

THE BUSINESS SAVVY

ONE

*5 Secrets to Building
a Thriving Brand
as a Footballer That
Even Pundits Will Love*

JACK BIES

INTRODUCTION

Starting a business as a footballer is tough. I'm not going to lie, it's tricky. If you're considering starting a business after finishing your footballing career, you're probably worried about how to start or what your club and teammates will say. You may have a fantastic, innovative business idea that could bring something new to the market. Maybe you have excellent taste and want to start a clothing line or property investment portfolio. Or, perhaps, you've already set up a business to support you and your family once you leave the footballing world behind, and just want to take things to the next level.

Growing a business these days requires precise decision making, bold ambition, and sharp focus. You may have even tried some of these smaller business initiatives before:

- Building a website
- Blogging/Vlogging
- Podcasting
- Chatting with folks on Clubhouse
- Sharing your life on Instagram

But that hasn't got you when you want to be, has it?

You're reading this right now because, in some way, shape, or form, your business idea or brand isn't where you want it to be.

You've probably put a lot of energy into this new, exciting project. Hard work, sleepless nights, anxieties, questions over whether it's going to work... pushing and pushing to build this thing.

All because you want to express your passion outside of football. True?

Your commitment to your project is entirely worthwhile. You know, rightly so, that this new business of yours can give you:

- More satisfaction
- More freedom
- More time with your family
- A solid plan to use your time wisely and fruitfully

Wherever you are on your journey, I have good news for you. What you will read next will change the way you think about and view running a business as a footballer. The advice in this guide is actionable so you can immediately adapt your business to begin to move forward. By doing this, you'll immediately feel more confident about your company's future. You'll feel like: 'Yep, I got this'.

Remember, your business is supposed to serve you – you aren't there to serve to your business! Football is a game, and business can be, too.

All the methods in this E-Book are tried and tested. When I first applied them to my business, I was blown away by the impact these methods had. I'm the kind of guy who always wants the best for my clients because, simply, they deserve it. That's why I put a lot of time, effort, and resources into guides like these to share with you the most honest, workable advice I can give you.

I also wanted to thank you for your trust and for getting me a virtual cup of coffee in return for this packed-with-value E-Book. We'll do a little bit of work here, so don't just read this, but try and implement some of these solutions in your day-to-day work, okay?

Now, let's get on with it and reveal these five secrets to building a successful brand...

*We are all here for some special reason.
Stop being a prisoner of your past.
Become the architect of your future.*

Robin Sharma

SECRET #1

Getting Ahead is Getting Started

When you want to start your own business, you have a lot of ideas about what products or services you will sell, where you will get clients or sell your products, and what the outcome of this great project will be.

Unfortunately, many athletes get discouraged by the legal and administrative side of running a business. It seems like a lot of effort. Here, I will introduce you to everything you need to know about literally setting up a business.

It is not as complicated as people think, although implementing the wrong business structure may later have consequences. So, let's get this right. The first thing to do is to answer the question of whether you want to be a:

Limited company, charity, or be self-employed?

There are several types of limited companies, the most common of which is a private limited company by shares that essentially means 'For profit'. Another category is limited nonprofit companies by guarantee or community interest companies (CIC). If you are thinking of running a nonprofit, remember that any surplus in the year will be taxed. To avoid this, you will have to become a charity.

There is also sort of a cross between self-employed and a limited company called the umbrella company. That is essentially a company run for you by someone else.

Now let's look at the pros and cons of a limited company, charity, and self-employment.

Limited company

Pros

If the business goes bust, it is the company that goes bankrupt, not yourself

You will appear more official and legal than merely self-employment

Huge Tax saving

Cons

Accountancy fees are higher, you will need an accountant and meet them often, seriously.

You need a proper company bank account (no biggie!)

There are more administrative things to be aware of and learn

Charity

Pros

No income/corporation tax

Pay no more than 20% of normal business rates on the buildings

Special VAT treatment

Cons

If anything goes wrong, you'll be dealing with Charity Regulators and Companies House

You're not allowed to receive financial benefits from the charity unless the governing document specifically authorises this

There are strict rules that apply to trade by charities

Self-employment (a person with a business)

Pros

Super easy to set up and manage

You can always switch to a limited company. It gets messy the other way round

Savings on some expenses

Cons

Paying more taxes

Harder to work with big clients or attract larger projects

Your personal assets could be at risk

So how do I set up any of these companies?

Companies can be set up within 24 hours. You just need a:

- Company Name
- Registered Office
- Director name, address, occupation, nationality and date of birth

SECRET #2

Begin with the end in mind

Before starting any business, it's good to draw an organisation chart. Think about what team you will need to achieve your company's goals. The typical structure looks like this:



You can easily find companies structures by viewing the 'Team' section on any business's website. Think about what roles you need to fill in your company, and the type of person who could fill them. You can even create job descriptions to show your leadership and ability to point out what needs to be done by each staff member. If you cannot hire people to fill the roles, be prepared to temporarily do these jobs yourself. Sometimes, it's good to walk the walk first so you know what each role entails. Then, you can craft more precise job descriptions. If you have a business partner, talk to them, and decide which roles each of you will overlook.

The trick here is that once you prototype the job positions, you can replace yourself with employees and systems. It will allow you to work smarter and develop a business that works. Have a very clear picture of what the company would look like when it is finally done to ensure that **A)** you can delegate tasks with the peace of mind that people are being employed appropriately to the responsibilities of their role, and **B)** when you come to expand the business, you know which areas could be merged, reduced, added to, or upgraded and where new members will fit in.

Another thing that can be transformative for your business, whether you're just starting or trading already, is setting healthy account allocation habits. If you're worried about your finances all the time, the system below will take all this pain away immediately because it's, simply, straight forward. The concept was inspired by Mike Michalowicz.

One Time Setup

1. Set up the five foundational bank accounts with your current bank as checking accounts (accounts that can receive and pay money, also known as current accounts). We'll call this bank 'Bank 1'.

1. Income (where all your invoices are paid)

2. Profit

3. Owner's Compensation (use for paying your salary, household bills, food)

4. Tax

5. Business Expenses (anything you spend on your business)

2. Determine the percentages that your business can reasonably manage for the rest of the current quarter.

The table below shows the typical percent allocation based on the annual revenue.

Revenue Range	£0 - £200K	£200 - £500K	£500k - £1M	£1M - £5M	£5M - £10M
Profit	5%	10%	15%	10%	15%
Owner's Comp	45%	30%	15%	10%	5%
Tax	20%	20%	20%	20%	20%
Business Expenses	30%	40%	50%	60%	60%

Please remember this is only a rough guide for the general business. Your project might allow you to have a higher profit margin as your costs might be lower, or perhaps you don't need to pay as much tax. It is important to use common sense and adjust your budgets appropriately every quarter.

SECRET #2

Begin with the end in mind

Also, make sure to choose an open-minded accountant as some may not like this system. They'll tell you that you cannot specify your profit unless you know the difference between the amount earned and the amount spent in your business. That basically means pay everyone else, and if you're lucky, there might be something left for you. That's not cool.

3. Set up two new savings accounts at a different bank: We'll call this bank 'Bank 2'.

The purpose here is to remove the temptation of 'borrowing' from these accounts.

1. Profit Hold

2. Tax Hold

Every Day

1. All receipts from sales or other business generated revenue go into the **Income** account.
2. Spend a minute daily to review your account balances at 'Bank 1' to see cash flow trends for the key aspects of your business. That's all the time you need to see where you are financially!

Every 10th and 25th of the Month

1. Transfer all funds that have accumulated in the **Income** account to the other accounts at 'Bank 1' based on the percentage you are using.
2. Transfer all the money in your **Profit** account at 'Bank 1' to the **Profit Hold** account at 'Bank 2'. Transfer all money in your **Tax** account at 'Bank 1' to the **Tax Hold** account at 'Bank 2'. This will leave a £0.00 balance for **Profit** and **Tax** at 'Bank 1'.
3. Disburse the salaries for the business owner(s) from the **Owner's Compensation** account. Leave any remaining money, above and beyond the salary distribution, in the **Owner's Compensation** account.
4. Pay your company bills from the **Business Expenses** account.

Every Quarter

Firstly, if you aren't sure what a quarter is, it is simply a 'quarter' of the year. These normally run from January – end of March, April – end of June, July – end of September, October – end of December.

1. Take 50 percent of the money that has accumulated in the **Profit Hold** account as a profit distribution. Remember, this money is for you and not to be used to “reinvest” in the business.
2. Meet with your accountant and adjust your percentage allocations for your **Profit**, **Tax**, **Owner's Compensation**, and **Business Expenses** to maximise your financial health.

Every Year

1. Review your financials with your accountant and financial experts.
2. Pay your tax liabilities from the **Tax Hold** account.

Things work out best for those who make the best of how things work out.

John Wooden

SECRET #3

Successful Business Checklist (finally!)

This is the part where you have to put some proper work in. You may find something on this list that you haven't thought of before. Write down everything you know about your business. Keep it simple. These few minutes of work will give you a nice overview of where you are right now. Save or print this PDF and document the process. Get ready, your business transformation starts now!

I got it	I need it	What Successful Business has	Date
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		Vision (Your own idea, what kind of business you want to build)	
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		Business goals and objectives (What you want to achieve and what you need to do to meet your goals)	
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		Financial plan How are you going to sustain the business, savings, backup, understanding of business costs, how much you need to earn weekly/monthly/annually)	
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		Defined Target Customer (Who are you trying to reach out? Who are the people who will benefit the most from your product/service?)	
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I got it	I need it	What Successful Business has
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		<p>Defined Problem (What are you trying to solve for them? What are their most common problems? Are you sure you're solving the right problem?)</p> <p>.....</p> <p>.....</p> <p>.....</p>
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		<p>Product/Service (What is it exactly that you do? How what you do will help them?)</p> <p>.....</p> <p>.....</p> <p>.....</p>
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		<p>Industry Knowledge (what are current trends in the market? Would what you do still be relevant next year, or three years from now?)</p> <p>.....</p> <p>.....</p> <p>.....</p>
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		<p>Positioning against your competitors (name your three competitors, analyse their position in the market. How can you differentiate yourself from them?)</p> <p>.....</p> <p>.....</p> <p>.....</p>
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SECRET #3

Successful Business Checklist (finally!)

I got it	I need it	What Successful Business has
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		Brand Messaging (Tagline, Statements, Elevator Pitch to speak effectively about your business)
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		Visual Style (Logo, Typography, Colour Palette to make your brand memorable)
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		Marketing Materials (Website, branded social media to gain exposure and build a community)
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		Sales Strategy (How do you find clients? What's your sales process?)
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		Client Relationship (Do you have a system to track opportunities and follow up with clients?)
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I got it	I need it	What Successful Business has
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		<p>Pricing strategy (Do you price appropriately to the market? Do you have packages? What's your profit margin?)</p>
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		<p>Proposal (Do you have a default designed document to present to your prospect clients?)</p>
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		<p>Contract/Terms and Conditions (Do you have a default agreement in place for what you do? A cover for your client and yourself)</p>
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		<p>Production (Do you have a list of tasks for every type of service in your business? Have you tried to introduce a checklist for all the procedures?)</p>
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SECRET #3

Successful Business Checklist (finally!)

I got it	I need it	What Successful Business has
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		Project/Product Management (Do you have management tracking software in place, something better than emails?)
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		Reviews (How do you collect testimonials? Do you have any form to send out to clients?)
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		Financial Management (Do you have an accountant or accounting software?)
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		Business Data (Do you have a strategy to track and know your numbers? Do you analyse it on a regular basis?)
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I got it	I need it	What Successful Business has
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		Hiring (What's your strategy to grow your team? How do you do it? What type of people you want to work with?)
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		End Goal (Are you planning to sell the business, transition to something else or work in it forever?)
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The secret of change is to focus all of your energy, not on fighting the old, but on building the new.

Socrates

SECRET #4

Treat every client like they're your only one

You probably heard that before, and it essentially means one thing - personalise your customer service. No matter how many clients you have, it is possible. It will require a bit of planning on your side. In my workshops, we cover the whole customer journey, but nothing stops you from developing your very own process of treating your customers like superstars.

It still amuses me that some people hate systems and say that they feel robotic and un-genuine. The truth is, the more automated your customer service is, the more effective your business will be.

Hotels are perfect examples of looking after customers. They have a whole mechanism of adding delight to your stay. When people have a great time at the hotel, they never talk about the 'big things', such as price or location. It's always the little things that are mentioned in reviews. From a warmly lighted reception, smiley and friendly staff, fresh flowers, a short questionnaire asking for your favourite food and drink, to remembering your name, giving you a hand with your luggage, and sending you discount vouchers for your next stay, these things make all the difference. Whatever business you are in, you can create your own Customer Service Manual.

Think about every stage where customers interact with your brand and what you can add to each stage to make a customer's life better.

If you're a coach or a consultant, these stages could look like this:

A new client is recommended to you by a friend •→ First meeting

Proposal •→ Q&A •→ Purchase •→ Discovery Meeting

Solution •→ Completion •→ Feedback/Review/Testimonial

SECRET #5

A pricing concept to double your sales

There are three main ways to successfully communicate your value: inspire, educate, or entertain people. Look at the biggest brands in the world and you'll find the same patterns, repeatedly. Here's the trick: choose your own way.

Inspire

You know this messaging. The content that shows people in real-life, often heroic, situations. The transformations, the heartwarming true stories, the authenticity through and through.

Thanks to the consistency and clarity of this inspiring message and the celebration of values, your brand will become important to your potential clients. It will gain you the emotional authority that will make people trust you more.

Educate

Information is the new currency. Do you know why? It's because most people are too busy to research or are not sure what they want before they make a buying decision. Everyone hates to be ripped off, so if you're like me, you'll do a little research before spending your money. This is why the role of educators is so important.

There are 6 stages of the decision-making process: **1) Unawareness, 2) Awareness 3) Decision to take action, 4) Options Assessment, 5) Purchase, 6) Review.**

It's really hard to get a business straight to stage four because you may end up solely competing on price. Smart companies know the power of this process and put a lot of effort into the early stages. People appreciate it when you provide them something of value, especially when you're not asking for anything in return. They're more likely to be your clients when you can provide them with the answers they are looking for. This is where you can really win.

Entertain

There's no theory needed here. Whether you're a footballer or not, you'll probably be familiar with the social media company, '433'. They have built an empire on social media with over 50 million followers across all platforms, generating 5 billion monthly impressions. They've done this simply by using the power of entertainment and consistency. Some of the content is not even theirs, and that's probably the best part because they've opened eyes to a whole new world of building an online community. From start they believed in a simple rule in life: 'People will like you if you make them laugh'.

If people like you, they will buy from you.

Selling products

If your main goal is to sell items, make it 'Amazon clear'. Focus on the product benefits and user experience. How can you make your customers an offer they cannot refuse? How can your product make their life better? Let your product be the hero of your website but the hero that can save the world, not an egocentric prima donna.

Selling services

If you offer a service, it's even more essential to indicate what transformation your clients will experience if they work with you. Think about it like a land divided by a river. You and your client are on one side and try to get on the other side. There are different ways of getting there.

You could swim, fly, get a boat, or build a bridge. All the options have different price tags and time lengths. Most businesses give clients their solutions, and it could sound like 'Book a Flight With Us. Only 2 seats left.' What if the client is terrified of flying? They'll never choose this option, no matter how good the offer is. Maybe they choose to fly but prefer a private jet over commercial aircraft or want a business class seat and a glass of champagne. Perhaps they're not sure yet and need some more information. That's why understanding your clients' needs and outlook as people is crucial.

Focusing on the right clients and their needs will get you fully booked every time, as long as you put the person and their vision before your bank account.

Try not to become a person of success, but rather try to become a person of value.

Albert Einstein

RESOURCES

These phenomenal resources inspired some of the concepts presented in this e-book. Put them on your reading/listening/watching list and make sure to take notes.

Books

Creativity, Inc., Ed Catmull with Amy Wallace

I can start your business, Russel Smith

Built to Sell, John Warillow

The e-Myth, Michael E. Gerber

Profit First, Mike Michalowicz

Create & Orchestrate, Marcus Whitney

The Almanack of Naval Ravikant: A Guide to Wealth and Happiness, Eric Jorgenson, Tim Ferriss

Building a StoryBrand, Donald Miller

The Tools of Titans, Tim Ferris

Films and TV series

The Founder

The Intern

The Apprentice

The Pursuit of Happyness

Dragon's Den

Podcasts

The Tim Ferris Show

The High Performance Podcast, Jake Humphrey and Prof. Damian Hughes

My First Million, Sam Parr and Shaan Puri

The Diary of a CEO, Steven Barlett

A Bit of Optimism, Simon Sinek

About the author

With 10+ years experience in creatively solving business problems, Jack Bies knows how difficult it is to move from sport to business. After retiring from football and graduating from the Business School and Manchester School of Arts, he realised that players are more capable of becoming successful entrepreneurs than they think they are.

Footballers' potential is limitless.

Having been exposed to business operations in some of the biggest brands in the world, including football clubs, Jack developed a unique framework that he now uses to help active and former footballers to build thriving brands and enjoy life away from football.

Because you're reading this, you're invited to pick Jack's brain, have a chat about your business and get a personal 'Thank you' for purchasing this e-book.

Book your call here www.jaxbranding.co.uk/chat

*The most important thing
is to try and inspire people
so that they can be great in
whatever they want to do.*

Kobe Bryant

**Helping
Footballers
Build
Powerful
Brands.**

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