THE SHOW ME THE MONEY 5-DAY STRATEGY CHALLENGE

DAY 2: GROWTH LEVERS

EXECUTION
TACTICS
GROWTH LEVERS
VISION & MILESTONES

Vision/Legacy Goal	One-Year Milestones
Write another book	Make a publishing plan (self or traditional)
	Write a book proposal
	Write 50,000+ words

EXECUTION
TACTICS
GROWTH LEVERS
VISION & MILESTONES

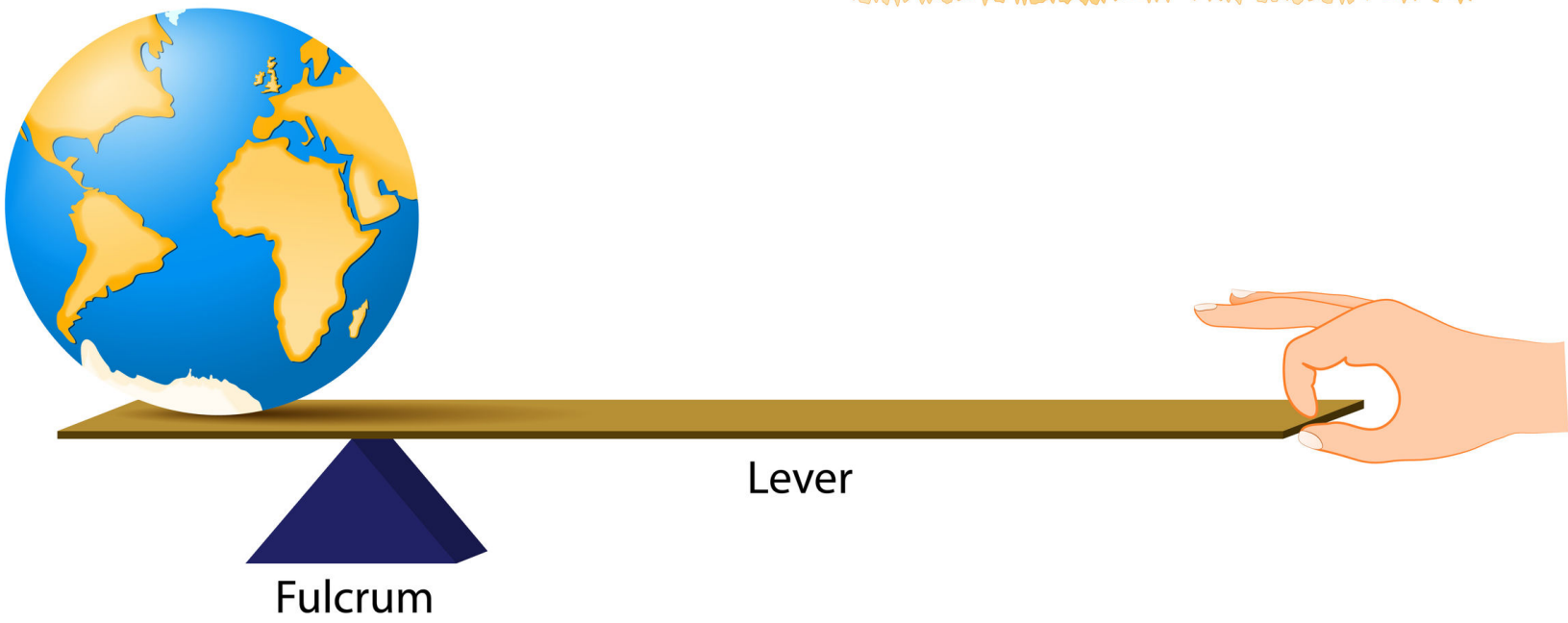
WHY IS THIS IMPORTANT?

By *zooming out* and looking at your business through the lens of growth levers, you uncover the greatest opportunity or opportunities for you to increase business revenue.

Photo by Jon Tyson on Unsplash

LEVER
(simple machines)

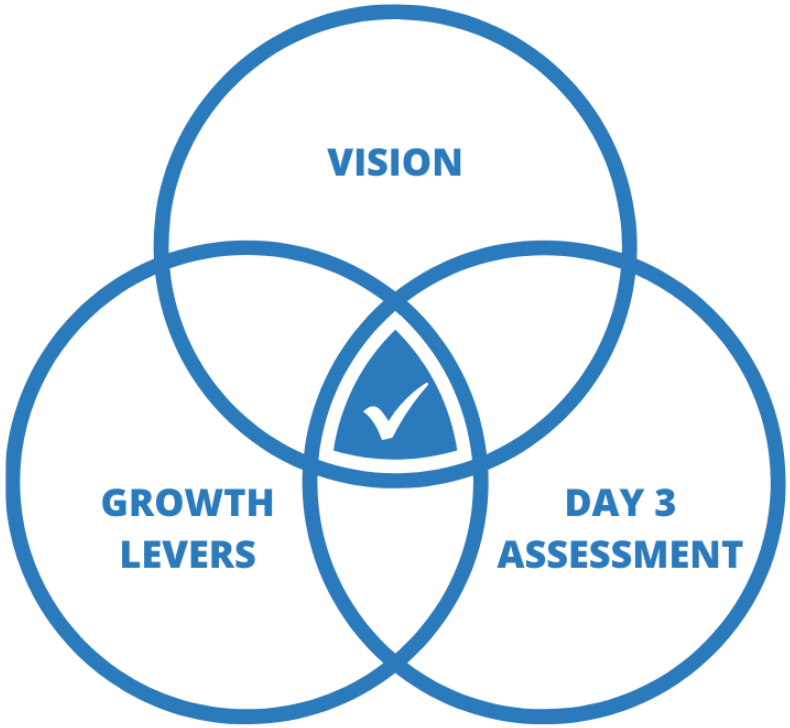
"Give me a lever long enough,
and a fulcrum strong enough,
and I will move the Earth."
- Archimedes



MONEY IS A METRIC

Money is not the only factor to consider when planning your strategy. However, money represents many things including reach, value, impact, and resources.

Photo by Charles Deluvio on Unsplash


VISION
GROWTH LEVERS
DAY 3 ASSESSMENT

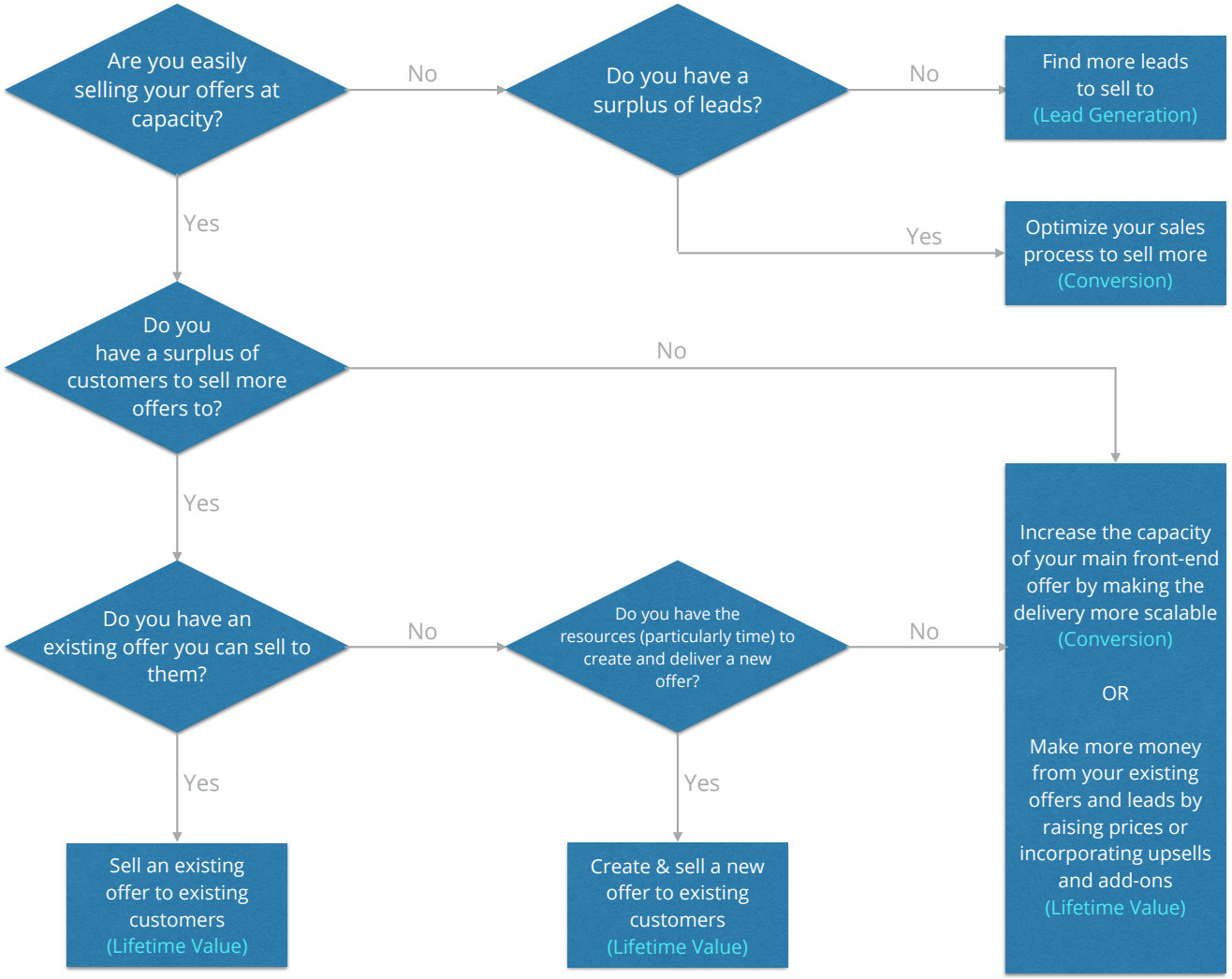
3 GROWTH LEVERS

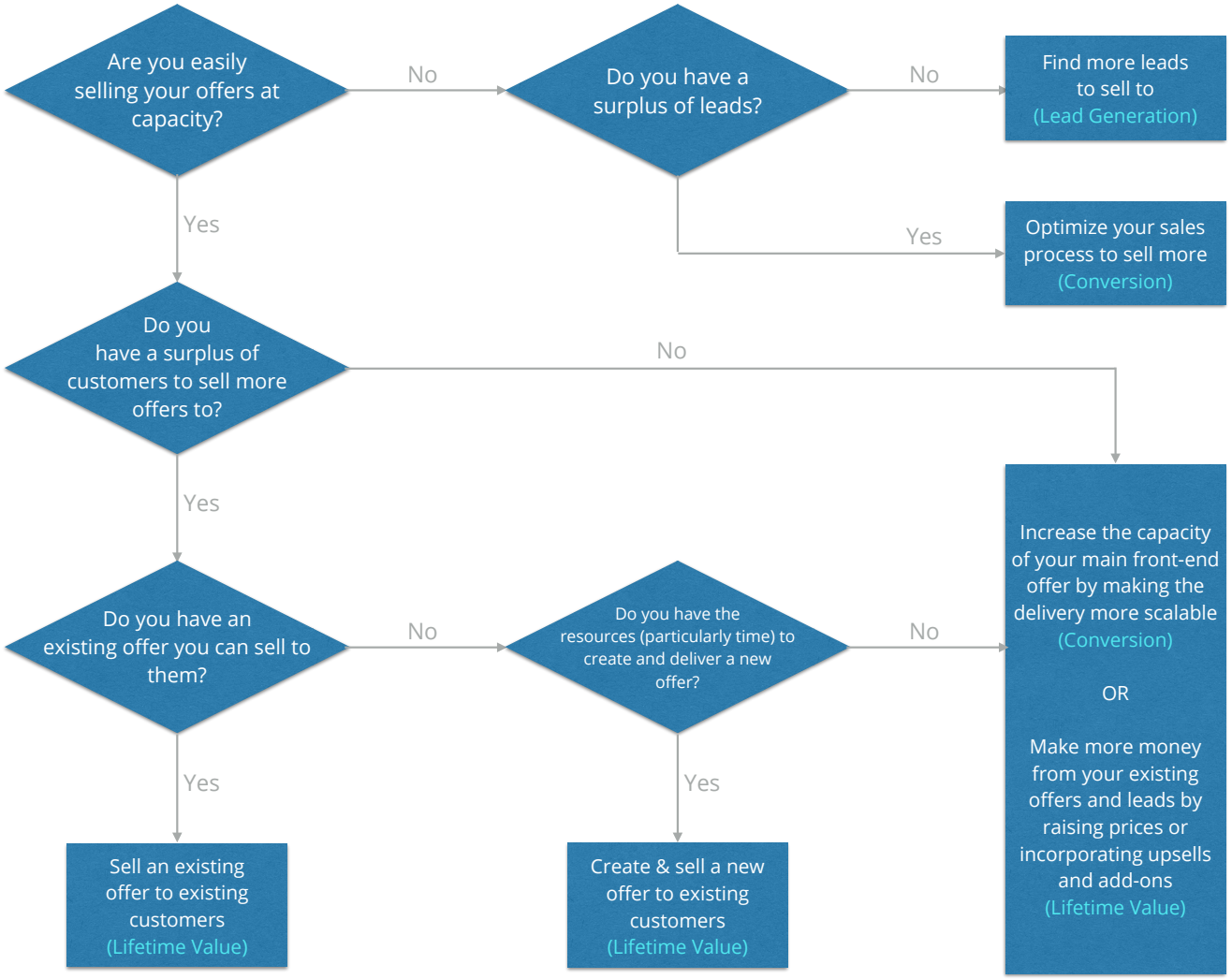
1 **Lead Generation:** Attract more of your intended audience (potential customers).

2 **Conversion:** Qualify more of your leads and inspire them to buy from you.

3 **Lifetime Value (LTV)**: Increase the revenue you generate on average from each customer (and the amount of value you deliver to them).

Photo by Jon Tyson on Unsplash


Are you easily selling your offers at capacity?
No
Do you have a surplus of leads?
No
Find more leads to sell to (Lead Generation)
Yes
Yes
Optimize your sales process to sell more (Conversion)
Do you have a surplus of customers to sell more offers to?
No
Yes
Increase the capacity of your main front-end offer by making the delivery more scalable (Conversion)
OR
Make more money from your existing offers and leads by raising prices or incorporating upsells and add-ons (Lifetime Value)
Do you have an existing offer you can sell to them?
No
Do you have the resources (particularly time) to create and deliver a new offer?
No
Yes
Yes
Sell an existing offer to existing customers (Lifetime Value)
Create & sell a new offer to existing customers (Lifetime Value)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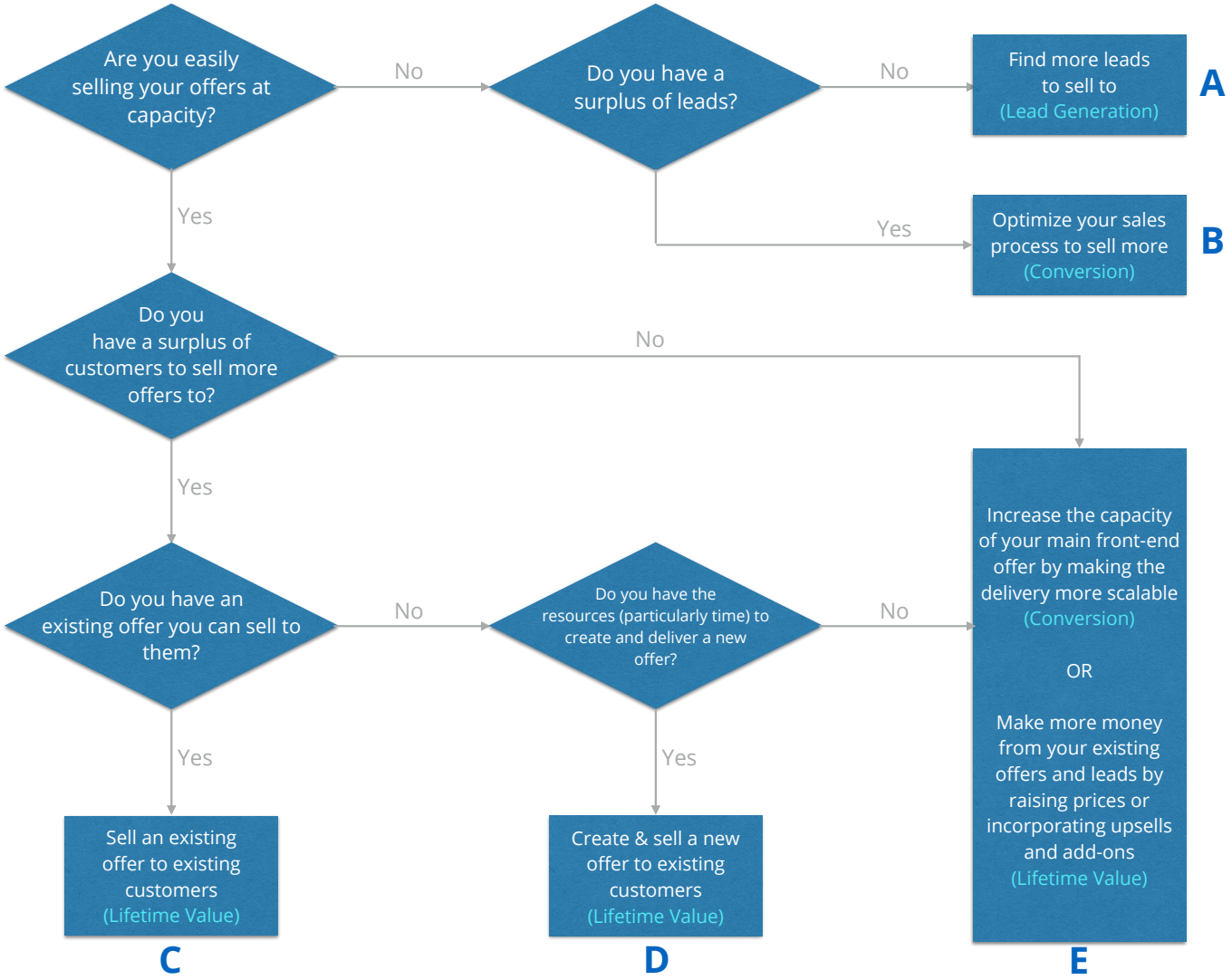
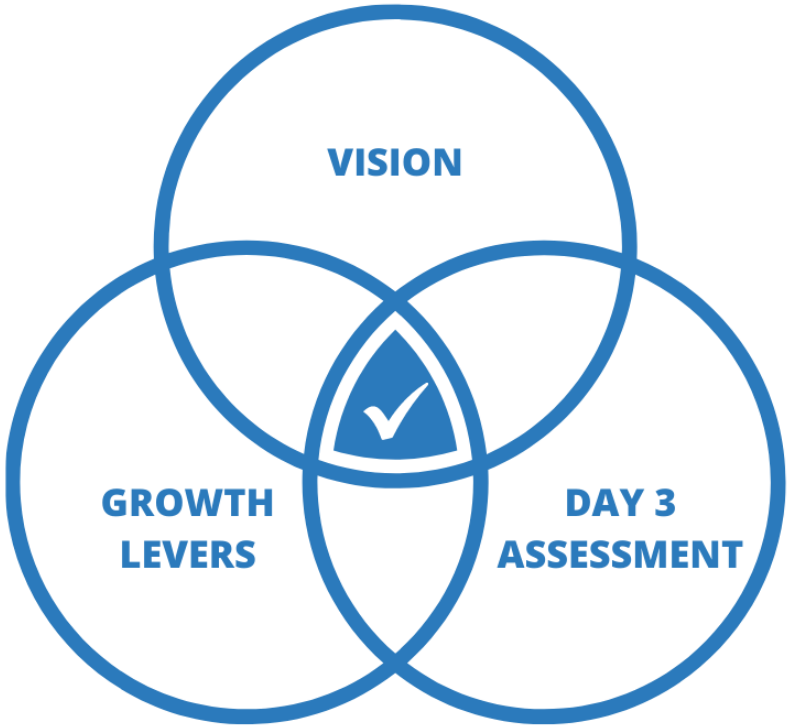
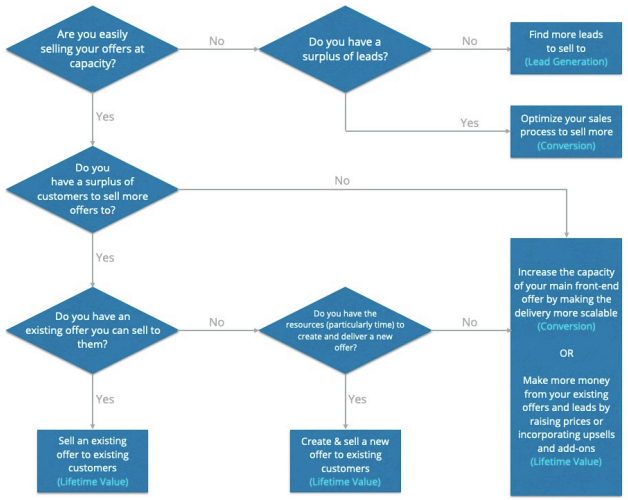
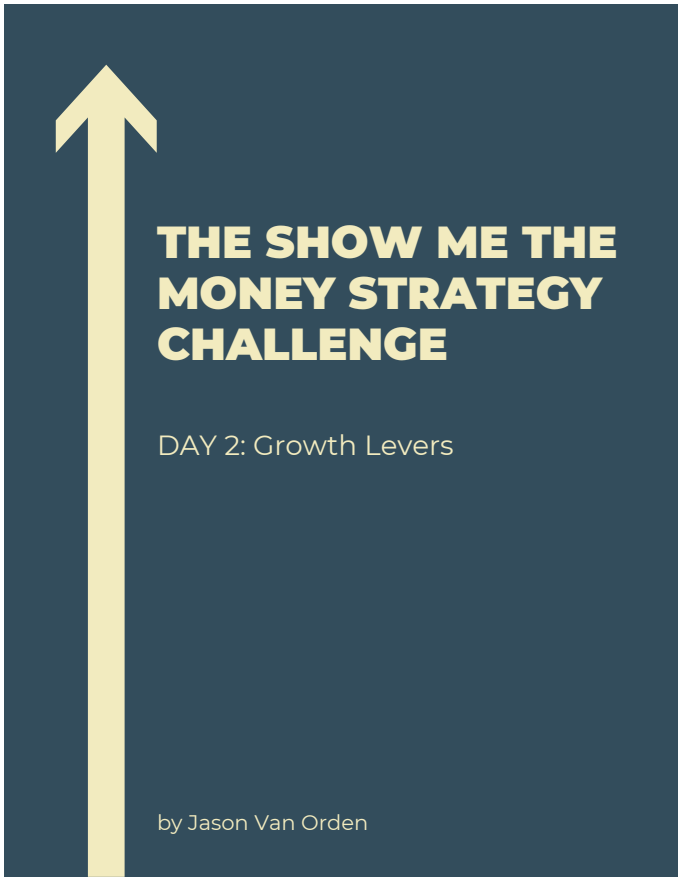

Are you easily selling your offers at capacity?
No
Do you have a surplus of leads?
No
Find more leads to sell to (Lead Generation)
A
Yes
Yes
Optimize your sales process to sell more (Conversion)
B
Do you have a surplus of customers to sell more offers to?
No
Yes
Increase the capacity of your main front-end offer by making the delivery more scalable (Conversion)
OR
Make more money from your existing offers and leads by raising prices or incorporating upsells and add-ons (Lifetime Value)
Do you have an existing offer you can sell to them?
No
Do you have the resources (particularly time) to create and deliver a new offer?
No
Yes
Yes
Sell an existing offer to existing customers (Lifetime Value)
C
Create & sell a new offer to existing customers (Lifetime Value)
D
E


VISION
GROWTH LEVERS
DAY 3 ASSESSMENT

TAKE ACTION

Complete the exercise in the day 2 workbook.