



SYMPTOMS

Time-independence
pride & legacy

Free time but **restless**
clear growth runway

Exhausted but excited
lack marketing systems

Frustration & overwhelm
1:1 selling, little to invest

KEYS TO SUCCESS

PEOPLE

Build a **world-class team**
& focus on partnerships

PROCESS

Build **systems and metrics**,
scale sales & focus on traffic

PROMOTE

Automated inbound
marketing funnel

PROVE

Sell & validate
market demand



PROFIT PYRAMID FRAMEWORK

Your Value Model should clearly articulate which segment of your target market your product or programs serves. This tool should allow your audience to “self select” and determine where they are on their journey (and your Signature Solution shows them how you can help them get to the next step). Every Value model should have a currency that matters, clear steps, symptoms and one key to success for each level

