



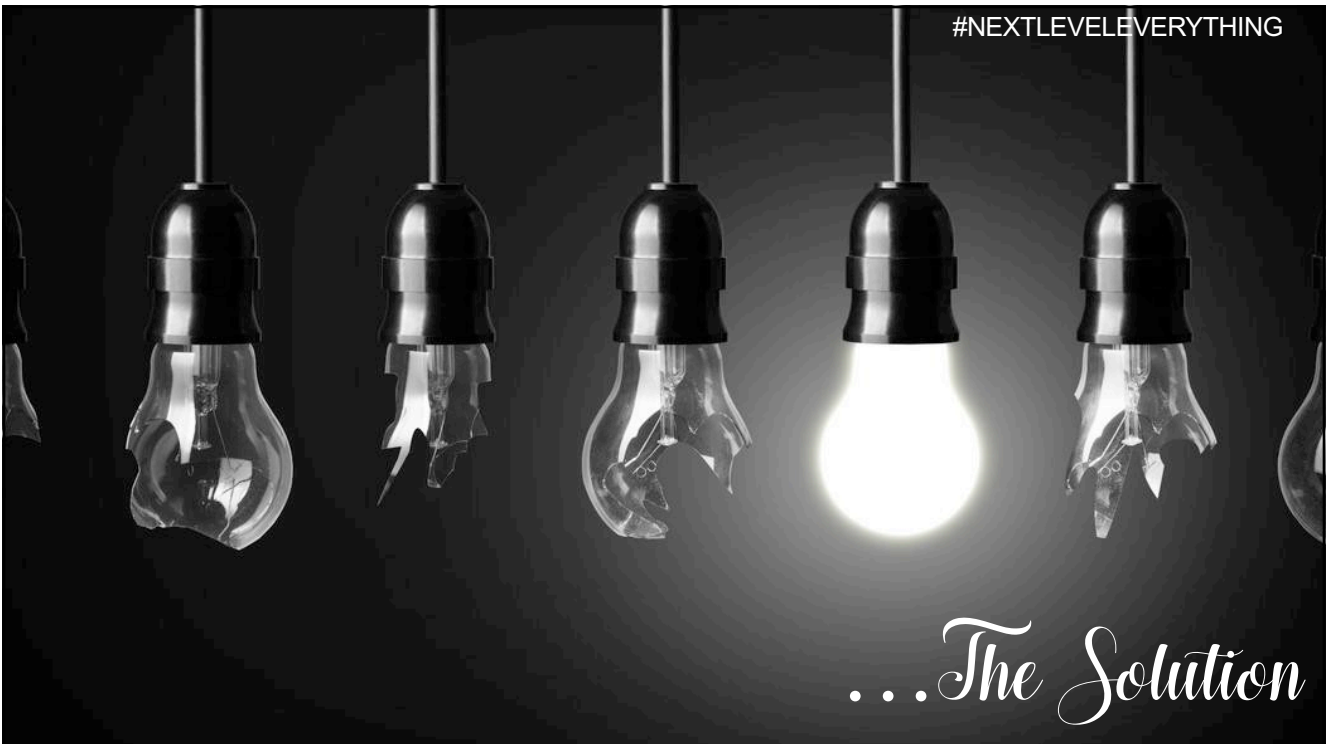
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## *A little about me . . .*

- An award-winning million-dollar spiritual business growth strategist
- I've helped hundreds of entrepreneurs build six and seven figure businesses that are still growing to this day
- On a mission to show others how to build businesses that serve them financially and spiritually without hustle and grind



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## *Agenda . . .*

#NEXTLEVELEVERYTHING

- SCALE UP One-Page Strategic Plan
- Pricing for Profitability
- 7 Systems to Scale Up



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#NEXTLEVELEVERYTHING



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#NEXTLEVELEVERYTHING

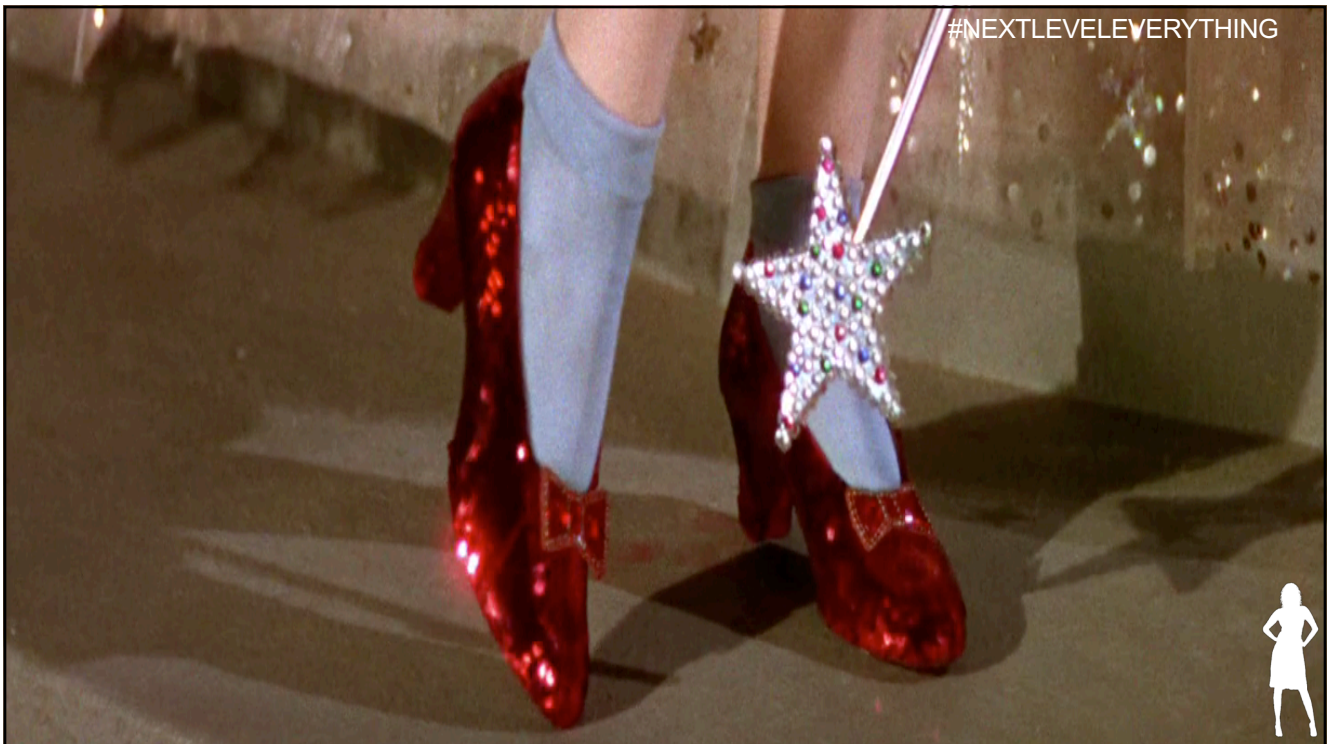
# *My Scale Up Story*



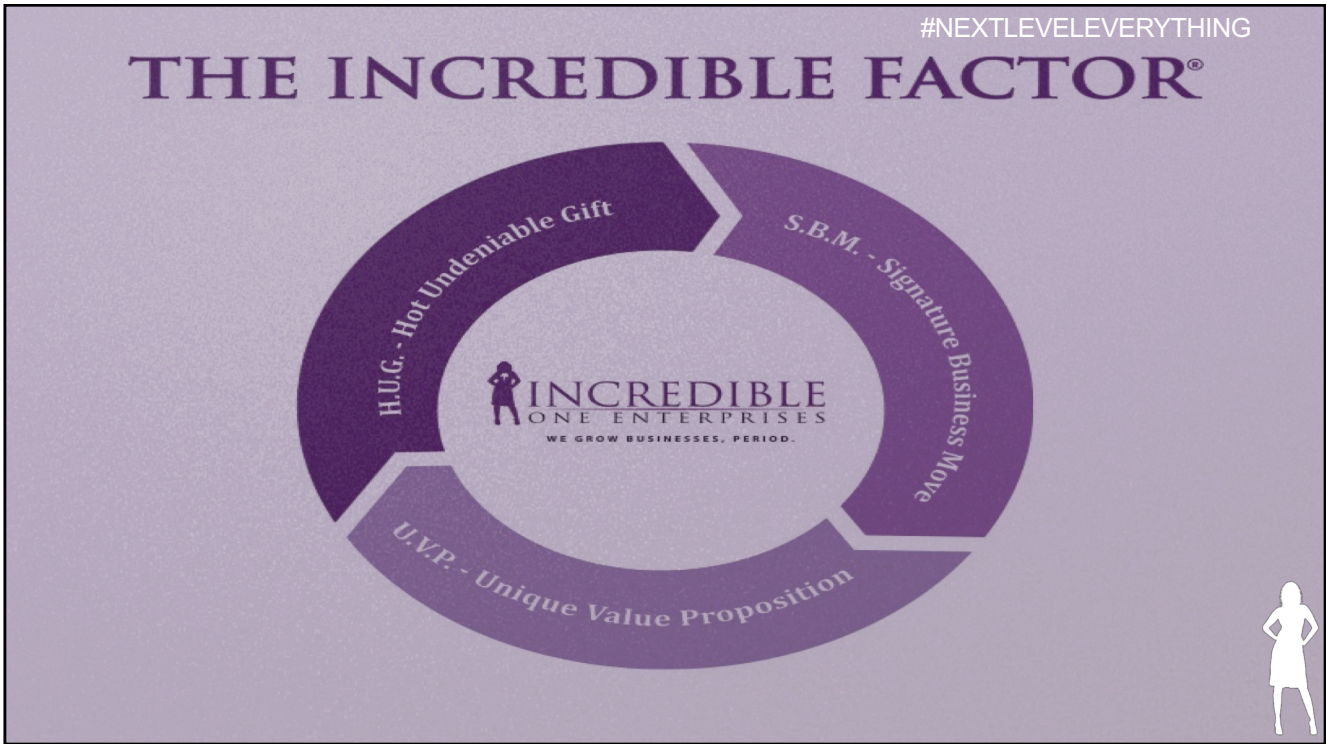
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#NEXTLEVELEVERYTHING

STRATEGY | SALES | SYSTEMS | SUPPORT



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#NEXTLEVELEVERYTHING

**S**ystems  
**C**reate  
**A**lignment  
**L**everage  
**E**xpansion




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#NEXTLEVELEVERYTHING

## Set an *Intention*...

- Why SCALE Up 2020?
- What's your big reason why for scaling up your business?
- What do you DESIRE most right now?

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#NEXTLEVELEVERYTHING

## Brand *Mission Statement* and *Promise*...

- What are your Core Values and Beliefs?
- What is your reason why?
- How will you Shake the Planet?

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*Get Clear on Revenue Goals...* #NEXTLEVELEVERYTHING

- Complete the Quick Money Map
- Why? Money needs a reason to come in
- What's Your SCALE UP Goal for 2020?

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*Ways to Grow Your Business...* #NEXTLEVELEVERYTHING

- Make more \$ from existing clients
- Generate new clients
- Revitalize lapsed clients

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#NEXTLEVELEVERYTHING

## Audience of One . . .

- I help [group of people] solve/achieve [problem/result] so that [benefits or ultimate transformation]
- I feel abundance + joy when I work with people who [3-5 qualifiers]
- There's no amount you can pay me to work with people who [3 disqualifiers]
- Without my Incredible Factor, these people will [3 problems they will CONTINUE to have]


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#NEXTLEVELEVERYTHING

## Ask Yourself . . .

- What is the **Specific Pervasive Insurmountable Clear and Expensive problem** I will solve for my clients and customers?
- What is the **Specific Positive Intentional Clear and Evident outcome** my solution will provide?
- What is the **real value and transferable result** me solving this problem will bring to my ideal clients?



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#NEXTLEVELEVERYTHING

## *Your Offers . . .*


- No more than three (3) core product offers to meet the needs of your clients in 2020
- Will a progression/ascension model work for you?
- What is your Signature Business Move?



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#NEXTLEVELEVERYTHING

## *Strategy . . .*



```

graph LR
    A[LEAD GEN] --> B[OPT-IN/  
QUALIFICATION]
    B --> C[SALES  
TOOL]
    C --> D[OFFER]
    D --> E[ENROLLMENT]
  
```



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#NEXTLEVELEVERYTHING

## Lead Gen...

- Website
- Speaking (online and off)
- Referrals
- Networking
- Social Media
- Advertising (online and off)
- Direct Mail
- Sponsorship/Exhibiting
- Webinars
- Video Series/Challenges
- Live Events



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#NEXTLEVELEVERYTHING

## Marketing Opt-In...

- CD/Audio Download
- Video Training Series
- White Paper/ Insights Paper
- Podcast
- Webinar/ Teleseminar
- Checklist
- Surveys, Quizzes, Assessments and Polls
- Challenges
- Video Series



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*Sales Tool...*

#NEXTLEVELEVERYTHING

- Discovery Call
- Needs Discovery Meeting
- Sales Pages
- Intro event
- Webinar/ Teleseminar
- Sample




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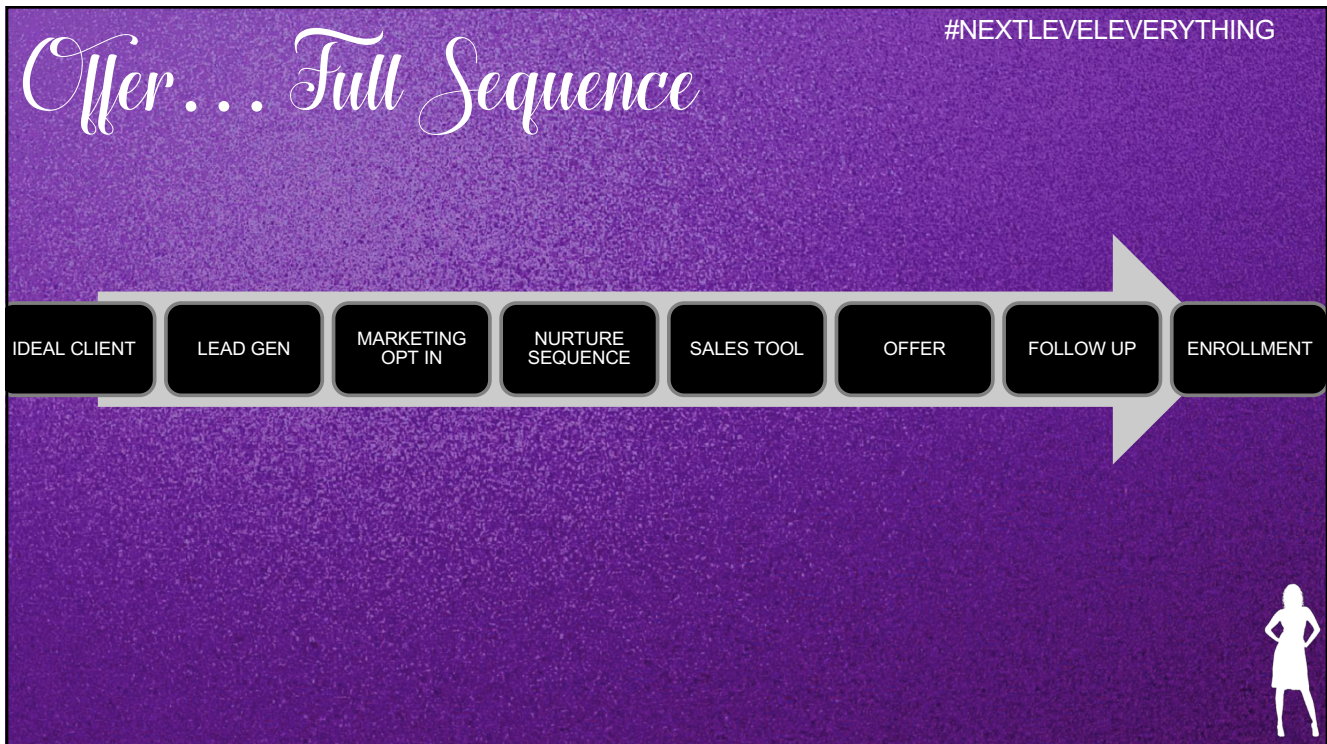
*Offer...*

#NEXTLEVELEVERYTHING

- Your SPICE Outcome
- Complete Solution To Problem
- The Best Choice for Them Now
- Think Problem Progression



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*Pricing For Profitability...* #NEXTLEVELEVERYTHING

- Determine Your Pricing Strategy
- Calculate the Cost to Serve at the Highest Level
- Charge More than it Cost
- Leverage the Formulas

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## *Pricing For Profitability . . .*

#NEXTLEVELEVERYTHING

You're going to attract higher quality clients  
 You're going to create more success stories that turn into more clients  
 High Ticket prices actually RE-ASSURE your clientele that you are the best of the best!  
 You can hit your income goals a lot faster (sales of \$5,000 vs. \$500)  
 You can work with smaller amounts of people so you can really help them get amazing results.



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## *If you don't charge for Profitability . . .*

#NEXTLEVELEVERYTHING

You are basically telling your BEST clients: "I'm not the best at what I do so invest with me at your own risk!"  
 You are LIMITING the value of the results you deliver  
 You're setting yourself up for resentment



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#NEXTLEVELEVERYTHING

## If you don't charge for *Profitability* . . .

Price is NEVER an issue in the presence of value!

There's absolutely ZERO competitive advantage to being the lowest priced person in your market, but there's MASSIVE competitive advantage being the most "expensive"



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#NEXTLEVELEVERYTHING

## Pricing For *Profitability* . . .

- Direct Costs + G & A Costs + Overhead + Base Earning Target (\* Active Time) + Profit % = Price




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#NEXTLEVELEVERYTHING

## *Enrollment...*

- Client Onboarding
- Payment Processing/Recurring Payment
- Automation
- Celebration




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#NEXTLEVELEVERYTHING

## *KPIs...*

- Important metrics for your goals and growth
- Vary based on part of your business (operations, marketing, sales and financial)
- Must be relevant, understandable and shared
- Four categories:
  - Efficiency
  - Growth
  - Health
  - Resiliency



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#NEXTLEVELEVERYTHING

## My Favorite KPIs . . .

- Leads: New, Warm, Cold, Dead, Cost per Lead
- Prospects: Total, New, Returning
- Clients: New, Current, Renewing, Previous, Client Acquisition Rate
- Discovery Sessions: Booked, Held, No Show, Closed
- Speaking Gigs: Applied For, Booked, Held
  - # in audience, # opt in, # in groupie line, # hot prospects # discovery sessions
- Sales Goal: Daily, Weekly, Monthly, Conversion Rate
- Revenue Goal: Daily, Weekly, Monthly
- Prospect List: LHF, COI, New Leads, Prospects
- Calls Made: Daily, Weekly, Monthly (Reach Rate, LM Rate)



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#NEXTLEVELEVERYTHING

## Back Into the Numbers . . .

- What is my annual goal?
- What does that break into monthly?
- What do I currently have in my pipeline to achieve this?
- What do I need to add in to hit my monthly goal?
- How many discovery calls must I hold to hit goal?
- What's my CORE activity focus to hit my goal this week? (of the list of 5)



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#NEXTLEVELEVERYTHING

## *Sales Plan...*

- If you speak with 10 prospects, how many will you close?
- What is the client equivalent to your SCALE up revenue goal?
- How many sales conversations do you need to hold to hit your goal?
- What is your discovery session hold rate?



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#NEXTLEVELEVERYTHING

## *Sales Conversation...*


- Establish Rapport/Set Expectations
- Discover the Cost of the Problem
- Transition from Problem to Possibility
- Likelihood of Success/ Offer to Solve the Problem
- Make Offer
- Overcome Objections/ Welcome New Client



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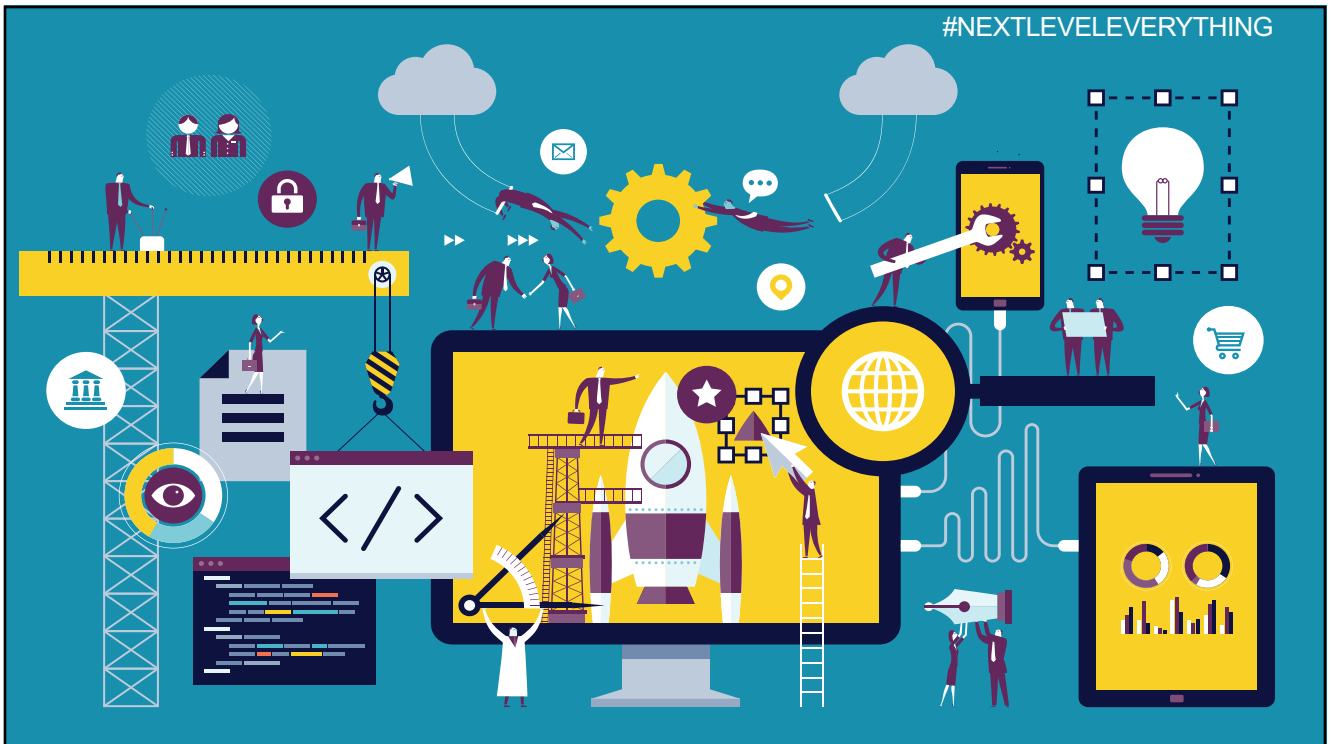
*Support Team...* #NEXTLEVELEVERYTHING

Sales	Talent	Operations
Sales Manager	Consultants/Coaches	Customer Service
Inside Sales Rep	Copy Writers	Website/Graphic Designer
Outside Sales Rep	Speakers/Ambassadors	Marketing
Closer	Trainers	Administration/Event
		Project Management
		HR Dept/Liasion

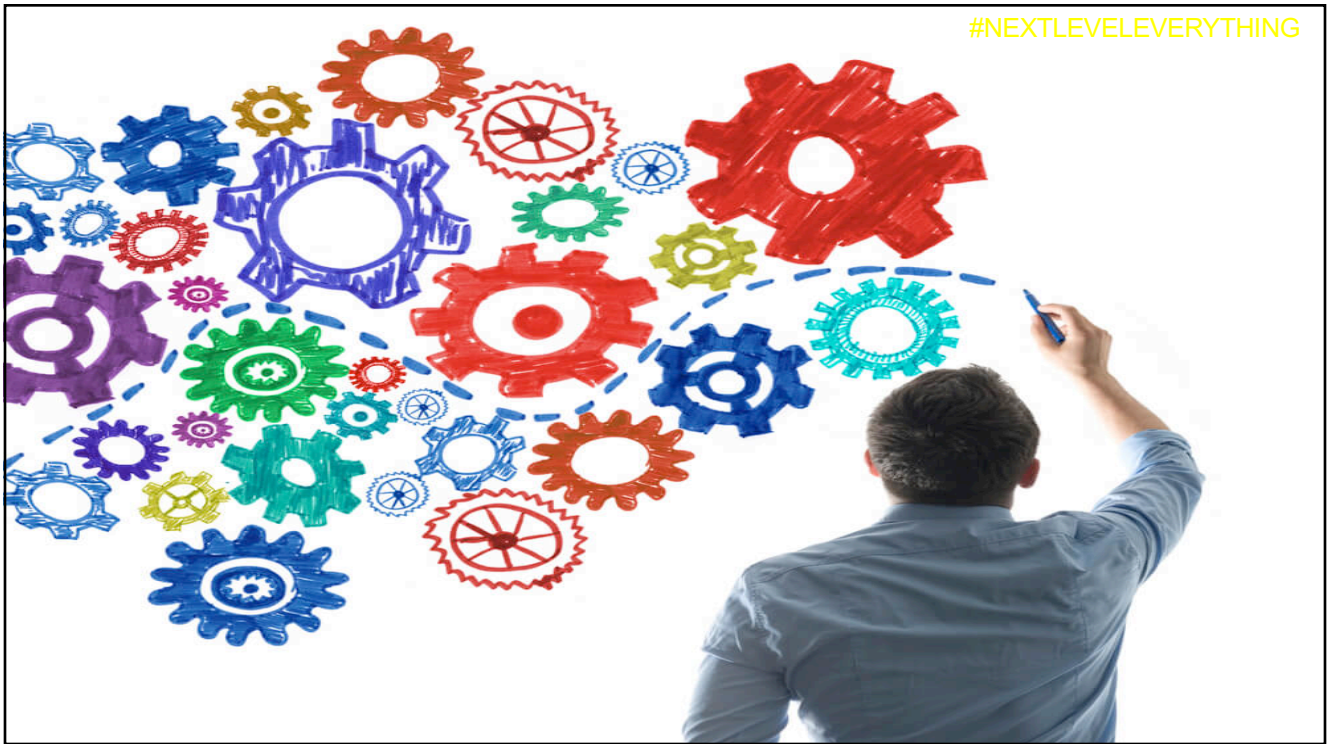


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#NEXTLEVELEVERYTHING



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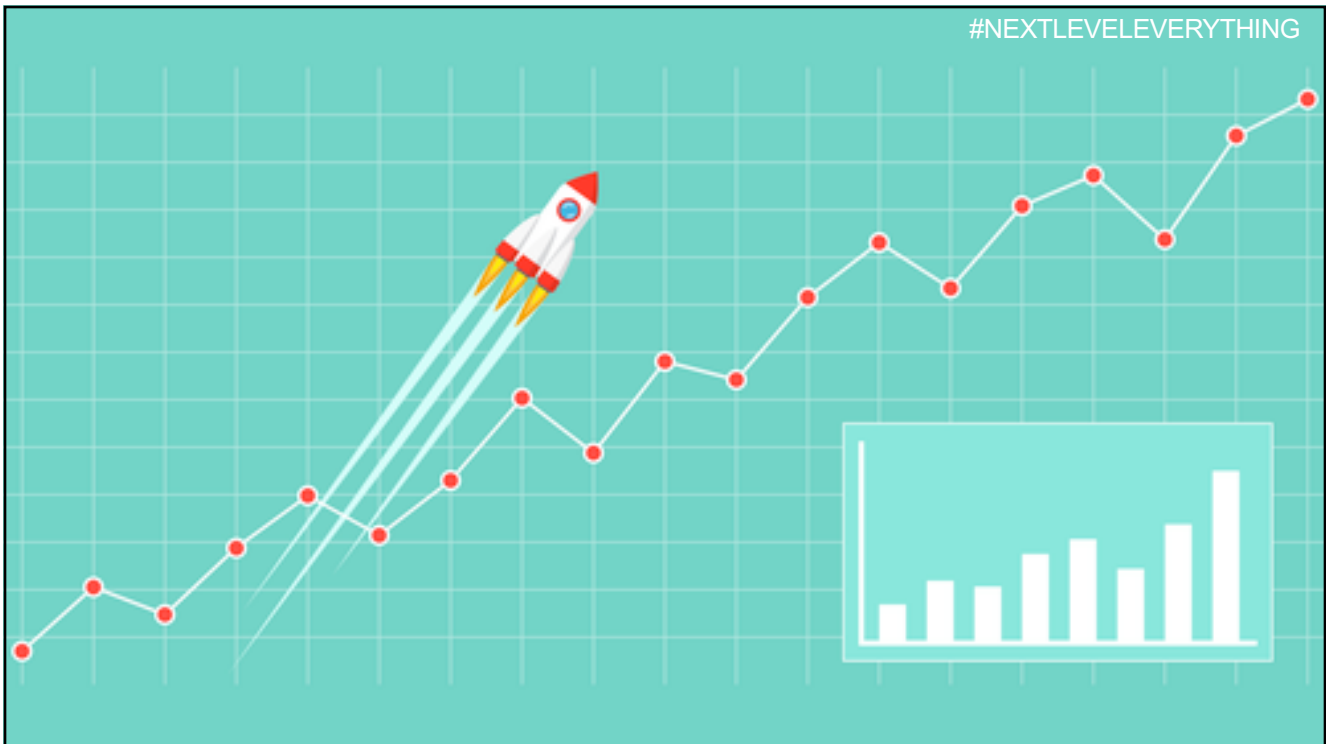
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#NEXTLEVELEVERYTHING

# 7 Systems to SCALE Up

- Operations
- Financial
- Legal
- Marketing
- Sales
- Client
- Talent



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#NEXTLEVELEVERYTHING

# AHAI!

*Moments*

