

Compass for Courageous Business Growth

1. LISTEN

- TO YOUR HEART
- TO YOUR CUSTOMERS
- TO YOUR BUSINESS



2. CREATE OFFERING

- LISTEN THEN CREATE
- SERVICE OR PRODUCT
- FOCUS ON BENEFITS



3. FIND YOUR PEOPLE

- EXPAND YOUR REACH
- REPEATABLE WAYS TO GET IN FRONT OF YOUR PEOPLE
- MARKET RESEARCH



4. SELL YOUR OFFERING

- SELL CONFIDENTLY
- SELL YOUR FREE STUFF AS MUCH AS YOUR PAID STUFF
- ASK FOR THE SALE



5. SCALE IT

- IMPROVE YOUR SYSTEMS
- HIRE HELP
- SELL TO MORE PEOPLE BEFORE BUILDING ANOTHER OFFERING

