

# GEORGE HEDLEY CSP CPBC

Certified Speaking Professional  
Certified Professional Construction Business Coach  
Author Of "Get Your Construction Business To Always Make A Profit!"

"Construction Entrepreneur Of The Year"  
USA Business Coach Of The Year by PBCA



*You're Invited To Attend!*

## WEALTHY CONTRACTOR BIZ-BUILDER BOOT CAMP

- 2 Day Live Hands-On Interactive Workshop Presented By George Hedley
- March 30 & 31, 2020 - Near Atlanta, GA Airport ATL



*#1 Opportunity For Commercial Contractors & Subcontractors To:*

**Work Less, Make More & Move Your BIZ To A Higher Level**

*Ready To Get Your Construction Business To Work For You?*

- ? Tired Of Working Too Hard & **Not Getting Ahead?**
- ? **Stuck** In The Same Place Going Nowhere Fast?
- ? Not Making Enough **Money** For All Your Effort?



**WEALTHY  
CONTRACTOR**



**BIZ-BUILDER  
BOOT CAMP**  
BY GEORGE HEDLEY

### The Wealthy Contractor

Action Plan Workshop

- ✓ Implement The BIZ-BUILDER BLUEPRINT
- ✓ Scale & Move Your BIZ To A Higher Level
- ✓ Get Unstuck, Get Organized & Systemized
- ✓ Work Less, Make More & Build Wealth
- ✓ Build A Bigger Better Highly Profitable BIZ
- ✓ Build A Management Team Run BIZ
- ✓ Win High Margin Customers & Contracts
- ✓ Enjoy The Freedom Of A BIZ That Works



GEORGE HEDLEY Hardhat PRESENTATIONS Hardhat BIZCOACH

Email: [Blueprint@HardhatPresentations.com](mailto:Blueprint@HardhatPresentations.com)

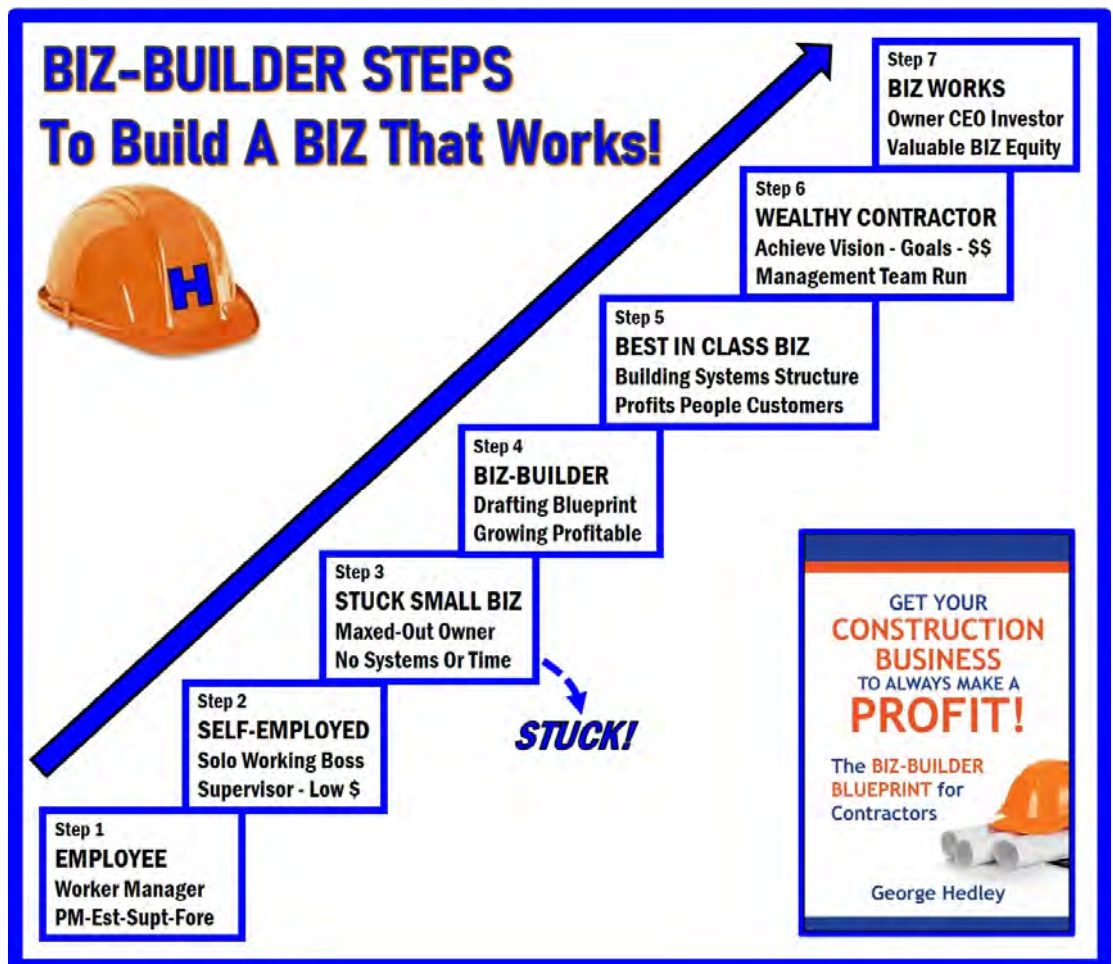


✓ *You Can Become A Wealthy Contractor!*

- **Get Unstuck, Work Less, Make More & Prosper**
- **Scale-Up, Grow & Move Your BIZ To A Higher Level**
- Achieve **High Profits & 'Best In Class' Results**
- Delegate, Get Systemized, **Organized** & In-Control
- **STOP** Doing Too Much Yourself & Being Spread Too Thin
- **STOP Putting Out Fires**, Running In Place, Being **Overworked & Under-Paid**
- Build a Take-Charge **Accountable Management Team Run BIZ**
- Win Loyal **High Margin Customers**
  - **Enjoy the Benefits of BIZ Ownership**

**= Investments, Wealth & Freedom**

✓ *Which BIZ-BUILDER Step Are You On?*





# WEALTHY CONTRACTOR BIZ-BUILDER BOOT CAMP

This is a **HANDS-ON**, roll-up-your-sleeves 'how-to' workshop designed for construction business owners and managers to draft a working **BLUEPRINT** with action steps to move their business to a higher level!



**STOP** the stress & strain of doing what you've always done and hoping things get better!



## *This Blueprint System & Strategy Works!*

The **BIZ-BUILDER BLUEPRINT Strategic Action Plan** system was custom designed and perfected by George Hedley based on working with 1,000's of successful commercial general contractors, specialty contractors and subcontractors who wanted to make more money, work less, and enjoy the benefits of owning a business that works without them being 100% in charge of almost everything, the constant pressure of putting out fires and the stress and responsibility of making most day-to-day decisions.



**You can own a 'BEST IN CLASS' business** by implementing our **BLUEPRINT**, installing systems, generating **higher margin work**, and building a professional management team accountable to **profitably grow** your company and be fully responsible to estimate, build and manage projects on-time and on-budget for repeat and loyal customers who don't shop for the lowest low price.



## **FREEDOM & WEALTH**

With the tools, direction, systems and strategy you'll learn at the boot camp, you'll be able to **generate extra profits** and start an **investment wealth building program**. And then reach your ultimate goal - **build a valuable sellable business** which allows you to enjoy the **benefits** and **freedom** of a business that works for you, and without your total involvement.





✓ *During The Boot Camp You'll Work-On Everything You Need*  
*- To Implement Your BIZ-BUILDER BLUEPRINT Action Plan!*

During the interactive hands-on workshop, you'll draft your very own step-by-step **BIZ-Builder Blueprint Action Plan** to **scale & catapult your business** to achieve **HIGHER Results**.

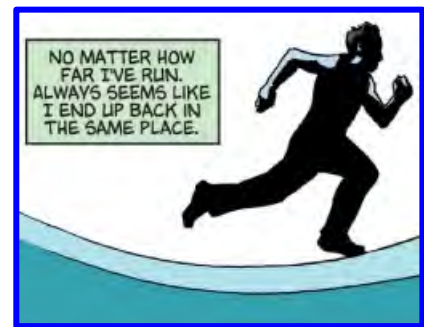
*Plus You'll Immediately Be Able To:*

- **Charge More**
- **Make Higher Profits**
- **Delegate & Let Go**
- **Build A Winning Team**
- **Win Better Customers & Contracts**
- **Reduce Your Stress & The Pressure To Perform**
- **Take More Time Off & Start An Investment Program**
- **Get Your BIZ To Work Without Relying Solely On You**



*You'll Leave The Boot Camp With A Detailed PLAN To:*

- ✓ **Scale-Up & Get Unstuck & Become Organized**
- ✓ **Get A Life Beyond Work**
- ✓ **Move To A Higher Level & Get Your BIZ To Work For You**



It's Time To Get Off Your TREADMILL

*Are You A "Best In Class" Contractor? - True Or False?*

- We Implement A Winning BIZ-PLAN, Vision, Mission, Values & Strategy
- We Achieve Great RESULTS - *Grow & Produce High Margin Sales & Profits*
- We Know & Track NUMBERS - *Updated Financials & Job Cost Scorecards*
- We Produce Accurate ESTIMATES & Job PROFITS Without Margin Fade
- We Develop, Maintain & Win High Margin CUSTOMERS & Contracts
- We Attract, Recruit, Develop, Coach & Build Great TALENT
- We Have A Strong Take-Charge Accountable MANAGEMENT TEAM
- We Maintain & Enforce Strategy, Structure & SYSTEMS
- We Innovate, Improve, Lead, Scale & Disrupt Status Quo
- We Maintain Cutting Edge TECHNOLOGY, Methods & Techniques



# WEALTHY CONTRACTOR BIZ-BUILDER BOOT CAMP

## TOPICS We Will Cover:

### *Draft, Develop, Decide & Determine Your:*



1. **BIZ-VISION** - Determine What You Want Your BIZ To Become Over The Next 5 Years
2. **BIZ- STRATEGY** - Decide How You'll Operate, Manage & Do BIZ To Reach Your Vision & Goals
3. **BIZ-STRUCTURE** - Draft A Winning Organizational Chart, People Plan & Meeting Schedule
4. **FINANCIAL PLAN** - Develop A Sales, Overhead, Mark-Up, Job Cost, Scorecard & Profit Plan
5. **Your ROLE** - Identify Your Primary Role, Responsibility & Priority To Maximize Your Effectiveness
6. **MANAGEMENT TEAM** - Build A Take-Charge Accountable Management Team To Run Your BIZ
7. **BIZ-SYSTEMS** - Identify Areas To FIX, Improve, Systemize, Standardize, Track & Enforce
8. **BIZ-DEVELOPMENT PLAN** - Draft A Marketing, Sales, Estimating, Customer & Project Attack Plan
9. **INVESTMENT PLAN** - Start A Program To Build Investments, Passive Income, Wealth & Equity
10. **LEADERSHIP PLAN** - Determine Your Plan To Lead, Innovate & Disrupt To Be A Leading BIZ
11. **PERSONAL PLAN - BONUS**

*- Draft Your Plan To Live An On-Purpose--On-Target Balanced Life With **FREEDOM & WEALTH***





## Praise After Attending A BIZ-BUILDER BOOT CAMP

“WOW! **The workshop changed my life** and got me started in the right direction. For several years I struggled bidding against too many competitors. George showed us how to change our business plan and now we have lots of loyal customers who give us work at a good price.” - *Frank Celo, Concrete Structures*



“George’s program helped me **DOUBLE our Sales** & improve profits in less than 2 years! We are now organized, have people who manage jobs & our customers are happy.” - *Gene Bims, Bims Builders*

“By attending the Boot Camp and working with George, I have re-focused my priorities, hired some great managers, and **turned around my business**. We are now profitable, systemized, growing and I have more time to spend finding better customers to work with.” - *Dave Bender, Shamrock Construction*



### What Jeff said after attending the BOOT CAMP

*George, I wanted to give you an update our progress after attending your “Boot Camp” program 2 years ago:*

- Attending has contributed in the successful growth & profits for our company. We’ve **grown over 200%** in only 2 years, and also improved profitability plus maintained a strong, reliable customer base.
- At your encouragement, I joined one of your ongoing Construction Business Owner mastermind peer **BIZGROUPS** which was the best move I’ve ever made as a business owner. And I recently joined the local ABC chapter and have developed many great relationships among competitors and clients alike.
- **Profit, Profit, Profit!** I practice and preach the principal constantly now. We’ve become more efficient at identifying and then eliminating loser jobs, bad customers and weak employees. We’re now **making over 8% Net Profit** even after acquiring \$450,000 worth of equipment and paying off **\$150,000 in debt**. Plus, I pay myself a solid salary, and acquired another rental property.
- I’ve set clear goals and have built a **strong management team** who runs construction operations giving me more free time to call on customers and build the business. The **systems** and **scorecards** we installed really work and our estimates are now very accurate and our field production rates are coming in on budget.
- **I’ve taken at 6 weeks off this year** and my kids actually know who I am, and my wife no longer works in the office.

I really could go on and on, but ... Your workshop was almost impossible to find time for and leave my office for 2 days to attend. But I’m so glad I made the commitment.

**Your Boot Camp was worth 10 times the price.**

Your blueprint system for success and personal help allowed me to see first-hand what I had to do to **build a better company** and get back on track by working on the right things, implementing the right systems, and making the right decisions. I found your enthusiasm and straight forward step by step program focused me on actions I had to make to get to the next level, and provided me with the path how to get there.

I still have a list of challenges I want to improve, but at least I now know how to keep moving towards the targets with the **BLUEPRINT** we drafted at the Boot Camp. And now we are incredibly busy and **making more money than ever**. I’m working on my business, and for the first time in 16 years, **I’m having fun again**. Thanks for all you do to help guide struggling construction entrepreneurs to success. Please consider me a resource for anything you try to accomplish in your future.



- *Sincerely, Jeff Wilson, Owner, Wilson Brothers Construction, Inc.*



## What More ATTENDEES Said After Attending A 'BIZ-BUILDER Boot Camp'...



"Things are going great and have begun to re-organize our company with a **new vision** formed at the Boot Camp. It is no exaggeration to say that the time I spent at your program has **changed my life**. I have a whole new way of looking at things - both professionally and personally. I am grateful I had the opportunity to attend and I tell everyone what a **great experience** it was. Thanks."

- *Jerry VanDerLee, Owner, VanDerLee Brothers Construction*

"Thanks for **opening my eyes**. It is like a whole new world out there! It's amazing what this has already done for me in just 2 days. A **huge** thanks."

- *Mike Frick, Owner, Dirt-N-Iron, Loma, CO*

"Thanks so much for an **excellent** seminar. You hit the ground running and never let up. I am jazzed and we have implemented an **aggressive plan of action**. We enjoyed learning and sharing with you!"

- *Evelyn & David Shields, Owners, Shields Construction, San Diego*

"There are very few individuals, books, or programs that have made a **significant impact** on my life. But, my participation in your Boot Camp was an **eye opening experience**. Your belief in and dedication to helping others traverse the monumental pitfalls of owning and operating a construction company is **inspiring**.

**Thanks 1,000 times!**"

- *G. Miller, Owner, Sealtight Solutions, CA*

"I just wanted to let you know how much I enjoyed last week's Boot Camp. My **money was well spent** and you provided lots for us to use. The rest is up to me. It is obvious you truly care about helping people and communicate what works. Thanks again for your help.

- *Barry Zepp, Owner, Martin Construction, Blue Ball, PA*

"I am now **delegating** more. I shifted my day to day activities to my second in command allowing me to develop a **better customer contact system**. I now have my Construction manager implementing targets and goals for the field superintendents. The Fix-It List is ongoing and this is a **great program!** I am truly grateful for your help and direction."

- *Gary Harris, Owner, Uwharrie Lakes Builders*

George Hedley  
Speaking @ World Of Concrete  
(23 Years In A Row)



### What **EXCUSES** Are You Still Making For?

- Not having enough money or any investments.
- Always working and never having enough good people.
- No time for your family or friends.
- Can't find enough good profitable work.
- Watching your boat, motor home or golf clubs rust.





## Meet Your Boot Camp Facilitator & Presenter

### George Hedley CSP CPBC

Certified Speaking Professional  
Certified Professional Business Coach

George Hedley founded & built his commercial construction company from \$0 to \$50 million dollars in only 7 years! As recognition, EY named him construction "Entrepreneur of the Year."

His expertise is based on his track record owning, building and managing a successful construction company & real estate development business. He served as President of 3 industry associations and is the author of:

- **Get Your Construction Business To Always Make A Profit!**
- **The BIZ-BUILDER BLUEPRINT Action Plan!**
- **HardhatBIZSCHOOL.com online university for contractors.**

George owns **HARDHAT Presentations** and presents speeches and workshops to companies & associations. His **BIZ-BUILDER Programs** include Building Profits & Wealth, Winning Contracts & Customers, Developing Leaders, Improving Productivity & Moving Your BIZ To A Higher Level!

George operates **Hardhat BIZCOACH** as a Certified Professional Business Coach and was named "Coach of the Year" by the Professional Business Coaches Alliance. His **Hardhat BIZCOACH** program is a step by step system to help contractors build "Best In Class" companies, get organized, achieve results, grow & make more profit. George holds **Wealthy Contractor BIZ-BUILDER Boot Camps** for attendees and is available to facilitate your **Strategic Planning** retreat. He also runs and facilitates ongoing construction business owner mastermind **Hardhat BIZGROUPS**.



George started my commercial construction company with \$2,000 in the bank and built it into a \$50,000,000 business in only 7 years. Along the way he struggled with the same issues you likely face including making enough profit to justify the stress and strain of owning a company. Finally, he woke up and figured out how to **stop working so many hours** and get his business to work. By implementing his '**BIZ-BUILDER BLUEPRINT Action Plan**' George was able to take control of his business, improve margins, build a management team to run the company, install written field and project management systems, enjoy the benefits of owning a business that works, and build **wealth**. He will show you how to do this!

When he ran his construction company, people often asked George how he had so much time to speak at conventions, coach companies, write books, own a company, and manage 250,000 square feet of commercial investment properties. It was because he was living the "American Dream." He started and built a business that worked without him being there full time, allowed him to develop great customers and focus on **wealth building** and development opportunities.

*George's Life Purpose Statement:*

***Help Construction Business Owners & Managers Achieve Their Goals!***

**"Give me 2 days and I'll show you how to become a 'Best In Class' 'High-Margin' Contractor, get organized, manage like a pro, find better customers & make more \$\$\$!"**

**- George Hedley**





# Implement the "BIZ-BUILDER BLUEPRINT" to Get Your BIZ To Work!

In this interactive intense 2 day **interactive hands-on** workshop for commercial construction business owners and managers, George Hedley shares how to always make a **profit**, get your BIZ to grow with high margins, win jobs you want at your price, get organized and in-control of your company, get your people to do what you want them to do, create goals and action plans, get your business to work like a machine, and enjoy the benefits and freedom of owning a successful "**Best In Class**" company.



*Profit, Wealth, Equity, Opportunity, Freedom, & Fun!*

## 7 More Reasons You Should Attend a BIZ-BUILDER BOOT CAMP

1. Become an OWNER, rather than an underpaid, overworked, make-every-decision supervisor!
2. Delegate, let go, hold people accountable & responsible, and focus on your priorities!
3. Always make a profit, know your numbers, track job costs & build wealth!
4. Find loyal repeat customers that give you continuous profitable work!
5. Build a great place to work that attracts and retains the best people!
6. Build a strong management team accountable to run your company!
7. Enjoy the benefits of owning an awesome business that works for you!!

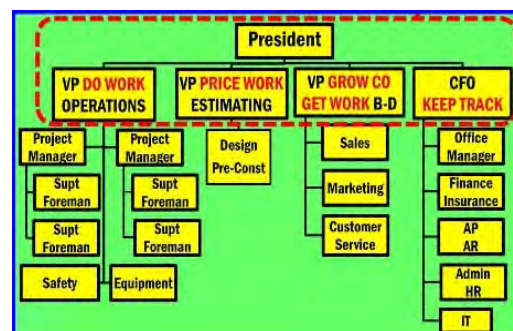
Financial BIZ-PLAN	Example 1	Example 2	Example 3
Projected Annual OVERHEAD	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000
RETURN ON OVERHEAD Goal (20% to 50%)	40.0%	40.0%	40.0%
Projected NET PROFIT Goal	\$ 400,000	\$ 400,000	\$ 400,000
Projected GROSS PROFIT	\$ 1,400,000	\$ 1,400,000	\$ 1,400,000
Anticipated Average MARK-UP %	20.0%	25.0%	15.0%
Average GROSS PROFIT MARGIN %	16.7%	20.0%	13.0%
Net PROFIT As % Sales	4.8%	5.7%	3.7%
OH As % Sales	11.90%	14.29%	9.32%
Projected SALES Volume Required	\$ 8,400,000	\$ 7,000,000	\$ 10,733,333
Projected Break Even SALES Volume Required	\$ 6,000,000	\$ 5,000,000	\$ 7,666,667
Projected Total Job Cost	\$ 7,000,000	\$ 5,600,000	\$ 9,333,333
Average Projected JOB SIZE	\$ 250,000	\$ 250,000	\$ 250,000
Projected # JOBS	34	28	43
BID-HIT RATIO	20.0%	20.0%	20.0%
# BIDS Required	168	140	215
BID VOLUME Required	\$ 42,000,000	\$ 35,000,000	\$ 53,666,667
BID VOLUME / Month Required	\$ 3,500,000	\$ 2,916,667	\$ 4,472,222
# BIDS / MONTH Required	14	12	18

### Bonus Reason to Attend!

*You'll receive invaluable working spreadsheets & templates top contractors use to track, organize and manage their BIZ.*

Project Manpower Schedule Tracking																					
JOBS UNDER CONSTRUCT	Amount	OH + P/ Fee	Odds	Mark-Up%	PM	PA	SUPT	FORE	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
1 City Hall Addition	\$ 1,000,000	\$ 100,000	100%	11.1%	Joe	Sally	Jack	Chew													
2 Bill's Barn	\$ 500,000	\$ 75,000	100%	17.6%	Joe	Judy	Smitty	Chum													
3 Joe's Garage	\$ 2,000,000	\$ 150,000	100%	8.1%	Bill	Sally	Juan	Chan													
4 Dave's Donuts	\$ 700,000	\$ 65,000	100%	10.2%	Bill	Judy	Marcos	Chun													
5 ABCDEF Warehouse	\$ 200,000	\$ 30,000	100%	17.6%	Sue	Sally	Will	Charm													
6 ACME Explosives	\$ 600,000	\$ 70,000	100%	13.2%	Sue	Judy	Chuck	Chew													
7 Frank's Franks	\$ 450,000	\$ 50,000	100%	12.5%	Joe	Ann	???	Chup													
8 Dewey's Trash Service	\$ 100,000	\$ 35,000	100%	53.8%	Bill	Ann	???	Chan													
9 GM Building	\$ 5,000,000	\$ 300,000	100%	6.4%	Sue	Sally	Jack	Chun													
10 Empire State Building	\$ 7,000,000	\$ 400,000	100%	6.1%	???	Will	Charm														
TOTAL	\$ 17,550,000	\$ 1,275,000		7.8%																	

COMPLETED JOB RECAP SCOREBOARD																
Job Name	EST	PM	SUPT	FORE	CREW HOURS			% MH Spent	+ Over + (Under)	PERFORMANCE RATING FACTORS						
					Target	MH	Spent			Teamwork	Rules	Cust Rating	Docs	Schedule	Safety	
Smith Buildings	Sam	Joe	Chuck	3,000	MH	3,200	MH	107%	200	A	B	95%	A	B	A	
Acme Warehouse	Sam	Will	Fred	5,000	MH	4,700	MH	94%	(300)	B	A	100%	C	A	A	
ABC Center	Dave	Juan	George	7,500	MH	7,900	MH	105%	400	A	B	75%	A	D	F	
Warner Plaza	Dave	Matt	Harry	2,500	MH	2,100	MH	84%	(400)	C	D	100%	B	A	C	
City Center Building	Bill	Jack	Ken	10,000	MH	9,600	MH	96%	(400)	C	C	95%	B	B	A	



# BIZ-BUILDER BLUEPRINT – Templates & Scorecards

The Boot Camp program provides numerous templates, forms, checklists, sample systems, and spreadsheets to help you manage your business like a pro. All the **BIZ-SYSTEMS, STRATEGIES** and **SCORECARDS** you'll need will be provided to develop a pro-active system to run and manage your company. This includes all the key information & numbers you need to track, know and review to stay on top of your progress and results on a weekly and monthly basis for your company, projects, production, people, financials, mark-up, profit, marketing and sales.

BIZ-BUILDER BLUEPRINT ACTION PLAN - Page 1			
Company:		Date & Year:	
<b>BIZ-PURPOSE</b>	1 Year BIZ-TARGETS & GOALS	FIX-IT LIST - Systems To Fix	
<b>5 Year BIZ-VISION</b>			
<b>BIZ-MISSION STATEMENT</b>	ORG CHART GOALS - Right Players Right		
<b>BIZ-MOTTO</b>	3 Month WORK-ON Projects	INVESTMENT TARGETS & GOALS	
<b>BIZ-PRINCIPLES - Core Values</b>		PERSONAL TARGETS & GOALS	

Financial BIZ-PLAN	Example 1	Example 2	Example 3
Projected Annual OVERHEAD	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000
RETURN On OVERHEAD Goal (20% to 50%)	40.0%	40.0%	40.0%
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BID VOLUME / Month Required	\$ 3,500,000	\$ 2,916,667	\$ 4,472,222
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## DUAL MARK-UP RATE CALCULATION

Co:	Example 2	Example 2	Example 3
Projected Total OH & P MARK-UP	\$ 1,400,000	\$ 1,400,000	\$ 1,400,000
Projected Total Job Cost	\$ 7,000,000	\$ 5,600,000	\$ 9,333,333
Job Cost - LABOR %	33.0%	33.0%	33.0%
Job Cost - EQUIPT, MATL & Subs %	67.0%	67.0%	67.0%
Job Cost Total LABOR	\$ 2,310,000	\$ 1,848,000	\$ 3,080,000
MARK-UP On LABOR %	35.0%	35.0%	35.0%
Mark-Up On LABOR \$\$\$	\$ 808,500	\$ 646,800	\$ 1,078,000
Job Cost EQUIPT, MATERIALS & SUBS	\$ 4,690,000	\$ 3,752,000	\$ 6,253,333
MARK-UP On EQUIPT, MATLS, & SUBS %	12.61%	20.07%	5.15%
Mark-Up On EQUIPT, MATLS & SUBS \$\$\$	\$ 591,500	\$ 753,200	\$ 322,000

## JOB SIZE & MARK-UP DISTRIBUTION PLAN

Example 1		Gross Profit	Mark-Up	Total	Total
	Average Job Size	# Jobs	%	Gross Profit	Sales
\$	1,000,000	1	9.09%	\$ 90,909	\$ 1,000,000
\$	750,000	1	11.11%	\$ 83,333	\$ 750,000
\$	500,000	3	13.04%	\$ 195,652	\$ 1,500,000
\$	250,000	12	16.67%	\$ 500,000	\$ 3,000,000
\$	100,000	16	20.00%	\$ 320,000	\$ 1,600,000
\$	50,000	12	25.93%	\$ 155,556	\$ 600,000
\$	25,000	12	28.57%	\$ 85,714	\$ 300,000
\$	10,000	12	31.03%	\$ 37,241	\$ 120,000
<b>TOTAL PROJECTED</b>		69	16.55%	\$ 1,468,406	\$ 8,870,000
<b>REQUIRED TO HIT GOAL</b>		34	16.67%	\$ 1,400,000	\$ 8,400,000

BIZ-BUILDER BLUEPRINT ACTION PLAN - Page 2	
Company:	
<b>BIZ-SCORECARD TRACKING</b>	<b>BIZ-DEVELOPMENT ACTION PLAN</b>
TIME PERIOD	MARKETS & NICHE - TARGETS & PROJECT FOCUS
Sales Revenue	
Direct Job Cost	
Gross OH + P Margin	
Gross Profit Margin %	
Mark-Up %	
Overhead G & A	CUSTOMER TARGETS
Net Profit	
ROOH %	
Equity	MARKETING & SALES SYSTEM: Activity & F2F Contacts
Contract Backlog	
Gross Profit Backlog	
# Jobs	
Average Job Size	
Bid Volume	
# Bids & Proposals	
Bid-Hit Win Ratio	
Bid Award Volume	
Bid Award Volume Cumulative	
Bid Award Gross Profit	
Bid Award G. P. Cumulative	
	<b>MANDATORY MEETINGS</b>
	Monthly MANAGEMENT TEAM STRATEGY
	Monthly PROJECT REVIEW
	Weekly BIZ-DEVELOPMENT SALES & ESTIMATING
	Weekly All PM, SUPT & FOREMEN - Scorecard Review
	Daily Or Weekly FIELD PROJECT LOGISTICS
	Weekly CREW MONDAY AM
	Daily CREW HIDDLE-UP
	PROJECT START-UP & TURN-OVER



## WARNING!

*Most people who attend a 'BIZ-BUILDER BOOT CAMP' leave motivated and inspired to change the way they do business. They leave with a plan to get their business to work and a template to build wealth and find investments. If this happens to you as well, you'll have to find something else to do with all the free time you generate while your management team runs your company and your investments create passive income for your future.*

## Are you too busy working to make any money?

- \_\_\_ Are you tired of “**doing**” all the important work **yourself**?
- \_\_\_ Can't find or retain any good **help**?
- \_\_\_ Only making 1 to 2 % net **profit**? Or less?
- \_\_\_ Having trouble **paying yourself** what you're **worth**?
- \_\_\_ Want **more free time** or stop doing what you shouldn't do?
- \_\_\_ Have little or **no net worth** except your house or truck?
- \_\_\_ Getting **paid fast** is a requirement to stay afloat?
- \_\_\_ Don't have **loyal customers** who hire you at your price?
- \_\_\_ Don't see a way out of your business **treadmill** or rut?
- \_\_\_ Want to find a **better way** to run your business?
- \_\_\_ Ready to look for ways to find, develop and own some **investments**?



***If you answered “YES” to any of these questions, keep reading.....***

I ask these questions because, if you are looking for answers to show you how to make just a **little** bit more money or work a **little** bit differently – don't waste your time! ***You deserve better!***

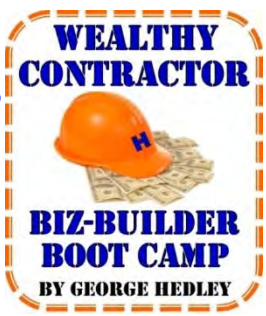
This program is for **serious construction business owners** who want to **make millions of dollars**, grow their net worth to **over \$5,000,000 or more**, and get their **personal cash-flow** to a minimum of **\$250,000 per year** without going to the office every day.

***“You can't get rich with your head in a ditch!”***

This program is for people who may not have a perfect business that generates lots of profit yet, but they believe they are worthy, willing to work hard & try new ideas, and are determined to make their dreams a reality. Successful business owners think and act differently than others. They don't let the little things continue to bog them down. They take risks, ask for help, and don't think they know it all. They don't make excuses or blame their lack of progress on others, the economy, the competition, or their lack of enough trained help. They're willing to make the necessary changes to make their companies work for them even if it means they have to change how they do business.







## What You'll Get At The *BIZ-BUILDER BOOT CAMP* Action Plan Workshop

1. Over 15 hours Of Coaching, Education, Training & Mentoring from George Hedley
2. Detailed BIZ-BUILDER Boot Camp - Detailed Workbook.
3. Several Working Excel Templates & Spreadsheets



- BIZ-BUILDER BLUEPRINT Action Plan Template
- Hardhat BIZCOACH - Accounting, P & L, Profit, Overhead & Mark-Up Templates
- Hardhat BIZCOACH - Estimating & Bid, Labor & Equipment Rate & Change Order Templates
- Hardhat BIZCOACH - ORG Chart, Job Descriptions & Manpower Tracking Templates
- Hardhat BIZCOACH - BIZ-DEV, Bidding, Sales, Customer & Marketing Templates
- Hardhat BIZCOACH - Field Production Job Cost Scorecards & Cost Code Templates
- Hardhat BIZCOACH - Project Management Systems Templates

4. One year E-Mail Follow-Up help when needed from George Hedley
5. Subscription to George's monthly management E-newsletter "Hardhat Hedlines"
6. George's book: 'Get Your Construction Business To Always Make A Profit!'
7. You'll Take Back at least 47 Ideas, Strategies, Systems & Insights To Implement.
8. Pre-Workshop Reception. Lunch, Coffee & Refreshments for 2 Days



9. **SPECIAL INCLUDED!** - **Hardhat BIZSCHOOL** Premiere Package PLUS - \$ 597.

- Includes All 5 Courses - 25 Hours Of Downloadable Video Courses & 5 Workbooks



1. Get Your Construction Business To Work!
2. 9 Numbers Every Contractor Needs To Know To Always Make A Profit!
3. Grow Your Construction Business, Win More Contracts & Find New Customers!
4. Construction Field, Project Management & Productivity Systems That Work!
5. Leadership Training Course - How To Lead, Manage, Supervise & Coach A Team



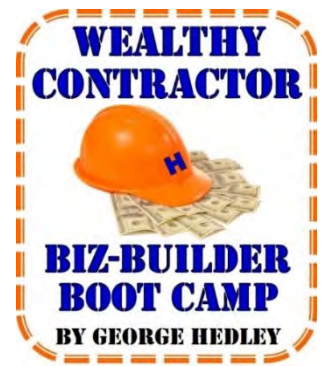
### Your Commitment:

Invest your time, energy and active participation from start to finish. We want construction business owners and managers who are winners, doers, achievers and entrepreneurs. We want people who are not afraid of letting go so they can grow their business, make lots of profit and get wealthy. We want people who make it happen, think big and can make decisions. And have a positive attitude. Does that sound like you?

### Qualifications To Attend:

This is not for everyone! This workshop is designed for owners, partners or key managers of commercial construction companies, general contractors, subcontractors or service contractors ready to dedicate time and resources required to move their company to a higher level. No exceptions! Don't waste your time if you aren't willing or ready to change how you do business, implement written systems, hold people accountable, hire the right people, add structure, use financial scorecards, win work or find better customers.





**Schedule & Logistics** - You must want to make positive changes in the way you run your business. You'll take home a workbook and action plan with action steps, systems, strategies and processes to improve your business. When you register, we ask you to guarantee your space with a credit card deposit. If you don't attend, we cannot give you a refund for your deposit, but we can apply the deposit to a future Boot Camp or credit towards BIZCOACH sessions with George for a year.

**Location** - Our Boot Camp workshop location will be held at a hotel meeting room near the airport. We will not hold, block or guarantee rooms for attendees. You are responsible for your own airfare, ground transportation, parking, hotel accommodations, breakfast & dinner. We provide coffee, water & soft drinks throughout the day. We will also provide working lunches, but no breakfast or dinner. Some locations have shuttle services from the airport - check first to confirm or use a taxi, UBER or Lyft.



### **Agenda - BIZ-BUILDER BOOT CAMP - 2 Day Workshop**

- Pre-Workshop Optional Reception 6pm to 7pm - Night prior if you can attend
- Day 1            8:07am to 5:07pm
- Day 2            8:07am to 4:07pm - Please Do Not Leave Early
- ✓ *Please do not leave the Boot Camp early as a courtesy to all attendees.*

**Final Details** - We will email you the final details, exact Boot Camp meeting room location, hotel suggestions, pre-program materials, worksheets, excel files, Pre-Program Tests, spreadsheets, and more information after you register. Once you sign-up, please do not cancel as only a limited number can attend each Boot Camp. Plan to arrive on-time ready to roll up your sleeves and get to work. You'll be expected to attend all sessions and not leave early, as the other participants will be counting on you for participation.

### **The Sad Truth About Most Construction Business Owners!**

Talk to 95% of construction business owners and follow their progress for 10 to 20 years. You'll hear the **same sad story** repeated over and over again. They're **stuck** at the same level running in circles on a treadmill and can't get off and don't know what to do to make it better. They work too hard for their effort and risk they take. They don't make enough money or have enough left over to hire great people or invest. They can't stop working or take much time off to do what they want. They continually complain they can't find enough good help. They sell low prices to win most of their work. They're unorganized and out of control, and spend too much time putting out fires. They wish they had a management team, investments, more time, better customers, and answers what to do to fix their ongoing problems

- **Only 5% of contractors** ever get their business to work or **make high enough margins to become wealthy.**
- **Why?** - 95% don't have a written updated **Business Plan, Set Goals, Develop & Enforce Systems** or have an **Organizational Structure and Accountability Program** to guarantee they'll grow and make high margins.

***Want To TALK with George Hedley To See If Attending the BIZ-BUILDER Boot Camp Is Right For You?***



### **To Schedule a Phone Conversation with George Hedley:**

Log into Link below to see my calendar & pick time that works for you.

<https://my.timetrade.com/book/XRT82>

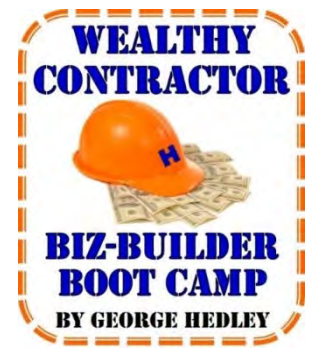
**Or Email George @ [GH@HardhatPresentations.com](mailto:GH@HardhatPresentations.com) to ask questions.**



**JOIN US! - Ready to Register?**

**BIZ-BUILDER BOOT CAMP - Value & Investment**

All the knowledge, advice, coaching, consulting, services, systems, workbooks, books, templates and 'BIZ-BUILDER BLUEPRINT Action Plan' are incredible enough. Just to hire George to speak at your company costs \$9,500 per day. Plus you get him up close and personal to answer your questions and assist with your business. Even a '1 on 1' consulting session with George for 2 days would cost you over \$9,000. So, the price to meet in workshop setting with him is super valuable.



**Register Today - Early Bird Special - 50% Discount**

To GUARANTEE Your REGISTRATION - Complete & return your registration and credit card information.

Note: We reserve rights to Cancel Boot Camp if fewer than 6 attendees pre-register and we will give you 45 Days Notice. If we or you cancel 45 days prior to the event in advance, you will receive full deposit refund. Without 45 days advance notice and/or you do not attend, you will be fully charged without refund. Your Non-Refundable \$250. Deposit will be processed 30 days prior to event.

**COST - BIZ-BUILDER BOOT CAMP - Atlanta, GA - March 30 & 31, 2020**

	Regular Price	<b>EARLY BIRD SPECIAL</b> 40% DISCOUNT RSVP By Feb 15, 2020	<b>SEMI-EARLY SPECIAL</b> 30% DISCOUNT RSVP By Mar 1, 2020	<b>LAST MINUTE DEAL</b> 25% DISCOUNT RSVP After Mar 1, 2020
1st Attendee Boot Camp	\$ 1,997	\$ 1,095	\$ 1,295	\$ 1,395
BIZSCHOOL Premiere Plus	\$ 597	\$ 100 Included	\$ 100 Included	\$ 100 Included
<b>TOTAL - 1st Attendee</b>	<b>\$ 2,834</b>	<b>\$ 1,195 Total Each</b>	<b>\$ 1,395 Total Each</b>	<b>\$ 1,495 Total Each</b>
2nd Attendee	\$ 1,000	\$ 595 Each	\$ 695 Each	\$ 745 Each
3rd Or More Attendees	\$ 800	\$ 475 Each	\$ 555 Each	\$ 595 Each

**EARLY BIRD SPECIAL**  
40% Discount!



**1st Attendee's Price Includes**  
**Hardhat BIZSCHOOL Premier Package - PLUS @ \$597.00**



✓ **5 Complete Downloadable Courses - 25 Hours & 5 Workbooks**

**100% Money Back Guarantee!**  
If you are not 100% satisfied with the program,  
You'll receive 100% of your money back  
No questions asked!

**REGISTER Today!**

**50% Discount!**  
**Special Offer**  
**Early Bird Price**  
**Ends Soon**

**E-MAIL Completed Registration Form To: [Blueprint@HardhatPresentations.com](mailto:Blueprint@HardhatPresentations.com)**

**OR FAX To (760) 992-5343**





## ***STILL NOT SURE You Want To Attend?***

**Send George an E-mail @ [GH@Hardhatpresentations.com](mailto:GH@Hardhatpresentations.com) to set a time to talk and see if this is right for you!**

PS #1: Your **INVESTMENT** for this program is less than 1% of what you can and will make after you implement George Hedley's "BIZ-BUILDER BLUEPRINT" and system for building a business that works without you being a hands-on control freak stressed out business manager and worker.

PS #2 Your **INVESTMENT** of time is only two plus days. This is nothing compared to the **benefits** you'll receive. These few days will **save you 10 to 15 years of headaches** struggling to find the right formula for your business. **Your current path to success isn't working as well as it could. Right?** Now's the time to make a decision to get everything you were meant to have. You deserve better. You deserve to be a business owner instead of a stressed-out worker who makes no money, has no time and is always out of control.

PS #3 Is your **ANNUAL INCOME** at least 5,000 times your age?  
Is your **Net Worth** at least 50,000 times your age?

*- Why not? - Sign up today and learn how to make this your story too.*



## **What's Your Final Decision?**

If you just can't afford the time or don't think you're ready to invest 2 days attending this boot camp, here's an **alternative solution** to consider:



### **Hardhat BIZSCHOOL**

**Online University For Contractors**

Our online university has over 25 hours of online courses and 5 workbooks ready for you to download to your computer or laptop. These courses include:

- **Get Your Construction Business To Work!**
- **9 Numbers Every Contractor Needs To Know To Always Make A Profit!**
- **Grow Your Construction Business, Win More Contracts & Find New Customers!**
- **Construction Field, Project Management & Productivity Systems That Work!**
- **Leadership Training Course - How To Lead, Manage, Supervise & Coach A Winning Team**

**To Get Started Downloading Your 25 Hours Of Online Courses**

**Visit: [www.HardhatBizSchool.com](http://www.HardhatBizSchool.com)**

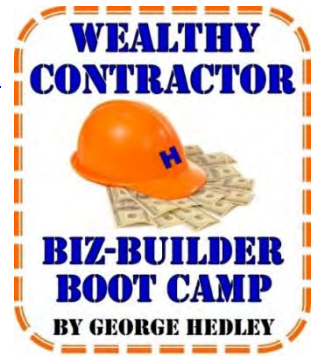
**Enter: [hardhatspecial33%off](#) to get a **33% Discount** at Checkout**



# REGISTRATION FORM **Email: [Blueprint@HardhatPresentations.com](mailto:Blueprint@HardhatPresentations.com)**

Or **FAX To (760) 992-5343**

## **BIZ-BUILDER Boot Camp - March 30 & 31, 2020 @ Atlanta, GA**



Attendee #1 Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 2nd Attendee: \_\_\_\_\_ Title: \_\_\_\_\_  
 3rd Attendee: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address (No PO Boxes): \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone # \_\_\_\_\_ Cell #1 \_\_\_\_\_

E-mail #1 \_\_\_\_\_ Cell #2 \_\_\_\_\_

E-Mail #2 \_\_\_\_\_ E-mail #3 \_\_\_\_\_

Type of BIZ / Jobs / Work / Customers: \_\_\_\_\_

Annual Sales \$ \_\_\_\_\_ Average Job Size: \$ \_\_\_\_\_ # Employees \_\_\_\_\_

### **To GUARANTEE Your REGISTRATION - Complete & Return Your Registration & Credit Card Information.**

We reserve the right to Cancel Boot Camp if fewer than 6 attendees register - We will give you 45 Days Notice.

**Non-Refundable \$250 Deposit** charged 45 days prior to event. If we or you cancel 45 days prior to event, you'll receive full refund.

Without 45 days advance notice and/or you don't attend, you'll be fully charged without refund, but we can apply to reserve your place in a future **BOOT CAMP** or apply to **BIZCOACH** services.

**1st Attendee's Price Includes Hardhat BIZSCHOOL Premier PLUS - \$597 Value**

# Attendees	Regular Price	<b>Early Bird</b> 40% DISCOUNT RSVP By 2/15/20	<b>SEMI-EARLY</b> 30% DISCOUNT RSVP By 3/1/20	<b>LAST MINUTE</b> 25% DISCOUNT RSVP After 3/1/20	Total Charge
1st Attendee	\$ 2,834	\$ 1,195 Each	\$ 1,395 Each	\$ 1,495 Each	\$ _____
2nd Attendee	\$ 1,000	\$ 595 Each	\$ 695 Each	\$ 745 Each	\$ _____
3rd Or More Attendees	\$ 800	\$ 475 Each	\$ 555 Each	\$ 595 Each	\$ _____

### **Payment Method**

Credit Card Type: \_\_\_\_\_ AMEX \_\_\_\_\_ VISA \_\_\_\_\_ MC

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code (3 or 4 digits) \_\_\_\_\_

Name On Card: \_\_\_\_\_

CC Billing Address: \_\_\_\_\_  
 (No PO Boxes)

Signature: \_\_\_\_\_





**Invitation!** - Qualified graduates of our Boot Camps are invited to apply for membership in an ongoing:

## Construction Business Owner Hardhat BIZGROUP

Ongoing Accountability Mastermind Peer Groups For Construction Business Owners & Managers

### **Professional Development, Accountability, Mentoring & Coaching!**

Tired of running your company alone?

You need ongoing coaching, accountability and training and with an experienced business coach and input from a trusted group of peers. When you become a member of our regularly structured mastermind peer group, it's like having your own **Board Of Directors** who'll help you lead, manage, improve, and develop clear perspectives on the decisions you need to make.



All BIZGROUPs Facilitated By George

### **It's About Tough Decisions & Results!**

Today's construction business owners and managers face increasingly difficult challenges. Competition is fierce, resources are stretched, and every day it gets tougher. It's lonely running your company and making every decision without the benefit or input from others who face the same challenges as you. Now you can tap into the ideas and wisdom of a **small group of success driven contractors** in a professionally facilitated regular roundtable setting. As a member of an ongoing **Hardhat BIZGROUP Mastermind Peer Group**, you'll be held accountable to make positive improvements, new thinking and grow.

Our **BIZGROUPs** are dedicated to improving your business & personal life in a proven success format. The program is designed to develop your leadership and management skills, help you get to the next level, be accountable and responsible to achieve big results, and gain the success you want to achieve.



- Implement your **BIZ-BUILDER BLUEPRINT Action Plan!**
- Effectively **Lead & Manage** your Construction BIZ!
- Be **Accountable To Improve & Become 'Best In Class!'**



### **Take Time To Invest In Your Future & Success!**

Meet with a compatible group of peers from non-competing construction companies for training, education, support, accountability and direction. These mastermind peer groups are designed to allow each member to share their situations, issues or challenges, then ask for advice and get input. By being open, members can get to the heart of their problems, learn new ideas, get unbiased advice, and make necessary changes to meet their goals. You'll receive **direct honest feedback** and **develop action plans** to immediately implement to build and grow a highly profitable business.

**Qualifications** - For like-minded compatible construction company owners & managers of non-competing qualified companies who have **attended a BIZ-BUILDER Boot Camp**.

### **Hardhat BIZGROUP Membership Includes:**

#### **1. Two BIZGROUP - 2 Day Peer Group Meetings Per Year In Great Locations**

- ✓ Meetings Facilitated By George Hedley.
- ✓ Member 'Hot Seat' Issue Discussions & Questions For Input & Ideas.
- ✓ Share Best BIZ-Practices, Systems, Strategies & Education.
- ✓ Goal Setting, Assignments, Commitments & Accountability Action Plans.

#### **2. Regular BIZCOACH 1 on 1 Phone Sessions With George**

#### **3. Regularly Scheduled Group Calls, Education, Support & Communication**



BIZGROUP Mastermind Meetings

