

A SPECIAL REPORT

How To Turn Your Life Experience Into A Successful Career As An Alchemy Business Development Consultant



Inside you'll discover:

- Why the Alchemy Network opportunity is so very different from any other consulting or coaching opportunity or franchise.
- Business consulting laid bare: The 'Big Secret' and the 'Great Lie'... what you will need to know to achieve in this business.
- How Alchemy's "Fast-Track" intensive support program will help you win clients and successfully launch your consulting business.
- Full details of the Alchemy Network training course and materials.
- Beyond consulting: How to be a 'Deal Maker'.
- And, a full 100% Money Back Guarantee!


the **Alchemy
Network**
MARKETING &
BUSINESS DEVELOPMENT

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Foreword



Read what others say...

"The training - especially the supercharged tools and techniques - has opened a new world for me. David Abingdon's direct, no-nonsense approach to marketing and business development is an absolute must for anyone in business today."

**Dudley Peacock,
Business Consultant,
Cape Town, South Africa**

"David Abingdon is certainly an 'out of the box' phenomenon! In the almost 10 years I have known him he has built 3 multi-million pound sterling organisations from scratch..."

**Dan Pena,
Business Mentor,
Guthrie Castle, UK**

More testimonials on pages 51 & 52

The Big Secret And The Great Lie To Making An Extraordinary Income In Consulting

A personal note from Founder, David Abingdon...

I want to start out as I mean to go on, by telling you some simple truths about how to be truly successful as a professional Business Consultant. Whether you join my organisation, or attend one of my training courses or not, I think I owe you something for the interest you've taken in checking out the Alchemy opportunity and in taking the time to read this special report.

So, I'm going to tell you a 'Big Secret'. I have found that this secret is the key to making very large sums of money in this business. In fact, it is the success secret to business itself – any kind of business.

In telling you this secret, I'm presuming that you would like to make a large pot of cash too, or at the very least, make a comfortable living. So, I'm also going to reveal something that will no doubt become obvious to you – I call it the 'Great Lie'.

Here goes: Over the years I've been asked by lots and lots of people how I managed to make a massive £1.27 million from just one client as a Business Consultant over just a two and half year period. And, how I managed to take 3 businesses from zero to multi (and I mean multi) million pound annual turnover, each in less than 12 months each.

Now, as you can imagine, I could (and I must admit occasionally have) indulged myself and let my ego loose to tell them, in as many words as I can muster, how smart I am, how I used market forces to create change, how I carefully and skilfully crafted a marketing master plan, and how in the wee small hours of many a night, I plotted and schemed my way to ultimate success...

The thing is, it would be – and is – complete and utter rubbish. It is the same kind of ego-centric nonsense that is mouthed off everyday by the majority of consultants, 'specialists' and 'coaches' when they are trying to convince some poor, unsuspecting, prospective client that they have the solutions to their business problems or hold the answers to their dreams. The honest truth and the secret to making big money in consulting and business is not about being clever (I'm not), having a degree (I don't) or even having years of experience (I didn't).

The 'Great Lie' is to pretend otherwise.

You won't have to pretend and I'll tell you why...

It's because I know (and you now have the opportunity to find out), that the work of the Business Consultant isn't difficult, it isn't, relatively or necessarily, hard work and it certainly isn't rocket science.

What I'm saying is this: You don't have to be clever, have gone to Oxford, Cambridge or Trinity Dublin have been on the Board of BP, Barclays or BT. Frankly, some of these things can be a hindrance because some of these people tend to already have their minds made up and think that they know best even when they clearly know very little about the subject...

What is important is to have a mind open to new ideas. An open mind is paramount to success!

True, it can be advantageous to have clients believe that what we do is extremely accomplished,

gifted and rare but in levelling with you there really is just one supreme characteristic that will mean the difference between mastery and mediocrity, between victory and defeat and between making a lot of money or scratching a living... Which leads me to the 'Big Secret' – and that is to... **THINK DIFFERENTLY!**

Now, this may sound a bit glib but 'thinking differently' is all about taking the blinkers off, seeing the wood for the trees, looking at things from a different perspective, but in most situations it is the easily learned skill of thinking laterally (by the way, we'll show you how to effortlessly accomplish this at Alchemy).

Many of the business building strategies that we teach you, to teach your clients, are not new (just new to the client), however, some are off the wall, and a few are, admittedly, completely off the planet.

What matters, is that in most cases they haven't been used – or used properly – in the client's business or industry.

Developing the 'eye' for what strategy will work with what client, is a mindset that quickly develops with exposure, knowledge and confidence. By the end of the Alchemy training course, you should have all three. Our session on Deal Making ought to complete the process for you.

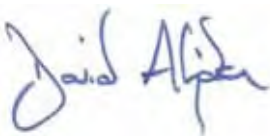
It should therefore go without saying that our main objective on the Alchemy Network Consultant/Partner training course, our goal for you, is that by the end of the course you are 'thinking differently'. You will see business not as a fight between competitors or as a struggle for survival against falling sales, but with an 'eye' for opportunity. The possibility of uncovering hidden 'assets' within a business, of finding and maximising hitherto unrealised potential or of seeing deal making and joint venture opportunities – all these that the blinkered business owner (or 'ordinary' consultant) isn't recognising because they are too subjective, too busy working 'in' the business rather than 'on' the business, too ingrained in the day to day running of the company.

You, on the other hand, will be shown how to approach businesses with a fresh perspective, a bird's eye view, an appealing 'can do' approach. All this as a result of the knowledge, insights and confidence that you should gain from the Alchemy training course and your exposure to the Alchemy methods. In other words, you, like all successful business giants, have understood not only the concept but have internalized, synthesised and now fully utilise the 'lateral marketing' mindset.

And that, in a nutshell, is how I made the money and enjoy success.

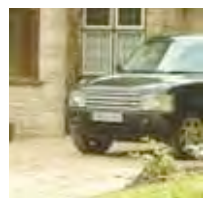
I hope to meet you soon.

Kind regards,



David Abingdon
CEO & Founder

P.S. Now, it's your turn... There has never been a better time to launch yourself into the world of Business Consulting... Seize the opportunity and me or one of the Alchemy team today at: **info@alchemy-network.com** or phone: **01453 826710 (Int: +44 1453 826710)** during business hours.



"Read what others say..."

...Genius... You have all but put a ribbon and whipped cream on top. All anyone has to do is eat it..."

**Walter Levine,
Business Consultant &
Entrepreneur,
Connecticut, USA**

"I've been tracking David's business career over the last 10 years, and his direct approach quite often shocks business owners and entrepreneurs.

But time and time again, his strategies turn out to be nicely profitable."

**Des Vadgama,
Entrepreneur,
London, UK**

More testimonials on pages 51 & 52



the

Alchemy
Network

MARKETING &
BUSINESS DEVELOPMENT

The Alchemy Network Business Consulting Opportunity



The Opportunity

You And The Alchemy Network

You hold before you a document that could change the way you think, what you do and how you do it. It has the potential to change your life. It certainly has for many others... If you are truly searching for 'your life's work', then this could be it.

Firstly, you may want to know what The Alchemy Network is, what it stands for, what it does and most importantly; what it can do for you...

The Alchemy Network is an expanding, dynamic international business consulting organisation, already established and operating in the UK, Ireland, Australia, New Zealand, Switzerland, France, Germany, Austria and now Canada and the US.

Our functions and foundations

Simply put: The role of the Alchemy Business Consultant is to assist small and medium size businesses grow, develop and reach their full potential. The great business guru Peter Drucker once said; "...Because its purpose is to create a customer, the business has two – and only two – functions; marketing and innovation. Marketing and innovation produce results, all the rest are costs." You really can't put it any clearer than that. It also represents the very essence and the foundations of what Alchemy Business Consultants do and why they do it.

Today, the reality is that many business owners have lost their way. They want to grow their business but they are unsure how to do it. Many face challenges and feel helpless as a result of a downturn in the economy. Some are frozen in the lights, others feel stuck at the mezzanine level of development and are unable to reach the express elevator that will take them to the higher floors.

...That's where you with your background, previous experience and Alchemy expertise, training and support can help.

Now, let's explore this extraordinary opportunity...



Read what others say...

"David, 'you the man'! You have created a consulting system that can be immediately applied... Here are the keys to business success; a ready made system with the strategies, concepts, ideas and application procedures in which to operate. If you already have business experience then this makes you a more all round marketer and business person."

Kim Davis,
(ex-Lawyer)
California, USA

"Great training of world class knowledge and professionalism so far not experienced in this industry.... Not to be missed if you are serious."

Peter Sun, Business Consultant & Author,
Gold Coast, Australia

More testimonials on pages 51 & 52

“

I've signed up 3 clients already; a hospital, a contract cleaning company and a new clinic. The hospital is paying me €8,500 per month. I have had to work hard for the clients but there's no shortage of potential businesses who need my services. My advice to new consultants is focus on both the quick wins in addition to the longer term strategies and this will pay dividends.

”

Tony Carroll
(ex-Business Owner)
Waterford, Ireland

The Opportunity

The Massive Market And Demand For Your Services As An Alchemy Business Consultant



Read what others say...

"Within 1 month I've signed up 2 clients; a management consultant and a solicitors practice. I've already put a referral strategy in place to grow my business. I'm really pleased with the progress and my advice to prospective consultant would be to Just Go For It. Take action and you'll like the results."

**Paraic Bergin,
(ex-CEO)
Mullingar, Ireland**

More testimonials on pages 51 & 52

An enormous opportunity...

Justifiably, you may be wondering who will benefit from marketing and business development consulting and advice. And the answer is: Almost every business!

Here's why...

Out of over 5.5 million businesses in the UK and Ireland almost 99% are small businesses, which according to the DTI are defined as those companies with 0–49 employees. With an average of around 400,000 new businesses starting up each year and adding to the current 4 million you can be forgiven for scratching your head and wondering why there aren't many more millions of businesses! Well, the simple answer to this mathematical dilemma is business failure! Something close to 80% of businesses fail in their first 5 years of operation. So, although the number of businesses grows each year, it only grows marginally because of the large number that go broke.

Just to make matters even worse; out of the 20% that survive their first 5 years another 80% of those have disappeared 5 years later. In real terms that's a staggering 24 out of 25 businesses over a 10 year period... Gone!

They need help!

The truth about why businesses really fail...

The market for our services should now become apparent – but there's more... We need to answer the obvious question: 'Why do so many businesses fail and go broke?'

Listed among the main reasons by business owners for failure are:

- Undercapitalisation.
- Partner/Shareholder/Director Disputes.
- Competition.
- The Economy.
- Debt.
- Mismanagement.
- Regulation.

Now although at first glance these reasons appear to be quite valid, all is not what it seems:

Firstly, remember the function of a business is to:

- Get customers.
- Maintain the customers that they have.
- Make a profit.

Secondly, every trader, every entrepreneur, every business guru agrees with the common sense axiom that 'CASH IS KING'. Cash comes from customers, and lots of customers equals lots of cash. Therefore, it stands to reason that if a business has an abundance of customers handing over lots of money, the business would not fail, it would still be there.

The Opportunity

The conclusion is that although the above failure reasons are without doubt the final nails in the coffin, they are only 'contributory reasons'. **The real reason for business failure is lack of cash which is caused by:**

- 1 Not attracting qualified prospects in sufficient numbers into the business.
- 2 Not converting prospects into customers.
- 3 Allowing current customers to slip away to do business with competitors.

They don't make enough money to survive and sadly fail blaming undercapitalisation, competition, regulation, etc, etc. Your role as an Alchemy Business Consultant is to help them before their situation becomes critical.

But there are more great opportunities for you:

It isn't just failing businesses that need help, in addition there are two other divisive situations in a business that can benefit from our services:

- 1 Those whose business is flat lining. It is stagnant and the threat of failure is very real.
- 2 Those businesses who are growing but not at the owner's expected or desired rate.

These circumstances present huge opportunities for you as an Alchemy Business Consultant and with Alchemy training you will learn how to leverage this vast market to quickly and easily identify suitable clients who want to try new, different and sometimes revolutionary approaches in their efforts to own a better and more profitable business.

Recession? What recession? It really doesn't matter...

This may surprise you:

Regardless of the state of the economy, for many, being an Alchemy Business Consultant is a RECESSION PROOF business!

It doesn't matter about the economy, the stock market, the credit crunch, the price of houses or real estate, the banks, or an increase in business failure... Because boom or bust, businesses need our help. Here's why...

The Alchemy business building system works irrespective of economic conditions.

In a booming economy businesses want to grow and develop – and of course, we help them to do just that. In a recession, the mindset changes and businesses are concerned with preservation, survival and retaining what they already have (if they can also grow then so much the better). Either way, as an Alchemy Consultant or Partner, boom or recession represents two sides of the same coin... We employ the same strategies, the same techniques and the same systems. It's just the emphasis that is different.

For you, the result can be a secure, recession proof business that grows no matter what the financial or market conditions!

And now, let's take a closer look at how YOU can do this...

“

..the course was life changing and I've never been so excited about my career as I am now. I completed the course 3 weeks ago and I've already signed my first client and am expecting to sign a 2nd within a week. The beauty of the Alchemy model is it's so scalable..

”

Carl Allen
(ex-Broker)
Lancashire, UK



Read what others say...

"I'm now 4 months off the course and have signed 3 full clients. Average deals are £4,000 per month plus the profit share. The course was fantastic, the support excellent, and the material great. All my prospects are impressed with the systems and the results I'm achieving. I'm impressed by the extent of the potential opportunities that arise once you have the client's trust. There is enough work to keep me busy for years to come with these 3 clients alone."

**Frazer Fearnhead
(ex - Lawyer)
Manchester, UK**

More testimonials on
pages 51 & 52

The Opportunity

Your Professional Role In The World Of Business Development And Marketing



Read what others say...

*"I completed the course in January and am delighted to announce that **I have signed my first client today** and have high expectations of a long partnership with this business. I am particularly excited because this client has multiple enterprises and I am fortunate that the owner has very focused short and long term goals for growth and profitability. The Alchemy process is certainly a valuable and structured system and I am immensely proud to be a Partner in this network."*

Debbie Douglas
(ex - Accountant)
Port Macquarie, Australia

More testimonials on pages 51 & 52

Let's take a closer look at your role as a professional Alchemy Business Consultant... We'll explore what will you be doing and how will you do it.

Primarily, Alchemy Business Consultants assist business owners to solve their most pressing, urgent and critical problems. Experience has shown that when asked what their biggest problems or challenges were, business owners gave one of the following responses:

- 1 Not enough orders or sales.
- 2 Difficulty and high cost of acquiring new customers.
- 3 Profit margins are being squeezed as a result of too many competitors.

In the last section, we looked at the final (and terminal) effect that can occur if these challenges are not resolved. Each one of these problems points to the same fundamental difficulty in the business and that is that the business is losing the marketing battle for the hearts and minds of its customers and prospective customers. The business is literally being outperformed, outsold, outsmarted and out-marketed by its competitors!

As an Alchemy Business Consultant your mission is to work very closely with your clients in one-off projects, short term engagements, but in the main, long term 'partnering' relationships.

Your function will be to:

- Boost their sales.
- Improve their cost effectiveness.
- Increase their profit margins.
- Improve the performance of their marketing campaigns.
- Generate joint venture opportunities.
- 'Auto-Pilot' the business.
- Assist them in planning an exit strategy.
- ...And more.

Definitions:

Alchemy: The transformation of one state into another.
In this case a business.

Alchemist: One who causes transformation.
In this case: YOU.

The Opportunity

The Alchemy 7 Step Business Acceleration System: The Solution To The Greatest Challenges In Today's Business

Using the extraordinary Alchemy tools, principles and techniques you will follow the Alchemy 7 Step Business Acceleration System, a proven and powerful step-by-step remedial process that once implemented by you, can bring about radical results in just about any business:

STEP 1 DISCOVERY

Carry out a comprehensive, detailed and thorough analysis using the 16 page Alchemy Business Growth Audit. This document creates immediate credibility for you with your client and clearly positions you as 'the expert'. The Audit's purpose is to provide you with a penetrating insight into the clients' business and a road map to uncover opportunities and to reveal hidden assets that you may quickly capitalise and refine for the client.

STEP 2 ALCHEMIZATION

Initiate our 'alchemisation' using the **Fast Cash Strategies** that can produce spectacular and rapid revenues for your client to immediately put into their bank account. You may well imagine how impressed the most hardened of clients can become when they witness these powerful devices creating quick financial wins for their business.

STEP 3 RESEARCH

Explore and conduct market, staff and competitor research using the Alchemy Company Research Analysis Tools and the Confidential Competitor Analysis Report. The Analysis worksheets will complete your understanding of the business – reviewing staff attitudes, positioning, opportunities in the market and competitor activities.

STEP 4 POSITIONING

Conduct the 'Positioning Workshop' with senior staff using the Alchemy USP & Positioning Analysis and Guide. The Alchemy workshop technique is like no other. Clients report it to be engaging, empowering and motivating as well as an extremely powerful staff morale boosting exercise. The Positioning Workshop can once again highlight your standing as an eminent, skilled and valuable professional.

STEP 5 IMPLEMENTATION

From your previous four steps you are now able to produce your Alchemy Action Plan the template and blueprint for your clients' success. This is your proposal of strategic recommendations for the short, medium and long-term building, recovery and improvement of your client's business. Your task will be made much simpler by the use of the encyclopaedic Alchemy Marketing Strategies Manual, Alchemy Tool Box, Specific Industry Strategies Guide and the many other unique Alchemy resource materials available at your fingertips.

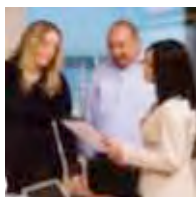
STEP 6 SYSTEMISATION

'Auto-piloting' is an absolutely vital measure in the Alchemy Process. Without this important step the business can degenerate back to its pre-Alchemy state. Procedures, policies and systems must be initiated and established to carry the business forward and realise its true capital value to become 'investor ready'. You will use the extensive Alchemy Systems Guide as your 'auto-piloting' template for systemisation of your clients business.

STEP 7 MAINTENANCE

Finally, you will utilise the **Alchemy Client Maintenance Process** to assist you in the long-term supervision of the Action Plan and the systemisation process. This step is designed to provide longevity to the relationship and to promote you as an indispensable member of your client's inner circle and team.

The Opportunity



The Alchemy process also guides you in establishing regular weekly meetings and full quarterly reviews to monitor progress and keep the task of transforming your clients business on-track and in becoming a veritable money making machine.

You become more than just a 'Consultant'...

Your relationship with your clients, by necessity, is a very close one. Although we talk of ourselves as 'consultants' this title or label doesn't really begin to describe your role and what you will actually do.

Depending upon the clients' needs and wants, you will also fit into the role of instructor, trainer, coach, manager, teacher, tutor, mentor, guru, facilitator, business partner and even, counsellor. It can be quite demanding – but responsibility, as we will find out, has its privileges.

Next, we'll look at how you will acquire all the necessary knowledge, skills and expertise...

“

The course was one of the most informative & exciting courses that I have ever attended (and I have been to a few!!!), there was no fluff, no hype, just genuine valid & useful information, hints & tips. I have now booked 2 full consulting clients & a coaching client... As an Alchemy Partner I have also taken on my first Coach within my practice who will be attending the next course, with two more potential coaches to join me... If I can give anyone any advise at all it is to be active, do something everyday to grow your business, the action reaps rewards. The Alchemy Course, the license & the network, give you all the tools & resources to become successful, the only thing stopping you is you. I am now in charge of my own income, my work hours, my destiny, I choose who I work with and I plot the course to my success. Alchemy really is the key to reaching your full potential.

”

Shiralee Friel
(ex - Franchise Consultant)
Sunshine Coast, Australia

World Class Training

YOUR TRAINING: A 'Life Changing' Event

The Alchemy Business Consulting Course is a totally unprecedented, unique and empowering experience that you will remember for the rest of your life, and here's why:

It offers attendees new levels of skill, insight and understanding of today's rapidly changing world of business, marketing and consulting.

Like many before you, we are totally confident that you will find the expertise of the trainers, the quality and quantity of the materials and the delivery of the training to be simply superb.

Everything you learn on these information packed days will help to pave the way for you, and give you the opportunity, to become successful, achieve your goals and to be your best in the dynamic world of marketing and business development consulting.



INTRODUCING: Three World Firsts...

In addition to the cutting edge business development and consulting training (more on that shortly) you can be trained in areas that NO OTHER franchising, consulting, coaching or training course teaches. Joining Alchemy as a Partner offers you additional expertise and training in:

DEAL MAKING

Your Alchemy business development training can provide you with a formidable foundation of knowledge to enjoy a professional, profitable and respected career. But when we introduce Deal Making, we will take you far beyond consulting and into the exalted realm of deal brokering and business partnering. In Deal Making you will discover hitherto guarded and unavailable information detailing how to identify highly profitable opportunities and how to optimise and leverage them. You will also discover how to buy or gain control of a business with no money down and much more. Armed with your new entrepreneurial deal making skills you could truly walk with the few.

BUSINESS SYSTEMISATION

It just isn't enough to help build sales and profits. A business needs systems to maintain and sustain its growth. It also needs policies, procedures and plans to continue to prosper. NO BUSINESS CAN GROW OR SURVIVE LONG TERM WITHOUT Systemisation.

Systemisation puts a business on 'auto-pilot' and makes a business 'investor ready' so that it can go public, sold or even franchised. You will be one of a handful of Consultants on the market with the knowledge, training and tools required to systemise a business. When planning the client's exit strategy, this knowhow is integral and indispensable.

SEMINAR MARKETING

Seminars have become one of the most powerful and successful methods to quickly gain large numbers of customers in one hit – both for you and for your clients. They remain one of the greatest mediums available to sell, market or to transfer ideas in the world today.

World Class Training



You will discover:

- How to organise a Seminar.
- Where to find attendees.
- How to kick start your consulting practice using this amazing methodology.
- How to open up whole new revenue streams using Seminars for your clients.

You will be provided with an amazingly simple step-by-step process and method, PLUS, a whole suite of templates, presentations, DVDs and materials that can get prospects to literally stand in line and ask you to help them in their business.

These three unique sessions alone offer you additional skills, knowledge and areas of competence that far exceed any other 'similar' specialist, coaching or consulting franchise or course. This additional expertise can not only open more doors for you but expose you to whole new vistas of wealth creating opportunities.

Deal Making and Business Systemisation offer you further lucrative revenue streams, indeed they provide you with whole new businesses in their own right. You can even choose to specialise in any one (or all) of these exciting opportunities.

BUSINESS FRANCHISING

Your training in this growing market and business opportunity covers what you need to know to assist a business to franchise:

- What is franchising?
- The process of franchising a company.
- How to prepare a company for franchising.
- The pilot program.
- Rolling out the franchise.
- Legal considerations.
- How to market and optimise a franchise.
- How to find franchising clients.

This can be a massive business revenue generator within itself and can provide you with the potential of a high fee producing addition to your consulting business. Also included are 2 large manuals and supporting materials, tools, templates and exclusive franchising software.

PERSONAL DEVELOPMENT

With Alchemy's Millionaire Mentality program you can assist your clients in defining and articulating their own personal goals and ambitions. 'Millionaire Mentality' is a unique eight-part coaching program that explores the mindset behind eminent and successful business people and entrepreneurs. It additionally provides your client with a series of invaluable worksheets, tools and exercises for them to document and create the necessary changes in their life to achieve their worthwhile aims and ultimate success. As an Alchemy Consultant, the Millionaire Mentality Program offers you the resources to complete the process of change for your clients... In their business and in their life.

World Class Training

INTERNET MARKETING

Our expert introduction to Internet Marketing will not only cover enough to give you the confidence to promote yourself through the internet but also be able to talk authoritatively to your prospects and clients about this complex and very lucrative subject. You will discover the comparative differences and merits between squeeze pages and web sites and after the training you should have a clear understanding of the benefits of embracing social media and blogging into your clients marketing mix.

You'll learn the secrets of simple optimisation and pay-per-click advertising for you and your client's websites.

Also included is:

- Setting up a Goole Adwords account
- Website and Search Engine Optimisation
- Creation and key wording of videos for YouTube
- Squeeze pages vs websites
- Effective use of Social Media
- How to setup and maintain a Blog



You, An Alchemy Business Consultant...

The Alchemy training course is an intense but motivating learning experience designed exclusively for you to absorb the knowledge and to gain the razor sharp skills necessary for you to achieve personal and business success in consulting.

The Alchemy training course, franchise and support provides all the tools, knowledge and systems that you should ever need to turn just about any clients business into a finely tuned money making machine...

The Course

Each day begins at 8:30am sharp and ends at around 6:00pm. Occasionally, it is necessary to finish later to complete the agenda for the day. Nothing is missed. The over-riding mission of our trainers is to ensure that every subject is clearly and comprehensively covered and communicated, to give you every advantage in making your consulting business an outstanding and booming enterprise from the start.

The course subjects are supported by a library of Alchemy manuals and a plethora of software, worksheets, tools, templates and other important materials and resources that accompany the sessions. You will receive these progressively throughout the course.

But It Doesn't End There... The Alchemy Fast-Track Support Program!

When you come off the Alchemy training course we are there to support and help you every step of the way. Your training will continue while you build your consulting business.

World Class Training



The Alchemy Fast-Track Program is an opt-in intensive 3 months of training, coaching and assistance that can help you gain some quick wins!

You will be personally guided and helped in client acquisition, personal development, consulting support and the many other facets of Alchemy Consulting. We will look more closely at this essential part of your development later...

Now, let's take a closer look at the highlights of the course schedule and we'll look at the support program later:

“

I can say whole heartedly the course changed my life. Never have I been on a course that fills you with so much motivation and out of the box ideas, it was intense with so much to learn but it was delivered in such a way it was truly the best 5 days of my life... Within the 1st two weeks I signed my 1st client with ease and a 2nd client in the following two weeks. One of my favourite parts about The Alchemy Network is the support, not only from senior management but from the other consultants, this alone is priceless.

”

Lorna Micklefield
(ex-Systems Consultant)
Lincolnshire, UK

Consultant & Partner Training Course

DAY 1

Agenda

- Introduction
- The Foundations
- Setting Up Your Practice
- Advanced Client Generation

Following introductions and a preview of the week ahead, we get straight into some of the fundamental principles of Alchemy marketing and business development consulting by giving you an eye-opening insight into the common marketing mistakes. These 'mistakes' are the errors that most businesses are making each and every day – many of them don't even know it... You will learn the flip side to these and the exciting profit opportunities that exist by helping clients to avoid or reverse these ruinous blunders.

After lunch, we roll up our sleeves and explore the real work of the Business Consultant. More importantly, we will detail the 14 primary Alchemy marketing systems that you could deploy in your consulting business to generate your first clients. These potent systems include:

- **The Alchemy 'Exocet' System.** This unique system has been developed by Alchemy and is a proprietary, confidential yet inexpensive method of generating highly qualified prospects and clients, time and time again. As the name suggests, this is a highly targeted and devastatingly powerful method of acquiring clients quickly, simply and easily.
- **The Alchemy 'Bait' System.** A stunning method to raise interest, get the enquiries coming in and position yourself as a marketing expert. You can't afford not to use this super client generation system in your area (or any area).
- **The Alchemy Confidential Competitor Analysis.** Few business owners can resist the opportunity to gain a well-researched report on their business, market and industry. This is a superb credibility builder that builds professional and client relationships.
- **And 11 more powerful primary systems.**

This crucially important client generation session will also include:

- How to identify and select the businesses that have the biggest need for your services.
- How to screen, qualify and only spend time with those that can make the decision, have the need and have the money to engage you.
- How to make a first and enduring impression to positive influence decision makers.
- How by 'pushing' prospects away they will 'pull' you back to them.

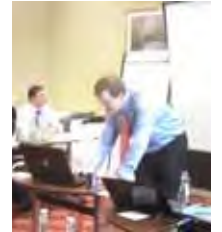
We want to ensure that you are totally comfortable, cognisant and confident in the methods of generating your first clients. The really great news about being an Alchemy Consultant is that when the system is followed correctly, you will not need many paying clients to make a comfortable income.

“

My expectations were very high and I have to say they have only gone up following my experiences post course... Within a few weeks I had signed up 3 clients and a further prospect was chasing me to help them. It's now over 3 months since I completed the course and I've never looked back or been more optimistic about the future.

”

Satnam Thandi
(ex - Accountant)
Wolverhampton, UK



Support Material

that you will receive
during DAY 1:

- Advanced Client Generation Manual
- Alchemy Operations Handbook
- Compendium Of Bonus Reports
- CD ROM 1 – Client Generation
- CD ROM 6 – Bonus Reports

Consultant & Partner Training Course

DAY
2

Agenda

- The Client Meeting
- Business Growth Software
- Running Business Workshops



On Day 1 you will have seen how you can attract a continuous flow of consulting leads and enquiries using the Alchemy Advanced Client Generation systems. On Day 2, we reveal the professional way to convert these prospects into fee paying clients.

We've made this process very simple with the 'Alchemy Client Orientation', an impressive 40 minute powerpoint presentation that helps your prospect gain a new perspective on their biggest business challenges and provides practical methods to solve them. The Alchemy Client Orientation also gives you a proven track in which to guide your prospect... It is designed to subtly position you in their mind as a credible and seasoned professional and to clearly demonstrate your expertise and value in solving the problems within their business. It has been proven time and again to produce a powerful, predictable and positive result that encourages your prospects to take affirmative action.

During this engaging day we will also cover:

- How to create a meeting of equals and avoid the 'sales call situation' by positioning yourself as the professional, the authority, indeed, the Doctor, EVEN BEFORE YOU MEET.
- The Proposition – What fee to charge – This isn't as simple as you may think. One size doesn't fit all. PLUS, we will reveal a little known secret that delights clients and yet can massively increase your fee income.
- Contracts and Proposals. Strategies to help you secure the deal quickly and without fuss. You will also be provided with a collection of template client contracts and proposals for your personalisation and use.
- Business Growth Tools – Even the most sceptical of business owners are blown away when you show them the 'Alchemy Windfall Calculator' and the 'Alchemy Business Growth Calculator' which takes their own business performance figures (that they supply) and vividly illustrates the potentially staggering financial returns that they can gain by utilising your services within their business.
- How to run highly effective and empowering workshops for your client's and their employees. You will discover how using these motivational meetings can solve some of your clients biggest internal problems while getting staff and senior managers to advocate, buy in, and enthusiastically implement your sales and revenue generating strategies.

Support Material

that you will receive during DAY 2:

- Client Conversion Manual
- CD ROM 2 – Client Conversion

“

I Joined the Alchemy Network because I was looking for an edge so I would not just be a generalist consultant. The course fully delivered on all my expectations and I've signed my first client in the print management business and I hope to be signing my second any day now.

”

Bill Jordan
(ex- Managing Director)
Stratford-Upon-Avon, UK

Consultant & Partner Training Course

DAY
3

Agenda

- Business Growth Power Principles
- The Alchemy Consulting Process
- Business Growth Audit

Day 3 really gets into the nitty-gritty... Creating or growing a successful business, or reversing the fortunes of a business that is failing, depends on a wide variety of factors that you will need to know.

On this incredible day of discovery you will learn the Alchemy business growth strategies, concepts and techniques to take just about any business to stratospheric heights. This knowledge and the ability to apply it using the unique Alchemy Tool Box is what sets you, the Alchemy Business Consultant, apart from any other 'run of the mill' Consultants and Business Coaches.

You will be delighted with the possibilities as you learn one powerful, ingenious principle after the other. Much of which, when used, should leave your clients in awe of the depth of your expertise and massively increase their confidence in your ability to deliver significant, positive and profitable results.

Also detailed on Day 3:

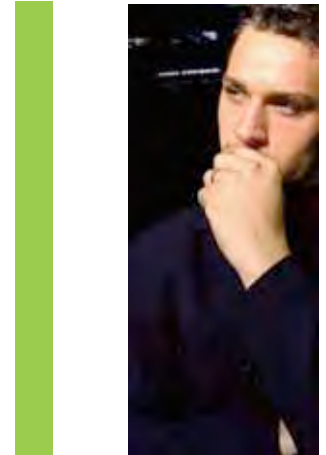
- The Alchemy Business Growth Audit. Conducting an audit meeting can be second nature when you use the easy-to follow 16 page analysis questionnaire. Together, we will explore how the audit will assist you in providing your clients with perceptive solutions to their pressing problems and challenges.
- We will also look at The Alchemy Network's Tool Box, an immensely valuable and unique handbook that will rarely leave your side – jam packed with questionnaires, worksheets, templates, tools and other incredible resources for everyday use with your clients and in your Alchemy Consulting business.

“

After only 2 weeks off the course and I signed my first client at £4,000 per month plus share of the profits. I'm also working on another 2 leads. I was looking for new tools and methodologies to build a consulting business around. I'd highly recommend Alchemy to anyone looking for the strategies to help business grow.

”

Ian Bottomley
(ex- Managing Director)
Manchester, UK



Support Material

that you will receive during DAY 3:

- Business Growth Power Principles
- Marketing Strategies Handbook
- Business Consulting Process Manual
- Specific Industry Strategies Guide
- Alchemy Tool Box Handbook
- CD ROM 3 – Alchemy Tool Box

Consultant & Partner Training Course

DAY 4

Agenda

- Professional Copywriting
- Copywriting Templates And Software
- Systemising A Business



Support Material

that you will receive
during DAY 4:

- Professional Copywriting Manual
- Winning Ads Compendium
- Systemisation Manual
- CD ROM 4 – Operational Tools

On Day 4 you will be coached in the development of a remarkable ability and life-skill:

Your proficiency in this coveted art can be proudly displayed on your CV and bio. At the Alchemy Training Course you will enter the exciting and rewarding world of Professional Copywriting.

The viability of any business is its ability to attract a continuous flow of new prospects and one of the most productive ways of doing this is through the effective use of multimedia, print ads, brochures, sales letters, web sites and other promotional items.

In this engaging, paint-by-numbers and hands-on workshop, you will learn the most effective ways to create high impact, compelling and successful sales letters, scripts, presentations, etc – regardless of the product, service or industry. In the workshop, we'll dissect and scrutinise what at first sight may appear to be effective ads and sales letters. Next, we'll reconstruct them to create 'copy' that can out perform the original by incredible margins. At the end of this invaluable session, you will be on your way to writing world-class copy suitable for any media. Whether or not you've ever done it before!

During the day, you will receive a delightful secret software weapon that makes headline writing, for an ad, website, brochure or letter, a breeze. You will quickly master the art of writing attention getting headlines using this simple but ingenious 'shortcut' software.

There's more... Systemisation. **THIS IS MOST IMPORTANT:** If you are to secure LONG TERM committed clients and avoid having to continuously and laboriously find new ones, you must give them good reason to retain you... Showing clients how to capitalise on their business through selling, floating or franchising gives them an achievable long-term goal. It focuses them on tightening and systemising the business to make it 'investor ready' and with your help, transform it into a well-oiled money making machine that can virtually run itself.

As an Alchemy Consultant (unlike other 'consultants, specialists or coaches'), you have the methods, systems and techniques available to help your clients achieve enduring business success. In this session, you will discover how to assist your clients' transform their lifestyle, business and financial dreams into a reality. That's long-term alchemy!

Becoming an Alchemy Consultant has provided me with the confidence, credibility and methodology to go out into the market place... Within days I was approaching my chosen target markets with using messages based on Alchemy techniques and made my first 3 appointments towards the end of February. I continued the process (with a break for a pre-planned 2 week holiday in early April) and signed up my first 2 clients at the end of April within a few days of each other... It has opened my eyes to the tremendous range and scope of opportunities that exist for Alchemy Consultants.

George Demetriou,
(ex-Operations Director)
London, UK

Consultant & Partner Training Course

DAY
5

Agenda

- Instant Alchemy
- Brainstorming
- Deal Making

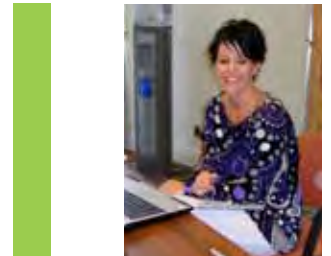
Just when you think it couldn't get better, we'll blow you away with Day 5!

To start the day, 'Instant Alchemy' – Fast Cash Strategies. Make no mistake, you will be privy to some closely guarded, high impact, marketing secrets... With this extraordinary module you will be able to master 16 staggeringly simple yet highly profitable and unique quick cash strategies that have the potential to flood your clients' business with instant cash. When you first start the consultation process with your new client, you'll want to make a good impression and put your best foot forward. You will also want to produce some quick and impressive results to help justify and reinforce your client's decision in choosing to engage you. Instant Alchemy will assist you in this by delivering quick, rapid and highly profitable results!

Next, we have a 'Brainstorming' session, where you have the opportunity to present a business case study (you are invited to bring details of a business along) which, time permitting, we will 'hot seat'. Under trainer facilitation, you and your fellow course participants will be able to exercise and flex your new-found marketing skills to offer constructive business development suggestions. From this, you will have a dynamic list of business building strategies that can be included in a client presentation on your return.

And then Deal Making! At the end of this revolutionary and jaw dropping session you can be excused for feeling awe struck, exhausted and overwhelmed by the sheer number of business and income producing opportunities that are presented for your use and profit. Almost all participants report that this is the most provocative and inspiring session of them all.

Finally, to end the Consultants Course you are presented with your framed diploma.



Support Material

that you will receive
during DAY 5:

- Instant Alchemy Manual
- Seminar Marketing Guide
- Deal Making Manual
- CD ROM 5 – Deal Making

“

I completed the Alchemy Training Course nearly four months ago and my feet haven't touched the ground since; not only was the course inspirational, the ongoing support and encouragement I have received since has been exceptional... Since that time I've put deals together with a major leisure product distributor, two World Champion sportsmen, a millionaire landowner and a first class team-building company - 2010 is going to be a defining year for sure!

”

Kevin Williams
(ex- Business Owner)
Pembrokeshire, UK

Partner Advanced Training Course

DAY
6

Agenda

- Business Coaching



Support Material

that you will receive during DAY 6:

- Coaching Guide
- Coaches Operations Manual
- The 12 module 'Business Mastery Program' Coaching Series.
- CD ROM 7 – Coaching Tools And Resources

As a Partner, Alchemy introduces you to one of the most formidable and complete small business coaching programs in the World... 'The Alchemy Business Mastery Program'.

Alchemy Business Coaching is specifically targeted at businesses generally below \$700,000 annual revenue. These include new start-ups, small industries, one – two man bands, small professional practices, tradespeople and many other small businesses. The market for Alchemy Coaching is absolutely huge and can be successfully applied to almost any business... regardless of the industry or market and no matter what the product or service, or how fierce the competition!

Your training in Alchemy Coaching places you in the enviable position of being able to assist businesses of all sizes.

The 12 module series includes a module for every major business area. It is a complete and encyclopaedic approach to business and marketing, offering a solution to today's greatest business challenges.

The Business Mastery coaching modules include:

- 1 Formulating An Unbeatable Strategic Advantage.
- 2 Creating Your Business Success Plan.
- 3 Systemising Your Business.
- 4 Getting The Most Out Of Your Staff.
- 5 Building A Winning Image And Enduring Brand.
- 6 Time Management For Busy Business People.
- 7 How To Get More Customers.
- 8 Turning Prospects Into Buyers.
- 9 Making More Money From Each Sale.
- 10 Radically Increase Your Profit Margin.
- 11 How To Get Your Customers To Buy More Often.
- 12 Increasing The Buying Lifetime Of Your Customers.

“
”

I have secured my first client! I have done a deal with a firm of accountants specialising in the travel industry and their sister wealth management company. I have secured a very healthy monthly retainer plus 10% of new client turnover! Time to do some consulting.

Deborah Potts
(ex- Travel Agency Owner)
London, UK

Partner Advanced Training Course

DAY 7

Agenda

- How To Franchise A Business

Franchising is now one of the world's most powerful and successful business systems. Hundreds of thousands of people buy a franchise around the world each year. They do this because franchising provides the investor (franchisee) with a systemised 'business in a box' that enjoys a far higher success rate than any other model... A proven business model that in most cases is turn-key.

As a Partner, you'll learn how to assess the suitability of a client's business for franchising and then to help them capitalise on the potential of their business.

You will be shown the Alchemy 3 Stage process in franchising a business:

- 1 Feasibility – Assessment , audit, planning.
- 2 Development – IP, piloting, the operations manual, etc.
- 3 Going Live – Implementation, marketing, selection and more.

But it doesn't stop there with the operational and development considerations. You'll also gain invaluable insights into leveraging your clients franchising model even further, including:

- Master and international franchising.
- Recruitment and training of franchisees.
- Helping franchisees succeed.

And, as an Alchemy Partner you will discover how you can further optimise the client arrangement so as to receive a cut in the new found profits or even equity in the franchise that you are helping develop, grow and establish.

The day also covers:

- What is Franchising
- The Franchising Process
- Systemisation
- Tools & Operations Manual Software
- Prospecting for franchise clients
- Fees
- Legals - The Agreement
- Case Studies

“

Yesterday I signed my first client for €5K per month plus 20% of the increase in profit... The material and the systems are great... I'm delighted.

”

Julia Smith
(ex- Business Owner)
Co. Longford, UK



Support Material

that you will receive
during DAY 7:

- How To Franchise A Business Manual
- The Franchise Operations Manual
- CD ROM 8 – Franchising Materials, Tools & Resources

Partner Advanced Training Course

DAY
8

Agenda

- Seminar Marketing
- Personal Development
- Consultant Business Development



The Seminar Marketing module of the Partners course provides you with what really is one of the the ultimate client generation systems (for you and for use by your clients) and is presented with all the tools, templates, presentation materials and know-how that you will need to effectively implement the system as part of your consulting toolkit.

Next, we will demonstrate the enormous potential of the 'Millionaire Mentality' Program. Here is a course of detailed instruction that actually gets your client to document and practice the principles as they are presented. You will also have the opportunity to use these proven methods in your own life and business.

You can make 'Millionaire Mentality' available to your business clients to help them fine-tune their own 'success mindset' or you can promote it as a separate coaching program. You can even offer it as a stand-alone product directly or on your website.

Next, 'Partner Business Development'. In this exciting module we will explore several highly profitable methods to accelerate the growth of your consulting practice and to enhance its value and profitability.

You will be shown how to:

- Recruit and develop your very own Alchemy Business Coaches to market the 'Business Mastery Program and Millionaire Mentality Program'.
- Maximise returns on coaching services, products and sales.
- Build a substantial business to develop your own personal 'exit strategy'.

Finally, before your graduation and presentation of your framed diploma, we will pause to take a detailed look at the 'Eight Keys To Financial And Business Success'. David Abingdon has delivered this keynote address to thousands of business and consulting people. The message is David's personal credo and the inspiration behind all high performance people. You will discover what it takes to be successful in life and to achieve personal fulfilment - not just as a Partner or Deal Maker but as a business person, valued member of your community and entrepreneur.

Support Material

that you will receive during DAY 8:

- Seminar Marketing Manual
- The 8 Part 'Millionaire Mentality' Program
- Business Development Documents
- CD ROM 9 – Seminar Marketing, Personal Development & Consultant Development Resources

“
”

From one of my Alchemy client generation methods I received 22 responses, which resulted in 4 meetings, 2 clients and one prospect still in progress.

Clive Mulligan
(ex- General Manager)
Hertfordshire, UK

Ongoing Support & Alchemy Membership

After Your Training: Coaching And Supporting You

Welcome to membership of the Alchemy Network – A comprehensive range of services, privileges and benefits to assist you, the Consultant or Partner in attaining and maintaining the highest levels of professionalism.

They say that consulting can be a lonely profession... Not at Alchemy! You are never alone. Friendly help from your Alchemy Network colleagues, trainers and mentors is always at hand.

Alchemy Fast-Track Support Program

This is where it begins...

For the first three months following your graduation from the Alchemy training course you opt-in and participate in the Alchemy Fast-Track Program, a powerful 'hand-holding' and yet 'hands-on' course of personal and business development, designed to get you hitting the ground running.

We know, and you will undoubtedly agree, that it is of fundamental importance that you get some quick wins – in other words that you have paying clients as soon as possible – and that's what the Fast-Track Program aims to provide.

The Alchemy Fast-Track Program is a time-tested system and business operating plan that can assist you in launching your consulting businesses and gain rapid success. All you need to do is follow the simple formula and steps included in the program. These include:

- **Business development.** Fortnightly training – designed to hone your new skills and build upon your experience and expertise.
- **Personal coaching from your Alchemy Regional Director and Alchemy Trainers.** You will be assisted in the invaluable process of getting your first clients on-board.
- **A guided process.** This helps ensure that the Alchemy principles of consulting are firmly established in the day-to-day operation of your consulting business.

The Alchemy Fast-Track Program is your road map to consulting success.

Annual Refresher Training

It is of obvious paramount importance that standards of excellence are maintained and that levels of professionalism are consistent to all clients. To facilitate these values, all Alchemy Consultants and Partners are required to attend annual refresher training.

Refresher training is designed around a curriculum of sustaining and improving knowledge, expertise and skills. You will find the training a welcome opportunity to tone-up and discover new techniques and methods for operating a professional and profitable consulting practice.

Note that no additional charge is levied for the Refresher Training as it is included in your support fee structure.



Ongoing Support & Alchemy Membership

Ongoing Membership Benefits & Support: CONSULTANT



- **The Alchemy Helplines**

You are not alone. You are not left to fend for yourself... Help is at hand, as and when you need it. Access to the Alchemy helplines puts you in touch with experienced and expert advice, whatever your requirement. Here are just some of the issues where we can assist you:

- Copywriting
- Marketing & Business Development Assistance
- Client Action Planning
- Client Generation & Closing
- Client Growth Strategies
- Consulting Advice
- And More.

Whatever help, assistance or support you require, just call or email. The Alchemy Helpline is your 'back office guru' and will prove its worth to you again and again, therefore keeping you doing what you will do best; solving the development and growth challenges of your prospects and clients.

- **Alchemy Updates**

We are continuously improving and revising the extensive consultants library of materials. You will receive periodic updates on all of the Alchemy tool kit; manuals, handbooks, templates, presentations, worksheets, etc as they become available.

- **Monthly Conference Calls**

Every month, you can join the live Alchemy conference call with fellow 'Alchemists'. The content varies from topical issues to training. We also welcome expert speakers and you will be able to listen-in on consultant and client success stories, hear details of new strategies, hints and tips, and discussions on a whole range of exciting marketing and business development topics. There is always something to learn or discover during these exciting monthly get-togethers.

- **Consultants Meetings**

Sharing and benefiting from the experience of others is why we organise our 'Alchemists' Assemblies' – A quarterly meeting, that is usually combined with Professional Development Training (see below), of Consultants that not only offers a formal agenda to discuss topical subjects, a platform for training, news and consulting issues but also provides consultants with an interactive forum, an ideas exchange and last but not least, the chance to mix and mingle with fellow Alchemists.

- **Alchemy Network Consultants' Website**

Access to our secure, password protected Alchemy Network website will provide you with copies of all the manuals, presentations, templates, worksheets, spreadsheets and much more. You will also find the latest Alchemy news, updates, first releases of new materials and consultants' tools, and the Alchemy Consultants' Forum where you can discuss and exchange ideas, views and trade advice with other Alchemy Consultants.

Ongoing Support & Alchemy Membership

- **Continuing Professional Development Training**

As well as consultants' meetings, Alchemy offers you the opportunity to attend further formal training at a discounted rate. These all-day events include expert sessions on a wide variety of pertinent and related subjects including; website marketing, new services and products, personal development, etc. These are not to be missed for the serious and professional Consultant.

- **Alchemy News Flash**

News, updates, information, consultant success stories, client testimonials, new business development strategies and lots more. You will be kept up-to-date with our frequent Alchemy NewsFlash email service.

- **Private Label Monthly Client Newsletter**

This is the ultimate in projecting the professional image of your consulting practice: Your very own personalised marketing publication with your name, logo and contact information. Every month you will be provided with a 4 page client newsletter. This fantastic newsletter can create instant credibility for you and your practice and is filled to the brim with great business articles, profit producing ideas and powerful growth strategies all written in a clear, crisp and challenging style that your clients and prospects will relish and look forward to receiving. This is the stuff of the true professional and arrives to you in MS Publisher and PDF format.

- **Alchemy Email Address**

The professional touch; you will receive your own Alchemy email address, i.e. your.name@Alchemy-Network.com.

- **Branding and Accreditation**

As a graduate of the Alchemy course you may proudly display the Alchemy logo on your business stationery with the styling, 'Accredited Alchemy Consultant'.

- **Fast Track Support Program**

Following the initial course you may decide to participate in Alchemy's Fast-Track Support Program. Your Regional Director or Alchemy Trainers will personally coach and assist you in growing your new consulting business, acquiring your first client and in developing your expertise and skills in the shortest possible time.

- **Annual Refresher Training**

You will be invited to attend a one-day refresher training course each year. This is designed to help you in maintaining your knowledge and skills as well as providing you with the opportunity to learn the latest and up-dated Alchemy methods and techniques.



Ongoing Support & Alchemy Membership

Ongoing Membership Benefits & Support: PARTNER



As a Alchemy Partner you will also receive the following benefits and privileges, which are **in addition** to the Consultants' benefits and support:

- **Personal Coaching**

Whenever you need it, Personal Coaching is available. This involves the support to develop your personal road MAP (Massive Action Plan) to success and help you regularly review your progress. If you ever find yourself stuck for ideas either at the client acquisition stage, or whilst consulting with your clients, the support team is always be there to assist you.

- **Continuing Professional Development Training**

Alchemy offers you the opportunity to attend further formal training at no cost. These all-day events include expert sessions on a wide variety of pertinent and related subjects including; website marketing, client generation, website development, new services and products, etc. These are not to be missed for the serious and professional Partner.

- **Partners Meetings**

As a valued member of the Alchemy Network, you are invited to our exclusive 'Partner meetings'. The agenda is based on business development, practice building, client generation and the continued building of the Alchemy image and brand.

- **Your Own Website**

A fully functional, attractive and professional 'squeeze-page' website complete with your own domain name (if available) for you to promote your services and as a reference site for your clients. This service comes complete with full email facilities, video capability and newsletter sign up box.

This complete package provides you with the most powerful internet marketing strategy enabling you to build a list of prospects which together with the client newsletter allows you to keep in regular contact with your database.

- **Multi-License**

As an Alchemy Partner you are entitled to engage or employ up to five Business Coaches to work within your consultancy practice and potentially build real sustainable asset value and revenue for your business. Under your management, your Coaches will promote and deliver the 'Alchemy Business Mastery Program' to the massive small business market.

- **Alchemy 'Exocet' Lead Generation**

'Alchemy Exocet' is a dynamic, unique and powerful strategy for generating client lead and adds a massive 'wow' factor to your approach.

Ongoing Support & Alchemy Membership

Add-On Benefits & Support: CONSULTANTS And PARTNERS

The following benefits and support are available to Consultants and Partners at an additional but reasonable fee.

- **Customer Relationship Management System**
You will receive your very own personal CRM system to manage your prospects and clients on a regular basis. This time saving system avoids the need to buy an expensive database or other CRM software and is password accessed online to give you total control over your consulting business.
- **Press Releases – Personal**
You will be supplied with template Press Releases on the training course to assist you to get into your local media. If you need further press releases, special news stories or publicity, our professional in-house and contracted writers and journalists can assist.
- **Press Releases – Client**
If you need help with writing press releases or in gaining publicity for your client then we have professional writers, journalists and publicists that can help.
- **Ghost Writing And Copywriting**
Whether you need a Report, Special Report, White Papers, Articles, Brochures, Booklets or even a Book for your clients then our writers can supply. They are also available for writing Ads, Sales Letters, Websites, Telemarketing Scripts & Sales Scripts and Sales Presentations.
- **Website And Graphic Design**
Alchemy partners with several design agencies to provide cutting-edge graphics to meet your clients' requirements. Services include Web Design, Brochures, Reports, Magazines and Business Stationery.



Manuals, Software, Tools & Resources

Your Vast, Encyclopaedic Library Of Guides, Manuals, DVDs, & CD ROMs



Read what others say...

"6 days well spent in the company of enthusiastic trainers and participants... It gives you the tools to go and get into the business of being a Consultant and Deal Maker."

Bruce Johnston,
(ex-General Manager)
Monmouth, UK

More testimonials on
page 51 & 52

During the initial 5 day Consultants' Course, you will receive an absolute wealth of proprietary materials to assist you in your day-to-day consulting activities – 15 (including one pre-course manual) in all. These step-by-step guides are 'for your eyes only' and represent your tools of the trade.

Client Generation Process

1 Advanced Client Generation Manual

Finding clients can be a challenge but we've made it easy with our two-step process:

Step 1 is 'target marketing'. You will discover who are the best types of clients for easier and quick wins. This must account for your professional background, areas of expertise and the market potential. The Alchemy 'My Target Market' worksheets provide the basis in the training course to defining your 'natural market'.

Step 2 is attracting the attention of your market and getting them to want to meet you. The 14 primary marketing systems in this invaluable manual are some of the most effective lead generation strategies for securing consulting clients. These systems have been carefully designed to help you get past the 'gatekeeper' and capture the attention of the decision maker.

By implementing these systems you can create a continuous flow of prospective clients wanting to learn more about how you can help them solve their biggest business problems and challenges.

2 Client Conversion Manual

This is the second part of the Client Generation Process and deals with the initial client meeting. It details our unique process for securing consulting agreements with prospects and transforming them into your clients. Here you will find our time-tested client conversion system.

- The Alchemy Client Orientations. These powerful and authoritative presentation are designed to help close the deal for you and provide you with a well-trodden track to follow.
- The Proposition.
- Profiling.
- Closing.
- Business Growth Tools.
- Contracts & Proposals.

Implementation And Consulting Process

3 Business Consulting Process Manual

This highly confidential document eliminates the guesswork from consulting by giving you the exact step-by-step details and 'how to' guide to move your clients onto the express elevator and accelerate their business into permanent high performance mode. This is your road map for creating quick, powerful and dramatic results that can earn you the reputation of 'results wizard' among your clients. This is one of the 'keystone' Alchemy manuals.

Manuals, Software, Tools & Resources

You will discover how to convert your clients' problems and challenges into sensational money-making opportunities...

The Manual covers:

- The REAL function of a business – Amazingly, most business owners are totally in the dark about this basic truth.
- Why generating new customers for your new client IS NOT the best, quickest or easiest strategy for bolstering their profits.
- Your 5 point consulting system to radically and rapidly improve the generation of money... NOTE: This process alone can create results that are nothing short of spectacular!
- A quick-start, 6 step action plan that all but guarantees the success of your Business Consulting practice.

This is the ultimate step-by-step guide in business development consulting... Your 'What To Do First' instruction manual.

4 Business Growth Power Principles

Introducing your clients to the power principles detailed in this manual can make them strategically unstoppable. These are some of the most exciting and profitable business building concepts in the World and form a fundamental part of your education as an Alchemy Business Consultant.

You won't learn these dynamic concepts in a traditional marketing course because they are not part of the conventional marketing approach taught in run-of-the-mill marketing books, courses, colleges or Universities. Instead they form part of the 'street-wise,' 'alternative' marketing school. These have been proven time and time again to provide a clients business with an 'unfair advantage' over their competitors. The application of this information has, over the years, made large amounts of new-found profits for those businesses that took the time to learn and implement them.

5 Instant Alchemy Manual

The incredible strategies described in this book are some of the most potent, dynamic and rapid cash generators ever used.

The Instant Alchemy Manual is a collection of the greatest, most effective and amazingly simple strategies that will give you a series of quick wins to astonish your clients! These are action packed techniques that you can implement to immediately boost profits, turn around a poorly performing business and jump-start cash flow.

By using these amazing fast cash techniques you can delight and astound your client with your expertise, speed and ability to seemingly conjure money, almost from nothing!

6 Marketing Strategies Handbook

This is your incredible encyclopaedic reference guide to almost 450 tried and tested sales, marketing and profit growth strategies that you can use to help your client's business to literally explode with new found revenues. This is your arsenal of secret weapons; it is THE business growth handbook.

Each strategy is presented in detailed capsule form and rated on a 1 to 5 scale according to its



Read what others say...

"This was the best course I've ever attended... David, thank you very much for putting all this together and sharing this knowledge with us... It offered me the key to releasing my existing marketing knowledge and turn it into a valuable business and a money making machine."

**Elisabeth Schoch,
(ex-Interim Manager)
Zurich, Switzerland**

More testimonials on
page 51 & 52

Manuals, Software, Tools & Resources



Read what others say...

"An excellent structured course. Every tool that you will need to be the very best consultant... and entrepreneur."

Sonia Nair,
(ex-Business Owner)
Birmingham, UK

More testimonials on
page 51 & 52

effectiveness. The manual also acts as an ideas-generator to help you formulate a winning Action Plan for your clients. The sections include practical ready-to-go strategies on:

- Generating More Leads and Referrals.
- Boosting Customer Conversion Rates.
- Increasing The Size Of Customer Transactions. • Boosting Profit Margins.
- Increasing The Frequency That Customers Purchase.
- Increasing Customer Retention.

Follow-Up Process

7 Alchemy Tool Box

This formidable reference book is absolutely jam-packed with invaluable worksheets, questionnaires, templates, resources and tools to assist you in delivering expert, researched and structured growth programs for your clients across all facets of their business.

It has taken us years to assemble these powerful business tools, but you won't have to waste one minute. You also receive all the tools in printable format, PLUS, you will also be presented with a separate CD ROM with each individual tool ready for personalisation with your own Consultancy firm name and logo. You are licensed to utilise and profit from them as your very own 'tools of trade'.

8 Alchemy Systemisation Manual

There is a reason why McDonald's have one of the most successful business models in the world. It can be summed up in one word: Systems. In a systemised business just about anyone working in the business can do anyone else's job because it is all laid out in clear, concise and step-by-step instructions.

This is the definitive manual to put your client's business on 'auto-pilot' and free them from the drudgery of being chained to their business day in, day out. In addition, the manual outlines hundreds of ready-to-go systems for applying and implementing into even the most challenging situation. Your skills in business systemisation can provide your client with a company that can run without them and makes it 'investor ready' for an early exit strategy. The contents of this manual are totally unique and not available elsewhere. The methodology to business systemisation alone represents a business opportunity in its own right – ready for you to learn, use and profit from.

9 Specific Industry Strategies Guide

(or 'The Lazy Consultants Guide to Business Consulting')

You don't need to reinvent the wheel! Here is another Alchemy industry first. This convenient and invaluable Alchemy guide will quickly prove to be worth its weight in gold to you.

With over 70 business types covered, you can benefit from the experience of other consultants who have already created strategies for similar industries – strategies that may fit your clients requirements. This is far more than a simple ideas prompter. This gives you the actual strategies! Simply look up your clients' industry and presto! You will find a wealth of ready-made profit producing ideas, strategies and techniques for your clients' industry (or similar) to give you an impressive head start.

Manuals, Software, Tools & Resources

Advanced

10 Professional Copywriting Manual

There isn't any other tool available that gives you the ability to generate thousands of pounds for you or for your clients - almost overnight. No other tool can motivate hundreds even thousands of people to pick up the phone, complete a form and mail it back to you or read through a website and take affirmative action. No other tool is capable of making such a powerful impact on a clients business profits and results! In this manual you will discover a proven multi-stage system for creating killer copy – the first time, every time. It reinforces the exact steps (and provides an instant reference) that you will learn on the course to create response generating sales copy for your clients' sales letters, ads, brochures, websites, leaflets, telemarketing scripts and any other type of marketing communication you can think of.

Over the years these simple steps have been used to generate millions of pounds for hundreds and hundreds of different businesses. With this system you will have the tools, method and knowledge to enable you to create copy that not only sizzles but sells!

11 Alchemy Deal Making Manual

The ultimate guide to business relationships, investing and joint venturing. This revolutionary manual takes business development to new heights and a far more advanced level. Many have said that the knowledge contained in this manual is worth the cost of the course alone!

Not only is Deal Making the optimum wealth building methodology used by many of the world's greatest entrepreneurs but it also utilises a very different mindset to that used in consulting. No longer are you seeking 'clients'... instead, you will be looking for 'partners', alliances and joint venture opportunities to invest your Alchemy and entrepreneurial skills in return for fees, percentages and best of all; equity.

Support And Reference

12 Winning Ads Compendium

A gigantic collection of the most effective, successful and longest running ads in history. Irrespective of how old or how long these ads have been running, the principles behind them are timeless and are as applicable today as they were when they first appeared.

This volume, known as a 'Swipe File' in copywriting circles, is a superlative idea-generator that you will use again and again for developing ads and marketing campaigns for your clients that get real results.

13 Compendium of Bonus Reports

The Compendium Of Bonus Reports gives you a package of books and special reports that you can personalise or re-brand with your name and logo to use as 'ethical bribes'.

They can also provide extra value to a proposal or consulting package, or they can enhance the sale of a particular service or product. This can literally add massive financial value to your consulting proposal. All of these reports are also provided to you as 'soft copies' on your Alchemy CD ROM. The books and reports include:

- i 26 Marketing Mistakes That Can Cripple Your Business And How To Avoid Them – He who markets well wins – and wins big!



Read what others say...

"First rate course. This has changed my outlook on many things."

**Peter Brown,
(ex-Engineer)
Hampshire, UK**

More testimonials on
page 51 & 52

Manuals, Software, Tools & Resources



- ii 116 Golden Rules To Immediately And Massively Grow Your Business – PLUS: 120 Brainstorming Marketing ‘Power Tools’ Your Clients Can Use Today!
- iii How to Increase Your Direct Response Rate – A ‘give away’ report for your prospects and clients providing excellent and informative advice for achieving real results in direct marketing.
- iv Scientific Advertising – This is a beautiful and wonderful book written in the 1920’s by famous ‘ad-man’ Claude Hopkins, the Grand Master of non-conventional, business building marketing. Here is a treasure of business literature.
- v Buying And Selling A Business - Quick, simple and powerful ways to buy for pennies and sell for pounds.

14 The Alchemy Operations Handbook

This is your resource book of forms, Alchemy information, management templates and work-sheets. If you can’t find it anywhere else then it is probably in here. The manual includes: Alchemy house style, common forms, PR materials, consulting references and much more. With this array of manuals you will be armed with a virtual encyclopaedic library of research, resource and reference materials to assist you in your everyday consulting activities

But there’s even more...

Further ‘Tools Of Your Trade’: An Array Of Professional Resources:

Your manuals are accompanied by 6 CD ROMs and 2 DVDs brimming with all the tools, work-sheets, templates, letters, reports, presentations, spreadsheets, programs, client generation systems, documents, bonus reports and client proposals, in fact all the resources that you will ever conceivably need and require – even a client legal agreement for your immediate use.

Additional Alchemy Partner Manuals And Resources...

The following manuals and modules (plus additional resource CDs) are provided to Partners during the Alchemy Partners Advanced Training Course.

Seminar Marketing:

- Seminar Marketing Manual

Franchising A Business:

- The Alchemy Franchising Manual
- Alchemy Franchise Operations Manual

Alchemy Business Coaching:

You will be given the entire suite that comprise of the Alchemy Business Mastery coaching series. These include:

- 1 Formulating An Unbeatable Strategic Advantage.
- 2 Creating Your Business Success Plan.
- 3 Systemising Your Business.

Manuals, Software, Tools & Resources

- 4 Getting The Most Out Of Your Staff.
- 5 Building A Winning Image And Enduring Brand.
- 6 Time Management For Busy Business People.
- 7 How To Get More Customers.
- 8 Turning Prospects Into Buyers.
- 9 Making More Money From Each Sale.
- 10 Radically Increase Your Profit Margin.
- 11 How To Get Your Customers To Buy More Often.
- 12 Increasing The Buying Lifetime Of Your Customers.

Plus,

- The Coaches Operations Manual and
- The Coaches Guide.

We are confident that you will be utterly overwhelmed by the sheer quantity and quality of these outstanding Alchemy materials. Everything, and we mean everything (and more again), is included.

We even give you two large file boxes to enable you to take it all home!



Qualifying

Becoming An Alchemy Business Consultant Or Partner



Read what others say...

"Exceeded my expectations... It has left me invigorated and excited about my future. I often feel overwhelmed with the amount of content. It is infectious!"

**William Lorimer,
(ex-Business Owner)
Kilkenny, Ireland**

More testimonials on
page 51 & 52

By the time you reach the end of this report you will probably have just two questions:

- 1 **Can I do this?**
- 2 **Do I want to do this?**

These are perfectly reasonable questions and deserving of an answer. Taking the second question first: 'Do I want to do this?' This is something that you must ask yourself once you have all the facts – that is, thoroughly read this report and then call us for a straightforward, open and absolutely no-obligation chat.

Now to address the first question: 'Can I do this?' If your answer to this is already a definite no then go no further, waste no more time and put this report down. This affects us both, we are only looking for those that qualify (as per the profile below), that feel they can and want to do this. Please make sure that you have honestly answered these two questions before you do anything else.

Our Selection Process

With our comprehensive training, fast-track program and continuing support, we try to help you achieve success as easily and as quickly as possible but frankly, the simple truth is that not everyone is suited to business consulting, and for those who don't have what it takes, we don't want to waste their time. You should find this comforting because if you are 'the right stuff', you will want to know that we do all we can to maintain the highest standards, image and integrity of the brand... All very important in the longer term.

Because this is not your 'usual' franchise it requires a very special kind of individual to prosper and to do well... Those individuals with the following profile which includes background, experience and mindset are the most suitable for the Alchemy opportunity:

- You should have experience in business, sales management, accounting or consulting.
- Be open minded to new ideas and new methodologies.
- Enjoy helping others thrive and be rewarded accordingly.
- Be methodical, diligent and prepared to follow a proven road map.
- Be self-motivated and self-starting... A 'take charge' kind of person.
- Have a healthy self-belief and positive attitude.
- And, a driving ambition to achieve your goals.

From our experience this is the 'right stuff' and the more of these attributes that you have the greater will be the certainty of success in this fulfilling and lucrative business.

If you fit the Alchemy profile and have what it takes, then next you will want to know what it is that you are going to offer clients... Let's look at the services you will offer, next...

Alchemy Products & Services

The Invaluable Services That You Will Offer To Your Clients

I'm sure you've heard of Business Experts, Consultants and 'Guru's' who command huge fees and enjoy massive financial rewards.

Why do companies pay them so much? How can they demand, and receive, such enormous rewards? Simple. Because they solve big problems and, mark this; people will pay you big money if you can solve their greatest and most pressing challenges.

So, think about it...

What is the biggest problem or challenge faced in nearly every business today? We've already covered this... Growth! Generating more business to make more money... Irrespective of economic conditions! It's that plain and simple.

It's obvious when you consider it... Most businesses complain that they are not getting enough customers, sales, turnover or the profits that they want. Regardless of the situation, business owners everywhere are desperately looking for help and if you can solve these – their biggest problems – and, if you approach them (or better still get them to approach you using the Alchemy methods), there is every reason to believe that many will want to know more and even work with you...

When sitting with prospective clients it is imperative that you have a plan... A plan that is a roadmap and can guide them to the pot of gold that they seek. Many will look to you for leadership in providing answers and solutions to their greatest problems and challenges, so it is useful to have a menu of services to offer them to meet their particular needs, business challenges and budget.

So, let's take a look over the page at the varying services that you can provide:



Read what others say...

"I have enjoyed the course much more than I could have imagined and I feel very motivated to get out now and do the job. I feel I have more confidence in myself than I did when I arrived."

**Isobel Cox,
(ex-Business Owner)
Cumbria, UK**

More testimonials on
page 51 & 52

Alchemy Products & Services



Read what others say...

"Value for money... Very good. Nothing seems to have been left out."

**Leigh Stephens,
(ex- Broker)
Bedfordshire, UK**

More testimonials on
page 51 & 52

The Alchemy Business Acceleration System

The Alchemy Business Acceleration System is your 'Platinum' service and is the main offering to clients.

This is our systematic business development process aimed at delivering massive growth in bottom line profits, which can in turn increase the equity value of a company.

Your Time Commitment:

Months 1–3: Approximately 4 to 8 days per month.

Months 4 onwards: Approximately 2 to 4 days per month.

Alchemy Business Coaching

For some business people, and in particular smaller businesses and those just starting out, coaching may be more relevant and useful to them.

Alchemy Business Coaching (included as part of the Alchemy Partner training) provides an incredible sequential modular approach to coaching called 'Business Mastery'. With this, you will show, demonstrate and coach your clients in how to succeed across the 12 vital business areas. As an Alchemy Business Coach you are able to offer several different options to your clients, from the 'Fast Start' to the 'Paced' program.

Your Time Commitment:

2 hours per week for 13 or 25 weeks depending on the option chosen by your client.

Project Consulting

Here's another wonderful angle on the Alchemy systems...

You can take almost any part of it and work on specific projects for clients. Here's a few:

- Marketing.
- Copywriting.
- Business Systemisation.
- Specific Product Growth.
- Joint Venturing.
- Business Coaching & Executive Coaching.
- Franchising.

Your Time Commitment:

Usually just a few days or weeks but the opportunity is there to establish a longer- term relationship and up-sell to the Alchemy Business Acceleration System.

Alchemy Products & Services

Alchemy Deal Making

This is probably the most incredible, awesome and rewarding offering and service that you will ever see, have and use. The income potential can be nothing short of staggering. With Deal Making you will be using the knowledge and skills that you learn on the Alchemy training course and potentially take them to a whole new and entirely different level.

Deal Making is all about looking at opportunities from a more lateral approach. If you want to walk the same path as some of the world's most successful business people, then Deal Making is the methodology that they use and is therefore the methodology for you too.

Your introduction to Deal Making, what it is, how to use it and how to apply it starts on the Alchemy Business Consulting course.

Your Time Commitment:

The magic of Deal Making is that the time commitment is not relative to the returns. For just a few days or few weeks work your return could be truly vast.

IMPORTANT NOTE:

At the end of the day, no one can, or should, predict your potential income returns. The initial set up of the client arrangement, the actual profit potential and the amount of effort that you put into the project are understandably, variable and can depend upon the client.

It's time to summarise the Alchemy opportunity. Please turn to the next page...



Alchemy Opportunity Summary

Fast Facts About The Alchemy Opportunity



Read what others say...

*"Very thoughtful delivery...
David, thank you."*

**Susanna Crane,
(ex-Beauty Salon Owner)
Gloucestershire, UK**

More testimonials on
page 51 & 52

With Alchemy you can build a consultancy practice for assisting and mentoring business owners and controllers in time-tested business development and marketing principles.

As an Alchemy Consultant or Partner you have:

✓ **A Profession**

Consulting is a professional career that carries position, prestige and influence. You can enjoy the social standing and respect as befits a professional member of the business community. Not only will you be making a significant contribution to local business but can often enjoy the recognition and privileges that this affords.

✓ **Freedom and Fulfilment**

For many it isn't just the income but the choices that consulting can provide for you to get the most out of life, such as personal success, pride and job satisfaction. Very few professions or other careers can give you such lifestyle choices.

✓ **An In-Demand Service**

Alchemy consulting offers a service that can be in high demand – the market for your business growth and development services can be huge. All businesses; new and old; small, medium and large; indeed every industry, is seeking a competitive edge to gain more customers, extra sales and much bigger bottom line profits. They all need your Alchemy services.

✓ **No Overheads, No Staff, Work From Home**

You can work from an office or from home and, other than the costs of running a computer, printer and phone, you will have a business with very little other overheads. Furthermore, you can work alone or with a PA or administrative assistant. It's your choice.

✓ **No Territories – Work Anywhere**

Your position as an independent professional is respected by us, as such we do not place any restrictions on where you work – regionally, nationally and even internationally.

✓ **Comprehensive Support And Fast Track Program**

We will provide you with an unprecedented array of support and help you get off to a fast start in your Alchemy career. This includes Alchemy's intensive 'Fast-Track Program' that you can trigger when you leave the Alchemy training course... A program that when followed can quickly help you gain clients, generate fee income and all but assure your success.

✓ **Choose Your Clients**

What can be better than to choose who you want to work with? Of course, to begin with you may want to establish your business as quickly as possible and take the work as it comes. Later, you may decide to use a more selective approach and cherry pick your clients. Being 'in-demand' gives you this choice.

Alchemy Opportunity Summary

✓ A 'Lifestyle' Occupation

You can choose your own hours, it's up to you; full time or part time. To begin with, you may even want to maintain your current occupation and gradually ease into your Alchemy consulting business.

✓ Reprint And Branding Rights

While Alchemy retain the intellectual property rights, you wish you may reprint and rebrand (your own name and logo) the entire suite of Bonus Reports and all of the tools, templates, worksheets and materials that you need to run your consulting business and to help your clients. This valuable concession gives you the freedom to build your own independent image, label and brand.

✓ No Stock

As a consulting business, your stock in trade is your ability to recognise opportunities, analyse what others perceive as problems and then convert them into profitable solutions. The only other stock that you require is the treasure chest of books, materials and resources that are given to you on the Alchemy training course.

✓ World Class Training

The Alchemy Business Consulting Training Course is unlike any other course, program or seminar that you may have attended. It is an internationally acclaimed event and is facilitated by renowned business and marketing experts who are leaders in their field, have 'been there and done that' and 'walked the talk'. You'll receive intensive, comprehensive and step-by-step training with an array of cutting edge techniques in the fields of business development, deal making, consulting and many other related subjects. The course is loaded with invaluable insights, practical know-how and offers a unique insider's view into the business and consulting world. Most of all, provided that you follow the system, this course, with membership of the Network, is designed to transform YOU – from whatever you are now – into a World Class business and marketing expert.

✓ The Alchemy Consulting Process And System

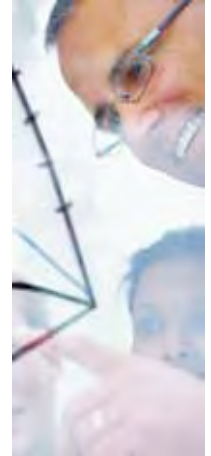
You will graduate from the Alchemy training course in possession of a powerful 'turn key' process for consulting and you will be armed with an extensive array of tools, systems and techniques... Plus, you will have the keys to the priceless methodology of assisting almost any business to profitably out-market, outsell and outsmart its competitors before they know what hit them.

✓ Your Own Brand As A Consultant Or The Alchemy Brand As A Partner

Unlike so many other business opportunities, licenses or franchises, as an accredited Consultant you may use whatever business name you choose, whether it be a corporate identity or simply to trade under your own name. As a franchised Partner you are in the privileged position to use the Alchemy name and to style yourself as a Partner.

✓ The Brand And Accreditation

After graduation from the course you will be entitled to use the Alchemy Network logo on your business stationery and promotional materials and style yourself as an 'Accredited Alchemy Consultant' or 'Accredited Alchemy Partner' (depending on your Alchemy status). This is granted for your use but more correctly, you will have earned the right



Alchemy Opportunity Summary



to its use as a graduate of the Alchemy training course and as a valued alumni and member of The Alchemy Network.

✓ **Your Diploma**

As further recognition of your graduation from the Alchemy training course, we will proudly present you with a framed diploma of your accreditation. We hope that it will gain pride of place in your office.

One More Crucial Fact:

✓ **The Cost Of The Alchemy Franchise**

Perhaps the most incredible, startling and delightful fact about the Alchemy opportunity is the cost of the investment. The investment has been purposely priced to be far less than the greater majority of competitive franchise consulting or coaching opportunities that are available on the market today... Just compare!

On that note, let's now turn to the all important investment cost of your Alchemy Franchise...

Read what others say...

"I was sceptical at first but having seen the Alchemy process and 'volumes' of ideas and practical solutions I was blown away. Well worth the time and the money and helped me look at the opportunity available with completely new eyes."

**Andrew Spears,
(ex-Environmental
Consultant)
Oxford, UK**

More testimonials on
page 51 & 52

The Investment

The Alchemy Network 100% Unconditional Money Back Guarantee!

At our invitation, take this great opportunity to spend the 5 inspiring consulting training days absorbing some of the greatest marketing and business development ideas in the world... At absolutely NO RISK TO YOU.

We want you to feel totally confident, relaxed and happy about your decision to join us at the Alchemy Business Consulting Training Course. So much so, that we want to make it easy for you to say: "YES, I want to be there. Count me in".

As such, so confident are we that you will agree that this amazing, inspiring and information packed 5 day course will change your life for the better, that we are giving you a unique, unprecedented and unconditional guarantee:

Your No Risk , 100% Money Back

Guarantee of Satisfaction

We solemnly promise that if at the end of the Alchemy Business Training Course you honestly can't see how you can make a successful and lucrative career from all that you've learnt, seen and discovered, and; if you sincerely believe that it isn't one of the most incredible life changing 5 days you've ever had, and; if you are not overwhelmed by the incredible volume of knowledge, materials, and money making opportunities, then just let us know, return all the materials and we will refund your entire License Fee.

No fuss, no problem, no quibble.

Furthermore, as a gift to you for your trouble and to show you that there are no hard feelings, you can keep all the pre-course materials including the groundbreaking manual: 'The Keys To A Successful Consulting Career' and David Abingdon's pioneering 'Out Of The Box Marketing' book absolutely FREE.

Why such a generous guarantee? It's our way of reassuring you that in the remote possibility that you are unable to use the knowledge, the materials and the opportunity presented then you won't have to pay for something you can't use. Alchemy has a 'performance and satisfaction mindset' and if you honestly feel that you can't benefit from what we teach, provide or introduce on this course then we wouldn't want your money. It's that simple!

However, you will never know until you try. That's why we are letting you participate in the entire course – just to validate all that we say beyond any question. If at the end of the course, you feel that you cannot succeed in this lucrative business, then you won't lose a penny. You would have then received a very valuable education, and some excellent publications as a free bonus.

You really can't say fairer than that!



Read what others say...

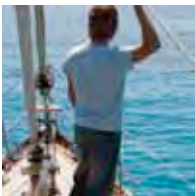
"Much of the pre-course material that I read promised and used words like 'life changing', and 'it's going to transform your existence', and all those kinds of phrases. Many of which I was sceptical about but they've all been true!"

Alan Murtagh,
(ex - Business Owner)
Edinburgh, UK

More testimonials on
page 51 & 52

The Investment

Joining The Alchemy Network – Fees



You have now had a detailed insight into the Alchemy Network consulting franchise. The professional career, the opportunity and the income potential that exists before you in helping businesses and business people to develop and prosper should by now be self-evident.

In summary, with world class training, a system to get the clients flowing, an established and time-tested consulting process, Head Office support and a set of tools of trade that are second to none, all you need to do now is decide if it is right for you.

But before you decide, we invite you to look at other ‘similar’ business development consulting and coaching franchises that are available in the market today.

Compare the subject matter, the modules, and the depth and scope of the knowledge and materials that you will gain from our FIVE or EIGHT DAY comprehensive training course; the library of manuals, the incredible suite of tools, software, templates and other items; the step-by-step consulting system and of course; the low cost franchise fee.

We think that you’ll agree; the Alchemy Network opportunity offers you extraordinary value with all of the training, materials and support that you should need to do well in this exciting business. Everything is included – and lots, lots, lots more (if you are unsure of this then just call us for a friendly, no-obligation chat).

A Low Entry Price!

We looked long and hard at the market and purposely decided, for a limited period, to set the franchise fee at a price point that is not only very affordable but well below that of other programs. This, of course, makes Alchemy more attractive, highly competitive, and within easy financial reach of our target market: Business minded, professional people.

So, take a look below at just how surprisingly low and affordable your new career in business consulting could be.

Status: Alchemy Consultant

If accepted, you can join the Alchemy Network and be fully trained as an Alchemy Consultant. You will also be presented with the opportunity to upgrade to the benefits of becoming an **Alchemy Partner** (see below for further details).

The license to join the Alchemy Network as a Consultant (includes your full 5 day residential training, manuals, software and all other materials), is dependent upon when you join. As such, we want to encourage and reward early joiners:

Consultant License Fee Table:

Training Course	Franchise Fee
June	£14,977 *
July	£15,477 *
September	£15,977 *
October	£16,477 *
November	£16,977 *
December	£17,477 *

* Plus VAT

The Investment

Status: Alchemy Partner

Becoming an Alchemy Partner is an exclusive appointment and invitation into the Alchemy 'inner circle'...

As an Alchemy Partner you will also receive the following benefits and privileges which are in addition to 'Consultant' benefits and support:

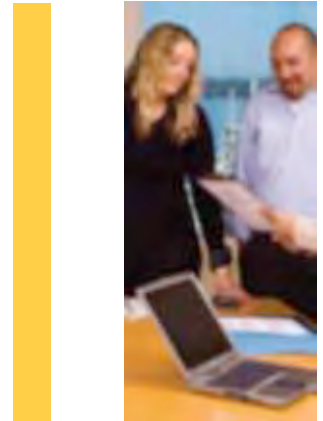
- A Partner receives additional valuable and advanced training in Practice Expansion, Personal Development, Internet Marketing and Franchising & Licensing.
- Partners have the added advantage of a 'multi-license'. This means that a Partner can build and develop their Alchemy practice by employing or retaining up to five licensed Coaches. Alchemy will assist in the training of these licensees.
- A Partner also receives extra valuable support services including: Continuous Professional Development training, Alchemy personalised business stationery templates, exclusive Partner Meetings, use of Franchising Software and additional client generation assistance.

Joining a Partner is a fully integrated opportunity to team up with Alchemy and build a significant consulting operation, practice and business within the Network. The license fee to join The Alchemy Network as a Partner (includes your full 8 day residential training, manuals, software and all other materials):

Alchemy Partner License Fee Table:

Training Course	Franchise Fee
June	£19,977 *
July	£21,477 *
September	£22,977 *
October	£24,477 *
November	£26,977 *
December	£28,477 *

* Plus VAT



Membership Benefits & Support Fees

Your monthly Support Fee, which includes the Alchemy Fast-Track Program and the entire suite of benefits and privileges listed in the Membership Benefits & Support section, is just £347 per month* for Consultants and £497 per month* for Partners. This is obligatory for the first 12 months, after which as an Alchemy Network member you may give three months notice and opt to discontinue your support and privileges

* Plus VAT

Taking Action

Your Next Step...



If you feel that becoming an Alchemy Consultant or Partner could be the right move for you then we invite you to contact us now and take the next step and find out more...

- 1 Simply email us at: info@Alchemy-Network.com or telephone: **01453 826710 (Int: +44 1453 826710)** for a no obligation chat about the opportunity.
- 2 You will talk to one of our Directors. If we feel that this is a good match then we'll ask you to complete our Expression Of Interest form that provides us with a further insight into your background and your suitability in becoming an Alchemy Consultant or Partner.
- 3 Following assessment of your Expression Of Interest you will be invited to a meeting at our offices or another convenient location. At this time you will also have the opportunity to explore the opportunity in detail and to look through the Alchemy manuals, tools and materials.
- 4 If we both decide to move forward then we'll book you onto the next available course and complete the formalities of the Franchise Agreement. You will also be sent (by express mail) your pre-course material in preparation for the big week (see below).

Pre-Course Preparation

We want you to be fully prepared and primed for this exciting course. You are going to be introduced to so many new possibilities. To kick off you will receive your pre-course materials which includes the breakthrough consulting manual: 'The Keys To A Successful Consulting Career'.

This great primer includes:

- The first thing that you **MUST** do to almost guarantee your success even before you meet a client. It's unbelievable. It seems so evident yet nearly everyone misses it.
- The eight key attributes you **MUST HAVE** to make it big as a business consultant... You can't possess, develop or use them if you don't know what they are...
- Setting up your base of operations, and why working from home can be the best option.
- And, much more invaluable information. Depending on timing until the next training course you may also elect to participate in our Pre-Course Training. This exciting development program is designed to help you to 'hit the ground running' on your return from the initial training course.

On a final note... We appreciate you looking into this life changing opportunity and very much look forward to hearing from you. For your further information we've a Frequently Asked Questions section.

APPENDIX 1

David Abingdon Founder & CEO

"One Company Paid David Abingdon A Staggering Consulting Fee Of Good Reason... He Made Them A Fortune"

Many of us have a wish list.

David Abingdon, CEO and founder of The Alchemy Network, an international consulting firm, is one of the few people who knows how to turn that wish list into reality.

Over the last fifteen years David has trained in excess of over 3000 people from all walks of life and from around the world in marketing, sales, and of course, consulting. By using the powerful methods, systems and techniques of some of the world's greatest business and marketing geniuses of the last 80 years he has directly and indirectly helped thousands of businesses, consultants and entrepreneurs achieve personal success and earn huge amounts of money for themselves and their businesses.

He has also personally taken three ventures from zero to multi-million pound enterprises – each in less than 12 months.

David gained wide recognition in business circles for making one company he consulted with £35 million in just two and a half years, earning himself £1.27 million in the process. As David developed his consultancy techniques, he recognised that many people are so wrapped up in the technical aspects of their business that they rarely step back and look at the business as a whole.

In his progression to business consulting, David moved through a number of sales, business ownership and management roles. Identifying marketing as the key to business, David says: "No matter what type of company you run, the acquisition of customers is the real business. All businesses are in the sales and marketing business."

David has also appeared in the BBC's 'Money Program' and BBC News and is featured in a major television documentary called 'How The Other Half Live', sponsored by Save The Children Fund. He has featured in the Financial Times (FT), Guardian, Scotsman, Sydney Morning Herald, Australian Wealth Creator Magazine, Success Magazine and the Australian Financial Review.

He has also provided comment and articles to the UK's prestigious Sunday Times, Daily Express, Making Money Magazine and Marketing Magazine as well as many other publications. He is author of a breakthrough business book called 'Out Of The Box Marketing' published by Thorogood Business Publishing and available through booksellers and Amazon.

The country estate in which David Abingdon now resides with his wife and 2 children is a far cry from the deprived area in Birmingham, England, where he spent his childhood.

He enjoys music, reading, business activities and flying.



APPENDIX 2

Your Frequently Asked Questions



Q How much does the course and franchise cost?

A See the 'Joining The Alchemy Network - Fees' for full details. We think you'll agree that this is only a fraction of the cost of competing franchises.

Q What does it include?

A Depending on whether you join as an Consultant or Partner you will receive five or eight days of intensive personal training and coaching from experts in the field, a library of manuals, an abundance of tools and an encyclopaedic range of other materials. We will teach you our systems, techniques and methodologies for acquiring prospects and clients, how to consult with them to determine their areas of need, how to offer effective solutions to their problems and challenges, and how to get additional business and referrals from them.

Q What happens when the course is over?

A You will receive continuing and ongoing support and assistance to help ensure you get a fast start in your new consulting career. This begins with the Alchemy Fast-Track Program for the first 3 months following your graduation.

Q How long will it take me to set up my new business?

A It depends on your experience, confidence or contacts, and whether you start out full or part time, but you can get started as soon as you've finished the training course. You may be able to get your business running almost immediately, or it could take you a few months. It's a good idea to put three to six months of living expenses to one side when you first start. How quickly you get up and running depends largely on you, your level of activity and your commitment. Of course, and as mentioned, the Alchemy Fast-Track Program provides you with a blue print to get you moving and to achieve rapid success.

Q What are the costs involved in running my business?

A Aside from your Alchemy monthly support fee, your costs will vary according to how involved you want to be. You will need basic office equipment such as a computer, printer and telephone. You'll also need a budget for promoting and marketing your consultancy business. Otherwise, your only other costs will be if you choose to work from an office or hire staff.

Q How many employees will I need to be effective?

A You can work alone or you can hire a full or part time assistant. You might find it useful to hire assistance once your business starts to take off so that you can leave the day-to-day administrative tasks to someone else.

Q Do I need to quit my regular job?

A If you want to dive right in and start working full time, obviously you can do this. But if you feel more secure getting a steady income from another job while working part time and building your consultancy practice that may be a better option for you.

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Q What is my expected break-even and how long will it take me to reach it?

A This depends on your clients, fee income and your motivation. It might only take one client to reach break even. In other cases, it can take more. How many clients it takes for you to break even depends largely on the clients you target, how you present yourself, how much you charge (or they are willing to pay), and how well you perform.

Q Do I have to contribute to any other costs?

A No, other than your monthly Alchemy support fee, it's your responsibility to pay for your own advertising and promotion.

Q Do I need to have a business office?

A That's up to you. As most of your client interaction will take place at your client's places of business or over the phone, you don't need a formal office. However, if you choose to work from home, you need to ensure that you have a secure and quiet place where you can talk on the phone and work without interruption.

Q Are there any restrictions as to what location I can work in?

A No, it's totally up to you. You can operate in any location and with any type of business you choose.

Q Do you provide instructional manuals and can I see them before signing up?

A Yes, we understand that you will want to do your 'homework' or due diligence. Therefore, we are more than happy for you to look over all of the materials before you commit to joining Alchemy. During the course, you'll receive the complete and extensive library of references, software, templates and manuals. So, feel free to come and view the materials prior to joining the taking a franchise.

Q Who are my potential clients?

A Our methods work for nearly any type of business in virtually any industry or profession. The ideal and most profitable clients for consulting will be businesses with an annual turnover in excess of £400,000. For coaching, the ideal clients are those below this £400,000 turnover threshold and new-start businesses.

Q What's my most lucrative market?

A Businesses that have reached stagnation in their growth and where owners or managers don't know what to do to turn the situation around. Often, they're so busy working with the day-to-day side of their business that they don't have time to step back from their business and work ON it. They realise that they need assistance, a new perspective and new ideas.

Q How will I contact potential clients?

A We will show you a number of proven and effective methods for gaining attention and winning clients. If you do an effective job then this question will only concern you for your initial handful of clients. After that, you should be in a position to get plenty of referrals.



APPENDIX 2



Q What are my chances of succeeding?

A Everyone has their own definition of success. This opportunity gives you the potential to have time, lifestyle and money freedom – we recognise that all are important. You can aim to earn as much or as little as you want and set your own hours and working terms.

Q Do you provide a guarantee?

A Yes. If at the end of the Alchemy Consultants' Training Course you honestly can't see that you can be successful in consulting then we'll give you your money back. No fuss. Just read our 100% Unconditional Money Back Guarantee within this report.

In respect of our methods, techniques, principles and tools.... We guarantee that our systems work. However, we can't guarantee your personal success as there are so many different factors that lie beyond our control. Only you can decide to make it work or not. At the end of the day, we will provide you with the opportunity... It's up to you to grab it and run with it.

APPENDIX 3

Here's More Proof...

Just look at what others have to say about the Alchemy Network, its clients and David Abingdon:

"A fantastic course, valuable, life long lessons... All the tools to do the job."

Christine Geeson, Felixstowe, UK

"The right course for me and has to be the right platform to launch from. Check it out it's all there and has a strong network side..."

Phil Clint, Derbyshire, UK

"This can be a turning point... Great training, I would recommend this to all"

Joachim Delmas, Paris, France

"It got better and better... Highly recommended."

Simon Brock, Devon, UK

"You are exposed to enormous amounts of knowledge about business success in a powerful and effective way."

Ashok Chandalia, New Delhi, India

"Thank you David... It got me excited again!"

David Mack, Shropshire, UK

"The content is almost endless, nothing is left out, it is so very comprehensive as a single, easily accessible and understandable source of practical and relevant knowledge... Wonderfully powerful stuff! I thoroughly recommend it as a great investment..."

Niall McInerney, Johnstown, Ireland

"Excellent!!"

Klaus Fabry, Zurich, Switzerland

"If you want to start your own consultancy then you need to go on this course... Excellent... A very good week!"

Peter Newey, Yorkshire, UK

"If after this course you cannot say that you have been provided more than enough to succeed, you must be a halfwit!"

Stephen Simpson, Brisbane, Australia

"Extremely good trainers, a wow factor on the concepts and I now have a head full of ideas"

Harald Nesswitz, Munich, Germany

"...You remarkably walk away with a complete business kit in only five days..."

The only thing to consider is; is the information up to the mark? It most definitely is... I have clarity, confidence and direction."

Paul Hornsey-Pennell, Totnes, UK

"I gained an insight into how businesses can be dramatically grown through sensible yet powerful methods... Excellent content and material."

Andrew Turnbull, Belfast, UK

"Do it! A powerful and inspiring 6 days which will change your life and how you think about everything... A World Class course, brilliantly delivered in a fantastic setting, by great people."

Brian McNally, Ennis, Ireland

"...This course will give you all you need... A great week that has really woken me up to now go out and take my consultancy to the next level."

Darren Beaven, Nottingham, UK

"Insightful, concise, valuable and career changing. The interaction between the trainers works extremely well. A truly excellent programme easily worth the time and money."

Mathias Hauger, Gloucestershire, UK



APPENDIX 3



"Very informative, well organised, excellent presenters... Hard work but above all enjoyable."

Brendan Burke, Offaly, Ireland

"I've come away with loads of good ideas about making real money from business".

Alex Morgan, Surrey, UK

"This is an absolute must for anyone serious about business success and the information and tools blow away all boundaries and guarantee success when applied. David, you have created a World Class business success course and the training, delivery and content are excellent... By far the best I have received or witnessed."

Declan Bevan, Cork, Ireland

A very intense but very rewarding 6 days packed with information and great tools to work with."

John Evans, Pembrokeshire, UK

"It has been a challenging but inspiring week. I am full of new ideas and in awe of the potential opportunities that can be made. A wealth of information and ideas, an amazing group of people and amazing depth of knowledge and experience from David Abingdon and David Mack."

Carol Barlow, London, UK

"The manuals and information that have been provided are first class. The training and experience and ultimately this experience has really exceeded all of my hopes. I am very confident that as I set out I have the tools to actually go out there in the market and be a first class Business Consultant and Deal Maker."

Kelly Sallows, Essex, UK

"Do yourself a favour and do the course. It will open up your mind to a wealth of opportunities."

Georgeane Frazer, Suffolk, UK

"This is the most powerful course in business growth that I have ever experienced, facilitated by quality people that clearly get results."

Frank Norton, Melbourne, Australia

"I've considered investing this sort of money in an MBA but this course is the Millionaire's MBA. The first day was impressive and it just grew from there."

Sherwyn Singh, Basingstoke, UK

"With all the courses and degrees and everything I've done (BA, PhD, MBA), nothing quite matches this especially in the form of all of the rich material that is just so easy to implement; its absolutely amazing."

Jenny Gilbert, London, UK

"My expectations were high – and the course surpassed them! I'd recommend this to anyone who wants to succeed."

Peter Zuger, Zurich, Switzerland

"Wonderful, absolutely fabulous, incredible – learnt so many things, met some great people, can't fault it!"

Steve Buchanan, Reading, UK

"...Covers all of the aspects, problems, approaches and tasks... I would highly recommend it"

Ray Burke, Co. Meath, Ireland

"Exciting, fast-paced, thought provoking, stimulating, and totally, absolutely brilliant!"

Angela Evans, Nottingham, UK

"If you are serious, committed and dedicated to becoming an empowered business development consultant then this course will open your eyes to a whole new world of opportunity."

Mike Harris, Northampton, UK

"If you are an entrepreneurial type of person it is a 'must have' experience that really opens your eyes on how to make business work. It is not for everybody."

Marco Cavadini, Ponte Capriasca, Switzerland

"Very positive and a happy consultant now ready to burn leather."

Terence Monaghan, Dublin, Ireland

"Do it. It doesn't matter what you do thereafter, it will be money well spent."

Stephen Clark, Warwickshire, UK

Alchemy Training Course Dates

The Next Training Course...

Email us at: info@alchemy-network.com today or call us on **01453 826710 (Int: +44 1453 826710)** during business hours, to find out when the next Alchemy Consultant or Partner Training Course is taking place and to take the next step in learning more about the Alchemy opportunity.



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