



RAISE YOUR VALUE AUDIO COMPANION GUIDE

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RAISE YOUR VALUE AUDIO COMPANION GUIDE

Use this Audio Companion Guide to follow along with the resources and graphics mentioned in the RAISE Your Value Audiobook.

Resources:



[aecbusiness.com/RAISEYourValue/
Resources/](https://aecbusiness.com/RAISEYourValue/Resources/)

Value Quotient (VQ) Assessment:



aecbusiness.com/RAISEyourvalue/VQ/

Geoprofessional Accord:



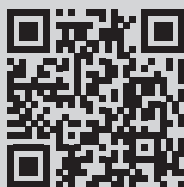
[elevategeoprofessionalvalue.org/sign-the-
accord](https://elevategeoprofessionalvalue.org/sign-the-accord)

Schedule a Call with June:



aecbusiness.com/15minutecall/

Connect on LinkedIn:



linkedin.com/in/junejewell/

RAISE Your Value Fee Accelerator Program:



aecbusiness.com/fee-accelerator/

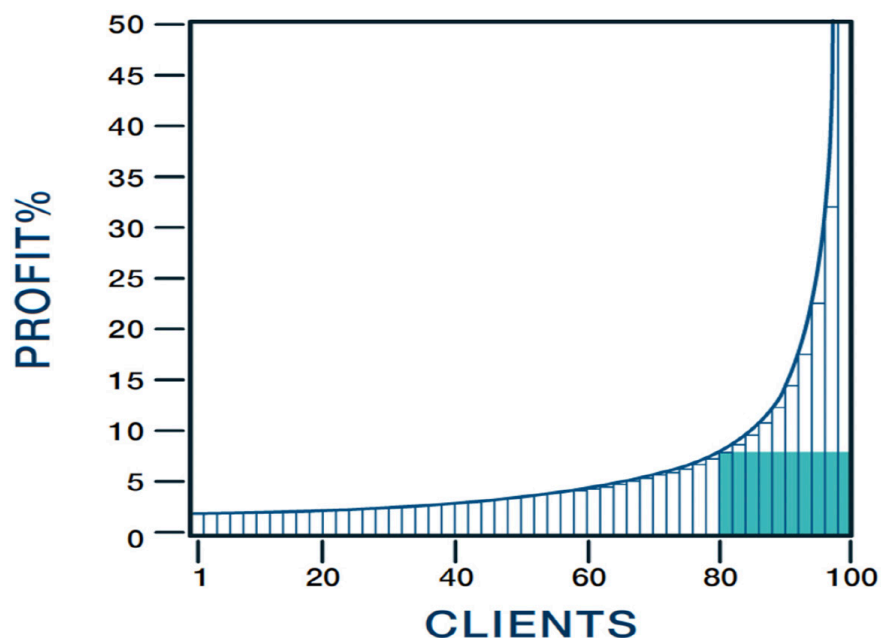
5-STEP RAISE YOUR VALUE FORMULA

Uncover Hidden Value, Design a Winning Advantage and Charge More



Introduction - 5-Step RAISE Your Value Formula

PROFIT POWER CURVE



Chapter 4 - Profit Power Curve

CLIENT REVENUE & PROFITABILITY



Chapter 4 - Client Revenue & Profitability

Project Go/Get Calculation

Project Materialization

Prob. of Project Authorization (65%)	<input type="text" value="100"/>	%
Prob. of Project Funding (35%)	<input type="text" value="80"/>	%
Project Probability Baseline	<input type="text" value="93.00"/>	%

Our Competitive Success Probability %

Use Go/No-Go Eval Score

Compound Probability %

Use Go/Get Weighted Rev in Forecasts

Go/Get Weighted Revenue \$

Costs

Est. Revenue from Gen'l. Tab \$

Est. Building Const. Cost

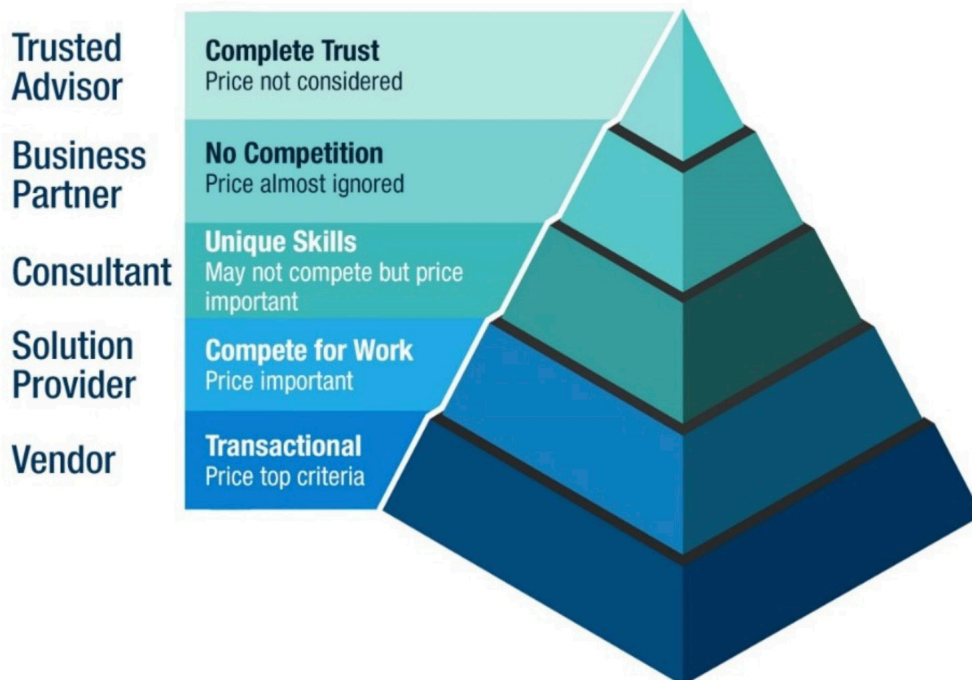
Chapter 5 - Sample Go/No-Go

GUIDE YOUR FIRM TO GREATER PROFITS USING OUR SIMPLE
FIND THE LOST DOLLARS™
 3-STEP PROGRAM:



Chapter 7 - AEC Business Solutions's Proprietary Process

COMMODITY VERSUS TRUSTED ADVISOR



Chapter 7 - Commodity VS Trusted Advisor

Fee for project	=	\$300,000
Probability your firm will be selected	=	50%
Net projected fee revenue (\$300,000x .5)	=	\$150,000
Cost to produce and submit proposal	=	\$ 10,000
Standard profit margin on projects	=	10%
Projected Profit = (\$150,000 x .10)	=	\$ 15,000
Net profit margin (\$15,000-\$10,000)/\$300,000	=	1.67%

Chapter 7 - Example of Low Profit Project



Chapter 8 - SWOT Analysis

STRENGTHS	MY COMPANY	COMPETITOR #1	COMPETITOR #2	COMPETITOR #3
Business Advantages (size, skills, service offering, geography, reputation, financial, online presence, etc.)				
Competencies				
Areas We Make the Most \$				
Areas We Excel				
WEAKNESSES				
Where We Lack Resources				
Services We Don't Offer				
Areas We Don't Perform Well				
Areas We Lose \$				
Areas We Need Improvement				
OPPORTUNITIES				
Beneficial Trends				
Niches Competitors Missing				
New Technologies				
New Client Needs				
New Client Problems				
National Crisis (e.g., pandemic)				
THREATS				
Obstacles To Overcome				
Aggressive Competitors				
Successful Competitors				
Negative Economic Conditions				
Government Regulations				
National Crisis (e.g., pandemic)				

Chapter 8 - Example SWOT Analysis

ABOUT THE AUTHOR & NARRATOR



June R. Jewell, CPA is a leading business expert in the architecture and engineering industry. June started working in the A&E industry in 1990 implementing the Wind2 Financial Management System and became a Deltek Premier Partner in 2005 when Deltek acquired Wind2. Throughout her career, June has worked with over 1,000 A&E firms, helping them improve their business operations, systems, and processes.

She is author of the best-selling book *Find the Lost Dollars: 6 Steps to Increase Profits in Architecture, Engineering and Environmental Firms*. This book has helped thousands of firm leaders, project managers, and emerging leaders to embrace business best practices and improved financial management to increase profits.

As CEO of AEC Business Solutions, June and her team provide business assessments, business coaching, training and workshops, and process improvement services to help A&E firms sell and deliver profitable projects. She is a frequent speaker at A&E industry events and enjoys finding new ways to help A&E firms succeed.

June splits her time between Reston, Virginia and Fort Lauderdale, Florida and lives with her daughter and pup JoJo. She enjoys boating, dancing, karaoke, baseball, and country music concerts.

READY TO TAKE ACTION?

If you're eager to implement everything you have learned, it may be the perfect time for a **FREE Strategy Session** with June Jewell!

What to Expect from Your FREE Strategy Session:

- Personalized evaluation of your firm's current value proposition
- Identification of untapped sources of value within your services
- Strategies for designing a winning advantage in a competitive landscape
- Guidance on how to effectively communicate and charge for your enhanced value
- Answers to your burning questions about the **RAISE Your Value Fee Accelerator Program**

Schedule Your
FREE Strategy Session



<https://calendly.com/junejewell/raiseyourvalue>