

A MIND BODY APPROACH TO **BUSINESS GROWTH**

6 AREAS FOR SUBJECT MATTER EXPERTS TO PAUSE & REFLECT ON

You: Past x Present x Future

1. Business Model Type
2. Value Prop
3. Story
4. Audience
5. Solution

Products x Programs x IP

1. What do you Do -v- What do you Know?
2. How is that best consumed?
3. Where else can that be leveraged?

Communication x Collateral

1. You can't speak butterfly with caterpillars, so what do you speak?
2. What 'part' of your audience are you connecting to?
3. What 'part' of your ideal client are you speaking to?
4. How are you leveraging your Communication today, for what you're creating tomorrow?

Presence & Leadership

1. Intention
2. Targets
3. Goals
4. Focus: Portal or Pit?
5. Known for...?

Serve & Iterate

1. Creating clarity & certainty for your audience, from "hello, my name is" to Case Study.
2. Your Momentum Arc
3. Precession and your 3 High Value Actions (HVA) done daily

Cashflow, Price, Money

1. Cash Flow
 - a. from the number in the bank
 - b. to the automation in getting the money into the bank
 - c. the Tax Man
2. Pricing
 - a. That considers the concept of "selling what you need v selling what you have" and why both matter.
 - b. Fair Exchange that begins with cash, but includes other assets
3. Money and your Psychology with; getting it, keeping it & leveraging it.

**SHANNON
EASTMAN**