



## 10 Insights Behind an 8-Figure Revenue

### 1. We all have mentors.

Whether you've received personal tutoring or studied a business authority's books and courses, everything you've accomplished is grounded on someone else's ideas and how you chose to implement them. Give credit where it's due and beware of claiming that your success is entirely your doing.

### 2. It's not enough to want \$10 million.

If you are already making millions a year, what is so special about the \$10 million mark? What will it change? Business growth needs something more sustainable to thrive on, be it freedom to do what you love or the thrill of momentum in your business and personal life. So aim for something more than a number.

### 3. Sometimes you'll have to do things you don't want to.

Growth entails acting outside your comfort zone. It might be sending a few more emails than you would be comfortable receiving. It might be ignoring what some critics say. Whatever it is, do your research and be prepared to adjust to results.

### 4. Stay relevant.

#### Have a list hygiene and re-engagement process.

About every 30 days, take a look at your email list. Everyone who has not opened or clicked on your email in the last 90 days should either be removed or put through a reactivation process (ask whether they still want to be subscribed). If they reply in the positive, re-admit them to your main list. If they don't respond, remove them and move on.

#### Segment on the front end of your acquisition funnels.

**Phase 1:** When someone opts in to your list or visits your site for the first time, ask for details about that person that will let you send them more relevant emails, offers and content.

**Phase 2:** Have a way to re-evaluate your list periodically. People's lives and businesses change, and so do their needs. The type of communication you're sending them currently may need to be different from what it was when they first signed on.



## **6. Email is still important.**

Like the reliable old auto model that keeps on going, email may not be sexy but it is still the backbone of many, many businesses, fueling customer and lead retention and triggering sales, while working quietly minus the fanfare of Facebook Live, Pinterest and other, newer platforms.

## **7. Connect via live events.**

Magic happens at live events. Friendships and business relationship formed at events can last years. There's something about talking and interacting and sharing experiences that bonds people like nothing else.

If you're the one holding an event, it connects you with your customers on an important level. It helps bring you back to where they are in their business and lives, back to where you were before you achieved success, making you relatable and credible.

## **8. Have time for the things that count.**

Becoming the CEO of an eight-figure business makes it more important than ever that you have time to live. Schedule family, fun and fitness first, then block in those weekly business meetings.

## **9. Get the help you need.**

You likely started your business journey flying solo. If you want to scale however, you'll need to take on assistance, starting perhaps with freelancers, then graduating to part-time, then full-time employees. As your business grows, you may eventually have various departments, each with its own head. Whatever the shape of your company, what's important is having a team that lets you delegate work and free yourself to do the high-value tasks only you can do.

## **10. Are you an operator or a visionary?**

If you are an entrepreneur, you're likely either an ideas person, or a great executor of strategies. If you are either, you might consider partnering with someone who is your opposite, so as to have both strengths running the business.

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