



## Execute the Plan

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*‘A business is a repeatable process that makes money; Everything else is a hobby.’*

*Paul Freet*

Today it is time to execute the plan but let me give you a quick definition of business.

### 1 – A repeatable Process

Is your business Repeatable? How can you make it repeatable and scalable?

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## 2. You create and Deliver something of value

We discussed value yesterday, what are you providing to people? What is the big idea?

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## 3. Something that others want or need

Your product, service or... must fulfill a few core human desires

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1. The drive to Acquire
  2. The drive to Bond
  3. The Drive to Learn
  4. The Drive to Defend
  5. The Drive to Feel
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I talk more about this in the selling webinar – You should get yourself a copy - <http://mum-in-business.com/accelerate-sales-explode-business-profits-getting-best-people-life/>

What people buy for may be completely different from what you think?

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## **In a way that satisfies the customers' needs and expectations?**

The biggest tip I can give you here is to 'Under Promise and Over Deliver'

Getting the product/service etc to the customer needs to be considered carefully to ensure that you do not go through all the above effort only to fail at the last hurdle. A happy customer can bring a harvest of profit and more customers. Take the time to work through your system for getting your value to the customer.

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## **So that the business brings in enough profit to make it worthwhile for you to carry on doing it.**

At times, people get caught up in providing value as cheaply as possible, making it extremely frustrating for the provider. Truth is you can only do that for a short while before you give it up so know your numbers! What do you need to be making to make it worthwhile to carry on? What does your accountant need from you at the end of the tax year? Do you understand how to decide if you are making a profit? Again, these are things addressed in the 40BBB course found on <http://RosemaryKnight.com/40BBB> or think it all through right now and figure out how to keep your records.

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