

Thought Leaders
BUSINESS LAB

EPISODE 248

Simplify Your Business And Earn More

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A confused business owner can't sell

- ✎ Sales pages or emails that have multiple calls to action confuse and overwhelm buyers, which means they don't end up buying anything.
- ✎ A core problem among entrepreneurs is they don't know what they are selling. They can explain what they do and how they do it, but can't explain in one sentence what they sell.
- ✎ An owner with clarity will be able to answer these questions:
 - What is your product?
 - Who is it for?
 - What are the components?
 - What is the cost?
- ✎ Simplicity is key. Going for bespoke, complicated services, products or methods could compromise the profitability and effectiveness of your business. If you can't simplify, ask yourself if you're adding un-needed complexity to your business? Does it add value to your process?

The “6 Ones” to Simplify Your Business

- ✎ **One person**
 - Who is the one person you're selling to or would like to help?
 - The more specific you are, the more you will resonate with them.
 - The more you understand your client's frustrations and desires, the more they understand what you do and who you are.
- ✎ **One problem**
 - Solve just one of your prospects problems. Avoid targeting too many problems.
- ✎ **One product or program**
 - What do you promise to deliver to your client?
 - What is the outcome you will achieve?
 - More can only deliver overwhelm to the client, which could lead to diluted results.



One platform

- Be visible on the platform that your prospects are on.
- The person may not be engaging on social media, but they are there.
- Social media is not marketing. It is not the only channel to reach out to customers.



One sales process

- Use one system to take the person from prospect to full client. This process needs to cover the entire spectrum of attraction and conversion.
- Don't do one sales process then switch to a different one when you think you're not getting the results you want. Keep tweaking your system, so you get better and better at bringing people into your business.



One million dollars

- Take action and dial everything in, and stay focused until you bring in one million dollars.

Clients Next Week The workshop to help you position yourself as the expert in your niche and attract 5 clients next week with no ad spend.

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Resources

Think and Grow Rich by Napoleon Hill