

# Training for the KGE Accelerator App

Training Manual by Kingdom Growth Engine



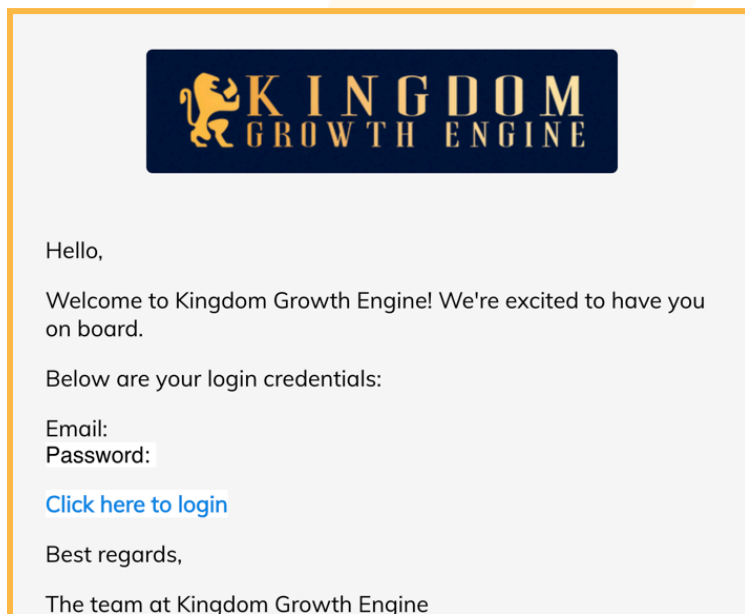
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## Logging Into The App

### 1. Find your login credentials

After you've subscribed to the software, you'll receive an email that looks like this:



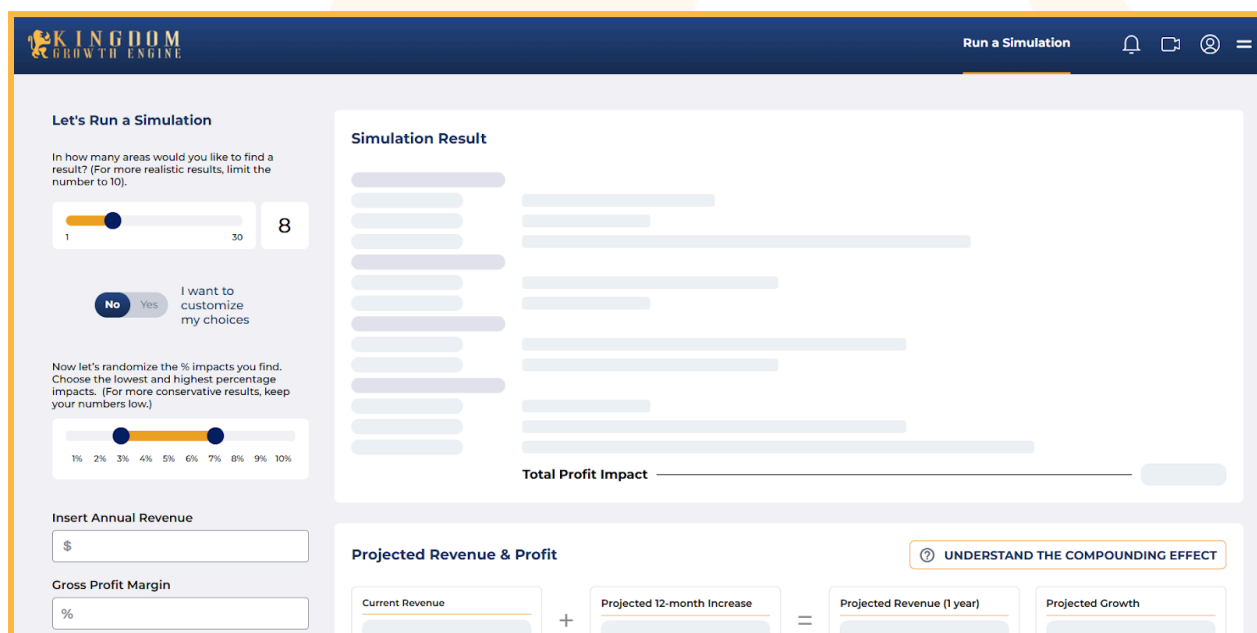
### 2. Login to the Accelerator App

Login with your email and password using the link provided.

# Running A Simulation

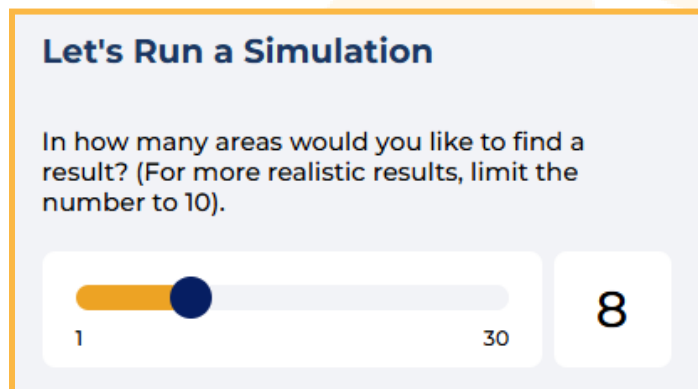
## 1. Start a simulation

You'll come to a screen that looks like this:



## 2. Choose how many areas you want to find an impact in

In the top left, you'll see that you can run a simulation with up to 30 areas of a business. These are the areas that the Kingdom Growth Engine full software will evaluate. For simulation purposes, we know that an opportunity for revenue and profit impact will normally be found in anywhere from 5 to 20 areas. To keep your projections conservative and trustworthy, limit your impact to 10. Slide the blue circle to find the number you want. Feel free to try any numbers.

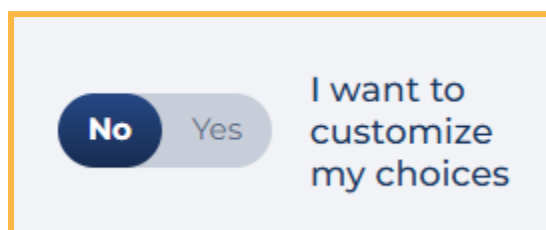


### 3. Customize your choices

You may also customize your choices. Perhaps you have areas that you specialize in. Or areas where you know that finding impacts is easy. For example, refining your client's USP to highlight a unique benefit can make a big difference. You could take a day to workshop and refine the USP to emphasize a benefit like 24-hour customer support. This could lead to a 2% to 5% increase in customer inquiries and conversions.

Or if digital marketing is your specialty, you could choose any or all of the 12 areas of digital marketing.

Toggle the button to “Yes”.



Then look through the list of the 30 different options.

#### Parameters

##### Market Positioning & Strategy

Market Research & Competitor Analysis	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
USP (Unique Selling Proposition)	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Value Pitch	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Credibility & Expertise Development	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Strategy Development	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>

##### Communication & Partnerships

Media Relations & Brand Visibility	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Strategic Partnerships	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Internal Communications	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>

##### Growth & Revenue Enhancement

Sales Optimization	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Upsell, Cross-sell, & Downsell	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Recurring Revenue Growth & Customer Retention	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Increase Prices	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>
Referral Systems	Exclude <input checked="" type="checkbox"/>	Allow <input type="checkbox"/>

Click “Allow” for the ones you want, then scroll to the bottom and click “Remember My Choices”.

UX/UI Design for Digital Platforms	Exclude <input checked="" type="radio"/> Allow
Online Reputation Management	Exclude <input checked="" type="radio"/> Allow
Mobile Marketing	Exclude <input checked="" type="radio"/> Allow
Video Marketing	Exclude <input checked="" type="radio"/> Allow
Influencer Marketing	Exclude <input type="radio"/> Allow

You have selected **4** choices

Now you’ll see that the simulation number has changed to reflect your choices.

1 30 4

If you were to slide this bar now to change this number, it would void your choice and then randomize your impacts once again.

## 4. Randomize the percent impact you find

Next you can also randomize the % of impacts you’ll find in each of the chosen areas. The default is 3% to 7% but you can move the lower and upper limit.

Now let's randomize the % impacts you find. Choose the lowest and highest percentage impacts. (For more conservative results, keep your numbers low.)

1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

The reason that you choose small numbers is that they are easier to achieve and it makes the simulation more realistic.

## 5. Add Company financials

Next insert the company's annual revenue, Gross Profit Margin, and Net Profit Margin. Then click Generate.

**Insert Annual Revenue**

**Gross Profit Margin**

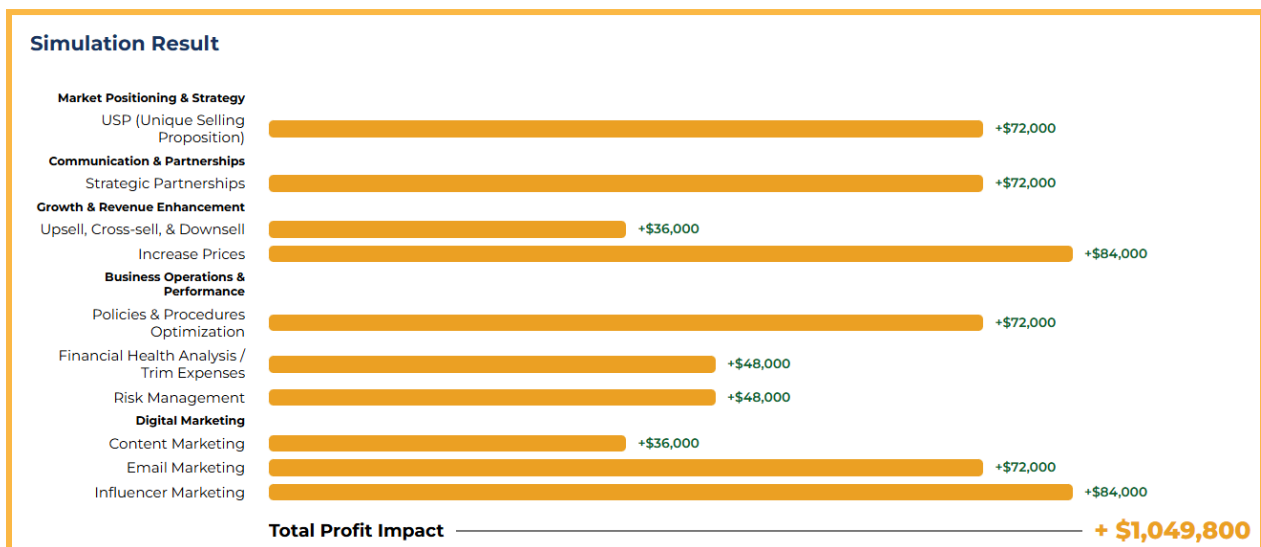
**Net Profit Margin**

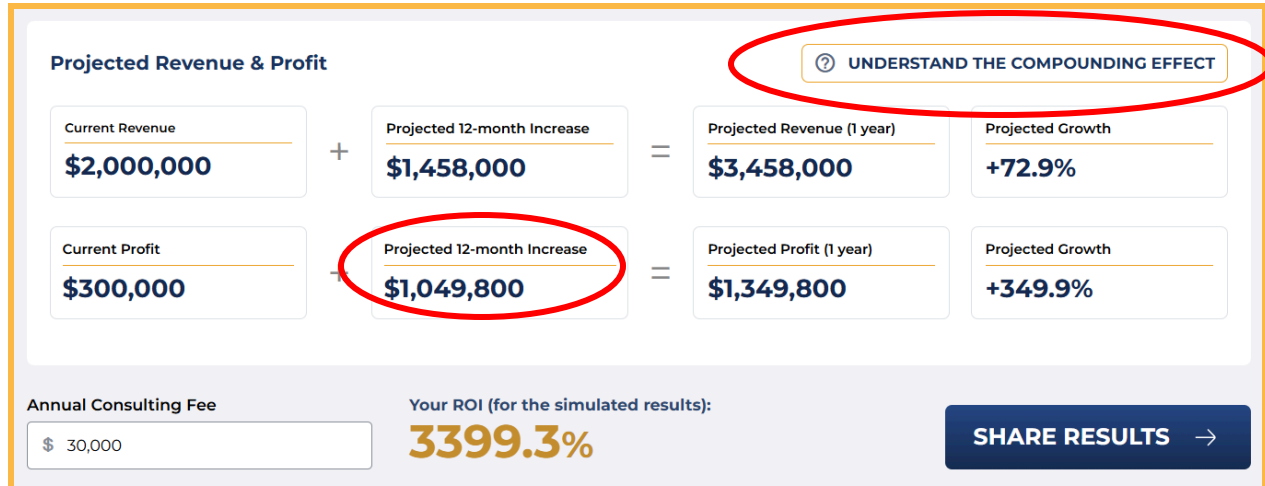
**Generate**

If you're working with a business owner live, it will be okay to estimate these numbers if they aren't sure. As a reminder, the Gross Profit Margin is ALWAYS higher than the Net Profit Margin.

## 6. Looking at the results

You'll get a screen like this:





This simulation has taken 10 randomized areas and assigned an impact between 3% and 7%. The Total Profit Impact is \$1,049,800. This corresponds to the number in the red circle above.

## 7. Understanding the compounding effect

If you were to simply add the numbers at the end of the golden bars, you would not arrive at the same total. To understand the difference, click on the “UNDERSTAND THE COMPOUNDING EFFECT” button, also shown above. It will give you 3 analogies and a logical explanation to help you understand the power of compounding impacts.

**The Garden** | American Football | Auto Racing | Logical Explanation

Imagine you're planting a magic garden where every plant can grow by 10% each year. You start with \$1,000,000 worth of plants. In the world of business, think of these plants as your company's revenue.

Now, if you improve just one aspect of your garden (let's say, better soil), your plants are worth 10% more, or an extra \$100,000, bringing your garden's total value to \$1,100,000. But here's where the magic happens – compounding.

Next year, you decide to add more sunlight by trimming some trees, another 10% improvement. But this time, you're not just improving the original \$1,000,000 worth of plants. You're improving the entire garden, now valued at \$1,100,000. So, this 10% boost adds \$110,000, not just \$100,000, bringing your garden's worth to \$1,210,000.

Each improvement or "impact" builds on the last, so each 10% growth is applied not just to your original garden but to all the improvements made so far. By the time you make ten of these 10% improvements, your garden – or your business revenue – grows much more than just \$1,000,000. It's like each plant in your garden helping the others grow bigger and stronger.

For you as a business owner, this means that focusing on multiple areas for improvement and understanding the power of compounding can significantly increase your company's revenue. Each improvement doesn't just add; it multiplies your success because each new improvement works on a larger base than the one before.

Remember, the real magic isn't in adding to what you have; it's in multiplying it through smart, compounded efforts.

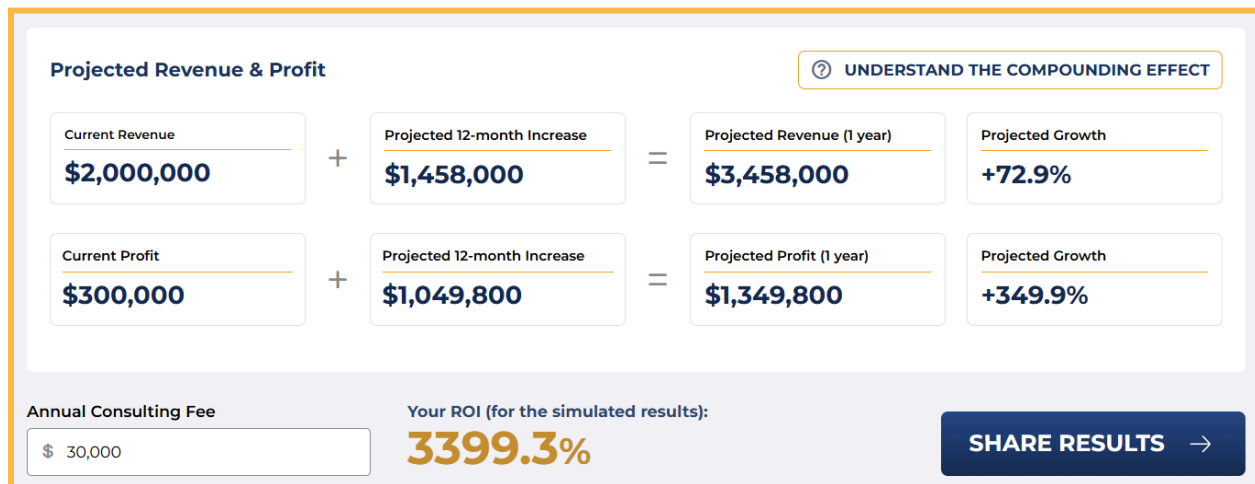
You can use these analogies to help business owners understand the power of compounding. To go back to the chart, simply click the “Back to Chart” button.

**Projected Revenue & Profit** [← BACK TO CHART](#)



## 8. Presenting the projected revenue, profit and ROI

At the bottom of the interface, there is a section which details the current and future revenue and profit.



Note that there is an area for you to input your annual consulting fee. This also triggers the ROI percentage that the business owner would expect to receive from your consulting services. Your fee will remain at the number you choose, until you decide to change it. You can also “Generate” as many simulations as you like to prove to your prospect that they’ll get a strong ROI in any scenario.

## 9. Sharing the results

When you are ready to share results, you can click the “SHARE RESULTS” blue button. This screen will pop up.

The form is a light blue modal window with a close button (X) in the top right corner. It contains three input fields: "First Name", "Last (or Family) Name", and "Email Address". Below the input fields is a reassurance message: "Rest assured, your data remains confidential and will not be shared with external entities." At the bottom right is a dark blue "Send" button.

First Name

Last (or Family) Name

Email Address

*Rest assured, your data remains confidential and will not be shared with external entities.*

[Send](#)

We recommend you first send the results just to yourself so you can see the report that your prospect will receive. Note that you will also be CCd on any report you generate. This will come to the email you used to sign up to the accelerator app.

The email will look like this:

Dear ,

I hope this message finds you well.

We are delighted to provide you with the report from your recent simulation using our advanced growth engine simulator. Your engagement with the tool is an essential step toward enhancing your business's profitability.

The simulation has provided valuable insights, demonstrating how marginal adjustments of less than 10% in various areas of your operation could lead to significant financial outcomes. Specifically, your request to analyze **10** scenarios with changes ranging from **3%** to **7%** suggests a potential increase in profits by **\$1,049,800** for your **\$2,000,000** business venture.

Please follow [this link](#) to find the detailed report outlining the simulated projections. These findings serve as a preliminary gauge of the latent opportunities within your enterprise, which could be further uncovered through a thorough analysis.

For a deeper dive into the specifics of your business and to maximize the untapped potential, I am at your service for a comprehensive consultation. I've been CCd on this email to facilitate seamless communication.

I am looking forward to the possibility of assisting you in translating these simulated prospects into tangible growth for your business.

Wishing you continued success,

P.S. To transform these simulations into your business reality, I encourage you to schedule a personalized strategy session with me. Reply to this email to get started.

You can see in this email that it shows the number of scenarios, the percentage of changes you chose and the impact on profits on the business. There is also a link to the report.

## Best Practices

### Effectively Using the Accelerator App

1. Keep your numbers small. You'll notice with practice that the increase in revenue and profits add up very quickly. This is due to the power of compounding impacts.
2. Test the numbers by using round numbers (\$1,000,000 revenue, 50% GPM, and 10% NPM) for easy math. Also see your results with just 1 or 2 areas of impact.
3. Use small percentages. Yes, we know that we could literally double a business by coming up with a unique USP—we've done it before! However, small percentages of 2% to 5% are relatively easy to achieve and cause little disruption to a business's operations. For example, if you helped a business launch a referral program within a 2-week period, you could help them drive new business. If 1 out of 20 customers refers a friend, your client could see a 5% increase in new customers.
4. Be prepared to share examples or case studies with your prospects about how you've helped companies grow. Saying, "I increased revenue in a company in 6 months by 5% by instituting a referral program... and I could do that for you" is a powerful motivator.
5. Focus on your areas of strength.
6. Be prepared to explain your numbers.

# Contact

Kingdom Growth Engine



If you have any questions about the app, feel free to reach out. Email us at [support@kingdomgrowthengine.com](mailto:support@kingdomgrowthengine.com) and put “App question” in the subject line. We’ll respond as soon as possible.

## Contact Information:



[info@kingdomgrowthengine.com](mailto:info@kingdomgrowthengine.com)



<https://KingdomGrowthEngine.com>

## Social Media:



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