

## Profit School Workbook

### The 4 Profit Influencers

What are the 3 immutable laws of business growth?

- 1.
- 2.
- 3.

What's the 4<sup>th</sup> profit influencer?

How many ways do you know to increase the number of clients/customers?

How many are you currently using?

What are they?

What new ways are you planning to add going forward?

How many ways do you know to increase the size of the purchase?

How many are you currently using?

What are they?

What new ways are you planning to add going forward?

How many ways do you know to increase the number of times your clients buy from you?

How many are you currently using?

What are they?

What new ways are you planning to add going forward?

How are you currently getting referrals into your business?

What ideas do you have on how you can get more referrals?

What's your business message?

Who is your market, specifically?

What media are you currently using to communicate with your market?

Brainstorm some ideas on how you can improve your message and your use of media?

Do the following exercise for your business or for some of your products/ services.

		Increase by 10%	Increase by 20%
Leads			
X	Conversion Rate		
=	Number of Customers		
X	Average Purchase Value		
X	No. of Repeat Business		
=	Sales Revenue		
X	Net Profit Margins		
=	Net Profits		

Notes: