

Six Critical Areas to Grow a Business

1. The Cockpit represents Leadership:

Every Leader has 2 primary responsibilities:

- Cast a CLEAR Vision for the team
- Set expectations for success

1. Big Company Goal: _____
2. Time that it needs to be finished: _____
3. Why it is important: _____

A CLEAR and compelling mission statement:

2. The Right Engine Represents Marketing:

The human brain is drawn to a _____ and away from _____.

Marketing should be an exercise in memorization:

- Create a CLEAR Message
- Create a 5 point Sales Funnel

The most powerful shift you can make in messaging:
Position your customer as the HERO.

3. The Left Engine Represents Sales:

Do you:

- Have a LEAD generator that qualifies leads
- Repeat the same messaging used in your marketing

1. Problem you solve: (External) _____
(Internal) _____ (Philosophical) _____
2. Solution: (Product / Service) _____
3. Life AFTER: (Result) _____

4. The Wings Represent Products / Services:

Every product or service must be analyzed on 2 criteria:

- They must be in demand
- They must be profitable

Entry level product: _____ Most Profitable Product: _____

Recurring Revenue Offering: _____

5. The Body of the Plane Represents Overhead:

Understand Overhead:

- Stop spending, start investing
- Set regular overhead and operational audits

6. The Fuel Tanks Represent Cash Flow:

Do you have:

- An easy to read CASH Gauge
- Someone assigned to look at it



Get FREE Access to the 60-Day Video Series that Will Grow Your Business

- Pour a cup of coffee
- Watch the daily 5-minute video
- Grow your business

GET THE VIDEOS - FREE