How to find that 1% that drives over 50% of extra revenue

BUILDING A GROWTH MINDSET

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INTRODUCTION

“Success is going from failure to failure without losing your enthusiasm.” - Abraham Lincoln.

A growth mindset is based on the belief that you can change and grow through your experiences. Try to see your challenges as opportunities and try to value the process over the end result.

Setting goals for yourself and focusing on these goals is essential to work on your growth levers. You don’t know what your priorities are now if you don’t know what your goal is.

The critical mindset we want you to embrace is to:

- Always start from the client’s perspective and how you can best serve them.
- Try to have an open mind as this will help you to spot opportunities quicker.
- Don’t let your work go to waste. Built assets!

So, let’s begin with building a growth mindset.

If there is anything we can help you with, feel free to reach out!

Best,

Chris & Marlies

GETTING YOUR TIME BACK

It’s impossible to successfully work on your growth levers if you don’t have the time. That’s why the first thing we will work on is getting back your time.

How can you get your time back?

- Eliminate all the non-essential
- Reduce the time for a task

Getting insights into your non-essentials

Meetings
Go through your schedule or timesheet of the past 4 weeks. Write down per meeting if it made sense to spend that amount of time on that issue and if you should have attended at all. Sum up all the hours per week that you “wasted”.

Emails
For most people, email is the no. 1 task killing their productivity. If you receive +/- 100 emails a day like we do, and try to answer every single one of them straight away, you will probably not be able to concentrate fully on growing your business.

Saying NO to unnecessary meetings and not replying to emails all day will help you increase your productivity and focus on the work you really want to do.

So, let's start with a fun exercise and say NO to the non-essentials!

GETTING YOUR TIME BACK

Exercise: Meeting & Email Detox

Meeting Detox:

- Open your agenda for this month and go through all your meetings
- For every meeting, ask yourself: is it an absolute necessity that I attend?
  - If it's not > cancel the meeting
  - If you're not sure > e-mail the organizer what the meeting is for and if it's important for you to attent
  - If it is > see if you can cut the meeting in half: so, a 60 min meeting becomes a 30 min meeting, etc
- Plan 4 hours in your agenda in the coming weeks to work on your growth levers

Email Detox:

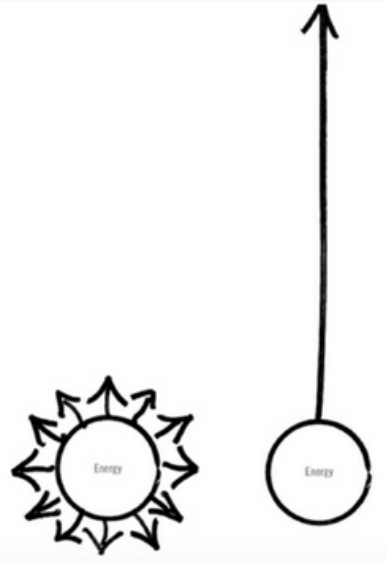
- Monitor your email for one day to see when it's busiest
- Identify 2 peak hours, so for example at 9AM and 4PM
- Rearrange your agenda to check your email at those two times
- Plan not more than 1 hour per day to check your email (so 30 minutes twice)
- Stick to this schedule for the rest of the month

PRO tip: check out this tool, it's free and enables you to get sh*t done

GOAL SETTING

Do you know where you want to be in 25 years?

Remember this picture from the ebook?



If you focus your energy on one thing, you will go faster and move further as you won't be distracted by everything else. So, you will need to set a long-term goal. When you have this goal in mind, you need to connect it with what you can do right now.

The 25 Year Framework to help you build a growth machine
Don't set a long term goal for 1, 2, or 3 years — instead, set a crystal-clear vision of what you want to create within the next 25 years. When that's clear, you break it down to what you can do this quarter to get there.

GOAL SETTING

A great framework you can use is the 25 Year Framework of Dan Sullivan.

This perspective will ultimately lead to you focusing your attention and efforts on what will move the needle for you long-term.

So, you now have 100 quarters to execute your goal.
Every quarter is 1% of progress, and every quarter you determine your focus by asking yourself these questions:

- “What were my five best achievements from the last quarter?”
- “What are the five areas of focus and progress, making me the most confident right now?”
- “What new things are giving me the greatest sense of excitement going forward?“
- "If I could just focus on five things that would be multipliers during the next quarter, what would they be?”

The actionable outcome from asking these questions is that you know what the five projects are that you should work on to get the most out of this quarter.

So, where do you want to be in 25 years? Do you have a clear vision for your future?

GOAL SETTING

Exercise: Working towards your 25-year goal

- Where do you see yourself in 25 years?
- What steps can you take this quarter to work towards that goal?
- Take your agenda again
- Go through every item to determine the impact these tasks have on your business 25 years from now. Are they still as important?
- Eliminate all the things that don't help you with your long term goal
- Plan a recurring quarterly meeting to determine your focus and make sure you are still working towards your goal

PRO TIP: go all-in with the complete 25-year framework from Dan Sullivan!

STRATEGY OF PREEMINENCE

During this challenge, we will ask you to get in touch with your customers quite often. You might feel a little uncomfortable to reach out every time, but trust us, we are asking you this for a reason.

And this reason is best explained by the Strategy of Preeminence of world number 1 marketing expert Jay Abraham.

Jay Abraham is known as “The Billion Dollar Man” and is recognized as one of the world’s most successful marketing strategists and masters of revenue acceleration. His Strategy of Preeminence is perhaps the biggest, most important mindset shift you can make as a business owner. It all comes down to learning to think through your clients’ eyes and becoming their most trusted advisor.

Delivering the best experience possible

A preeminent business surpasses all others in its industry in the *impression it leaves on the clients*. It is seen as the business that delivers the best experience. It is the one that you feel most confident about buying from. It is the one that holds its clients in the highest esteem — that has their best interests at heart.

A preeminent business is a business that

- knows their clients best
- is their most trusted advisor
- comes with new ideas and best practices
- is most likely to be referred to
- is seen as the ‘ideal’ business
- and is most likely to be talked about

STRATEGY OF PREEMINENCE

A lot of the exercises that we will do during this challenge are based on this strategy. We want you to get to know your clients, work on relationships and consistently add value to the world of your audience.

You can only truly add value if you know your clients problems and needs, so reaching out and asking about them isn't such a bad idea, right?

How do you become a preeminent business?
It takes truthfully about three hours to explain, but we've set out five fundamentals here that will take you a long way.

1. Treat your customers as clients
The dictionary defines "Customer" as: *A party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers.*

The word "Client", however is defined as: O*ne who is under the protection of another.*

See the difference? Think about it! Treating your customers as clients means you will put them under your protection and provide the safety that their goals can be achieved because of their relationship with you.

If you truly want to protect them, you will invest your time in studying their needs, goals, dreams, and fears, and formulate solutions together with them.

STRATEGY OF PREEMINENCE

You will only be focused on delivering the best possible outcomes for your clients.

Begin with shifting your mindset from seeing your customers as your clients!

2. Fall in love with your clients
You should not only protect your clients but take it further and fall in love with them. The things that make them smile should be the things that make you smile. It's all about putting them first, and not yourself.

Don't fall in love with your products, your company, or your industry. Instead, fall in love with the clients that your company serves and not just the clients that pay you but the clients that they get paid by and also the clients that they are paying!

You really want to super achieve this, so treat your clients as you would treat your beloved ones.

3. Don't just sell products or services, sell outcomes
Always remember that you want to formulate solutions for your clients' problems. Let every contact with your client be a chance to learn more about their values and problems, so you can sell an outcome.

Let's take a gym membership for example. The benefit of signing up for gym memberships is having access to a fitness area. The outcome is being able to stay fit and healthy.

STRATEGY OF PREEMINENCE

Become a student to your clients and listen to what they have to say. Learn how their company operates and their pain points. Then, ask yourself how you could meet their desired business outcome.

4. Over-deliver
Don't be afraid to over-deliver. Your clients' experience of doing business with you must be outstanding. When purchasing products or services from your business gives the customer an extraordinary experience, it's hard not to be talked about.

Do everything the other businesses in your industry do to serve clients, and take it one step further.

5. Become the top source of education in your industry
We've talked about adding value to the world of your audience. You want to communicate how you are solving the problems of your audience and empower them with the information they need to make smart decisions. You can do this with reviews, client cases and Q&A's, for example.

Focus on being helpful. Point them towards opportunities. Provide solutions before they even spend a cent with you: the more education you do, the better.

STRATEGY OF PREEMINENCE

Exercise: Become a preeminent business

Do you have any role models in life or in business?

- How are they delivering the best experience possible?
- What are they doing to outstand the rest?
- How do they over-deliver?
- Do they sell a product or service, or a belief or an outcome?
- Apply this inspiration to your own business.

Then ask yourself:

- What is it that you're an absolute expert in?
- Can you become the top source of education in that field?
- How well do you understand your clients' needs?
- Do you protect them from your competitors by offering all the value they need?

Now take action:

- Do everything you can to understand your clients' needs
- Find out how their company operates and what their pain points are
- Connect this knowledge with your own business offerings and find common ground
- Develop a story of how you can be the clients' link between their present situation and their desired outcome
- Define where you can go that extra mile to give them the best experience possible. See if there is something you can do that your competitors are not doing.

STRATEGY OF PREEMINENCE

- Present your story to the client and demonstrate your knowledge of them and over-deliver!
- In case of pushback: see this as another opportunity to learn more and identify the gaps that need to be filled to deliver the desired outcome

Put your clients' vision above all else. You will grow your own business by helping others to grow.

There is a saying, the extra mile is never crowded.

TUNNEL VS FUNNEL VISION

Think about a time when you were in a pitch, and you were so focused on your own story and selling your business that you completely missed seeing the person on the other side of the table disengage and shut down. At that moment, no matter how strong your story, you probably lost the chance to build a relationship. We've all been there.

Or think about the way you're doing your marketing. Do you tend to stick to one specific strategy that has always worked very well for you? Even if you see that this might not be the ideal way to get your leads now, but there is no budget to waste, and you don't want to take any unnecessary risks? We've all been here too.

It's very easy for anyone to fall into these traps

The narrowing of focus in these situations is human nature. In chasing what we need, it is easy to miss what may be obvious to others. We call this Tunnel Vision.

Our good old friend Jay Abraham shares something very important about this phenomenon and introduces a new concept: Funnel Vision. As we already know, his strategy of preeminence is all about focussing on your client's needs and problems. This, however, doesn't go very well together with having a Tunnel vision. So how can we shift our mindset from Tunnel to Funnel vision?

The concept of Funnel Vision

We can all envision a sales funnel. The top of the funnel is wide and open, compared to the narrow focus of a tunnel. And most importantly, not everyone makes its way to the end of the funnel.

TUNNEL VS FUNNEL VISION

So, having a funnel vision means realizing that not every good idea should see its way to the end and end up being a product or service or strategy. It's a way to broaden your view. A process from, but how do you do this?

As a business owner, *you need to focus on learning outside your own industry to help broaden your tunnel vision mindset.* There is a lot you can learn from these industries if you are willing to open your eyes and change.

And if you are the first to introduce this new approach into your field that is matter-of-fact to other industries, but no one else in your industry had ever seen it before it will knock your competitors for a loop!

Some examples:
Your local coffee shop may offer a deal where you buy nine drinks and get the tenth free, and they stamp a card each time you buy a coffee. Is this an idea that could be adapted in your trade to increase your customer retention?

Or, let's look at the marketing strategy of Dominos. They are using the direct response phrase: 'hot fresh pizza within 30 minutes, or it's free'. So if they're not delivering within a certain timeframe, you get free pizza!

TUNNEL VS FUNNEL VISION

And have you ever received an abandoned cart email when you were shopping online but forgot to check out? These serve as reminders that the user has items left in his or her online shopping cart and offer an incentive for coming back.

As you can see, if you broaden your vision, you can find many ideas that could possibly be applied to your own service. Just remember that the majority of your competitors are all following the herd.

TUNNEL VS FUNNEL VISION

Exercise: Broaden your tunnel vision mindset

- Pick an industry totally unrelated to your own and study it.
- How can you take their strategies and apply them to your own business?
- Do they have similar customer problems?
- Which strategies are working for them?
- Which of these methods could you adopt into using in your marketing strategy?

If you can find high-value ideas from other industries and apply them in a strategic way, it gives you the power of the one-eyed man in the land of the blind.

This openness of imagining things and exploring various outcomes is valuable, not just in business but in life.

RIDING THE WAVE OF CONSUMER DEMAND

In 2014 Chris noticed a trend developing in the US, which he thought would also spill over to Europe. That trend was growth hacking.

That same year he started the first Dutch Growth Hacking Agency. Two years later, he spoke around the world about this topic, as he became one of Europe's first experts.

In late 2017 growth hacking became more mainstream in The Netherlands, and Chris saw that more and more corporates started to hire him.

Why did they choose him? Because he was the first and therefore had established himself as an expert in the market. Not because he was so brilliant, but because he had more scar tissue. He had already learned from his mistakes, which competitors were still making, and he could make more impact because he learned what worked and what didn't.

Why are we sharing this story? The rise of Chris' company and personal brand was mainly driven by adopting the growth hacking trend.

So if you want to spot growth levers in your business, it's important to spot the trends. When you're launching new services or ventures, we advise our clients to have specific attention to where market demand is going and how you can leverage that.

RIDING THE WAVE OF CONSUMER DEMAND

Mike Michalowicz wrote a great book about this called Surge. He's one of the world's recognized experts on how to set up a business and scale this while you're still making a profit.

He identifies an action plan for your business that you can take to find those waves of customer demand and how to ride them as long as possible.

Riding the wave of consumer demand
Surfers look at waves (trends) that are close and evaluate which one is the best. They paddle in front of the wave to gain momentum and when they ride it, the board gets pushed by the energy of the wave. In business, this is when the community starts carrying the trend for you.

The most important lesson is to see those trends coming, and to paddle in front of one of them before it's at its highest point. Step on that trend before your competition does and monetize until you jump to the next trend. No one can surf the entire ocean all at once, so gather intelligence and learn while you go! As you move along with the market, constantly evaluate what's working and amplify and expand that, then ditch what isn't working.

The quickest way to spot those trends as shared by Michael:

"*Check out the industry experts. Read their books, see them speak, watch their videos, or use my favorite strategy and interview them for an article or blog post you write.*

RIDING THE WAVE OF CONSUMER DEMAND

Get their input on: a. What is happening in the industry right now? b. How has it changed over the past few years? c. How do they see things playing out over the next twelve months?"

Analyzing these resources helps you to come up with a list of the top trends in your industry.

Be the first to share trends with your audience
You don't have to be the first expert on a new trend, but be the first one that shares that trend with your audience. That's what adds value. Do this consistently. Your clients will tell you if they want to buy new services and products that ride this trend.

Doing the strategy above will help you in different ways. You will learn more about what's going to happen next in your industry. Especially when you're interviewing an expert and writing about it, some of their expert statuses will flow over to you. In psychology, we call this the Halo effect. Their positive attributes will spill over to you.

In our previous exercises, we shared the strategy of preeminence and having funnel vision. Spotting new trends and making them actionable for your clients is a perfect example of the behavior we described.

Timing the right trends makes you more credible, helps you acquire customers faster, and you'll be able to charge premium fees. The only thing you've got to do is invest some time in finding these trends and sharing them with your audience.

RIDING THE WAVE OF CONSUMER DEMAND

Exercise: Riding the wave of consumer demand

- Identify the top 3 experts of your industry (they are probably already on your Dream 100)
- Identify three trends that they speak about which will have an impact on your industry in the coming years
- Interview an expert about this trend
- Share that knowledge with your audience
- Do this consistently and monitor the reaction of your audience
- Evaluate what's working and amplify and expand that, then ditch what isn't working
- Can you develop a new (add-on) product or service based on a trend that is resonating with your audience?

Spot those trends early, create interesting, fresh content about this and open up new possibilities for new products in your value ladder.

BUILDING ASSETS

Do you have an asset-building mindset?

There is one big difference between great entrepreneurs and entrepreneurs that don't break through, and that difference is all about having an asset-building mindset versus a one-off mindset.

One-off mindset
A one-off mindset means that you trade your time for money. You work once and only get paid for the results that one time. Some examples:

- 1-hour coaching sessions
- Creating a new unique process for a client
- Making a phone call to a lead and getting a 'no' to work with you

Asset building mindset
An asset-building mindset is built on the foundation that you work once and get paid forever. Some examples:

- Recording a 1-hour coaching session and selling it as part of an online course
- Explaining how you work with the clients with your unique process on somebody's podcast
- Taking the objections from the phone call and rewriting your sales material to remove this objection

Can you spot the difference?
The coaching session did cost you one hour in both scenarios. But when you build an asset of that one session, you can charge over and over for it.

BUILDING ASSETS

You can create a process for a client, which makes you money one time. Or you use a platform to share that approach with your audience. Every day new people can hear this approach, and you've only shared it once.

With a phone call, you're hearing why people won't buy from you. You can try to overcome those objections once during that phone call. When you also do this in your sales material, you've worked once, but now that material will perform better, and you'll get more clients.

How do you transform from a one-off to asset-based?
Dane Maxwell shares a great framework in his book Start from Zero:

Ask yourself every day: Did I build equity today?

What is equity? Put simply; equity is ownership in something that can produce cash or be sold without your direct time on a day-to-day basis.

Document what you do and repackage it
This growth challenge is an asset for us. We've done the work once, and now it can run forever. Sounds great, right?

When you provide consulting or services, you can repackage what you're doing in ebooks, worksheets, challenges, or courses that you can sell or use as lead magnets to make the sales for you. In any way: don't let your work go to waste!

BUILDING ASSETS

In another exercise, we will share how the tool ***Loom*** helps you record your daily work to get more insights into your processes. You can use the same tool to record what you do for your clients. If you're trading your time for money (which is inevitable at times), always ask yourself: can I document and repackage this?

Asset examples
To make your life a little easier, we've come up with a list of assets you could create out of your daily work. Either by recording your screen, writing it down, or explaining it in podcasts, interviews, etc.

- Record the webinars you are giving
- Create checklists you use in your business
- Set up Autoresponders
- Repackage your approach in an ebook or whitepaper
- Use Linkedin mentions, posts or reviews in your marketing automation emails
- Guest post on somebody else's website
- Get interviewed on somebody's podcasts
- Upload your videos on youtube and other channels

You get the point. The key principle is that you build things once, and they can run without you - or with very low maintenance - forever.

BUILDING ASSETS

Exercise: Building assets

- From now on, remember never to let your work go to waste!
- Next time you are hosting a webinar for example, record it and post it onto your channels to make sure this becomes an asset that you can always refer to!
- For now, ask yourself: can you repackage or build assets out of what you've done so far?

BUILDING A RECESSION-PROOF BUSINESS

A lot of people ask us what they need to do with their business when hitting a severe crisis.

The book **The Recession-Proof Business** from Victor Cheng (former McKinsey Consultant and C-level advisor on growing businesses) exactly explains what you need to do. Let's go through his main points.

People are still spending money, but in other places
When we hear the word recession, we tend to think that nobody spends money anymore. But there are still trillions of dollars being spent on a daily basis. For example, in 2008/2009, the US economy went down by 5%, but people still spend 13.3 trillion dollars.

During this global Covid-19 crisis, we see that the money that stays in the economy is now spent differently than before – serving the new priorities that customers have that they did not care about previously. We used to spend a lot in bars and restaurants for example, now this money is shifted to take-away services and new initiatives.

The key to a recession-proof mindset is to realize that if you want to survive and even prosper, *it's up to you to go and find where the money went so you can profit from it*. Think for yourself, where can your business tap into new spending habits?

BUILDING A RECESSION-PROOF BUSINESS

The key to selling and growing during a crisis all comes down to this question:

Can you help your clients solve problems that get worse in a recession?

One way to guarantee that customer demand will exist for what you have to offer is to provide your customers with a solution to a problem that gets worse in a recession.

Do your products and services solve problems that are still relevant to customers during a recession? If not, you have to change or, at a minimum, make some adjustments to your product, services, or the marketing used to communicate their relevance to customers in a recession. So how do you do this?

Find the raw ingredients of your business
You need to understand that your business has “raw ingredients,” which you can repackage into new recipes.

These ingredients are:

- Your customer base
- Distribution channels
- Sales/marketing model
- Product/service

Now you need to find a *new combination of these ingredients* (a new recipe) to better match what buyers are spending on during a crisis.

BUILDING A RECESSION-PROOF BUSINESS

You've got access to a customer base who's maybe not buying your old products anymore, but who have a lot of new problems and still have trust in you. What if you could figure out what you could sell them in this new situation:

- What can you change to your products to help solve a problem that gets worse during a recession?
- Can you be an affiliate for other companies with a product that's now in demand that they can sell through your distribution channel?
- Are you really good at marketing and selling to your customer base, but has demand changed?
- Can you teach or help them with your marketing methods to companies that do have a product that's now in demand?

Follow the money. Phrased differently, you want your products, services, and company to be in alignment with how buyers are spending their money right now – not last year, but right now.

BUILDING A RECESSION-PROOF BUSINESS

Exercise: Follow the money

- Ask yourself: How recession-proof are the products in your value ladder?
- How have the spending habits changed for your customers during Covid19?
- Contact your customers and ask them this question.
- What are your company's raw ingredients that you can mix together in a new recipe to better align with how customers are buying now?

The golden rule of business reinvention is this. It does not matter one bit what you want to sell. It only matters what customers want to buy!

Do you want to learn more about making your business more recession-proof? Read The Recession-Proof Business.

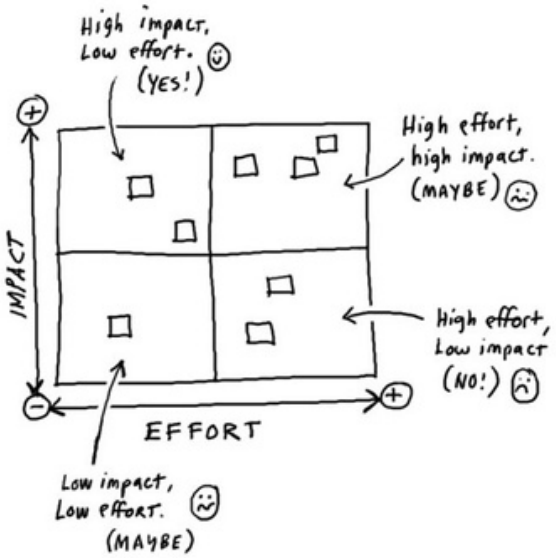
If you need more help, feel free to reach out!

FINDING FOCUS

We covered a lot, and you already went through 7 exercises! If you finished them all, you're a rock star! If not, don't worry. This last exercise will help you find the one thing that will set you up to maximize the output.

Exercise: Finding your growth Lever

- Go through your previous exercises
  - Getting your time back
  - Setting your 25-year goal
  - Becoming a preeminent business
  - Broaden your tunnel vision mindset
  - Riding the wave of consumer demand
  - Building assets
  - Building a recession-proof business
- Plot the exercises in an impact-effort matrix
- Start with the exercise with the lowest effort and highest impact.
- Try to finish at least one exercise in the coming weeks.





ABOUT US

In our combined 20.000+ hours of experience, we've encountered the same issues that businesses struggle with and found a common passion for growing businesses and (online) transformation.

Chris has founded one of the worlds best growth hacking agencies and exited in July 2020. He has worked with hundreds of clients on different continents. He is a lecturer at Beeckestijn Business school and has spoken around the world about growth.

His true passion is unlocking extreme revenue growth and transforming everything that is necessary to support that. Chris still works with some clients 1-on-1 next to building his portfolio of online products.

Marlies has 10+years experience in working as a Marketing Manager for big corporates such as eBay and Bugaboo as well as (tech) startups and scale-ups in the Netherlands. In 2019 she co-founded the agency Amsterdam Webdesigners and has consistently made 10K+ since her first month as freelance consultant.

Great teams know their strengths and weaknesses. Therefore Marlies is creating our online infrastructure, campaigns, copy and creatives. Chris is more client facing in our products. So, he is your main point of contact.