

THE LEAP

How To Go From 6 Figures Per Year to 6 Figures Per Month

Do you want to take your business to the next level in 12 months?

Well, there is one mindset shift that's going to help you get there, it's understanding this fact...

What Got You to Your First \$100,000... Will Not Get You to Your First \$1,000,000

Okay, so what will help you get there?

First of all, it's important you understand I'm not saying you should stop doing what's working.

Instead, it's about learning the differentiations between 6-figure business owners and multi-millionaires. It's about discovering how to level up your skills, automate your business, outsource and think bigger.

So, to help you get to 7-figures, I've put together this 16-point checklist for you. You can use this checklist to "audit" your business and see what areas you need to improve.



Do-It-All vs. Delegation

From solopreneur to CEO, the path to the next level starts with firing yourself and becoming a master delegator. At first you need to do a lot of the steps yourself to save money and learn the craft... but the wealthy leverage a few things: Systems, money and other people’s time. Become a master at all 3 and you’re headed well past 7-figures.

Your Action :



Hustle vs. Habits

Yes there is some hustle involved in building a thriving business... but that hustle doesn’t need to last for decades. The most successful are in it for the long run, and they know that habits are the driving force to keep them going to 7, 8 figures, and beyond! Master the “boring” keystone habits such as sleep, diet and working out, and you’ll have more energy and focus than just hustling 24-7 until you burn out.

Your Action :

#3

"Yes Man" vs. "No Thanks"

At first say yes to opportunities, events, networking, interviews, learning... but after you get some traction, then start saying "no" more and more. Eventually, "no thanks" should be your favorite saying. It's mine. Billionaires like Warren Buffett and Steve Jobs say that they turn away 99% of opportunities so they can say YES to the right opportunities.

Your Action :

#4

Vitality vs. Instant Pleasure

Most choose instant pleasure, but true Game Changers choose growth. They choose vitality, health, energy, and clarity... over short-term pleasure. Warren Buffett put it best: Imagine that when you turn 16 years old you get one car, and this one car will be yours for the rest of your life. You'd never get another car. So what would you do in that scenario? You'd take good care of it! You'd keep it running at it's best, you'd invest in it to keep it for the long run.

Well, your body is the same way. You have one body and one mind for the rest of your life. Take appropriate care of it and it'll impact your business.

Your Action :



Mastery vs. Overload

We live in a busy 24-7, always connected world. It's easy to get overwhelmed by the advice being thrown at you from every angle. And at first you need to learn, so consuming a lot of information may be necessary - for only the start. But to scale to the million dollar mark, you need to turn from complexity to simplicity, and the way to do that is to instead focus on mastery. Become world-class at a few topics instead of being aware of a hundred topics.

Your Action :



Win-Win vs. Win

At first it's a matter of survival. You're focused on your favorite radio station WIFM (what's in it for me?). But quickly you'll learn that this mentality keeps you capped.

Your Action :



Busy-ness vs. Effectiveness

The true measure of productivity is not how busy you are or how many hours you work. It's how effective you are. It's how much important stuff you accomplish. Never forget this and you can earn more while working less.

Your Action :



Skills vs. Sourcing - hiring

To get to \$100k you need some type of skill, and at first your goal is to really hone in and improve that skill. But then, what comes more important than that? I mean, there are only so many hours in a day... So to scale you need more of you... so instead of mastering your craft to work "in" the business, you start to master the craft of working on your business. And the million dollar entrepreneur knows that one of the best ways to do that is to hire people better than you are to do the tasks for you.

Many of the biggest and best entrepreneurs of our time (see: Richard Branson and many others) say that sourcing and hiring is job #1 of a successful CEO. If you're not spending at least a portion of your time each week on this, you need to start planning on doing so.

Your Action :



Questionable vs. Calculated

Just like in poker and investing, the rookie takes leap of faith and “gambles”... while the pro takes calculated risks based on experience and instinct. One is driven by fear and hope, the other by probability and confidence. You choose which one you want to be.

Run the numbers, and go towards your biggest likelihood of long-term success.

Your Action :



Positioning vs. Prospecting

At first it's all about prospecting - going after your target audience, trying to get deals and sales... But when positioned the right way, that process is reversed. People come to you. You're the authority and they're asking to buy your stuff. That's where you want to be.

Your Action :



Passion vs. Greatness

What to focus on to monetize - When starting out, there's a lot of talk about passion. And this is definitely something you should consider as you need to be heavily interested in your topic to become world-class... But the path to 7-figures and beyond is to focus on your greatness instead. Then, fill in your weaknesses by hiring. Your passion will get you to level 1; focusing on your greatness and filling the gaps will help you 10x that.

Your Action :



Instinct vs. Emotion

The \$100k entrepreneur is riding the rollercoaster. I know this well... While the 7-figure entrepreneur trusts in their gut, follows their instincts, is decisive and confident in their direction and focuses on moving forward - through the bad times and good. Learn to trust and listen to your gut. It knows best.

Your Action :

#13 Proactive vs. Reactive

At first in entrepreneurship, you're just trying to figure it out. You're learning and having to adjust on the fly. But to get to the next level, you have to be in control of your day instead of the other way around. You can get to \$100k being a reactive "fire-fighter." But you can't get to 7-figures that way. Instead, you need to become a master at being proactive, planning, getting ahead, and being in control of your calendar. It's less stressful and a heck of a lot more effective if you do.

Your Action :

#14 Interested vs. Committed

Interested is working hard for a short period of time. It's learning what needs to get done so you know 'enough' on a topic. But committed? That's completely different. That's going all-in on becoming the go-to in your niche. It's thinking longer term, making the connections, relationships, education decisions and hires that are looking at the next few years. It's going from 90% to 100% in your mind.

It's taking the high-road and making all decisions to help achieve your vision, not just a new record in sales this month. Be committed to the long-term. Build an empire. You'll blow past the 90% of people that are merely "interested" that won't be around in 3 years.

Your Action :

#15 Obstacles vs. Opportunities

There's only one guarantee with entrepreneurship: You'll fail. Challenges will arise. It's only a matter of how often and how big... But regardless, your response to those challenges will make or break if you're going to be stuck at \$100k or if you'll blow past \$1 million. Expect challenges and face them head on. Look at every potential negative thing as an opportunity to improve and differentiate your business. This mentality shift will reduce stress and moral of your team, while also making you a stronger entrepreneur.

Your Action :

#16 Followers vs. Raving Fans

The \$100k entrepreneur is looking to get followers and subscribers... The market leaders, however, are looking to build raving fans. There's a huge difference. It doesn't take 1 million fans to make \$1 million. It takes a much lower amount... just have a deep connection with them. Give value, connect, listen, engage and build lifelong fans and customers. You'll blow past 7-figures if you do.

Your Action :

At the end of the day it comes down to the same pillars:

Mindset, Marketing, Sales, Strategy, Systems, Positioning & People.