

Squeezing More Profit from Every Part of Your Business

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You're a businessperson, which means you should never stop reaching for more. Are you truly squeezing every last drop out of everything you put out there? There are always ways to maximize your earnings from every great idea you have.

For instance, you should try to use the content you create in more than one way. You can bundle related content, make simple changes to relate it to a slightly different audience, use content to grow your list, and more. Don't expect to just create or use something once and then never again. This advice is specifically related to info-product creators, but can really mean anything you do in business. Squeeze what you can out of everything you do.

You can also be much more profitable if you strive to become more efficient. Do you have a true system for the work you do? It might be that you're wasting time. With some simple tweaks and some streamlining, you might be able to get the same work done much more quickly.

Always focus on your winners. There are always going to be some things in your business that just aren't as high producing as other things. Some of the work that you do will produce beyond your wildest dreams while other things fall totally flat and surprise and frustrate you. That's okay!

It's just time to scale up those winners while ignoring those losers. Make the best possible use of your time by focusing on winning activities.

One of the best pieces of advice I can give you is to grow your list, no matter which business you're in. You have to grow your list so you can keep your marketing to a minimum. You shouldn't have to scramble to

get new customers or clients all the time. Having a list allows you to focus on coming up with new, profitable ideas that you can instantly present to a list that's already come to adore you. Building and nurturing a responsive list is the best way to grow your profits and make sure they stay at that level.

Also, there will come a time in your business when you're ready to hand over some of the necessary, but less profitable tasks over to someone else. When you're at a certain level in business, you need to outsource to others. They can take some of those less desirable and less profitable tasks over to someone who will be happy to get the work. That frees you up to be the profitable idea machine that you are now.

After all, coming up with ideas for new income streams, and how to scale up existing ones, will generally be the most profitable activities in your business, based on the return on investment.

Those little, draining tasks are sucking your creative energy away. Outsourcing gives you your life back. You'll have the time and energy you need to brainstorm, create, and innovate.

There are always ways to tighten up what you're doing. Evaluate your business and your day-to-day activities every now and then so you can be sure there aren't any leaks in productivity and profits.



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