

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

