

THE PROFIT ADVISOR

Implementation plan:

What	How	Chapter
Decide to take action	Decide now ;-)	1 - 11
Find your 'why'	Ask 5 times why: 'Why do you do what you do?' 'Why is ... important?' 'Why is ... important?'	2.3
Formulate your vision	Positive, As if now, Ambitious, Specific, Future-oriented	2.4
Identify your ideal client	Visualize your ideal client and do the client- assessment	3.3
Define your client's real problem	Ask questions to random entrepreneurs as well as clients	3.1
Identify the solution to your ideal client's problem	Describe the solution in terms of results and effects. Look at important life areas such as Security / Safety, Health, Relationships, Identity / Status, Spirituality / Growth	3.2
Design a step-by-step program	Determine which steps your client ideally should take to solve his or her problem.	3.4
Set your price	Define the value of your program	3.5
Help your client to do the admin in 30 minutes per week plus 1 minute per day	1. Online bookkeeping 2. Linking and setting up systems 3. Division of tasks 4. Setting up processes	4

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Support your client in making a profitable plan	<ol style="list-style-type: none"> 1. Give a homework assignment 2. Prepare the meeting 3. Set aside half a day to a day to make the profit plan together 	5
Help your clients manage their cash with Profit First	<ol style="list-style-type: none"> 1. Do a Profit Assessment 2. Open new bank accounts 3. Guide your client 	6
Create a marketing plan	<ol style="list-style-type: none"> 1. Draw your sales funnel 2. Decide how and where you want to be seen 3. Make a plan 	7.1 / 7.2
Conduct consultative calls instead of introductory meetings	<ol style="list-style-type: none"> 0. Get appointments with your ideal client 0. Prepare 1. Lay out the agenda 2. Ask questions 3. Answer questions 4. Make an offer (or don't) 5. Finish 	7.3
Conduct a well-structured intake interview	<ol style="list-style-type: none"> 1. Ask: 'What is your why?' 2. Who does what? 3. When? 4. Discuss how to exchange data 5. Discuss your accessibility 6. Decide how your meetings take place 7. Discuss how you handle issues that fall outside the scope of the agreement 	8.1
Give attention	<p>Make agreements about attention</p> <p>Send welcome packs</p>	8.2

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	<p>Top 5 on top of mind</p> <p>Call when you are in the car</p> <p>Take every opportunity to give attention</p> <p>Communicate even when there is nothing to say</p> <p>Create a culture in which agreements are binding</p> <p>Automate giving attention</p>	
The right role at the right time	<p>Choose the right role at the right time:</p> <p>Consultant</p> <p>Advisor</p> <p>Mentor</p> <p>Coach</p>	8.3
Communicate at the right level	<p>Content</p> <p>Process</p> <p>Relationship</p>	9.1
LSA	<p>Listen</p> <p>Summarize</p> <p>Ask Questions</p>	9.2
Simplify	<p>No jargon</p> <p>Being understood is more important than being correct</p> <p>Wonder what the real question is</p> <p>First the big picture, than the details</p> <p>Connect with the clients' experience</p> <p>Use the 'wy-and-what-for' technique</p>	9.3
Influence in a positive way	<p>Use language patterns to influence clients to reach their goals.</p>	10.1

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	<p>Mind-reading</p> <p>Cause and effect</p> <p>Presuppositions</p> <p>Suggestion of choice</p> <p>Use quotes</p>	
Use Coaching questions	<p>What is your goal?</p> <p>What is stopping you?</p> <p>What is the solution?</p> <p>How can I help you?</p> <p>What's bothering you?</p>	10.2
Give effective feedback with the SEED model	<p>Situation</p> <p>Emotion</p> <p>Effect</p> <p>Desired</p>	10.3
Set up your company as a well oiled machine	<ol style="list-style-type: none"> 1. Get clarity on goals, strategy and plan 2. Describe the most important processes 3. Choose the right systems 4. Build and keep a strong team: seats before people 	11

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