

How can you profit from your expertise?

A ONE PAGE E-GUIDE BROUGHT TO YOU BY PURPLE MARKETING

WHAT IS YOUR ONE THING?

Simple is always best. Instead of trying to be all things to all people I suggest you take a page from the 'One Thing' concept - a book written by Gary Keller.

- One service
- Market it to one type of ideal client
- Focus on one way to get leads
- Send those leads to one conversion method
- Stay focused on these four pieces for one year

Most professionals are all over the map - trying 10 lead generation strategies to 5 types of clients with no process to convert them then selling whatever the client shows up and wants. BAD IDEA!

WHAT THE WORLD NEEDS

Nobody spends money solving a problem they don't even realize they have.

Your target customer must:

- Have a problem
- Be aware of the problem
- Have the ability and DESIRE to pay (with time or money) to solve this problem.

WHAT IS YOUR MOTIVATION CODE?

Find out how you can decode your Core Motivation so that you can have conversations, make decisions, and even choose a business path that leads you to experience engagement and fulfillment AND earn what you're worth!

Once you know how to activate your inner drivers, you can transform the work you do into work you love and work you get paid well for.

生き甲斐
ikigai

ikigai is the Japanese concept of "a reason for being." Everyone has an ikigai. To find it requires a journey of self discovery. But the search is worth it.
Your ikigai is the meaning to your life.



DO YOU KNOW WHAT REALLY MAKES YOU TICK?

What are you naturally good at? The thing we do best is usually the thing we play down or totally ignore!

What drives you to unleash your best work? And how do you tap into that drive to get superior results?

One thing I know for sure - One size does not fit all! Some people are energized by a race against the clock, while others put in extra effort only when they feel part of a team. For still others, nothing is as motivating as the possibility of public recognition. This is their motivation code.



IF YOU WOULD LIKE TO TAKE THE NEXT STEP IN UNDERSTANDING YOUR EXPERTISE AND FINDING WAYS TO MONETIZE IT THEN LET'S TALK!