



How To Source

# Australian-Made Products Workshop

*Featuring*

Steve Eagle, Daryl & Andrew Grant



**How To Source  
Australian-Made Products...**  
**...and still be competitive  
with imports**

**Steve Eagle  
Andrew and Daryl Grant**

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**Yes it is possible!**

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**And we're going to show you  
loads of examples of  
Australians that have done  
just that!**

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**Day one**

**Choose a product that can be profitably made in Australia**



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**Here's what you get...**

**Day One: Choose it!**

- Discover multiple ways to identify a hot selling product that can be made competitively in Australia – including AI tools
- Use the "Product Selection Process" to choose a winner
- Calculate the profit you can make from any product, before you spend a cent
- Choose the most profitable way to sell the product (eg Amazon, Shopify, wholesale, retail, etc)
- Make your first sales to cover the cost of inventory



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**Day two**

**Get the product manufactured in Australia at a competitive price**



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### Here's what you get...

#### Day Two: Source it!

- Calculate what a product will cost to make, with some clever research
- Find the right manufacturer for you (there are over 118,000 manufacturers in Australia covering almost every industry!)
- Negotiate to get the best price and terms on products you're sourcing
- Practical stuff – hot seats and case studies

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### Day three

### Make sales without having to outlay for inventory up front

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### Here's what you get...

#### Day Three: Sell it!

- How to do highly profitable "low- or no-money-down" deals, so you have no outlay for inventory
- Massively grow your business by EXPORTING Australian-made products
- How to get government grants for you or your manufacturer
- Building the success mindset you need to grow a 7-, 8-, or 9-figure business

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**Let's Start Finding Products to Sell!**

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**All this is based on the system that Steve has created to source over 3,800 products valued at over \$1.8 billion**

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**Steve's system is very DATA-DRIVEN That removes the guesswork and massively reduces risk**

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He's also taught this system to hundreds of people just like you...and we'll share lots of those examples at this workshop

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Alex – sells hairdressing scissors and dog grooming clippers. Used a no-money-down strategy to launch



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We'll cover the no-money-down process throughout the workshop

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**Chris – wholesales Australian-made leather and furniture care waxes in bulk to furniture retailers**



Australian Made Products  
Aussie Furniture Care Furniture Paste Wax Polish Clear Brown & Black 250gr

Australian Made Products  
Aussie Furniture Care Quick Polish 250ml Liquid Beeswax Furniture Polish

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**Gordon – started with just 100 samples of a carbon fibre marine instrument switch panel, and sold out even before all samples were delivered**

**Retail price: \$510 - \$750**  
**Manuf. cost: \$81 - \$102**  
**Initial outlay: \$530**  
**Initial profit: \$13,630**

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**We'll talk about Sample Selling on Sunday morning**

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Jo – replaced imported fabrics with higher quality Australian-made at a lower price, for cushions and other home furnishings



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We'll show you how to find Australian manufacturers on Saturday

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Marvin – sells Australian-made safety blankets and hi-vis products to BCF, Akubra, the Royal Flying Doctor Service and Glencore mines



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We'll show you how to get bulk orders from big companies on Sunday morning as well

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Matt – sells eco-friendly, Australian-made toilet paper and other cleaning products to resorts, McDonalds, and government depts



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We'll show you how to find products that compete with imports later today

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**Pip – won an Export Marketing Development Grant for selling her Australian-made dog crates, covers and cushions (“Luxury Pupholstery”) into the US**



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**We’ll cover getting government grants on Sunday afternoon**

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DESIGN AND INNOVATION AWARDS



**Tack and Hoe Ping – won five design awards for their travel stroller, including Time Magazine’s best inventions of 2022**



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**And loads more that we'll show  
you over the next 3 days!**



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**Who is this system relevant for?**

Which one(s) are you?

1. Online sellers – eBay, Amazon, Gumtree, Shopify, FB etc...
2. Retailers
3. Wholesalers, agents and distributors
4. Sellers of info products wanting to diversify into physical product
5. People wanting to sell a "subscription box" of consumables
6. Importers wanting to localize their supply chain to Australia
7. People wanting to export high quality Australian-made products
8. Complete newbies wanting to learn the ropes and build a brand
9. Those wanting a long-term, sustainable business



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**Let us know**

**Do you already have a product  
or product idea?**



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Who am I and why should you listen to me?



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What Steve Does

Start-up	SME	Enterprise
		

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I've worked on everything from fighter jets to toilet paper!



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Here are some products I've been involved in that you're probably familiar with...

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Ford Ranger

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F-111 fighter jet



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**Nutrition Depot**  
sells Australian-made sports supplements throughout Asia

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**Dick Johnson**  
Bathurst Ford Racing  
Team AU Falcons

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**Longreach power catamarans are sold worldwide**

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And here's my latest project...

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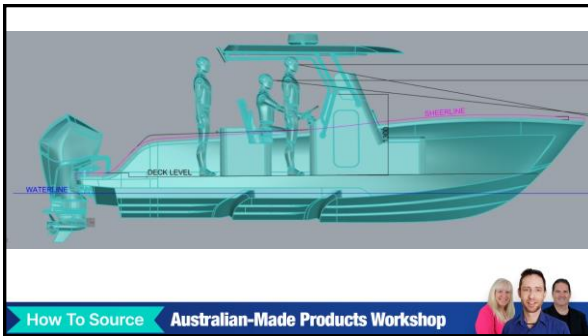
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### Steve Eagle

- 18yrs in Product Development, Cost Estimating and Purchasing globally
- Sourced over 1.8 billion dollars' worth of products over more than 3,800 projects, all over the world in the last 25 years (everything from toilet paper to F1-11 fighter jets)
- Worked for brands like Ford, Toyota, Fisher & Paykel, Australian Defense Force, selecting suppliers and sourcing globally while side hustling my own businesses
- Part owner in many businesses, in charge of their sourcing
- Now coach others to do the same

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### Andrew and Daryl Grant

- Management consultants for 15 years, helping businesses grow
- Helped organisations raise millions in government grants
- Specialise in selling information products online
- Last 14 years built a multi-million-dollar online coaching and training business, helping experts like Steve to get their knowledge and systems out there
- Worked with thousands of small businesses globally



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Time to meet other attendees



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Let's get in to it!



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How do you choose a product that can be profitably made in Australia?

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First up, let's look at what NOT to do

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**Mistake #1**  
Spend thousands buying a load of inventory that doesn't sell

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**Don't be this guy...**

More than 95% of online businesses fail to make money in the first 3 months and don't survive the first year.

This is a **purchasing problem** not a sales problem.



facebook  
Guys my first inventory just landed the warehouse. This is my first time 😊 doing all this. My question is how And why will people buy my product when there's a lot of competitors? I've putted a lot of work in it but the doubt inside the head is disturbing me now when the process is nearly completed 😊. Thanks

Guys my first inventory just landed the warehouse. This is my first time 😊 doing all this. My question is how And why will people...

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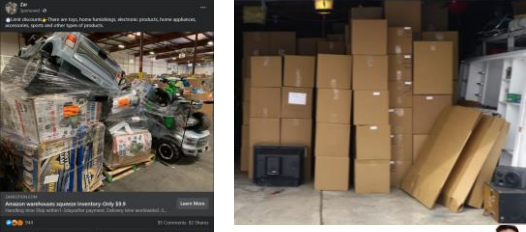
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**Don't be one of the 95% that fail!**



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**Mistake #2**

**Call an Australian manufacturer and ask "how much to make XYZ product?"**

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**You'll get ...**  
"I can't do that – go to China", or  
They'll quote a ridiculously high price, or  
They'll give you massive MOQs, or  
You won't even be able to find a suitable  
manufacturer

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**Sound familiar?**

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**Our system is designed to  
avoid both of these mistakes**

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## Step #1

### Identify products that solve a compelling problem

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### Solve a problem

- Start by identifying the problem, then design a product to solve it
- Don't "fall in love" with your product idea – just because you think it's a good idea doesn't mean others will buy it!
- Choose a product where there is existing demand – you don't have to educate customers about why they need it
- Make it something that is not a "discretionary" purchase, it's a must-have, not a nice-to-have
- Ensure you can differentiate from existing products (sometimes just being Australian-made is enough!)

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Here are some great examples from Steve's clients

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### Coleeme shower products

- Soap and shampoo in individually wrapped, concentrated tablets
- Reduces plastic bottles, ideal for travel, vegan, zero waste (compostable packaging), pH balanced, Australian made



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### Silver Turtle towels

- Sand-free beach towels
- Made in Australia from recycled plastic
- Innovative fabric that sand doesn't stick to



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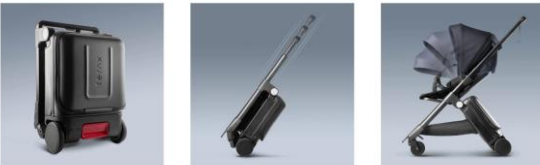
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### Award-winning TernX travel stroller



**Design-driven**  
Inspired by the experiences and great moments forging our lives.

**Streamlined**  
Featuring the latest innovations for convenience and comfort.

**Safety**  
Keep it safe and sound. Complies with international stroller standards.

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### Ozilift Garage Storage Solution

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## But what if you don't already have a product idea?

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**First you need to be in the right niche**



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**You can get practically anything manufactured here...**



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**(remembering that your product can include imported parts and still be “Australian made”)**



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**But there are products that work well, and others that don't**



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**Here are some of the niches that work well...**



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**Niches for Australian-made products**

- Electronics and Computers
- Garden and Tools
- Beauty and Healthcare
- Groceries and FMCG
- Toys, Kids and Baby Clothing
- Shoes and Bags
- Handmade Jewellery
- Sports and Outdoors
- Eco-Sustainable, Biodegradable and Organic products
- Products for Seniors and Aged Care
- Kitchen, Furniture and Homewares



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## And here's what to avoid...

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### Niches and products to avoid

- A product that solves a non-existent problem
- Products that change rapidly and need regular updates
- Things that are highly regulated, eg safety devices
- Brand-sensitive products, eg smartphones or running shoes
- Products that are hard to differentiate, so get bought on price
- Anything in a shrinking market, or that is a short term fad

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Once you've chosen your niche,  
you need to come up with  
product ideas in that niche

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Here are three easy ways to come up with new product ideas



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Method #1  
Merchant Words



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Method #2  
ChatGPT



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**We have created an  
AI Sourcing Assistant that can  
do all this for you**



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**Method #3  
Problem-solving discussions**



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**Start by finding people who  
have a sourcing problem you  
may be able to solve – this  
generally involves Networking**



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### Networking opportunities

- Tradeshows – [www.tradefairdates.com](http://www.tradefairdates.com)
- Google search “networking events in <location>” – [www.meetup.com](http://www.meetup.com), [www.eventbrite.com.au](http://www.eventbrite.com.au)
- Australian Chamber of Commerce – [www.australianchamber.com.au](http://www.australianchamber.com.au)
- People you already know – friends, family, colleagues
- Local shops in your area

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### But what do you say to them?

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### Problem solving discussion

**Step one – Icebreaker:**

- “How’s business?”
- “What are your biggest challenges right now?”

**Step two – Transition:**

- “I’m part of a network that specializes in sourcing Australian made products. Is having Australian made products important to you?”

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### Problem solving discussion

**Step three – Fact-finding:**

- “Are you having trouble sourcing any particular Australian made products?”
- “Are there any products you’d like to get made locally that you’re finding hard to get?”
- “Do you have an Australian made version of this product?”
- “Do you get people coming in and asking for Australian made?”
- “What’s your strategy around Australian made / local products?”
- “Do you find it hard to get Australian made products?”



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### Problem solving discussion

**Step four – Close:**

- “As I said, I’m part of a network that specializes in sourcing Australian made products – we may have a solution for you – if I could source an Australian made version for you at a reasonable price would you be interested?”

**Step five – Detailed info-gathering:**

- “Tell me about the products you’d like to source locally” (gather name of product, price, volume. If possible, get the wholesale price)



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**By now you should have 5-10 product ideas to consider**



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**In the next 2 sessions we'll  
show you how to decide  
which product will make you  
the most money**

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**Low-Money-Down  
Case study  
Flatliner Skateboards**

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**This strategy uses a mix of  
imported and local  
materials, local assembly**

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**It meets the ACCC's requirements for being "Australian-made"**



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**The ACCC states that things need to be "substantially transformed" in Australia, which means they are "fundamentally different in identity, nature or essential character from all of their imported ingredients or components"**



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**Strategy**

1. Find a hot product that isn't available in Australia
2. Approach the overseas supplier and arrange a distribution agreement for some component parts
3. Ask for samples
4. Source as many components as possible locally
5. Make sales in bulk at trade shows and direct to retailers
6. Order and fulfil



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**The problem:**  
“I (and lots of others)  
wanted to enjoy snow  
boarding all year round”

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**Tierney Rides  
Skateboards**



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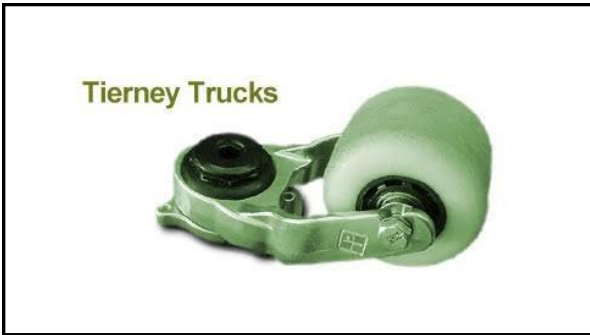
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**Results**

Cost per board:

- Wheels (imported from Tierney Rides) \$9.33
- Board (sourced locally) \$68.00
- Kit cost \$77.33
- Wholesale price \$150.00
- Profit per board \$72.67
- Retail \$240.00



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**With 100 sales per month, that's \$7,267 per month profit ...for a start up cost of under \$200**

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**We'll cover the no-money-down process in detail on Sunday morning**

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**Write down your aha's!  
(There should be lots)**

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**Questions?**



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**Housekeeping**

- Mobile phones
- Release forms
- Nametags
- Questions and microphones
- Recording devices
- Breaks
- Party tomorrow night



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**Next Session**

**Choose the hottest selling,  
most profitable product**



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**Please be back on time**



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**Golden Eagle Award**



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**Golden Eagle Award**



**1. Kay Ralph and Amanda See Toh**



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**Session Two**  
**Choose the hottest selling,  
most profitable product**



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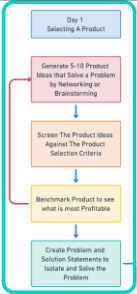
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```
graph TD; A[Day 1 Selecting A Product] --> B[Generate 5-10 Product Ideas That Solve a Problem by Networking or Brainstorming]; B --> C[Screen The Product Ideas Against The Product Selection Criteria]; C --> D[Benchmark Product to see what is most Profitable]; D --> E[Create Problem and Solution Statements to Isolate and Solve the Problem]; C --> F[Choose the Best Idea];
```

**Choose the Best Idea**



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**Step #2**  
**Use the “Hot Product Criteria”  
to choose a winner**



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**By now you should have 5-10 product ideas to consider**



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**Some have come from research, and some from networking**



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**Now it's time to run them through our [Hot Product Criteria](#)**



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To evaluate our product ideas,  
we use the **Product Selection  
Process template**



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Using this template we rate each  
of our ideas against a set of  
weighted criteria



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The template gives us a “traffic  
light” signal (red, amber, green)  
so we can choose the winner



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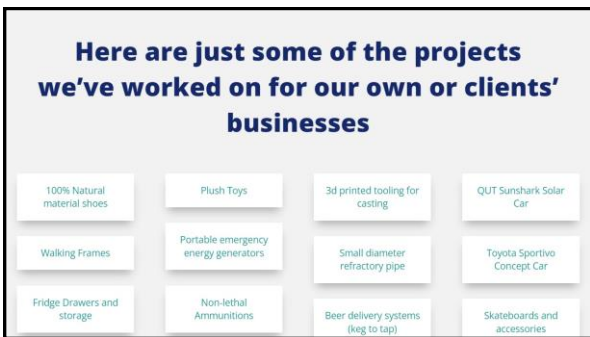
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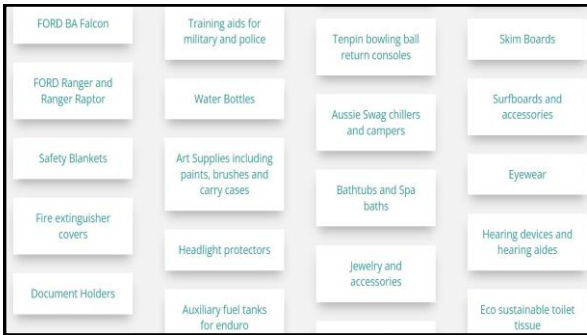
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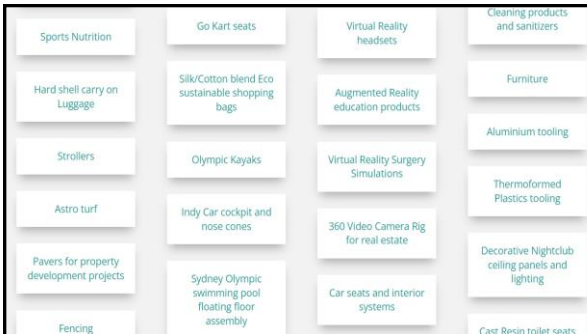
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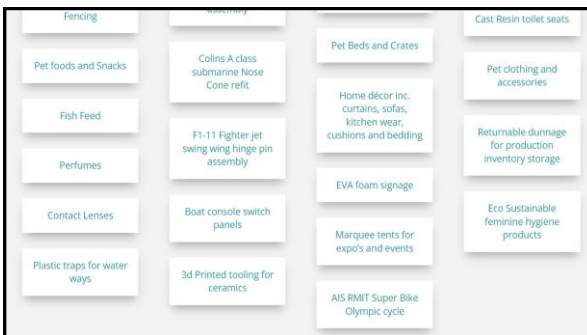
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**What products or niches are you working in or considering?**  
**Do they meet the criteria?**



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**Questions?**



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**Biggest Ah-ha?**



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**Next Session**

**Using Benchmarking to choose a business model that maximises profits**

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**Please be back on time**

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**Session Three**

**Using Benchmarking to choose a business model that maximises profits**

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**Golden Eagle Award**



**2. Jeremy Kaddis**

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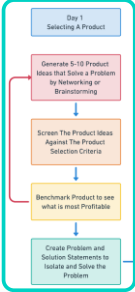
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```
graph TD; A[Day 1 Selecting A Product] --> B[Generate 5-10 Product Ideas That Solve a Problem by Networking or Brainstorming]; B --> C[Screen The Product Ideas Against The Product Selection Criteria]; C --> D[Benchmark Product to see what is most Profitable]; D --> E[Create Problem and Solution Statements to Isolate and Solve the Problem];
```

← **Measure the Profit**

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**Step #3**

Use Benchmarking to choose a business model that maximises profits

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**So far we've come up with a bunch of product ideas, and narrowed it down to the best one**



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**Now you need to make sure it's going to be profitable...before spending a cent of your hard-earned cash!**



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**The first step is to calculate the possible profit, based on different business models**



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**We do this by “Benchmarking”  
to see how well others are  
doing selling similar products**



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**Examples of business models**

- Sell direct to consumers through Amazon
- Sell direct to consumers through other platforms such as eBay or Etsy
- Sell direct to consumers from your own online store (eg Shopify)
- Sell in bulk to a retailer such as a bricks and mortar store, or a big Amazon seller
- Sell in bulk to an end user such as a government department or big corporate like a mining company



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**We Benchmark by finding  
examples of sellers for each  
business model**



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**We find the price they are buying for, the price they are selling for, their monthly sales volume and their on-costs**

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**We then use this data to play some “what if” games, to calculate what our profit would be for each business model**

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**So Benchmarking is about researching your competitors**

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**Benchmarking tells us HOW  
your competitors are selling**

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**It tells us what their product  
costs them, and how much  
they sell it for**

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**And it tells us their  
sales volume**

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**We then use this information to decide the best (easiest and most profitable) way for us to sell**

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**Note – all figures are ESTIMATES**

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**Don't get hung up on trying to get it perfect**

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**If you're spending more than  
an hour on this step you're  
overcooking it!**

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**Are you ready?  
Here's how to benchmark  
a product**

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**For this  
exercise we're  
using a Beard  
Trimmer as  
the product**

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**Let's look at how this works...**



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**Demo**  
**Benchmarking**



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**And here's how the**  
**AI Sourcing Assistant can**  
**do all this for you**



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**Can you see how much less risky this process is?  
If it's not going to be profitable...move on to the next idea!**

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**This process has helped lots of Steve's clients to pivot from a non-profitable product to a profitable one!**

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**Mandy owns Billycart Kids – she used this process to pivot from baby bedside lamps to baby shoes**



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illweaver HOME SHOP BEST SELLERS CUSTOMER CARE FAQ RETURNS

**BORN IN THE QUEENSLAND BUSH.**  
**Loved by parents all over**

Hi, I'm Mandy, I'm a mum, and like so many Australian parents I had a tough time finding the right shoes for my little one.

We live in regional Queensland and we spend lots of time outdoors. I needed a durable, all-seasons shoe that wouldn't restrict my adventurous daughter's movement while she learned to balance and walk.

I searched high and low for shoes that were practical, hard-wearing, comfy, and most importantly, podiatrist approved. Oh, and shoes that were affordable - I learned first-hand how fast little feet can grow!

When I couldn't find what I needed I set out to create them myself, and **illweaver Kids** was born.



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**Dominic used this process to choose a highly successful product from lots of options**



**How**



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**With this process, you...**

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**“Buy Like An Eagle”**



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**When you Buy Like an Eagle,  
you maximise profits  
and greatly reduce the risk of  
losing money**



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**Write down your aha's!  
(There should be lots!)**

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**Questions?**



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**Biggest aha?**



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**Next Session**  
**Design a product that solves  
the problems that existing  
products have**



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**Please be back on time**



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**Session Four**  
**Design a product that solves  
the problems that existing  
products have**



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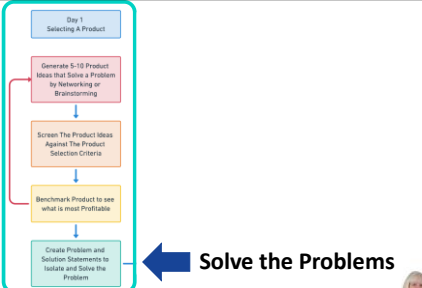
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```

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**Step #4**  
**Product design**



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**The purpose of product design  
is to fix flaws in existing  
products**



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**For  
example...**



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**Two ways to find flaws in existing products**



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**Method #1**  
**Read negative reviews**



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**Method #2**  
**Use ChatGPT**



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**From this research,  
you generate  
Problem/Solution statements**



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**Problem: The aquarium decoration is hard to keep clean**  
**Solutions:**

- Include a scrubbing brush in the kit
- Make the decorations from a material that repels dirt and algae
- Advertise that they are dishwasher safe

**Problem: Sharp edges are dangerous for fish**  
**Solutions:**

- Make the decorations from a rubber like material
- Add a process to file down sharp edges in manufacturing
- Provide an emery board for the customer to file down sharp edges



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**Remember, solutions don't  
need to be complex!**



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### Simple solutions

- Make it Australian-made!
- Fix a small flaw (eg remove sharp edges on aquarium decorations)
- Change the colour
- Change the packaging to reduce dead space
- Create niched versions (eg golf umbrellas, aquarium tongs)
- Add bonuses (high value, low cost)

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### Simple solutions

- Make it portable – add a carry bag, handle, lanyard or wheels
- Make it easier to assemble – eg snap fit
- Make it easier to clean
- Make it more rugged (eg shock or scratch proof)
- Make reusable or environmentally friendly versions of disposable products

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Remember, you don't need to invent something completely new to be successful

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**A quicker, simpler, less risky strategy is to find a product that is already selling (and is not a discretionary purchase) and improve on it**



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**For example...**



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**Problems:**

- The crate is ugly
- The crate is uncomfortable
- The dog is scared to go inside the crate



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**Solution:**

**Saint Ernie  
Doggy Dens**

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**Questions?**

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**Biggest aha?**

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### What's on tomorrow – Source It

- Calculate what a product will cost to make, with some clever research
- Find the right manufacturer for you (there are over 118,000 manufacturers in Australia covering almost every industry!)
- Negotiate to get the best price and terms on products you're sourcing
- Practical stuff – hot seats and case studies
- Party!!

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### Day two

### Get the product manufactured in Australia at a competitive price

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### Here's what you get...

#### Day Two: Source it!

- Calculate what a product will cost to make, with some clever research
- Find the right manufacturer for you (there are over 118,000 manufacturers in Australia covering almost every industry!)
- Negotiate to get the best price and terms on products you're sourcing
- Practical stuff – hot seats and case studies

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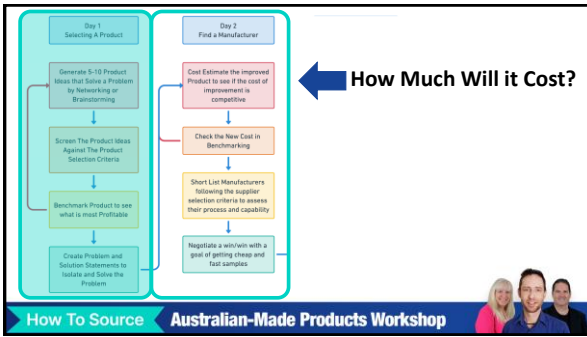
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**Question:**

**Are you prepared to pay a premium for Australian-made?**

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The latest Roy Morgan poll shows that **a third of Australians are prepared to pay up to a 10% premium** for Australian-made products over imports

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But...



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**Surprisingly, Australian manufacturers are**  
more competitive **than most**  
**people think**



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**[Redacted]**  
I think that the Australian government has disinvested in education and production so much that we produce almost nothing. I'm sorry, I totally disagree. We are

**[Redacted]**  
Australia is good at primary production, not so good secondary and in all reality pretty poor at tertiary. Think we need to play to our strenghts

**[Redacted]**  
Food and health beauty products, that's about all that's left. Many Australian suppliers still have their business heads in the 80's .... and you wonder why China and other overseas manufacturers are successful. They listen to the market at wholesale and retail..... they think BIG PICTURE .... long term

**[Redacted]**  
Many companies made great goods the they moved to China and nothing lasts as long now

1 like 2 shares 1 like



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### Why Australian manufacturers can compete

1. No cost and delay from international shipping
2. Using automation instead of labour reduces the impact of Australia's more expensive labour rates
3. You can negotiate without the language and cultural barriers
4. You cut out any "middle-men" (eg Alibaba)
5. Quicker concept to cash, eg get samples shipped overnight
6. Many Australian government grants available
7. Governments and corporates prefer buying Australian-made

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### Session One

Calculate what your product should cost to make, with some clever research

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Knowing what a product SHOULD cost to make puts you in a much **stronger negotiating position** with your manufacturer

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**Pop Quiz**

**“How do most people do their cost estimate?”**



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**Answer**

**They call an Australian manufacturer and ask “How much to make XYZ product?”!**



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**But how do you know if the price you’re quoted is competitive?**



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**How can you negotiate if all you have is a “feeling” that the price quoted is too high?**

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**Approaching a manufacturer when you already know what your product should cost to make puts you at an advantage**

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**Cost estimating is a process used by large companies such as Ford, to understand their likely costs BEFORE approaching a manufacturer**

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**Here's how to do a  
Cost Estimate**



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**Cost Estimates Measure Five Things**

1. Raw Materials
2. Purchased Parts
3. Manufacturing Process
4. Labour to Complete the Work
5. Cycle Time to do Each Manufacturing Step

**All Products Ever Made Follow This**



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**The Cost Estimate  
calculates the  
manufacturing cost  
per item**



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**It's all done with desk research**  
**The information you need is all readily available online**



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**Let's work through a Cost Estimate example so you can see how to do it**



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**Cost Estimate Example**  
**Beard Trimmer**



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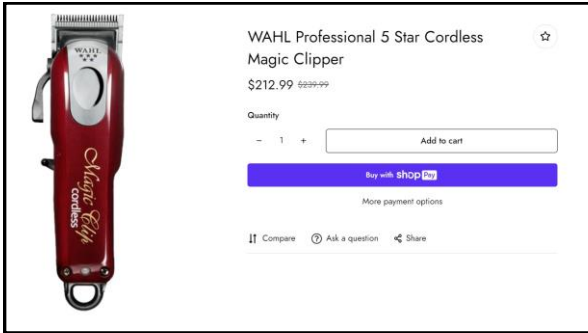
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<https://www.aumanufacturing.com.au/its-time-to-bring-electronics-manufacturing-home>

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**But what if you have no clue about how a Beard Trimmer is manufactured?**

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# Ask ChatGPT!



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**Product and Supplier Assumptions**

Product: White Quality Beard Trimmer  
 Supplier: Not Selected  
 Estimate Currency: AUD  
 Supplier Location: AUS  
[Link To Supplier Website](https://au.a11.com/ShopBot)

**Product Cost Estimate**  
**Beard Trimmer**

Item	Unit	Est. Qty	Unit Cost	Total Cost
Ex-Works				\$ 14.26
ADD to BOM		10		\$ 14.26
REMOVE from BOM		10		\$ -14.26

Item	Item	Minimum Quantity	Minimum Cost	Unit Cost	Minimum Cost
Raw Material	PCB Granules for Case & Lid	1000	\$ 1,482.00	\$ 1.48	\$ 1,482.00
Purchased Part	Lithium Ion Battery	100	\$ 438.00	\$ 4.38	\$ 438.00
Purchased Part	Motor	100	\$ 100.00	\$ 1.00	\$ 100.00
Purchased Part	Brushes	100	\$ 400.00	\$ 4.00	\$ 400.00
Purchased Part	PCB 2	1	\$ 4.00	\$ 4.00	\$ 4.00
Purchased Part	PCB 3	1	\$ 0.50	\$ 0.50	\$ 0.50
Purchased Part	Hardware	1	\$ 0.25	\$ 0.25	\$ 0.25

Manufacturing Process	Item	Manufactured	Minimum Cost	Unit Cost	Minimum Cost
Production	Final Case & Lid	1	\$ 20.00	\$ 20.00	\$ 20.00
Production	Assembly Battery	1	\$ 10.00	\$ 10.00	\$ 10.00
Production	Assembly Motor	1	\$ 20.00	\$ 20.00	\$ 20.00
Production	Assembly PCB 1	1	\$ 10.00	\$ 10.00	\$ 10.00
Production	Assembly PCB 2	1	\$ 20.00	\$ 20.00	\$ 20.00
Production	Assembly PCB 3	1	\$ 10.00	\$ 10.00	\$ 10.00
Production	Assembly Case	1	\$ 10.00	\$ 10.00	\$ 10.00
Production	Assembly Blades	1	\$ 20.00	\$ 20.00	\$ 20.00
Production	Assembly Head	1	\$ 10.00	\$ 10.00	\$ 10.00
Production	Charge Test	1	\$ 10.00	\$ 10.00	\$ 10.00

Packaging	Item	Minimum Cost	Unit Cost	Minimum Cost
Packaging	Product Enclosure	\$ 0.10	\$ 20.00	\$ 20.10
Packaging	Plastic Bag	\$ 0.05	\$ 20.00	\$ 20.05
Packaging	Labels	\$ 0.05	\$ 20.00	\$ 20.10
<b>Manufactured Cost</b>		<b>\$ 6.84</b>	<b>\$ 25.43</b>	<b>\$ 32.27</b>

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<b>Supplier Profitability</b>	Manufactured Cost	\$	9.18	\$	25.11	228.5	\$	10.07
Always estimate @100%	Factory Mark-up	100%						\$ 15.07
	<b>Ex-works Piece Price</b>							<b>\$ 20.15</b>
<b>Shipping Charges</b>	Shipping/Logistics	1,000	\$	-			\$	-
<b>Paid by Customer</b>	Logistics AUD to USA	0%	\$	-			\$	-
	Import Duty/Taxes	0%	\$	-			\$	-
	Customs Clearance	1,000	\$	-			\$	-
	<b>Total Landed Cost</b>							<b>\$ 20.15</b>
<b>Check Minimum Profit</b>	Add my Profit Per Unit to the Ex-Works Piece Price (roughly matching 100% manufacturing mark-up)						\$	10.27
	Minimum viable wholesale price to a retailer						\$	30.42
	Add Retail Profit at roughly 100% of wholesale						\$	21.92
	Establish a minimum viable RRP (we can check this number in the market to assess the opportunity)						\$	57.99


- Excellent Profit for Supplier = **Stability**
- Excellent Profit for Retail Partners = **Growth**
- Data Driven Approach = **Partnership**

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**And here's how the  
AI Sourcing Assistant can  
do all this for you**

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**Once you have your landed  
cost, you put it back into your  
benchmarking spreadsheet to  
make a final profit check**

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**This will refine the  
profit estimate and ensure you  
have chosen the business  
model with the most profit and  
the least risk**

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**Demo**  
**Updating the  
benchmarking spreadsheet**



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**And here's the  
"sell it before you source it"  
marketing strategy**



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**"Sell it before you source it" strategy**

- Find a large retailer or franchise that currently sells existing leading brands of beard trimmer
- Offer that they can sell a similar product, but with their own branding, at a more competitive price with very little effort
- Get an initial order from the retailer, including a 50% deposit
- Place your order with the manufacturer using the deposit to secure your stock



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**Results**

- Cost of beard trimmer (manufactured locally)      \$20.15
- Wholesale      \$30.42
- Profit per unit      \$10.27
- Retail      \$57.99
- Retailer's profit      \$27.57

If you sell 1,000 per month, that's \$10,270/month profit for you and \$27,570 for your retail partners which means they will sell your product for you all day long!

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**And here's what can happen if you sell directly to the consumer...**

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**Results**

- Cost of beard trimmer (manufactured locally)      \$20.15
- Advertising or Platform Commission (15%)      \$7.50
- Retail Price      \$49.99
- Take Home Profit      \$22.34

If you sell 1,000 per month, that's \$22,340/month profit for you and your family!!

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**Write down your aha's!**  
**(There should be lots!)**

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**Golden Eagle Award**



**3. Warwick Bergen**

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**Questions?**

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**Next Session**  
**Find the right manufacturer  
for you**



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**Please be back on time**



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**Session Two**  
**Find the right manufacturer  
for you**



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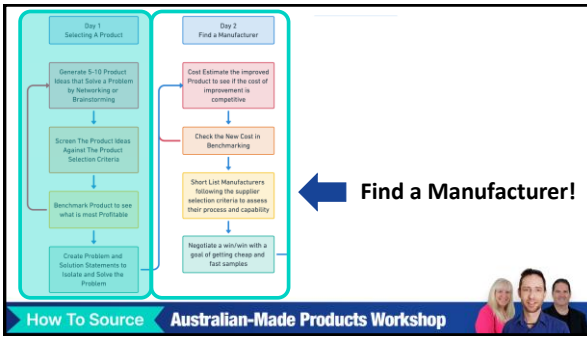
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**So far we've come up with an idea for a product that can be made in Australia**

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**Then we calculated what it would cost to make, and how much we could sell it for to make sure it's going to be profitable**

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**Now that we know we have a winner, it's time to...**

**Source it at the right price, terms and quality**

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**How to find a manufacturer and source your product**

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**There are over 118,000 manufacturers in Australia, across 114 industries**

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**This is largely thanks to the old automotive industry**



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**The issue is – they are hard to find as there is no central database**



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**The good news is... we created one!**  
**And we'll show you how to access it later**



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**There are two key issues we hear from people trying to find an Australian manufacturer**

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**Issue #1**

**“I can’t find any manufacturer in Australia who has the capability to make my product”**

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**Issue #2**

**“When I email or call them they never get back to me”**

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**Here's how to overcome these...**



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**Issue #1**

**“I can't find any manufacturer in Australia who has the capability to make my product”**



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**The key is**

**Knowing what to search for!**



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**For example, if you wanted to get a fan manufactured, what would you search for in Google?**

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**Most people start with “fan manufacturer in Australia”**

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**That’s because of how you would search on Alibaba**

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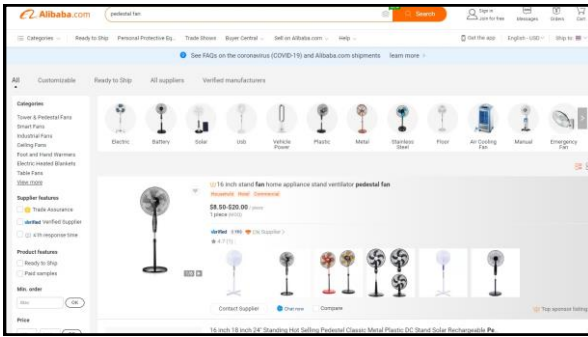
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**Google search for  
Materials, Capability and Process**



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**For a pedestal fan, you'll need:**

- Injection moulding
- Wire bending
- Electronic general assembly



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**When you do a Google search for these  
in Australia, you'll find hundreds if not  
thousands of options**



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**Choose the one responsible for the majority of the manufacturing.**  
**In this case it will be the injection moulding manufacturer.**  
**Have them make the fan, and source the other components as purchased parts.**

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**Besides doing a Google search (the right way!), here are some other places you can find Australian manufacturers**

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**Where to find Australian manufacturers**

- Visit Austrade.gov.au and search by industry or product
- Visit <https://www.australianmanufacturing.com.au>
- Contact the Chamber Of Commerce
- Go to trade shows and trade events that feature your product, similar products or similar industries
- Advanced Manufacturing Growth Center <https://www.amgc.org.au/>
- Our list of over 118,000 Australian manufacturers

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**The AI Sourcing Assistant can even shortlist your manufacturers**



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**Issue #2**

**“When I email or call them they never get back to me”**



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**Reality #2**

**If you choose a manufacturer with the right size and capability they will be happy work with you**



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### They must be the right size!



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### Find a manufacturer who...

1. Values your business, is proactive and responsive
2. Has expert knowledge, experience and longevity
3. Is in the right industry, State and area
4. Is the right size and scale to support and grow with you
5. Scores well on Steve's 29 point Supplier Selection Checklist

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### Supplier Selection Checklist

Steve has a 29 point Supplier Selection checklist that automatically calculates a Compatibility score:

- <50% = too high risk
- 50-75% = worth considering
- >75% = yes, good match

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## Approach your chosen manufacturers via email

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### EXAMPLE SUPPLIER CONTACT EMAIL

Hi [Contact Name],

My name is Steve I'm working on a product for the [Aquarium Decorations] industry that I will be bringing to market and I'm currently working through my supplier selection process.

Through my research I've identified [Supplier Business Name] as a leader in this area and would like to have a conversation about your process and capabilities to learn more about what you do with a view to launching my product.

Can you please let me know:

- 1) Have you made cast resin aquarium decorations before or something similar? (some examples for reference would be great)
- 2) What are your standard working hours? (I'm based in [city])
- 3) Do you have in-house engineers or similar that could help with my design idea or who would be the best contact in your company for me to have this discussion with?

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## Once you've chosen a suitable manufacturer, it's time for a meeting and negotiation

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**Questions?**



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**Golden Eagle Award**



**4. Tack Lee**



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**Biggest Aha?**



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**Next Session**  
**Negotiate with your manufacturer  
to get the best price and terms...  
and a win/win!**

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**Please be back on time**

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**Session Three**  
**Negotiate with your manufacturer  
to get the best price, terms and  
quality... and a win/win!**

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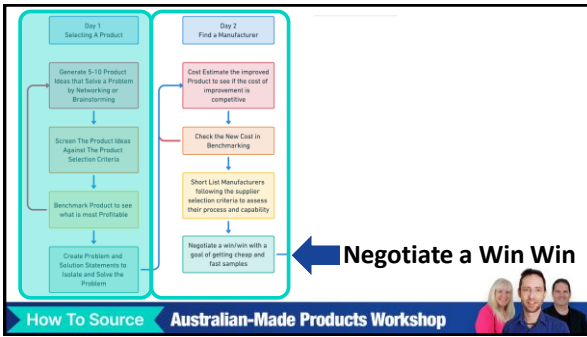
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**Goal of negotiation with a manufacturer...**

**To get the best VALUE, at the right COST with the least RISK**

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**Your goal should ALWAYS be to get a win-win solution**

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When negotiating with an Australian manufacturer, focus on “how we can work together to compete with foreign imports”

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Creating Value  
**NOT** Reducing Cost  
should be what sets the “Hard Limits” of your negotiation

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Yet even with this win-win approach, your manufacturer may still quote a price that is more than you think you should be paying...

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## Here are the steps in my negotiation strategy to get the best price

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### Negotiation Strategy

1. Approach the negotiation by discussing process and capability in order to assess if the manufacturer meets your production and design requirements
2. If they clear the Supplier Selection process, request a quote
3. Compare the quote to your Cost Estimate. Adjust your Cost Estimate if necessary, and identify any gaps
4. Meet with the manufacturing team – sales, finance, operations and leadership to discuss the gaps and close them

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### Negotiation Strategy

5. "Based on the information shared, and considering materials, labour and process costs we have a gap I'd like to close, I believe a fair price should be \$X. Can you please help me understand how you got \$Y"

Either:

- They can't explain it, and the price is then negotiable to \$X as estimated OR
- They explain it well (therefore adjusting the estimate) and you accept \$Y, in which case the product design becomes negotiable to keep the price at \$X

Repeat the process until all gaps are closed \$X=\$Y

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**Let us know  
if this is all making sense?**

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**Now let's look at how to deal  
with high Minimum Order  
Quantities (MOQs)**

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**The reality is, MOQs become  
irrelevant if you use the right  
strategy**

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### Negotiating on MOQs

The best way to negotiate on MOQs is... to side-step it all together!

1. Once you've agreed a price, place a sample order, eg 5 pieces
2. Explain that you need to test and ensure they are the right partners for you. Also for you to take photos, make videos, and make sales
3. Use the samples to get your first order (eg 100 pieces) and place an order for "sales samples"
4. Continue selling, and order as needed

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**With "Sample Selling" you  
can make sales really quickly  
and cheaply**

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**Here's an example**

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**Example**

**Unique Custom Marine sold their carbon fibre marine instrument switch panel from samples**



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**We'll show you how to do Sample Selling in more detail tomorrow morning**

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**But what if your manufacturer asks for a really high upfront payment?**

**What about covering initial set up or mould costs?**

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The reality is, if you use the right strategy you should pay no more than a few hundred dollars to start...even if the manufacturer has hard upfront costs

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### How to minimise upfront costs

- Make sales from samples (more about this tomorrow morning) so you don't have to outlay for large amounts of inventory
- Sell in bulk, eg to a retailer, large corporate or government department – use their deposit to cover the cost of manufacturing
- Negotiate to amortise any upfront manufacturing costs (eg tooling) over several orders

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And finally – make sure you get the quality you want using Boundary Samples

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**Demo**  
**Boundary Samples**



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**Biggest ah-ha?**



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**Questions?**



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**Golden Eagle Award**



**5. Kerry Fitzgibbon**

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**Once you know how to source your product, it's time to sell it!**

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**Tomorrow we'll show you**  
**How to rapidly go from**  
**Concept To Cash, using our**  
**“Sell It Before You Source It” and**  
**“No-Money-Down” strategies**

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**Next Session**  
**Hot seats and case studies**

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**Please be back on time**

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**Session Four**  
**Hot seats and case studies**

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**Questions?**



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**What's your biggest  
Ah-ha for today?**



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**What's on tomorrow – Sell It**

- How to do highly profitable “low- or no-money-down” deals, so you have no outlay for inventory
- Massively grow your business by EXPORTING Australian-made products
- How to get government grants for you or your manufacturer
- Building the success mindset you need to grow a 7-, 8-, or 9-figure business



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## Day three

# Make sales without having to outlay for inventory up front



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## Here's what you get...

**Day Three: Sell it!**

- How to do highly profitable “low- or no-money-down” deals, so you have no outlay for inventory
- Massively grow your business by EXPORTING Australian-made products
- How to get government grants for you or your manufacturer
- Building the success mindset you need to grow a 7-, 8-, or 9-figure business



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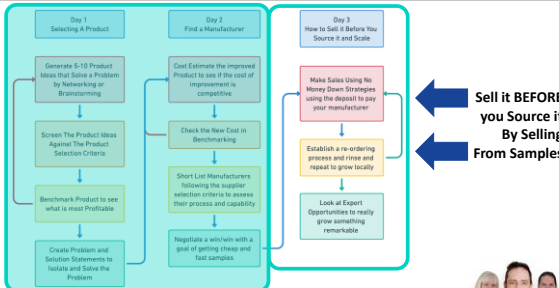
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    graph TD
      subgraph Day1 [Day 1 Selecting A Product]
        D1_1[Generate 5-10 Product Ideas that Solve a Problem by Networking or Brainstorming] --> D1_2[Screen The Product Ideas Against The Product Selection Criteria]
        D1_2 --> D1_3[Benchmark Product to see what is most Profitable]
        D1_3 --> D1_4[Create Problem and Solution Statements to Isolate and Solve the Problem]
      end

      subgraph Day2 [Day 2 Find a Manufacturer]
        D2_1[Cost Estimate the Improved Product to see if the cost of manufacture is competitive] --> D2_2[Check the New Cost in Benchmarking]
        D2_2 --> D2_3[Short List Manufacturers following the supplier selection criteria to assess their process and capability]
        D2_3 --> D2_4[Negotiate a win/win with a goal of getting cheap and fast samples]
      end

      subgraph Day3 [Day 3 How to Sell it Before You Source it and Scale]
        D3_1[Make Sales Using No Money Down Strategies using the shipped to pay your manufacturer] --> D3_2[Establish a re-ordering process and re-use and repeat to grow locally]
        D3_2 --> D3_3[Look at Export Opportunities to really grow something remarkable]
      end

      D1_4 --> D2_1
      D2_4 --> D3_1
  
```

**Sell it BEFORE you Source it By Selling From Samples**



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**Session One**

How to rapidly go from **Concept To Cash**, using our “Sell It Before You Source It” and “No-Money-Down” strategies

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So far we’ve come up with an idea for a product that can be made in Australia

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Then we calculated what it would cost to make and how much we could sell it for to make sure it’s going to be profitable

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Then we looked at how to get it  
manufactured in Australia



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Now it's time to SELL it



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And by using our  
“**Sell It Before You Source It**” and  
“**No-Money-Down**” Strategies you  
can go from Concept to Cash  
really quickly!



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**Here's the**  
**“Sell It Before You Source It” and**  
**“No-Money-Down” process**



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**Sell it before your source it process**

1. Choose a product that fits the criteria to make profitably in Australia
2. Calculate what it will cost to make, and what you can sell it for, so you know it's a winner before you spend a cent
3. Find an Australian manufacturer and negotiate the price and volume
4. Get samples made
5. Identify suitable buyers and take orders (and deposit) based on the samples
6. Use the deposit to get the product manufactured
7. Deliver product, and take the balance as profit



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**“Sample selling”**



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## Making sales from a sample can be easy and quick...if you know how to do it

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### Types of samples

- If your product is simple you can ask your manufacturer to make a small run (eg 10 pieces) for you to use as sales samples
- For more complex products, you can "hand-make" samples with materials on hand
- You may be able to make a mock up using 3D printing
- If you can't make the finished thing (or at least a facsimile of it), you can show samples of the materials it will be made of
- You can also get 3D rendered drawings done of your product if you are unable to get a sample made cost-effectively

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## You can also uses AI to create a "walk through" 3D graphic of your product

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**Sample selling example**

**Savitrek**




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**Example**

**Savitrek sells safety blankets to BCF and the Royal Flying Doctor Service**




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**Savitrek – sample selling**

- After making sales to BCF, the Royal Flying Doctor Service and Akubra he wanted to get into the mining industry
- He showed samples of the fabric. While they weren't interested in safety blankets, they did ask if he could make fire hydrant covers, document covers, door stops, vehicle flags and more
- As a result Marvin got a first order of \$120,000 and is now selling into 32 mine sites across 4 companies. He has a 7-figure turnover
- One mining company asked him to supply to the big distributor they buy from, which has 1,200 outlets throughout Asia-Pacific



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**Example**

Silver Turtle sells sand-free beach towels to resorts and retailers from samples



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The key to success in selling Australian-made products is to become a **Problem Solver**

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Examples of problems you can solve, now you know how to source Australian-made

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### Problems you can now solve

1. Australian retailers and online sellers want to stock more Australian-made products (including their own brands), but they don't know how to source them cost-effectively
2. Australian government departments are obliged to buy Australian-made products if they can, and must source at least 20% locally
3. Big companies have products they must buy, and would prefer Australian-made if the price is competitive with imports

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**Let's look at examples of businesses that have made money solving these types of problems...**

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### Strategy #1

**Help retailers and online sellers source Australian products, including their own brands**

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**Example**  
**Healthy Planet**  
**Now sold Byron**  
**Bay Eco Bags**  
**to IGA and local**  
**cinemas**



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**Example**  
**Furniture Care**  
**Products**  
**wholesale their**  
**leather care**  
**waxes to furniture**  
**retailers**



**Australian Made Products**  
Aussie Furniture Care Furniture Paste Wax Polish Clear Brown & Black 250g

**Australian Made Products**  
Aussie Furniture Care Quick Polish 250ml Liquid Beeswax Furniture Polish

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**Example**  
**Coolmee**  
**sells**  
**ecofriendly body**  
**and haircare**  
**tablets to retailers**



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**Strategy #2**

**Help someone who has an existing contract to supply to government or corporate**

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**Example**

**Helping a supplier to the Australian Department of Defence**

**“Practice Bullets”**

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**Distributor to Australian Government**

- Distributor had a contract to supply practice bullets to Australian Department of Defence
- Distributor’s costs were \$7 per round for 50cal, and \$4 per round for 9mm
- I did a cost estimate and was able to improve the figures considerably

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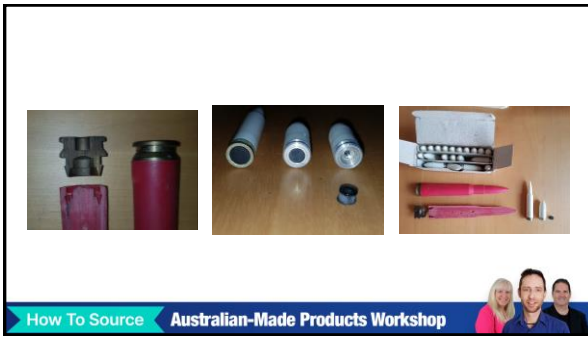
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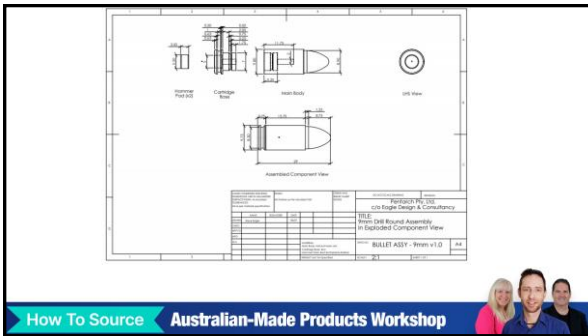
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### Results

- Initial costs were \$7 per round for 50cal, and \$4 per round for 9mm
- Using similar materials, product was about 2.5 times over-priced
- By changing materials and process, I was able to further reduce cost
- Overall result was an increased profit for the distributor of 150%, and a reduction in cost to the Department of Defence
- This produced a 6-figure income secured for 3 years based on delivery of first sample order
- Required only 12 hours a month to deliver



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### Strategy #3

**Help big companies to source  
Australian-made for products  
they buy regularly**



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### Example

**Bambooli (now Wpop shop) sells eco-friendly loo paper and other paper products to McDonalds, resorts and government departments**



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### Eco-friendly toilet paper

- A client in Australia was sourcing eco-friendly bamboo toilet paper from China to sell to McDonalds and the Australian Government
- Using my sourcing system he pivoted to Australian-made...and found a supplier in Qld who price-matched his Chinese supplier
- We also helped him qualify for the Indigenous Business Australia Program, to get massive government support

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### Eco-friendly toilet paper

- He's now supplying the Australian government and McDonalds with Australian-made, eco-friendly toilet paper from an Australian supplier at prices usually only seen in Asia, and expanding into cleaning products
- His long term goal is to export Aussie-made, eco-friendly loo paper, at China-competitive prices. The icing on the cake is that he will also qualify for Australian export grants
- His first sale was 14,000 maxi rolls to a NSW local council

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Or you can use an even quicker method...

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### Quicker sell it before you source it

1. Through your networking, find a potential buyer with a problem – eg, they need an Australian-made product
2. Offer to calculate what it will cost to make, and what you can sell it for, so you know if you can solve their problem
3. If the numbers stack up, find an Australian manufacturer and negotiate the price and volume
4. Take a deposit from the buyer, and use it to get the product manufactured
5. Deliver the product, and take the balance as profit

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## Steve Baker has done many deals like this...



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### Example

Steve Baker got a \$500k order for “Product A” from a local retirement village after meeting the owner at a networking breakfast



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**Example**

This turned into a **\$30 million deal**, as the developer of the retirement village has 300 projects, all needing "Product A" at a value of \$80k - \$120k each!

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**Example**

Steve Baker – sold steel chain to the fishing industry after being asked "can you source this for us?"

Went from Concept to Cash in just 6 weeks!

"Stainless Steel Trawler Supplies"



Stainless Steel Chain      "D" Shackles      Swivels

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**Golden Eagle Award**



**6. Gordon Harris**



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**What's been your biggest ah-ha so far?**



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**Questions?**



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**Next Session**

**Massively grow your business by EXPORTING Australian-made products**



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# Please Be Back On Time



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## Session Two

### Massively grow your business by EXPORTING Australian-made products



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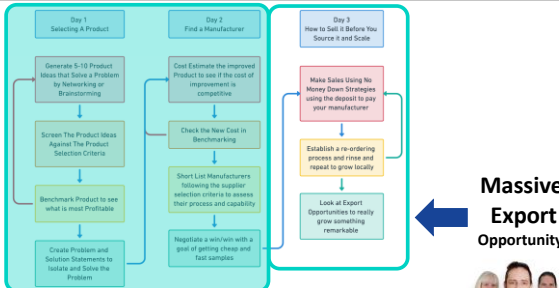
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**Massive Export Opportunity**

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**Seven reasons to export**



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**Reason #1**  
**You can rapidly expand your business**



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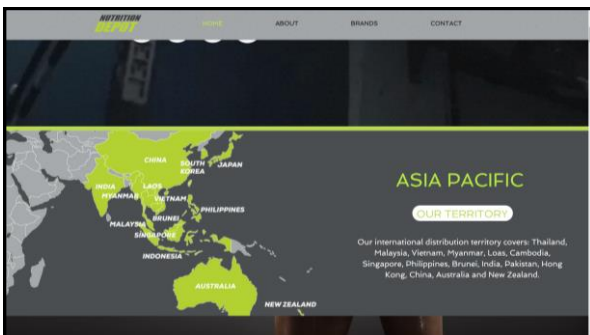
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**ASIA PACIFIC**

**OUR TERRITORY**

Our international distribution territory covers Thailand, Malaysia, Vietnam, Myanmar, Laos, Cambodia, Singapore, Philippines, Brunei, India, Pakistan, Hong Kong, China, Australia and New Zealand.

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**Exporting can really  
take your business to  
the NEXT LEVEL**

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**Reason #2**

**There are 4.3 billion people  
(60% of the world's population)  
in the Asia-Pacific region**

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## Reason #3

### Massive growth in population and wealth in neighbouring countries over the last 20 years



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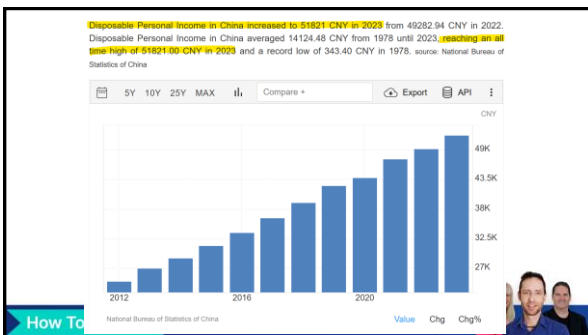
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**Reason #4**

**Australian-made has a great reputation globally in terms of quality**



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**An ABC investigation has uncovered a sophisticated network of Chinese personal shoppers known as Dalgou operating in Adelaide's CBD to source in-demand baby formula in record quantities from retail shelves.**


While it has been a decade since the 2008 Chinese milk scandal, when melamine-laced formula killed six infants and made 300,000 sick, the country's demand for safe baby formula continues.

It has raised concerns from Australian parents struggling to access formula and retail workers who said they were being abused while monitoring limits on purchases.

Over a series of days, the ABC witnessed shoppers in Adelaide's Rundle Mall communicating with each other through mobile phones and posting lookouts in supermarkets posing as shoppers to monitor stock.

**Key points:**

- Dalgou are Chinese personal shoppers operating in Australia
- They have been seen stockpiling baby formula to ship overseas
- Retail workers say they are worried about their safety as they try to limit purchases



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**Reason #5**

**There are many Australian government incentives available for exporters**



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**Reason #7**

**You reduce risk, as your business is not reliant on any one marketplace**

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**But there are traps for young players!**

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**Steve has worked in or sold to more than 28 countries, so he knows where the traps are and how to overcome them**

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**Newbie trap #1**  
**Not understanding**  
**consumer tastes or culture**  
**in the foreign market**



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**Trap #1 – not understanding culture**

- Not understanding local tastes may mean the product features don't suit the target market, so sales are low
- Lack of understanding of cultural differences can lead to inappropriate messaging and branding, so product is poorly received
- For example...



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Yesterday, **Xiang Kang is director and writer** based in Shanghai, **harmed someone else's work of their's business practices**, including coats, a vest and bags. A previous fan of the brand, he said he also threw his shoes and watches from the label in the trash.

"The purpose of burning my clothes is to awaken the Chinese people and the Chinese nation," said Mr. Kang, who posted photos online of his products in flames. "Some people say you've wasted a lot of money. **I'm willing to waste this money for the nation's dignity!**"

He was among an untold number of people who have revolted against the Italian fashion brand that built its reputation on the ability to make Sicilian widows' weeds sexy. Earlier this week, the company released video clips widely seen as racist, pandering to old stereotypes (they featured a Chinese model being taught to eat spaghetti, pizza and a cannoli with chopsticks) in advance of a planned extravaganza of a show in Shanghai. Then Stefano Gabbana, a company co-founder and designer, appears to have engaged in a bout of insulting name-calling (including suggesting that the Chinese eat dogs) with a critic on Instagram. Mr. Gabbana

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**Solution #1**

**Benchmark successful competitors to understand what's working**

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**Benchmark to see what's working**

Benchmark competitive products in the marketplace to identify:

- Cultural nuances
- Consumer preferences for particular product features
- Market size and growth
- Likely demand

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**Newbie trap #2**

**Product doesn't meet local standards and regulations**

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**Trap #2 – not meeting local regulations**

Not meeting local regulations can result in:

- Rework or wastage
- Product recalls
- Fines or legal issues, damaging your brand's reputation

Regulations can include:

- Product standards, certifications and other requirements
- Labelling and packaging

For example...



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**Solution #2**

**Engage someone with local knowledge to help navigate requirements**



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**Engage someone with local knowledge**

- The Australian Chamber of Commerce is a useful resource. The International Chamber of Commerce has 6 million members in over 100 countries
- Build relationships with people or join groups who are already exporting into your target market

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**Newbie trap #3**

**Lack of local knowledge of logistics, transport and supply chains**

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**Trap #3 – poor supply chain management**

Poor supply chain management can result in:

- Delays and disruptions in product delivery, resulting in dissatisfied customers
- Lower profit margins, if “hidden costs” such as transport, storage and other logistics are higher than expected
- Inconsistent product quality if your supply chain lacks proper controls, damaging your reputation in the market

For example...

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**Solution #3**  
**Establish a reliable and efficient supply chain network**

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**Reliable supply chain network**

Collaborate with and build relationships with:

- Shipping partners
- Transport companies
- Distributors
- Local agents

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## Newbie trap #4

### Poor cost management



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### Poor cost management

- Poor cost management can cause financial strain, and impact your ability to invest in marketing, product improvement or expansion
- Not accounting for fluctuations in currency exchange rates or changing market dynamics can impact profitability and stability
- Political interference can adversely impact profitability

For example...



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**China Wine Tariff Pushes Australia's Grape Growers Into Crisis**

Two years later, they're suffering from a glut of red wine and plummeting grape prices with no overseas market big enough to fill the gap.

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**Solution #4**  
**Develop a competitive pricing strategy**



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**Competitive pricing strategy**

- Get expert advice on import / export duties and taxes
- Develop relationships with local experts and people with influence in the market
- Build costs into your benchmarking analysis so you understand the risks and can make informed decisions



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**Newbie trap #5**  
**Marketing message, branding or pricing doesn't suit local market**



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**Wrong messaging, branding or pricing**

- Lack of brand awareness in a new market can limit initial sales
- Marketing messages and promotional strategies not tailored to the local market result in low conversion rates
- Overpricing can lead to lower demand. Underpricing can result in decreased profitability

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**Solution #5**

**Get your brand in front of the target market in the most cost-effective way**

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**Cost-effective marketing**

- Engage a local marketing agency which has had success in a similar area and listen to their recommendations
- Understand which marketing channels are preferred for each country and demographic you are targeting
- Build strategic partnerships using local networks
- Look for "outside the box" opportunities to promote your product, for example...

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**Next Session**  
**How to get government grants for you or your manufacturer**



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**Golden Eagle Award**



**Time for you to vote!**



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**Please Be Back On Time**



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# Golden Eagle Award

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## Session Three

### How to get government grants for you or your manufacturer

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### Overview of government grants

- Government grants are available at the Federal, State and Local levels
- Government departments plan their strategy, and then allocate funding to implement the strategy
- That means that they have buckets of money that they **MUST ALLOCATE**, or their budgets are reduced next year
- The biggest decision-factor for grants (regardless of what the guidelines say!) is "if I choose this applicant, what are the chances of it ending up with a Ministerial?"

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**Resources to find government and private grants**



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**There are also topic-specific grants, eg EMDG**

<https://www.austrade.gov.au/australian/export/export-grants>



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**Tips for grant proposal writing**

- Only go for grants that fit your strategy – don't adjust your business's direction just to fit in with a grant
- Read the guidelines carefully. Most grant applications are rejected because the applicant didn't provide all the information requested
- Sometimes project officers are happy to answer questions, so always try to reach out and build a relationship
- Some grants offer info sessions, so attend if you can
- Allow enough time to write the application



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### Tips for grant proposal writing

- Answer the questions asked – no more and no less
- Write in plain English. Don't waffle!
- Lay out your application using the same structure as the grant guidelines, so it's easy for the person assessing your application to judge if you meet the criteria
- Demonstrate the best things about your application, eg experience of the people involved, likely results from applying the grant (with proof), and how you will measure success
- Make your budget realistic and well-researched

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### Biggest Ah-ha?

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### Questions?

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**Please Be  
Back On  
Time**

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**Session Four**  
**Building the success  
mindset you need to grow a  
7-, 8-, or 9-figure business**

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**Who understands that you  
might be your biggest block  
to success?**

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**Your success is directly proportional to the quality of:**

- \* What you THINK \***
- \* What you DO \***
- \* What you FEEL \***

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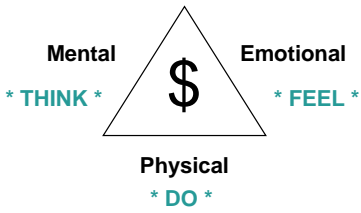
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Mental \* THINK \* Emotional \* FEEL \*  
Physical \* DO \*

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**The Comfort Zone**

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**Talk the language of the subconscious**

**Physical = speed and load**

**Conscious = words and logic**

**Subconscious = pictures and feelings**

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**What beliefs do you have that are holding you back?**

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**Our blocks to making passive income**

- Earning money requires hard work - if it's too easy I feel guilty
- Really good opportunities are scarce
- I need to take things stepwise and build up knowledge and experience
- Passive income is hard to generate
- Direct mail stuff is "shonky"
- This American stuff won't work in Australia
- My self-worth comes from consulting achievements

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**Here's what we replaced them with**



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**New subconscious beliefs that led to success**

- Money comes easily to me
- Great opportunities are everywhere
- I have more than enough knowledge and experience to act now
- Passive income is easy to generate once you know how
- Direct mail stuff is innovative
- I have a world-wide market
- My self-worth is innate – it doesn't depend on what I achieve



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**But how do you change your beliefs?**



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You need to reprogram your beliefs at a subconscious level

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Handwriting lines for notes

A useful tool for this is the Sedona method

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Handwriting lines for notes

Sedona method

- 1. Bring to mind a belief that is not serving you
2. Focus on the emotion associated with that belief
3. Put your hand on where that emotion sits in your body
4. If you had to give it a name, what would you call that emotion? (eg embarrassment, guilt, fear) - first thing that comes to mind
5. Describe the emotion - if it was a ball, what sort of ball would it be? What's its texture? What does it weigh? Is it hot or cold? If it could hold water, how much water would it hold? What colour is it?

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Handwriting lines for notes

### Sedona method

- 6. Is this a feeling that you want more or less of in your life?
- 7. Does this feeling support you being successful with what you've learned this weekend?
- 8. Given the opportunity to let this feeling go, could you?
- 9. Given the opportunity to let this feeling go, would you?
- 10. If you would let it go, when?
- 11. Nature doesn't like a vacuum so we need to replace the old feeling with a new feeling. What emotion would you need to have to be successful and to achieve everything you want in this area?

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### Sedona method

- 12. Hold out your left hand and visualize the perfect emotion that will support you in being successful sitting in your hand
- 13. Focus on that feeling. Feel it getting more and more intense. Describe it in detail (colour, etc)
- 14. Bring your focus back to your old emotion. Now in your minds eye, reach in and pull out the old emotion and throw it away. Continue until it's all gone (check there are no residual feelings)
- 15. Bring your focus back to the positive feeling in your left hand. In your minds eye watch it get more and more intense, until you can no longer hold it

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### Sedona method

- 16. On the count of three, slam the new emotion into the cavity left by the old feeling
- 17. Observe the new feeling shoot through your body – to the top of your head, and the tips of your fingers and toes
- 18. Understand that this is the new feeling you will have from now on, when you are confronted with similar situations
- 19. Take positive action – act as if you are now changed. Don't be hesitant or tentative because of how you used to feel. Be positive, and assume you've changed. If you find the negative feeling pops up again, repeat the process.

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**Questions?**



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**What's your biggest  
Ah-ha for today?**



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