end up owning a job, not a company.

Through **Action**VISION coaching, we assist you in doing each of the following, helping you and your business to do things that you may have never dreamed possible.

1. **Delegate** ~ Help you to learn the strengths and weaknesses of your personality as well as the personalities of those around you and help you to learn to delegate to others successfully... empower you to earn more while working less.
2. **Systematize** ~ Assist you in designing systems (best ways of doing things) to save time and produce more.
3. **Contract Out** ~ How do we know if we should do the work, hire an employee, or contract the work out? Through **Action**VISION we help you do this properly.
4. **Hire** ~ We assist you in building the system to recruit the best employees and bring them into your company in the best way, and then train and mentor them to be the best they can be.
5. **Partner** ~ We assist you in seeing partnering opportunities with others where they can help you and you can help them. Together, we can do a lot more with/through others than we could ever do on our own.

**Life Vision** ~ We were put on the planet to do this. What we were created to do. When we realize how amazing we were created and what we can do, it's crazy what we can do. When we realize that we are not better than any of the other 8 billion people on the planet, we are humble, and we can then use our passions (God-given things that excite us) for the benefit of those around us.