



The Solution for Failing and Under Achieving Businesses

With the economy in a downturn, motivation gurus are wondering how to inspire workers. Well, you can stop agonizing because Gary Brose has created a fail proof plan to bonus your way to profits.

Audiences sit up and take notice when Gary talks about the power of involving employees to increase profits!

Engaging and insightful talk-radio guest, Gary Brose, author of *Bonus Your Way to Profits!* is making a difference in the lives of business people all over the country. His unique ability to find solutions in every business problem sets him apart from the pack and earned him the title, The Small Biz Sherpa.™ A gifted visionary and a true motivator of people, Gary is raising the bar and getting results.

The problem:

Small businesses are failing in record numbers as the economy struggles to regain balance. Unemployment is at a record high and business managers are at their wit's end to find solutions. Many businesses are in the grasp of devastating fear as they brace for the inevitable end. So who are they going to call for help? The answer is Gary Brose, The Small Biz Sherpa,™ of course.

The Solution:

Gary Brose, the nation's leading expert in helping companies increase sales, decrease costs, and motivate employees using his results-based compensation and incentive program that actually pays employees more while improving the bottom line! The answer to long-term business success demands every single employee within an organization is fully invested in the success of the company. And how you achieve that is easier than imagined.



Stellar radio show guest:

The cream of the radio show crop, Gary's enthusiastic style keeps audiences on the edge of their seats, and hanging on every word. He delivers every time and offers the solutions every business needs to stay afloat. His common-sense ideas and authentic desire to help others is evident every time he steps in front of an audience.

Gary is available for one-time segments or an entire series, custom-designed for your unique audience.

High praise from Dr. Pat Baccili, host of The Dr. Pat Show - Talk Radio to Thrive By!™

"Gary Brose is taking the media world by storm!... and our listeners love him. His powerful radio presence in a seven-week series on The Dr. Pat Show's Enlightened Capitalism Hour created quite the excitement. Each week our listeners tuned in to hear every word as his natural talent and powerful message delighted and inspired."



Offering your audience the information they want and need

This savvy radio and TV guest is knowledgeable and entertaining

Gary Brose has successfully designed over a hundred different bonus plans over the last 25 years. During his time in the trenches he has learned exactly what works and maybe even more importantly, what doesn't. Now is he taking his successes to the corporate world where he is helping companies and employees work towards a common goal—the overall success and longevity of the business.

Now more than ever, smart companies will see the benefits of creating productive and rewarding bonus programs for their employees. Over the years, Gary has successfully rewarded good performers and involved everyone in striving toward the company's goals by creating effective win-win bonus programs. A good program has the potential to improve morale, minimize turnover and increase pay for most employees. Since 1982, EVERY employee at his delivery company participated in a bonus program—because they really do work.

“American business has deluded itself for years by employing a variety of bonus programs that look good on paper but do next to nothing to motivate employees or further the goals of the organization for which they work. Many bonus plans are ill conceived and poorly structured. Most are complicated and difficult to understand or compute. Profit sharing plans that pay a bonus at the end of the year to all or some employees are the greatest failures of all.” - Gary Brose, The Small Biz Sherpa™

The Eight Essential Elements of a Quality Bonus Program

Gary Brose has spent his entire career exploring the world of bonus and employee compensation programs. He has distilled all the valuable lessons and his extensive knowledge into a refreshing presentation outlining the essential elements of an effective bonus program and how to design one. And most importantly, how to get managers involved and motivate employees to produce more, working the same amount of hours by being fully invested in the success of the company.

Audiences will learn:

- The conditions that cause a business to address compensation concerns
- How to design a successful bonus program
- Why a company would want to change its compensation structure
- How to design a bonus program for any business or industry
- The scientific and tested approach to making changes to existing compensation programs
- Ways any business can create an unfair advantage even in the current economic climate

About Gary Brose, The Small Biz Sherpa™

Raised in Seattle, Gary graduated from the UW in 1975 with a degree in Urban Political Relations. He worked for FedEx for five years before purchasing Fleetfoot Messenger Service and has been in the Transportation Industry for the last 28 years. During that time he purchased or started over a dozen other companies including a computer software firm, an indoor amusement park, an office supply company, two Freight Forwarders, an internet retailer and several other companies.

He is the founder of the Washington State Courier Association and was the Chairman of the Mayors Small Business Task Force in Seattle. He is currently the President of four Corporations and spends most of his time running US Dispatch Corp. which is developing a prototypical Dispatch Center for duplication nationwide.

During the 28 plus years of owning his own businesses, he has employed a series of unique compensation structures for his employees. He has relied heavily on bonus programs and incentive laden payment plans which involve and motivate employees. In the process, he has literally created over 200 different bonus plans and discovered those attributes which make them effective....or not. Gary is the author of *Bonus Your Way to Profits!* which is based on his many years of discovering exactly what works and what doesn't. Visit his website at www.smallbizsherpa.com

Call 206-505-9752 or email Gary@SmallBizSherpa.com

Gary Brose — Making A Difference



"When you provide a dynamic bonus program for your business, your employees become your greatest business asset."

Gary Brose is making a difference in the lives of business people all over the country. His unique ability to find solutions in every business problem sets him apart from the pack. A gifted visionary, an insightful leader, and a true motivator of people, Gary is raising the bar and getting results.



What others are saying about Gary Brose

"I've met and worked with a wildebeest-sized herd of small business folk and entrepreneurs over the last few decades, but I have never met another person like Gary Brose. He's insightful, flexible, is always learning, innovative, ethical, practical, and visionary—all in one uplifting can-do kind of guy. I'm always energized by his thinking and ability to act. There's no one I enjoy working with more. He's unique!" - **Jeff Angus**, Author and Speaker

"In the last six years we have purchased three competitors by using Gary's methods. We did it with a very small amount as a down payment and we saved over \$100,000., which was over 40% of the total purchase price! That was a lot of money to us at a time when we were tight on cash!"
- **Greg and Jeff Sedgemore**

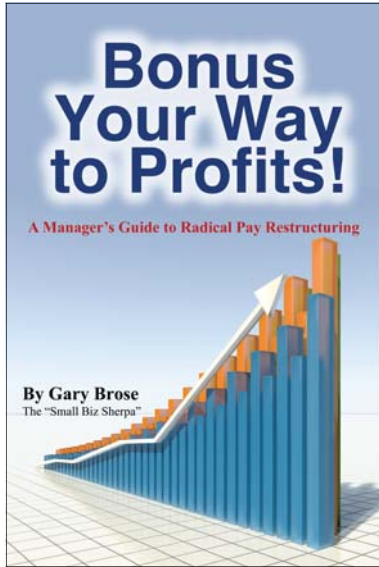
"I've known Gary Brose for all of the 20 years that I've been publishing *Marketing*, a monthly trade publication for the Puget Sound area. Gary has been a valued contributing writer, advertiser, supplier of messenger services, mentor and valued friend. I'm delighted to let others know of Gary's exceptional business judgment, entrepreneurial talent, ethics and ability to express himself both verbally and in writing. I'm also delighted to know that he will begin sharing his wealth of business experience in print and online columns, and can't wait to begin reading them myself." - **Larry Coffman**, Publisher, Marketing Newspaper

"I've been Gary's attorney since 1981 and I have seen firsthand what he has accomplished. He's taken small underachieving businesses and built them up from next to nothing to industry leaders. He's started businesses from scratch, suffered through the lean years and created long term cash machines. He will be the first to tell you about his failures but it's those failures that have led to the successes he's had. I believe in what he does and feel he can help others in the same way."
- **James Aiken**, Attorney At Law

"It has been my pleasure to work closely with Gary Brose on a number of diversified projects and he has always impressed me with his wide range of knowledge, ability to identify challenges and develop innovative plans that produce positive results. It is this combination of far-sighted vision with attention to detail that has made him indispensable on any number of business ventures, and an invaluable asset to his colleagues and community in general." - **Glen Byers** - President, GoTech

"Gary has a very creative mind and is right on target when it comes to doing forecasts and working with numbers. I recommend him to anyone who is running a business especially during tough times."
- **Scott Byhre** - President, Mind Map Media

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Many bonus plans are ill conceived and poorly structured. Most are complicated and difficult to understand or compute. Profit sharing plans that pay a bonus are the end of the year to all or some employees are the greatest failures of all."**



Bonus Your Way to Profits! **A Manager's Guide to Radical Pay Restructuring**

A no-nonsense guide by Gary Brose, The Small Biz Sherpa,[™] for any business owner or manager who wants to increase their bottom line. Now you can enlist the support of every single person within the company. Every business can become a thriving and successful company by restructuring their bonus and compensation plans.

Immediately upon finishing this book, you will be able to begin designing your own bonus-based compensation structure that breathes new life into your company and has the power to add significantly to your bottom line!

"I developed the eight Essential Elements of a Quality Bonus Program. I fine-tuned each of those elements and came to the conclusion that any Bonus Program that did not fulfill each of those Elements was destined for failure. Now when we propose a new Bonus Plan, we just refer to the Essential Eight and go down the list. If the plan doesn't meet each of the eight criteria, we tweak it until it does." -Gary Brose, The Small Biz Sherpa[™]

You'll discover:

- ◆ The Eight Essential Elements of a Quality Bonus Program
- ◆ A detailed description of each element
- ◆ Examples of bonus programs that succeeded, and why
- ◆ Example of bonus programs that fail, and why
- ◆ Step by step instructions on how to design a quality bonus program for yourself
- ◆ Sample memos to your staff
- ◆ Samples of ways to handle objections from the staff
- ◆ A detailed explanation of how to transition from a traditional pay model to a bonus-based program



"Gary Brose is without a doubt the Platinum Standard among the dozens of executives and entrepreneurs I've worked with in my consulting and inside management career. He doesn't have Donald Trump's line of credit or wacky hair, he doesn't have Carly Fiorina's bloodthirsty determination or situational ethics. What Brose does do that they can't is understand and explain a model that almost any business can use to significantly change its chances for surviving and thriving in challenging times. His Bonus Your Way to Profits is a practical, understandable set of tools to transform your company in enduring ways. He knows his stuff; he explains it clearly. He's a gem!

—Jeff Angus, management consultant and author of Management by Baseball (Harper Collins)

Bonus Your Way to Profits! is available from the following sources:

Amazon.com - now available for download on Kindle Digital Media
www.SmallBizSherpa.com
www.Lulu.com

Call 206-505-9752 or email Gary@SmallBizSherpa.com