



Your Business Heartbeat

Setting your sales rhythm for the next cycle

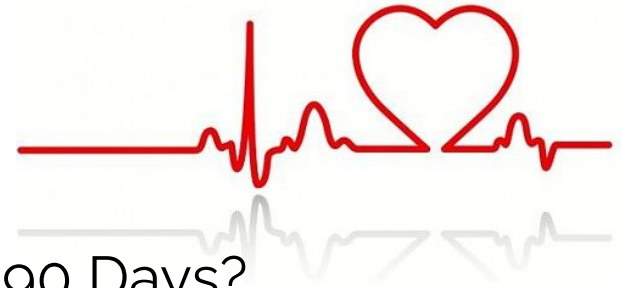
What is your Business Heartbeat?



Simplified sales plan

- The sales your business needs in order to give you what you want (time, income, impact, creativity)
- Without sales, your marketing becomes a busy-ness activity, not a business activity
- It gives you focus
- It keeps you grounded

How to set your Business Heartbeat



1) Money Goal (weekly/monthly/total)

How much do you want to sell in the next 90 Days?

2) Number of new clients (weekly/monthly/total)

How many new clients do you need to make this money?

3) Number of leads (weekly/monthly/total)

How many new leads do you need to give you this number of clients?

4) Top 3 Marketing Activities

What do you need to do on a daily, weekly and/or monthly basis to get these leads & sales?

Busting the sales myths



You need consistent monthly 5K, 10K or 20K sales to be successful.

No - unless you have a membership or subscription business model, your sales will ebb and flow throughout the year.

Some months you may sell 20K ... and other months you may sell just 2K. It's the total over your next 90 Days that we want you to focus on.

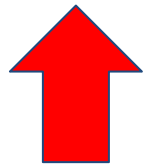
Busting the sales myths



You have to sell something every month

No - if you are building a new product or pivoting your business or starting with a new audience, there may be a month that you won't be in 'sales mode'.

Lead Gen -> Nurture -> Conversion -> Repeat/Refer



Busting the sales myths



Your money goals are to have a '6 or 7 figure business'

No - what money do you need to give you the life that you want to live?

Your business is a vehicle to give you what YOU want. You decide what vehicle you drive and at what speed.

Your sales goals will probably be far less than you think they need to be!

Busting the sales myths



What you sell is your income

No - Get clear on what figure is relevant to you & your business structure (Self-employed or Ltd company)

Turnover is not Profit is not Personal Income

- VAT is not yours
- 20% of everything you sell put aside for tax
- What % is your cost of sales or payroll/team costs?
- 5-10% of everything you sell put aside for running costs
- What % does your business need?

How to set your Business Heartbeat



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What do you need to do on a daily, weekly and/or monthly basis to get these leads & sales?

1. What's the absolute minimum you need?

Get clear on what the business needs to give you to live & work

- Food, living costs, rent/mortgage, business expenses

2. What's the long term figure that will make the growth you want?

What's in your Big Vision?

Get clear on what you want the money for, rather than pluck figures out of the air

- Personal: Lifestyle, travel, home improvement, children's education, personal development
- Business: Money needed to re-invest into the business
- Impact: Funds to be raised for a specific project

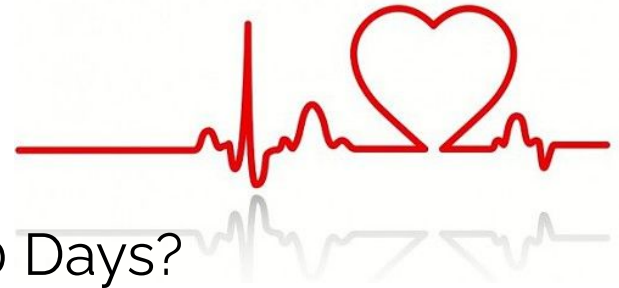
Remember the selling myths - this is what you WANT ...
not what you think you SHOULD be earning

3. Now decide your 'first draft' 90 Day figure ...

If this is your first time doing this, it's often an emotive process. Don't try to use logic as you'll lose confidence in your intuitive knowing on what's right for you.

You'll be checking your figure against capacity & your current prices next.

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1. Your (and your team's) availability

- Set your holidays & downtime
- How many weeks are you working?
- How many days/hours a week?
- How many hours working with/on clients?

Rule of Thumb:

1/5 = On The Business – planning, team, marketing strategy

1/5 = In The Business – marketing “doing”, admin, sales

3/5 = In The Business - client “billable” time

2. Your capacity

What are you selling?

(If you aren't clear on this yet, then this may be your Pillar Project for this cycle)

How many clients/projects can you accept into each of your programmes/products each week/month/cycle to enable you to give **optimum** level of service to each one?

IMPORTANT!

This is NOT about maxing out your time ... how many can you **comfortably** take on to allow space for you and your business

Think of your business a hotel



- You have limited rooms
- You will have a few premier rooms which you charge more
- Once rooms are booked, you are at capacity

2. Your capacity

What are you selling?

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How many clients/projects can you accept into each of your programmes/products each week/month/cycle to enable you to give **optimum** level of service to each one?

Do you have more than one offer to make over the next 90 Days?

If so, split your money goal across these 2 or 3 offers.

Play The Money Game



The Money Game



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	A	B	C	D	E	F	G	H	I	J
1					30 Day Milestone		60 Day Milestone		90 Day Milestone	
2	Product Name	Price of Product	Total Annual Revenue	Total # of sales	#	Revenue	#	Revenue	#	Revenue
3										
4	Programme A @	£500.00	£10,000.00	20	5	£2,500.00	10	£5,000.00	5	£2,500.00
5	Programme A @	£800.00	£12,050.00	20	5	£4,000.00	10	£8,000.00	5	£50.00
6			£0.00	0		£0.00		£0.00		£0.00
7	Programme B @	£5,000.00	£15,002.00	4	1	£5,000.00	2	£10,000.00	1	£2.00
8	Programme B @	£8,000.00	£24,002.00	4	1	£8,000.00	2	£16,000.00	1	£2.00
9			£0.00	0		£0.00		£0.00		£0.00
10			£0.00	0		£0.00		£0.00		£0.00
11			£0.00	0		£0.00		£0.00		£0.00
12										
13										
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15										
16										

Play The Money Game



The Money Game



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	A	B	C	D	E	F	G	H	I	J	K	L
1						January		February		March		April
2	Product Name	Price of Product	Total Annual Revenue	Total # of sales	#	Revenue	#	Revenue	#	Revenue	#	Revenue
3												
4	Programme A @	£500.00	£37,000.00	74	5	£2,500.00	10	£5,000.00	5	£2,500.00	5	£2,500.00
5	Programme A @	£800.00	£55,250.00	74	5	£4,000.00	10	£8,000.00	5	£50.00	5	£4,000.00
6			£0.00	0		£0.00		£0.00		£0.00		£0.00
7	Programme B @	£5,000.00	£70,002.00	15	1	£5,000.00	2	£10,000.00	1	£2.00	1	£5,000.00
8	Programme B @	£8,000.00	£112,002.00	15	1	£8,000.00	2	£16,000.00	1	£2.00	1	£8,000.00
9			£0.00	0		£0.00		£0.00		£0.00		£0.00
10			£0.00	0		£0.00		£0.00		£0.00		£0.00
11			£0.00	0		£0.00		£0.00		£0.00		£0.00
12												
13												
14												
15												
16												

3. Have you got the right prices to meet your money goals?

Low Volume Service Business Consultative Selling

Core offer £1,500 - £10,000

121, Consultancy, group programme

Prospect offer £95 - £500

Event, online programme, workshop

Lead offer £10 - £95

Book, online product, digital download

High Volume Product Business Click Selling

Core offer £95 - £2,000

Signature product

Prospect offer £25 - £95

Potentially also an upsell offer

Lead offer £free

Coupon, voucher, digital download

Check your money goals work

No of clients x Price = Your Money Goals

Do you need to revise your charge rates?

Does 'Defining your core offer' become your next Pillar Project?

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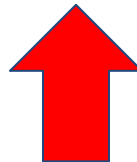
What are your conversion rates?

What is your sales process?

(If you aren't clear on this yet, then this may be your Pillar Project for this cycle)

- Selling is not marketing
- Too many businesses only focus on marketing
- What needs to happen for you to convert someone from a lead to a sale?

Lead Gen -> Nurture -> Conversion -> Repeat/Refer



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How many people do you need
to speak with to make a sale?

Attend an event?

How many people do you need
on an email list?

In a Facebook Group?

Remember: Less is definitely more
Quality NOT Quantity

Working out the number of leads you need

Multiply your client capacity per week/month/cycle by number of conversations/event attendees/email list

For example:

To sell one client, you need to speak to 3 interested people
4 clients x 3 calls = 12 calls a month -> 3 calls a week

To sell 10 places on your next programme, you need an email list of 1,000 interested people

Simplified Examples

Coach who is email list building & using podcasts & regular speaking opportunities to promote themselves

£20,000

10 new clients @ £2,000 = 30 prospects = 10 calls a month

Consultant who sells to small businesses

£60,000

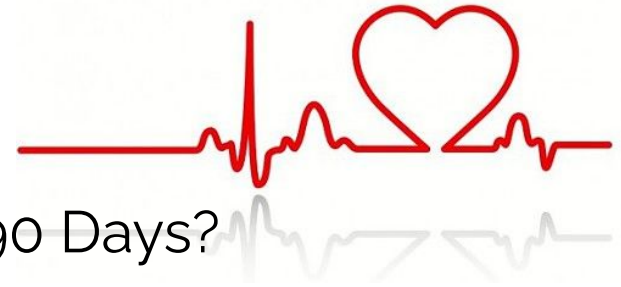
3 new clients @ £20,000 = 10 new businesses request proposals

Health practitioner who is launching a new online product

£15,000

30 people at £500 = 500 people signed up for 10 day challenge & active in FB Group + 2,000 people on email list

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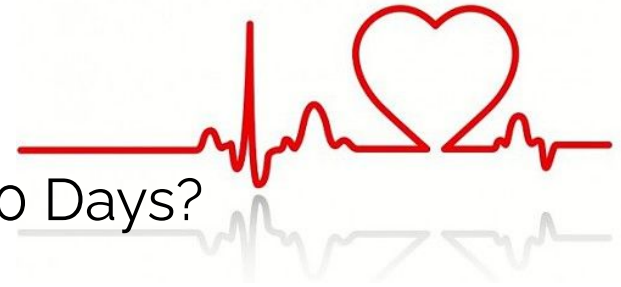
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Resources to help you with your marketing



- Your Best Client
 - Who is your ideal customer?
- GID School
 - Positioning, Pricing, Packaging & Promoting
- Does this need to be your Pillar Project?

Your Business Heartbeat



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What if my figures are 'wrong'?



- First you do this, they probably will be!
- Everything you do here is 'unknown'
- Even with proven marketing and sales systems, you often don't get the sales you expect

However ...

- Figures like this give you focus to take action
- Remember that your ability to hit your sales targets is not equated to whether you are 'good enough'
- Your results are feedback for next time