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*#504*

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TIPS *for a*  
PROFITABLE *and*  
SUSTAINABLE  
BUSINESS

# 1 *Make it recurring.*



Recurring revenue is stable. It means you're creating ongoing value, if someone's willing to pay you more than once. It's the best type of lifestyle business, where you don't have to prove yourself over and over and over again.

## *Be authentic.*



2 People want to pay for you and your product, whatever they saw or they signed up for, and receive something similar to what they expect. Where brands often mess up is they might project humor when they're actually a nightmare to work with. Or vice versa, you think you're hiring a very professional service or product and then no one seems to be taking it seriously.

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*Grow your business  
around a solution to  
your own need.*



In solving your own problems, you could be creating a product that other people need and would be happy to pay for.

# Let people know who you're *not* for.



Screen out the right customers from the wrong customers and only focus on those who are the right fit for your company and your product. It's more economical that way. Many companies go through their analysis and find that the least buying customers take up the most of their support resources.

# Have a performance-based *integrity* business.



You could be running a subscription business model where people pay a monthly fee regardless of how often they actually use your product. Encourage them to be active users. Customers who use and benefit from your services are more likely to stick around and keep paying.

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## *Offer prepaid promotions.*



A six-month or an annual plan at a discount can give some customers a lower-risk chance to find out if they like your service and would be willing to continue using it at regular price.

# Practice *creativity*.



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Creativity is usually equated with the visual design side of things, but in business it can apply to the way you approach problems or provide a positive experience for your customers. Do you help your clients in a way different or unique from your competitors? Are there solutions only you can provide?



# Document everything.



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The secret to scaling your business is to be able to delegate. For every process you have, ask: "Can I share this with someone else?" If you can't, it's too complicated or unclear and needs reworking. Keep things simple and document everything in a system everyone has access to who needs it.

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*Find niche  
communities and  
sponsorships.*



Whether online or in person, these can be major money-makers.

# Get in front of people.



# 10

Mastermind groups, trade shows, conferences - these can get you the exposure you need to attract clientele. It's basically saying, "Here's what we do - do you want it or not?" and letting people decide quickly.

# Become a Facebook marketing expert.



1 1

Facebook wants you to succeed, and can give you a lot of reach. In the beginning, you might get along doing it all yourself, but there are agencies that can take over the FB promotion for you. It's a good idea to take a course or two, even if you're letting someone else do the work.

*"Here's our service."*



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Sometimes success is just a matter of making people aware that you exist. People who are already spending money on something similar might be interested. What's important is that you are relevant, that your offer addresses a pain point they have.

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