



## WHERE DOES PROFIT REALLY COME FROM?

- Learn a powerful method to increase your bottom line without raising prices or revenue and without cutting costs or expenses
- We will bust 2 contractor myths that are causing stress while stealing your profits
- Powerful techniques to differentiate your business from the competition
- We'll show you three great things you've probably never heard of that will always let you keep more of your revenue
- We guarantee this workshop will increase your annual bottom line by 3%-5%
- Learn how to stop competing on price
- Discover how much bottom line cash is available now by making 3 easy-to-implement small changes
- Get the Aspire Hiring Kit filled with tools to support your hiring efforts

**Las Vegas, NV - Tuesday, July 11th**

**1:00pm - 7:30pm**

**Tuscany Suites: 255 E. Flamingo Rd.**

Normally \$295 per company - Includes lunch and materials for all owners & senior managers (up to 4 attendees)

**Just \$195 with \$100 SNHBA Scholarship. Use code: ASPIRENV**

**SNHBA members receive special \$145 pricing.**  
Use code: **SNHBA**

**For more info or to register call: 888-252-8998**  
**Or visit: [AspireWorkshop.com](http://AspireWorkshop.com)**

Sponsored by:



This powerful workshop is guaranteed to reshape your understanding and sharpen your focus about how to improve your profits right now!

*Workshop includes a profit analysis of your business showing you what's working, what's not and what to do about it*



**ASPIRE**  
FOR  
**CONTRACTORS**

[TheAspireInstitute.com](http://TheAspireInstitute.com)  
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## WHERE DOES PROFIT REALLY COME FROM?

### A Business Management Workshop for Building Professionals

This powerful workshop for owners and senior managers of contracting companies is designed to reshape your understanding of and sharpen your focus on how to improve your profits right now. The workshop includes a professional profit analysis of your business that will show you what's working, what's not and what to do about it.

You will find this day of learning exciting, disturbing, challenging and energizing. This workshop will change the way you think about running and building your business. You will hear highly valuable concepts presented practically that you've never heard before – and when you do, you will find them solid, real and relevant. Most of all, the workshop will shine a clear light on a different business path, a path that makes business easier and more profitable in an increasingly difficult business climate. In this class we will:

- Explore and define the elements of successful contractor business models and find out where your business model is off-target and how to correct it so profits flow more easily.
- Determine how much bottom line cash is available to you right now by making some easy-to-implement changes to the way you do business.
- Explore the impact that your mix of job types has on your profitability and how to reset your model to feature more of the high profitability work.
- Provide powerful tools and techniques that let you easily differentiate your business from the competition to allow you to charge more and get higher quality jobs.
- Show how to create customers for life resulting in a reliable revenue stream even in slow times.
- Show how your contracting business creates equity, allowing ownership to sell the business for a nice profit.
- Provide each attendee with the Aspire Power Hiring Kit – complete with effective hiring ads, a little known proven technique to triple response to your recruiting notices, and a comprehensive package of forms and tools to support your hiring efforts.
- Provide a custom business analysis of each attendee's company along with the Aspire Roadmap – a step-by-step action plan taking all the guesswork out of moving each company toward greater success.

#### Meet The Founder & CEO

**Ken Brookings:** Ken has addressed tens of thousands of business owners as a featured speaker at countless industry events. He has written for and been featured in industry trade publications and holds four industry related patents. He has consulted for Fortune 500 clients including Apple, Texas Instruments, Goodyear, British Petroleum, Firestone and SPX. He walked away from a highly successful corporate career to do the "work that matters" – helping real people realize the rewards their honest hard work deserves. He's spent the last 20 years following this passion and has helped thousands of small business owners become more prosperous and less stressed.



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