

HOW TO MAKE BIGGER PROFITS AND IMPACT!!

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WHO IS THIS FOR?

Entrepreneurs, Coaches, Consultants who self-identify as a **change maker, purpose-driven, heart-centered, conscious influencer or thought leader.**

MY CHALLENGE TO YOU!

1. Bus up and running but not at 1M Rev – 2018 make 1M or more
2. Currently 1 to 10M Rev – 2018 Add 1M or more to your revenues
3. Over 10M Rev – 2018 increase revenue growth rate by 10% or more (i.e. 40% becomes 50% growth)

MY PROMISE TO YOU!

At the end of this presentation...

**YOU will know the exact steps and beliefs
necessary to create big profits
and a big impact**

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JV'S 3 TOP ACTIVITIES

PODCASTING – COACHING - TRAVELING

BONUSES FOR YOU!!

ConsciousMillionaire.com/BSE-2017

1. **Conscious Millionaire Book**
2. **8-Figure Formula for Entrepreneurs**
3. **Slide Deck from Presentation**

BONUSES FOR YOU!!

SUBSCRIBE AND LISTEN TO PODCASTS

4. Link to Conscious Millionaire Podcast
5. Link to Marketing Podcast
6. Link to Health Podcast (reverse-aging / optimized health without pharmaceuticals)

BONUSES FOR YOU!!

- 7. Interview Flow – Conscious Millionaire Pod
- 8. Interview Flow – Marketing Podcast

BONUSES FOR YOU!!

BOOK CHAPTERS RECOMMENDED

CHAP 2 – Formula for Creating Wealth

CHAP 3 – Win by Becoming Conscious

CHAP 7 – Millionaire Inner Zone

CHAP 12 – Develop Your Business Model

THE 3 TYPES OF PEOPLE

1. People who play in the little-ripple pond
2. People who MAKE A BIG WAVE OF POSITIVE CHANGE IN THE WORLD!
3. People who CREATE A TIDAL WAVE OF POSITIVE CHANGE IN THE WORLD!

KEY DISTINCTIONS

- **Either / Or ---- And**

Examples: Impact – Profit

Conscious – Millionaire

- **Owner ---- Custodian**

Examples: Conscious Millionaire, C World

YOUR BRAND??

HIGH-IMPACT HIGH-PROFIT VISION

1. DEEP PASSION
2. PURPOSE / DIFFERENCE - GOLD COIN
3. NATURAL STRENGTHS

3 GOALS FOR NEXT YEAR

1. FINANCIAL GOAL (Revenue / Profits)
2. IMPACT GOAL = Services & Products,
prices X units will sell = Rev
3. MISSION CRITICAL GOAL – Your next stage

90 DAY ACTION PLAN

Select only ONE of EACH Goal:

1. Financial Goal
2. Impact Goal
3. Mission Critical Goal

CONVERGENCE FACTOR

1. Your High-Profit Niche - 100 Possible
 - A. Difference you make = Their Solution
 - B. You LOVE and will become an **ADVOCATE FOR THEIR PROBLEM!**
 - C. They can afford, or have ready access to the money, to pay **YOU** at **YOUR RATES**

THE FINANCIAL END GOAL FOR YOUR BUSINESS?

1. Sell Business
2. Franchise Business / Sell
3. Passive Income with Manager
4. Pass onto Family

MAXIMIZE FINANCIAL VALUE FOR SELLING

Make decisions about how you build your business so that you maximize your sales price (note – if you do this, you will also be maximizing impact value as you build).

MAXIMIZE FINANCIAL VALUE FOR SELLING

1. Service-businesses (coaches / services) cash flow multiple approx. 2
2. Software business – multiple 30+
3. AHH – get more by having a “value multiplier” (Steve Long) that can result in pre-determined type buyer acquiring you for a reason that is important to THEM.

MAXIMIZE FINANCIAL VALUE FOR SELLING

EXAMPLE #1: Amazon Acquires Zappos (NOT their shoe business, they already sold shoes – wanted culture for distribution centers)

EXAMPLE #2: Amazon Acquires Whole Foods (NOT to sell food, but to get into Grocery Bus.)

TRIPLE WIN PRINCIPLE

YOU, OTHERS, AND SOCIETY (GROUP /
COMMUNITY) *WINNING TOGETHER*

TRIPLE WIN PRINCIPLE

LETS DEAL WITH YOU

YOU MUST WIN – FINANCIALLY,
FULFILLMENT, LIFE AND LIFESTYLE

BOUNDARY WORK

TRIPLE WIN PRINCIPLE

There are 1,000,000 pennies in a Dollar

--AND--

Everyone can put 1,000,000 Dollars
in their Bank Account

WEALTH ACTUALLY IS EVER-EXPANDING - IT'S TRUE!!!

When YOU, OTHERS, & SOCIETY ALL WIN,
EACH WINS AT A HIGHER LEVEL

OK, SOUNDS NICE. HOW???

THE CASE FOR EVER-EXPANDING WEALTH!!

“SHOW ME THE MONEY”, JV!!

ASSUMPTION #1: You can create any level of financial wealth by creating a corresponding amount of impact (value) through your services and products = BUSINESS MODEL.

THE CASE FOR EVER-EXPANDING WEALTH!!

ASSUMPTION #2: As you increase your impact, it transforms your client – who, in turn, through their own actions, transforms others – and positively impacts society (society is, after all, people interacting – and, that includes you benefiting as well, doesn't it?) BUT WAIT, THERE'S MORE...

THE CASE FOR EVER-EXPANDING WEALTH!!

ASSUMPTION #3: We are transitioning from **First Stage Capitalism™** (profit is all that matters) to **Second Stage Capitalism™** (impact and profit are mutually interdependent and every component wins bigger when each wins together)

THE CASE FOR EVER-EXPANDING WEALTH!!

ASSUMPTIONS 4-12:

NEW WEALTH CONSCIOUSNESS™

How you can embody TRIPLE WIN BELIEFS TO
CREATE NEW WEALTH CONSCIOUSNESS

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NEW WEALTH CONSCIOUSNESS

How to consciously and intentionally shift into an entirely new state of consciousness, in which YOU transform from thinking to EXPERIENCING this factual statement:

THE ONLY WAY FOR YOU TO WIN AT YOUR
MAXIMUM LEVEL IS FOR EVERYONE TO WIN AT
THEIR MAXIMUM LEVEL – **Bodhisattva Vow**

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NEW WEALTH CONSCIOUSNESS

This is based on a transition from
First Stage Capitalism
(**WIN-LOSE** – 100 Pennies / Dollar)
TO
Second Stage Capitalism
TRIPLE WIN – ALL WIN TOGETHER
Actually Infinite # Pennies / Dollar

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NEW WEALTH CONSCIOUSNESS

BELIEF #1: Scarcity, there is not enough /
abundance, there is plenty

BELIEF #2: We are here to compete / We are
here to collaborate

NEW WEALTH CONSCIOUSNESS

BELIEF #3: Power through domination /
Power through cooperation

BELIEF #4: Fear-based, inauthentic /
Heart-based, authentic

NEW WEALTH CONSCIOUSNESS

BELIEF #5: Focus on past, rigid views / Focus on Future, possibilities

BELIEF #6: Live by rules and authority / Live by flow and synergy

NEW WEALTH CONSCIOUSNESS

BELIEF #7: There are limited choices / There are unlimited choices

BELIEF #8: We are separate beings / We are part of a united team

NEW WEALTH CONSCIOUSNESS

BELIEF #9: I win – others lose / I, others, and society all win together

Conscious Millionaire, Chap. 3, pp 66-69

MILLIONAIRE INNER ZONE

The 3 Steps to getting into Flow-Zone,
anytime, anywhere, at will...

1. Be Present (3 breaths)
2. Be Open (to possibility)
3. Be Authentic (each step feels real)

MILLIONAIRE INNER ZONE

- Power of Synchronicity
- Connect with Perfect Timing
- Whole Brain Intuition

YOUR VALUE...

What was the most value to YOU?

And, how will you use it to
grow your business?



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