

# PROFITS PYRAMID PROGRAM<sup>TM</sup>

## **Training #4**

# **Business Model**

Write down how you are **helping people** by being in business?

Think about how you are directly helping your clients and also who else you
are indirectly helping – like the charities you are supporting because of the
money that you make through your business
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What is working in my business right now?	

If you have been thinking about **cutting out a product line** - is this a problem with the MARKET not wanting this, or is this a problem with the way I'm MARKETING or SELLING this product?

If you have cut a product line in the past, then you could also ask this question about that product line as well	1

s demand for	itf		
If this do	esn't apply to you, th	en simply skip this qu	estion

How can I **pre-sell** my new product or new product line to people to test that

What is your <b>Income</b> , <b>Expenses</b> and <b>Profit</b> for this year (or this financial year)?
INCOME
EXPENSES
PROFIT

## Write down your different types of Income and Expenses in the below grid

ONE OFF INCOME	ONGOING INCOME
ONE OFF EXPENSES	ONGOING EXPENSES

# What are the margins on all of your products and services? Margins are what you make as profit on each product or service after costs

What is stopping you from increasing these margins?
Does this bring up any limiting beliefs or areas that you need to work on in your business or your mindset?

What's your monthly profit target? What do you want to hit in your business?
PROFIT TARGET – How much cash in hand you want each month
What INCOME do you need to hit to reach that PROFIT TARGET?

How can I make my business run more easily? What do you need to change to become more profitable?

How can I in my business get paid upfront?

How can I add ongoing revenue to my business so that money is automatically coming in each month and I do not always have to be chasing new clients?

What expenses am I currently paying for that I can get rid of in my business?
Remember <b>DO NOT</b> cut anything out that is crucial to the running of your
business or expenses that bring in new clients for you

## Who can I partner with to bring in more income and/or grow my business?

Remember to think about what businesses have your clients before you and	
which ones have your clients after you. eg. a wedding photographer might	
partner with a florist or jeweller. Watch the bonus training if you need more	
indepth information on partnering.	_
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Services?	
FRONT END	
BACK END	
NEVER END	

What are your current Front End, Back End and Never End Products or

provide to better structure and optimise your business?
FRONT END
BACK END
NEVER END

What Front End, Back End and Never End Products or Services could you

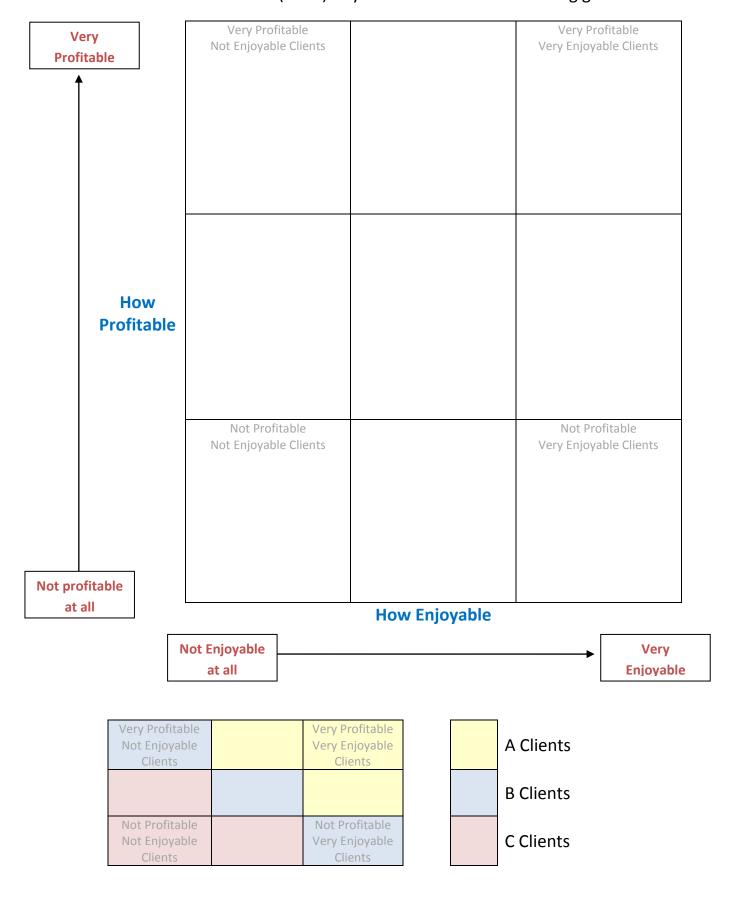
## What is the USD (Unique Selling Distinction) for your business?

Is it really unique in your market? Is it compelling enough to attract your ideal clients? How can you improve it?

Is your business scalable? If your clients doubled tomorrow could you handle that? What do you need to do to make your business more scalable?

What freedom do you want from your business? What do you want to be able to do by having a business?
There is no right or wrong answer here – this is all about getting clear on what you want out of your business. It might be only working 4 days per week, or it might be raising thousands of dollars for charities, or it might be going on 4 holidays per year. Work out what it is for YOU

### ABC Clients - List out some (or all) of your clients into the following grid



What Insights does this reveal to you about your business? What changes will you make in your business?
How can you use the Pureto Principle to improve your business? What "20%" areas can you focus on to get even better results?

Any other comments, "aha" moments or notes that you want to write about that came up during this week's trainings?

# This Week's Checklist

- Watched all the training videos for Business Model
- Watch any of the bonus trainings (USD and Partnering) that are relevant to you
- o Completed this Action Guide
- Attended the Kaizen Q&A Webinar on Monday afternoon
- Continue to observe of your thoughts, language, behaviours, habits during the week
- o Continue your daily success rituals