



TONY ROBBINS

Business Owner Toolkit

MAXIMIZE YOUR COMPETITIVE
ADVANTAGE. COMMUNICATE
CONFIDENTLY. TRANSFORM
YOUR BUSINESS.



A NOTE FROM TONY ROBBINS

80 percent of employment in this country comes from small businesses, businesses that have ten or twelve employees. Where you go is where the world goes or where this country goes. That's what small business owners really need to understand. The heartbeat of our entire economy is you. We appreciate your efforts.

Thank you!

A handwritten signature in black ink that reads "Tony Robbins". The signature is fluid and cursive, with "Tony" on top, "Robbins" below it, and a long horizontal line extending from the end of "Robbins" back towards the left.

Awaken the leader in you

EMPOWER YOUR TEAM. INCREASE YOUR BOTTOM LINE.
TRANSFORM YOUR BUSINESS.

There is one critical chokehold that will either cause your business to grow or die. The growth chokehold of any business is always the psychology and skills of the leader.

Learn to destroy the limitations of your mind. There will always be circumstances outside of your control; the way you thrive in business is by mastering your psychology and your skills. Remember, it's not about resources – it's about being resourceful.

5 QUESTIONS TO ASK

01  What has been the chokehold of my business?

02  Where's my psychology?

03  What are three things I'm going to do to make my psychology stronger?

04  What skills am I missing?

05  What three steps am I going to take immediately moving forward?

When you honestly answer these questions, you will get a sense of where you are now, and what steps you need to take to get to where you want to be. Are you willing to do what it takes to get there?

3 TO THRIVE: LEADERSHIP



What's your leadership style?

Most leaders fall into one of six types of leadership styles. Understanding the leadership style best suited for you will not only make you a more effective leader, it will help you better understand and master yourself.

Train your psychology

Improving your leadership and increasing your influence is possible. When you follow a proven set of principles, you'll master your own psychology, and understand how to influence others as well.

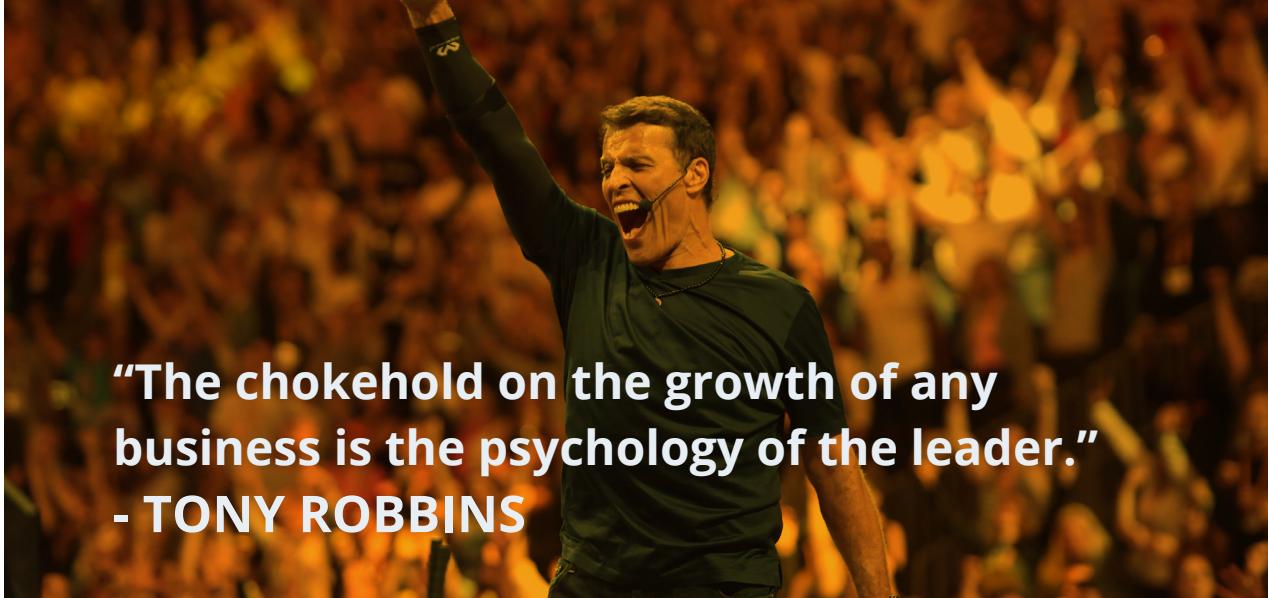
Build a network that builds your net worth

Tony says, "If you want to be successful, find someone who has achieved the results you want – copy what they do and you'll achieve the same results." A powerful peer group will help you overcome your own psychological roadblocks along your road to success.

[Find your leadership style](#)

[Master your psychology](#)

[Meet your peer group](#)



"The chokehold on the growth of any business is the psychology of the leader."
- TONY ROBBINS

Step up your sales

PROSPECT EFFECTIVELY. COMMUNICATE CONFIDENTLY.
SELL STRATEGICALLY.

An essential part of every business is actually making the sale or closing the deal. And yet, many business owners hate selling – particularly the artists. But you can actually learn to *enjoy selling*. Tony has identified five strategies that the top sellers in the world use to win. When you implement these, you'll see massive transformation – both in your bottom line and in your attitude toward sales.

TOP 5 SALES STRATEGIES

01

Manage your own emotional state.

Selling is transference of emotion and energy. You must manage your state because it affects every interaction you have.

02

Manage the client's state.

Even if you are pumped up, excited and grateful, your potential client may not be. The challenge is to thoughtfully raise their state. You can do this using your tone of voice, gestures, eye contact and the questions you ask.

03

Prepare.

When you feel reluctant to make a call or a meeting, it likely means that you're unprepared. Research your client ahead of time – try to decipher their desires and needs to help you build connection and block any objections that arise.

04

Prospect effectively.

What do you do to immediately get the attention of a prospect? Brainstorm, get creative, experiment, and measure your results. In time, you'll know your ideal client, and exactly how to reach them.

05

Build trust.

Stock up your trust-building toolbelt with strategies like transference of trust through referrals, matching and mirroring body language and voice, and demonstrating congruency.

Remember, persuasion is getting people to do something for their reasons, not yours. As a business owner you have the potential power to influence, so harness it and use it for good.

3 TO THRIVE: SALES



Learn from the masters: Chet Holmes

Mastering sales isn't as mysterious and mystical as many "gurus" would have you believe. Sales mastery is truly about knowing your ideal client and their needs, systemizing small changes to meet those needs and hiring top performers.

[Listen: Tony's interview with Chet Holmes](#)

Unlock sales psychology secrets

Learning the ins and outs of human psychology will help you break down barriers, exert powerful influence over other people, and never hear the word "no" again. This knowledge will magnify your sales efforts at every level.

[Become a master of influence](#)

Optimize for high impact

In every business, the customer journey involves points of decision, at which the client chooses you... or doesn't. Optimize every process in your sales funnel to experience massive, immediate increased revenue.

[Learn Tony's Opt & Max process at Business Mastery](#)



Market your X-factor

COMMUNICATE YOUR VALUE. MAXIMIZE YOUR COMPETITIVE ADVANTAGE.

What do customers get from you? And what can they get from your competitors? The answers to these questions define your company's X-factor. In the eyes of customers, your X-factor is not just how you do business, it is also your brand identity. It's what you stand for. It's who you are in the marketplace.

Think of how Apple has dominated the telecommunications, music and computer industries by fusing art and technology in ways no one has ever seen before. Their X-factor is constant innovation.

Perhaps it's time to think about your clients' needs and desires with a new set of eyes. Are their deepest needs really being met? Are you doing something to truly stand out?

6 QUESTIONS TO ASK

01 Who are your current customers/clients and how would you describe your ideal client?

02 What do your current and ideal clients desire and need most?

03 What do they want so badly that they're willing to bend intuitive rules of spending to have?

04 How do you tell your core story in a way that compels them to buy from you?

05 What is your X-factor? What is your competitive advantage? What sets you apart?

06 Why should someone do business with you and not your competitor?

Clearly communicate your strengths and what sets you apart from the competition.
Market your X-factor.

3 TO THRIVE: MARKETING



Crack the code of brand identity

It can be hard to know where to begin when building a brand. In this interview, John Durham, CEO of brand marketing agency Catalyst SF, shares everything you need to know about how to build a brand.

[Get the secrets to a successful brand](#)

Maximize your marketing

How do you add value to your marketing? Which social media channels are worth investing time and money into? How can you generate positive media coverage – at no cost? Get a crash course with marketing expert David Meerman Scott.

[Master your marketing](#)

Dominate your market

Identifying your X-factor is just one aspect of marketing your business for success. When you attend Business Mastery with Tony Robbins, you'll learn everything you need to know to dominate your market, and reach the right clients.

[Uncover your X-factor](#)



"Business has only two basic functions – marketing and innovation."
- PETER DRUCKER

What's your financial story?

CRACK THE ACCOUNTING CODE. GET THE FULL FINANCIAL PICTURE. CREATE A BRIGHTER FUTURE.

Do you know where your company is spending its money? How often do you review and analyze your financial reports? Have you anticipated any potential lawsuits and sought legal counsel in order to safeguard your business? Are all of your proprietary assets protected?

Unfortunately, for most of us, the answers to these questions is overwhelmingly "no."

Although most of us have the best intentions to stay on top of everything, it's easy to lose sight of the key measurements that can predict our progress or demise.

So how can we free ourselves from this overwhelm? Anticipate. Make decisions proactively, rather than waiting to react. Anticipation is made possible by understanding the real statistics behind your current business position, and there are just three key components you must anticipate to manage and grow your business:

TOP FINANCIAL STRATEGIES

- 01** **Know how to read, interpret and measure your financials.**
Take stock of every financial report, analysis and statement to which you have access. Make strategic adjustments as needed and create a system to consistently review your figures on a monthly basis.
- 02** **Have a system in place to manage and measure your costs.**
Define a process of checks and balances and a strategy for cash flow, closely evaluate all of your expenses, and explore all possible opportunities to maximize your income.
- 03** **Employ legal expertise where it is needed.**
The best players in business hire an attorney to vet every deal that comes across their desk. An investment in a quality attorney will save you significantly in the long run.

When you take the time to thoroughly analyze the framework supporting your company, you give yourself a powerful and indispensable gift – one that could be the difference between a sudden bankruptcy of legal loss and sustainable profits for years to come.

3 TO THRIVE: ACCOUNTING



Create a solid foundation

Payroll, profit margins and costs: They're all necessary elements of business accounting, but they're things that you, as an owner, may not be entirely comfortable taking on. Empower your growth with an understanding of these business building blocks.

[Get started](#)

Decode your finances

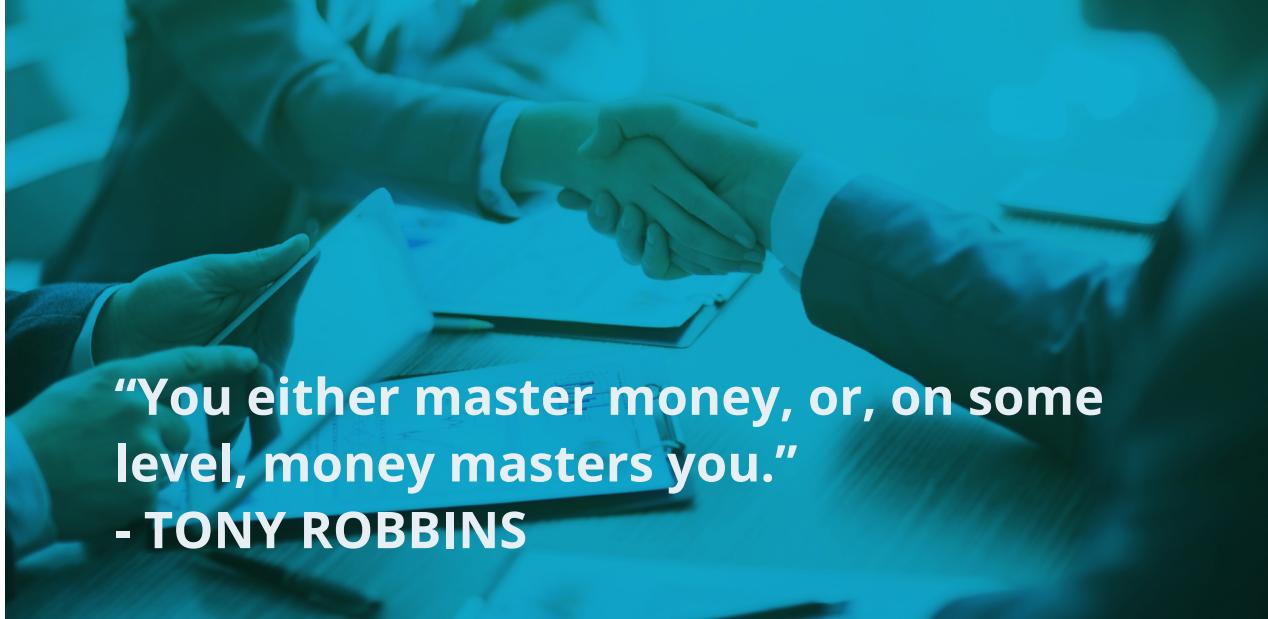
Having a clear picture of your financial health is vital to your plan for the future. In this program, Keith Cunningham demystifies accounting and helps you understand your finances so you can control your business growth and financial future.

[Learn the secrets](#)

Learn from the best

Break down your business accounting and workshop your exact numbers to identify goals and benchmarks for growth guided by Keith Cunningham alongside a community of thousands of other business owners. Master your money, don't let it master you.

[Attend Business Mastery](#)



"You either master money, or, on some level, money masters you."
- TONY ROBBINS