

Becoming a Bizologist

Creating Businesses with Impact, Profits,
and a Lifestyle You LOVE

Donna Lynn Price

**Business & Marketing
Strategist**

*Launching Your Dreams: Making WILD
Ideas Happen;
YES! Marketing Works! & Employee*



Becoming a Bizologist...

Donna Lynn Price

ISBN: 9798741527788

COPYRIGHT 2021

ALL RIGHTS RESERVED

DO NOT COPY OR DISTRIBUTE

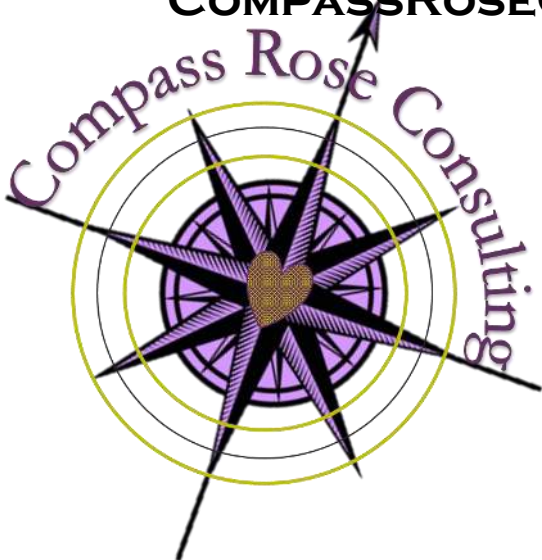
PUBLISHED BY:

COMPASS ROSE CONSULTING, LLC

[HTTPS://COMPASSROSECONSULTING.COM](https://compassroseconsulting.com)

BOOK LAYOUT & DESIGN

COMPASSROSECONSULTING.COM





Becoming a Bizologist...



Donna Lynn Price

Inside This Guide:

Getting Started	3
Vision	4
Impact Business Models	8
Profitability Accelerators	9
Base Numbers	13
Accelerate 10%	16
Accelerate 10% Again	18
Understanding the Accelerators	20
Impact on Your Business	21
Conversions Are Key	22
3 BIG Mistakes	23
Target Market	24
The Numbers Matter	28
How Do People Buy	29
Business is Challenging	32
Bizology	33

MY STORY.... OR PART OF IT!

I am an adventurer. I have climbed trees and mountains and rock walls, kayaked with whales and cycled thousands of miles. Becoming an entrepreneur was and is a different adventure. But the lessons I learned in the field all apply.

When you climb mountains whether it is with a backpack or on a rock face or while backcountry skiing or on a bicycle, when you are powering the climb, it takes persistence and commitment, just like it does to build a solid business that is prosperous and thriving.

This book is intended to share with you, some of the lessons I learned outside and I have learned on this journey of entrepreneurship. The most important lesson I will share with you right up front is this:

Enjoy the Journey, smell the roses, be grateful for all the challenges and successes along the way!

When I started my business in 2003 I was under the impression that it was going to be easy; that people NEEDED and WANTED what I was offering. I knew other leadership consultants that were fully booked out.

But like, so many people starting out, I really didn't know much about business. I didn't realize that I needed to have a business plan and a marketing plan. I



didn't even know WHAT marketing was!! You see, I was coming out of the non-profit world. We always had business waiting at the door. We were scrambling to figure out how to fit everyone in that wanted in or had them on the waiting list. Yes, I suppose, we did have some marketing out there, but it really was minimal.

Like many other business owners, I was in for a shock! Business leaders were NOT knocking down my door.

{ Becoming a Bizologist...

Getting Started

There was no waiting list and honestly, there were very few prospects.

We were okay, my husband was working, and we had savings to live on and support our growing family.

We invested in rental properties and quickly found that being landlords was NOT our thing and sold just before the market crashed. We made a little bit of money and felt good.

I started studying marketing and really trying to put the pieces together.

I bought programs and coaching and more programs. My computer cannot even hold all of the programs I have bought over the years. I was out networking, meeting people, learning and my focus shifted to small business leaders and small business growth strategies.



I started figuring out HOW to market. And like so many found out that it is not as easy as it looked.

Just about every business is spending time and money on marketing and not getting the results that they want or need. Perhaps that is you. Most are missing critical pieces of the puzzle and those pieces make the marketing work.

I created a comprehensive program called **Bizology.Biz: The Science of Building a Thriving Business**. It is based on four pillars of success. And remains my primary business growth program. It has grown and evolved over the years, to incorporate new strategies and new technology.

More business, more revenue was the number one need I was hearing. Bizology.Biz addresses this need directly.

In this book, right here, I am giving you part of my framework for building a thriving business. You will see that it begins with vision, that marketing is critical and operations matter....

There are specific strategies for increasing revenue. I call these profitability accelerators. I have identified



EIGHT accelerators that when you focus on them can transform your business.

Using a cycle of ACCT—Assess, Create, Convert and Track with consistent focus on each accelerator your revenue numbers increase.

The purpose of this book is to show you how to build a SYSTEM that is predictable and reliable for growing your business. AND the business models that we are using to truly SCALE from a local business to a thriving impact business.

Thanks for joining me on this journey!

Donna

The BIG Question

The BIG question that I keep hearing is from business owners is -- **HOW do you make more profits?** "I'm not making enough money, I don't have enough business, I need more business NOW and all this visioning and strategic planning is just fluff because I need business right now! I don't have time for the foundational pieces that you're talking to me about!"

I believe these foundations are important but I also know that it's important to put food on the table, to pay off the credit card bills, to pay the mortgage, to pay the rent, to do all the things that keep you and your family floating and above floating because we don't want to just float we want to thrive!

Let me share the system that I use and am using to bridge that gap and SCALE Up!



Four Pillars of Success

THE FOUNDATION

There are **Four Pillars** of business success, and they are built on a strong foundation of personal health and wellness – **balance**. In creating a business, you can create it with intention, with purpose and with passion. You are the designer of your life and your business. It is with this concept in mind that I encourage you to move forward. When you build a business with intention you have control. You can decide what it looks like and how it fits into your life and your desired lifestyle.

Often a business is developed without the foundation firmly in place.

What are the vital components of the Foundation?

Create your business plan with intention. Do NOT create a monster business. You will end up hating your choice to be in business, become frustrated and feel trapped.

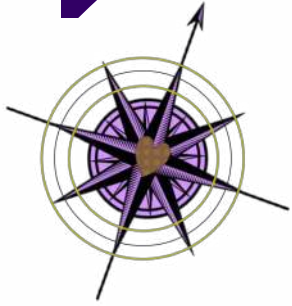
Make a commitment with yourself to include leisure and play in your plan

In my strategic plan I always include a role for taking care of me – I divide my plan up into different roles. The “me” role is about taking time off, playing on a regular basis, eating well, and exercising. For me this looks like time running, cycling, reading, travelling, and reading. I also have a separate area for family so the “me” area is all about me. It is an area that we often neglect as we are busy taking care of everything else. But it is so important to take care of yourself to be really successful. What happens when you don’t have a good plan for wellness? You burn yourself out! You increase your level of stress and illness.

When you incorporate a wellness plan as part of your business strategy you are more likely to be successful. Stressed out business owners do not achieve as much. I don’t know about you, but I want to have fun and I don’t want to be consumed by my business. In fact, my goal is to work less and less.

As you move into creating a business, you are the driver, the captain, the boss. You can choose HOW to create the business so that has balance within your life. An ideal business creates the revenue that you need and has a balance of time for you, the owner to enjoy life outside of your business. The business can be your passion, or it

Foundation



Becoming a Bizologist...

Pillar #1: Leadership Vision, Strategy & Values

I always start with vision. I think it is part of the key to your success. What are you building? What is the BIG picture vision of it? What does it look like, feel like, sound like? Yes! Get it down on paper, draw it, feel it. Put your passion into it. I think it starts as a dream, an idea that you wish for. It is when you take that dream and start putting it into action that you develop your vision for the future.

“Vision, without action is merely a dream. Action without vision just passes the time. Vision with action can change the world”

Joel Barker

At the center of your vision is your core purpose. Your WHY for that vision. Now the WHY gets confusing because lots and lots of people will tell you that their WHY is their family, their kids... and yes, that is a great WHY for being in business. That is why I started my business. But that is not the core purpose of my business.

The core purpose of the business is to prevent small business failure, to give entrepreneurs the knowledge and resources to create thriving and prosperous businesses.

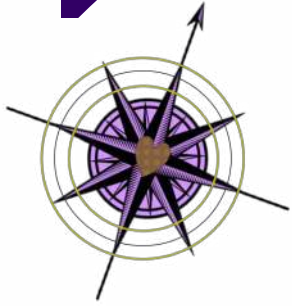
Be clear on what your core is because that will help guide your business. It is the center of the compass, along with your values. The combination of the two is what guides your decisions and your movement into the future. When you get off track from that core and from your values it feels uncomfortable and not right. These two things help to keep you on track when you keep them in front of you.

Right now, write down what is your core purpose.

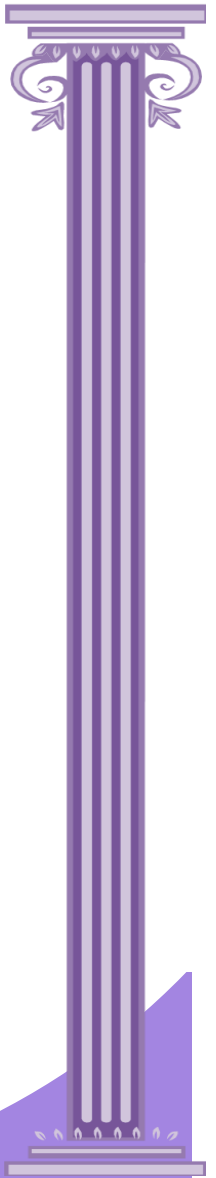
I think sometimes it is clearer in a bigger organization. For example, I worked in residential services for people with developmental disabilities. Right there, in my description you are seeing the core purpose, partially. Fully, it was to provide the most independent residential opportunities for people with developmental disabilities and empower them to their fullest. We knew that we weren't a camp or a widget factory or anything that was not focused on residential services for people with developmental disabilities, that was our core. Those residential options evolved and looked different for each person, but they were each residential options.

Once you have that core purpose, then you can flush out the vision more fully.

My vision is to empower entrepreneurs around the world to build thriving and prosperous businesses that radiate their impact out to



Pillar #1



Vision...Core Purpose

Vision



their families, communities and into the world through effective leadership, marketing, operations and products/services.

That is the brief vision. What does that really look like? Great question!!

For my business it looks like programs that are accessible online and in person that include training (how-to), coaching, collaboration and masterminding. I see it as a large community of entrepreneurs that are each working on their business growth, but at the same time, they are gathering both online and offline, to collaborate, joint venture, share knowledge, ideas, strategies and celebrate each other's successes and challenges. I see that community of entrepreneurs having a BIG world impact through different impact strategies both directly and indirectly.

It is important to Share YOUR Vision. I know for me, that when I have shared my vision, doors open. Doors I didn't even see or know about. My commitment to the vision increases and people help me to build it. They share resources, ideas, connections and things just start happening.

The next piece of the vision is what is it really going to look like; what are you really building? I was recently working with an organization that created their strategic plan but they didn't have their vision outlined.

To create a strategic plan you need to know what the vision is because the strategic plan is your road map to get to the vision. If you don't know what the vision is, it's hard to build the right



What is YOUR core purpose?

road map. The strategies were good strategies for the status quo but they didn't look at the bigger picture, that 30,000 foot view or whatever you want to call it.

You need to be clear on what is the long-distance vision for the your company.

So YES, when I put together an action plan or strategic plan, I put together a one-year plan that's moving us towards that 30,000 foot view or the top of that mountain. We need to know, are we going to 12,000 feet or 18,000 feet or 24,000 feet?

What's our distance with our goal and that's what you need to start out being really clear on. Yes, your vision is going to evolve overtime as your business evolves and that's OK but you need to have some vision in the beginning that guides you as you build.

Vision and strategy are the responsibility of the CEO or the Chief Visionary Officer, the visionary entrepreneur.

Let's talk a little bit about the difference between visionary entrepreneurs and other business owners. I love working with entrepreneurs. They inspire me with all that they are doing.

Purpose



Impact

Creating an IMPACT Business

Every business has an impact! You impact your family, your community and the goal is to create a plan to ripple that impact out, beyond, into the world!

When we create ripples of impact we can go far!!

In addition to creating a business, you can create an impact business model.

There are several IMPACT models that you can use:

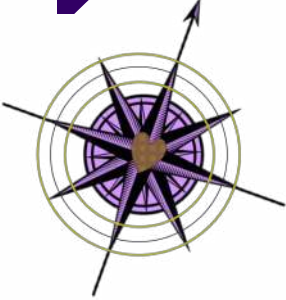
- ⇒ **Donate**— with the donate model you donate a portion of your profits to an organization that is important to you or in-line with your business. For instance, if your business is an outdoor outfitter, you might donate to environmental organizations to protect wild space.
- ⇒ **Buy one/give one**—with this model you donate one of your product for every product purchased. This is the Tom's shoe model — they donate shoes when you buy shoes.
- ⇒ **Do Good** —perhaps your business is in itself an impact business, directly working on key social issues — ending poverty, improving access to education, healthcare, human rights, empowering women and girls, environmental preservation/conservation....
- ⇒ **Operational Good** — with this model, your company is working in line with high standards and ethics. You source your products and supplies responsibly, pay fair wages, practice environmental care in your operations...

These are just a sampling of possible impact business models. Yours might be a combination of several or something entirely different. But the goal is to think about how your company can make a bigger impact.

Creating a business with impact — creates a ripple. Those ripples go out into the world.



Pillar #2: Marketing



Focus on marketing another key to success in business. Many business owners went into business to “do the business” and didn’t realize they had to market and sell. I didn’t realize it either. I just wanted to work with groups and teams, do training and then I found I had to build the business. I have called my marketing hat—business builder and it is the focus of my entire business. It is what I do in my own business, but it is also my core purpose with my clients. I am a **business builder**. I work constantly and consistently to build my business and to help my clients to build theirs.

Marketing is a big undertaking. It encompasses so many different things. All in all, it comes down to communication with the goal of increasing clients.

Do you need more clients? Using different approaches to marketing – networking, marketing funnels, information marketing, creating free products/free reports to generate leads and build your database are each ways to attract new clients.

In creating an effective strategy for generating leads you know you will have a steady stream of incoming leads. BUT then you need an effective approach to converting those leads into clients. What lead generating strategies do you use?

In putting together your lead generation strategies these are two important questions.

Building a system that touches people repeatedly in different ways, helps to build your credibility and reputation. You are building a relationship. It can’t just be a newsletter. It must be a multiple touch system. You know that you don’t engage in business with someone that you have just met. It takes a relationship and that takes time. You don’t want people to fall through the cracks in the process because they might have been one of your best customers.

Develop a clear plan that outlines each marketing activity and how you will accomplish it and track it. You decide which are the right approaches for you.

The Profitability Accelerators

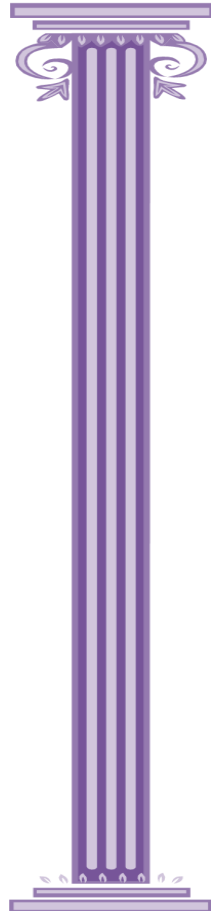
There are eight profitability accelerators that when you focus on them that you can transform your profits. Let me show you what I mean.

Know your numbers: As a business owner it is critical that you know your numbers. I’m going to say this over and over again! That is why for this to work for your business you have to constantly ACCT. ACCT is the framework I use to cycle through the accelerators. For years, I’ve been saying know your numbers. These next few pages explain why that it is so important.

The ACCT Framework:

Assess – where you are, what you are doing. (If you haven’t done my marketing and business assessment, do it!) [<https://compassroseconsulting.com/assessments>]

Pillar #2



Pillar #2: Marketing

Create – strategies to increase each profitability accelerator. Focus on one accelerator at a time.

Convert – work to increase your conversions. You will see in a minute that there are conversions all along the way, and that each one can impact your bottom line.

Track – know the numbers. Watch the numbers, track the numbers. This is critical.

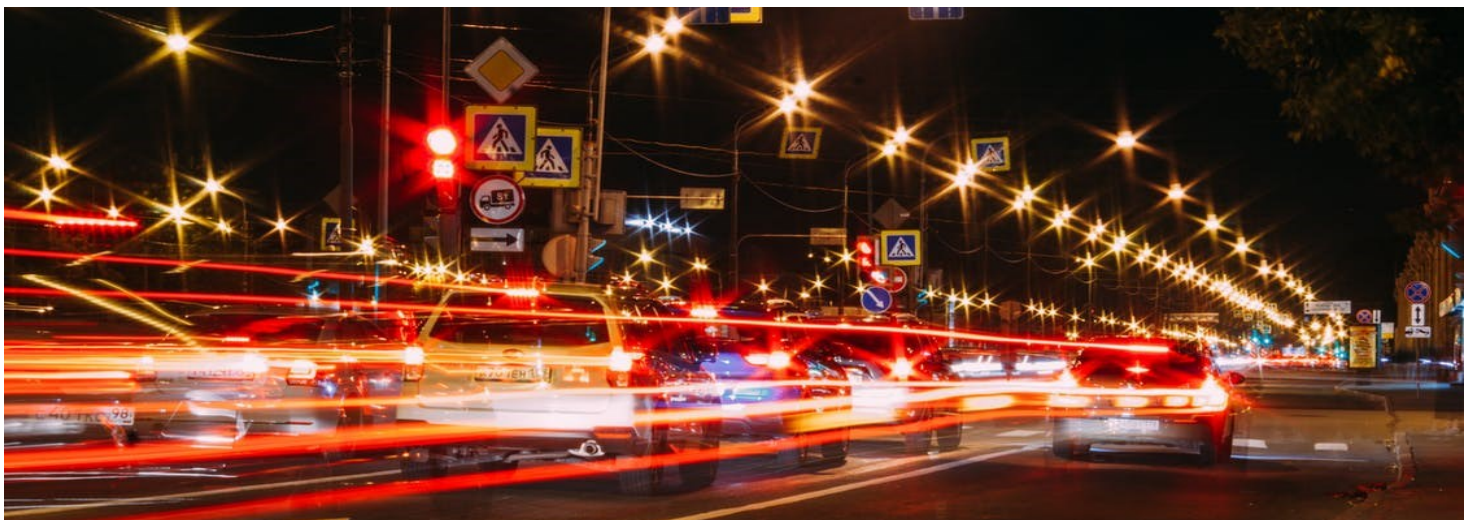
When you use ACCT with the eight profitability accelerators and continuously work to increase those numbers, then you have a system: ***a method for growth***. They each depend upon conversions.

The eight profitability accelerators or eight ways for you to grow your profits are as follows:

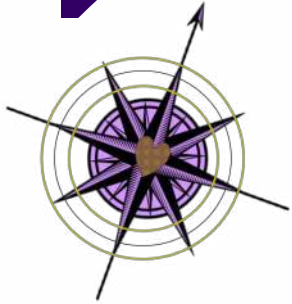
1. Traffic (*web traffic/foot traffic*)
2. People that raise their hand and say yes! (*opt-ins*)
3. Buyers (*customers/clients*)
4. Purchase Price
5. Number of items purchased (*shopping cart*)
6. Repeat Customers
7. Customer engagements
8. Profitability

Conversion cycles: none of this matters if there is no conversion. At each step of the way our goal is to make a change, an increase.

Traffic converts to a yes; the yes, converts to a customer or buyer; the buyer buys more items or services; the buyer buys again and again; and your margins are lean.



Marketing



The Profitability Accelerators

You need to know your numbers and stay on top of your conversions.

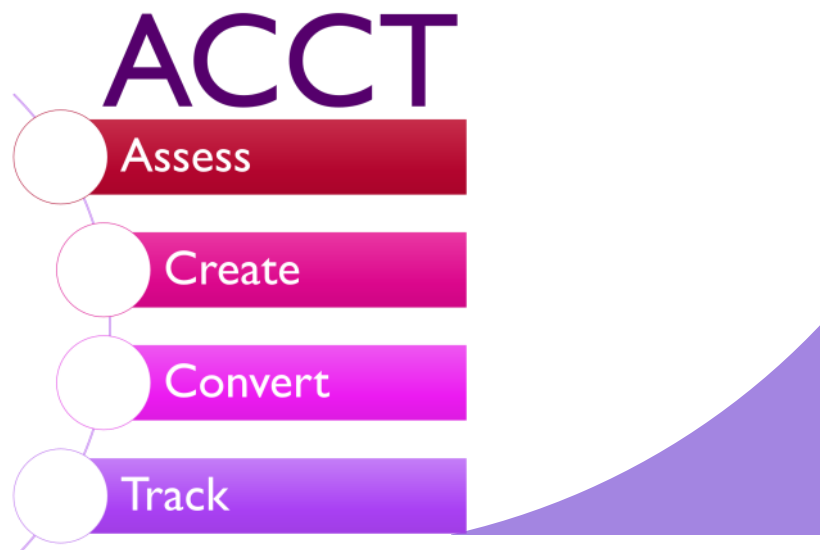
Let's look at each profitability accelerator closer:

1. Traffic

Every business needs traffic. Depending upon your business, the traffic can look different. For some, it is feet in the door. For an online business it means eyes on your website. We will talk about how you get that traffic later. Foot traffic, web traffic, eyes on your business. This is what traffic is. These people are visitors. They might visit and leave, or they might visit and convert to a new business lead. The conversion is identified by them raising their hand, saying yes to being interested in your product or service.

2. Yes! Raises Hand - New Business Leads

These are the people that said “yes”. They opted into the free report or they said they are interested in what you are selling, tried on clothes in your boutique or inquired about what type of fishing pole they need, or asked for an estimate for work on their house. They have essentially raised their hand. They test your product or service.



Accelerators

The Eight Accelerators

Remember, the taste test that Baskin' Robbins used to have, actually, maybe they still do. Well, when they let you taste their ice cream, they saw a conversion rate to purchase of almost 100% consistently. Trying on clothes – is that taste test. A free strategy session or marketing assessment – is a taste test. Downloading a free meditation or short yoga video, or free report or ebook – are each different versions of the taste test. Every one of us can develop a way for people to raise their hand or say yes, or test drive our business or service. **The goal is to get the person's contact info** – so that the marketing relationship can be built over time. These people become your new business leads! They have RAISED THEIR HAND! Your goal is to create the taste test, the gift and the lead capture system.

3. Buyers

Buyers are just that – they buy a product or service. Now you are in business!! This is the next conversion that you are wanting. Converting leads into buyers. We love, love, love buyers. But too many people go for the sale right away. Business owners consistently, skip the YES! step or taste test step. It is critical not to skip it. When you capture that new business lead into your business – you have the ability to continue to market to that person, UNTIL they are ready to buy!! Going for the sale immediately, is often a turn off, and you lost that sale and the lead! (Later, I will share with you a bit about the buyer's journey!) All leads and customers should be in your database.

4. Purchase Price

What is your average buyer spend on one item? Do buyers typically spend \$100 or \$1000? Every business has a different buy average. Many businesses have a pricing plan that has not changed. Increasing prices is one of the easiest ways to increase profits. But now, I've scared you, so let's not go there quite yet. Let's just start with what your average is.

5. Shopping Cart -- Items Purchased

Do people typically buy more than one item? How many items are typically in each purchase or in their cart? What is in their shopping cart when they check out? This is the next number that we need to look at. Is it 1 item or 2 or 5 items per purchase? The average might be 2.3, or maybe it's 5.2. Add-ons are the extras that people add to the purchase. That typical McDonald's ask – “Do

The Eight Accelerators

you want fries with that?” It adds to the bottom line for McDonald’s. What are your fries? This is what we will be working on identifying as we move through the cycles. What can be added to the shopping cart?

6. Repeat Customers

How many buyers are repeat buyers – this is part one of customer engagements. Looking at the number of buyers that come back again. Getting a customer or buyer is hard. Creating ways for buyers to be repeat buyers is critical. They say it is easier to sell to someone you have already done business with than to get a new customer. We will be looking at this number and how to impact it.

7. Customer Engagements

This is part two – How many times on average does a customer buy from you during the year? What is that number? Increasing customer engagements is another profitability accelerator. When customers become repeat customers your income increases. Again, it is key that you track your conversions. We can increase your number of repeats as well as increase the number of people repeating!!

8. Profitability

The eighth profitability accelerators is your margins. What is your Profitability? Is it 10% or 25% or 30%? Expenses decrease your profits. Sale prices, and discounts decrease your profits. Your expenses do not go down when you offer a sale price. Increasing expenses, decreases profits and decreasing expenses, increases profits.

LET’S LOOK AT THE NUMBERS

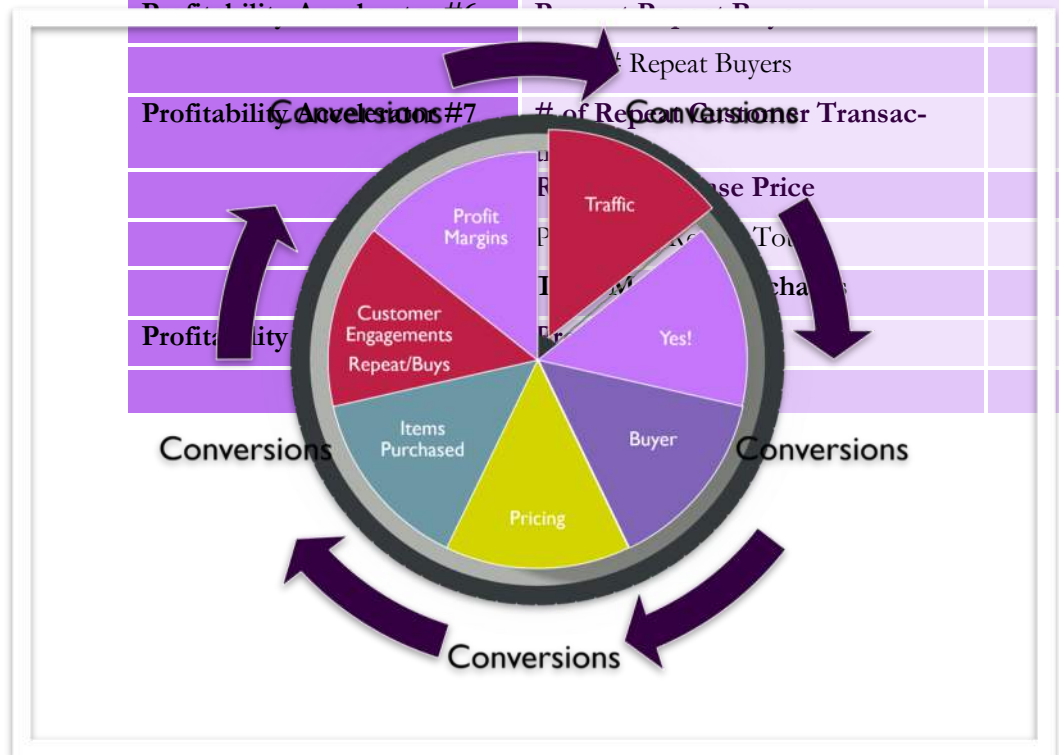
Now that we’ve defined the Profitability Accelerators, let’s look at an example of the current numbers:



The Eight Accelerators



Profitability Calculator	Profitability Accelerators	Per Month
Profitability Accelerator #1	Traffic (foot or web)	
Profitability Accelerator #2	Raise Hand and Say Yes!	
	Total Yes!	
Profitability Accelerator #3	Convert to Buyers	
	Total New Buyers	
Profitability Accelerator #4	Average Purchase Value \$	
Profitability Accelerator #5	# Items Purchased	
	Total Purchases	\$2
Profitability Accelerator #6	# Repeat Buyers	
Profitability Accelerator #7	# of Repeat Transactions	
	Average Price	\$1
	Total	\$9,6
	Change	\$35,2
		\$15,8



The Base Numbers

Okay Let's Deep Dive!

TRAFFIC/VISITORS: Traffic **1500 people per month** are coming into the store or visiting the website. What traffic looks like is dependent upon YOUR business. But for our example we are using the base number of 1500 "visitors" per month.

What's the conversion?? How many people say yes? or opt-in?

YES! 38% say yes! That's our **baseline conversion rate**. That is what is happening right now! That's 570 people that have opted into your test drive, taste test, free offer. That's 570 people trying on clothes in your boutique or downloading your free meditation guide or opting into your list in some way. They are saying – "Yes! I am interested in more info".

What's the next conversion? How many of those "Yeses" turn into buyers?

BUYERS: The **baseline conversion rate is 15%**. 15% of the people that said YES! convert to customers or buyers or clients. That's a total of 85.5 buyers.

PRICING: What's the average price point for buyers? The average buy is \$300 in this example. Every business is different. For our example, to keep the math super simple, let's say your average sale is \$300. That is a total of \$25,650 of revenue.



What is the add-on conversion? How many items are purchased?

OF ITEMS PURCHASED: To start off, the average number of items purchased is 1. There are no add-ons. So, the total purchase remains \$300. But let's imagine that you create a strategy to add other items to the purchase, things that compliment the original purchase. Perhaps earrings to go with the dress or inner tube to go with new bike tires.... Then that number increases. Let's look at the impact of that change in a minute.

What is the conversion rate of customers to repeat customers?

REPEAT CUSTOMERS: In our example – the average number of repeat customers is 25%. That is out of our buyer group of 85.5, 25% buy again or 21 customers are repeat buyers.

What is the repeat customer engagement conversion? How many times do they come back?

Conversion Impacts

CUSTOMER ENGAGEMENTS: is engagements over the course of a year with each buyer is and the baseline is 5. They purchase from the business five times. That's a total of \$9,618.75 additional revenue from repeat customers and customer engagements, with an average purchase of \$150.

What is the repeat customer engagement conversion? How many times do they come back?

PROFITABILITYS: The Profitability is 45%. That means after all expenses are deducted, the margin that is left is the profit.

Now, we have the baseline. This is where this company is right now.

The goal is to increase profits. Focusing on each of the profitability accelerators gives you a way to develop strategies. Right now, the total profit is: \$15,870.94.



Remember – we are going to ACCT.

Assess each profitability accelerator. **Create a strategy** for the accelerator. **Conversions** are the key on that accelerator. **Track it.** Did the strategy work?

Each of these can be systematically increased. If we set a goal of increasing each one just 10% at a time you can actually significantly increase your profits, in fact, you can nearly double your profits. 10% is achievable, right? You can wrap your head around a 10% increase in each area. That's possible right? And we work systematically through each of the profitability accelerators. Not all at once. Work on one at a time. *In the Bizology Group Membership we cycle through the profitability accelerators every 14 weeks, focusing on each during the bi-weekly profitability accelerator calls and then checking in bi-weekly at our Make it Happen calls.*

[<https://compassroseconsulting.com/bizology-membership>]

With each accelerator you then have to ACCT. Assess, create a strategy, convert the strategy and track your results. Keep cycling through the accelerators. Work on a strategy to increase traffic, and then we combine it with a strategy to convert that traffic into new business leads. Each step along the way, let's **ACCT!**

Okay let's take a look at the impact of a 10% increase.



Accelerate 10%

Profitability Calculator	Profitability Accelerators	Per Month Current	10% Profit Acceleration
Profitability Accelerator #1	Traffic (foot or web)	1500	1650
Profitability Accelerator #2	Raise Hand and Say Yes!	38%	42%
	Total Yes!	570	689.7
Profitability Accelerator #3	Convert to Buyers	15%	17%
	Total New Buyers	85.5	114
Profitability Accelerator #4	Average Purchase Value \$	\$300	\$330.0
Profitability Accelerator #5	# Items Purchased	1.00	1.10
-	Total Purchases	\$25,650	\$41,309.6
Profitability Accelerator #6	Percent Repeat Buyers	25%	27.50%
	Total # Repeat Buyers	21	31.3
Profitability Accelerator #7	# of Repeat Customer Transactions	3.00	3.30
	Repeat Purchase Price	\$150.00	\$165.00
-	Purchasing Repeat Total	\$9,618.75	\$17,040.20
-	Total Monthly Purchases	\$35,268.75	\$58,349.78
Profitability Accelerator #8	Profitability	45%	50%
-	Total Profit	\$15,870.94	\$28,883.14

Wow! Do you see what I see?

Total profit went from \$15,870 to \$28,883. That is “nearly double” and it was just a 10% increase across the eight profitability accelerators.

Let’s work through it. Traffic – the traffic increased 1500 per month to 1650 per month. That is doable. We created a powerful ad campaign to increase the web traffic.

That web traffic landed on a compelling landing page that had an offer for an incredible eBook that helped the targeted traffic solve their problem. With that 10% increase 42% said YES!! because we also increased that conversion rate by 10%. So, 10% more people wanted more info. That is a total of 689.7 YES! up from 570.



The Profitability Accelerators

Next, we created a communication strategy to share information about our solutions. That campaign in this example was an email campaign. It went out automatically. The conversion rate on buyers increased from 15% to 17%. So, now there are 114 buyers instead of 85.5. That's pretty cool.

Pricing increased too. Now, don't get scared. Pricing scares business owners all the time. Don't worry, we talk about how to increase that value and it isn't always just increasing the price tag. So, no worries. It can happen. In our example, now, instead of \$300 the average price per buyer is \$330. That is pretty cool. And we increased the number of items purchased at that initial sale from 1.0 items to 1.1 items.

That results in an increase from \$25,650 to \$41,309.60. That is a total increase of \$15,659.

Right now, we have only covered increases of 10% across 5/8 of the profitability accelerators. Whew! That is incredible, an extra \$15,596. What does that do to your bottom line over the course of the year? If we hold just this 10% increase each month and don't do anything to increase it again, the annual impact is \$187,152. That is HUGE!!

Let's keep going.

Profitability Accelerator #6 is repeat customers. The percent of customers that come back to your business and buy again. Originally only 25% of buyers came back. Now 27.5% come back. Their average purchase is \$150.00 and they come back 3 times. (Profitability Accelerator #7) We've increased this all by 10%. And voila!! Now they repeat 3.3 times and the average purchase price is \$165. Again, the impact of this 10% increase is incredible. The company has gone from \$9,618.75 in purchases from repeat customers to \$17,040.20. This is an increase of \$7422 —>>> That's \$89,064 additional revenue annually!!

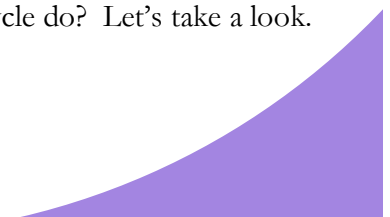
Now, have I totally blown your mind yet? It blows my mind every time I look at the numbers of a company and what the impact can produce.

The total monthly purchases were: \$35,268.75 and the impact of 7 of the Profitability Accelerators is total purchases of: \$58,349.78. The difference is \$23,081 with 10% increases.

And now, finally, the Profitability. The baseline Profitability was 45% and with the 10% improvement on expenses, we've increased the margin to 50%. The total profits increased from: \$15,870.94 to: \$28,883.14. That's quite a change -- \$13,013.

Now that was just the **first cycle** of increasing profitability accelerators. When we do that over and over again, the numbers just keep growing.

So the impact of one cycle of 10% increases is incredible. What would a second cycle do? Let's take a look.



Accelerate 10 AGAIN!

Profitability Calculator	Profitability Accelerators			
		Per Month Current	10% Profit Acceleration	10% Profit Acceleration
Profitability Accelerator #1	Traffic (foot or web)	1500	1650	1815
Profitability Accelerator #2	Raise Hand and Say Yes!	38%	42%	46%
	Total Yes!	570	689.7	835
Profitability Accelerator #3	Convert to Buyers	15%	17%	18%
	Total New Buyers	85.5	114	151
Profitability Accelerator #4	Average Purchase Value \$	\$300	\$330.0	\$363.0
Profitability Accelerator #5	# Items Purchased	1.00	1.10	1.21
	Total Purchases	\$25,650	\$41,309.6	\$66,529.5
Profitability Accelerator #6	Percent Repeat Buyers	25%	27.50%	30.25%
	Total # Repeat Buyers	21	31.3	45.8
Profitability Accelerator #7	# of Repeat Customer Transactions	3.00	3.30	3.63
	Repeat Purchase Price	\$150.00	\$165.00	\$181.50
	Purchasing Repeat Total	\$9,618.75	\$17,040.20	\$30,187.76
	Total Monthly Purchases	\$35,268.75	\$58,349.78	\$96,717.25
Profitability Accelerator #8	Profitability	45%	50%	54%
	Total Profit	\$15,870.94	\$28,883.14	\$52,662.54

You can see the impact of two complete cycles. The big question that is burning in your mind – can this work in my business?

And again, I say YES!

Each profitability accelerator has tactics that when put into strategies create these increases. The chart is fun because you just plug numbers in. You don't have to do the actual work to make them happen. It is a tool to show you the potential impact it has for your business. It is motivating and inspiring. Use the tool to do that. Then ACCT. [Download my excel spreadsheet to put your numbers in.

The Second 10%

HERE—>> <https://compassroseconsulting.com/assessment>

In the second phase, the increased profit is now \$52,663. That is again just making a conservative increase of 10% in this cycle. That's a total annually of \$631,956 IF you don't do anything else. Remember, it is DOABLE!

Let's find your numbers:

The Baseline numbers that you will need are:

Current traffic :	_____
Current # of YES!:	_____
Current # of Buyers:	_____
Current Average Purchase Price:	_____
Current Number of Items Purchased:	_____
Percent of Repeat Customers:	_____
Average Repeat Purchase Price:	_____
Number of Repeat Purchases:	_____
Profitability:	_____
YOUR Total Income	_____
Total Profits:	_____

The Internet gives us new access to potential customers and is affordable but must be done right.

Once you have these numbers, your goal is to start the **ACCT process for each one**. To create real shifts, you will want to create strategies for each of the profitability accelerators. Start with the first one: TRAFFIC.

ACCT

TRAFFIC

There are many ways to increase your traffic. Google Ads is a predictable, trackable strategy. Is it the right strategy for your business? Traffic -- connects to Yes or Raising Hands. With a strategy like Google Ads or Facebook Ads or some other advertising you have several conversion points. Does the ad convert – people click. Where are you sending them?? This is the critical strategy part because REMEMBER it is about your list right now. Getting the YES. What is your call to action? It is a step BEFORE – “BUY”. This is the opt-in – your free offer, free estimate, free download, free taste test. But perhaps for you traffic is foot traffic. If you are going to run an ad and pay money for it, you need a way to count that traffic and determine IF that ad is working. Some strategies for doing this can be to have a free offer with the ad. Bring the ad in and receive..... XYZ.

The key is for you to be able track the information and see if that ad is converting. Part of this key is focusing your ad on your target market. You have to be clear WHO your buyers are. If you don't focus and just advertise to EVERYONE or ANYONE you will have a big list of non-buyers. And that ad investment will have been a waste. Get very clear on your target market. Use the guide in [Bizology CORE](#) to figure out your target market.

Understanding the Accelerator

If people are coming into your store, have a way for them to join your email list and receive updates and specials to subscribers only. You want a way to continue marketing.

Getting the YES is critical. This becomes part of your strategy. I have a full training on this strategy [HERE](#).

Now, you have worked on increasing two of the profitability accelerators. Let's work on converting those YES people into BUYERS. Are you getting excited? Having a BIG list is meaningless if they do not buy from you. I had this. I invested in building a list. I was up over 10k subscribers. People were impressed. But they did not buy. They were not my ideal target market. Money and time wasted with no real results.

Converting your new leads into customers is usually about relationships. Building your relationship can occur via email or information or podcasts or events or webinars.... Building an automated sequence of emails is one strategy. Always include another way for people to engage but not a sales pitch.

PRICING

Okay, profits can be increased by increasing pricing. Most businesses are terrified to increase their prices. And most have NEVER increased their prices. When you look at this don't be scared. Business takes courage – bravery. Remember that a price increase is a profit increase because your expenses are not increasing.

Here are a few questions to ask:

- When was the last time you increased your prices?
- How can you change your communications to increase the “value” to justify the price increase?
- Are there things you can add to purchase to increase perceived value without increasing your cost? For instance, I can add a complimentary quick start marketing call to a program. Can you add a personalized session?
- What does a 10% increase in price look like? How uncomfortable are you? What messaging can you use to increase the value?

Whew! You did it. You increased your pricing.

That is an accomplishment. You just increased your profits by 10%. Now you know that if you have also made increases in the previous profitability accelerators then your increase is even more.

How Can Your Business Be Impacted

PURCHASES

The next step is adding to the purchase. In our baseline example, the number of items purchased was ONE. Now the goal is to increase that to 1.1 Not too big. This is a chance to “add fries to that” purchase. What are your “fries”? These are called cross-sells – add-ons. What can you add to the purchase? It all depends on your business of course. If you have a boutique, it might be adding earrings or a necklace to a dress, or a bag or scarf. If you have an info business, it might be adding a comprehensive checklist or ebook. If you are auto repair shop, it might be adding a wheel alignment or 18-point inspection.... **Brainstorm the possibilities for your business.**

CUSTOMER ENGAGEMENTS

Now it's time to look at how to increase your customer engagements. There are two parts to this. First is the number of repeat customers. What are ways to increase your customer engagements? Can your email drip campaign help here? Is there information that you can share that engages the customer and gets them coming back? And the second part is how do we increase the number of times they come back.

I believe that communication is one of the keys to increasing and growing your business. Many businesses are hesitant to communicate regularly with their customers or clients. But, if you share with them what is happening in your business, you give them other opportunities to do business with you. Perhaps you have special events or workshops at your business – tell them. Or you have a new product that has just been developed or arrived! Share it. Tell your story.

Communicate information, stories, events and your business info.

PROFITABILITY

Finally, is the Profitability. This is a critical piece. You need to KNOW YOUR NUMBERS here as well. Review your numbers. Are there expenses that you can reduce or eliminate? Can you negotiate any better deals with your vendors or landlord? Every business has a few line items that are not necessary and perhaps no longer even used. Review each line item to determine if you can make a shift. I always look at my subscriptions. What do I pay monthly or quarterly or annually and do I still need it. They are often low-cost subscriptions, but they add up. I've stopped several and sometimes, it has added up to \$200 per month. That's \$2400 per year.



Conversions Are Key

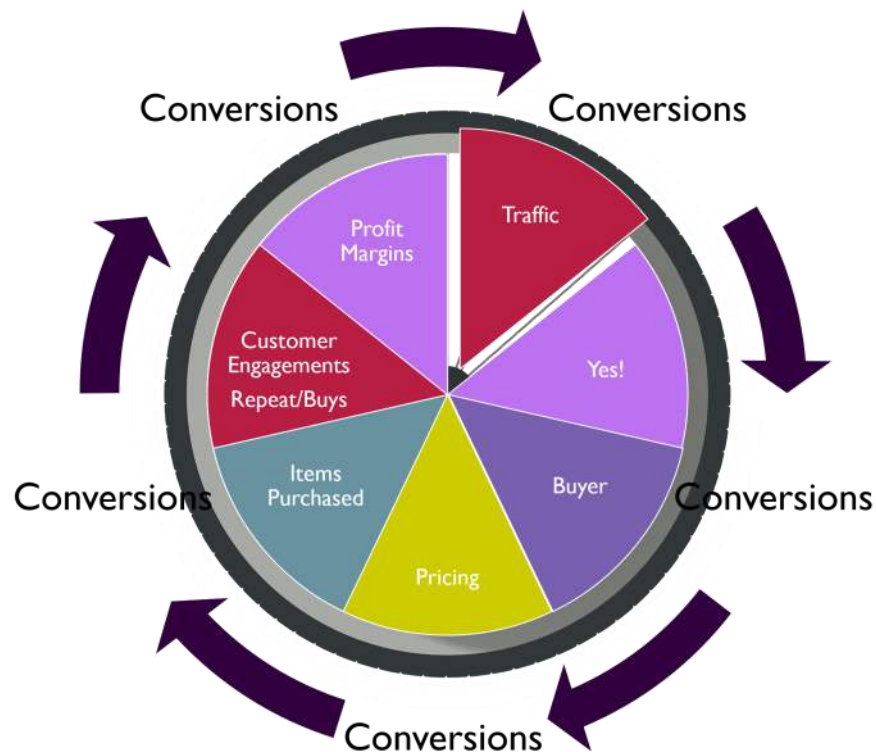
FINALLY....

Work on one profitability accelerator at a time. Do NOT get overwhelmed by the eight! It is a step by step process. Sometimes they overlap. But be intentional and diligent in your work on each. Don't throw one aside and say it doesn't work in your business. Strategize, brainstorm and create your plan.

I don't know if I have said enough about conversions and knowing your numbers. If you run an ad with Google for instance or Facebook, you have got to watch your numbers. If there is not a good conversion on clicks on the ad – they never reach YOU. It is right there that you have to adjust. If they click through and then DO NOT sign up for your free taste test or gift exchange, then you need to adjust the taste test. It could be that the wording is off, or the layout of the site is not converting, or maybe a video would do better, or different colors.... Something is off. Each of these are little conversion points. If they opt-in on your landing page but don't convert to a buyer, then that process needs to be assessed and tweaked. At each step along the way: **TRACK and adjust!!**

It really is about the numbers. Knowing them, watching them and making key adjustments so that your conversion rate improves.

You can see how each of these profitability accelerators can impact your bottom line profits. By focusing on each one, intentionally and then cycling back around and going through them again, just keeps increasing your profits.



3 Big Mistakes

There are three big mistakes that I see business owners making consistently. Marketing has changed with the Internet and many small businesses. It is no longer a brand awareness marketing strategy that worked for Coke and Pepsi; McDonald's and Burger King. Marketing has shifted. It now needs to be direct response marketing based on relationship building and the "know-like-trust" factor.

As entrepreneurs, we must **be present** in our marketing and **authentic**. Share our values and build relationships with the people that we want to do business with.

Most entrepreneurs cannot afford to do marketing in the ways that the BIG companies do. Ads need to be seen 20 or more times. It is just too costly on the traditional platforms such as TV, radio etc.

The Internet gives us new access to potential customers and is affordable but must be done right.

The overarching mistake that I see is that businesses have no marketing SYSTEM. They rely on what I call HOPE Marketing and it is very ineffective.

Every marketing tactic needs to be thought through strategically, from beginning to end. What is the goal, the desired outcome that you want? Everything should be pointed to list building!

The 3 BIG Mistakes all are missing pieces of an effective SYSTEM.

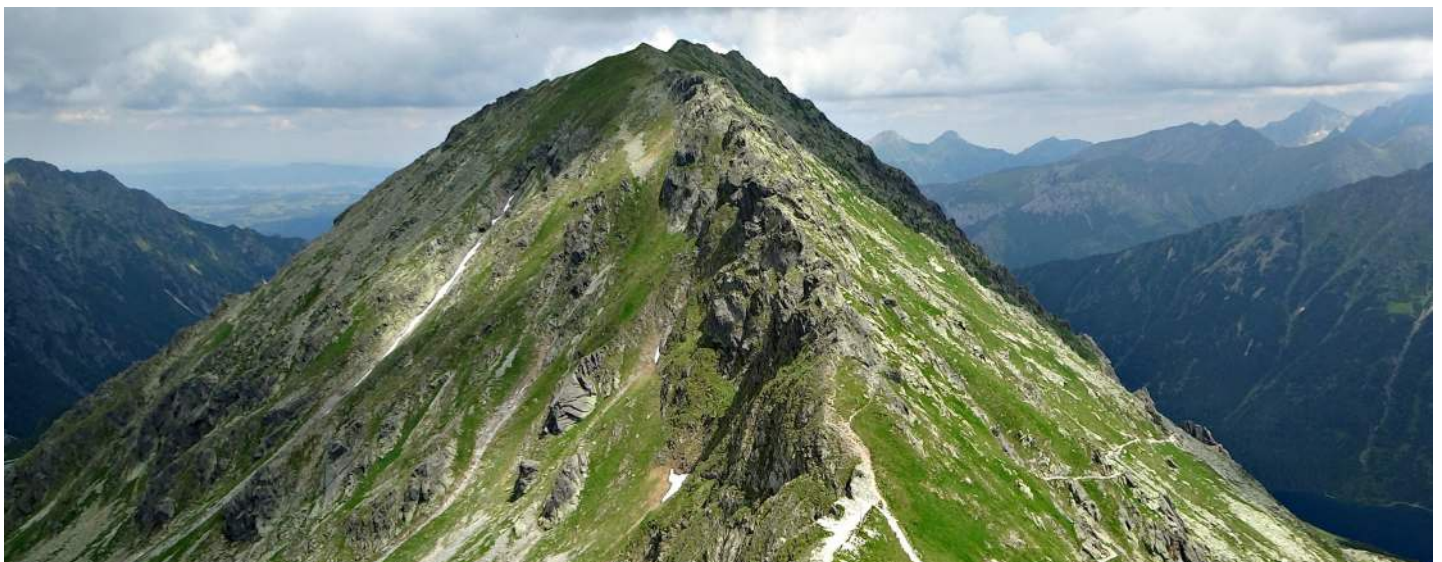
1. Businesses fail to have effective calls-to-action
2. There is no lead capture system
3. They FAIL to follow-up.

Let's look at each of these and the potential impact that it has on the bottom-line.

Let's start climbing this mountain — called business and create an effective strategic marketing plan.



The Internet gives us new access to potential customers and is affordable but must be done right.



Your Target Market

As you develop your vision, your target market emerges, or it should.

This was BIG for me. I was trying to work with ALL small business owners, and I was NOT getting anywhere really. Being clear on WHO you are working with enables you to tailor your marketing to them. It defines WHERE to market, and you can more clearly state your marketing position.

Now, I can run ads that target **Woman Owned Businesses**. When you identify clearly who you love working with and DECIDE that you are going to focus your business, it impacts everything that you are doing.

I've heard people make their markets really big and general. The more specific you can be, the easier it is to target your marketing money. You can always choose to do business with other people that show up.

Take a piece of paper and draw a picture of your ideal client. What do they look like? Seriously, you want to get detailed. What types of jobs do they have, or industries are they in? Where do they hang out? What are some of their personality qualities? Remember, we are talking about your IDEAL customer.

The clearer you get on WHO your target market is the easier it is to market to them. It's like "you know where they live".



Action: WHO is your target market? Are you clear?

The Visionary Entrepreneurs Facebook group has my workbook on Target Market.

Be sure to check it out. (copy & paste this:

[Facebook.com/groups/visionaryentrepreneurs](https://www.facebook.com/groups/visionaryentrepreneurs)

Being clear about
your target
market helps you
to market
effectively

Their Problem – Your Solution

What is the problem that you solve?

This gets back to your target market, **what is their pain?**

⇒ **What is the problem that they are having that they DO NOT want?**

⇒ **What is the solution that YOU HAVE that they want?**

When you can clearly answer these questions, then you can start putting together your offer.

Every piece of advertising should have a **CALL TO ACTION**. I see businesses putting out their marketing with no call to action. I call it **HOPE Marketing**. You have

probably heard of Guerilla Marketing, well HOPE marketing is the opposite.

It is like throwing darts with no idea where the target is.

You aren't marketing to the right people (your target market) and you aren't telling them WHY they should look at your ad or marketing piece, there is **no compelling call to action**, there is nothing for them to do. Perhaps, you have been told that the thousands that you are spending on your ad campaign will help to BRAND you, BUT that is not going to convert into money.

This is one of the biggest myths that I see.

Most businesses cannot afford to do BRAND marketing

1

Call To Action

– just putting themselves out there on TV, newspapers, Facebook etc. for the purpose of brand recognition. That is the old way of marketing. It worked for the BIG companies and it worked because marketing was cheap. The budget went further, and they could get their BRAND in front of people over and over again.

Now, for small businesses it does not work. Yes, you want to create your brand. And yes, you want it out there. BUT do not throw money away on branding without adding a call to action that gives you leads.

You must tell people what is in for them and why YOU are the solution. This is a combination of messaging and education.

The call to action goes back to the pain and your solution. You cannot just say CALL ME.

Calling is a high-risk activity. Think about it, do you like cold calling? I have met a couple of people that have said yes, but most say NO! And they say it loudly. I hate cold calling. I just don't do it. I

would rather clean the toilet.

I see advertising that says “call me” as a way of asking someone to cold call you. I just do not think it will happen, unless the person is in a lot of pain and you can solve that pain. They know that you are asking them to call you so that you can SELL them something.

People HATE to be sold. But they LOVE to buy. So, you need to turn the formula around for them so that it is easy to buy, and they feel good about it. People LOVE to buy when they feel it is a good deal.

Most often, I believe that your call to action should lead to your list and your offer should be a FREE offer. I call it a gift exchange. I give them something that they want – a solution to their pain, in exchange for their name and email.

Now, maybe you are thinking that will just not work for my business. I can just about guarantee you that it will. And the number one thing that you want to do is to build your list of potential customers or clients.



People BUY
from people
that they
KNOW
LIKE & TRUST



Why Is List Building So Important?

Well, the data tells us that most people do not buy on their first engagement with you. It takes time. They need to KNOW you, LIKE you and TRUST you.

Alright, now I hear it... you are thinking ‘well, that is not going to happen via email’. Maybe not email alone, but email is the vehicle to get you back in front of your prospect. It is the vehicle for nurturing the relationship. It is simple, it can be automated and work for you 24/7 once it is set up.

And YES, email marketing still works.

Your list is your most valuable asset. Having a list of qualified prospects and buyers increases the value of your business. It increases your viability. If you engage with new people that might want your product or service and you fail to add them to your list, then you have just lost that sale. **They will not remember you when they are ready to buy, and they probably will not find you again.**

Now, I hear you thinking.... but my customers do not want to give me their emails.... to which I would counter --->>> then your offer was NOT compel-

2

Use the content you have already developed as your gift...

The Gift Exchange or Taste Test

ling, because every single day people are giving your competitors their emails.

Remember, you are creating an opportunity to continue marketing to the prospect because it may take as many as 7 or 12 or 15 or 20 or more touches before it is the right time for the prospect to buy.

When you fail to get an email, then the person leaves your site and you are back to HOPING that when it is the right time for them to buy, that they remember YOU and not your competitor. Because the reality is that when they try to remember you and they do the Google search, not knowing your name, because they can't remember it.... they cannot find you. And that lead is lost to you.

Your free gift or taste test can be just about anything of **VALUE**. Remember – you are solving pain. So, this guide is designed to help you solve the pain of not enough profits. That was the pain my landing page talked about. You opted in because you want more business. You want growth in your business and that looks like more clients/customers and more money.

When you design your **gift exchange** look at what you already have available:

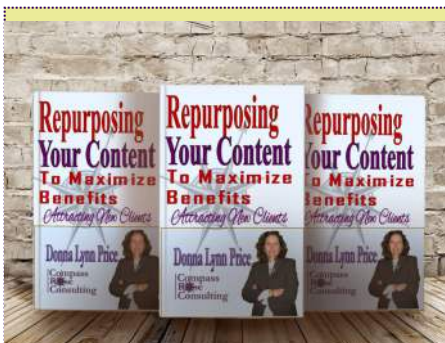
articles, white papers, tip sheets, infographics, videos, templates, reports etc.

This is my favorite strategy. It is the fastest way to get to the gift. **Repurpose** what you have already developed. I have written books this way. I have taken articles from my website blog and put them together into a book. It takes some editing to get the flow right, but it can be a **fast way** to develop a book or an eBook.

I have also taken a tele-seminar script and developed that into my first book, **Launching Your Dreams**. That was back in 2006. I was so nervous to be a guest on a tele-seminar that I scripted the entire presentation. I imagine it was terribly boring. The script was significant. That script became the first edition of the book, which when it was done was about 120 pages. Now it is in its third edition and is over 200 hundred pages.

The other way that you can develop a give away is to do a video and transcribe it.

Be creative, you've got this!

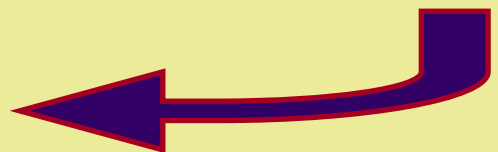


Action: Identify YOUR Free Gift

Marketing is about giving. Be a giver! Create a gift of value Identify what free gift you can develop (or already have).

Pick up my free report on Content Repurposing

CompassRoseConsulting.com/Repurposing



3

Your
Website
is
Broken

The BIG Website Mistake

Most people that are advertising their business whether it is online or offline advertising send people to their website. We each spent valuable resources to develop a website and we want people to see it. **But this is a mistake when you are advertising.** When you send traffic (prospects) to a solution, then you want to send them to a Squeeze page or Landing page.

The Landing Page or Squeeze Page Solution

This a separate website that is targeted to the message that you just used to get the person there. Your call to action tells the person what to do to get your free offer. The mistake in sending them to your traditional website or branding site, is that there are too many things there. It becomes unclear what you want the person to do. Typically, there are either no calls to action on the site or there are too many calls to action.

For example, I worked with a company that was doing Google Pay Per Click ads. Each click costs money. Even if you are paying ten cents a click, it can still add up quickly. This company was sending all of the “clicks” to their website. The site said, “CALL ME”. But they were not getting any calls. The ad was working because people were coming to the site, but once they got there, the majority did not call. When I asked if there was another way to be in touch, the owner said the “Contact Us” form. But it was hidden and nearly impossible to find.

We know that most websites have a high bounce rate. People don't stick around very long to figure out HOW to do business with you. The Call to Action in the ad gets them to your page and the Call To Action on the landing page or squeeze page has to grab them right away or they are off to the next site.

The goal of the landing page is singular. There is just one thing — to get the person's name and email.

When someone lands on your landing page they have one choice — to stay and give you their name and email or to leave.

I know that scares you. But the thing is that once you have that information , you are able to continue to build rapport and market to them. They have said they interested in the solution that you have for the problem that they have.

Adding a free offer that the person can opt in for without having to talk to someone and risk getting into an uncomfortable sales call, increases the conversion of those clicks into leads. Putting that free offer on a squeeze page or landing page increases the number of people that actually opt-in.

Your website becomes your first engagement, your first handshake.

You are beginning your relationship. Start that relationship just like you do in person, with authenticity, sincerity and generosity. Just like your in-person relationships, your online connections are valuable and treating people well, always pays off in numerous ways!



THE NUMBERS MATTER

Let's start looking at some numbers. If you are paying 10 cents per click and spending \$100 per day that is 1000 people that are potentially coming to your site. If your conversion rate to getting calls is zero, that tells us a lot of things. First, the ad might not be targeting the right people. And second, the call to action on the site is not telling people clearly what to do next.

Imagine, we take that same ad and change the call to action to something like:

Is this something that you now want? Does it solve your pain?

When the person arrives at the **squeeze page**, it is going to be in line with the advertisement and continue the same messaging.

A squeeze page is **ONE PAGE**. There are no options to explore. It is simple, get this report or leave.

The simplicity scares business owners. But the reality above is that \$100 per day is going down the drain, \$3000/month

What if the squeeze page approach and free download converted at just 5%?

Five percent is a super conservative number. I have seen squeeze pages that are converting 30%, 50% even 70% of visitors. Let's keep it low. Five percent of 1000 clicks is 50 new leads. Now, you have 50 new leads per day or 1500 per month, that you can build a relationship with.

This automates your lead generation.

You run your advertising – that has a compelling **call to action** – that leads to your **free giveaway** – which builds your **list of prospects** – and now you have the ability to make other offers right in that moment and in the future. This is where you gather your leads and start a relationship. **Your follow-up is filled with value. Serve, educate and nurture are the keys to effective follow-up.**

Do not go selling, selling, selling. That is the stereotypical "Used Car Salesman". I am not sure that they are still even working that way.

What if you have just 5% conversion? That's 50 new prospects now in YOUR business.

MARKETING SYSTEM FRAMEWORK



When Do People Buy?

People buy from people they KNOW, LIKE and TRUST. Now, you have the opportunity to start nurturing that relationship with them. This is done through your email auto-responder or the relationship system that you have developed. Remember, it needs to provide consistent follow-up over time. Auto-responder messages are emails that are pre-loaded into your email marketing system and go out to your new leads automatically.

Through your emails you are going to nurture the relationship, share more about your expertise, educate people about your products and your services and send people back to your funnel. Not to your opt-in page but to a service or product offer page. Now you are taking the 50 opt-ins and educating them about you, your services/products.

What if just 4% clicked back to your offer and bought it. Now you have 2 sales out of your 50 opt-ins. That is 2 more sales per day than you had before, and we are still using super conservative numbers. Monthly that converts to 60 new customers.

Look at this over time.

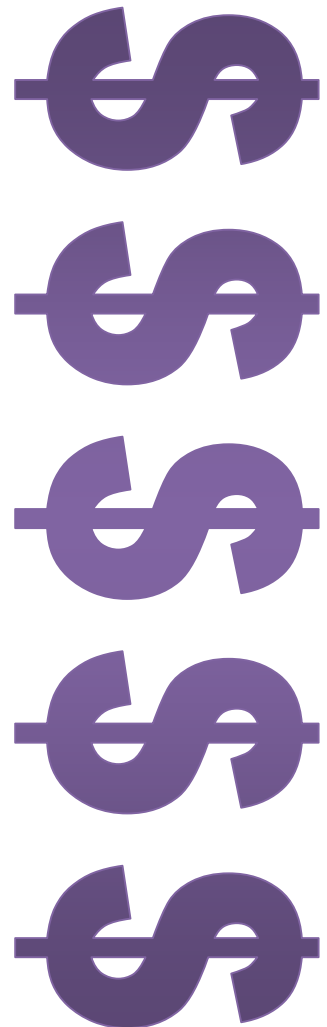
**1 500 NEW OPT-INS PER MONTH, 2 SALES PER DAY
TOTALS 60 NEW CLIENTS PER MONTH,
720 NEW CUSTOMERS PER YEAR.**

But we also have an ongoing drip campaign going. We have generated 18,250 new opt-ins for the year. If you also convert just two people from your opt-in list in each of the previous months into a new customer throughout the year, that is an additional **154 new customers**. So, total for the year is 874 new customers or clients that have paid you money and not left your big branding site unsure what to do.

Now, remember that our conversion number is terribly low and after the first couple of weeks, you would want to test a different version of the Squeeze page and your ad to see if you can increase your conversion rate.

If the customer value to you is \$300 per year, these additional customers using our super conservative estimates generates an additional \$262,200 and you have spent \$36,500 (\$100 per day) on advertising. For most businesses an increase of over \$100,000 in revenue is meaningful. It affects the entrepreneur's life.

Imagine if this same scenario had a conversion rate of 10% for the optins. Now instead of 50 new leads per day there are 100 and instead of 2 new clients there are 4. The new income has increased by \$438,000. And that is still a really low conversion number.



You can see the power of having a lead capture system and an automated follow up system that leads your prospects back to you and your business.

Pillar #3: Operations

Creating systems that work and writing operational plans for your business provide you and your staff with a consistent framework to provide excellent service to your clients and customers.

Are you a one-person shop or very small business and feel like I/we don't need operational procedures that are written and documented? Well, you do, you need to create a plan for operating for a couple of reasons – 1) you might expand and hire other staff that need to be clear on how your company works; 2) if you can't work for some reason, and others take over, you want them to continue to do your business in the way that works and is your company's way of doing business.

You need to have an operational manual no matter what size your business is. You can use your policies to create a consistent business operation. You can use them when a client or customer complains – to say – “that is our policy” gives you a professional leverage that you want in your business.

It gives you a tool for growth and a framework for selling the business in the future.

Key to Success: Finances: Creating Operational Systems

What are three operations you have in your business? Write down the steps to complete one of those, the way that you want it done. When you have an operational plan or policy and procedure you have a format for training new staff, for setting a standard and for developing your business beyond you. Policies also provide a framework for holding people accountable to the operations and to their job description.

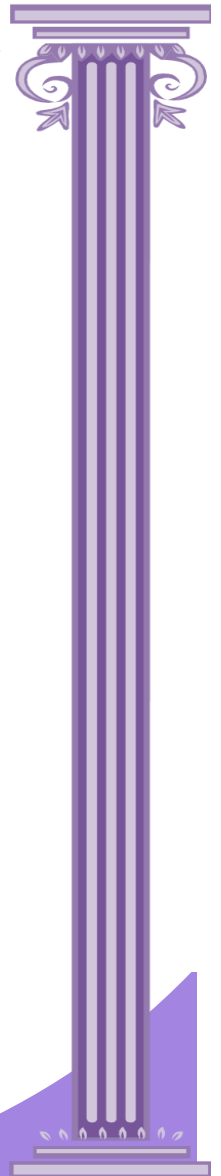
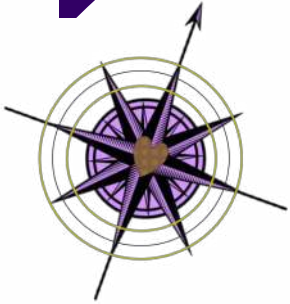
Establishing policies and procedures for your company aids the overall operation of the business. You can delegate tasks because they are documented in your policy manual.

Some key areas for operational policies are:

- Service delivery
- Marketing and advertising
- Customer service
- Customer complaints
- New client enrollment



Pillar #3



Pillar #3: Operations

- Client retention
- Finances
- Staff roles/job descriptions
- Hiring
- Discipline and staff management
- Benefits
- Vacation time/sick time etc.

Key to Success: Finances:

Creating Operational Budgets with clear targets and expenses.

Money, Money, Money...Money!!!

The goal of most businesses is to create a stream of revenue that supports the business, the owner, and the staff.

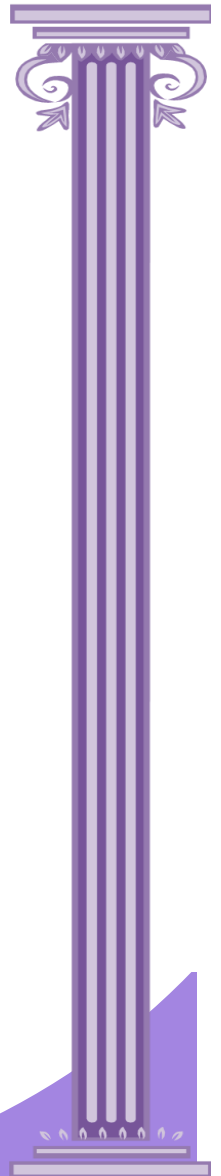
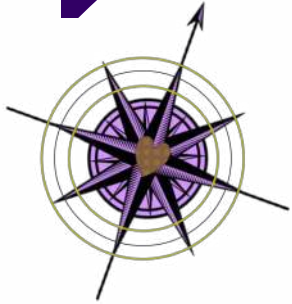
Does your company have an operating budget that outlines your projected expenses and projected income for the upcoming year? Or do you just have an accountant that does your books and taxes at the end of the year. Budgets are a planning tool and an accountability tool. How do you live within the budget? Can a budget help you in planning your upcoming offerings? Your income budget might look great, but is it realistic? What are the categories that you should have? How do you track it all?

Building a strong business foundation is essential to your success. Vision, leadership, strategy, operations and finances, and effective communication systems all are foundational building blocks.

I know many business owners that have no plan financially. That was me too. I didn't track, I didn't plan. It really didn't fit with who I had been professionally. Reading financial reports had always been one of my strengths, something that I enjoyed. To just ignore it was a mistake and created a BIG mess that has taken a long time to put back into order.

Just like every other part of your business you need a financial plan as well as a system for tracking all of your expenses. Create a budget to

Operations



Pillar #3: Operations

work from each year. Track your income and expenses against that budget. Use the budget to make decisions about your business. Does that new marketing strategy fit into your budget? If not, are there monies that you can shift to accommodate it? If not, should you move forward with it? A budget becomes a planning tool for you and part of your decision-making system.

Learn easy to use a system for planning and tracking. Get Quicken® or QuickBooks® or another program to track your money.

This is one task I outsourced; or at least part of it. I enter the money, make the deposits and all but I have a bookkeeper that checks my work, balances the checkbook, and enters some expenses. It is a great relief and a great help.

Don't let the money take care of itself. Knowing your numbers is important for growth. You need to know if a new product or service is creating the revenue that you planned. To know this, you need to track it. You need to track your marketing strategies. Are they pulling in the clients or leads that you need to justify that strategy? Knowing your numbers just makes sense. Decide how to do it and then do it consistently. Review your budget, your monthly reports and use them to grow your business.



Pillar #4

Pillar #4: Your Products & Services

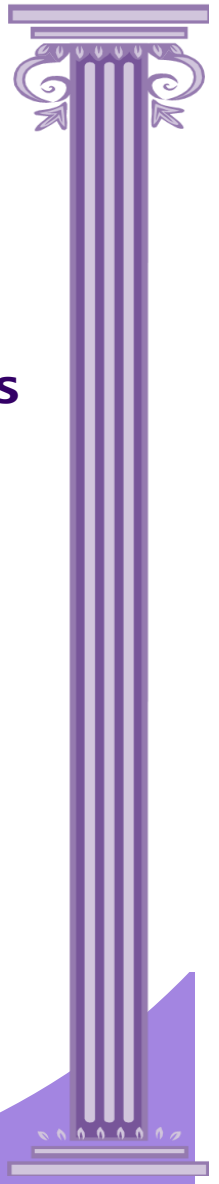
Pillar #4 is the heart of your business as it is the products or services that you offer to your clients. Without products or services you do not have a business.

CREATING YOUR WOW! FACTOR

Your WOW factor involves creating products and services that solve problems that your customers have and they do it well.

This includes how you can use different products or services to upsell, down-sell, cross-sell, bundle or package. Often your products or services can be repackaged or repurposed for increasing your sales and profits.

Of course, your product or service needs to solve the problem that your target market has. If it misses the mark then you will have a hard time selling it!!



The Potential is Exciting

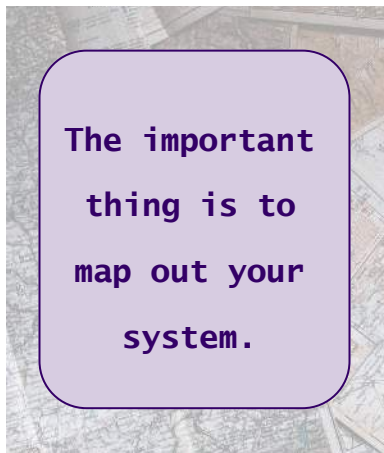


The important thing is to map out your system. Put it into action, test it and revise it when it is not working. Watching your numbers, KNOWING your numbers in marketing is critical. You can only improve them, when you know them.

If you are spending \$100 per day on ads, whether they are on Facebook or Google, or Instagram or the radio or a newspaper flier insert, you want your money to work for you.

When you track your numbers, then you can evaluate. It is better to spend \$100 and need to tweak the system then to spend \$36,000 and have NO results. You might think, I would never spend that kind of money with no results, but it is happening,

and it does not need to.



Marketing spend should be an investment in acquiring new clients. If it does not result in new clients or customers, then STOP spending money. You will go bankrupt!! Turn the ads off and evaluate. Make changes and test your system again. Keep watching the numbers, testing, and tweaking it until you have a conversion rate that you LOVE. Marketing is really a love-hate business. When you start seeing numbers you like, you will start to fall in love with marketing! And that is the goal.

Creating a opt-in page is the first goal is list building. The second step in your funnel is to pay for your advertising, so you need something to sell. And then, to start making a profit.

With a working FUNNEL system, you can have a complementary offer right after the opt-in page. People opt-in for your initial free book or report or video training and the next step is a thank you page with an offer on it, that complements what they just opted in for. It makes it better, but it is not necessary.

This next step should complement this free item they just downloaded.

For example, with this book, you also had the option to buy the The Field Guide Toolkit:

- The Marketing Key Webinar (value \$97)
- A website conversion assessment (value \$47)
- Email marketing sequence template (value \$47)
- Free report template (value \$97)
- Ad template (value \$47)
- And 13 other templates and guides (valued at \$97)

Total value: \$432



Adding Value to Your Funnel

All of these are part of the **Bizology CORE** that sells for \$997 per year. These key resources give you the tools that you need to put this book into action and the offer, is for just \$18.


You can see that the offer is put together to give you additional value and help to solve the problem of “I don’t know how to do the pieces that you are telling me to do in this book...” Now you have a template for creating a report and a template for writing your email marketing drip campaign, and for creating your ad and a couple of bonuses on marketing messaging and elevator pitch. Out of the 18,250 opt-ins and the new clients (874) if just 10% go for the offer of \$18 that is an additional \$34,416. ($1825 + 87 = 1912$ that opted for the \$18 upsell) It almost totally funds our advertising campaign of \$36,500. The campaign is essentially self-funded.

That pays for almost 365 days of advertising, or your monthly mortgage payment of \$2888/month or six months of full-

time virtual assistant’s help. It matters. If the offer was \$27 instead of \$18, the new income is \$51,624. Or if 20% opted for the upsell instead of 10% then the new income is mind blowing!

You can see that putting together a system that works for your business can have a significant impact on your business. When you build out your funnel well, you can upsell right from the next step on the **Thank You page**. You are now guiding someone into your funnel and have the opportunity to engage with them throughout their buyer’s journey.



Adding an upsell
IMPACTS your
NUMBERS 

Pick Up The Bizologist’s Tool Box

CompassRoseConsulting.com/tool-box

Funnel Add Value To YOUR Business

Not everyone that comes to you is ready to buy right now! Your free offer begins a relationship that enables you to nurture your relationship until they are ready to buy and now you are the person that they know, like and trust. It is important to understand the buyer's journey for YOUR business.

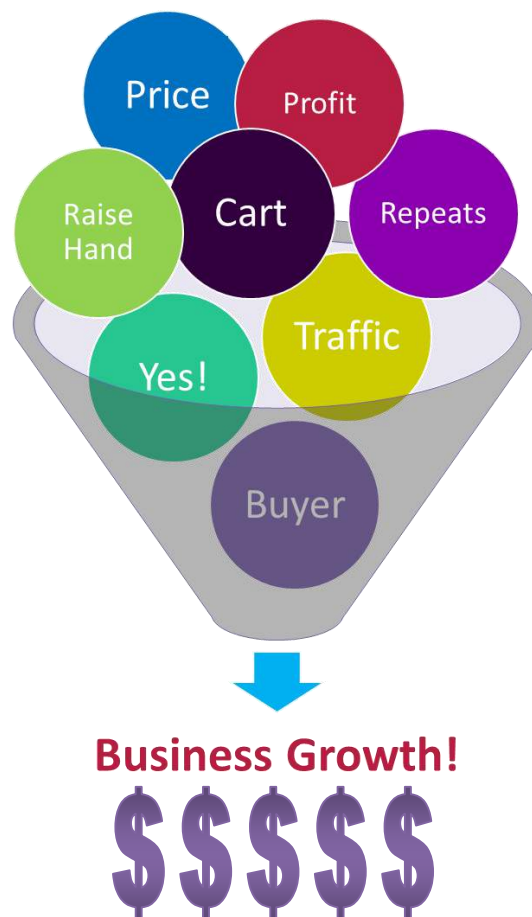
Some buyers are BUY NOW buyers. They usually have a need that they need an immediate solution for. An example of this is a flat tire. You need that tire fixed to continue your trip. But for most businesses, buyers are not BUY NOW buyers. They are investigating, shopping around, figuring out the RIGHT solution to their PAIN or problem. The goal is to be able to educate the buyer — why YOU are the right solution for them. Getting that buyer to opt-in is that first step.

This is what we call a funnel!

The technology for these is key. ClickFunnels is the premiere funnel builder, but you can also check out Lead Pages, Optimize Press, Builderall or theme builders such as Brizy, Divi, Thrive Themes and many other options for use in Wordpress. Each have their pro's and con's. I have personally tried most and have decided to personally use my Wordpress website with my membership plugin installed. I have found this to work effectively and keeps costs down. The important key is conversion, ease of use and costs.

I hope by now, you can see how creating a system can impact your business. How it can change the results that you are getting.

Take action, it will impact your business.



Business is Challenging!!

Business is challenging. Working the accelerators is the key. Learning what they are and how to impact each one, and then doing it over and over will be the HOW to transforming your business outcomes.

This report has given you the eight critical profitability accelerators as well as the foundations of business — your vision, your values and on that you can create a compelling strategy.

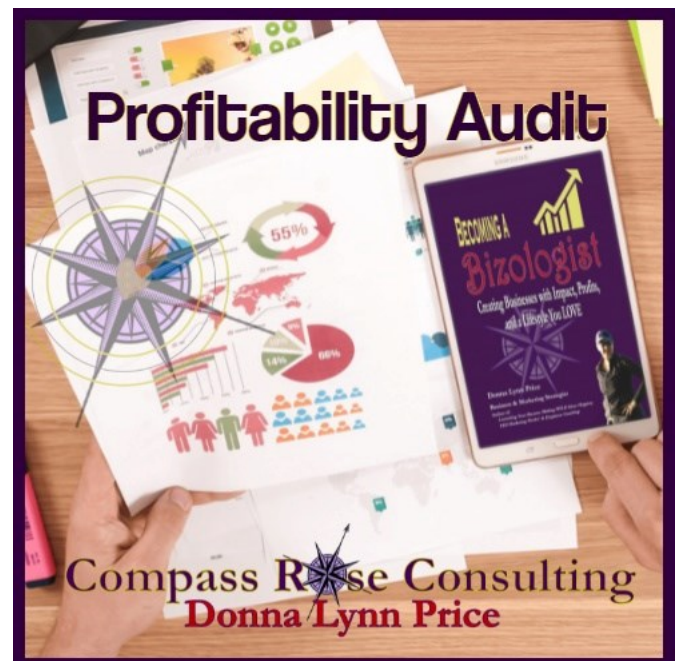
I know, it's a lot. The great thing is that you can access support if you choose to. You know your craft! I know mine.

Want to Explore More?

Schedule your Profitability Audit

- ⇒ We audit your business and look at the profitability accelerators
- ⇒ 45 minutes of action planning
- ⇒ Focused on you and your business
- ⇒ Leave with an action plan to increase your profits.

The Profitability Audit is reserved for \$1. The cost is \$97 — charged only if YOU are satisfied with the value you receive. Just email within 24 hours and you will not be charged. That is how confident I am that you will receive great information and great value from our conversation!!



CompassRoseConsulting.com/Profitability-Audit



Becoming a Bizologist is truly about mastering your business from the inside out. Learning the keys to making it successful. Learning HOW to increase profits, predictably and systematically. Bizologist's KNOW that business success is a science and when you apply the science to YOUR business, then you are building a system for success.

Build systems. Make them work. Tweak them to improve them. Duplicate the system and expand. Be strategic in your approach and your thinking. Be smart and be savvy.

The impact of being a successful business owner or bizologist is incredible. The more businesses that make it and make it big, the BIGGER that impact is.

Let's reach for the moon and achieve the sky!

Let's be bold and brave!

Let's support each other — collaborate, joint venture! Share, encourage and hold up!

Thanks for joining me on that journey.

Donna

Donna Lynn Price
Compass Rose Consulting, LLC
<https://CompassRoseConsulting.com>



CompassRoseConsulting.com/Profitability-Audit

**The Science of Building a Thriving
Business, a Business with IMPACT!**

With Donna Lynn Price