

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.

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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching
- Best question or comment wins!

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

Make More Money!

The Art of Profitability

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The Key Performance Areas



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The Key Performance Areas



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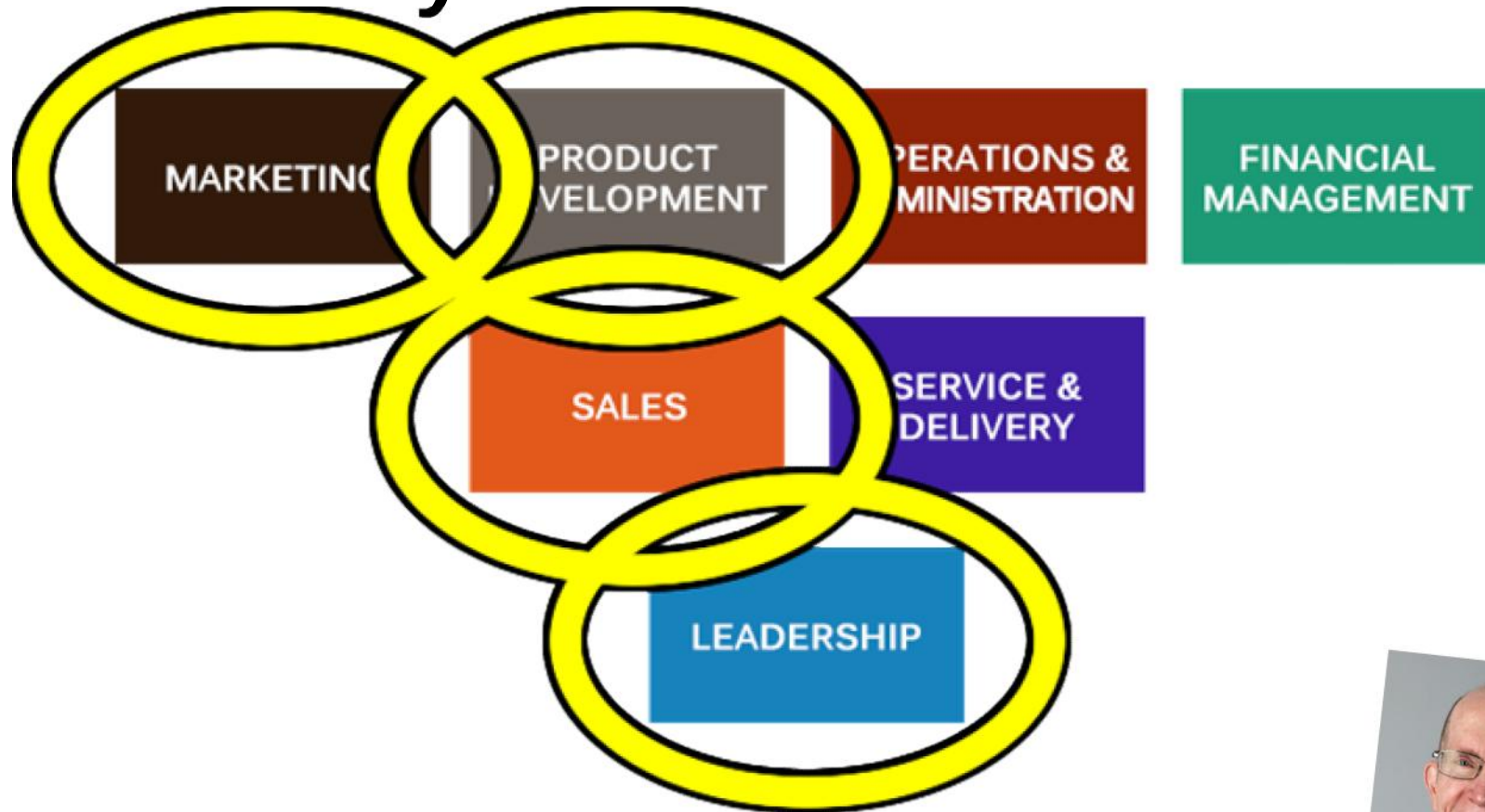
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The Key Performance Areas



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Levels of Performance

- Mindset
- Methods
- Momentum



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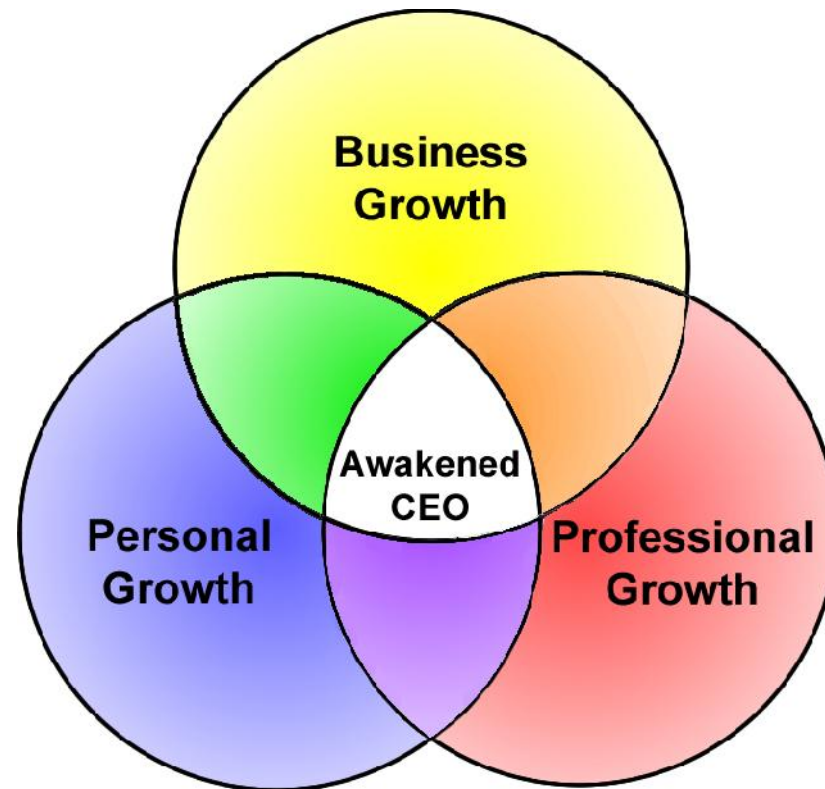
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Focus Areas



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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
Mindset			
Methods			
Momentum			

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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
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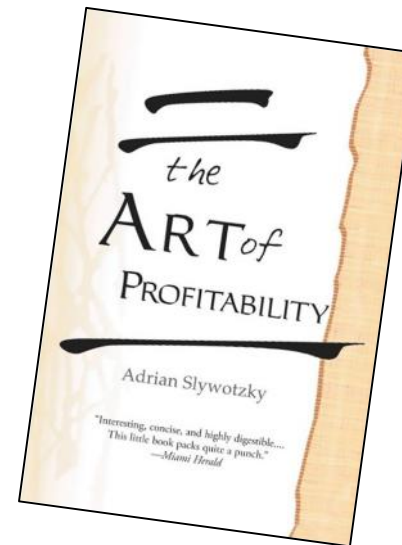
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Agenda

- The Author
- The Book
- Profit Models
- The Bottom Line



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The Author

- Adrian Slywotzy
- Harvard undergrad, MBA, JD
- Voted one of the top 25 consultants in 2000 and 2008
- Published *The Art of Profitability* in 2003
- Author of several other books

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The Book

- Focuses on business model design elements
- How companies make money
- Defines 23 profitability strategies
- I organized them...
- Renamed a lot of them...
- ... and defined 21 more 😊

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Profit Models

- Switchboard Profit
- Pyramid Profit
- Specialist Profit
- Point-of-Sale Profit
- Multi-Component Profit
- Profit-Multiplier Model

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Switchboard Profits

- A.K.A. “Connector Profits”
- Connect buyers and sellers
- Take a part of the transaction
- Example:
 - Real Estate Agents
 - Manufacturers Reps
 - Catalogs
 - eBay

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Pyramid Profit

- A.K.A. “The Product Funnel”
- Sell products with varying price points
- Example:
 - Free products
 - \$100 product
 - \$1,000 product
 - \$10,000 product

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Specialist Profit

- Become a recognized expert, hopefully with a unique capability
- Reduced marketing fees
- Higher prices
- Examples:
 - Seth Godin
 - Oprah Winfrey
 - Michael Phelps

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Point of Sale Profit

- AKA “Cross Sell Profit” and “Upsell Profit”
- Have low base “bait” product
- Sell more of the same product – or – complementary products at the point of sale
- Examples:
 - Infomercial operators
 - Automobile options
 - Wells Fargo

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Multi-Component Profit

- A.K.A. “Value Based Pricing Profit”
- Tiered pricing
- Charge larger companies more
- Example:
 - Chambers of commerce
 - Trade organizations
 - User based pricing

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Profit-Multiplier Model

- A.K.A.: “Asset Leverage Profit”
- Use foundational technology in multiple products
- Design products for different markets
- Examples:
 - Honda engines
 - Sony electronics
 - Reusing content

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The Bottom Line

- There are a lot of ways to make money!
- Sales strategies
- Product Development strategies
- Marketing and Pricing strategies
- Leadership strategies
- Pick a few strategies and focus on them

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Mindset

- Believe that there are a lot of profit opportunities just waiting to be discovered!
- Believe that you can learn how to make more money!
- Believe that you can change your business model and realize greater profits!

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	
Methods	★	★	
Momentum	★	★	

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Methods

- Study the different profitability models
- Brainstorm and analyze them
- Create a plan to implement them

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	
Methods	★	★	
Momentum	★	★	

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Momentum

- Follow your plans
- Put your new ideas into action!
- Make adjustments to your current business model
- Then do it again!

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	
Methods	★	★	
Momentum	★	★	

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Homework / Exercise

- Think about your business model and understand your current profitability strategy
- Get the book!
- Add one or two additional strategies this year
- If you need help or support, get a mentor or coach

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Related Office Hours

- 74 – Pricing Strategies
- 103 – How to be a Great Leader
- 131 – The Art of Profitability II

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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X

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Our Support Systems

- Business Growth
- Personal Growth
- **The Awakened CEO System for Integrated Growth**

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Next Office Hours: Aug 22nd

- Topic is: The Art of Profitability II
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- **Best question or comment wins!**
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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