

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

mindset

methods

momentum





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

mindset

methods

momentum





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

mindset

methods

momentum





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.

mindset

methods

momentum





Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

mindset

methods

momentum





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!

mindset

methods

momentum





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!

mindset

methods

momentum





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

mindset

methods

momentum





Today's Topic:

Make Even More Money!

The Art of Profitability II

mindset

methods

momentum





The Key Performance Areas



mindset

methods

momentum





The Key Performance Areas



mindset

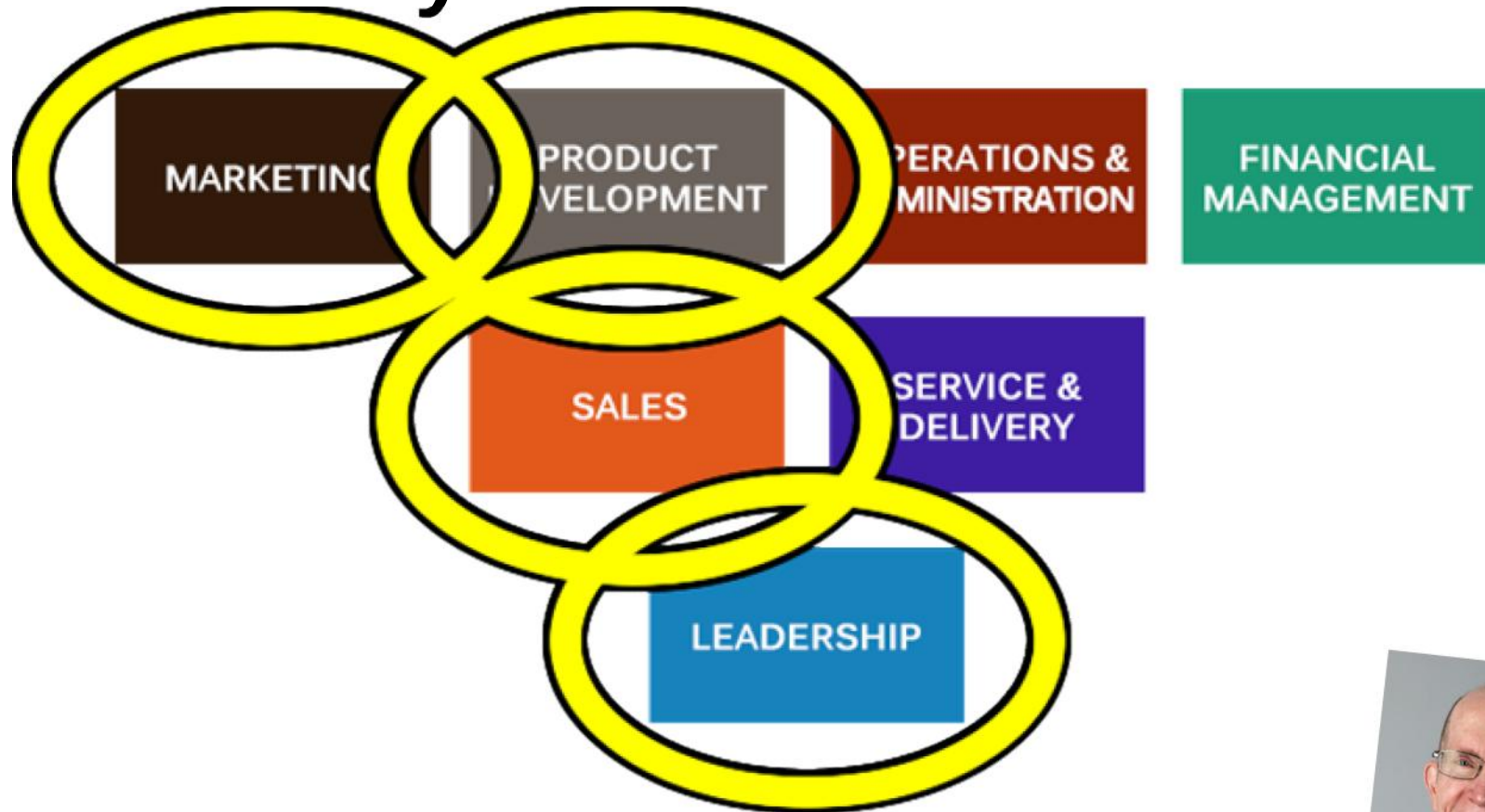
methods

momentum





The Key Performance Areas



mindset

methods

momentum





Levels of Performance

- Mindset
- Methods
- Momentum



mindset

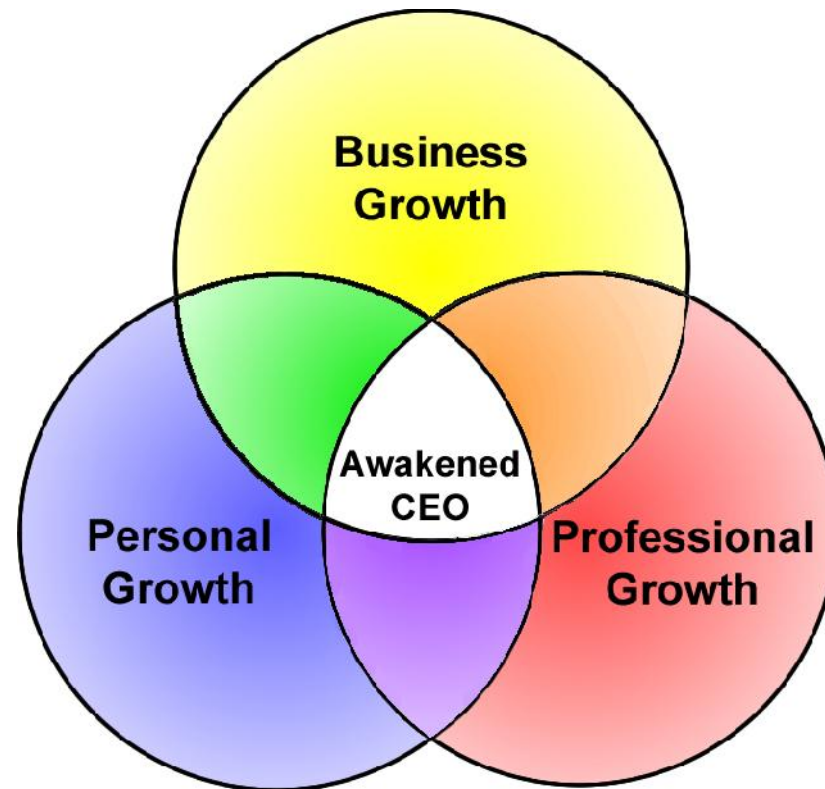
methods

momentum





Focus Areas



mindset

methods

momentum





The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
Mindset			
Methods			
Momentum			

mindset • methods • momentum



The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
Mindset			
Methods			
Momentum			

mindset

methods

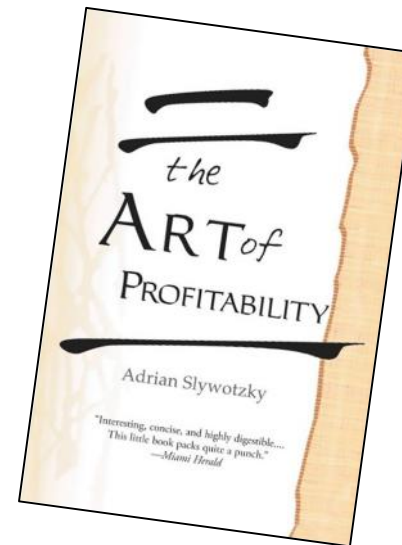
momentum





Agenda

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



mindset

methods

momentum





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

mindset

methods

momentum





Last Week's Profit Models

- Switchboard / Connector Profit
- Pyramid / Product Funnel Profit
- Specialist Profit
- Point-of-Sale Profit
- Multi-Component / Value Pricing Profit
- Profit-Multiplier / Asset Profit

mindset

methods

momentum





This Week

- Leadership Profit Strategies
- Marketing Profit Strategies

mindset

methods

momentum





Leadership Profit Strategies

- Entrepreneurial Profit
- Experience Curve Profit
- Passionate Vision Profit*
- Planning Profit*

mindset

methods

momentum





Entrepreneurial Profit

- AKA: Bootstrap Profit
- Keep the entrepreneurial spirit alive!
- Focus on frugality and innovation
- Never act like a big company
- Instill a constant sense of urgency to continuously increase profitability
- Examples
 - Wal-Mart

mindset

methods

momentum





Experience Curve Profit

- Continuous Process Improvement
- Constantly refine your processes to squeeze extra profits from the model
- Continuously reduce the cost of customer acquisition, manufacturing, and delivery
- Example:
 - Japanese automobiles
 - Wal-Mart

mindset

methods

momentum





Passionate Vision Profit*

- Maintain your passionate vision for the company
- Communicate it clearly and loudly
- Focus on values, purpose, mission, calling, legacy, long-term objectives
- Speak about them at every internal meeting and in every external communication
- Examples:
 - Non profits
 - Google

mindset

methods

momentum





Planning Profit*

- Analyze and organize everything
- Eliminate missteps, missed tasks, blown assignments, miscommunications
- Reduce expediting fees, delays
- More accurate proposals
- Debrief after every meeting
- Examples:
 - Stadium construction
 - Enterprise Resource Planning (ERP)

mindset

methods

momentum





Leadership Profit Strategies

- Entrepreneurial Profit
- Experience Curve Profit
- Passionate Vision Profit*
- Planning Profit*

mindset

methods

momentum





Marketing Profit Strategies

- Time Profit
- Installed Base Profit
- De Facto Standard Profit
- Premium Brand Profit
- Specialty Profit
- Community Profit*

mindset

methods

momentum





Time Profit

- AKA: First Mover Advantage
- Go First, Go Quick, Go Big
- Carve out as much territory as you can as quickly as you can before the competition has time to respond
- Usually involves “stealth mode”
- Requires a lot of capital!
- Examples
 - Apple iPod and iPhone

mindset

methods

momentum





Installed Base Profit

- Give away initial products
- Make money over a long customer relationship
- Examples:
 - Software licenses
 - Razor blades and razors
 - Printers and cartridges
 - Barbie dolls and outfits

mindset

methods

momentum





De Facto Standard Profit

- Become the industry standard
- Reduces cost of customer acquisition
- Increases likelihood of Installed Base Profit
- Allows you to drive the industry
- Can be done on a smaller scale
- Examples
 - Microsoft
 - Intuit / QuickBooks

mindset

methods

momentum





Premium Brand Profit

- Establish yourself at the very top of a market
- Takes a huge investment in marketing
- Charge high prices, have high margins
- Cost of sales is generally reduced proportionate to revenue
- Example
 - Tesla

mindset

methods

momentum





Specialty Profit

- AKA: “The Only Profit”
- Carve out a niche so well that no one wants to compete with you
- Capture all of a small and stable market
- Have a unique capability
- May have Intellectual Property
- Examples:
 - Pharmaceutical companies

mindset

methods

momentum





Community Profit*

- Work to become well known in communities (e.g., business clubs, industry groups, trade associations, service organizations)
- Become a leader in the community
- Gain access to large groups of prospects
- Examples:
 - Chambers of Commerce
 - Rotary and other service organizations
 - CEO Space



mindset

methods

momentum



Marketing Profit Strategies

- Time Profit
- Installed Base Profit
- De Facto Standard Profit
- Premium Brand Profit
- Specialty Profit
- Community Profit*

mindset

methods

momentum





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

mindset

methods

momentum





The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
Mindset			
Methods			
Momentum			

mindset

methods

momentum





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	★	★	

mindset

methods

momentum





Methods

- Study the different profitability models
- Brainstorm and analyze them
- Choose one or two that you think are just right for you
- Create a plan to implement them

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

mindset

methods

momentum





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	★	★	

mindset

methods

momentum





Agenda

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

mindset

methods

momentum





Leadership Profit Strategies

- Entrepreneurial Profit
- Experience Curve Profit
- Passionate Vision Profit*
- Planning Profit*

mindset

methods

momentum





Marketing Profit Strategies

- Time Profit
- Installed Base Profit
- De Facto Standard Profit
- Premium Brand Profit
- Specialty Profit
- Community Profit*

mindset

methods

momentum





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

mindset

methods

momentum





Related Office Hours

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

mindset

methods

momentum





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

mindset

methods

momentum





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

mindset

methods

momentum





Our Support Systems

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

mindset

methods

momentum





Next Office Hours: Aug 29th

- Topic is: Live Group Coaching
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

mindset

methods

momentum





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

mindset

methods

momentum



Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

mindset

methods

momentum

