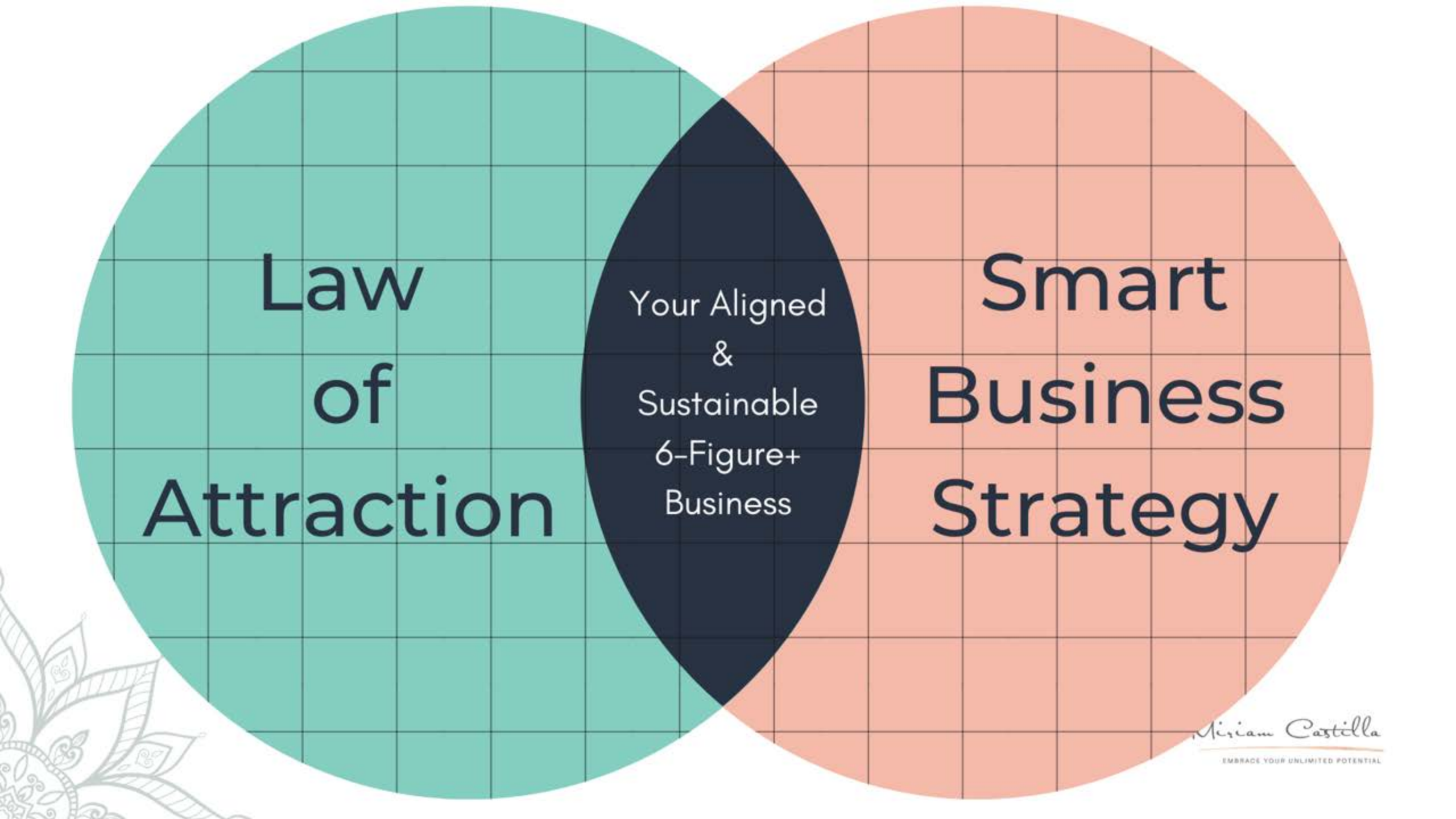


Aligned
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KEY BUSINESS *principles*





Law
of
Attraction

Your Aligned
&
Sustainable
6-Figure+
Business

Smart
Business
Strategy

KEY PRINCIPLES

- Business Income Model
- Funnels
- Your Aligned Business Blueprint
- Concepts for Improved Effectiveness & Profitability

BUSINESS INCOME MODEL



WHERE IS THE *money* COMING FROM?



Map Your Income Target:

eg: Monthly Income
Target \$20,000

Product/Service	Price	No. Sales	Income
DIY Course	\$100	50	\$5,000
Group Program	\$1,000	10	\$10,000
VIP Service	\$2,500	2	\$5,000

QUESTIONS:

Where is the leverage, the opportunity & the alignment?

FUNNELS



HOW ARE THE *people* COMING IN?





THE CUSTOMER JOURNEY



Problem – NICHE & MESSAGE



Discovery – REACH MECHANISM



Enquiry – LEAD ACQUISITION



Commitment - OFFER/S



Outcome - DELIVERY



Service - NURTURE



ALIGNED BUSINESS BLUEPRINT



HOW DOES IT ALL FIT *together?*



New

Existing

My Niche:

Demographics
Unique Trait:
Problem/Need:
Deep Desire:

Specific Examples of Everyday Struggles

- Think
- Feel
- Wish

Where do they...

- look for help?
- Hang out?

How I help

- Why it's unique

Reach

FB  Post

FB  Groups

FB  Lives

Network 

Ads 

SEO

Lead Acquisition:

Phone Call

Optin

New opt-in

Automated Form

List/Nurture:

Welcome Email Sequence

Newsletter

Offer Email Sequence

Regular Video tip

Offers:

Service 1

Service 2 

Product 1

Product 2

Delivery:

1:1 Online

Download

Course

Need

SEO Expert

Ads Expert

Find Networking Groups

- Graphic Design

- Form Software Tool

Alignment ? Practices ?

Core Values Check

Course platform

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But.... we want an *Aligned* Business, remember?



ASK YOURSELF:

- How aligned am I with each part of my business?
- How aligned is each component of my business to my values
- How can I improve on that?
- How can I show up as a more aligned CEO for my business every single day?



CONCEPTS FOR PROFITABILITY & EFFECTIVENESS



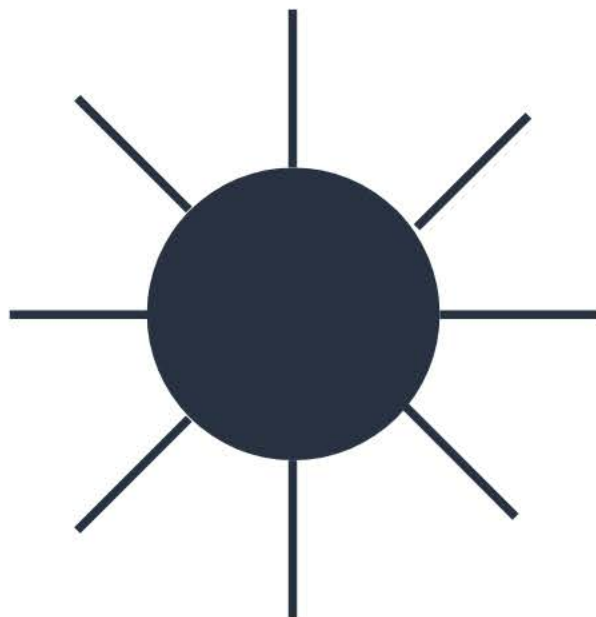
HOW DO YOU DO *more* WITH LESS?



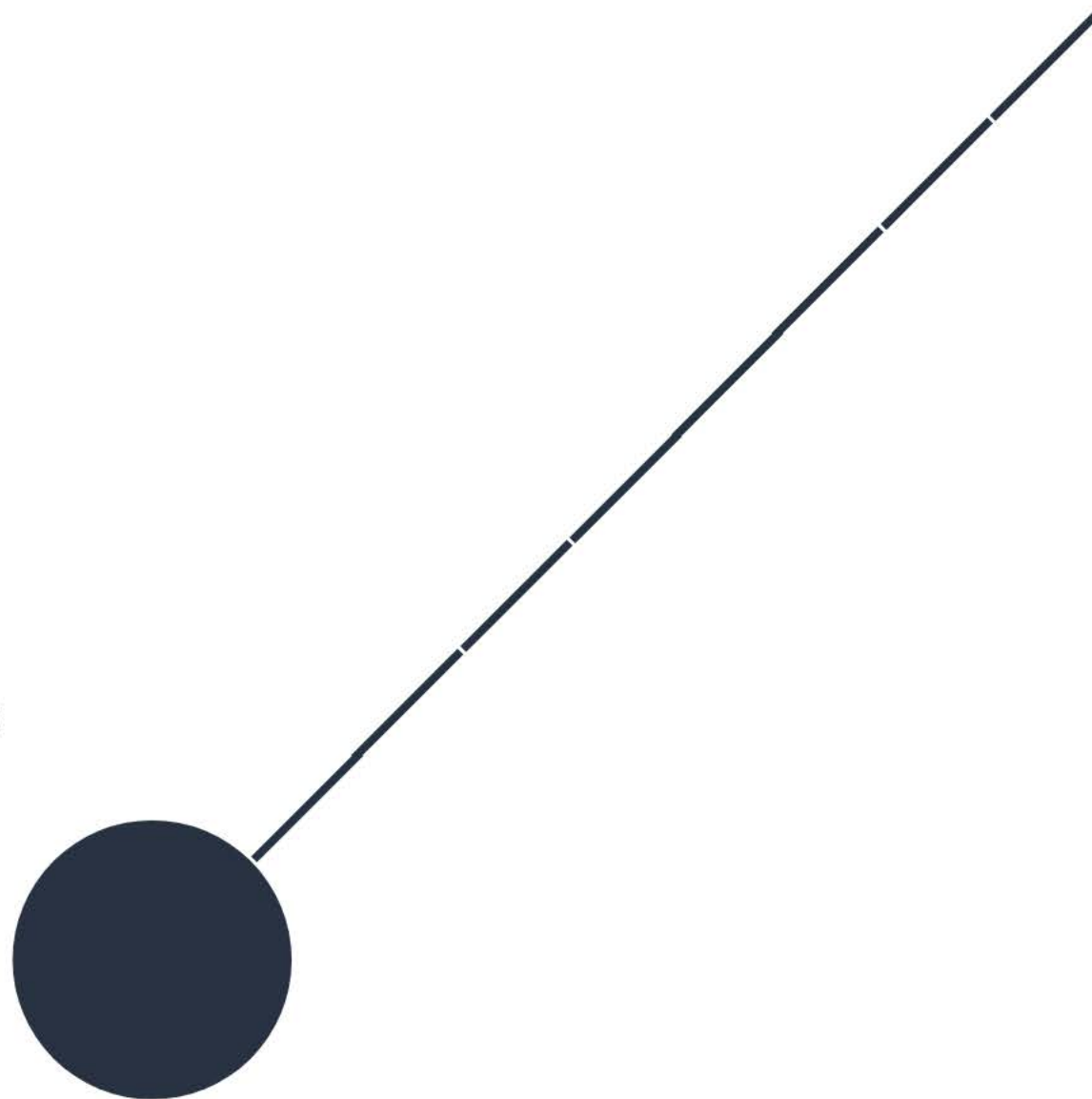
Concept 1: The Power of Focus

Do More with Less





versus



Concept 2: Cash is King

Protect your cashflow at all costs



Concept 3: Pareto's Principle

KEY METRICS & KEY TASKS

What's actually making a difference?



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Concept 4: Parkinson's Law

Tool: 100 Units of Time – Value or Waste?





Task Value Analysis – 100 Units of Time

- ★ Do a Pareto's Analysis & identify your key metric
(*the ONE thing that makes the biggest impact*)
- ★ Track your work time in 30min increments for 7 days
- ★ Split into categories
- ★ Add up total hours & calculate % spent on each category
- ★ Label each category as VALUE or WASTE
(value moves you towards your key metric & waste doesn't)
- ★ Look for ways to eliminate & reduce waste
Double down on VALUE



Concept 5: Queen Bee Role

Book: Clockwork by Mike Michalowicz



WHAT IS THE KEY *activity* IN MY BUSINESS?
That has the biggest IMPACT on the bottom line?

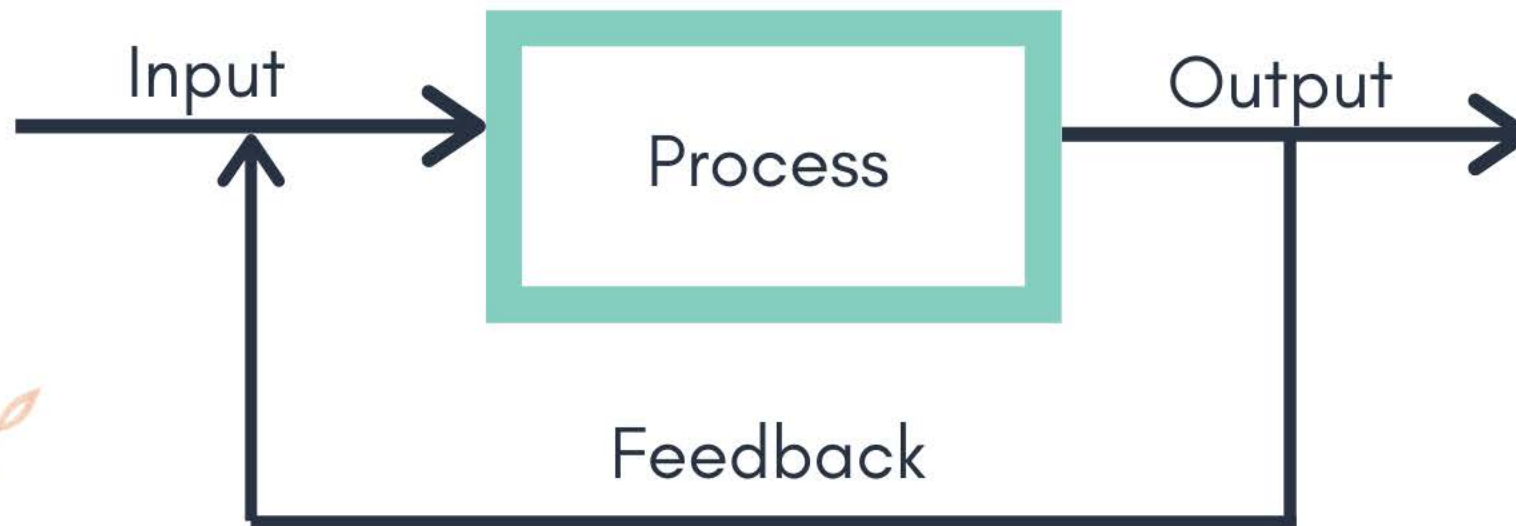


Concept 6: Systems

Sustainable, reliable, predictable, scaleable



Systems



Maximise business throughput & efficiency
by optimising your system for each stage

Acquisition - Conversion - Delivery



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Questions to make growth easier & faster:

Where are your bottle necks?

- Diagnose issues using '5 Whys'

How can you do more with less?

- Optimise inputs (Pareto)
- Improve with scale (Positive 'flywheel' feedback)
- Where can you compress timeframes?



Concept 7: Profitability



Profitability

Reach x Conversion = Leads

Leads x Conversions = Customers

Customers x Transactions x Value = Revenue

Revenue x Profit Margin = Operating Profit



EXAMPLE:

Reach x Conversion = Leads

$$10,000 \times 5\% = 500$$

Leads x Conversions = Customers

$$500 \times 10\% = 50$$

Customers x Transactions x Ave Value = Revenue

$$50 \times 1.5 \times \$5,000 = \$375,000$$

Revenue x Profit Margin = Operating Profit

$$\$375,000 \times 60\% = \$225,000$$

The power of small, consistent improvements

Do just 10% better in everything

Reach x Conversion = Customers

$$10,000 \times 5.5\% = 550$$

Leads x Conversion = Customers

$$550 \times 11\% = 60.5$$

Customers x Transactions x Ave Value = Revenue

$$60.5 \times 1.65 \times \$5,500 = \$549,037$$

Revenue x Profit Margin = Operating Profit

$$\$549,037 \times 66\% = \$362,364$$

62% increase in bottom line!

Your job as CEO:



Know your business' Queen Bee Role.
Identify and protect your personal key task.
Track your key metrics.

Do More with Less:

- identify the gaps in alignment
- Identify VALUE - where is income and profit coming from?
- Identify & eliminate WASTE
- find & fix the bottlenecks
- maximise efficiency & throughput

Maximise leads, conversions & transactions by asking:

- what specific need/problem do you solve & how can you do it even better?
- who is your ideal customer?
- what makes your business a perfect fit for them?

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