

Evolve Your Business

It's all based around being able to solve the problem, that top-notch service and value that you're providing. If you're doing that, the money's going to come.

Value For Your Customer

Ensure that the value is there for the client, and you can price your products accordingly.

Map Your Process

If you map out your process from A to B of what you want your clients to do, you can then start to quantify it and measure it.

Everything is...

"Everything is exactly as it should be in this moment in time, and then the next moment and the next moment and the next moment." Whether that is opportunity presenting itself or challenge presenting itself for you to learn and grow from.

Referrals

Almost all of our business, even now, comes from referrals and recommendations. It's asking for them as well. We'll go out there and ask a former client for them. Some of my guys try to attend conferences and talk to people and ask, "What are your needs? What do you have going on that you need help with? We could service you."

Mike Cline

You can use tools like Google Analytics with a Google goal on your final page, making sure your tracking is on everything. You can use what's called the Funnel Visualization Tool, and you can see where people come in, where they fall off, the page-topage conversion rate, and you can start seeing what's really going on inside of your processes.

Tools

We build them so you can't get back to those pages. It is part of the flow itself. Someone would have to go to the front end all the way back through it to get to that particular item again.

One-time Offers

Just make sure you've read whatever your merchant account has released. The bottom line is if your process and/or business focused on delivering quality value to clients, there's probably not a whole lot to worry about as long as you're following the regulations.

New FTC Regulations

It's so key to stop and say, "What should I do this week to have more fun? Do I give more back? Am I living a balanced life?" I've found that when I can become more balanced, things just work a whole lot better. It's a whole lot easier. You're not fighting against the current.

Balance

I realized that my business would not sustain itself unless I fill the void of somebody really driving new and additional business instead of just waiting for it to fall into their hands.

Hire Others