

A woman with blonde hair, wearing a dark blue business suit and red high-heeled shoes, is running towards the viewer. She is carrying a grey briefcase in her left hand and has her right arm raised. The background is a bright blue sky with green grass at the bottom. Numerous US dollar bills are falling around her, suggesting wealth and success.

TOP TEN

Profit

Producing

HACKS YOU
CAN
IMPLEMENT
FOR FREE

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Welcome to the constantly growing WOW member community. You're in good company -- joining thousands of business owners determined to increase their income, their impact, and their influence. You're in the right place.

I'm about to make you a promise that will seem far-fetched. But if you'll just embrace it -- enough to AT LEAST try each of these Profit Hacks ONCE -- I think you'll be pleasantly shocked. The promise is this:

**BY READING THE NEXT FOUR PAGES--
AND TAKING ACTION ON WHAT YOU READ--
YOU'LL BE ABLE TO MULTIPLY YOUR INCOME... FAST.**

Now, I know you're skeptical. But please stay with me... and give it a try. **The bottom line is that MOST of what is pedaled to business owners as expert advice is dead wrong.** Four out of five businesses are STILL failing, so who you're getting your business development and profit strategies from is extremely important. At WOW, we ONLY share what has been *proven* -- in the real world, by regular, non-celebrity business owners -- to work. Much of it may at first seem "too simple" and "ordinary," almost all of it will be non-glamorous, and a lot of it will seem "contrarian." But, to be the ONE who is succeeding, you've got to do things radically differently than those other four. Here's to creating our own wild, unreasonable success. In that spirit, let's get started.

Ruthlessly committed to your bottom-line,

Michelle

TOP TEN PROFIT HACKS

1) The Absolute Quickest Route to More Clients THIS WEEK Starts With a Trip To Your InBox.

I'm starting here just in case you need money right now... maybe to pay your own bills, maybe to make payroll, maybe just to pay for that new pool or family vacation. If you need money right now, the quickest place to get it is in your email box. You see, over the years or months you've been in business, your incoming emails have increased. You've had to deal with each incoming email faster and faster than before.

Here's what I know for sure: Within your email box resides emails from prospects that you've either

- forgotten about (They were a “no” or a “non-responder” but now may be much closer to a YES and it is YOUR job to remember them, no vice versa. The gold IS in the follow up.) OR
- followed up with so hastily, the actual sales conversation never happened and the lead was never nurtured.

For most of my clients -- who have a high transactional value business (coaches, physicians, attorneys, consultants, etc.) -- I can confidently assume they have about \$10K of business left uncollected in their email box. How to collect?

Simple. Set aside about 2 hours, grab a glass of wine, put on your favorite music and go through your own email box... at a leisurely and deliberate pace. Follow up with leads you KNOW you can help and re-enter that conversation. Also, if you need money now, grab this free [“I Need Money NOW” Hotsheet](#).

2) My Business Card Billions Strategy

If you're like every other business owner I know, you have a STACK of business cards you've collected. You don't toss them because somewhere in your “knower” you KNOW that there's profit in that pile. Only, you haven't quite been able to crack the code.

I'm developing a full system for this, and putting it into a book, which you'll be able to get your hands on soon. BUT, for now, do this: First, gather your collected cards and separate them into 4 piles:

- HOT prospects who SHOULD be your clients;
 - great potential prospects who could be your clients;
 - Excellent potential referral partners for your business; and
 - the rest.
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- For the **HOT prospects**, email them and enter or re-enter a conversation with them. I recommend blatant honesty in these interactions... telling them where you met them, telling them the problem you solve and how it can help them, and asking to meet to discuss it.
 - For the **great potential prospects**, reach out and introduce or re-introduce yourself. Offer something for free... as a way to serve them. A free copy of your book, a complimentary audit, something like that.
 - For the **excellent potential referral partners**, again be boldly honest. Let them know why you think the two of you could better serve MORE clients and best grow your business together and ask for a meeting. For more on partners, [read this article here](#).

3) Everyday Activity: Generate Leads.

As I create this document, I'm actively creating SOPs for my team. Things we do everyday, things we do weekly, things we do with each new blog post published, things we do monthly, quarterly, etc. BUT, every single day, starting today, you need to do 3 things.

The first is to generate leads. Essentially, you want to get those ideal prospects -- within your target market -- to raise their hands and say, "Yes. I want more of what you have to offer." You do this through a compelling "bait offer" -- which you can learn more about [in this short video](#) -- but sharing this opt in offer / bait offer is something that takes very little time and should be done DAILY.

4) Everyday Activity: Nurture Leads.

Second everyday activity is to nurture the leads you're getting. Make sure that you are a good steward of the leads you're generating, following up with **someone** each and every day, nurturing them closer to the Yes -- or to the No. A maybe is of no benefit to you. The best way to sell is to serve authentically. So follow up, ask how you can best help them, give great content. EVERY sale begins with a raised hand and MUST be nurtured towards the YES. [Here's a video](#) that helps you nurture them very deliberately.

5) Everyday Activity: Become Known.

“Getting your name out there” is a fool's pursuit, costing way more money and time than you want to invest and producing far less than you'd hope. Perhaps you already know this, having spent thousands of dollars on publishing a book with no plan for profit, or buying paid advertising, with disappointing or downright infuriating results.

Still, we need to let our market KNOW that we're here to serve them. We need to be able to BE FOUND when they're searching for a solution to the problem we solve. So we must do something every single day to create inroads to our business. This can be sharing or publishing a blog post, guest posting on someone else's site, sharing a great campaign on facebook. The options are endless, but the key is to do something every day. [Here's an article that goes into detail](#) about creating these “in roads.”

6) Weekly Commitment: Sunday Night Business Meeting

I won't go into detail here, but going into your week without a plan is a huge profit fail. Going in with a lean, deliberate plan is a huge profit HACK that will bring you not only more money, but more time -- which is even more important. [Here's a short post](#) that gives you more detail about how to plan these business meetings of one.

7) Always Have A Plan for Profit.

Planning your week is one thing. Planning for exactly HOW you'll create maximum profit is quite another. Listen, no matter how much you love what you do, no matter how good you are at it, PROFIT DOES NOT **JUST**

HAPPEN. Profit must be choreographed and well orchestrated in order to “happen” consistently.

I’ve used the same 5-step “business / profit plan” since 1999 and it has served me very very well. **WHAT IS SIMPLE, GETS DONE.** So ignore the multi-page business plans, the notebooks full of strategies collecting dust in your office and -- for profit’s sake -- have a plan, but keep it simple.

8) Focus on Speed.

Money likes speed. I’m not at all advocating a bunch of get rich quick schemes, but these “it takes years to make a business profitable” rumors are hogwash. (As an aside, I can’t imagine going YEARS without turning a profit. I’d be shuffling along the street somewhere... in a tattered bathrobe. lol...)

I’m all in favor of RAPID RESULTS, and my signature program walks you through every single step of generating truly rapid results in your business. This program is one I’m MOST proud of -- simply because of the results it’s generated. BUT, for right now, here’s the profit hack:

Set an adventurous profit goal and give yourself 90 days to reach it. Don’t think in terms of a sequential, do this, then do that, sort of plan. Instead, do many things simultaneously... for maximum results and maximum profit.

9) Get To Know Your Market & Speak Their Language

It’s not the person with the biggest budget, it’s not the business with the fanciest building, it’s the business owner who knows their market MOST INTIMATELY that wins the profit game. There is simply NO SUBSTITUTE to intimately knowing your target market. First, get to know them. Then, as a profit hack, go through your website and change your wording, slip in nuances that speak to them directly. THIS will make all the difference in the world. Here’s what you MUST know -- as a primer -- about your target market.

10) Indoctrinate. Indoctrinate. Indoctrinate.

So, you've got this list of prospects, leads, etc. What now? Please DON'T overwhelm them with BUY NOW messages. Instead, indoctrinate them into your business. Let them know what's unique about you. Educate them about the problem they have (and you solve.) Proper indoctrination shortens the sales cycle and makes it much more fun! Here's [a short video](#) to help you plan your own indoctrination process.