

## SYV Tech Mixer Info

### **Conscious Business Strategies to Grow Profit** *Fine Tuning Your Purpose and What Really Matters*

**Burke Franklin** is the creator & CEO of **BusinessPowerTools.com**, best known for **BizPlanBuilder®** software which has sold more than 2 million copies.

“It's crucial that your innovations succeed in our world. This means that your business must be profitable and sustainable – without you losing control, your mind or your shirt!” he says.



Burke graduated from UC Santa Barbara and has worked for a number of tech companies in Southern California and Silicon Valley.

He says he started making real money after he launched his own company and now has 40+ years of sales, marketing and management experience.

Along the way, he was elected to the *White House Conference on Small Business* and nominated for Ernst & Young's "*Entrepreneur of the Year.*"

His idea of changing the world is providing the business tools you need to help *you* change the world.

Burke has now taken all of his content from 29 years of successful windows apps and experience and remastered it into a seamless online collaborative online dashboard.

Michael Gerber (author of the E-Myth) called it, "*The customizable encyclopedia of everything you need to know about your business...!*"

Burke's book, *Business Black Belt*, applies lessons from 37 years of personal development workshops, martial arts, flying, and real-world business success to building companies.

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**Discussion highlights...**

1. What is a conscious business?
2. What are some conscious business strategies that can impact profit?
3. What are some examples of “Building a Conscious Business”
4. How & why a business plan can breathe new life into your business

Ideal customers:

- Startup CEOs
- CPAs
- Business Owners