

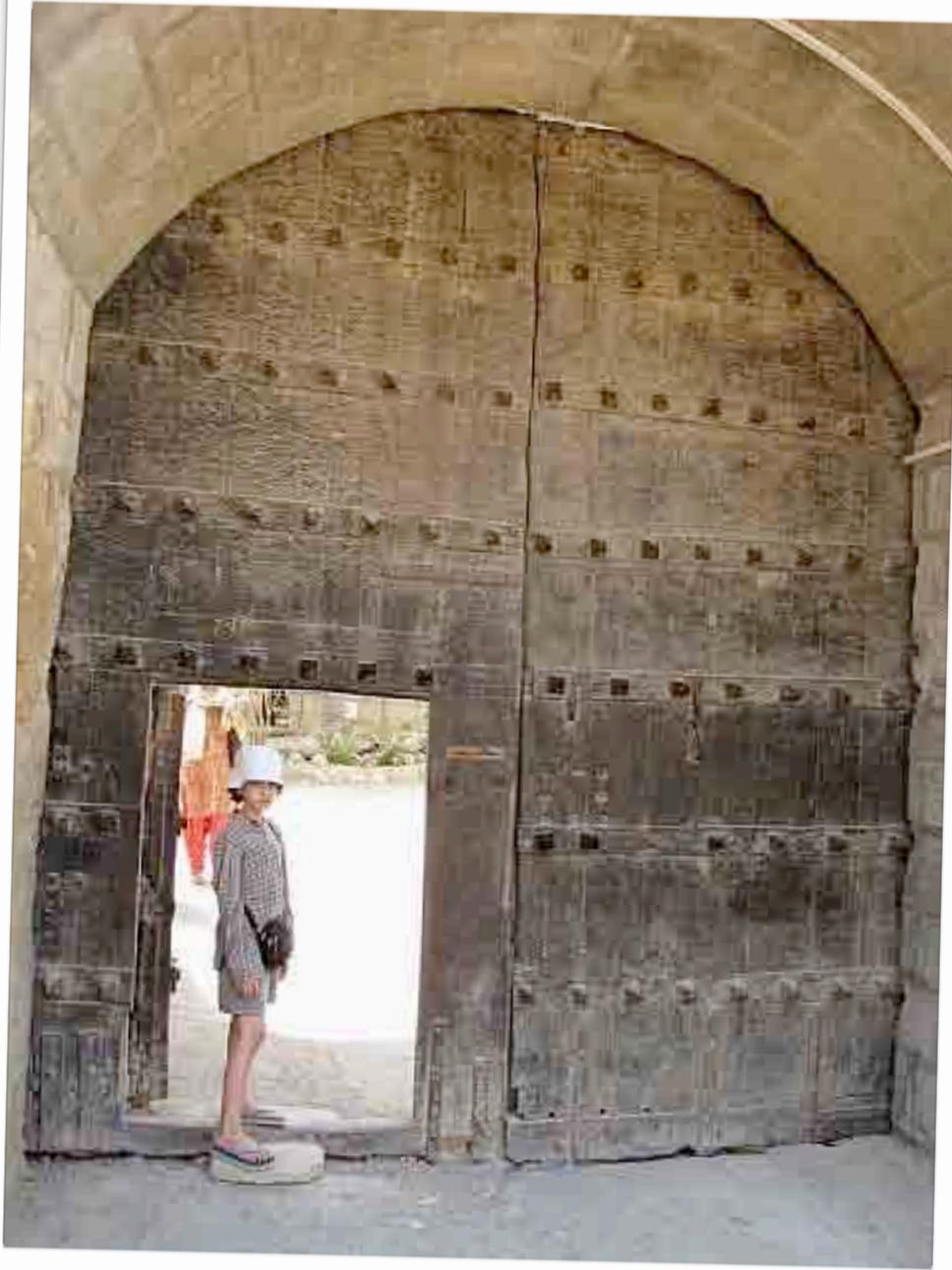
Seven Little
Things That
Make A Big
Difference











**"Little
Hinges
Swing
Big
Doors"**





1.

Find a Hungry Crowd

Find a Hungry Crowd

- Were volumes of people buying my product before I entered the market?
- Am I selling a product people Need or a product people Want?
- Is Price a constant objection I deal with?

An aerial photograph of a large body of water, likely a lake or a wide river, showing a complex pattern of blue and white ripples and waves. A white banner with black text is overlaid on the bottom left portion of the image.

2.

Go Deep Not Wide

Go Deep Not Wide

- How many different businesses am I in?
- How many different markets do I sell to?
- Do I have products at different price points?
- Do I know what else my customers would like to buy from me?



3.

Less Clients More Money

Less Clients More Money

- Do I feel like I am over-worked and under-paid?
- What is the exact profile of my best (most profitable) customer?
- What would I need to change if I tripled my prices tomorrow?

4. Sell In Bundles



Sell In Bundles

- What's the cheapest product I have and what would happen if I cut it?
- What product do I sell that gives me the most amount of grief and what would happen if I cut it?
- Push everything I have into 3 packages... How would this affect my business?



5.

Become The Best

Become The Best

- Compared to everyone else in my industry how good am I at what I do?
- How long would I need to focus to become The (or one of The) best in the world at what I do?
- What are 5 things I can do right now to make my (potential) customers aware of how exceptional I am?

6.

Look for Repeat



Look for Repeat

- Am I in a buy once or buy forever business?
- What other problems do customers have after they buy from me?
- If I have a product what service can I attach? If I have a service what product can I attach?

A group of about ten skiers is seen from behind, standing on a vast, snow-covered mountain slope. They are wearing winter gear and carrying large backpacks. The background features a large, snow-capped mountain peak under a clear blue sky. A large white text box is overlaid on the right side of the image, containing the text '7. Build Your Team'.

7. Build Your Team

Build Your Team

- Am I clear on the vision and direction of my business?
- Am I happy for others to do the work or do I suffer from “nobody can do it like I can” syndrome?
- What can I offer to a potential team member (other than money)?

Let's Recap





1.

Find a Hungry Crowd



2.

Go Deep Not Wide



3.

Less Clients More Money

4. Sell In Bundles





5.

Become The Best

6.

Look for Repeat



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Biggest



Takeaway

