

The 30 Day Challenge to 3X Your Business!

Workbook One

30 Day Challenge!

Welcome to the 30 Day Challenge to 3X Your Business!

Over the course of the next 30 days, I'm going to help you get the core pieces in place that you need to achieve real growth in your business.

These timeless principles apply to any business, no matter what stage you are in. I personally re-evaluate each of these areas regularly, some of them as often as weekly!

It's absolutely possible for you to 3X your business in the next 12 months. To triple your income. But chasing tactics won't do you any good, if you're working on a weak foundation.

That is what the 30 day challenge is all about.

Helping you implement the 3 components, the things that you must have in place before you and your company can really start achieving serious growth.

This is the first workbook, where we'll focus on your PLAN. You'll receive two more over the course of the 30 Day Challenge, as well as videos and daily emails to keep you inspired and on track.

I'm pumped to be on this journey with you, and I'm excited to see you blast off!!

Let's go!

Josh

Founder, LinkedSelling



Day 1 Assignment

Creating Your 12 Month Goal

What is a realistic goal? Where are you at now? What's the best year you've ever had? So that's the baseline. Now, realistically, if you have the right pieces in place, what would you need to do, to triple your business in the next 12 months? Just think about it. How many new clients would it take? How many new product sales? Would you need to increase prices?

As you think through this, how does it feel? Does 3X feel attainable? If so, great! If not, that's ok too. But don't fall into the trap of setting goals that are barely goals. Stretch yourself! Even if you come up a little short, you'll still be way ahead!

After considering all of this, complete the following:

I will generate this much income in the next 12 months: _____

Dividing that number by 12, my monthly income goal is: _____

Notes:

Day 2 Assignment

Your Income Buckets

Call them product lines, service offerings, call them what you want. As part of your financial plan for the next 12 months, you need to have a clear picture for how you are going to get there.

One of the easiest ways to do that, is to organize your projected income based on the different products and services you offer.

So, for today’s assignment, I want you to get clear on what your buckets are.

List below the products and services you currently offer, and your current average monthly income being generated from each. If your business is more established, you may need to do this in a spreadsheet to include more products and services, if you have lots of different offers.

Products/Services	Average Monthly Income
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Day 3 Assignment

Filling the Buckets

You know what your 12 month goal is.

And you're clear on what products and services you have at your disposal.

Now it's time to start looking forward and projecting how much income you will generate from each bucket, in each month.

This part's a bit easier to do with a spreadsheet. So to make things easier, I've included a template that you can [download by clicking here](#).

As you go through the spreadsheet, it's helpful to grow toward your goals. In other words, you should expect to generate more income 12 months from now than you will next month. So while you could just take your 12 month goal, divide by 12 and put that amount in each column...that's probably not a realistic view of what each of those months might really look like.

Take some time to allocate income for each bucket, in each month, and decide which buckets should grow (and when, and by how much) so that you will reach your goals.

P.S. If you really only have 1 or 2 products/services, then this should be pretty easy for you! It's not required that you have a slew of different products or services. But we will talk more about that tomorrow. 😊

Notes:

Day 4 Assignment

Assessing Your Buckets

Now that you've spent a few days working on your plan for the next 12 months, let's talk about these "buckets" a bit more.

Most business owners are leaving money on the table, by not offering prospects a few different options. If all you offer is a high-priced service, then you are missing out on those prospects who aren't ready to make that investment yet. What if you had a lower priced course or product to offer them, to get the relationship started? Conversely, a lot of people play too small and are leaving money on the table. Today's exercise is intended to help you evaluate the different offers you have, where your gaps might be, and how these all fit into your 12 month plan.

Low Price Course or Product: _____ (Price: \$ _____)

Mid-Level Course or Product: _____ (Price: \$ _____)

Group (1 to Many) Program: _____ (Price: \$ _____)

High-End Consulting Service: _____ (Price: \$ _____)

1-on-1 Consulting or DFY: _____ (Price: \$ _____)

Enterprise Level Program: _____ (Price: \$ _____)

Having too many buckets can be distracting. I've given you 6 above to consider, but for most businesses 3 will be the sweet spot. You want to have enough buckets that you have offerings for different clients at different stages of their "purchasing journey" but not so many different things that it is confusing and unfocused.

As you go through this assignment, reflect back on your 12 month plan and modify your spreadsheet and goals as needed!

Day 5 Assignment

Your 3 Year Vision and Plan

I'm a big believer in focusing on what's in front of you. Yet, without a vision for where you want to be in the long term...how do you know that your actions today are going to get you there?

When I started my business, I had no intention of creating a \$7 million company. I was just focused on paying the bills. It wasn't until I made it to the \$300k mark that I thought, "Wait a minute, why can't it keep growing?!" I had limiting beliefs and was playing small. Since then, we have 3X'd our business every year for the last 3 years, and we're going to do it again this year. And I'm here to tell you, if you want to create a much bigger vision for yourself and your business...it is 100% doable.

Of course, it doesn't happen overnight. It's highly unlikely that you will 27X your business in one year. But can it be done in 3? Absolutely. The first step is 3X, and you're already on your way.

The question to you is, are you ready? Putting these numbers down on paper has an amazing impact in driving you forward toward results and giving you a path to follow to get there. Let's do it!

My 2016 Income Goal: \$ _____

My 2017 Income Goal: \$ _____

My 2018 Income Goal: \$ _____

My 2019 Income Goal: \$ _____

Notes:

Day 6 Assignment

What are your big ROCKS?

I learned the term “rocks” from my time spent in the EO Accelerator program, and subsequent study of what is essentially the bible for fast growth companies, The Rockefeller Habits. (Scaling Up is the new version, get that if you haven’t read either.)

Rocks are essentially your big objectives that you want to achieve. They can be weekly rocks, monthly, quarterly, annual...whatever you want them to be. For the purpose of this exercise, let’s talk about the next 12 months. We’ve crystalized your 12 month income goal, and even your 3 year vision. Now let’s talk about the things that will enable you to accomplish!

Name 3 things you want to accomplish in your business this year (could be speaking appearances, workshops, how many people you want to reach, a new program launch, whatever is most meaningful for your business!)

1. _____
2. _____
3. _____

Name 3 things you want to accomplish in your personal life this year:

1. _____
2. _____
3. _____

