

THE GROW

YOUR BUSINESS TOOL KIT

FINALLY, A TOOL YOU CAN TRULY USE TO GROW YOUR BUSINESS, PERIOD.



INCREDIBLE
ONE ENTERPRISES®

WE GROW BUSINESSES, PERIOD.

THE GROW

YOUR BUSINESS TOOL KIT



“
Branding is how
you get known,
marketing is how
you get found.
”

HELLO, INCREDIBLE ONE!

Congratulations!

The mere fact that you are here reading from my business tool kit tells me something very important about you. You desire to grow your business, period. (Don't you just love that?!) And in doing so, you want to work smarter, not harder and you want to ensure that you never compromise your mission of doing meaningful work in the world. I could take it one step further and say that you are craving a business that serves you financially and spiritually.

Am I right?! Of course I am.

Trust me, I get it. I've known from the moment I learned the story of my birth and learned the meaning of my name that I was born to offer meaningful work into the world. Sadly, knowing what you're supposed to do and actually doing it isn't always easy. At least it wasn't easy for me. After hitting my head against the wall throughout my career, I finally made a non-negotiable decision several years ago in my business that I wanted to do work that mattered... but that I didn't want to be a slave to my business and I wanted to make great money. The truth is you can be a CEO of a thriving small business without being a **SLAVE!**

ENTER THE PILLARS OF BUSINESS OPTIMIZATION™



These babies right here, they saved my business (and therefore my life)! And I created this tool kit to help save yours too!

So, I welcome you to this very important tool. In fact, it's likely the missing link to building the business you've been craving since you started your business. By learning how to think like a CEO, position yourself for profit and create systems that serve you and your clients, you'll be optimized sooner than you think.

Ready to grow your business, period? It all starts with a conversation. **GET STARTED TODAY!**

THE GROW YOUR BUSINESS

WHY THIS TOOL? WHY NOW?

According to the IRS and SBA, there are 27.9 million small businesses in the United States. And of all those small businesses, 78.5% (22.5 million) of them have no employees and 21.5% of them have employees. Being a non-employer could mean that you work completely by yourself (which is a problem in and of itself), or it could mean that you work with contractors and 1099's. Either way, there's a huge gap in how optimized these businesses are. 89.7% are not making in excess of \$100,000 a year, which means that only 10.3% are! Here's a breakdown by gross receipts of all non-employer businesses in the United States :

• Less than \$5,000 per year	24.4%	5,492,587
• \$5-10,000	16.9%	3,795,785
• \$10-25,000	25.3%	5,689,588
• \$25-50,000	13.5%	3,029,809
• \$50-100,000	9.6%	2,151,075
• \$100-250,000	7.2%	1,609,507
• \$250-500,000	2.2%	484,479
• \$500-1,000,000	.9%	209,415
• \$1M-2.5M	.1%	26,744
• \$2.5M-5M	.0%	1,723
• \$5M or more	.0%	368

As you can see, there's a huge problem with business optimization that is leading to most small businesses (which happen to be the backbone of our economy), failing to generate enough revenue to build a business that truly serves them.

At Incredible One Enterprises, we work with businesses run by successful entrepreneurs – they have earned in excess of \$50,000 and are part of the top 19.6% of non-employer businesses (we call them advancing entrepreneurs), and we have been extremely successful helping these businesses experience growth, get optimized and build businesses that serve them financially and spiritually. We really like this group of business owners because at this point they have a proven concept and have gotten their feet wet with clients, which makes them ready to jump in to customized strategy and guidance to really move the needle, maximize their growth and truly position their business for profit, which just happens to be our specialty.

As you look at the numbers on this page you'll see that 10.3% of businesses exceed \$100,000 a year. And less than 1% earn more than ½ million dollars a year. In our business tenure, we have helped over 80% of our clients grow their businesses by 50-600%, which helped them to join the top 10.3% of these businesses.

Even though I have touched hundreds of businesses since my company's inception, I created this tool because I want to help even more entrepreneurs experience business optimization.

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 If you don't believe you deserve it, you'll never earn it.

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THE GROW

YOUR BUSINESS TOOL KIT



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Processes
are Profitable!
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WHAT EXACTLY IS BUSINESS OPTIMIZATION?

I'm told that no one really knows what I mean when I talk about optimizing a business. And, I get that. It is after all very true that most people don't know what they don't know. And, if you look at the statistics above, you could definitely corroborate the statement that optimization is not on the minds of business owners. According to the dictionary of Darnyelle, business optimization is the process by which a business maximizes their impact, influence and income. In order to become fully optimized, each business must develop a clear system and strategy around each of the following 5 pillars. In addition to mastering the five pillars below, you'll also need a firm footing in our bonus pillars: mindset and leadership/lifestyle/legacy. But let's start by focusing on your business growth.

Brand Messaging, Marketing, Sales, Operations and Talent. Each of these five pillars are essential to business growth holistically and they help a business owner to ensure that at every turn, in every way, they can get found by and ultimately hired by the clients of their choosing. By undergoing the process of optimizing their business, our clients create effective systems, tighten their infrastructure, work smarter and most importantly, they build lean organizations. Optimization is about process, profit and producing consistent results because processes are profitable!

Truthfully, in today's marketplace, you need to optimize or be prepared to watch your business die. (Sidebar: this is why, I believe, so many businesses fail each year. And sadly, very few people are teaching what it truly takes to build a business that thrives.)

WHAT MAKES ME QUALIFIED TO TEACH YOU ABOUT BUSINESS OPTIMIZATION, ANYWAY?

I'm actually surprised it took you so long to come for my credentials, Incredible One! Seriously, I have been growing businesses in one facet or another my entire career, for nearly 20 years. First, as a Vice President of a Fortune 500 Financial Services company where I became well-versed in the importance of strategy, KPIs, innovation and reporting. During my career, I also received my Masters in Business Administration which contributed to my business acumen. In my first real job (working as a cashier doesn't count), I came to understand and got a true education about business by sitting at the feet of some of the most amazing businessmen and women of my time.

They humored my incessant questions and I learned a lot about business from every angle – business development, customer service, collections, client diversification, you name it, I got a front row seat on how to master it. I'm grateful for my corporate training ground. Then, I started my own small business journey through the direct sales giant Mary Kay Cosmetics. During my tenure, I went on to become a top pink Cadillac independent executive sales director in the state of Delaware.



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A Shift in income
requires mindset,
marketing and
consistent action.
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As a director, I built a team of talented independent consultants, starting with 22 when I left my corporate position and grew it to 500 in less than one year... and all while becoming the number one director in sales volume in my state and the overall most improved director on the East Coast. Yes, I'm good at what I do. And like many of you, when I put my mind to something, I master it! Finally, after deciding to send my pink Cadillac back to Mary Kay, I was recruited to run a SBA-funded women's business center in Delaware. In my two years there, I grew the program, participants and success outcomes by 68%. And of course there's what I do today I run an award-winning business consulting firm where I have worked with more than one thousand business owners to help them experience growth when others they'd hired couldn't. And most importantly, I do all of this by example because theory doesn't grow businesses.

So I hope that's enough about me, Incredible One, because I'm ready to move on to you and why you requested access to this very important tool. More than likely, you:

- Have taken your business as far as you can on your own because you don't know what you don't know
- Are making good money but would like to get your hands on some great money
- Feel that you're not serving your true purpose because you aren't reaching enough clients

- Have been trying tirelessly to cross the multiple six-figure and seven-figure mark in your business but just can't figure out how to do it (or you feel that you've tapped out after hitting the same gross revenue for the past 2-3 years)
- Have a team that performs okay, but you want a team you can brag about, where everyone's contribution grows the bottom line
- Have an okay message, decent marketing, good enough sales experience to get by and a team that you don't have a clue how to lead and you're finally ready to turn up in your business
- Have been searching for a mentor and consultant that understands you and makes business building easy to understand and implement
- Haven't really built any systems, don't really do as much as you could be and the results are showing your level of business building expertise
- Are great at what you do and no so great at what you don't

Am I close?

If so, have no fear. You're here, aren't you? At this moment you are where you need to be to access real solutions to the very real problems that are keeping you trapped inside a business that doesn't serve your purpose, position you for profitability and ensure that you work with the most amazing clients while building the most effective systems. That's right, Incredible One; you are literally on the verge of optimizing your business.

IT ALL STARTS HERE... THE FIVE PILLARS

Believe it or not, Incredible One, we are going to start with your sales and back into what that tells me about your business (and why it's not growing as you'd like.)

Sales Pillar of Business Optimization: Nothing happens until somebody sells something. Seriously, I can learn a lot about your business by reviewing your sales data. You know, the size and value of your pipeline, your profit centers and don't forget your sales volume. The truth is, if your sales are not on par with your goals, it's because both your message and your marketing need work. Real work. To start, you'll need to determine four things in your sales:

- A. What's currently on the table.
- B. What's working.
- C. What you need to get to where you really want to be.
- D. Whether you have the right prices.

In determining these four things, we have a target to aim for in order to shift your results and position you for massive growth. You see, your sales are the key to predicting your profitability. Here, we also review your profit centers (you might call them revenue streams) and offerings to ensure that you are aligned for true success. And don't forget your pricing. Your pricing is a true indication of your sales prowess. And, if your prices are even the slightest bit off, you will suffer in building your business by either working way too hard for way too little (low rates) or not serving as many people as you'd like (high rates).

Marketing Pillar of Business Optimization: If nothing happens until somebody sells something, your marketing is the key to making sure you get found by those who intend to buy from you. There are no less than 35-40 ways you could be marketing your business. By optimizing, it's all about determining the right mix for you, your ideal clients and your product and service offerings. See, lots of mistakes are made around marketing because business owners are doing what they *think* they should do and not what they *know* will work to get found by the clients they desire to serve. For example, if your ideal clients are Fortune 1000 C-Suite executives and you spend all of your time on Facebook running ads and boosting posts, you're likely to spend a lot of money but never connect with your intended audience. In order to be effective here, you'll need to pull back the curtain and take the time to clarify and connect with your Audience of One™. The fact is, until you conduct very detailed market research, you'll waste valuable time "marketing" to



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You can't get
a return if you
don't make an
investment.
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those who aren't interested in what you sell. Let's assume that each of us has a potential to reach 100% of our Audience of One™. Let's also assume that we haven't fully clarified our Audience of One™ and we are spending time, money and energy "marketing". Here's what our marketing efforts might produce:

- 3% Loves Your Products/Services
- 7% Considers Hiring You
- 30% Knows Where You Are if They Need You
- 30% Has No Idea Who You Are
- 30% Is Not Interested in Your Products/Services

Most of you will spend all of your time focusing on the 3% you have and the 30% who don't want what you offer and miss the juicy 67% that are waiting to see marketing that piques their interest, focuses on the problem they have and makes it easy for them to take inspired action.

Messaging Pillar of Optimization: Your marketing will stall if your message is whack. (Yes, I really said whack.) If you don't take the time to tighten your message (which you can't do if you don't conduct thorough market research), you will get a few clients and make a little money... but you won't make great money. And after you conduct that research, you will have to focus on ensuring that your message is built upon a **SPICE Problem™**. Bottom line, your message needs to clearly articulate how the problem you solve is:

- **Specific & Substantive**
- **Pervasive & Persistent**
- **Immediate & Insurmountable**
- **Clear & Conscious**
- **Expensive & Expansive**

Now, once the sales, marketing and messaging pillars are solid, we can think about operations. The way I see it, messaging is how you get known, marketing is how you get found and sales are how you get paid. But, operations, that's how you build a business.

Operations Pillar of Business Optimization: Business gets real once you have a tight message, marketing systems and consistent sales (plus all of the individual parts of each system that are significant). Now you are ready to think operations and infrastructure and can grow (and scale) your business. Most business owners go wrong because they focus on infrastructure before they've got a proven concept and validated that their offerings meet the needs at a price point that produces profitability. If you start to focus on the day-to-day logistics of how your business flows before you know for sure that it's a business, well, that's just not smart (and it's likely why busy work gets confused with having a business over and over again.) Trust me, they are not the same.

Talent Pillar of Business Optimization: Once you get beyond your initial start-up phase and realize that scale and leverage come by building a team, you'll quickly realize that the only way you can really compete is by having the right people by your side. Regardless of whether you decide to hire employees or 1099's, the process of hiring the talent who will help you to expand your brand is the same. And, it's extremely important because each team member, from your assistant or virtual assistant to your graphic designer and customer service representative and the person who assists you with business development or client delivery, will be seen by those you serve as an extension of your company's brand. One of the biggest mistakes we see entrepreneurs make is not truly getting clear on the job description and the skill sets each team member needs to have in order to excel in their position.



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Systems make
success predictable.
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SO, HOW DO YOU START OPTIMIZING YOUR BUSINESS FOR GROWTH?

Honestly, Incredible One. This is just the tip of the business building iceberg. There's more to consider and even more than that to create systems and strategy around. If you want to grow, you'll need to take some time and develop clear strategies around each of the five pillars. And no worries, this is absolutely something that we can help you with.

CONTACT US TODAY!



Meet Nancy

I met Nancy at a speaking engagement in northern Virginia when she attending my session, Market Like a ROCK Star. Like most attorneys, she was never

taught how to build a law

practice. I clearly made an impression because before I knew it, she had invested in a 90-minute strategy session with me. At that point, she was just starting her own law firm and would hit six figures in her first year in business, but she knew that she had capacity for more. During our initial session, I assessed her firm, offered her some insight to help her begin doing business development and she was on her way. Later, Nancy joined my Incredible Factor University program and truly followed every strategy I mapped for her to the tee.

The result? She more than doubled her business in a year. Nancy decided to invest in a second year in working with me to continue the momentum that we started, and in doing so, she doubled her business again, including enjoying her first six figure month in revenue and received an offer to merge her firm with a Virginia firm that is well-known, very successful and steeped in long-standing service in their community. **Here's what**

Nancy had to share in her own words: 200% growth 2 years in a row working with Darnyelle

It's been an amazing experience working with Darnyelle! In my first year I grew from \$100,000 to \$250,000, and in this second year, I've grown my business to 1/2 a million with her guidance and support! And, my business is profitable! You can't tell me that she isn't brilliant. She knows and teaches real business. As an attorney, her strategies are just as powerful for me as they are for her other clients and I'm loving every minute of what we've built together.

*Why should you hire Darnyelle? That's easy... when people come into her space, they make more money **PLUS** increase their confidence, commitment and community. She is Incredible and I am so grateful that I made the investment. **Nancy Greene** ~ NDG Law*

The big takeaway in meeting Nancy? It all starts with a decision. Nancy knew she wanted to build a thriving and profitable law practice so she got out from behind her desk and went to get access to people who could help. She made an investment in herself because she knew her potential, but she also knew her opportunities for improving the viability of her new firm.

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If you charge for your time, you'll always be leaving money on the table.

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NOW, ABOUT THOSE 5 MISTAKES SUCCESSFUL ENTREPRENEURS MAKE ON THE PATH TO GROWTH

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*Sales precedes
business everywhere
except the dictionary.*

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After having worked with business owners at every level, across every industry over the last ten years (as the director of the Women’s Business Center and here through my work with Incredible One Enterprises), I can assure that these five mistakes have the potential to slow your growth. The biggest mistake, we’ve already discussed not focusing on the five pillars that are proven to grow your business. Beyond that, here are the five other mistakes that I see business owners make that are past the start-up phase, entering the next stage of growth and development in their business:

MISTAKE ONE:

Ineffective planning from start-up to growth. Once you secure your first 3-5 clients and generate your first solid five-figure year, you should start creating a plan to transition your business to high five, six and eventually seven figures in your business. Sadly, most entrepreneurs don’t effectively plan for this growth. And as a result of a lack of planning, they are not truly prepared and haven’t thought through the blind spots and the needed modifications to their daily, weekly, monthly and annual activity to position themselves for growth. They stunt their growth before it starts. The truth is that the energy with which you create a five-figure business can position you for a seven-figure business. By creating a plan for that growth and by accessing consultants, coaches, mentors and other key thought leaders who can help you harness that energy and master the five pillars, you’ll build a solid foundation upon which to grow your business.

MISTAKE TWO:

Lack of mastery on what it takes to move the needle. I’ve seen over and over how a business owner just does what they know to do without giving thought or attention to mastering the key tenets of business. When you don’t think through every aspect of your business – not just your skill and what you love you will stunt your growth, period. By understanding the importance of your Key Performance Indicators (KPIs) and determining which numbers really tell the story, you can begin to predict how to achieve success and results at a greater level. But again, I tell you that most don’t know what they should be tracking and therefore they do not track anything. And let’s be clear, even “successful” six and multiple six-figure businesses struggle with this. So, having generated substantial revenue for your business is not the same as knowing how to grow it consistently and predictably. I cannot stress enough that not knowing your numbers, tracking your KPIs and leveraging your numbers to grow will prevent you from hitting your goals and positioning your business for more profit. This goes beyond financial metrics; this is about knowing every number that is of importance to the business you quit your job to run.

MISTAKE THREE:

Underestimating the role your mindset plays in your ability to build the business you dream of. I know this might sound off, but trust me, 95% of your success is tied to the six inches in between your ears. By not heeding my words here you'll likely suffer when you least expect it. I've always believed that you can't have a booming business when you have a busted life; life and business are completely congruent. So, if there is a limiting belief that has the potential to pop up and sabotage your efforts, it will manifest itself unless you deal with it. Working on your mindset is as important as taking a shower. You do take a shower daily, right? Then you must work on your mindset daily, too. You may be like tons of clients I've worked with, even million-dollar business owners that are still allowing fear or the 7-year-old version of themselves to run their company. I've talked to some of the best and brightest (on paper or online) who struggled with a mindset that when I helped them to release it, they open up the floodgates to growth in every facet of their life. Even in the C-Suite there are fears that keep executives from playing big in their lives and businesses. More than likely your success is stalled because of some fear, doubt, or limiting belief, and until you stop underestimating it and start getting out of your own way, you will not amass the success you crave.

MISTAKE FOUR:

Investing from vantage point not vision point. This one is big. Building a business will take investment. A mistake I see often through my event attendees and Incredible Factor University clients is making an investment based on where you are today. Wrong. You need to invest based on where you want to be. Let me explain it this way. If you want to have a \$500,000 business because it allows you to live the lifestyle you desire and it allows you to have a solid team so that you aren't a slave to your business, then you have to invest at a level that will position you to build a \$500,000 business. And, in investing you have to think about the value of what you're investing in. If you can work with a consulting firm like mine, get access to customized strategy and learn how to leverage that strategy for the next 10-15 years consistently in your business, then wouldn't you expect to invest at a level that warrants the end result? I hope you're nodding your head yes because you should. In my opinion, any investment you make ought to be directly connected to a 10x result, if, (and I do mean if) you are willing to do the work and follow the strategy. This mistake is made so widely. If you start investing based on where you want to be, make the commitment, decide to do whatever it takes, you will yield the return. Every time I've invested in myself through the work of another consultant, I have gotten the result I made the investment for. Now, I will remind you of mistake number three, because your mindset will have to shift in order to really make this work.

MISTAKE FIVE:

Thinking you can grow without proper consulting, guidance and support. You certainly wouldn't be the first who thought that you could just take in a tool kit like this, gather the nuggets I share and attempt to build a strategy to grow your business. But here's the thing. Without customized guidance and strategy, it's going to be hard to configure exactly how to use any nugget so that it works for you. Building a business is not a one-size-fits-all. If so, there wouldn't be nearly 90% of businesses in this country who aren't profitable. This is exactly why we do what we do at Incredible One Enterprises. We make developing a profitable business accessible for advancing entrepreneurs and business owners. One of my favorite quotes, originated by R. Tripp but made famous by Les Brown, is *"it's hard to see the picture when you are the frame."*

Even I can't see my own picture. I have my own group of consultants and coaches to guide me in the various areas of my life to help me get clear about my picture so that I don't waste time, money and energy reinventing the wheel when there's already a proven system to follow. Did you catch that?! The most successful entrepreneurs and business owners find a system that is working, invest in access to it, and work the system. They are not creating a new way of doing things, they just learn how to make the system work for them.

Honestly, there are many more mistakes I see, but these are the most prevalent I've witnessed on the journey of working with business owners ready for massive growth.

Which mistake(s) are you guilty of making? Which mistake(s) is the reason you're reading this tool kit right now? What are you willing to do to stop making mistakes and to start making more growth the reality of your business?

READY TO GROW YOUR BUSINESS?

CONTACT US TODAY!



Meet Sheyla

Sheyla runs an IT Management consulting firm with offices in the DC region and North Carolina. She has a second business, a coaching practice helping businesses learn how to tap into the trillion-dollar government marketplace. Prior to working with me, Sheyla had grown her firm to \$500,000 and was a thought leader in the government contracting space in

her own right. I'm actually truly grateful to be able to call her a client because she is a powerful businesswoman. By her own admission, she was holding her company back. In our first meeting, I helped Sheyla shift her mindset. I went on to review her systems and strategies around her message, marketing and sales and the light came on. Within weeks, Sheyla had grown her pipeline to millions of dollars. Over the course of our first year working together, we looked at the five pillars in her business, refined strategies around them and positioned her for massive growth. And by leveraging the system we developed around sales, she was able to close one million dollars in new revenue in six months. How'd she do it? Simple, she did the work. Today, she's running a multi-million-dollar organization with plans to grow to solid eight-figure company in the next two to three years. Here's what she had to say in her own words:

"I grew my business to \$1.5 MILLION with Darnyelle's help!"

"Before working with Darnyelle, I was enjoying the fruits of running a ½ million-dollar business. In working with Darnyelle, I realized what was missing: I struggled with the mindsets that kept me getting out of my own way long enough to create a plan and take action in my business. Just a month or so into my work with Darnyelle, I experienced a massive shift mentally and got to work. As a result, I built my pipeline to more than \$40,000,000 and grew my revenue to \$1,500,000! I've worked with other coaches who didn't really understand business and working with Darnyelle has been so refreshing. My business is on a trajectory of growth, my mindset is focused on abundance and I am just getting started. If you're ready to up-level your mindset, business acumen and results, you should be working with Darnyelle."

Sheyla Blackman ~ ITMC Solutions & Government Contractor Coach



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*Theory doesn't
grow businesses.*

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The important thing to realize here? It all starts with a decision. Sheyla decided to invest in herself through my offerings so that she could build the business she'd been dreaming of. Today, she's got a solid team helping her to continue to grow and scale her organization.

Ready to join our list of success stories?

If you are ready to experience next level growth in your already successful business and you think that my company might be able to help, you owe it yourself to have a conversation with me. I welcome the opportunity to schedule a discovery session with you. It all starts with a conversation and we can schedule that conversation after I learn some basic information about you and validate that you are a good fit for the work that I do.

GET STARTED TODAY!

Want to look at some of our other success stories?

SIMPLY VISIT <http://www.incredibleoneenterprises.com/applause>



ABOUT DARNIELLE

Darnielle loves growing businesses. For the last 20 years, in one facet or another, she has helped thousands of companies grow. As the Chief Business Optimization Strategist and CEO of the Delaware-based business optimization consulting firm, Incredible One Enterprises, LLC, she has successfully helped uncompromising entrepreneurs and business owners experience financial and spiritual abundance in their lives because of their businesses. On average, her clients have grown their businesses by 50-600% in 12 months or less in working with her and her team. She is a leading business optimization speaker and strategist who teaches business owners to grow their businesses by mastering brand messaging, marketing, sales, operations and talent development so that they profitably impact the world.

Prior to starting her own company, Darnielle was a Vice President at a Fortune 500 Financial Services company, a Pink Cadillac Independent Executive Sales Director with Mary Kay Cosmetics and the Executive Director of the Women's Business Center in the state of Delaware. In each role she contributed to the growth and development of entrepreneurs and small business owners.

Darnielle is an award-winning coach, speaker, consultant and strategist whose work has been featured in *Essence*, *Success*, *Black Enterprise* and *O Magazines*. She is a best-selling author with 7 books to her credit, including her latest projects *Burn the Box: 7 Fire Starter Strategies Leaders Can Leverage* and *Market Like a R.O.C.K. Star*. In 2012, she was named Coach of the Year by *Stiletto Woman Media* and in 2013, she was recognized as a Small Business Champion by *Small Business Trends*. In 2017, she added two new awards to her list: Women of Color Business Excellence from Women President's Organization and Entering Woman of the Year by *Enterprising Women Magazine*.

Darnielle has a Bachelor of Arts degree from the University of Delaware, a Masters of Business Administration from Goldey Beacom College, Kolbe Specialist Certification from the Kolbe Corporation and an Executive Coaching Certification from the Center for Executive Coaching.

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